



# HEXPRESSIONS

ready to assemble green homes

**Business Plan**

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# I. Executive Summary

India, like most major emerging economies, has been witnessing accelerating urbanisation. According to estimates, around 600 million people are expected to make urban India their home by 2031, a whopping 59% growth over 2011. The current housing deficit in India stands at 19 million units, which, in the absence of any meaningful intervention, is slated to double to 38 million units by 2030. 95% of this deficit is around the EWS (Economically Weaker Sections), LIG (Low Income Group) segments and MIG band, who are also deprived of decent living conditions. “Pradhan Mantri Aawas Yojana” is one of the major government schemes that our Prime Minister have launched to provide “Housing for all”, where Indian Government took up serious step towards abolishing homelessness. Contributing to that, Hexpressions is a product service innovation providing affordable, fast, modular and sustainable homes to all sections of the society with a new age construction material called "Composite Paper Honeycomb Panels". This idea is created to bring change in the society through social innovation and community participation. The project largely focuses on environmental issues (paper waste) and societal issues (homelessness & social integration). The aim of the project is to support communities with a permanent shelter and empowers them by providing training and skill development to build their own homes and live a dignified life.

The startup is currently based in Jaipur, Rajasthan which is one of the tier II city in India with successful economic growth and construction opportunities due to some inherent advantages like possessing basic amenities, ample availability of land and skilled labour. In the emerging market, the growth opportunities in these sectors are primarily due to the gigantic gap between an availability and demand.

Green homes we are proposing are just a stepping stone in our journey as in future we want to make these homes "Smart homes". These self sufficient dwellings will produce their own energy and lead to a truly green and sustainable life. We are planning to incorporate solar energy, IOT and machine learning to add in the future homes.

It's a B2G model focusing Governments, NGO's & philanthropic groups. Our paying customers will be Intermediaries (Developers, Architects, NGO's, philanthropic organizations) who are dealing in affordable housing and community development projects. We have a scalable revenue model and through that we are planning to generate revenue by the following methods:

1. Collaborating with intermediaries (local authorities, developers and distributors) working on affordable and sustainable housing projects.
2. Licensing the innovative green construction technique developed.
3. Renting modular houses as a customised service.

The biggest challenge of the project is to convince and aware industry about this composite construction material as it includes 'paper' in its core. The biggest fear what we have to overcome is to convince people about its capabilities as a building material.

Presently its a bootstrap venture and we have recently received a grant of INR 5Lakhs from Indian Institute of Management, Ahmedabad, India. Further we need to raise INR 1.15 Cr. to achieve our next milestones in the year. We are trying to connect various stakeholders

through networking and product showcase. Apart from the financial support we need material certifications and material testing support from the organisation. Once we have all the necessary legal documents of certifications and testings, we will launch our product in the market. We need to expand our team as we need a marketing and sales expert to penetrate the market.

Professionally from architecture and design background gives us the privilege to work and contribute in the development of housing communities. Working experience in our field from past 10 years helps us to evaluate the market very well in terms of design requirements and opportunities. Disruptive design ideas on social innovation projects are our biggest strength as a team. We are highly passionate and motivated to create value for our society in terms of Affordability, Social integration and Community participation.

## II. About Hexpressions

### Company Overview

Hexpressions Megatech Private limited is recently formed private limited company with 3 members on board, namely Ms. Shilpi Dua, Mr. Abhimanyu Singh and Mr. Govind Singh Chauhan with a stake of 49%, 49% and 2% respectively. Ms. Shilpi Dua and Mr. Abhimanyu Singh are director's of the company and Mr. Govind Singh Chauhan is the advisor on board.

