

# Developers using innovative ways of sale during lockdown

*Noida-based Gaur's Group has started a campaign, Ghar Baithe Ghar Kharido – Knockdown offer. Some like the Mahagun group have offered discount schemes. Another NCR-based developer, Migsun, charges just Rs 51,000 to book a flat.*

By [Faizan Haidar](#), ET Bureau | Last Updated: Apr 02, 2020, 12:00 PM IST



*Meanwhile, the lockdown hasn't deterred developers from offering Navratri schemes to buyers.*

[lockdown.](#)

Staring at an inventory pile-up, cost overruns and a sales slowdown, [real estate](#) developers in the National Capital Region are coming up with [innovative](#) offers to sell flats.

The developers, some reeling under debt, are paying money to existing customers for references, offering refundable booking amounts, creating cashback schemes, promising gifts on bookings and making exclusive arrangements with prop-tech platforms to push sales at the time of the

Noida-based Gaur's Group has started a campaign, Ghar Baithe Ghar Kharido – Knockdown offer, under which a customer can book any residential or commercial unit by paying Rs 1 lakh. The balance booking amount can be paid over the next 100 days. The payment can be made via online and the entire amount will be refunded if the booking is cancelled within 90 days.