



2ND INVESTOR PRESENTATION – NOVEMBER 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



3rd

Largest
economy
globally

India Urbanization-2030

40% < living in cities

75% < of national income

Household savings > 77%

Household wealth > 94%

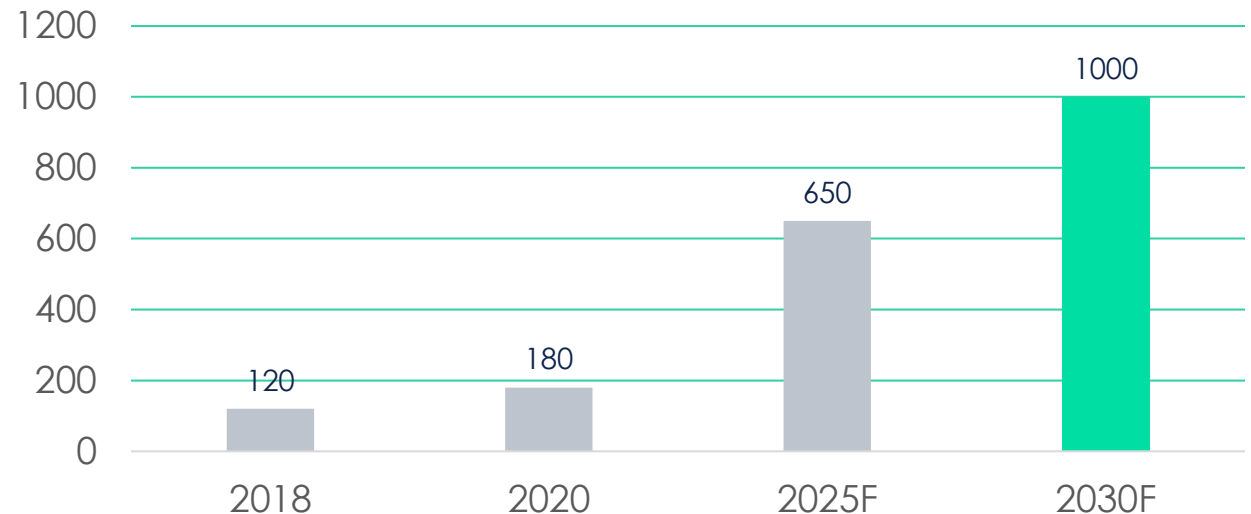
Lending against RE > 60%

\$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

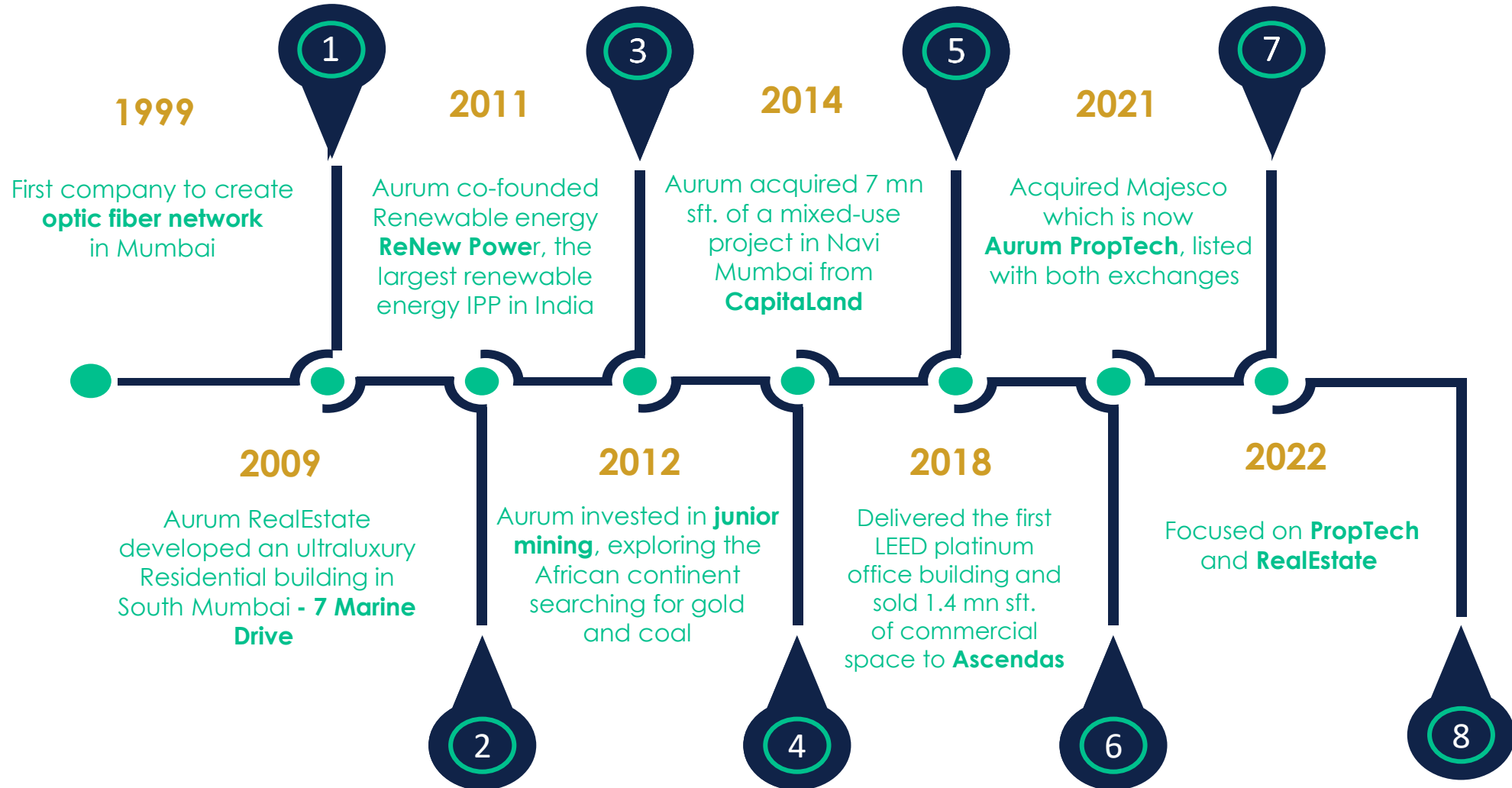
839 million smartphone users

500 million access to digital content

ABOUT AURUM



Aurum has impacted
multiple sectors
through technology
over the last 23 years
and consistently
created value.



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

END-TO-END SOLUTIONS

Our ecosystem is aimed at

Enabling data driven
investments

Increasing
business efficiency

Enhancing
consumer experience

Enabling curated connected
lifestyles around real estate

Invest
& Finance



Integrow
Asset Management

Enterprise
Efficiency



sell.do
Market Smarter. Sell Faster.

Customer
Experience



Beyond Walls
Homebuying. Simplified.

Connected
Living



The
HOUSEMONK

 AURUM **infinity**



CareerSocially®



AURUM **Liv**



**hello
world**

 AURUM **Kuber^x**



AURUM **CREX**

LSE
by AURUM PropTech



AURUM **instaHome**

GEA
by AURUM PropTech

AVM
by AURUM PropTech

FACTORS INFLUENCING THE SUCCESS OF AURUM PROPTech

Combining the benefits of a robust ecosystem, domain expertise, capital allocation and enterprise experience, we have broadly embarked upon three growth strategies.

Partner growth strategy

Entails acquiring matured businesses, robust products, expert teams and revenues.



Organic growth strategy

Focused on developing in-house products and teams and taking them to the market.




Data strategy

Consolidates consumer behaviour and supply-demand patterns in order to increase efficiency and improve the customer experience.