### Team

Hexpressions team is composed of 2 director's, Ms. Shilpi Dua and Mr. Abhimanyu Singh with specialisation in Architecture and Design. Mr. Govind Singh Chauhan is a value addition to the team as he a senior Executive civil engineer recently retired from PWD department



**Shilpi Dua**  
Director, Hexpressions

B.Arch, M.Arch (S.P.A, New Delhi)  
M.Sc, 2015-17 (Politecnico di Milano)  
Working as a freelancer on the  
field of Architecture & Design  
(Experience : 10 years)



**Abhimanyu Singh**  
Director, Hexpressions

B.Arch, M.Arch (N.I.D, Bangalore)  
M.Sc, 2015-17 (Politecnico di Milano)  
Working as a freelancer on the  
field of Architecture & Design  
(Experience : 10 years)



**Govind Singh Chauhan**  
Advisor, Hexpressions

B.E - Civil engineering (MBM  
Engineering college, Jodhpur)  
Retired from PWD Department,  
Executive engineer post  
(Experience : 32 years)

with immense practical and technical knowledge in the field.

Shilpi Dua and Abhimanyu Singh know each other from our architecture bachelor's days back in 2003 and our like-mindedness to innovate in the field of social innovation bring us together and since then we are working as a team and previously founded 2 startups in the field of Design and Design education. We both have over 10 years of working experience in design and construction industry which help us to evaluate the market very well in terms of design requirements & opportunities. Hexpressions is formed to create a social impact on the society through innovation and passion in the field of sustainable and affordable housing communities and contribute towards "Pradhan Mantri Awas Yojana".

## **Mission**

We aim towards social and economic innovation by integrating and training deserving refugees/homeless people to build their own homes by using a new age sustainable construction material.

## **Vision**

We envision a green and sustainable environment for our future generations to come.

## **Goals and Objectives**

Aim of the project is

- To support underserved communities with a permanent shelter.
- Empowers people by providing training and skill development to build their own homes and live a dignified life.
- Reduce carbon footprints on the planet.
- Contribute to “Pradhan Mantri Aawas Yojana” by providing quick and sustainable housing solutions.
- To replace traditional building materials like cement, brick, wood etc. with a new age sustainable material in the housing industry.

## **Problem Statement**

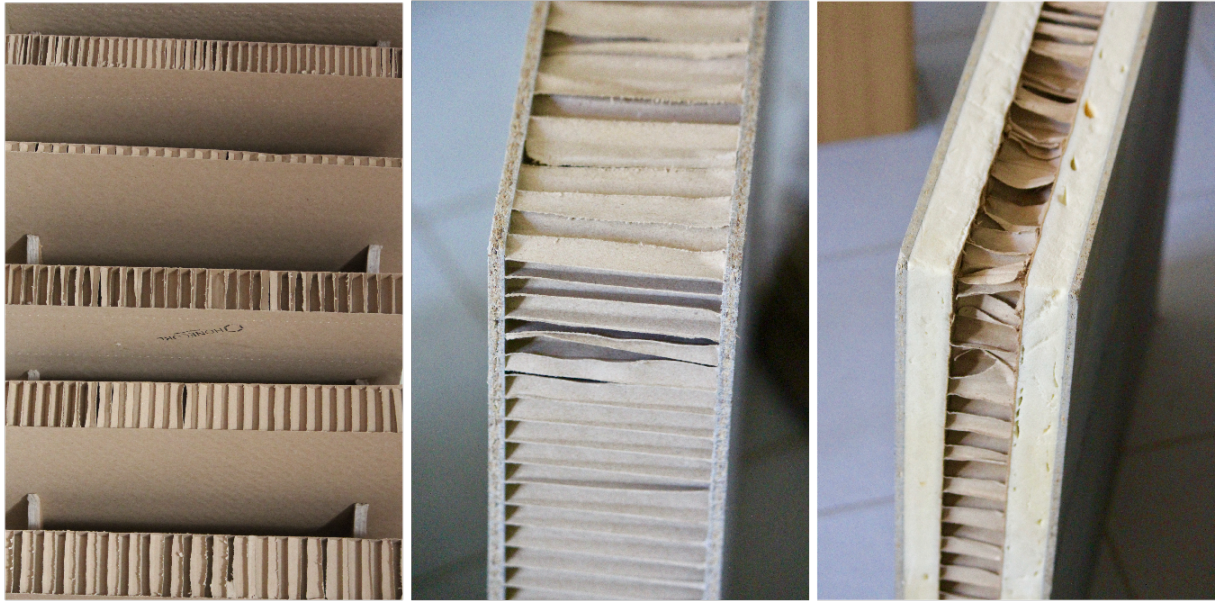


The housing affordability crisis is one of the biggest challenges the world is facing today. Access to decent, 'Affordable housing' is fundamental to the health and well-being of people and the smooth functioning of economies. But most cities struggle with the dual challenges of housing their poorest citizens and providing housing at a reasonable cost for low and middle-income populations. The huge affordable housing demand and inadequate supply have created a big void in the market.

