



Real World Developer's Case Study

Proof That High-Impact Renders Drive Real Sales
Curated Guide by MYaestra



"NOT JUST RENDERS. ROI-DRIVEN VISUAL STRATEGY."

~ Meghna Maurya —co-founder of MYaestra.

Unmatched Realism: Crafted using V-Ray, Unreal Engine & Blender

Emotional Storytelling: Cinematic lighting, stylized compositions, lifestyle detailing

Sales-Ready Assets: Renders, flythroughs, 3D floorplans, moodboards—all packaged for pitch decks and campaigns

Global-Standard Quality: Indian soul. International visual grammar.





Related Companies – 520 West 28th, New York

Scenario: Zaha Hadid's luxury condo project in NYC used ultra-realistic renders and animations to pre-sell units priced \$4M and above—before construction started.

Result: 50% of inventory sold out at launch using only CGIs, VR tours, and flythrough videos.

Takeaway for India: This strategy allowed the developer to raise price per sq.ft post-launch and reduce model flat costs.

How Myaestra Delivers: We help boutique and mid-size developers in India use the same pre-sale strategy, with cinematic realism tailored for your target buyer.



Lodha World One, Mumbai

Scenario: For India's tallest residential tower, Lodha used a mix of photorealistic interior renders and virtual walkthroughs in their global launch campaigns.

Result: Massive pre-bookings from NRIs and international buyers, especially in London, Dubai, and Singapore.

Takeaway for India: Renders helped close deals remotely—without physical site visits or show homes.

How Myaestra Delivers: We craft immersive visuals and curated flythroughs to unlock NRI and HNI sales without on-site walkthroughs.





DAMAC Properties, Dubai

Scenario: DAMAC, a UAE-based luxury developer, uses cinematic renders and VR tools extensively in off-plan sales.

Result: 70–80% of units in several projects were sold pre-launch, using nothing but marketing decks with CG visuals.

Takeaway for India: Visualization isn't a “nice-to-have”—it's the engine of off-plan ROI.

How Myaestra Delivers: We offer Signature and Immersion packages that match the visual fidelity of global players, adapted to Indian real estate needs.



From CAD to Cinematic in 4 Steps

01

Onboarding & Briefing

We align on vision, project goals, buyer persona, and mood.

02

Modeling & Scene Setup

We translate CAD into high-detail 3D environments.

