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CONSTRUCTION TECH STARTUPS-2023

STARTUP CITY

PRITHU HOMES

recognized by **siliconindia** Magazine as

STARTUP CITY 10 BEST STARTUPS 2023
CONSTRUCTION TECH

An annual listing of '10 BEST CONSTRUCTION TECH STARTUPS-2023' represents not only the know-how of companies offering innovative services, but also the ingenuity of young organizations revolutionizing the Industry.


Heena Kousar
Assistant Editor
STARTUP

STARTUP CITY 10 BEST STARTUPS 2023
CONSTRUCTION TECH

PRITHU HOMES:

Building Beautiful Homes Designed as per Customers' Requirements

In 2023, the construction tech market is expected to be worth \$5,058.8 million. The market is expected to reach \$24,178.4 million by 2033, expanding at a CAGR of 16.9 percent throughout the forecast period. Construction tech startups are transforming the industry by improving collaboration and reducing costs, ultimately leading to faster and more efficient construction processes. Mainly, clients in this segment are looking for architects who can construct their dream homes on time without compromising with quality and conduct all the processes hassle-free but in India, this industry is highly unorganised. Customers are not getting home as per their preferences as most of the architects use low-quality materials during construction. Prithu Homes is an emerging player in home design and construction segment which is filling this void. The company is leading in tech usage for home building and make customized floor plans for each of their clients by keeping the exact requirements in mind.

Prithu Homes guarantees that material used is as per brand and quality defined in the agreement. The company ensures that all of its procedures, policies and features are defined in a way to provide its customers with a completely hassle-free home building experience. Prithu Homes is a Dalmia Bharat Family company and it started working on its first project in the early 2016 which quickly cascaded to more than 100 projects as the company's reputation spread. The firm provides written documents that briefly talk about the materials, processes and brands it uses for construction. Thus, surprise-free home-building

experience for plot owners. "We have a mission of making home construction a hassle-free experience for all our clients by focusing on transparency and professionalism", says Rajat Sharma, COO.

Prithu Homes has an exclusive app for its clients to check the construction progress and quality on a regular basis. The company specifically assigns a dedicated site in-charge at each site who applies around 2000 checks, mostly with time-stamped supporting photographs. Clients can keep an eye on all these checks with supporting photographs using the Prithu Homes app. The company doesn't outsource anything. With its in-house teams of architects and construction experts along with approvals and procurement specialists, Prithu Homes assures its customers that their home will be constructed with utmost care and premium quality.



Prithu Homes was established with an aim to revolutionize the home design & construction industry & their projects are a testament to the same

Utmost Care & Premium Quality

Prithu Homes has a dedicated team of designers who continuously work to expand their lookbooks library



Nitin Bansal
Managing Director

Rajat Sharma
Chief Operating Officer

to bring the best of design to its customers at a reasonable price and time. The company also provides plot collaboration service under which it designs and builds new homes for clients at its own cost in exchange for a floor in the newly built home. Prithu Homes is among the largest and the only professional residential builders of Delhi NCR which understands the significance of a good interior design. Thus, the company also takes up the charge of interior designing while construction. The company ensures that the entire layout making process is done based on the client's views and feedback.

In such a short span of time, Prithu Homes emerged as one of the fastest-growing home builder in the individual plot-driven market. The company has around 130 satisfied customers till date. Prithu Homes is currently present in Delhi, Gurugram, Noida, Faridabad and Ghaziabad and is looking ahead for geographical expansion in other cities as well. Moving forward, Prithu Homes is aiming to scale up this initiative which would further help the company to deliver beautiful homes in a fast and additional cost-effective manner. 