THE HOUSE OF ABHINANDAN LODHA™

The customer said it. Now marketing can hear it.

How The House of Abhinandan Lodha turned recorded sales calls into Customer DNA: who buys, what they ask for, which objection costs the most and whether the approved pitch ever reaches them.

INSIDE

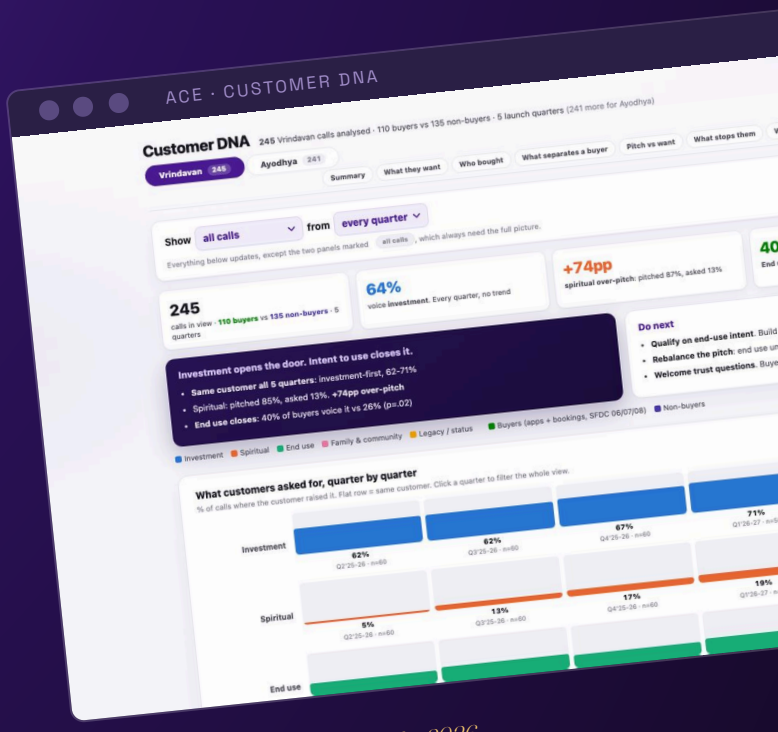
2 The problem. A pitch nobody heard delivered.

3 What we built. Two instruments, one set of calls.

4 What it looks like on the floor.

5 What changed, and what was hard.

6 Four things for another marketer.



Customer DNA for one launch, September 2026.

977
calls in the full year census of a single launch

500
calls in the first study across two launches

4
launches with deck adherence measured call by call

2 in 3
roughly how much of the approved deck reaches a customer on an average call

THE PROBLEM

Marketing wrote the pitch. It never heard it delivered.

Marketing at a land developer writes the launch: the film, the deck, the five reasons to buy, the answer to every objection. Then the launch goes to 76 closing managers and disappears into video calls nobody hears.

Marketing measured everything before the call: campaigns, clicks, leads, walk ins. It measured nothing inside it. Which objection was actually costing bookings? Did the closer deliver the approved pitch or their own? What does a buyer sound like, in their own words, compared with someone who never books?

Those questions were answered by anecdote, usually from the loudest closer in the room.

An unplanned second use

ACE was built for sales, to score calls. Once thousands of calls were machine readable, the marketing questions could be asked of the same data. This was discovered, not designed. It is the strongest argument for making the conversation readable at all: the call is also a record of what we said and what the customer said back.

Two instruments came out of that discovery. Customer DNA reads what buyers want. Deck adherence reads whether the approved message reached them.

"We knew what we had told the market. We had no idea what the market was telling us."

	BEFORE ACE	WITH ACE
Objections	Anecdote from the review room	**Ranked by cost against booked calls**
Pitch delivery	Assumed complete	**Measured section by section, per closer**
Buyer insight	The loudest closer's story	**Buyers' own words across 977 calls**
The next deck	Built on the brief	**Built on what booked calls delivered**

500
calls in the first study, 250 each from two launches

977
calls in the full year census of one launch, refreshed weekly

4
launches with the approved deck tracked section by section

52
approved answers checked against what closers actually said

WHAT WE BUILT

Two instruments on the same calls.

A

Customer DNA

For each launch, ACE reads booked and non booked calls and extracts what the customer asked for (investment, spiritual, end use, quarter by quarter), which objections they raised and in what order, who else is in the decision and the words buyers use that non buyers do not.

