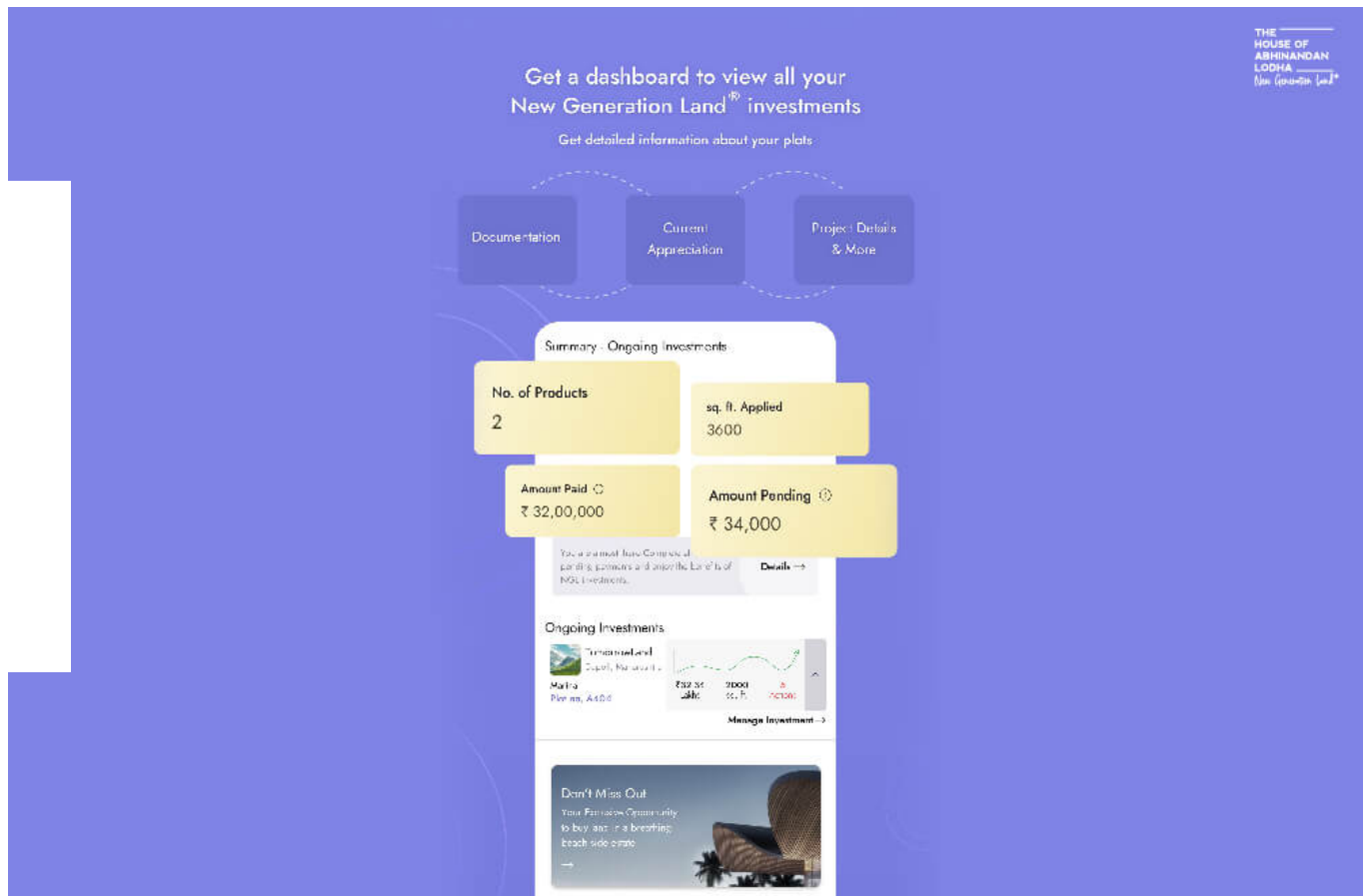


HoABL app brings a tech revolution to the oldest asset – land

Innovation / By ET Edge Insights / April 25, 2023



The House of Abhinandan Lodha (HoABL), India's largest branded land developer, is using technology and innovation to promote land as an asset class for investment and wealth creation. With fully digital sales, HoABL has made the entire consumer buying journey location agnostic, making it possible to buy land from anywhere in the world. In an interview, **Samujjwal Ghosh, CEO, The House of Abhinandan Lodha**, spoke about HoABL building a first-of-its-kind technology product in India that will simplify the process of land buying for customers. The HoABL app – a first not only in India but globally too – will give customers the ability to invest in land parcels that The House of Abhinandan Lodha has to offer, and even manage their own portfolio.

What are your key priorities for 2023, what are the challenges and opportunities in the way forward?

Since our inception, our goal has been to democratise access to land for everyone and provide customers with a consistent experience that lives up to our brand promises of

2023 will be the year of reckoning as we will continue to build on our momentum by going 'national' and making otherwise evasive land-buying opportunities accessible to our consumers across every region of the nation. This year, our consumers will be able to invest across India enabled by our brand trust and technology.



mujjwal Ghosh
CEO,
The House of
Anandan Lodha

Our one-stop app will provide customers with a seamless experience and will be the only thing you need for investing in land in India. The app will cover existing land investments, real-time price appreciation updates, services to manage the investment, new launches and be a repository of engaging content for all information and queries around land in India. Apart from this, a top goal will be to invest in establishing New Generation Land® as a high-return asset class for Indian consumers, while also educating them on the benefits of investing in a risk-free asset investment.

In the next 12 months, you will witness us emerge as a recognised national brand and serve as the leading advocate for democratising land for our own billion people. By creating a category brand, becoming national, and putting technology first, we seize the opportunity and use the drive and resources at our disposal to solve for land purchasers in a year, of what had not been done for millennia. And as far as hurdles go, we really do not have any because we have been ahead of the curve and have so far been able to cover the need gap while making it a priority to embrace new technologies and collaborate with the brightest minds to create this category.

What do you offer that other builders do not?

Our quest to category leadership has upended the age-old practises of purchasing and selling land in India. We took on the challenge of merging technology into an old-school category, making it appealing to both regular buyers and new generation consumers. We deliver an exceptional end-to-end customer experience, and our tech-first mindset allows consumers to acquire land from anywhere in the world with only a few clicks. Our modular options democratize land purchasing for all consumer types, making this new asset class available to everyone. We have also been able to eliminate all the obstacles that each land buyer experiences by assuring security, liquidity, transparency, and the promise of creating intergenerational wealth.