

HeART PROGRAM

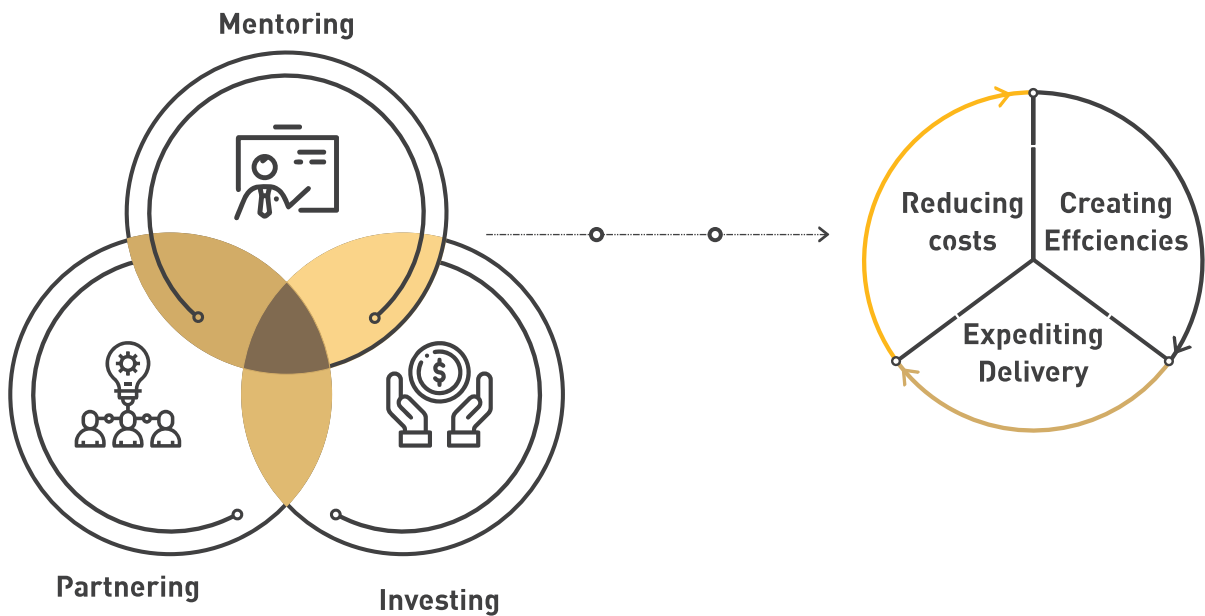
HDFC AFFORDABLE REAL ESTATE & TECHNOLOGY

FINANCING · PARTNERSHIP · TECHNOLOGY

The HeART initiative is aimed at creating efficiencies and lowering costs in each part of the development cycle for a real estate project. HeART seeks to mentor, partner and invest in real estate technology companies that drive break through innovations and efficiencies within the affordable housing eco-system.

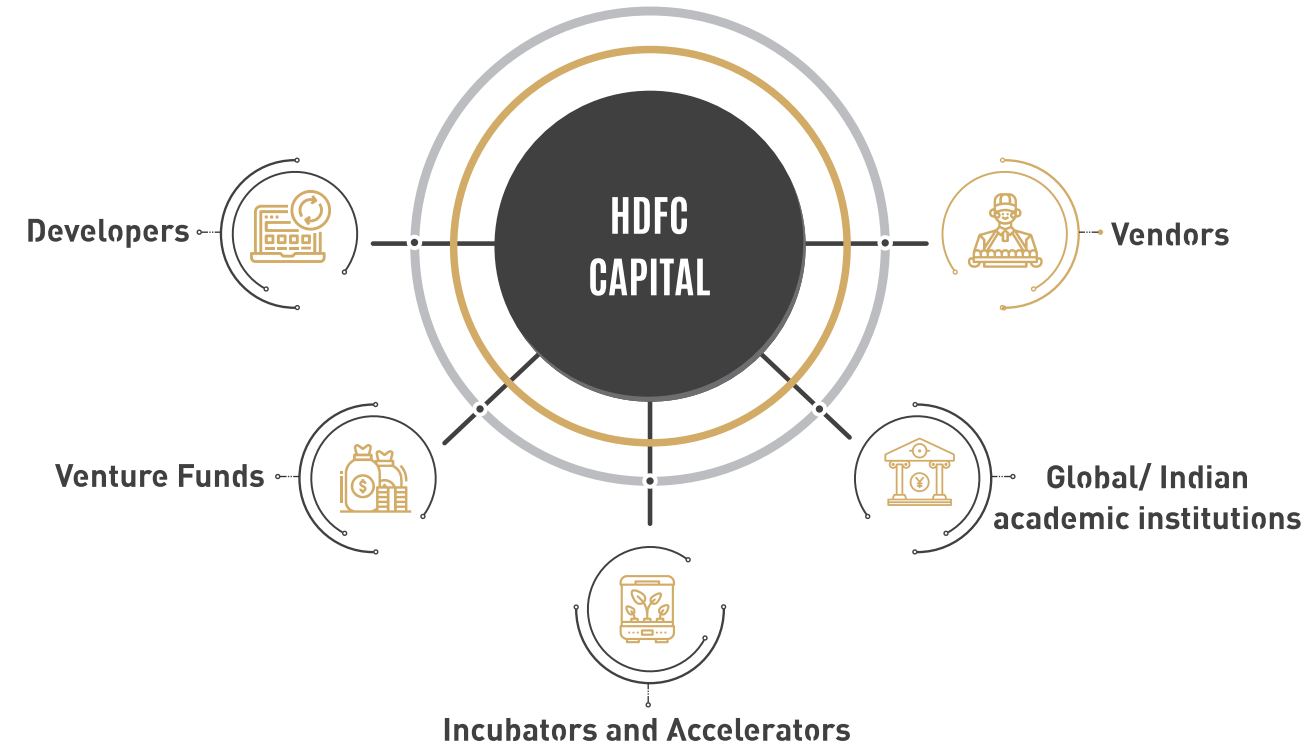
HDFC AFFORDABLE REAL ESTATE & TECHNOLOGY PROGRAM (HeART)

