

Press Release

Coimbatore, Tamil Nadu – 15.11.2025

Adissia Developers Pvt. Ltd Launches “Alert Kovai” Campaign to Promote Safe Real Estate Buying Practices in Coimbatore.

At the launch event of **Coimbatore Vizha**, held at **Codissia Grounds, Coimbatore, on 14th November 2025**, Adissia Developers unveiled its major public awareness initiative titled **“Alert Kovai.”**

The event was presided over by **Mr. Senthil Balaji, Member of the Tamil Nadu Legislative Assembly, Mr. Pavan Kumar G. Giriappanavar (IAS), District Collector of Coimbatore, Mr. Saravana Sundar (IGP), Coimbatore City Police Commissioner, and Mrs. K. Ranganayaki, Mayor of Coimbatore.**

The **Alert Kovai** initiative will run continuously for several weeks and has been crafted to educate the general public on the essential know-how required for buying or investing in real estate. The campaign will engage citizens through **online platforms, outdoor media, on-ground activations, and community interactions.**

As the first phase of the campaign, Adissia Developers has launched an awareness drive on **RERA compliance**, centred around the message:

“Don’t Fall for False RERA!”

The objective is to urge homebuyers to verify RERA registration before investing in any property, protecting them from misleading claims and promoting greater transparency in Coimbatore’s rapidly expanding real estate market.

The campaign highlights a simple but crucial message:

“Always check the RERA number before you buy a plot.”

To make verification easier for buyers, the campaign includes a **QR code** that directs them to instructions on validating project details on the official Tamil Nadu RERA website: **www.tnrera.in**

“Every homebuyer deserves clarity and confidence. Our goal is to help people make safe, informed investments backed by genuine RERA approvals,” the company stated.

#Reraawareness #publicawareness #rerafirst #tnrera #safeplotbuying #reraalertkovai
#adissiaalert #knowyourera

Through **Alert Kovai**, Adissia Developers further strengthens its commitment to **honesty, trust, and customer protection.**

As part of the initiative, Adissia has established **two dedicated avenues** for the public to seek guidance on any aspect of real estate purchasing. Consumers can now:

- **Write to:** alertkovai@adissia.com
- **Call or Whatsapp :** 89259 96561
- (Available between **9:30 AM and 6:30 PM**)

In addition, Adissia is in the process of setting up **awareness centres / kiosks** across multiple locations in Coimbatore. As the first step, centres will be opened at **Race Course, Hosur Road, and Neelambur** within the next **30 days**.

All buying queries related to property buying in Coimbatore, will be addressed by Adissia's expert team, ensuring that every buyer receives better guidance and right information.

ALERT! KOVAI

**DONT FALL
FOR FALSE
RERA!**



Scan here to know
more about RERA

Your property, Our priority

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