

# A AURUM Proptech FUTURE-READY

## INVESTOR PRESENTATION Q2 & H1 FY2024



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### **Emergence of PropTech in Real Estate in India**





>75% Buyers use digital channels to search homes



44% Real estate agents use automated tools for lead generation & customer relationship management



50% Homebuyers use virtual tours before buying a property



90% Land records have been digitized in India under Digital India Land Records **Modernisation Programme** 



70% Share of sales & marketing budget spent on digital strategies



87% Adoption of FinTech in India; the highest across the globe, against the average of 64%

• • •

As technology gets democratized across the real estate value chains, PropTech is bringing about a revolution in the **Real Estate sector** in india.

### Technology can solve many prevalent problems in the Real Estate sector



#### **Channel Partner**

► Intense competition from tech-enabled Institutional Channel Partners

► Limited reach of potential buyers, sellers & investors

#### **Investor**

► Limited access to institutional grade investment opportunities due to high ticket size

► Lack of real estate investment prospects with strong governance & risk framework

#### Developer

- ► Increasing customer acquisition cost via digital channels
  - ► Lack of real time market insights & consumer trends

#### **Home Buyer**

- Broken buying experience due to lack of information & transparency
- ► Complex legal paperwork & timeconsuming offline processes

### Student/Young Tenant

- ► Poor quality of housing facilities with limited tenant flexibility
- ► Lack of privacy & well-maintained housing premises



### The Real Estate and PropTech Opportunities in India



#### **Indian Real Estate**





### Indian PropTech



The Indian Real Estate sector is expected to reach

···· \$1 Trillion\* ··

in market size by 2030

from \$500 Bn\* in 2023

Source: https://www.ibef.org/industry/real-estate-india



The Indian PropTech sector is expected to reach

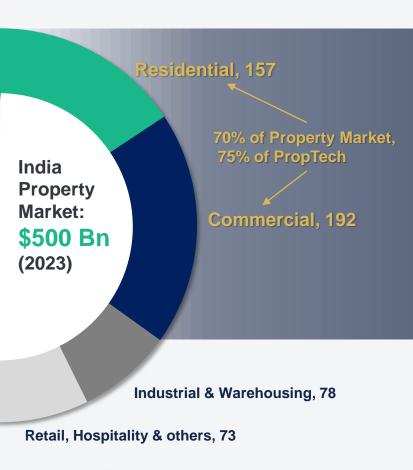
•••• \$100 Billion\* •••••

in market size by 2030

from \$10 Bn\* in 2023

### **Segmenting the Real Estate Value Chain**







#### **Develop**

- Land Procurement
- Design
- Construction
- Raw Materials
- Financing



#### **Monetize**

- Transactions:

   Branding, Marketing,
   Sale & Purchase
   Fulfilment
- Leasing & Rental
- Leverage & Finance

85% of Residential & Commercial Property market

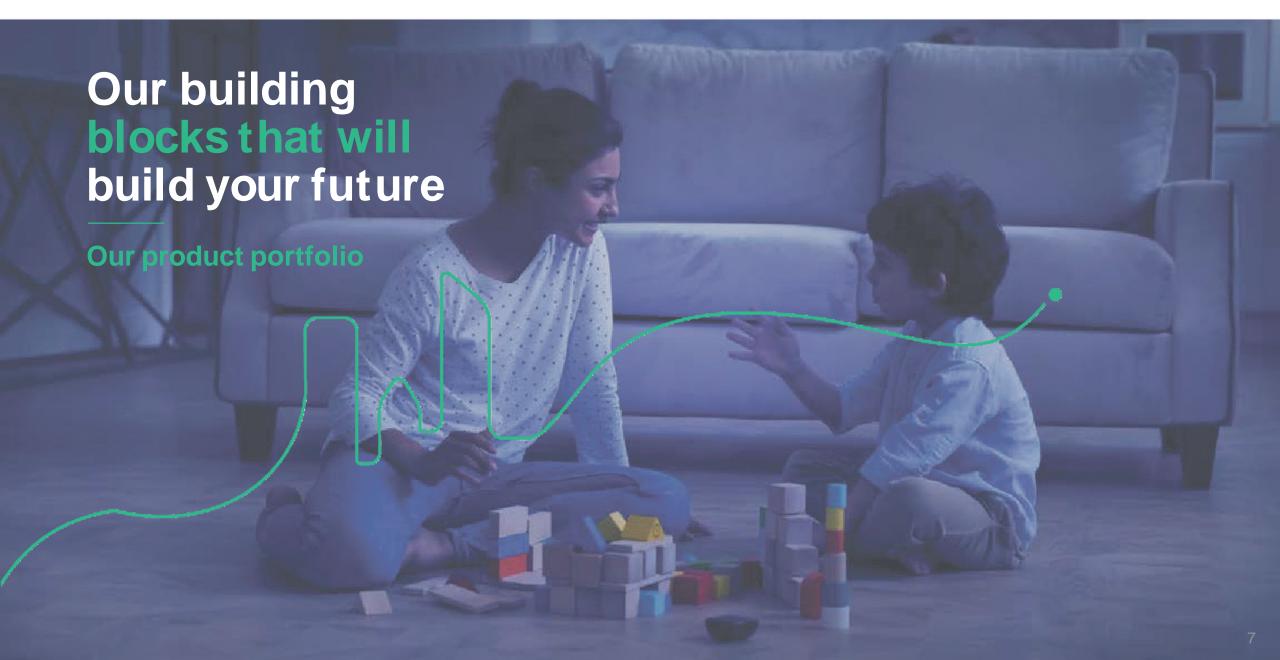
By 2030, ~80% of PropTech market is expected to be covered by these stages of Property value chain



