

Signature Global Enhances Engagement with NRI Customers in USA's Connecticut; Showcases Key Projects to Homebuyers

Category: Business

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Signature Global (India) Ltd., one of India's leading real estate developers, has enhanced its engagement with Non-Resident Indians (NRIs) in the United States of America (USA) over the past few weeks through multiple Investor Engagement Programmes held in Connecticut, including events at the Marriott Downtown in Hartford, the Hilton Hotel in Farmington, and the Hyatt House in Windsor.



Ms. Bharti Aggarwal, Director, Signature Global (India) Ltd.

With NRI interest in Indian real estate on the rise, these programmes focused on understanding their preferences, addressing the challenges they face when buying property in India, and exploring ways to better cater to their requirements.

The programmes, spearheaded by Signature Global's Director, Ms. Bharti Aggarwal, offered attendees an opportunity to interact directly with the leadership team and learn about the company's current and upcoming projects. Building on the success of its investor engagement initiatives held globally, the company plans to establish a dedicated team to support NRI homebuyers and better understand their aspirations.

Reflecting on the event, **Ms. Bharti Aggarwal, Director, Signature Global (India) Ltd.**, said, *"At Signature Global, our focus has always been on truly understanding our customers' needs. Our recent customer engagement programmes in Connecticut, USA, proved to be a valuable learning experience, giving me the privilege of interacting directly with our NRI customers and gaining deeper insights into their evolving*

preferences. As I return to India in the coming weeks, my priority will be to translate these learnings into our upcoming projects, ensuring they reflect what our customers truly aspire for. These engagements reinforce our commitment to delivering homes that combine the right location, innovation, and reliability. Moving forward, we are dedicated to better serving our global customers by strengthening our outreach and aligning our offerings with their needs and expectations."

During the engagement meet, NRI customers received a comprehensive overview of some of Signature Global's most sought-after projects, including the recently launched Cloverdale SPR, which has already garnered strong interest from NRI buyers. Other key projects, such as Titanium SPR and Deluxe DXP, were also highlighted, showcasing the company's diverse portfolio and commitment to quality.

These direct engagements gave attendees an in-depth view of Signature Global's projects while enabling the company to gather valuable feedback on the needs and expectations of NRI buyers. The conversations also offered greater understanding of NRI investors' preferences in India, including their choices for home sizes, layouts, and key amenities.

Through initiatives like this, Signature Global continues to strengthen its relationship with NRI investors, reinforcing its commitment to transparency, customer-centricity, and excellence. By actively engaging with global homebuyers and incorporating their feedback, the company aims to deliver homes that not only meet but exceed expectations, solidifying its position as a trusted and innovative real estate developer in India.