Our honourable prime minister had launched the ambitious scheme of "Housing for all" by 2022. One part of the scheme is PMAY ( Rural ) and it aims to provide 22 million households by 2022. We are aligning our aim with this ambitious scheme where we want to provide ready to assemble green homes to the rural communities. We can do that as our solution is sustainable, modular, super fast and affordable. The financial subsidy program from the government will also help us penetrate the rural market. One of the biggest benchmarks of rural economic development is to own your pukka house.

## **Solution**

Hexpressions is a product service innovation providing affordable, fast, modular and sustainable homes to all sections of the society with a new age construction material called "Composite Paper Honeycomb Panel". Composite Paper Honeycomb Panel has two components - an inner core (paper honeycomb made with recycled paper) and outer face material (any local materials like cement board, wood, stone etc.). This new age wonder material has the capacity to replace the traditional construction materials and reduces the carbon footprint on the planet. The project largely focuses on environmental issues (paper



waste) and societal issues (housing affordability & social integration) addressing housing affordability crisis and social exclusion from our society. Aim of the project is to support underserved communities with a permanent shelter. The solution empowers people by providing training and skill development to build their own homes and live a dignified life.

### **Composite paper honeycomb panel**

Composite Paper Honeycomb Panel is an evolutionary product that replaces non eco-friendly materials like (wood, PUF, Rock Wool Mineral wool, EPS) in their respective applications while preserving the key virtues of their usage in the concerned applications. On its own Composite Paper Honeycomb Panel is an eco-friendly, versatile, flexible and lightweight material that has excellent compatibility with other materials and an excellent strength-to-weight ratio. It combines with plywood, steel, plastics, FRP and many other materials as its sandwich faces to form some of the strongest composite panels for its

weight and dimensions. It is also more economical than most materials, thereby making it an ideal choice. As a product made from recycled paper and eco-friendly glue, it is a boon to the earth as a 100% bio-degradable, non polluting, eco-friendly material. Large scale usage of paper honeycomb can drastically boost aim of preserving the nature.

## Technology

Hexpressions is using a holistic approach that will provide the user with an end to end solution. Our solution will change the complete life cycle of the project from start to end. The prefabricated composite honeycomb panels will be designed to suit the end user's daily needs. The Solution will reach the consumer as a flatpack which will consist of Prefabricated honeycomb panels, connectors, sealants and handling instructions in the form of audio and videos. A team of assemblers will come and assemble the house for the consumer in no time. Once the product lifecycle is over it will be recycled 100% leaving no carbon footprint on the planet. All the components used in the panels like paper, resin, cement board, etc. are fully recyclable. To expedite the supply chain process most of the panels will be in situ ( assembled on-site).

The construction industry needs to reinvent. Most of the companies are still stuck in the ancient construction methods, processes and materials due to lack of knowledge or unwillingness to shift from age-old techniques. We as the next generation of entrepreneurs with different kind of exposure and skills understand the challenges this fast-paced new age era have brought to us. To match up the pace we have to be

smart enough to bring smart and fast construction techniques. Unlike other industries, traditional approaches are still being used to build current construction projects. And, instead of improving productivity with new approaches and tools, as other industries have done over the past two decades, the construction industry has seen productivity (of capital and labour) decline by 10 to 20 per cent. So in the era of industry 4.0, we have to realise that change is the only constant, so in our startup, we are trying to develop and present a whole new dimension to the construction industry. We want to overcome and replace the heavy-duty construction industry into a modular, light-weight, affordable and sustainable industry.

