

C A S E S T U D Y

Mahindra
HAPPINEST[®]



**HAPPINEST
PALGHAR**

**Mahindra Lifespaces® challenges industry norms by selling over 300 flats
within 3 weeks in a pioneering, zero-touch, digital-only launch**

INTRODUCING A DIGITAL PLATFORM THAT ENABLES END-TO-END ONLINE HOMEBUYING FOR THE FIRST TIME IN INDIAN REAL ESTATE

Context

The current humanitarian crisis has upended lives, making one point abundantly clear - we are living in a digitally-dependent world today. For businesses, Digital Transformation is the need of the hour as it provides opportunities to scale, enhance customer engagement and transparency while helping real estate developers quickly adapt to changing market conditions.

While some industries like Automotive, Healthcare, Consumer, Transportation & Logistics, and Media & Entertainment, have been reshaped by digital technology, the Real Estate sector has traditionally been slower to adapt. However, a few real estate developers have broken the mould and made early moves to successfully adopt Digital Transformation practices.

Mahindra Lifespaces®, the Real Estate arm of the Mahindra Group, is one such early adopter and industry pioneer. The Company realized, much before the pandemic, that the time was right for a complete overhaul of its sales process to enable end-to-end online selling of homes. There was scope to digitize hitherto offline transactions, keeping in mind changing customer behavior and attitudes, and business-model opportunities, to offer a unique and immersive zero-touch experience for homebuyers.

Context

Mahindra Lifespaces®, the affordable offering from Mahindra Lifespaces®, launched its newest project, 'Happinest Palghar,' leveraging Sell.Do platform. For the first time in the Indian Real Estate industry, the entire sales process was completely digital via a customized, mobile-first technology platform, dismissing the need for offline, face-to-face meetings or physical visits and safeguarding customer health.

Sell.Do empowers real estate developers like Mahindra Lifespaces®, with industry-specific technology to help address the changing needs such as those of digitally native homebuyers who comprise a sizable customer segment in Indian real estate; and for whom online homebuying is a priority. Sell.Do makes it possible for Developers to involve homebuyers, their friends and family in the decision-making process, even when they are located in different cities.

The need for Digital Disruption

With the **Covid-19** pandemic accelerating e-commerce adoption, the need for digital disruption has become stronger than ever before. Online sales have increased across the globe and new digital activities are becoming **'standard behavior.'** Both, short-term stakeholder needs and a longer-term digital future, must be taken into consideration when adopting solutions to meet the continually evolving needs and wants of customers.



Evolving Consumer Needs



The Covid-19 pandemic has caused homebuyers to prioritize safety and health over everything else. Even serious homebuyers are hesitant or unwilling to visit sites in person.



Residential Real estate buying has always been a collective family decision. Due to safety concerns, vulnerable customer groups like senior citizens or younger members of the family are now unable to participate in the traditional offline homebuying process.



New and emerging homebuyer segments like millennials and NRIs are on the rise and have a different set of needs and expectations.



Although much of the product research happens online, the final purchase was predicated on a site visit and an across-the-table discussion with a sales manager. However, in the current scenario, many homebuyers are either unable to or would prefer to not visit project sites in person, resulting in delays in decision-making.



Late adopters of digital technology find online portals and tools difficult to use and thus hesitate to participate in digital home buying.

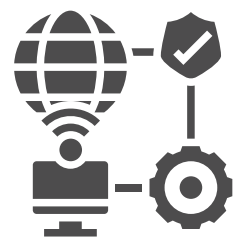
Sales-related challenges



Businesses need technology that can facilitate the end-to-end digitization of real estate sales, including virtual site visits, post-sales & e-payments, and marketing automation.



Generic Customer Relationship Management (CRM) tools are not suited for use in the Real Estate industry as they often miss out on critical features and functionalities which are inherent to the industry.



Homebuyers find it difficult to trust developers as they find transparency lacking in the process; for example, a miscommunication of critical information like property details, choice & availability of inventory, pricing, etc

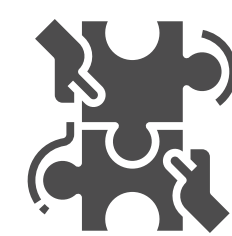


Traditional sales make it difficult to engage digital natives and emerging homebuyer segments like millennials and NRIs.

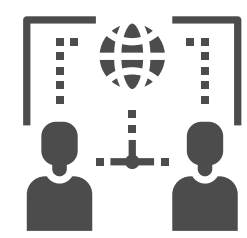
Channel Partner Challenges



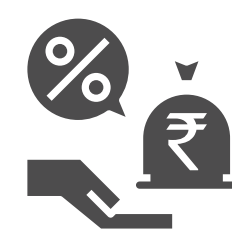
Developers find it difficult to collaborate remotely with key stakeholders like In-house Sales Teams and Channel Partners without proper technology.



