



# 1<sup>ST</sup> INVESTOR PRESENTATION – SEPTEMBER 2022

Unlock a wave of opportunities with Aurum PropTech Limited

Revolutionizing Real Estate with transparency, trust, and digital transformation

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# INDIA REAL ESTATE

## 2030 PROJECTIONS



3<sup>rd</sup>

Largest  
economy  
globally

India Urbanization-2030

40% < living in cities

75% < of national income

Household savings > 77%

Household wealth > 94%

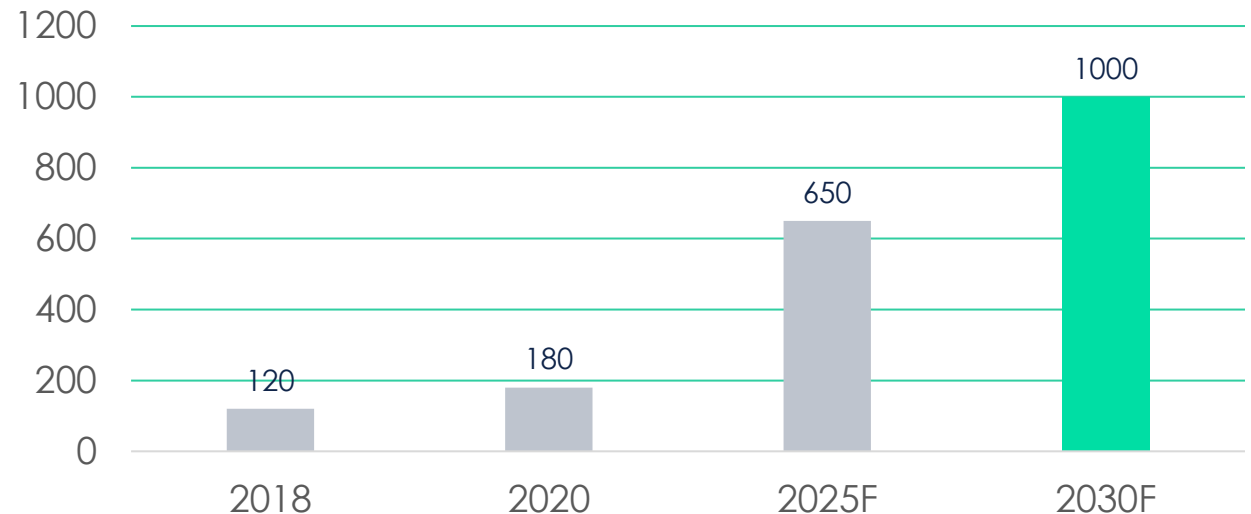
Lending against RE > 60%

\$1

Trillion  
Real Estate  
Market Size

Second Largest Employer  
in India

13% Contribution to GDP



# PROPTECH TAILWINDS

## Global PropTech

Cumulative investment of  
over **\$100 Bn** in 5 years  
with 2021 receiving **\$32 Bn**

Real Estate investments  
during 2019-20

**> \$11 Bn**

PropTech investments  
between 2018-20

**> \$1.5 Bn**

PropTech investments  
growth between 2009-20

**> 57%  
CAGR**

**2nd**

**Largest** internet  
userbase globally

**71%**

**Internet users**  
between 20 to  
49 years of age

India Digital - 2030

**1 Billion**

People with access to internet

839 million smartphone users

500 million access to digital content

# PROPTECH FOCUS AREAS



## Invest and Finance

Data science, analytical tools and platforms to enable smart investment decisions for institutional and retail investors

Solutions that leverage technology to engage customer experiences at the touch of a button



## Customer Experience



## Enterprise Efficiency

Product suites to help increase efficiency of cost, time and effort in Real Estate Construction

Tech solutions that enhance lifestyle experience in real estate spaces and asset management products



## Connected Living

# PROPTech JOURNEY SO FAR



Increasing Efficiency  
and  
Enhancing Consumer Experience



Invest and Finance



Enterprise Efficiency



Customer Experience



Connected Living

## Business Segments

### Inorganic Strategy

Acquire businesses with products, teams and revenue



**Integrow**  
Asset Management

Data Driven Asset Management Platform focussed on Real Estate.



**sell.do**  
Market Smarter. Sell Faster.

India's leading CRM for Real Estate



**Beyond Walls**  
Homebuying. Simplified.

Broker Aggregation Tech Platform for simplified Home buying experience



**The HOUSEMONK**

Rental Management SaaS Platform with customers in India and abroad



**hello world**

Co living company with a 15 city operation

### Organic Strategy

Develop inhouse products, teams and take to market



**AURUM infinity**

Fractional ownership platform for commercial real estate



**AURUM Liv**

Real Estate transaction platform for primary and secondary sale

### Data Strategy

Consolidate consumer behaviour, supply demand pattern to increase efficiency and enhance experience



**GEA**  
by AURUM PropTech

Sound Emotion Analyser- data science product for sentiment analysis



**LSE**  
by AURUM PropTech













Lead Scoring Engine – Data science product for mapping consumer behaviour



**AVM**  
by AURUM PropTech

Automated Valuation Model – Data science product for estimation of property value

# INVESTMENTS

	 Market Smarter. Sell Faster.				
	 Homebuying. Simplified.				
					