### **Innovation**

Paper Honeycomb core is widely used in the packaging, furniture industry. Its properties like shock absorption, lightweight, eco-friendly, stackability, termite-proof make it a truly unique product. Hexpressions is using the advantage of its properties & giving it a new dimension of a unique building material as “Composite paper honeycomb panels”. This material has the highest weight to strength as compare to other traditional building materials. These are fast, modular, affordable, eco-friendly & customized panels, designed to snug-fit products, providing complete protection from outside weathering conditions. The best part of the material is that its face material can be changed as per the local context. The panels can be made with wood, cement board, fibre-board, stone, etc. without any additional efforts to suits the microclimatic conditions. The material withstands all conditions of wind, rain, fire, security, and safety. It is the only drywall system in the market which is green, sustainable & super fast.

## **New age drywall system**

The traditional drywall system has 3 different components, support structure, face material & filler material, is very much prone to cracks and failure due to the fact that all the 3 components have different coefficient of expansion & contraction. They vibrate on different frequencies & hence more cracks. Hexpressions system has overcome this by combining all 3 components in one single sandwich panel, reducing the cracks and increasing the strength of the overall system.

## **USP (Unique Selling Point)**

Paper Honeycomb core has unique properties like shock absorption, light weight, eco friendly, stackability, termite proof- makes it a truly unique product. Hexpressions is using the advantage of its properties and giving it a new dimension of a unique building material - "Composite paper honeycomb panels" These green composite panels will be used as an ideal construction material due to its various USP's :

- Highest weight to strength as compare to other traditional building materials.
- Fast construction (can assemble a house within a week),
- Modularity,
- Affordable (30-40 % cheaper than tradition construction),
- Eco friendly/green/sustainable construction material (made with recycled paper),
- Customized face material (can be changed as per the local context material like wood, cement board, fibreboard, stone etc.).

- The material withstands all conditions of wind, rain, fire, security and safety.
- Unique market positioning with with fast and low cost construction.



Various material combinations with honeycomb

## Economic Impact

1. Significant saving of time in assembling the panels in comparison to tradition brick & mortar structure.
2. Weight reduction approx. 50 – 70 % ( Easy transportation )
3. Material reduction approx. 60% ( Cost effective )
4. Price reduction from approx. 25 mm thickness
5. Wide spans of panels ( less panels required )
6. Better aesthetic appeal with thicker panels at affordable prices
7. Simple handling and transport ( less labour cost )
8. Long life of product due to its light weight resulting in limited stress on hardwares
9. Ecological factor ( saves resources )

## 10. Very high load bearing capacity

### Social Impact

Providing affordable, fast, modular and sustainable homes to underserved sections of the society. Access to decent, 'Affordable housing' is so fundamental to the health and well-being of people and the smooth functioning of economies that it is embedded in the United Nations Universal Declaration of Human Rights. But most cities struggle with the dual challenges of housing their poorest citizens and providing housing at a reasonable cost for low and middle income populations. By providing affordable housing solution to the society we are not only helping the community financially but it will also enhance social cohesion and bring back social integration. The solution will empower people by providing training and skill development to build their own



homes and live a dignified life.

## **Environmental Impact**

Globally there has been much concern over climatic changes which have accelerated over the past decade. This has resulted in perceptible global warming, precipitation, flash floods, etc. The root cause of these changes can be attributed to the indiscriminate reduction of green cover in the world, excessive exploitation of non-renewable natural resources, high usage of fossil fuel, etc. Unlike other traditional building materials honeycomb has following advantages.

1. No carbon footprint
2. 100% recyclable
3. Less resources
4. High efficiency

## **Future Projections**

We are looking to impact the lives of 10000 households in the next 36 months. We also aim to train 300 unskilled labours who can become skilled workers and help us in the upcoming construction projects. This will certainly impact the rural economy in a positive way.



### **III. Market and Industry Analysis**

Within the attractive real estate sector of India, affordable housing appears as a particularly bright opportunity. The potential of affordable housing is bolstered, to a great extent, by the very nature of its business model, which is in sync with India's shifting socioeconomic landscape--the rise of the middle class. Moreover, due to its wider target market, affordable housing is less susceptible to the vagaries of the macroeconomic environment.

