

STRESSED ASSETS

Hecta

Bank se... Hecta pe...

Marketplace for repossessed
properties of
Banks and Financial Institutions

THE CONTEXT

- + As reputed Banks and Trusted Institutions, you shoulder the responsibility of economic growth by purposeful lending. There will always be few NPAs due to several unforeseen reasons.
- + Hecta is a technology platform to market the SARFAESI and IBC inventory to the respective target segments, improve visibility and get more participation to the auctions.
- + Hecta aspires to support the Public Sector Banks, Private Sector Banks, Cooperative Banks, Housing Finance Companies, NBFCs and ARCs by creating a marketplace to generate leads.
- + We seek an opportunity to be onboarded as an empanelled and extended partner to support you in resolving NPAs.

REAL ESTATE MARKET SEGMENTS



"89.7% of households' wealth in India is in Real Estate."

Source : All India Debt and Investment Survey by National Statistical Office, India

We deal in all types of real estate. We do not deal with Gold, Vehicles, Plant & Machinery.

MARKETING OF REPOSSESSED PROPERTIES FOR REALISATION OF REPOSSESSED PROPERTIES

- + Hecta is an online marketplace for repossessed properties. Our curation, classification, search and presentation provide good user experience.
- + Our matching algorithm helps buyers discover properties relevant to their specific requirements.

The screenshot displays the Hecta website interface for a property listing. The header includes the Hecta logo, navigation links (Home, Properties, Banks & Institutions, Blogs, Contact us), search, login, and register options. The main content area features a map of Mangode, Palakkad, with coordinates 10°52'56.4"N 76°20'5... and a red pin indicating the property location. The property is titled '~34 Acre Kerala Medical College and Hospital in Palakkad' and offers a 30% discount. Action buttons include 'Buy Visit Report', 'Read Seller's Notice', 'Visit Report Template', 'Encumbrance Certificate', 'Apply For Loan', and 'Enquire On WhatsApp'. A 'Drone Feed' section shows an aerial view of the property. Below this, there are more images of the property and a grid of smaller images. The bottom section includes a table with property details and a 'Pay Now' button.

Property Type	Total Area	Built-up Area
Land and Building	~34 Acre	N/A

Reserve Price	Earnest Money Deposit	Pay EMD on Hecta
₹ 82,85,50,000	₹ 8,28,55,000	Pay Now

Application End Date
August 23, 2022

[Express Interest](#) [Apply Now](#)

Information Provided are on "As-Is" basis. Investor(s) /buyer(s) to apply discretion /and required due diligence before investment , refer T&C for details.

Bank Name	Possession Status
Auction Portal MSTC	Physical Possession

Auction Time	Registration SRO
August 25, 2022 11:30 am to 12:30 pm	

BANKS AND FINANCIAL INSTITUTIONS

01 Problem Statement

- + Reduce stress in ~~stressed~~ assets.

02 Governance & Process

- + Follow the prescribed process of SARFASEI or IBC, as applicable.
- + Disposal process to be completely transparent and online.

03 Marketing Challenges

- + Poor awareness and insufficient information.
- + Properties may be in poor condition. However, they are bought for location and catchment.
- + Heterogenous assets, fragmented geographically.
- + Negligible marketing budget per property.

DISPOSING THROUGH BROKERS VS PLATFORM

01 Brokers

- + Strong local reach.
- + Focus on saleable, deep discounted deals.
- + Don't share with others for fear of increasing bid competition.

02 End - Buyers

- + Aggregated inventory on platform that provides multiple options.
- + Seek lot of information and due-diligence services.
- + Buy for specific needs. Once the property meets their requirements, price becomes secondary.

HECTA'S PROPOSITION

01 Curation

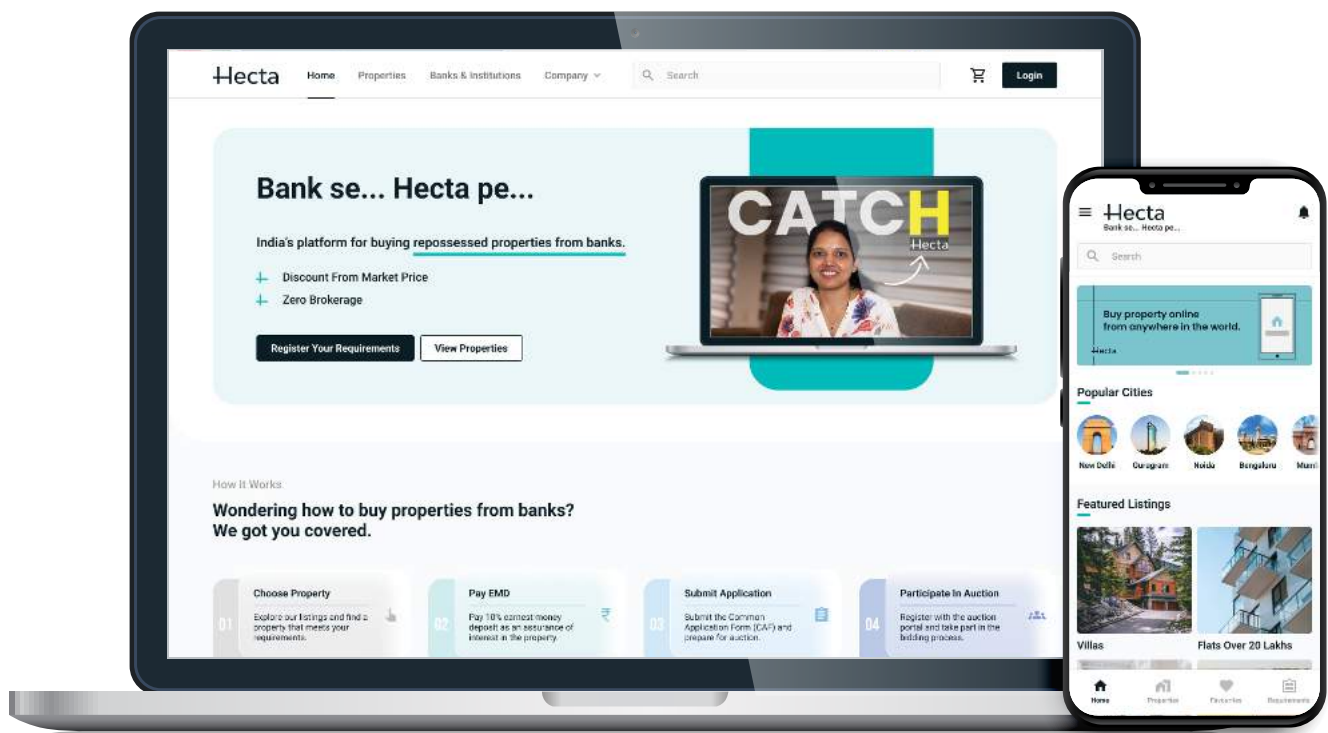
- + Curation with enhanced information - Google Maps location, property pictures, drone's aerial feed of catchment, possession, title etc.