Channel Partners find it difficult to align with a developers' sales strategy, often due to workforce or other bandwidth issues.



Developers are unable to track In-house Sales and Channel Partners in real-time, or access reports.








Managing Channel Partners' commissions is a tedious job in offline formats.


Approach

Mahindra Happinest has challenged conventional thinking by proving that homes can indeed be sold entirely online! The team identified potential sources of value and prioritized assets –for example, data, ecosystem collaborations and platforms– that helped capture that value and decided to partner with Sell.Do. A transition to online sales has helped the Company pave the way for the rest of the industry to follow.

Engaging & Enabling Homebuyers

-  Engaging new customer segments, like millennials and NRIs, via marketing automation.
-  Providing them with technology to buy properties virtually, from the comfort of their homes.
-  Re-creating the buying experience for homebuyers on a virtual platform that offers safety and convenience.
-  A transparent home buying experience is made possible to provide information on the choice of apartment, clarity on pricing, and availability of inventory.
-  Easing the transaction & documentation process to help digitally naive users buy property without any hassle.

Approach



Dashboard
Apartments
Users & Customers
User Requests
Bookings
Payments
More

Search Customer By

NAME / EMAIL / PHONE

OR


MRP NUMBER

Name	Sell.Do Lead ID	Payments	Role	Account Confirmed?	Actions
sarita Yadav dy50080@gmail.com +919838437116 Partner / Manager / Added by: Customer Referral (Customer_referral)	23328	Y	Customer	Confirmed	⋮


Begin Virtual Walkthrough below

Get Started


5 mins
Mahindra Happinest Video




2 mins
Location Video



5 mins
Palghar Walkthrough



8 mins
Plans and Layouts



Great! You have successfully completed the walkthrough. Go to Customer page on Sell.Do and update the meeting status

310 MRPs generated till date

The project is registered as "Happinest Palghar Project 2 - Phase 1" under MahaRERA No. P99000026225 available at <https://maharera.mahaonline.gov.in>. T & C | Powered by Selldo

Digitizing the Sales Engine

Enabling the Sales Team to reach out and engage with relevant target segments through lead-nurturing campaigns, appointment slotting and reminders, and collating customer insights for improved decision-making.

Helping the Sales Team ensure process transparency with homebuyers to build trust by offering homebuyers virtual project walkthroughs, apartment details, online inventory selection and pricing information.

Easing the transaction and documentation process with online KYC verification, simplified e-payments, and e-documentation.