#### **Defining Affordable Housing**

'Affordability', is a nonspecific term, the meaning of which changes with the context being considered. As a result, there is no fixed definition of affordable housing that can be applied uniformly across the world. The definition and scope of affordable housing is greatly contin-

gent on a country/region's level of economic development and income levels. In India, KPMG and The Confederation of Real Estate Developers' Associations of India (CREDAI) have jointly developed definitions of affordable housing for Tier I, II and III cities, based on three key parameters--income level, size of the dwelling unit, and affordability.

Definitions of affordable housing in India (as developed by KPMG and CREDAI)

	Maximum annual income (in INR)	Minimum carpet area (in Sq m)	Maximum carpet area (in Sq m)	Affordability limit without subsidies (in INR)	Affordability limit with subsidies (in INR)
<b>EWS</b>	1,00,000	21	27	4,00,000	5,00,000
<b>LIG - A</b>	1,40,000	28	40	5,60,000	7,00,000
<b>LIG - B</b>	2,00,000	41	60	8,00,000	10,00,000

Source: KPMG (Klynveld Peat Marwick Goerdeler, is a global network of professional firms providing Audit, Advisory and Tax services. Its global headquarters is located in Amstelveen, Netherlands.)

**Industry size**

India, like most major emerging economies, has been witnessing accelerating urbanisation. As per the census of India in 2001, about 72% of the population lived in rural areas, and 28% in urban areas. By 2011, these figures had changed to 69% rural population and 31% urban population. In fact, as per census 2011, for the first time since India's independence, the absolute increase in population was more in urban areas than in rural areas.

According to estimates, around 600 million people are expected to make urban India their home by 2031, a whopping 59% growth over 2011. As an increasing proportion of India's population starts participating in its growth story, it brings with it mounting pressure on the existing infrastructure, which needs to at least keep pace with the growing demand, if not be ahead of the curve. The current housing deficit in India stands at 19 million units, which, in the absence of any meaningful intervention, is slated to double to 38 million units by 2030. 95% of this deficit is around the EWS (Economically Weaker Sections) and LIG (Low Income Group) segments, which technically puts the figure at a staggering 18 million units in this category (approximately). While this number is huge, there is also a substantial chunk of upper end of LIG band and lower to middle end of MIG band, which we can say comprises 'the emerging middle class', who are also deprived of decent living conditions. The deficit in this category is approximately 4 lakh units, which, if not addressed, would further aggravate the proliferation of unplanned and unsustainable urbanisation. Statistics show that more than 80% of this category are staying in congested homes. The lack of available housing options, combined with limited income and minimal access to home finance for low income borrowers, means that millions of Indian households currently live in cramped, poorly constructed houses/slum areas/shanties. They lack access to a clean and healthy environment, with even basic amenities such as sanitation, clean water, sewage, waste management and electricity often absent. Thus, 'Affordable Housing' is an idea whose time has come, and sooner rather than later, planned sustainable urbanisation will have to be by default and not by choice.

## Industry Analysis

The most vibrant segment of the residential real market right now, affordable housing, is expected to be the next growth driver of Indian reality. More and more developers are expanding their portfolio to include affordable housing to tap the growing demand for the housing needs of middle and lower income households. Affordable housing has gained fresh momentum with a rise of 15% in new launches compared to previous quarter. The spate of government initiatives has further propelled this sector, resulting in the creation of affordable housing hubs across the country (Hyderabad, Navi Mumbai, Ghaziabad and Kolkata). The end-user demand in this segment along with the government's thrust through incentives such as granting infrastructure status is ensuring a rising appetite for such projects across the country.



### IV. Target Customer and Market

Decent, affordable housing is fundamental to the health and well-being of people and to the smooth functioning of the economy. Against the backdrop of impending large scale urbanization in India over the next few decades, it is important to identify, evaluate the needs of, and address the challenges faced by the largest chunk of urban housing consumers with the most pressing needs – the Affordable Housing customer.

