

HDFC Capital and Invest India jointly launch the HDFC Real Estate Tech Innovators 2022

Highlights:

- Launch of HDFC Real Estate Tech Innovators 2022 India's largest platform to recognize real estate tech innovations
- To facilitate access to decision makers and markets for technology innovations by start-ups
- Opportunity for startups to present their innovations to an audience comprising of top Government representatives, promoters and CEOs of leading real estate developers and marquee global investors
- Promoting HDFC Capital's philosophy of investing in Affordable Housing by leveraging Technology in a Sustainable & Impactful manner

Mumbai, 21st September 2022: HDFC Capital and Invest India today announced the launch of India's largest PropTech platform – "HDFC Real Estate Tech Innovators 2022". The platform will identify, recognize and award disruptive innovations in the Construction Tech, SalesTech, FinTech, and Sustainability Tech verticals.

Launched under HDFC Capital's H@ART (HDFC Affordable Real Estate and Technology) Platform, HDFC Real Estate Tech Innovators 2022 is a thought leadership initiative which aims to harness, award and showcase companies that shall drive innovation and efficiencies within the affordable housing ecosystem.

The shortlisted companies will get a platform to showcase their innovative solutions in the affordable housing ecosystem to the stakeholders. In addition, HDFC Capital has committed to invest in a minimum of 3 of the most innovative companies / solutions forming a part of HDFC Real Estate Tech Innovators 2022.

While multiple funding options for start-ups with smart solutions are available, access to markets for real estate tech innovations and decision markers for end users is scarce. This platform will help in bringing together relevant decision makers and innovative solution providers. This platform will help start-ups to gain timely access to end-user businesses.

The 2022 edition of the HDFC Real Estate Tech Innovators is being powered by Anarock and supported by leading ecosystem stakeholders such as Pi Labs, Sequioa, Matrix Partners, Accel, 3One4 Capital, Blume Ventures, Alteria Capital, YourNest, Gruhas PropTech, Edhina, Saint Gobain, CIIE @ IIM Ahmedabad, IIT Kanpur along with IVCA and TiE Delhi NCR.

Applications have been opened up for innovators from across the country to apply for the opportunity to partner with HDFC Capital's USD 3 Billion real estate funding platform.

Innovators can visit <http://techinnovators.hdfccapital.com> to apply for the challenge.

Applications will be evaluated on a rolling basis with shortlisted applicants being given the opportunity to present their innovations at the main showcase event to be held in Mumbai on 14th November 2022. The audience at the event shall comprise top Government representatives, promoters and CEOs of leading real estate developers and marquee global investors. In addition to the opportunity to showcase their innovations to the real estate and technology ecosystem, shortlisted applicants will also receive awards and be considered for investments.

Deepak Bagla, Managing Director and CEO, Invest India, said, "Policy initiatives taken over the past few years have made India a global player and have resulted in a significant inflow of foreign investments in all areas of the economy. Through the "HDFC Real Estate Tech Innovators 2022" program we are aiming for increased cooperation between different stakeholders to provide the right market opportunities to startups in the Proptech sector."

Renu Sud Karnad, Managing Director – HDFC Ltd said, "HDFC is committed to supporting the government's vision of Housing for All and we endeavour to facilitate the growth of affordable housing in the country. The construction industry is one of the least digitalised sectors in the world. Adoption of new technologies within the real estate sector will play a vital role in the creation of efficiencies and promoting sustainability within the real estate development cycle. The H@ART platform and the 2022 edition of HDFC Real Estate Tech Innovators will support innovative businesses building clean, technology solutions for the real estate sector thereby contributing to the enhancement of affordable housing in India."

Vipul Roongta, Managing Director and CEO, HDFC Capital, said, "HDFC Capital seeks to address the demand supply gap in affordable housing in India through a combination of innovative financing, partnerships, sustainability and technology. The HDFC Real Estate Tech Innovators 2022 will showcase the Future of Affordable Housing in India and will enhance the adoption of real estate tech innovations. Under the aegis of our H@ART Platform, we will also invest in real estate tech companies and foster their collaboration with leading real estate developers, thereby creating value across the entire affordable housing ecosystem."

About HDFC Capital Advisors Limited

HDFC Capital, a subsidiary of Housing Development Finance Corporation Ltd, is in the business of managing private equity funds focused on real estate sector in India. HDFC Capital also seeks to promote innovation and the adoption of new technologies within the real estate sector by investing in and partnering with technology companies.

HDFC Capital is the investment manager to HDFC Capital Affordable Real Estate Fund 1 (H-CARE 1), HDFC Capital Affordable Real Estate Fund 2 (H-CARE 2) and HDFC Capital Affordable Real Estate Fund 3 (H-CARE 3), which are registered with SEBI as a Category II Alternative Investment Funds. These funds combine to create a US\$ 3 billion platform targeting the development of affordable and mid-income housing in India.

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About HDFC Ltd:

Housing Development Finance Corporation Ltd (HDFC), the pioneer of retail housing finance in India has as of June 30, 2022 assisted over 95 lakh families to own their house. HDFC's strength has been its value-added services, delivered through a specialist team of trained and experienced professionals. HDFC has consistently had an impeccable record of customer friendly services.

HDFC has been described as a model housing finance company providing technical assistance and consultancy assignments for developing countries across Asia, Africa and East Europe.

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