



House of Hiranandani Launches Next Generation user-friendly Website

Bangalore, June 17, 2019: House of Hiranandani, a leading real estate developer in the country, has launched a new look, aesthetically and technologically distinct website that helps users and consumers get easier and quicker access to the company's rich range of offerings. The website, conceptualized and developed by L&K Saatchi and Saatchi, ensures a simplified user journey, keeping in view the mobile user too. The newly developed website has been built on the basis of extensive research and also considering the online navigation patterns of the consumer. The design is system agnostic and makes possible an experience similar on the mobile as well as on the desktop.

Commenting on the new website, Mr. Prashin Jhobalia, Vice President – Marketing, House of Hiranandani, said, “The launch of the new website signals the transformation we want to usher in for users and consumers digitally and enhance customer experience and drive engagement. Our sole objective is to be a company that adds value to customers by making home buying easy and leveraging new age intuitive technologies that help customers realize their dream. This mobile friendly version made more sense to address this tech savvy audience and engage them with the brand in a format they will appreciate and accept. We are thrilled to debut our new visually appealing company website to our customers, clients, partners, media, and visitors who are looking to understand the breadth of services provided by the company. The new website aligns with the company's vision for growth and expansion in the future”.

The website makes use of smart navigation, both on the menu as well as in the inner sections and helps in easy access to all information on projects. It is so user-friendly that it enables the user to get to the location of their choice. Feature-led with last page visit recognition, chatbot and conversational forms add to easy engagement with the website. The website, characterised by faster loading, smart optimization and responsive adaptation, has laid special emphasis on minimising gaps between the user and the interface. An interactive brochure approach has also been adapted via a clutter-free design and a seamless navigation from home to the various project pages has been made possible. This makes the website very refreshing compared to many other existing real estate websites. Adding to this, videos and imagery lend a classy touch to the website much like the House of Hiranandani brand.

Commenting on the development of the website, Mr. Sudarshan Sudevan, Executive Creative Director, L&K Saatchi and Saatchi said: “The first thing that comes to our mind when we think about House of Hiranandani is their distinctive vintage architecture that has transformed the skyline of our cities, turning them into famous landmarks. Our aim from day 1 was to create a website that reflects this uniqueness, keeping the aesthetics of design as well as consumer experience at the heart of it. The mobile-friendly design ensured that in the clutter of real estate websites, we stand out different and fresh as a destination, bringing alive the brand's legacy, in a visually rich and engaging manner.”

About House of Hiranandani

Since inception into the urbane terrains of India, House of Hiranandani has altered the way living spaces are designed, thereby transforming the ethos and aesthetics of real estate in India. Pillared by a unique approach to designing and planning, the company invest heavily in research and development ensuring that each of its developments surpass industry benchmarks and redefine value engineering and design. The buildings and supporting infrastructure are designed to ensure low maintenance, yet add value to the lives of our residents. The selection of materials is robust to ensure longevity and is passed only after stringent quality checks.

Today, House of Hiranandani has carved a niche for itself and is synonymous with innovation, transparency, quality construction, superior design and customer satisfaction.

House of Hiranandani has a national presence with projects in Mumbai (Hiranandani Gardens -Powai, Hiranandani Meadows-Thane, Hiranandani Estate- Thane, Hiranandani Business Park - Powai & Thane.), Bengaluru (Hebbal, Devanahalli & Bannerghatta), Chennai (OMR & Thaiyur) and Hyderabad (Shankarpally).

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