Partner Company	<b>K2V2 Technologies</b>	<b>Monk Tech Pte Ltd.</b>	<b>Integrow Asset Management</b>	<b>HelloWorld Technologies</b>	<b>Blink Advisory Services</b>
	SaaS and RaaS based products and services for real estate	SaaS platform focused on Real Estate Rental Management	Tech led real estate focused asset management company	One of the largest Co-living Companies in India.	Data analytics company focused on real estate sector.
	<b>51%</b>	<b>51%</b>	<b>49%</b>	<b>100%</b>	<b>100%</b>
Amount Committed Equity + Debt	 <b>INR 40 crs</b>	 <b>INR 37 crs</b>	 <b>INR 25 crs</b>	 <b>INR 56 crs</b>	 <b>INR 45 crs</b>

# PRODUCT- SELL.DO

Real Estate CRM

Revenue Model- SaaS



Software  
Subscription



Enterprise suite  
Customized enterprise build  
and deployment



16.5 Million

Customer Leads  
Managed



INR 40,000 crs

Worth inventory managed  
on the platform



450 Million

Customer Interactions  
Managed



600+

Developer Relations  
across India



780 Million

Customer Reach  
in 12 years



13+ Years

Experience in  
India PropTech

## Awards





# PRODUCT- BEYONDWALLS

Broker Aggregation Platform

Revenue Model- RaaS



Success fee per transaction via platform



INR 2,180 crs

Worth of Inventory  
sold in 2021-22



30+

Projects launched in 2021-22



3600

Units sold since  
launch



3400

Channel Partners  
aggregated



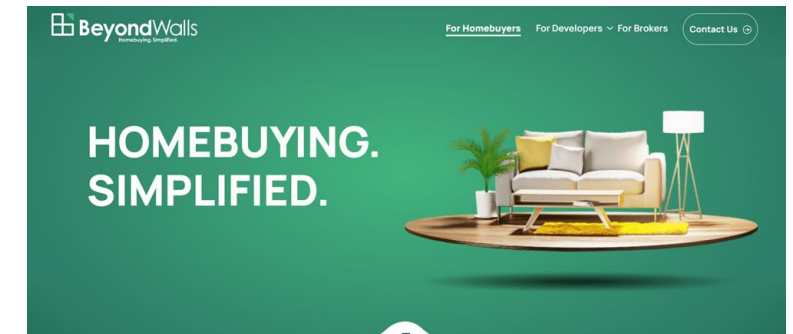
350 units

Monthly run-rate  
of sale on platform



Pune

First Go-to-Market



# PRODUCT- THEHOUSEMONK

Rental Management Software

Revenue Model - SaaS



Software  
Subscription



Enterprise suite  
Customized enterprise build  
and deployment



The  
**HOUSEMONK**



28,000+  
Rental units managed