#### Consume

- Interior & Fit outs
- Repairs & Maintenance
- Communities
- Facility & AssetManagement Services





### Aurum PropTech's Capabilities across the Value Chain





Develop



Monetize



Consume

**Technology** 













**Services** 







Capital









## Aurum PropTech Portfolio

Inspired by the enormous potential, Aurum PropTech, is nurturing a portfolio of exciting businesses that will lead the PropTech revolution in India.

	sell.do	India's largest Real Estate CRM for developers & channel partners
	NEST N AWAY	Leading Residential rental platform and PropTech brand in India
Tachnology	<i>A</i> ∧URUM Analytica	Data science driven solution that accelerates performance marketing & channel sales
Technology	⋒∧URUM <i>Liv</i>	Digital transaction platform for primary residential properties
	The HOUSEMONK	B2B SaaS product for rental properties and tenant community management
	The OfficeMonk	B2B SaaS product for commercial property management
	a hallo	One of the largest co-living operators in India
Services	Beyond Walls	Leading Residential rental platform and PropTech brand in India
	AURUM instaHome	Automated Valuation Model(AVM) powered transaction platform
Capital	Integrow Asset Management	Tech-driven Real Estate Asset Management Company
	Wise X	A Neo-realty investment platform
	<u></u> ∧URUM <b>Kûber</b> ×	Digital lending platform powered by Al driven recommendation engine



### **Aurum PropTech**

### **Ecosystem**

Leveraging the collaborative synergy within our ecosystem, our businesses accelerate their market presence with increased efficiency.





### **Aurum PropTech Ecosystem: Operating Model**





**Growth Capital** 

**Strategic Oversight** 

**Governance & Risk** 

**Branding** 

**Shared Services** 

Finance & Accounting

Legal & Compliance

**HR: Policies** 

**Aurum Ecosystem Collaboration** 

**Customer & Product** 

Learning & Development

Data as a Strategy

**Talent Recognition** 

**Customer & GTM** 

**Product** 

Technology & Engineering

**Business Operations** 

HR: Culture & Processes





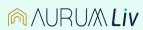


















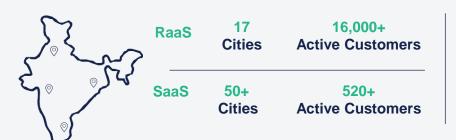




## Collective Power of

### The Ecosystem

being harnessed through our Data Strategy...









600+
Real Estate Developer
Relations



7,500+
Channel Partners



Active Home Buyers during the Quarter



27,000+ Rental Units Capacity



5,500+ Apartments Booked till date



3,400+ Crore
Value Of Apartments
Registered & Invoiced

### **Our Data Strategy**





#### **Objectives of our DaaS Strategy:**

Driving growth: Faster GTM, penetration & cross-selling opportunities



Customer Experience enhancement: Higher LTV due to retention and loyalty



Process efficiency: Insights centric decision making

#### Our DaaS platform has been laid on a strong foundation of:



Data science and analytics expertise



Infrastructure: Network, data storage and compute



Compliance and governance around data: privacy, security, confidentiality

As part of Aurum's Data as a Service strategy, we have created a healthy combination of data science, strategy and structure to make datasets understandable and actionable across the ecosystem.