FOSTERING COLLABORATION BETWEEN
AFFORDABLE HOUSING DEVELOPERS & TECHNOLOGY COMPANIES

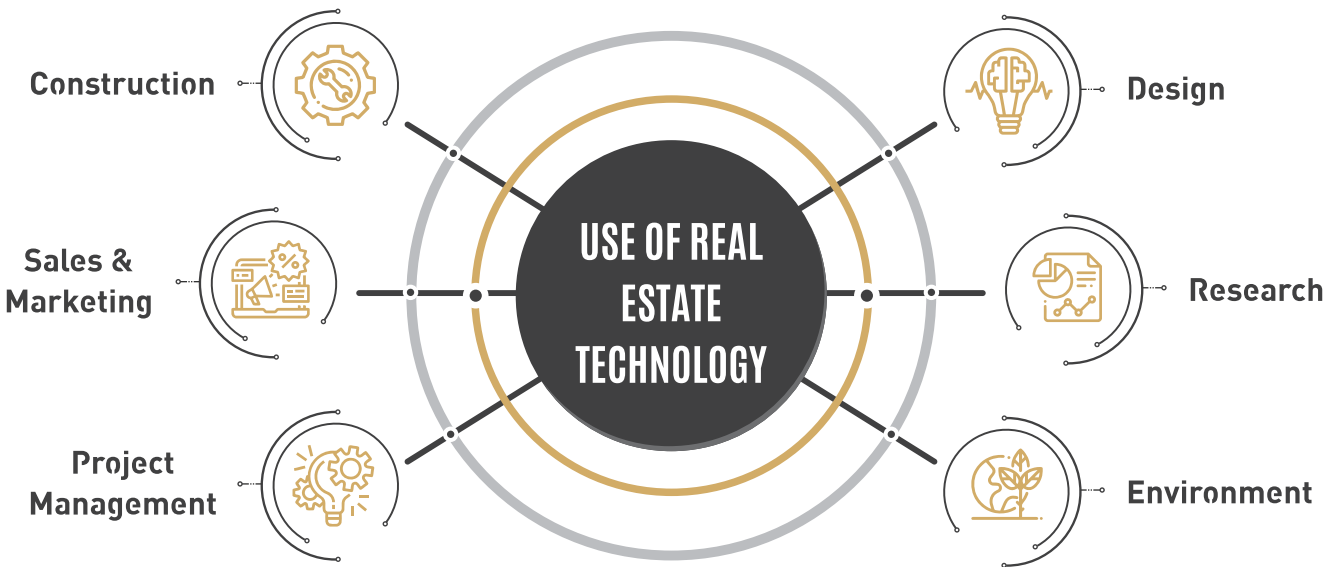


HeART - FOSTERING COLLABORATION THROUGH PARTNERSHIPS

PARTNERSHIP WITH MULTIPLE STAKEHOLDERS WITHIN
THE AFFORDABLE HOUSING ECOSYSTEM



INNOVATION AND NEW TECHNOLOGIES
WILL PLAY A SIGNIFICANT ROLE IN THE AFFORDABLE HOUSING ECOSYSTEM



HDFC Capital firmly believes that technology will play a significant role in meeting India's 'Housing for All' goal.

TECHNOLOGY - PRESENT IN ALL PARTS OF THE DEVELOPMENT CYCLE

Investment & Research



Land sourcing

Land Mapping, Surveying

Approvals/ Diligences

Title, Building Permissions & Valuation

Research/ Data Analytics

Market Intelligence

Design & Construction



Design

Interior Design, Building Information Modeling

Procurement

Building Material Aggregators

Construction

3D Printing, Autonomous Vehicles/ Robotics

Operations & Environment



Project Management

Detailed project monitoring and integration

Green Technology

Sustainable Technology

Sales & Post Sales



Sales

VR, Classifieds, CRM, Blockchain etc.

Post Sales

Facility Management, Smart Buildings, Security etc.

Shared Economy

Student Living, Co-Living, Senior Housing