

STRESSED ASSETS

Hecta

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

Hecta		
PRIMARY MARKET	SECONDARY MARKET	REPOSSESSED MARKET
Developers' Inventory	Peer To Peer Inventory	Financial Institutions' Inventory
~250k Units Sold/Year	1Mn Units/Year Across Top 10 Cities	~100k Units/Year

"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. At the top, the Hecta logo and navigation menu (Home, Properties, Banks & Institutions, Blogs, Contact us) are visible, along with search, login, and register options. The main content area features a map of Mangode, Palakkad, with a red pin indicating the property location. Below the map, the property is identified as '~34 Acre Kerala Medical College and Hospital in Palakkad', with a '30% Discount' tag. Social media sharing icons and a 'Call us' button are present. A grid of action buttons includes '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, with a callout box highlighting it. Below this, a grid of smaller images provides further views of the property. The listing details include: Property Type: Land and Building; Total Area: ~34 Acre; Built-up Area: N/A; Reserve Price: ₹ 82,85,50,000; Earnest Money Deposit: ₹ 8,28,55,000; Application End Date: August 23, 2022. A 'Pay Now' button is also visible. At the bottom, there are fields for 'Bank Name' and 'Possession Status' (Physical Possession), and 'Auction Portal' (MSTC) and 'Auction Time' (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

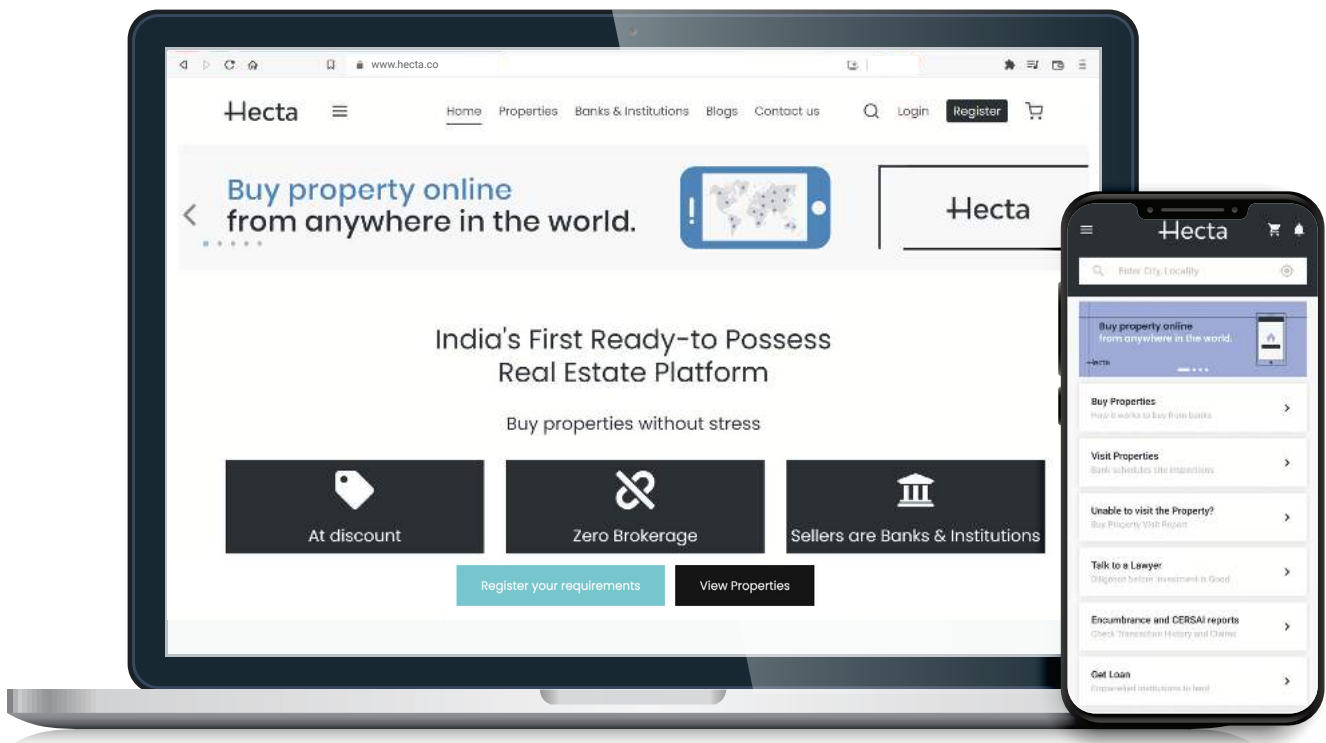
- + Curation with enhanced information - Google Maps location, property pictures, drone's aerial feed of catchment, possession, title etc.