### **Investments** in Indian Real Estate Market





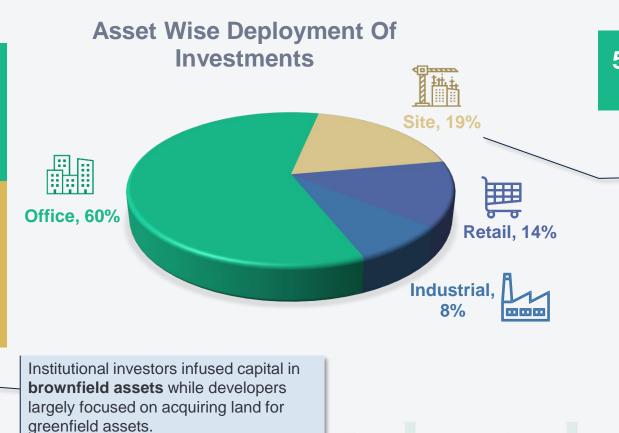
Capital flows in H1 CY23, down 37% Y-o-Y

\$6-6.5 Bn. Outlook for investments for 2023

## Source of investments

48% Domestic investors (46% from developers)

**52%** Foreign investors (76% from Singapore)



#### **City wise deployment:**

**50%** in Mumbai, Delhi-NCR and Bengaluru

**50%** in other Metro cities

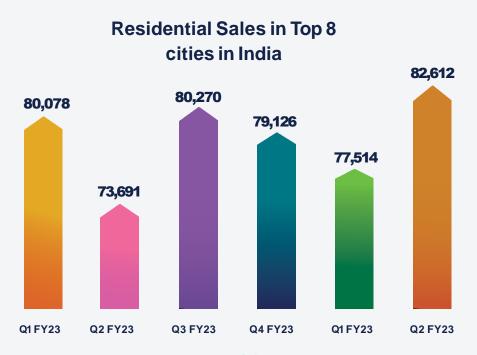
**82%** of the total capital inflows in site / land acquisitions were deployed for **residential developments** 

Overall, a **steady outlook** for investments in Property sector is expected over next two years; implying a **stable platform for PropTech growth.** 

Source: CBRE, KnightFrank research

### **Indian Residential Real Estate Market Trends**





Residential demand 12% higher in YoY terms and 7% higher compared to the preceding quarter;
6-year high sales volume; High traction across all markets in YoY terms

Highest YoY price increase across cities – witnessed in Hyderabad.

 $4^{\circ}/_{0}$  QoQ drop in sales volume in Delhi-NCR

 $16^{\circ}$  QoQ growth in sales volume in Pune

Share of total sales from > INR 1 Cr. ticket size units (compared to 28% last year)

Healthy growth in residential sales augur well for PropTech businesses that cater to lead generation, broker aggregation and transaction enablement.

Source: JLL, CBRE, KnightFrank

### **Investment Activity in PropTech (Q2 FY24)**





**Entrepreneur** 

Sign In



### Proptech Investments in India Surpassed the USD 4 Bn Mark in H1 2023

Shared economy platforms (co-living and co-working) and construction technology get maximum funding, according to a report by Housing.com.

#### Funding in Indian PropTech firms reaches \$719 million in CY2023

#### NAREDCO Maharashtra to set up PropTech fund with Rs 50 crore initial commitment

The country's first-ever, to be known as RealTech Fund (RTF).

## InfoEdge initiates forensic audit into 4B network due to suspected financial irregularities

Info Edge had pumped Rs 288 crore into 4B Networks, including Rs 276 crore as equity and Rs 12 crore in debt.

### **IPO-bound D2C furniture brand Pepperfry** raised \$23 Mn from its existing investors

The fresh capital infusion will help the startup cater to its over 10 Mn customer base while strengthening its omnichannel presence

#### Interior Design Startup Flipspaces Raises \$4 Mn Funding in its Pre-Series B funding round

Flipspaces will utilize the fresh capital to expand its operations on the West Coast of the US and strengthen its tech.

### HotelYaari Bags INR 18 Cr To Offer Fractional Ownership Of Holiday Homes

The funding from this seed round to be used to scale up its platform and hire more personnel to cater to its growing demand.

### Sleepwell parent Sheela Foam acquires 35% stake in Furlenco for Rs 300 Cr.

The deal will enable Sheela Foam to expand its online furniture catalogue through Furlenco's modern & youth-friendly selection.

PropTech ventures with sound and viable business models continued to attract investors for growth capital.

