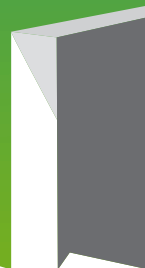




ARCHITUDO

# SUSTAINABLE *IS AFFORDABLE*



# CONSTRUCTION INDUSTRY: A SIGNIFICANT CONTRIBUTOR TO GLOBAL WARMING

## ISSUES

Construction is the least sustainable sector and major consumer of non-renewable energy resources.

Rampant urbanisation is giving way to numerous challenges like pollution and unsustainable construction practices.

The impact lasts for decades and affects the lives of current and future generations as buildings consume major global resources.

Construction,  
today  
needs  
and uses

**50%**  
of global energy

**50%**  
of global water

**60%**  
of materials  
for buildings

and leads to  
**80%**  
of land loss to  
agriculture.

## IN INDIA

Less than 5% of built environment is sustainable

Lack of information regarding sustainable construction

Buildings are rarely sensitive to their surrounding

Green building services are yet to be popularly accepted

Lack of technology intervention

# UNDERSTANDING SUSTAINABLE BUILDINGS

## WHAT IS A SUSTAINABLE BUILDING?

A sustainable building is a building that consumes minimum resources during its construction and operation but gives maximum efficiency.

A sustainable building can be a new construction or the retrofit of an existing building.

It is completely designed to provide space, to guarantee quality indoor climate, to provide safety and security, to control the relationship with its surroundings, and to take advantage of the site without damaging it.

## WHY IS IT IMPORTANT?

The building contributes to sustainable development

A) when designed and operated to match the appropriate fitness for use with minimum environmental impact, and

B) when it is able to encourage improvements in economic, social and cultural aspects of every stakeholder who is involved in the building process at every level.

## ADVANTAGES OF A SUSTAINABLE BUILDING



Mental and physical well being



Ambient indoor air quality



High energy performance: lower energy bills all year round.



Low Maintenance: durable, reduced operation and repair



Environmentally friendly: clean, renewable energy doesn't contribute to global warming, acid rain or air pollution



Unwavering comfort: quiet (no operating noise), warmer in winter, cooler in summer (even during a power failure)



Value: high owner satisfaction, high resale value



More than 20% savings in terms of time

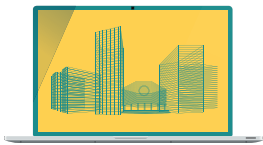
# ARCHITUDE'S PRODUCTS



## KNOWYOURBUILD.COM

A one stop hub for people looking for sustainable building services.

This portal is a source of information about sustainable projects, products and people. Knowyourbuild will connect you to the right people, to avail suitable services and to find locally sourced and eco friendly materials.



## BUILDING INFORMATION MODELLING

The creation of a virtual building model depicting the entire graphical and non graphical information of the building, in order to understand its functioning, performance and efficiency even before its built.

This virtual model ensures sustainability during design, construction and operation phases as the model is valid for the entire life of the building.



## PROJECT NIRAN

A sustainable buildings support system entirely dedicated to developing Zero energy buildings.

Here buildings are simulated for energy efficiency and performance under local conditions. This process substantially reduces time, cost and energy consumed by a project.



# ABOUT US

Architude is a sustainable construction technology company based in Hyderabad, India. Architude believes that faster, easier and low cost green solutions will foster sustainability in the construction industry thereby reducing its carbon footprint.

By leveraging new age technologies, Architude is developing products and services that make green buildings more affordable, accessible and easy to maintain.

## AIM

To enable people to fight global warming.

## OUR MISSION & VISION

To utilize sophisticated design technologies and streamline construction processes by creating Building Information Models in order to achieve Performance Efficiency Optimization.

The Living Building

The Working Building

The Happy Building

The Healthy Building

## THE TEAM

Vijaya Koppiseti  
CEO

Hari Prasad Reddy  
Project Management

Niranjan V  
Business Development

Lakshmipathy Reddy  
Product Development

# WHY ARCHITUDE?

## SUSTAINABILITY FEATURES

Holistic approach  
Affordable  
Innovative  
Passive solar design  
Material selection  
Resource efficient -  
water, energy etc.  
Solar powered  
Integrated landscape  
design  
Sustainable site  
Efficient throughout  
the building lifecycle

## TECHNOLOGY FEATURES

Simulation of the construction  
project  
Integrated visualization  
Smart home installation friendly  
Time and cost tagging  
Control on project  
Collaborative decision making  
Facility maintenance with  
Simulation / BIM model  
Performance efficiency  
optimisation

Reducing energy use and shifting to renewables, is positive for a business' bottom line. It's not a cost, it is an investment with a return. There is a day, not far, when homes, will produce more energy than what they consume - powering appliances and cars, and reduce their carbon footprint.



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