In India, it is appropriate to define affordability in housing as being a function of three broad parameters :

- the monthly household income (MHI) of prospective buyers,
- the size of the dwelling unit and
- the affordability of the home buyer (the ratio of the price of the home to annual income or the ratio of EMI to monthly income).

Affordable housing targets the two weakest income groups: the Economically Weaker Section (EWS) and the Lower Income Group (LIG). So, affordable housing is defined in terms of affordability relatively to the occupant's income. Is considered affordable any housing unit which price does not exceed five times the household's annual income, when government subsidies are provided, and three to four times the household's annual income in the absence of subsidies. Besides, the dwelling units' Carpet Area is capped for each income group. In this understanding, "social/affordable housing" therefore does not exclusively refer to the dwelling units delivered by public au-

thorities, but also encompasses those produced by the private sector within the framework of government guidelines.

It's a B2B and B2G business model focusing Low cost/affordable housing developers, Governments and philanthropic groups who are dealing in affordable housing and community development projects. We are trying to create following values for our target customers, which will attract them towards our innovative service.

1. Affordability
2. Social integration
3. Community participation
4. Resource management ( Time, money, material )

Some of our target customers/developers working on low cost/affordable housing are:

#### **1. Mahindra Lifespace Developers Ltd**

In last 2 years, Mahindra Lifespace Developers Ltd launched its affordable housing arm Happinest with pilot projects in Avadi, Chennai and Boisar, near Mumbai is now planning another affordable project in Palghar, near Mumbai.

#### **2. Tata Housing Development Co. Ltd**

Tata Housing Development Co. Ltd, an arm of Tata Sons Ltd, plans to launch at least 3-4 affordable housing projects and is speaking to potential partners across Noida, Kolkata, Mumbai, Bengaluru, Chennai, Pune and Ahmedabad.

#### **3. Shapoorji Pallonji Group**

Earlier this year, The Shapoorji Pallonji Group launched its first affordable housing project under the Joyville brand in Howrah, near Kolkata. Two more projects are expected to be launched this year, in Mumbai and Pune.

#### **4. Assetz Property Group**

Bengaluru-based Assetz, which has so far focused on high-end projects, will launch homes in a lower price category this year. It plans to launch its first project, off Sarjapur Road, by end of March.

#### **5. VBHC Value Homes Pvt. Ltd**

VBHC, promoted by entrepreneur Jaithirth Rao, plans to launch affordable housing projects across various states this year. It is also looking to enter new states as a part of its expansion strategy.

#### **6. Brick Eagle Capital**

Brick Eagle Capital group, a social housing platform who invests in companies in the affordable housing space, will launch two large projects this year:

- 77-acre township in Vadodara with DBS Affordable Home Strategy Ltd, with homes priced at Rs.5-20 lakh, and
- A mid-income housing project in the outskirts of Coimbatore along with investee company Sheltrex Developers Pvt Ltd.

#### **Beneficiaries**

We are aiming to impact the lives of underserved communities, homeless people & refugees by providing affordable, fast, modular & sus-

tainable homes. Absence of a permanent shelter keeps the user virtually excluded from society. Most cities struggle with the dual challenges of housing their poorest citizens & providing housing at a reasonable cost for low & middle-income populations. By providing affordable housing solution to the society we will not only help the community financially but will also enhance social cohesion & bring back social integration. The solution will empower people by providing training and skill development to build their own homes & live a dignified life.

## **Market Size**

Indian Context: Our Potential market size is 1 crore households in rural areas. we are targeting to build 1 million households in the next 5 years.

Global : The Potential Market of 330 million households

## **Growth Strategy:**

Our growth strategy would be to collaborate with PMAY and construct demo houses in rural areas to create awareness. We will also run skill development and training program for unskilled labor to become skilled masons and help us in the construction of houses.

## **Key assumptions:**

1. Collaboration with the Government
2. financial Support to bear the skill development program at local gram panchayat under the allocated fund of 5% of administrative cost.
3. Meeting the demand of the supply as per our production capacity.