INVESTMENTS

				
NAME OF INVESTEE COMPANY	ABOUT THE INVESTEE COMPANY	AMOUNT COMMITTED IN INR CRORE* (upto)	ACQUISITION EQUITY %	CLUSTERS
K2V2 Technologies Pvt. Ltd.	CRM and broker aggregation tech for real estate	43	51%	Enterprise Efficiency
Integrow Asset Management Pvt. Ltd.	Real estate asset management company	25	49%	Invest & Finance
Monk Tech Labs Pte. Ltd.	SaaS platform for rental management	37	51%	Enterprise Efficiency
HelloWorld Technologies India Pvt. Ltd.	One of the largest co-living company in India	56	100%	Connected Living
Blink Advisory Services Pvt. Ltd.	Data Analytics company	23	100%	Enterprise Efficiency

Through our hybrid strategy of investments and in-house products, we are perfectly positioned to capture the robust demand and growth possibilities.

*in Equity and debt

PRODUCT- SELL.DO

Real Estate CRM

Revenue Model- SaaS



Software
Subscription



Enterprise suite
Customized enterprise build
and deployment



21.3 Million

Customer Leads
Managed



INR 50,000 CRs

Worth inventory managed
on the platform



730 Million

Customer Interactions
Managed



800+

Developer Relations
across India



903 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 1,960 CRs

Worth of Inventory
from March 2022



60+

Projects Managed in 2021-22



2750

Units sold since
launch



5600

Channel Partners
aggregated



350 units

Monthly run-rate
of sale on platform



