CASE STUDY

2025

steel-a-thon
Prove your Metal
Season XII 2025

Case Title

Integrating Value-Added Services for the Homebuilding Journey on Tata Steel Aashiyana

Introduction

With the launch of Aashiyana 3.0, Tata Steel has established itself as India's first content-to-commerce digital platform for homebuilding, offering a comprehensive toolkit—planning, budgeting, design, and product sourcing—for Individual Home Builders (IHBs) across the country. To further strengthen user engagement, retention, and platform differentiation, the next strategic step is to embed value-added services directly within the Aashiyana ecosystem.

Background

Today, IHBs face a fragmented homebuilding journey, often struggling to access trusted professional advice, organize finances, secure insurance, or coordinate after-sales support. Most digital platforms stop at product sales and basic planning tools, leaving gaps at critical service points. Market research and user feedback highlight strong demand for integrated services—such as verified professional consultations (architects, contractors), easy access to home construction loans, options for home insurance, maintenance packages, and modular after-sales support partnerships.

Aashiyana's platform architecture now positions it to become a true "one-stop homebuilding solution," connecting users to value-added services that simplify their experience and add measurable value throughout the lifecycle of a home project.

Project Scope and Constraints

This case study explores the integration, launch, and scaling of digital-first value-added services within Aashiyana, focusing on:

·Prioritizing target services—professional consultation (architect, engineer, contractor), project financing and loans (in-app partnerships with financial institutions), home insurance, maintenance and repair packages, and after-sales customer support.

·Evaluating partnership models with third-party service providers for seamless, trusted integration (e.g., affiliate partnerships, in-app booking, joint outreach).

·Designing platform features for discovery, booking, and review of services to drive engagement and repeat usage.

·Ensuring clear, transparent user journeys and high service standards for both paid and free offerings.

·Launching pilots in select regions to validate business model and optimize user experience before nationwide scale-up.

Constraints to address:

·Aligning value-added service rollouts with existing platform strengths, user preferences, and operational capacity.

·Managing technical integration, service quality assurance, and legal/regulatory requirements across India's diverse states and user segments.

Critical Problem to be Solved.

·How can Tata Steel Aashiyana efficiently identify, integrate, and monetize value-added services—like professional consultation, financing, insurance, maintenance, and after-sales support—so that users experience a truly seamless, end-to-end homebuilding journey?

·What partnership, UX, and operational strategies will ensure these offerings boost user value, engagement, and GMV, while maintaining trust and satisfaction at every project stage?