### **Go-to- Market Strategy:**

1. Awareness program at local panchayat level through social media channels like WhatsApp groups and Facebook pages.
2. Live demos and product showcase through paid pilot projects to bring various stakeholders for project support
3. Exhibitions and collaborating through various Architects and real estate developers who can become influencers for the project.

### **Revenue growth and profit margins:**

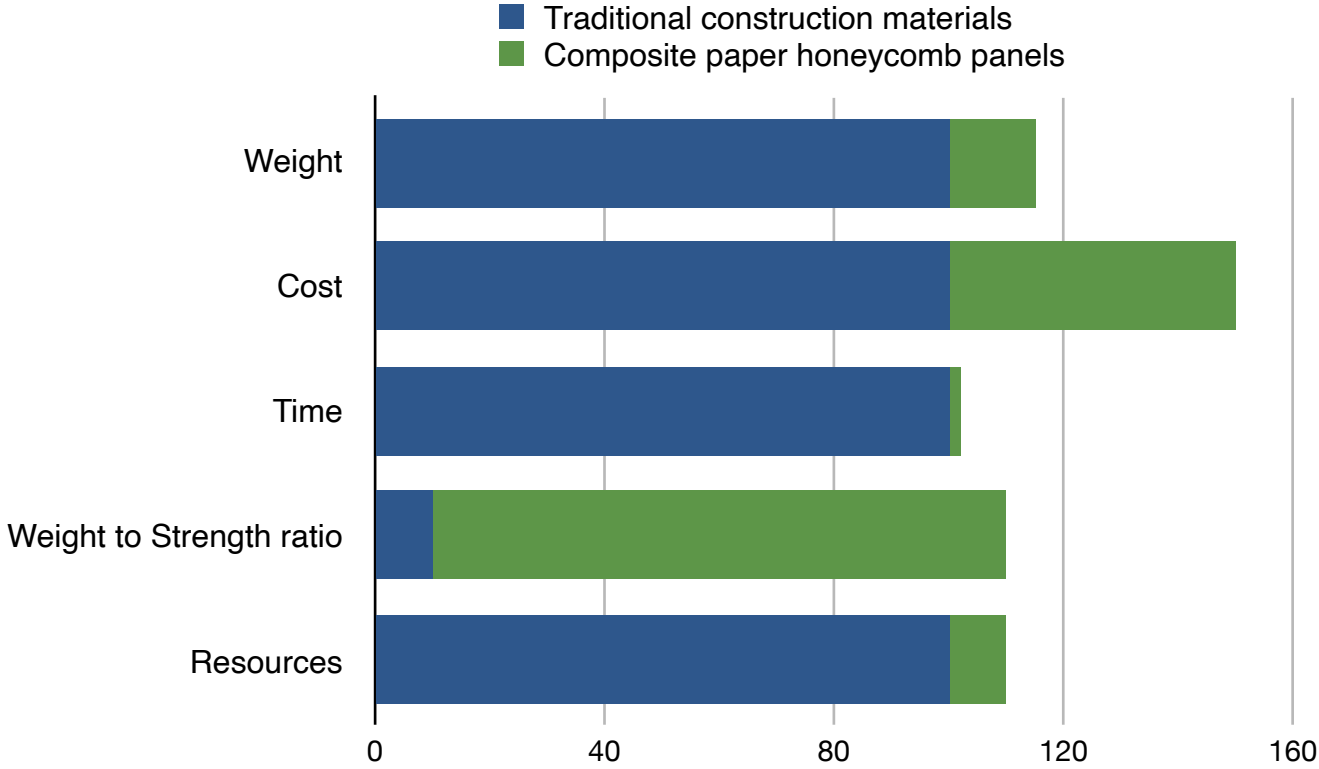
Our revenue growth of 120% for past 3 months and our profit margin is 40% per unit sale.

### **Competitors Analysis**

Our biggest competitors are the traditional building materials industry, we have some direct competitors too.