3 Cities

Present in Pune,
Mumbai & Bengaluru



PRODUCT- THEHOUSEMONK

Rental Management Software

Revenue Model - SaaS



Software
Subscription



Enterprise suite
Customized enterprise build
and deployment



The
HOUSEMONK



28,000+
Rental units managed



23.75%
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



120+

Micro-market
presence



INR 15 crs

Audited Revenue



+38

NPS Score



44,000+

Monthly Unique Leads



THE AURUM EFFECT

Pre-Acquisition



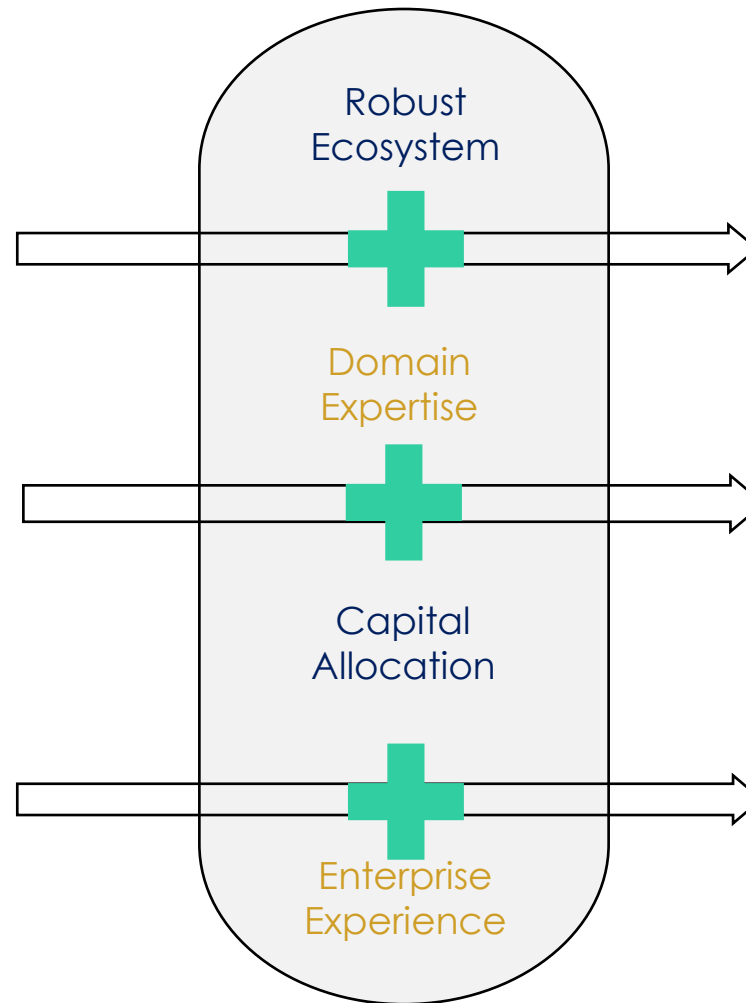
Pure B2B SaaS
and Digital Marketing



Real Estate Alternatives



1 Product B2B SaaS
India + Middle East



Post-Acquisition



B2B SaaS + B2B RaaS +
B2B2B SaaS + B2C RaaS



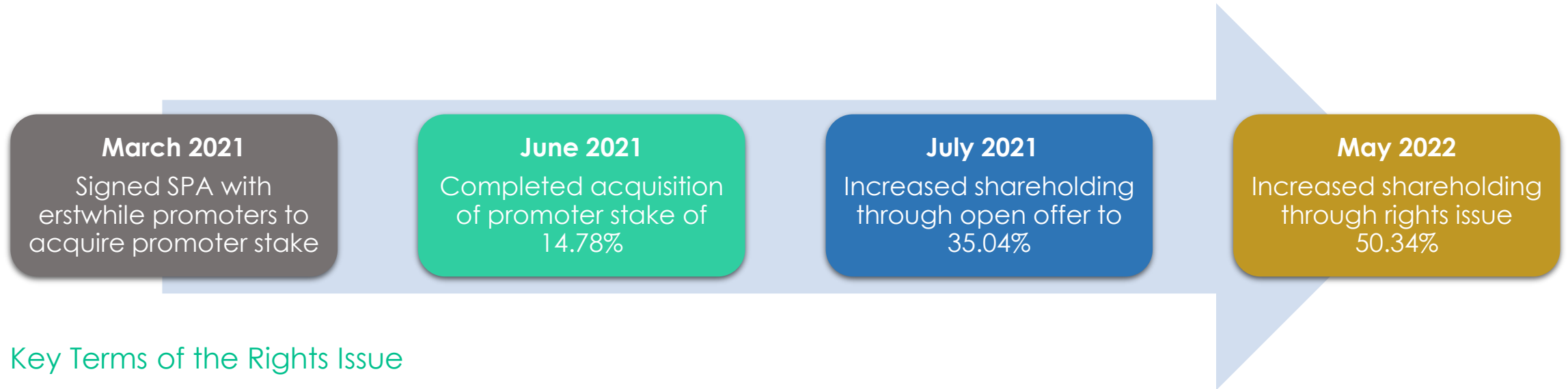
INR 1000 crore
Real Estate Asset Management
Category II AIF + PMS + Private REIT



4 Product B2B SaaS
India + Middle East + USA

CAPITAL STRUCTURE

INCREASE IN PROMOTER HOLDING



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.

OPERATIONAL HIGHLIGHTS

2Q FY23

(In ₹ crores)	Quarter ended		% Change
	Sept 30, 2022	June 30, 2022	
Revenue from Operations	28.30	14.64	93.30%
Total Income	30.84	15.72	96.18%
EBITDA	(3.42)	(5.69)	-

Consolidated revenue from operations for the quarter has increased by 93.3% as compared to the previous quarter.

Operations in 15 cities, Team of 500+ working in tech development, operations, data science and innovation.

