HDFC CAPITAL MASS HOUSING PLATFORM
HDFC Capital Impact

- Development of **12,000+** Rehabilitation Homes
- Committed to finance **215,000+** Housing Units
- **15 Million** square feet area with Green Building certifications
- Creating business for **30,000+** MSMEs
- Helped **~75,000+** workers avail Govt. benefits
- Creating employment for **300,000+** Labourers

*Numbers on approximate basis
** ~25000 workers are Real estate sites
Myths Of Affordable Housing → HDFC Capital Approach

1. Is not commonly developable at scale
2. Can only be developed in outskirts
3. Means cheaper homes
4. Technology usage limited to Construction

Manufacturing approach for Sustainable Tech Led Affordable Housing
First and Only Supply Side Eco System

HDFC Capital Bleu Circle Program
Powered through Super App

Developers
Vendors
Financiers
Industry and Academia

The first and only program for eco system play enabling aggregation of industry stakeholders on a common platform for creating economic value