### **PropTech Market Trends**





### Why young Indian professionals are making the shift to co-living

Jash Kriplani 6 min read 03 Sep 2023, 10:50 PM IST

With steep rents cutting deep into their pay packets, younger professionals are left with no choice but to hunt for cheaper accommodation and co-living is emerging as a favourite. Co-living platforms allow tenants to book rooms instantly and without any hassles. There is no brokerage fee and the deposit is usually just one month worth of rent. Rents are in the range of ₹15,000-20,000 per person (see graphic).

Start-ups like Zolo, Stanza, HelloWorld, Nestaway, etc., offer shared accommodation across multiple properties—2BHK, 3BHK and even 1BHK studio apartments.

Changing rental needs of the GenZ will lead to growth of co-living business across major metro cities.

Source: https://www.livemint.com/money/personal-finance/the-rise-of-co-living-youngprofessionals-opt-for-shared-accommodation-in-bengaluru-11693761648271.html

### What are the costs and benefits of co-living?









SINGHVI, 24 OCCUPATION: Finance professional HOME CITY: CO-LIVING IN:

Mumbai

Pods

**ROOM TYPE:** 

SISOUDIYA, 27 Research associate (real estate) Gurugram

**SWATI** 

Bengaluru

Single room (double occupancy)

MONTHLY RENT/DEPOSIT ₹10,000\*/Nil ₹17,500/₹17,500

nights—Tuesdays and Wednesdays, Travelled back to Surat on Thursday night. Worked from home on Fridays and Mondays.

Was looking for regular all-girls PG (paying guest) initially. But these properties lacked the amenities that I was looking for.

**PRABHU ROHAN** PRADHAN, 25<sup>^</sup> TAKALKAR, 30

Al researcher Fintech professional

Lucknow

partner)

Bengaluru

#### Bengaluru

#### Studio flat (with live-in 2BHK (2 persons/room)

₹16,000/₹16,000

Pune

#### ₹22,000/₹22,000

Wasn't able to find regular rental options for me and my live-in partner, So. opted for a co-living facility, where there were no such restrictions.

opportunity to network and socialize in co-living spaces. This especially helps when you are away

mint

\*Paid for two nights in a week in a pod-concept co-living and worked from home on other days, each pod comes with a power point for laptop, ^costs and room details are for co-living, renting 2BHK since March 2023 after landlord allowed live-in partner, wifi, furniture, maintenance included in co-living rents



### **PropTech Market Trends**







### Sebi keen to introduce fractional ownership in India

The concept is already permitted in the US and many Indian investors have bought fractional shares of popular companies like Apple, Meta and Alphabet While fractional ownership remains a promising growth frontier for PropTech, formalization of the sector with SEBI regulated norms is eagerly awaited by the industry players.

Business News / Economy / Rent on hostel, paying accommodations to attract 12% GST; her...