15%  
Quarter on Quarter Growth



15+  
Countries active in



4  
Product Modules



3500+  
Registered Units  
Managed



40+  
Size of Tech team



# PRODUCT- HELLOWORLD

Student Living and Co Living  
Revenue Model - RaaS



Subscription

Monthly subscription for space



15

Cities across India



120

Corporate Tie-up's



100+

Micro-market  
presence



INR 51 crs

Audited Revenue



+68

NPS Score



50,000e

Monthly Unique Leads



# THE AURUM EFFECT

## Pre-Acquisition



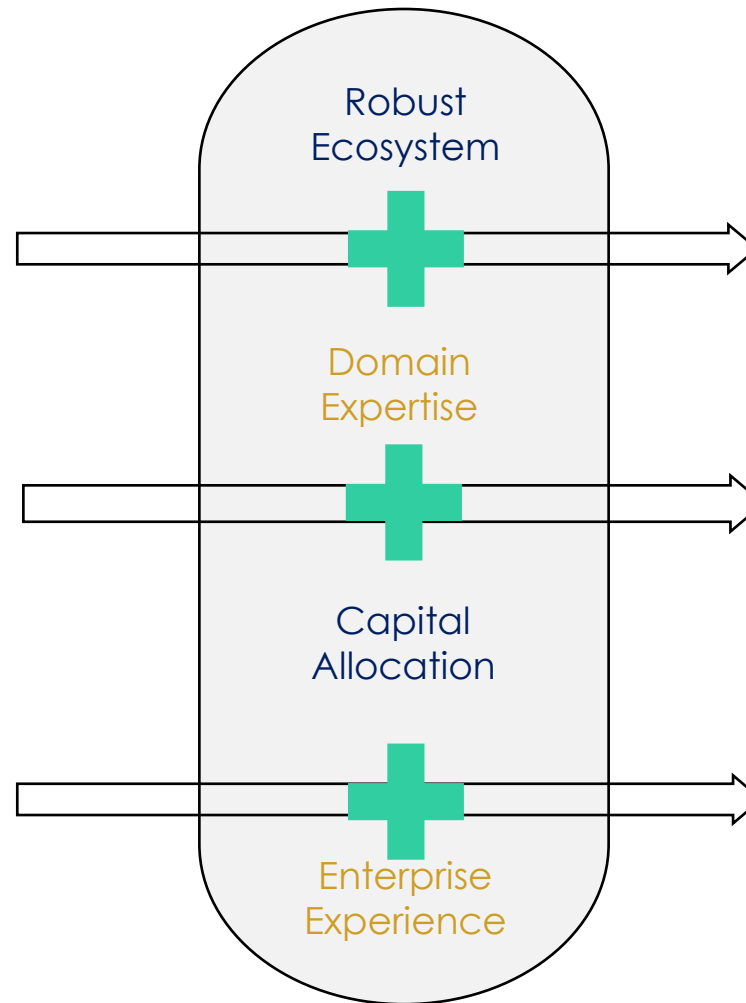
Pure B2B SaaS  
and Digital Marketing



Real Estate Alternatives



1 Product B2B SaaS  
India + Middle East



## Post-Acquisition



B2B SaaS + B2B RaaS +  
B2B2B SaaS + B2C RaaS



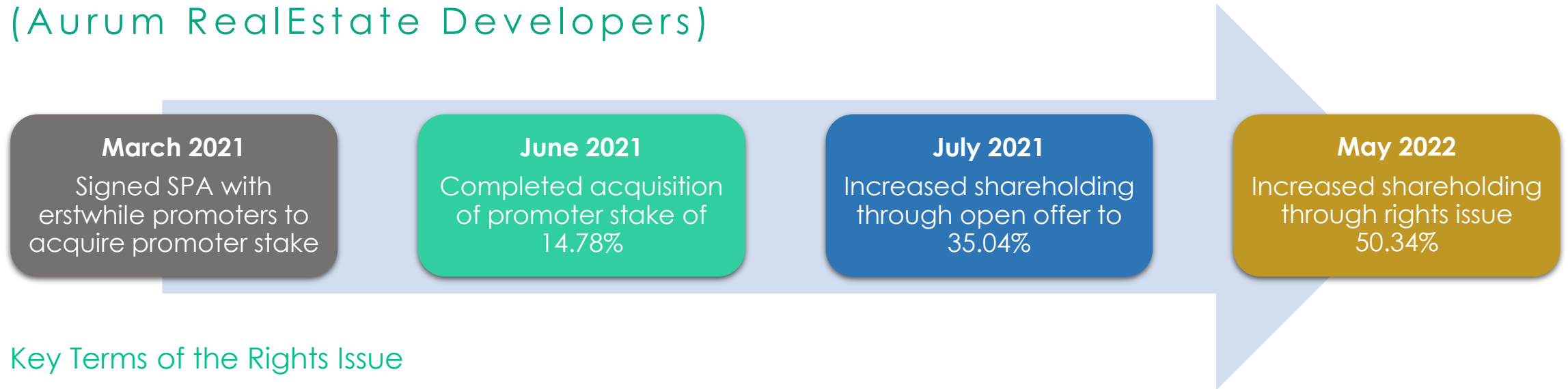
INR 1000 crore  
Real Estate Asset Management  
Category II AIF + PMS + Private REIT



4 Product B2B SaaS  
India + Middle East + USA

# CAPITAL STRUCTURE

## INCREASE IN PROMOTER HOLDING (Aurum RealEstate Developers)



### Key Terms of the Rights Issue

- 4,29,44,533 equity shares of approximately INR 343.55 crores
- Price of INR 80/- per fully paid equity shares (including a premium of INR 75/- per equity share) in the ratio 3:2

### Subscription Status

- The number of shares applied under the Issue was 4,56,34,534 partly paid equity shares - 106.26 % of the Issue size
- Allotment of 4,29,44,533 partly paid equity shares on proportionate basis done at a price of INR 20/- each on May 17, 2022

The successful completion of Rights Issue provides Aurum PropTech the financial flexibility of **INR 343.55 crores** to further its strategic plan of bringing **transparency, trust, and digital transformation** in the Real Estate sector.