02 Marketing

- + Digital marketing platform with "Hyper Local Marketing Approach".
- + No sales pitch, education with right information on property, process and payment.

03 Services

- + Due-diligence services from respective Experts / Professional agencies as per End-Buyers' needs.



Hecta's Website - www.hecta.co

Hecta App
on Google Playstore
& AppStore

MARKETING OF REPOSSESSED PROPERTIES FOR BANKS & FINANCIAL INSTITUTIONS

Property curation with enhanced information

Brokerage for generating leads and enabling successful transactions

Newspaper publications

Curation



Enhanced information on sale notice through our extended field network in tier 1, 2 and 3 towns.

Centralised Back-Office



Our cataloguing, operations and helpline are centralised and driven by standard process.

Technology



Powered by AWS Cloud, our portal and app can support more than one lakh properties.

Due-Diligence Support



Built a network of empanelled lawyers with expertise in SARFAESI, IBC and DRT cases.

Omni-Channel Marketing



Follow the “hyper-local marketing approach” at scale combining digital and offline marketing.

Lending Support



Most end-buyers need loans to purchase a property. We tied-up with few Banks and NBFCs.

Onboard us to support your E-Auction Mela

OUR SOCIAL MEDIA

Facebook facebook.com/hectaproptech

Instagram instagram.com/hectaproptech

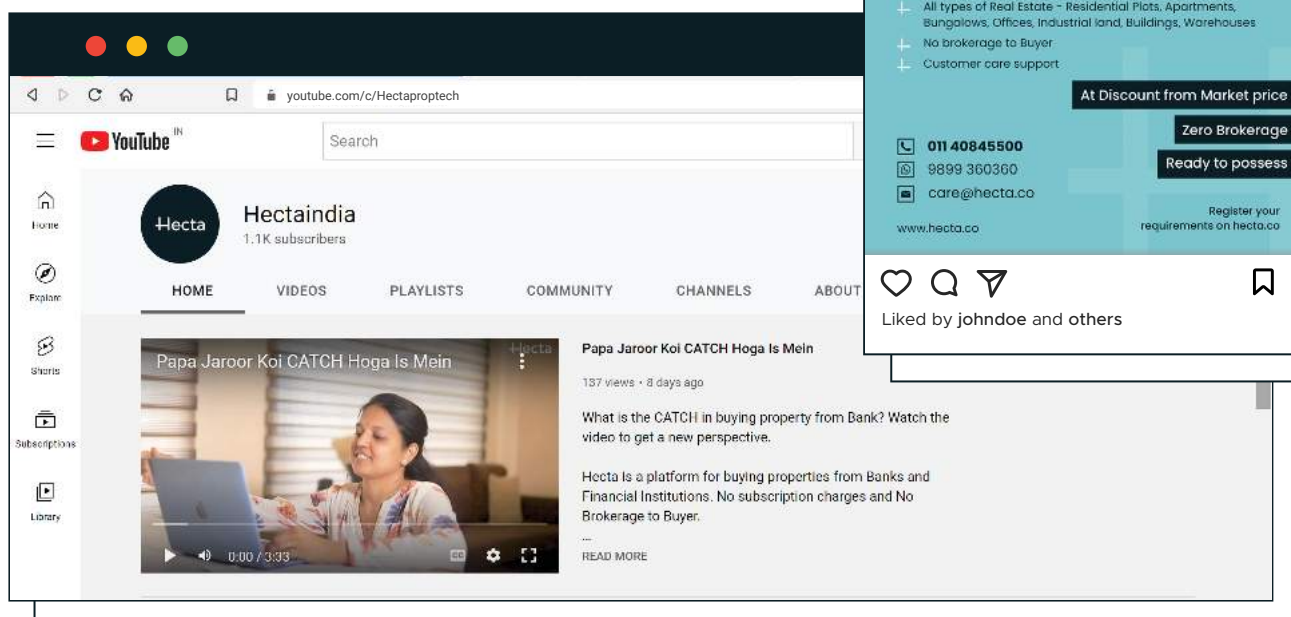
LinkedIn linkedin.com/company/hectaproptech/

Twitter twitter.com/hectaproptech

Youtube youtube.com/c/Hectaproptech

WhatsApp <https://wa.me/919899360360>

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ONBOARD US.

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