1. Super honeycomb ( [www.superhoneycomb.com](http://www.superhoneycomb.com))
2. Singcore ( [singcore.com](http://singcore.com))
3. Amazon ( [interestingengineering.com/youcan-now-order-a-ship-ping-container-house-on-amazon](http://interestingengineering.com/youcan-now-order-a-ship-ping-container-house-on-amazon) ).
4. Most of the direct competitors are selling the product as a strictly commercial entity. They are not selling it as an end to end solution, where customers can customize it. But we are selling it as an end to end service which comes as a complete package. Our product is

not fully commercial too, as it has its own social quotient to it. We are involving communities by providing training and skill development so that they can assemble their own homes and live a dignified life. Our biggest competitors are and will be the manufacturers of the material. But unlike us, they are not selling it as a service. which will create a social value rather than just selling a product.



### V. Key Initiatives & Milestones

Strategic Content / Milestone	Key Initiatives
Build and exhibit a Prototype	<ul style="list-style-type: none"> <li>- Collaborate with manufacturer</li> <li>- Find a space to build a prototype</li> <li>- Arrange for manpower and re-</li> </ul>

Strategic Content / Milestone	Key Initiatives
Increase penetration in the Indian sustainable & affordable housing market	<ul style="list-style-type: none"> <li>- Networking and building relationships</li> <li>- Attend green &amp; affordable architectural submits.</li> <li>- Use architectural contacts</li> <li>- Meeting with low cost housing developers</li> </ul>

**Performance & Technical Readiness:**

**Technical Experts:** We have a young team of 5 people having designers, Architects, civil engineers & Sales. We are looking to expand our team very soon with the hardcore marketing & sales representatives.

**Facilities:** We have 4 keys manufacturing partners pan India which can produce 100 panels a day to meet the demand of the prefabricated panels. We also have the assembly team of 6 people who give training to new teams and do installation jobs for us on site.

**Equipment:** Our key manufacturing partners have state of the art manufacturing & logistics facilities.

**Technologies:** We have full control over our construction technique & raw material composition. We have already filed for Process patent & trademark.

**Awards and achievements:**

1. Selected for “Leaders in innovation fellowship” #LIF by Royal academy of engineers, London and represented INDIA in cohort 5 from 9th -23rd, 2019.
2. Winner “German Innovation Award” 2019 in the ‘Materials and Surfaces’ category.
3. Selected as top 8 startups who presented to honourable Prime Minister of India during the GHTC-India event from 2-3rd March 2019 in Vigyan Bhawan, New Delhi.
4. Featured as top innovators for the project ‘Hexpressions’ on National science day in the National newspaper ‘Dainik Bhaskar’ on 28th February 2019.
5. Selected as one of the top 10 finalists in the TATA Social enterprise challenge 2018.
6. Selected as a finalist in the “Moonshot 2040” competition at Paris in Dec. 2018.
7. Co-founder Abhimanyu Singh won the “Entrepreneur of the year award” at Tie global summit held at New Delhi on 29th Nov. 2018.
8. Won #Ennovation Award in the "Real tech" category at Baden, Switzerland.
9. Got Selected as one of the 5 invited startups from India for Indo german business forum in Munich, Germany on 12th Nov. 2018.
10. Won “Shuruaat Bus 100 Seconds Pitching Competition” by Tgelf & NITI aayog.
11. Startup showcase of HEXPRESSIONS in GRIHA magazine “Shashwat” Dec. 2018.
12. Won “Urban works innovation challenge” by Cowrks & Columbia University.
13. Featured Startup In YOUR STORY media in October 2018.

14. Featured Startup in Entrepreneur Magazine in October 2018.
15. Won special mention for social impact at smart city expo held in Jaipur.
16. Won Samsung GSAP(Global Startup acceleration program) at Bangalore in Aug,18.
17. Won Media pitch competition at Bikaner Digifest, Rajasthan, India in July 2018.
18. Won Indo-German Entrepreneurship pitch competition held in Mumbai.
19. Co-founder Shilpi Dua Won Women Entrepreneurship Program at NSRCEL, IIM Bangalore in May 2018 and become an incubate of IIM Bangalore and IIM Udaipur.