



## **Leading Affordable Housing Brand XR BIA recognising 'Technology'**

*~XR BIA is riding the long tail of the digital revolution by transformation from focus on investment to focus on information~*

*~Technology. Living it. Loving it~*

**Mumbai, 9th December, 2016:** XR BIA, one of the pioneering brands in the Indian affordable housing sector unveiled the evolution of its brand identity, including a modernised update to its iconic red logo and new strategy for branded communications and experiences. To be ahead when the world is evolving with digitisation across almost every sector, XR BIA is currently undertaking many changes in their business strategy to become the real estate brand of the future. To meet their vision of delivering “100 future-ready cities by 2030”, the brand is committed to invest in innovative technologies to provide smarter, more efficient, and sustainable cities to their customers.

It is important for a real estate brand to focus not only on today's industry revolutions but also future needs of their customer's everyday life by smart digital solutions in combination with personal relationships. With everchanging customer behaviour, digital development is creating new opportunities and possibilities. The visual identity is the start of this transformation - the start of something new. XR BIA is committed to meet its customers need from inception and year on year they have been working intensively with this brand ambition. The implementation will be stepwise as the transformation of the brand progresses.

“Our new visual identity reflects how XR BIA wants to be perceived in the future – as a real estate developer who is forward-thinking and a human-focused technology company. The new logo, symbol, colour palette and typeface will incorporate this strategy”, says Rahul Nahar, Founder, XR BIA Developers Ltd.

Technology will be key in sustaining XR BIA's goal of scaling to 100,000 homes per year. XR BIA is responding to the demand for affordability and accessibility from the next generation of homeowners, who value convenience and efficiency over square footage. This year alone, the company has spread across India and has launched 40,000 houses across Maharashtra. With the fast-paced urban development in major cities across the globe, XR BIA's innovative approach is well-positioned to expand internationally.

The cornerstone of XR BIA's technological approach is its renewable energy system. The energy that powers the XR BIA projects will be generated and managed using sustainable sources. This renewable energy system does not only benefit the environment, but is also expected to cut the average utility bill of its residents. Energy consumption and resident bills will be further reduced by the introduction of the Smart City Technology, which will allow residents to monitor and pay for their utility consumption using a phone or computer. This same technology will also be employed to provide advanced security protection for every resident living in an XR BIA township. XR BIA is a technology-driven company and now has a new brand positioning to match. “Technology. Living it. Loving it” reflects the practical and personal ways that the company is incorporating technology into every aspect of its design and operations.

### **About XR BIA Developers Ltd:**

XR BIA understands India's need for smarter, efficient, and sustainable cities which offer a higher quality of life to its people. Superior living experiences being priority, brand XR BIA delivers end-to-end urban infrastructure services to its inhabitants. With a goal and vision of building “100 future ready cities by 2030”, XR BIA is embarking on a new journey that lays the benchmark for quality and modern urban



development in the country. The brand is driven by technology in all they do from construction & operations to enabling customers to measure manage and pay for services that they use. XR BIA matches the global trend of increasing affordability by designing compact homes and offering standard amenities of free car park, community centre with swimming pool and commercial complexes. This year alone they built cities across 18 locations in India and launched 40,000 houses spread across Maharashtra. At XR BIA, the aim is not to build only houses, but cities that are environmentally friendly, technologically advanced, committed to education, dedicated to health, and that foster community spirit.

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