## Rent on hostel, paying accommodations to attract 12% GST; here's why

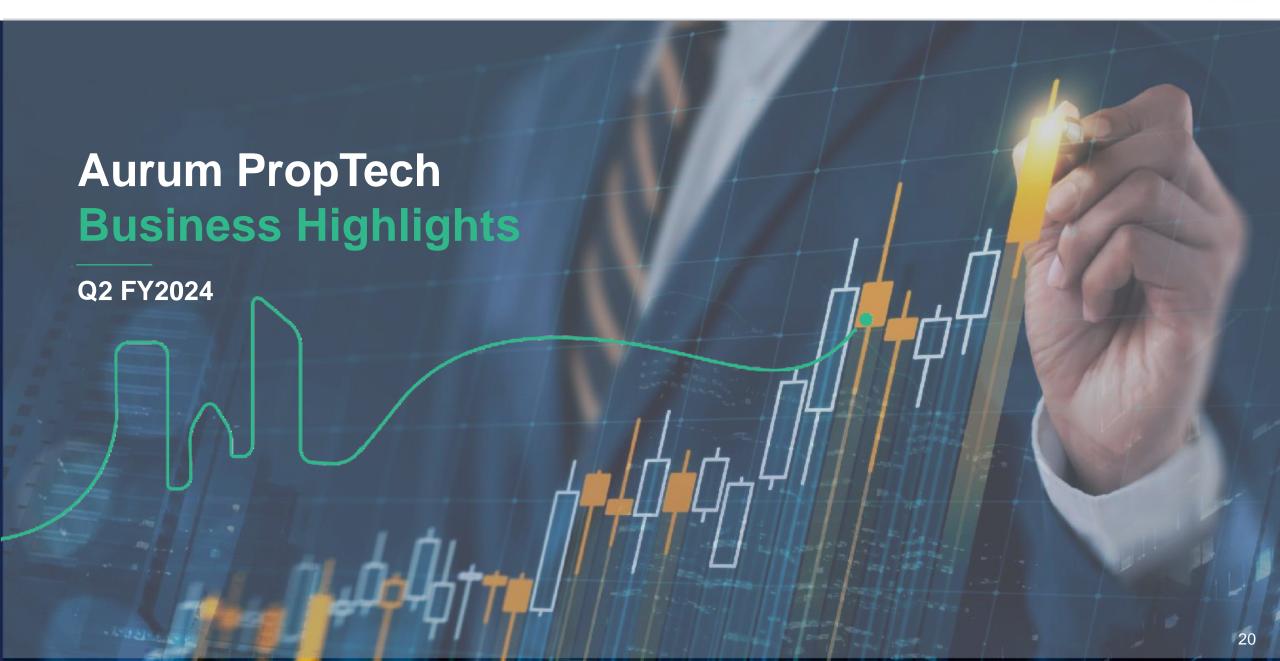
2 min read • 29 Jul 2023, 09:55 PM IST

Join us 🤇

#### <u>Livemint</u>

PG/Hostel Rent paid by inhabitants do not qualify for GST exemption... as the services provided by applicant are not akin to renting of residential dwelling for use as residence, said the Bengaluru bench.

**Formalization** of rental economy will pave way for further **shift from unorganized to organized** play in the \$24 Bn rental market in India.



### **Aurum PropTech in Spotlight**



#### Monk Tech Labs Launches TheOfficeMonk, Redefining Commercial Real Estate

A HT Brand Studio

2 min read • Updated: 03 Jul 2023, 05:58 PM IST



Monk Tech Labs launches an innovative commercial real estate management software - TheOfficeMonk

#### **SUMMARY**

TheOfficeMonk is the company's software that will transform the commercial real estate (CRE) sector by digitising portfolios and enhancing the tenant experience within them.

#### India's First Real Estate PMS Launch by WiseX and Integrow

The CREAM Portfolio will be focussed on the Real Estate sector as the sector is poised for growth and offers attractive investment opportunities.

Sep 14, 2023 10:50 IST



WiseX, India's leading Neo-realty investment platform in collaboration with Integrow Asset Management has launched India's first sector specific Real Estate Portfolio Management Services (PMS). The portfolio will be managed

#### Aurum Proptech-Backed Integrow To Widen Portfolio With Second Housing Fund

By • Priyal Mahtta 26 Sep 2023









Ramashrya Yadav, founder and CEO, Integrow Asset Management

Integrow Asset Management plans to start raising its second residential real estate fund next year, as it expands its offerings after rolling out portfolio management services and an investment vehicle for office properties. The Mumbai-based real



Nestaway Redefines Rental Living with Exceptional Services leading to Outstanding Reviews

# Nestaway Redefines Rental Living with Exceptional Services leading to Outstanding Reviews

ANI | Updated: Oct 14, 2023 16:33

IST

PNN

### **Key Business Highlights**





- · ARR at INR 108 Crs
- 11,689 Live Beds



- Reduced churn: -79% of operating EBIDTA brought down to -17% in one quarter)
- 16,038 Rental Units Live

Aurum PropTech emerges as the Largest Residential Rental Management PropTech Company in India







 Sell.Do Ranked at #4 in Top Real Estate CRMs in the World and #7 in the Easiest to Use category



2X YoY Growth in Q2 Revenues



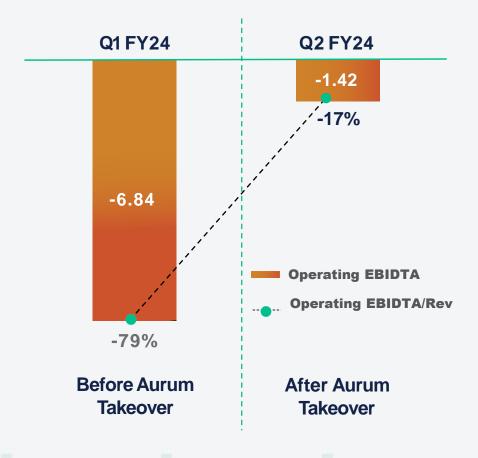
- 11 New Clients Added in Q2 FY24
- Strong Sales Pipeline of >\$1.1Mn
   ARR

During Q2 FY2024, Aurum's businesses focused on growth momentum while improving unit economics

### **NestAway Turnaround**



### **Early Turnaround on Cash-burn**



Operating EBIDTA excludes one-time expenditure incurred during the acquisition process.