The first study read 250 calls from Vrindavan and 250 from Ayodhya. It now runs as a full year census of 977 calls on one launch, refreshed with each week's new conversations.

B

Deck adherence

The approved launch deck is broken into sections. Each call is checked for which sections were delivered, how long each took and which the closer skipped. The approved answers to the launch FAQ are compared with what was actually said. The result is reported per launch, per team and per closer.

The rule that keeps it honest

Buyer markers are minority signals. A marker present in four buyers out of ten and in a quarter of non buyers is a real signal and a weak one. ACE reports the gap, never a stereotype, and no archetype is shown as a rule.

WHAT A CALL TELLS MARKETING

What was asked for. What was objected to, and whether the approved answer was given. Which deck section was skipped. Which phrases recur in calls that booked. All of it by launch, by quarter and by closer.

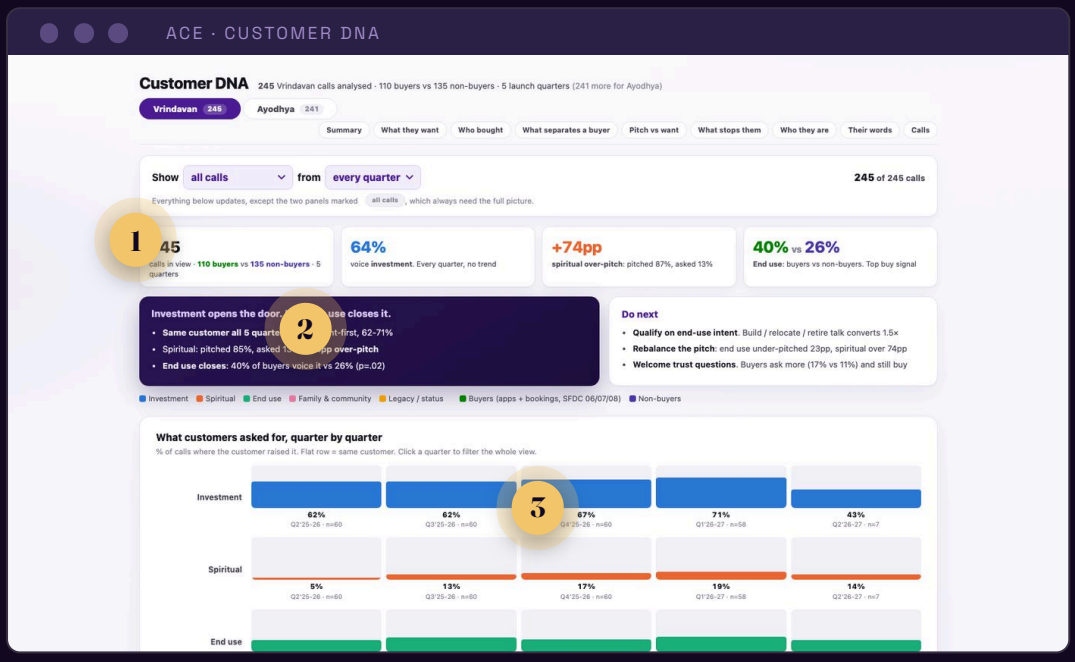
HOW IT WAS BUILT

On the same in-house platform that scores calls. No new data collection. The same transcripts, read with a different set of questions, on commercial foundation models.

THE HOUSE OF ABHINANDAN LODHA™

What buyers asked for. What the pitch delivered.

Customer DNA. One launch, buyers against non buyers.