# FINANCIAL PERFORMANCE



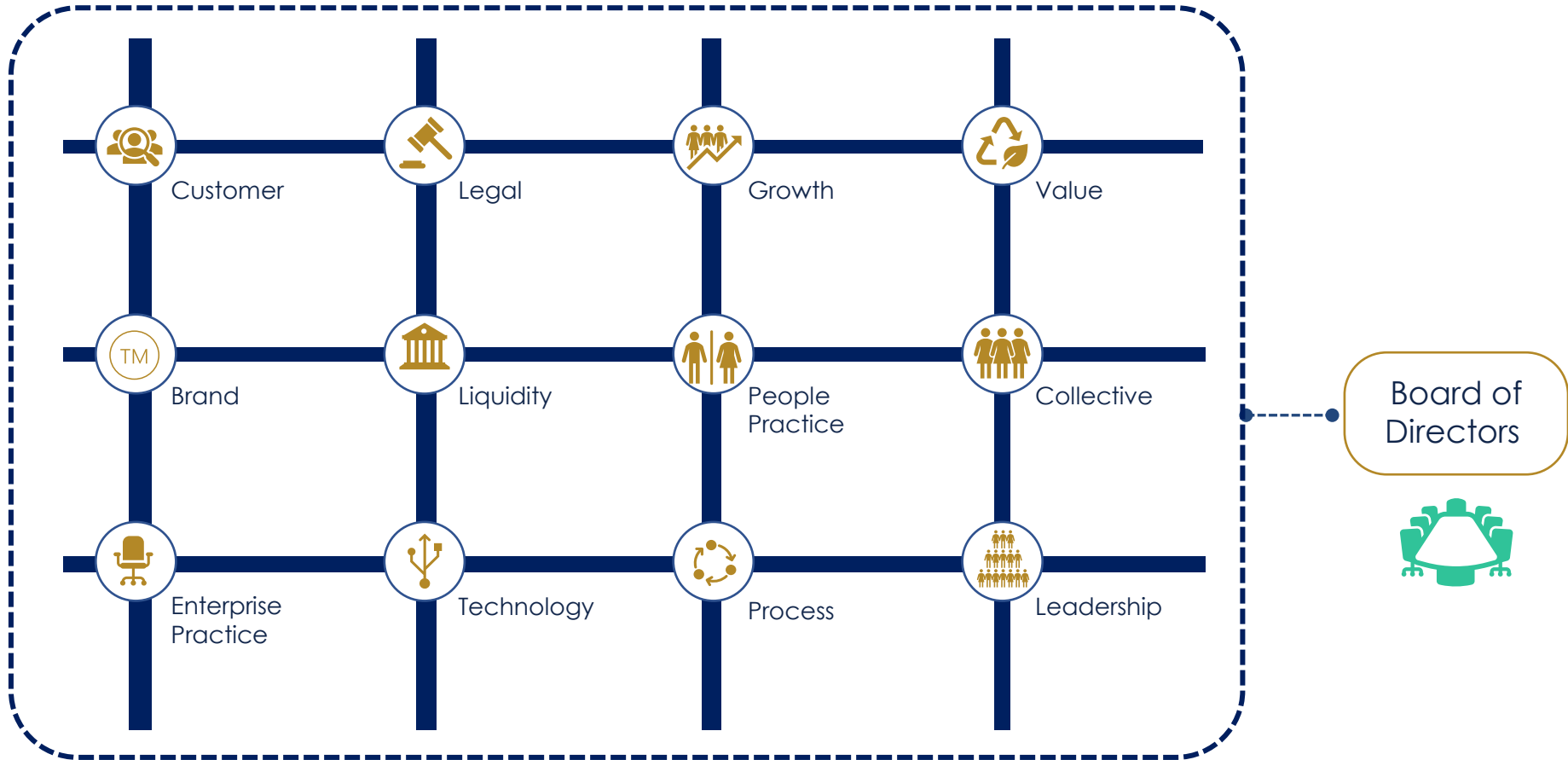
(INR Crores)

Consolidated Segment Revenue	Quarter ended		Year ended Mar 31, 2022
	Jun 30, 2022	Mar 31, 2022	
Software as a Service (SaaS)	5.11	4.08	7.78
Real Estate as a Service (RaaS)	9.53	4.10	8.01
Total	14.64	8.18	15.79

**Revenue has grown Q-o-Q at 78%**

**Aurum PropTech will touch an ARR of INR 200 crore in the month of March 2023 from an ARR of INR 50 crore in April 2022.**

# GRC FRAMEWORK



Aurum PropTech has implemented a “Governance, Risk & Compliance” (GRC) framework within its ecosystem of enterprises.

Under this, the above focus areas are measured, monitored and reviewed by the Board.

Ensuring best GRC practices, each focus area is owned by a member from the senior leadership team at Aurum PropTech.



# THANK YOU



## **For Further Information, Contact:**

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