#### Key Initiatives implemented:

- Exited non-profitable cities
- Rationalized Tech & Infra costs, removing redundant costs
- Organization Structure Redesign: Right sizing, salary optimizations
- Refined performance marketing and realigned branding efforts
- Addressed customer grievances

Continued commitment towards building a viable business on strong unit economics

### **Financial Highlights: Segments**



Revenue in INR Cr.	Quarter Ended 30 Sep 2023	YoY Growth <sup>1</sup>
Software as a Service (SaaS)	6.25	32%
Real Estate as a Service (RaaS)	46.52	97%
Operating Revenue	52.77	86%
Total Income	57.53	87%

Revenue from Operations grew by 1.8x Y-o-Y

Notes:

YoY growth here refers to the consolidated Operating and Total Income of Aurum PropTech Ltd. between Q2 FY2023 and Q2 FY2024



### **Financial Highlights: Key Businesses**

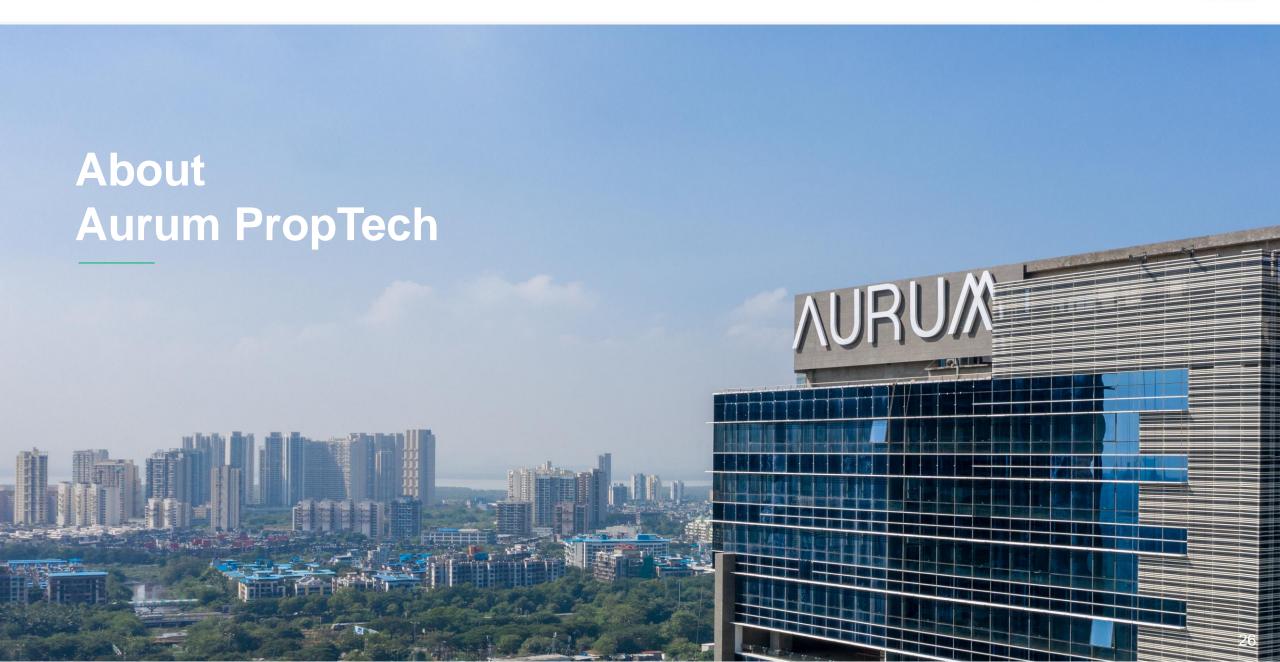


Revenue in INR Cr.	Quarter Ended 30 Sep. 2023	YOY Growth
HelloWorld	26.36	71%
K2V2 Tech.	10.94	14%
NestAway <sup>1</sup>	6.86	N.A. <sup>1</sup>
Aurum Analytica¹	4.00	109%
Others	9.37	N.A. <sup>2</sup>
Total Income	57.53	87%³

#### Notes:

- 1. Q2 FY2023 Revenues for these businesses were not consolidated under Aurum PropTech Ltd.
- 2. Not Applicable because composition of the portfolio varies across the two quarters of Q2 FY2023 and Q2 FY2024.
- 3. This refers to YOY Growth of Aurum PropTech Ltd.'s reported Total Income from Q2 FY2023 to Q2 FY2024





### **Value Creation Journey**



**OPTIC FIBER** 



IOL NETCOM 1999

1<sup>st</sup> Company to create an optic fiber network in Mumbai.