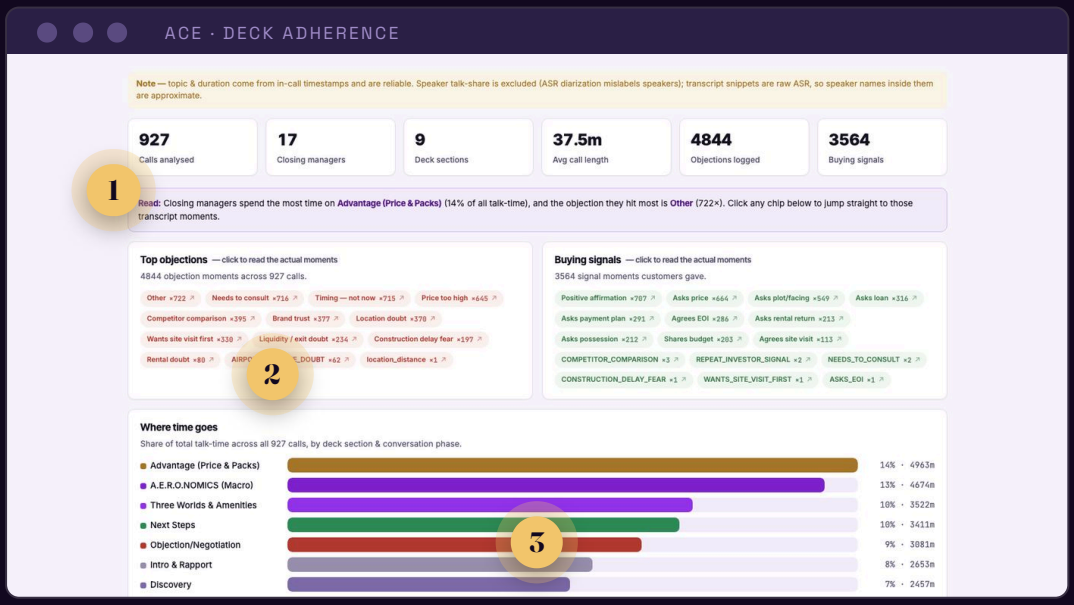


1 Calls read, the share that opened on investment and how buyers differ from non buyers.

2 The one line finding for the launch and what to do about it on the next call.

3 What customers asked for, quarter by quarter. The mix moves, the deck should too.

Deck adherence. Where the approved pitch spends its time.



1 Calls read, deck sections tracked, objections and buying signals logged for one launch.

2 Top objections and buying signals, ranked by how often they appear across the calls.

3 Where call time goes, deck section by deck section, against the approved plan.

WHAT CHANGED

The pitch is fixed at source, not retaught to 76 people.

Objections ranked by cost, not by volume

Objections are now ranked by how often they appear in lost calls against booked ones, not by how often a closer mentions them in a review. The loudest objection and the most expensive one were not the same.

The deck got shorter

When adherence showed a section routinely skipped, marketing rewrote or cut the section rather than retraining the floor. Launch decks now open with the sections that recur in booked calls.

The buyer's own words go into the next launch

Phrases that recur in booked calls feed the next film and deck brief. The customer is now quoted in the creative brief, in their own language, before a line is written.

One number changed how launches are built

Under two thirds of the approved deck reaches the customer on an average call. Marketing plans for that now instead of assuming full delivery.

What was hard

A transcript is not a survey. Customers do not announce their archetype. Markers are inferred and are always reported with their base rates.

Language. Hindi and English mix in every call. Buyer language analysis had to work across both, and the transcription had to keep the Hindi.

Small numbers per launch. 250 calls gives direction, not precision. The full year census fixed that for one launch and is being extended.

One approved deck. Adherence only works when sales and marketing agree on a single approved version. That agreement was a project in itself.

Four things we would tell another marketer.

1 The call is a marketing record too.

Every launch message is delivered by a person, on a call, in their own words. Measure that delivery the way you measure the campaign that produced the lead.

2 Ask the questions you could never answer.

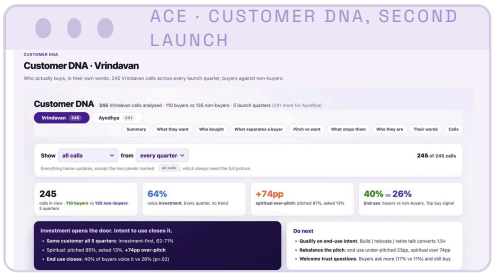
Who is buying, in their own words. Which objection actually costs us. Did the training change anything. The data answers them once it can be read.

3 Report gaps, not types.

A buyer archetype is a lean in the data, not a person. Sell it as a lean and the floor trusts it.

4 Build once, then let other functions in.

ACE was a sales tool. Marketing got a measurement layer for free. Training got a curriculum. Neither was in the original brief.



The same instrument on a second launch. Every launch gets its own DNA.

The House of Abhinandan Lodha is India's branded land company, selling plotted developments across Goa, Ayodhya, Vrindavan, Nagpur, Khopoli, Neral etc. ACE is its sales call intelligence platform, designed and built in house. Screens in this document are live views from September 2026 with individual names hidden.

ACE
BUILT IN HOUSE