



K Raheja Corp bags "**India's Most Preferred Builder**" award for the year 2005-2006 at the Liberty Smart Living Awards held on 18th November, 2006 at Tivoli Garden Resort, New Delhi.

The awards were based on a brand-rating survey through face-to-face interviews covering over 7,600 respondents across 17 cities in the country.

The award recognizes the innovation and cutting-edge development in the domain of housing, home decor, durables and real estate, and covered various categories like household appliances, house insurance, housing loan and household furnishing.

Conceptualized and instituted by **360 Degrees**, a subsidiary of Entertainment Network India, Smart Living Awards for the first time recognized and felicitated the country's most preferred brands in residential real estate and other house-related products and services.

The awards were backed by an in-depth independent market research by **AC Nielsen ORG-Marg** and validation by **PricewaterhouseCoopers**.