FINANCIAL PERFORMANCE



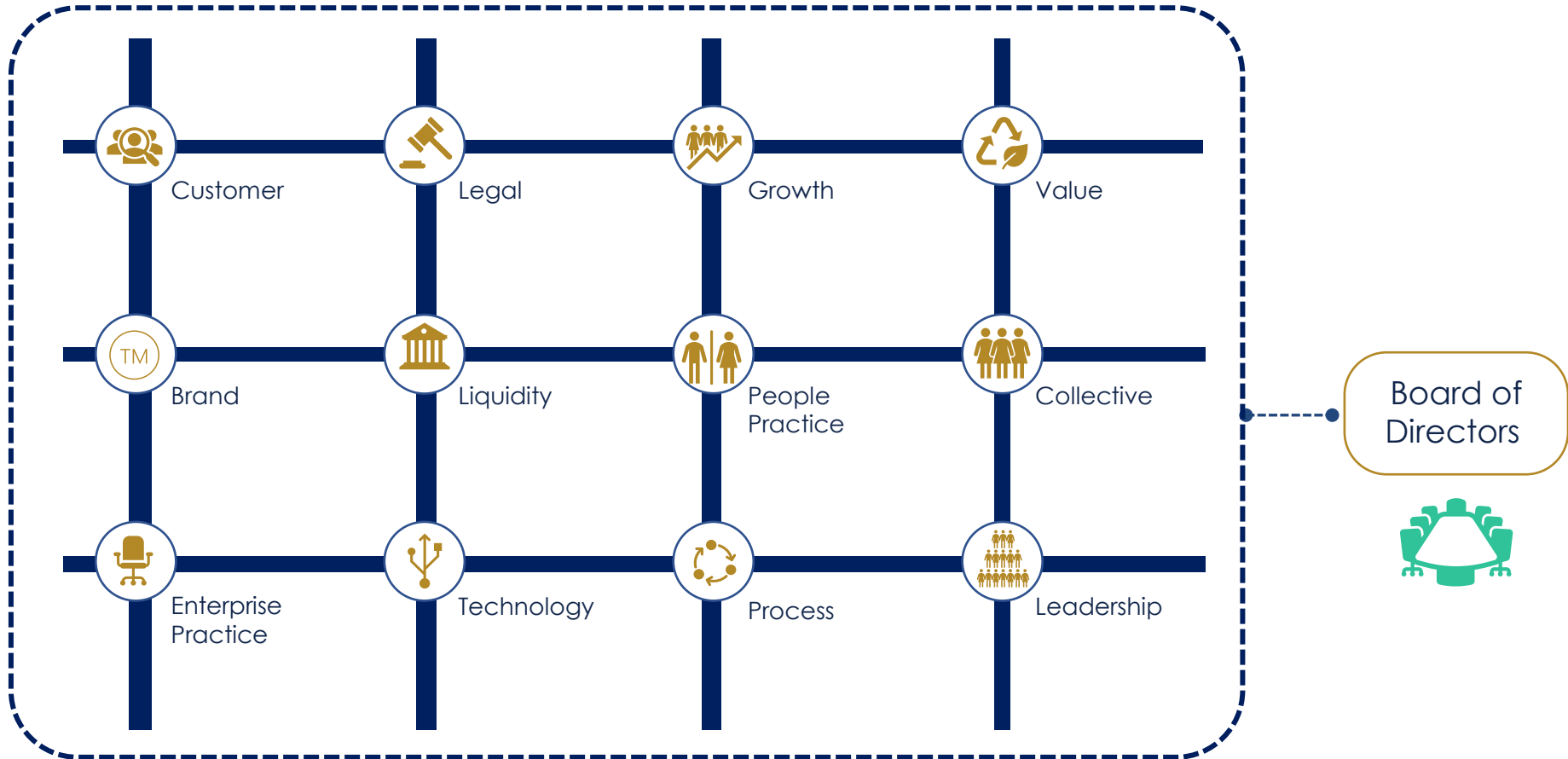
(INR Crores)

Consolidated Segment Revenue	Quarter ended		Year ended Mar 31, 2022
	Sept 30, 2022	June 30, 2022	
Software as a Service (SaaS)	4.73	5.11	7.78
Real Estate as a Service (RaaS)	23.57	9.53	8.01
Total	28.30	14.64	15.79

Revenue has grown Y-o-Y at 179%

**Set to touch an ARR of INR 200 crore in the month of March 2023
(based on projections of quarter ended March 2023)**

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



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