

You paid for the lead. Call it back in a minute.

An AI sales employee that rings every new enquiry from your Meta and Google ads, website and 99acres, MagicBricks or Housing within a minute, in Hindi, Hinglish or English. It asks budget, configuration and possession timeline, books the site visit, and hands your sales team a warm lead with notes.

HOW IT WORKS

1

We learn your business

Your projects, configurations, price bands, site-visit slots, and what must always go to your sales head.

2

We set it up

Wired to your portal leads, lead forms, CRM or sheet, calendar and WhatsApp. You test it before any buyer talks to it.

3

We run it

We read the call logs, fix what it gets wrong, and every call is logged with notes for your sales team.

WHAT IT WILL AND WON'T DO

- ✓ Calls only buyers who enquired. No cold calls, no bought lists.
- ✓ Tells callers it is an AI at the start of every call, and announces recording.
- ✓ Reads out the RERA number from your approved list, never guesses, and leaves price talks to a person.
- ✓ Buyer data handled under the DPDP Act, deleted on request.

PRICE

₹22,500 / month

Plus a one-time setup of ₹50,000. 2,000 minutes included, then ₹8 a minute. No GST charged.

For comparison, a telecaller in Delhi costs ₹15,000 to ₹25,000 a month and works about 208 hours. Enquiries arrive across all 720.

WORTH KNOWING IN DELHI NCR

The RERA number is not optional

Every project ad must show its RERA registration number and the authority's website. Your caller should have it ready too.

RERA Act 2016, Section 11(2)

Three authorities, one market

Gurugram and Faridabad projects register with Haryana RERA, Noida and Ghaziabad with UP RERA, and Delhi with Delhi RERA.

Haryana RERA, UP RERA, Delhi RERA

Buyers shop by corridor

Many shortlist Dwarka Expressway, Noida Extension and Ghaziabad at once. The first call should ask which corridors they will consider.

From our real estate lead follow-up guide

See how it handles a property lead.

Read how it works for builders and brokers at brandbakery.tech/industries/real-estate, or request a callback at brandbakery.tech/contact.

brandbakery.tech