**EXITED IN 2005** 

**AVIATION** 



SPICE JET 2006

Strategically turned around Modi Luft to its current avatar known as "Spice Jet".

**EXITED IN 2008** 

**RENEWABLE ENERGY** 



**RENEW POWER** 

2009

Co-incubated Renew Power, India's largest renewable energy IPP.

**EXITED IN 2013** 



AURUM RealEstate

2009

**CURRENT** 



AURUM PropTech

2020

**CURRENT** 

### **Our Vision & Values**

To be the most preferred Real Estate and PropTech brand.

Aiding with the most trustworthy and skilled experts, as well as an experienced management team to improve work efficiency.



#### **Our Board of Directors**





Srirang Athalye
Non-Executive Director

He has over 32 years of Entrepreneurial, Industry & Consulting experience in various corporates, start-ups and M&A activities.

He was key in launching first GSM operations outside Metros. He has been an entrepreneur, a CFO of public Co, a Chief Strategy Officer and Founder Director of ReNew Power.

Holds Master's degree in Management Studies (Finance) from Somaiya Institute of Management Studies and Research.



Onkar Shetye

Executive Director

Onkar has 15 years of multisectoral experience and has driven strategic and transformational initiatives at multiple organizations across industries like Energy, Real Estate, Mineral Exploration, and Information Technology. He has been part of the Aurum Group since June 2012.

He is an alumnus of the Mumbai University and has completed his Master's from the Russel Group of Universities, UK.



Ramashrya Yadav

Non-Executive Director

Mr Yadav has built multiple businesses up from scratch. Before starting Integrow Asset Management, India's first real-estate only focused asset management company he worked as CEO- Real Estate Advisory Practice, Edelweiss Financial Services Ltd.

An alumnus of Harvard Business School, he is a leading proponent of India's real estate industry and has 20+ years of experience in Construction, Real Estate, Banking & Investment.

### **Our Board of Directors**





**Vasant Gujarathi Independent Director** 

A fellow member of the ICAI, in his over 35 years of experience, he has served as partner for 23 years at PWC, Lovelock & Lewes, Chartered Accountants LLP (a member firm of Price Waterhouse & Affiliates). He was also a representative on the PwC Global Committee for 'Industrial Products' sector.

Holds a bachelor's degree in Commerce (Hons.) and is a fellow member of the ICAI.



Ajit Joshi **Independent Director** 

A global business leader with 34+ years of

experience in Indian and International companies. Works as a consultant in India and abroad.

Currently working as a consultant with many businesses and start-ups in India and New Zealand. He is also mentoring various companies in different parts of the world.

Holds an MBA from Symbiosis Institute of Business Management, Pune



**Padma Deosthali** 

Non-Executive Director

In her career spanning over 20+ years, she has worked closely with the United Nations Population Fund, United Nations Development Programme and World Health Organization on various assignments in addition to her active role in India. She has contributed to development of WHO Clinical Guidelines for responding to Violence Against Women, as member of Steering Group of the WHO GDG.

Dr. Padma holds Master is Social Work MSW and a PhD from the Tata Institute of Social Sciences

### **Our Leadership Team**



Name	Academic Qualifications	Career Highlights, Key Achievements	Previous Organizations
Ajay Kumar Co-Founder and MD, MonkTechLabs	B. Tech. (Civil Engineering)- NIT Surat	Proven track record of building PropTech solutions in coliving and property management. A revered voice in SaaS and PropTech expertise in the startup community.	Monk Tech Labs   Cozee Homes   Mu Sigma
<b>Aryaman Vir</b> CEO, Aurum WiseX	MSE (Systems Engg) University of Pennsylvania	Successfully built a leading neo-reality investment platform. Expert in automation, systems, algorithms and big data analysis. Conferred with several awards including 40under40, 30under30.	Anarock   SoftBank Group   Moelis & Company
Balaji Varadharajan Co-Founder and MD, MonkTechLabs.	B.E.(Mechanical) Anna university- SCVE	Proven track record of building PropTech solutions in property management. Excels in propelling growth, building teams and strategic leadership.	Monk Tech Labs   Cozee Homes   TVS Motor Company
<b>Hirenkumar Ladva</b> EVP, Investments	MBA (IIM Ahmedabad), B. E. Computers, (NIT Surat)	Proven sales leadership (grew revenue by 2X over 2 years) Awarded 40under40 Supply Chain Professionals in India. Crafted and implemented corporate and sales strategies for global businesses (>\$500Mn)	Future Supply Chain Solutions   Tata Group (Telecom, consulting)
Ismail Khan Chief Business Officer, NestAway	B. Tech. (Computer Science & Engineering) NIT Surathkal	Youngest AIX Performance Tools Architect at IBM, holder of three patents. Founding member of TaxiForSure; Grew NestAway's Bangalore business to Rs. 50 Cr. ARR.	NestAway   TaxiForSure   IBM

