



CASE STUDY

2025

steel-a-thon
Prove your Metal
Season XII 2025

Case Title

Driving Adoption of Early
Engagement Tools in Tier 2
and Tier 3 Towns for Tata
Steel Aashiyana

Introduction

Tata Steel Aashiyana has redefined itself from a pure-play e-commerce platform to India's pioneer content-to-commerce ecosystem for individual home builders (IHBs). With a strong presence in metros and urban centres, Aashiyana now seeks to deepen engagement in Tier 2 and Tier 3 towns—where digital maturity is growing, but awareness and adoption of online home-building tools remains a challenge. The platform has launched pioneering early engagement tools (project planner, cost estimator, mood boards, architecture plans, design style quizzes, and document vault) to help users plan, budget, design, and execute their home building projects confidently. The challenge is to trigger significant adoption in India's emerging markets, unlocking value for millions of aspiring homeowners while building strategic advantage for Tata Steel.

Background

Despite rapid growth in digital commerce, the adoption of digital planning and self-help tools for homebuilding remains nascent in India's Tier 2 and Tier 3 towns. Local home builders in these regions often rely on traditional advisors and offline processes, with limited awareness of the solutions Aashiyana offers. Here, IHBs and small contractors rely heavily on word-of-mouth, local service providers, and personal experience, seldom leveraging digital platforms. Low awareness, perceived complexity of new tools, and preference for traditional methods impede adoption—despite the evident benefits. Moreover, influencers like masons, contractors, and local architects exert strong impact on buying decisions, and their buy-in can accelerate community-level tool usage.

Project Scope and Constraints

This case study focuses on boosting active usage of Aashiyana's suite of home-building tools in Tier 2 and Tier 3 towns across states—targeting districts with high self-construction activity, low digital penetration, and diverse vernacular communities. The project aims to:

- Double monthly active users of engagement tools within 12 months.
- Ensure outreach is culturally relevant, language appropriate, and accessible via mobile-first design and offline integration.
- Recognize micro-influencers (contractors, masons, local dealers) as key levers to spread tool adoption.
- Operate within a modest digital marketing budget (<0.2% of GMV in focus districts) and measured community activation resources.

Critical Problem to be Solved.

- How can Tata Steel Aashiyana overcome barriers of digital unfamiliarity and preference for traditional construction methods to create pull and drive widespread adoption of its digital planning and self-help tools among individual home builders in Tier 2 and Tier 3 towns?
- What are the most effective strategies to empower and mobilize micro-influencers at scale to embed digital usage and create community-level trust and pull, within limited GMV-budget constraints?