

Press Release

## **Hero Realty Partners with Panasonic Electric Works India to Deliver Smart, Future-Ready Luxury Homes at The Palatial, Gurugram**

**February 06, New Delhi:**

**Hero Realty**, the real estate arm of Hero Enterprise, has announced a landmark strategic partnership with **Panasonic Electric Works India**, part of **Panasonic Life Solutions India**, to integrate advanced electrical infrastructure and smart living solutions at **The Palatial**, Hero Realty's flagship luxury development in Sector 104, Dwarka Expressway, Gurugram.

This collaboration between Hero Realty and Panasonic Electric Works India's is one of its kind to deliver co-branded residences, bringing together two trusted legacy brands with a shared vision of enhancing everyday living through quality, safety, and reliability. The partnership focuses on building **smart, future-ready homes** anchored by robust power and electrical systems, complemented by thoughtfully integrated smart products that elevate comfort, convenience, and security.

At The Palatial, Panasonic Electric Works India's solutions will be deployed across **150 select residences**, creating homes designed for long-term performance and superior living experiences. The scope of integration spans **core electrical and power infrastructure**, including distribution boards, switchgear, wiring systems, conduits, switches and sockets, EV charging solutions, and lighting systems—forming the backbone of safe, dependable, and scalable residential living. These foundational systems are further enhanced with smart home automation, building management systems, security and surveillance solutions, and energy-efficient appliances, enabling residents to enjoy intuitive control and seamless functionality across their homes.

The limited-edition residences will be offered in **3.5 BHK and 4.5 BHK configurations**, with prices starting at **INR 5.25 crore onwards**.

Commenting on the partnership, **Rohit Kishore**, CEO, Hero Realty, said:

"Luxury today is defined by how intelligently a home enhances everyday life. Our partnership with Panasonic Electric Works India enables us to integrate globally trusted, AI-driven technologies into our residences, with a strong emphasis on wellness and purified indoor air. At The Palatial, homeowners will experience living spaces that are smarter, safer, healthier, and future-ready. As homebuyers increasingly prioritise wellness-led living, technology has become a cornerstone of modern luxury."

Speaking on the collaboration, **Yoshiyuki Kato**, Managing Director, Panasonic Electric Works India, Panasonic Life Solutions India, said:

***"Our partnership with Hero Realty represents an important milestone for Panasonic Electric Works India as we extend our expertise from products to integrated residential ecosystems. At The Palatial, we are deploying a comprehensive range of electrical and power solutions—supported by smart products—that enhance safety, comfort, and everyday convenience. This collaboration reflects our commitment to improving quality of life through reliable infrastructure and thoughtful innovation, designed to serve homeowners over the long term."***



Beyond electrical and power systems, the residences also feature smart lighting solutions for common areas and homes, integrated security and access control systems, video door phones with multi-level security, and connected solutions that enable residents to manage their living spaces with ease. Comfort-oriented solutions such as ventilation systems, ceiling fans, water heaters, and energy-efficient appliances further contribute to a balanced, high-quality living environment.

Spread across approximately **11 acres**, The Palatial is Hero Realty's marquee ultra-luxury residential development, comprising architecturally distinctive high-rise towers and expansive residences. The project is anchored by a **57,000 sq. ft. grand clubhouse** and a curated selection of lifestyle and wellness amenities. Strategically located along the Dwarka Expressway, it offers seamless connectivity to IGI Airport, Aerocity, Cyber Hub, and key destinations across Delhi NCR.

### **About Hero Realty**

Hero Homes is the flagship brand of Hero Realty Private Limited (HRPL), a Hero Enterprise business, which provides luxury living with honest pricing. Hero Group, a corporation with a six-decade history of developing world-class brands, founded the Hero Enterprise in 1996.

Hero Realty has been fostering a healthy local community, by building trendy, contemporary, and environment friendly homes. HRPL has earned a reputation for its progressive ideas, responsiveness to client demands, and dedication to sustainability. HRPL is developing 5.2 million+ square feet in most sought-after locations within the National Capital Region (NCR), Punjab, Uttarakhand, and Himachal Pradesh, with the four guiding principles of creativity, fitness, sustainability, and community. The company has built 230 acres of industrial parks in Haridwar and 6.02 million+ square feet of property across India.

Founded on the guiding principles of innovation, physical and mental health, environmental stewardship, and the improvement of local communities. Hero Realty is driven by an unyielding quest for innovative concepts, exceptional craftsmanship and care for ecology. Hero Realty endeavours to integrate all projects with lush green spaces, eco zones, and flourishing gardens, to bring the inhabitants closer to nature. Our projects are envisioned on the principles of sustainable development encompassing minimal wastage. Hero Realty stands tall on a unique Indian heritage that has created a formidable global brand 'HERO' that has consistently made India proud.

### **About Panasonic Life Solutions Pvt Ltd India**

Established in 1963, Panasonic Life Solutions India Private Limited, (PEWIN Division) headquartered in Mumbai, a wholly owned subsidiary of Panasonic Corporation. With a constantly expanding product range and growing market share, it is one of the leading manufacturers of electrical construction materials with presence across India. Being a prominent player in Indian electrical segment the company has about 30 domestic offices and more than 9,500 employees.

Currently, company's 6 manufacturing units at 4 locations in India are manufacturing electrical products for the ECM industry and its offerings are synonymous with quality. It has a dominant market share in Wiring Devices and is constantly expanding its product range and growing market shares in Smart homes and Buildings, Switchgears, Wires, Cables & Tapes, Conduit pipes, Lighting, Solar, Power Tools and Indoor Air Quality, Air conditioning, Security systems. It has seven state-of-the-art



manufacturing units in India and is manufacturing cutting-edge electrical products, synonymous with quality. Recognized as one of the Best Brands in the Electrical Construction Material segments, Panasonic Life Solutions India has established itself as a market leader as a one-stop solution provider of commercial, industrial, and home solutions in the electrical, and renewable energy solutions. With 1 lakh+ stores and 3500+ channel partners across India.

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