### **Our Leadership Team**



Name	Academic Qualifications	Career Highlights, Key Achievements	Previous Organizations
Jitendra Jagadev Co Founder and CEO NestAway, CEO at HelloWorld	B. Tech. (Computer Science), NIT Surathkal	Co-founded Nestaway that secured \$100M+ in funding and founded BrizzTV - world's first cloud-connected content delivery platform via satellite TV network. Conferred several awards such as Fortune India's 40 under 40, ET Startup award and Global Effie Award.	Nestaway   Cisco   Philips
<b>Ketan Sabnis</b> CEO at Kylas and Sell.do	Bachelor of Technology College of Engineering, Pune	Successfully built & scaled Sell.do, India's largest RealEstate Sales & Marketing CRM.	Amazon India
Kunal Karan CFO, Aurum PropTech	CA, CPA	>25 years of excellence and rich experience in corporate finance, having worked in global setup as well as a large Indian corporate	Majesco   Mastek   Reliance
Onkar Shetye Executive Director, Aurum PropTech	SMP General Management IIM-A, M.Sc. Enterprise Management	15 years of multisectoral experience and has driven strategic and transformational initiatives at multiple organizations across industries like Energy, Real Estate, Mineral Exploration and Information Technology. He has worked with diverse teams across India, Europe and Africa.	Aurum RealEstate Developers   Accenture   Cognizant   Siemens
Prakash Tejwani Executive Director at Aurum Analytica	Masters of Science (Computer Science)	Led Pitney Bowes' Accelerator Program and nurtured 16 startups in the field of AI, Deep-Tech & analytics. Worked closely with Indian Start up ecosystem to promote NASSCOM's 10K Startup initiative.	Pitney Bowes   AL Maya Dubai

### **Our Leadership Team**



Name	Academic Qualifications	Career Highlights, Key Achievements	Previous Organizations
Ram Yadav Founder and CEO, Integrow	MBA Finance, Madurai GMP, Harvard Business School	An industry leader in India's Real Estate financing world; Had successfully filed the first IPO for a real estate company in Sept 2006. Built India's first active lending book with an integrated distribution platform. Led and achieved turnarounds on 15+ stressed projects at Shapoorji Pallonji.	Edelweiss   Orbit Corporation   Shapoorji Pallonji
Sahil Rathore Chief Business Officer, Aurum Analytica	B. Tech. Rajasthan Technical University	Transformed the SMB strategy at Pitney Bowes, making it the largest BU with \$1.7Bn in Revenue and 1+ Mn customers. At Appirio, contributed to global Salesforce implementations for large global enterprises.	Pitney Bowes   Appirio (A Wipro Company)
<b>Vikram Kotnis</b> CoFounder, K2V2	M. Sc. (Computer Science), B.E.	Pioneered broker aggregation in India; propelled Sell.do to largest market share in Real Estate. Successfully created ventures such as Amura (a prominent digital marketing brand in India and Axilon Tech (a specialized mortgage tech solutions Company)	Amura Marketing Technologies   Axilon Tech   Mortgage Data Systems   HLC   Sun Microsystems
Vinayak Katkar Co-Founder at Kylas and Sell.do	B.Tech. (Computer Science), College of Engineering Pune	Successfully built & scaled Sell.do, India's largest RealEstate CRM; Built the ground-breadking transaction platform IRIS under it. Later upgrated the Sell.Do platform into an industry agnostic CRM platform.	Sun Microsystems
Vishal Sharma Chief Technical Officer, Aurum Analytica	M. Tech. (Computer Science) BITS, Pilani	Built a cutting-edge mobile app for ad fraud prevention system; Played a pivotal role in groundbreaking research at Karachain and the implementation of a new blockchain protocol.	Karachain   UX Army

### A NURUM PropTech

### Governance, Risk & Compliance



Ensuring best GRC practices, each focus area is monitored by a member from the leadership team.

The Board reviews and measures these focus areas periodically



## Thank you!

For further information, contact:

Aurum PropTech Ltd., Investor Relations

Vanessa Fernandes

E-mail: vanessa.fernandes@aurumproptech.in

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