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## Insomniacs Convo AI & TrustED AI Drive 60% Better Conversions For Top Realty Developers In India



Insomniacs drives India's real estate digital growth with AI-powered platforms Convo AI and TrustED AI, enabling speed, efficiency, and personalization. As India's real estate landscape advances towards digital maturity, Insomniacs, one of the country's leading proptech and martech consultancies, is driving the next phase of growth through intelligent automation. With its AI-driven engagement ecosystem, Convo AI and TrustED AI, they are enabling developers to deliver speed, efficiency, and personalization at scale. Already adopted by several top developers, this agentic AI suite represents a decisive shift where growth is powered not by launches or marketing spends, but by systems that communicate, learn, and optimize in real time. Convo AI helps developers reimagine engagement across marketing, pre-sales, channel partner management, sales, and post-sales. From instant query handling to brand-consistent communication 24x7, it ensures that no lead or customer intent is ever lost. Complementing it, TrustED AI listens and analyzes every interaction, calls, chats, or site visits, distilling insights and sentiments in nine Indian languages to enable faster, data-backed decisions. Taking the vision further, Insomniacs launched ACX Convo AI Web, which turns developer websites into intelligent, round-the-clock service touchpoints. Acting as a fully agentic AI representative, it helps customers explore projects, schedule visits, and request callbacks through natural, conversational interactions. The platform also strengthens NRI engagement with multilingual and time-zone-aware support, ensuring personalized and consistent communication across markets. The results have been transformative. Early

adopters report over 60% call connectivity, faster response cycles, sharper qualification, and higher conversions, all achieved without additional manpower. At Shriram Properties, this impact was immediate. “Our collaboration with Insomniacs’ pathbreaking Convo AI tool was focused on leveraging their intelligent engagement and lead nurturing systems to significantly improve business conversions for Shriram’s Pune project (Codename Superstar). By integrating their AI-driven conversational tools into our customer journey, we were able to capture intent more accurately and personalize interactions in real time. This has significantly helped us shorten the decision-making cycle and increase booking efficiency,” said Vivek Venkateswar, Director – Shriram Properties Ltd. For Ruparel Realty, Convo AI improved engagement and efficiency. “Insomniacs understood our customer journey deeply and implemented Convo AI seamlessly across touchpoints. We’ve seen higher engagement, sharper reporting, and a consistent brand voice across communications. The ability to connect with leads faster and qualify them intelligently has helped our teams focus on conversions rather than coordination,” shared Vishodhan Shah, DVP – Digital Marketing, Presales & Direct Business, Ruparel Realty. Reflecting on this evolution, Govind Rai, Co-Founder & CEO of Insomniacs, said, “The future of real estate belongs to those who can combine human intent with machine intelligence. Convo AI is not just a tool; it’s an ecosystem that listens, understands, and responds with purpose. As developers compete for speed and personalization, our mission is to help them build scalable, intelligent systems that mirror the empathy and precision of a real human conversation.” Adding to this, Paritrupt Bagadia, Co-Founder & CTO, said, “The true power of AI lies in its ability to adapt, learn, and simplify complex workflows. With Convo AI and TrustED AI, our goal has been to make automation intuitive, something that strengthens teams, not replaces them. Every feature we build is focused on reducing friction, improving efficiency, and ensuring that every customer touchpoint adds measurable business value.” Built to integrate seamlessly with existing CRMs, Insomniacs’ AI ecosystem enables developers to transition from manual operations to intelligent automation, creating connected, measurable, and multilingual customer journeys from initial inquiry to post-purchase. With leading developers already realizing tangible results, one truth stands clear: the future of Indian real estate isn’t preparing for AI, it’s already powered by it.