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

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

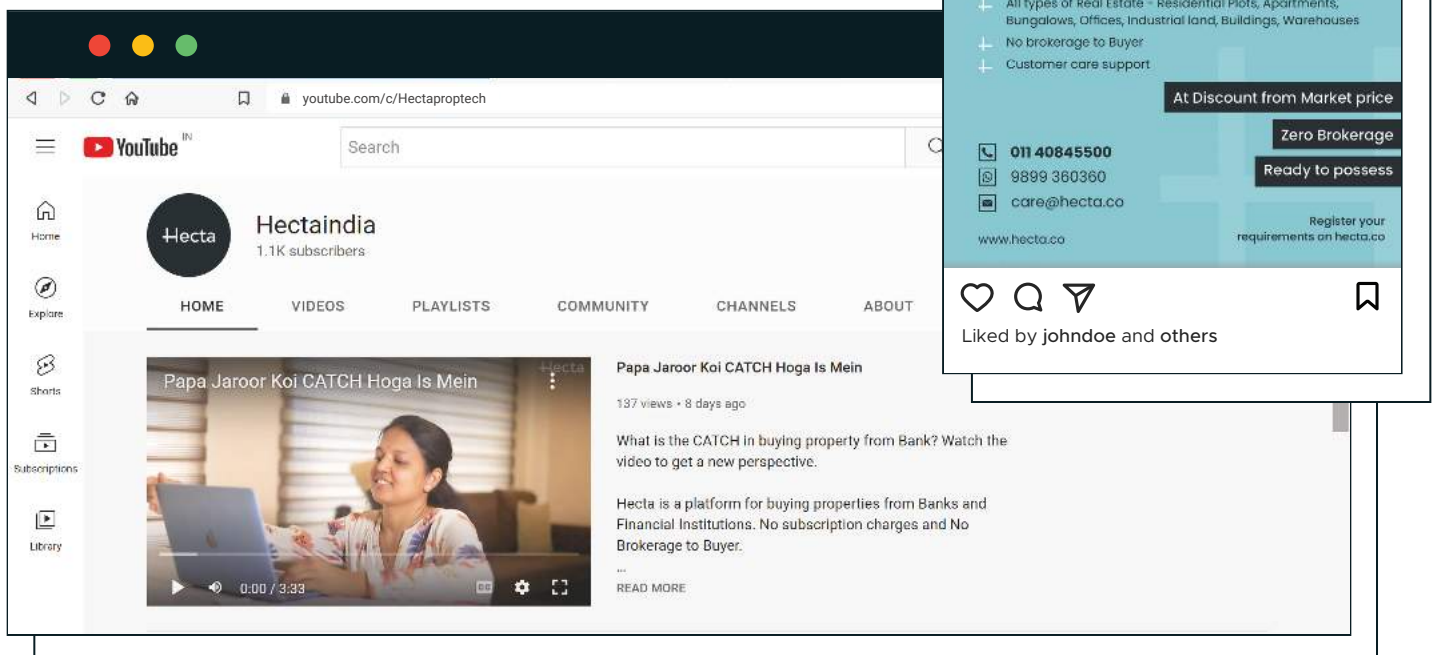


Most end-buyers need loans to purchase a property. We tied-up with few Banks and NBFCs.

Onboard us to support your **E-Auction Mela**

OUR SOCIAL MEDIA

- 01 **Facebook** facebook.com/hectaproptech
- 02 **Instagram** instagram.com/hectaproptech
- 03 **LinkedIn** linkedin.com/company/hectaproptech/
- 04 **Twitter** twitter.com/hectaproptech
- 05 **Youtube** youtube.com/c/Hectaproptech
- 06 **WhatsApp** <https://wa.me/919899360360>
- 07 **Helpline** +91 11 4084 5500 (IVR)



Onboard us

Hecta Proptech Private Limited

CIN : U72200DL2021PTC386648

GST : 07AAFCH9516A1ZT

MSME : UDYAM-DL-03-0015359

Registered Office AltF, 5th Floor, Wing - A, Statesman House,
Barakhamba Road, New Delhi - 110001

**Corporate Office -
Noida** 3D, A1 Block, Sector 10, Noida,
Uttar Pradesh - 201301

**Corporate Office -
Bangalore** 917, B-Wing, Mittal Towers, MG Road, Bangalore,
Karnataka - 560001

Sridhar Samudrala

+91 9716 006 366
sri@hecta.co

Royston Nunez

+91 95352 00772
royston@hecta.co

Vinay Pal

+91 8368 441 054
vinay.pal@hecta.co

Ankit Chauhan

+91 8851 836 507
ankit.chauhan@hecta.co