Digitizing the Sales Engine

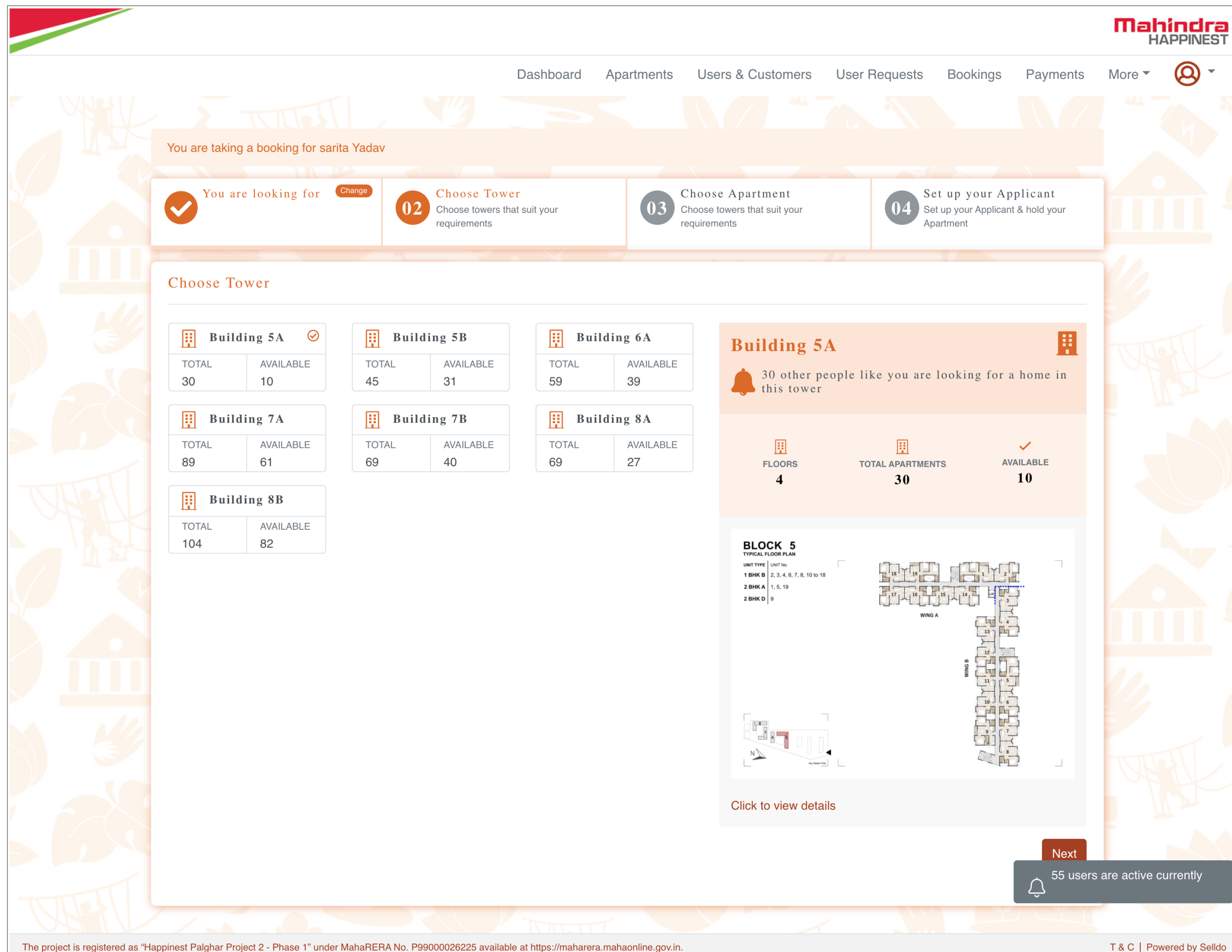
Creating actionable dashboards for the Mahindra Happinest® leadership team, enabling agile decision-making on a daily basis w.r.t. pricing, discounts, Channel Partner performance and the larger sales process.

Bringing Channel Partners into the fold and equipping them with technology capabilities such as easy tagging of inventory for transparency in ownership, digital walkthroughs, online meetings, and slotting.

Automating commissions for Channel Partners to reduce the burden on the finance team and accelerating payments.



Digitizing the Sales Engine



Mahindra HAPPINEST

Dashboard Apartments Users & Customers User Requests Bookings Payments More

You are taking a booking for sarita Yadav

01 You are looking for [Change](#)

02 **Choose Tower**
Choose towers that suit your requirements

03 Choose Apartment
Choose towers that suit your requirements

04 Set up your Applicant
Set up your Applicant & hold your Apartment

Choose Tower

Building 5A	Building 5B	Building 6A
TOTAL: 30 AVAILABLE: 10	TOTAL: 45 AVAILABLE: 31	TOTAL: 59 AVAILABLE: 39
Building 7A	Building 7B	Building 8A
TOTAL: 89 AVAILABLE: 61	TOTAL: 69 AVAILABLE: 40	TOTAL: 69 AVAILABLE: 27
Building 8B		
TOTAL: 104 AVAILABLE: 82		