03

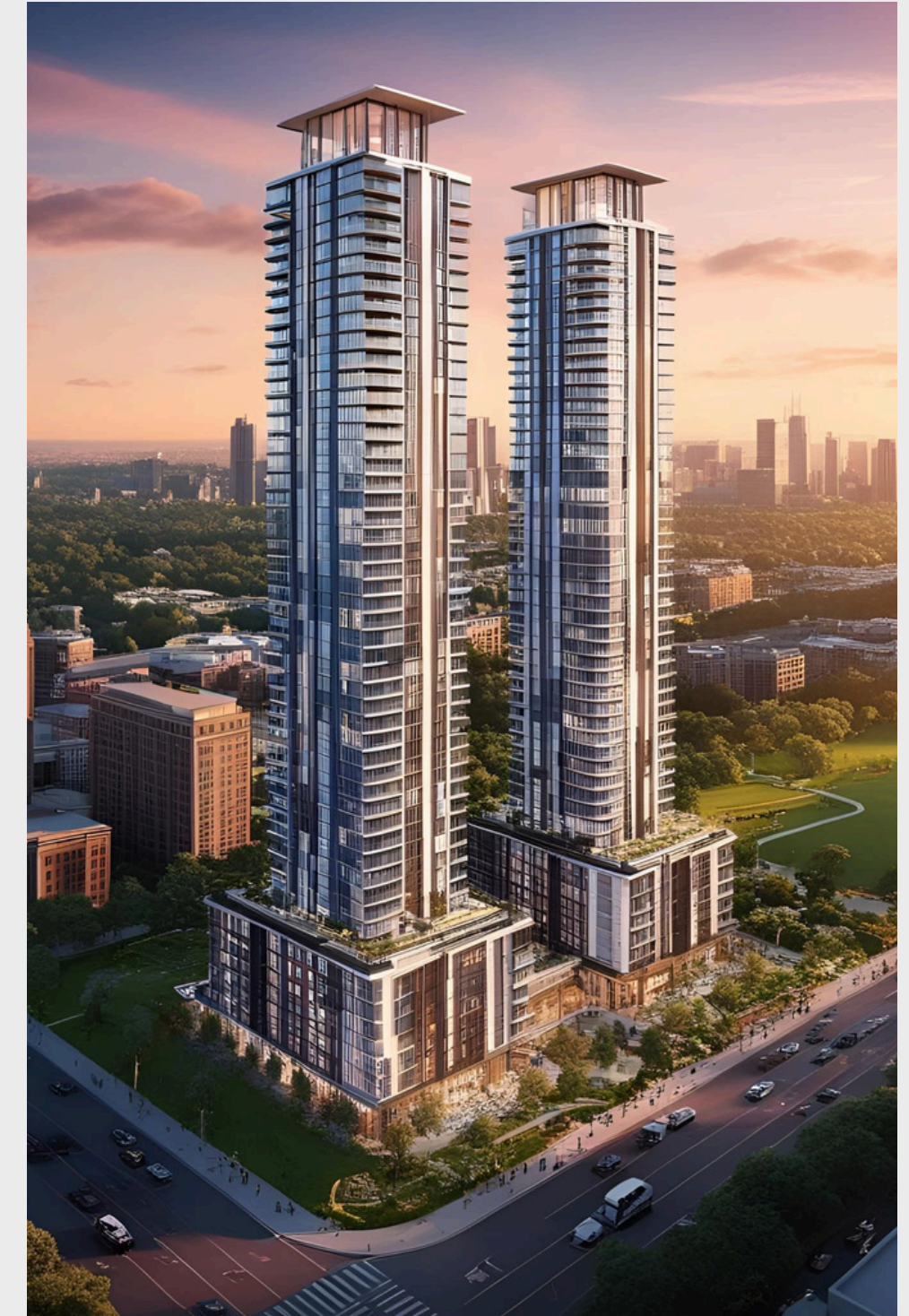
Lighting, Materials & Styling

Cinematic mood, photoreal textures, lifestyle aesthetics.

04

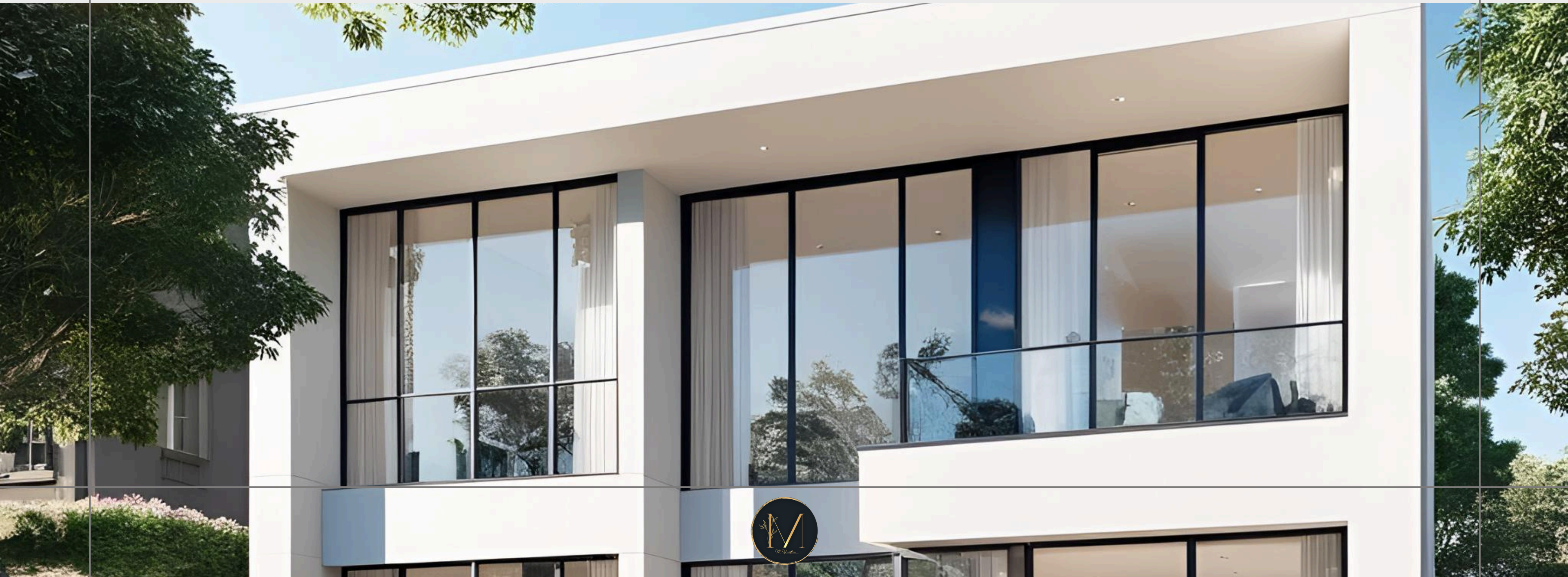
Delivery & Post-Production

Multiple resolutions, formats for marketing, and feedback rounds.



Let's Visualize Your Vision

MYaestra helps forward-thinking developers, architects, and interior designers bring unbuilt spaces to life through cinematic realism. Based in India. Working globally.



Why Creators Trust MYaestra

“MYaestra delivered an outstanding experience with high-quality visuals and professionalism—within a very short turnaround. Truly impressed!”

MR. ABID KHAN, ICHIBAN FRANCHISE
OWNER

“The walkthroughs MYaestra delivered brought our designs to life with incredible detail and realism. A seamless experience.”

MR. SUDHIR KUMAR RANA, PRIVATE CLIENT

“The renders for our restaurant and shopping complex helped us win approvals with ease. Visually stunning and highly professional.”

MR. SAM, FREELANCER ARCHITECT

“Outstanding experience with high-quality visuals delivered in very little time. Truly impressed.”

MR. J.K. KULKARNI, PARIMAL PROJECTS

“MYaestra’s visualization of our hospital facade was exceptional. It helped us refine our vision even before execution.”

DR. VIVEK, HEALTHCARE CLIENT



READY TO BEGIN?

“If they can do it, so can you—with visuals that match their level.”

Connect here:

Book Consultation + Speak to MYaestra Founders

To Book Consultation use this Link

Sell Faster. Design Better. Build Trust.