Building 5A

30 other people like you are looking for a home in this tower

FLOORS: 4 | TOTAL APARTMENTS: 30 | AVAILABLE: 10

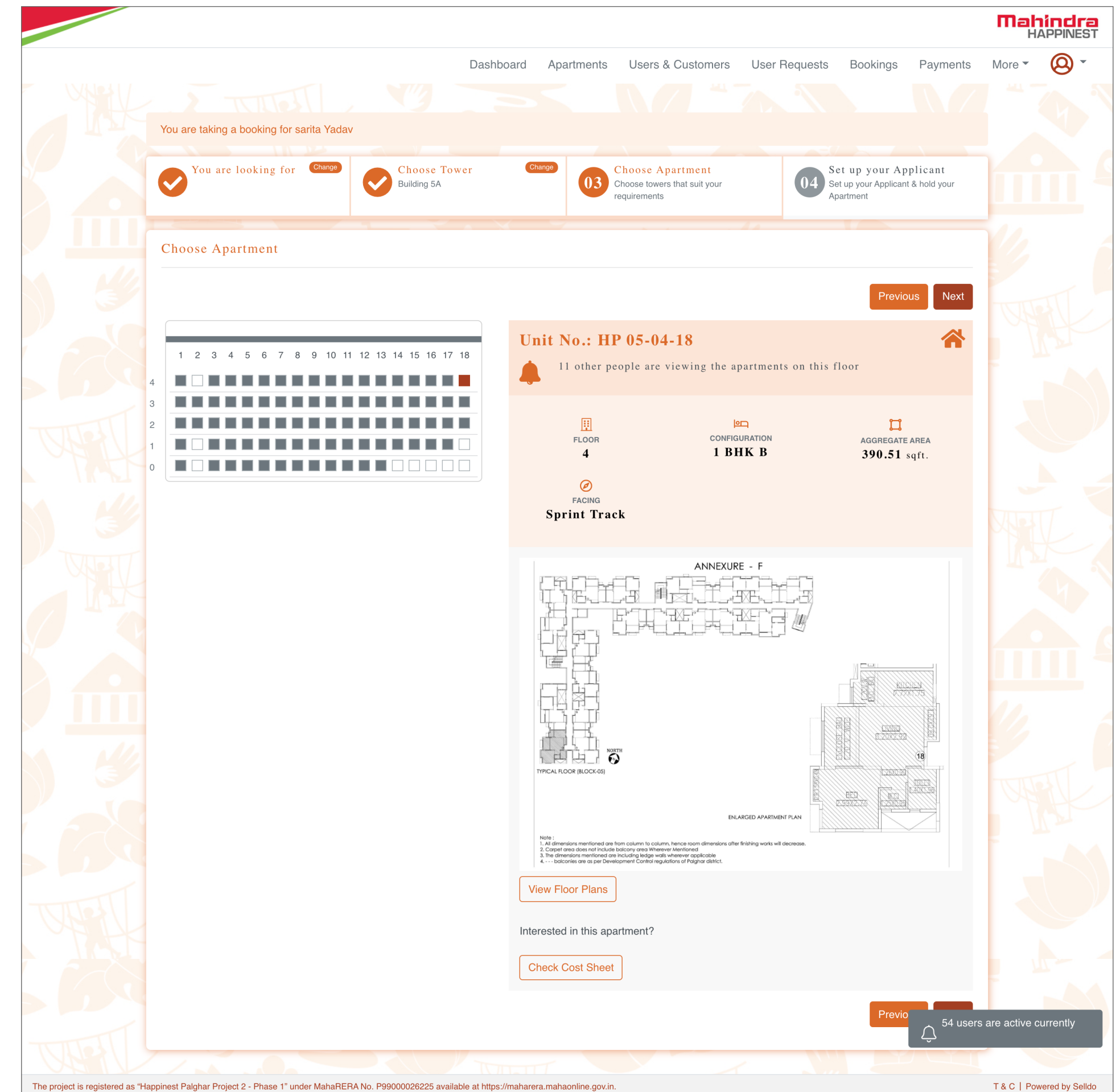
BLOCK 5
TYPICAL FLOOR PLAN
UNIT TYPE: 1 BHK B, 2, 3, 4, 6, 7, 8, 10 to 18
2 BHK A, 1, 5, 19
2 BHK D, 9

Click to view details

Next

55 users are active currently

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02 Choose Tower
Building 5A [Change](#)

03 **Choose Apartment**
Choose towers that suit your requirements

04 Set up your Applicant
Set up your Applicant & hold your Apartment

Choose Apartment

Unit No.: HP 05-04-18

11 other people are viewing the apartments on this floor

FLOOR: 4

CONFIGURATION: 1 BHK B

AGGREGATE AREA: 390.51 sqft.

FACING: Sprint Track

ANNEXURE - F

View Floor Plans

Interested in this apartment?

Check Cost Sheet

Previous

54 users are active currently

The project is registered as "Happinest Palghar Project 2 - Phase 1" under MahaRERA No. P99000026225 available at <https://maharera.mahaonline.gov.in>. T & C | Powered by Selldo

Impact Created - the Happinest Palghar Success Story

Mahindra Happinest® was founded with a vision to provide quality homes at an attractive price to the emerging middle class. Mahindra Happinest® partnered with Sell.Do to transition from an offline model to a virtual and completely contactless digital platform for the launch of Happinest Palghar.

Homebuyers in Happinest Palghar have completed the entire purchase process online and from the convenience of their homes by leveraging fully contactless transaction infrastructure, including virtual meetings, online product experience and selection of apartments, and digital documentation and payments.

10000+

Leads managed
and engaged
virtually

90+

virtual meetings
scheduled per day
using the custom-made
scheduler tool

300+

bookings garnered in
just 3 weeks without
conducting a single
physical site visit



ENQUIRE NOW

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