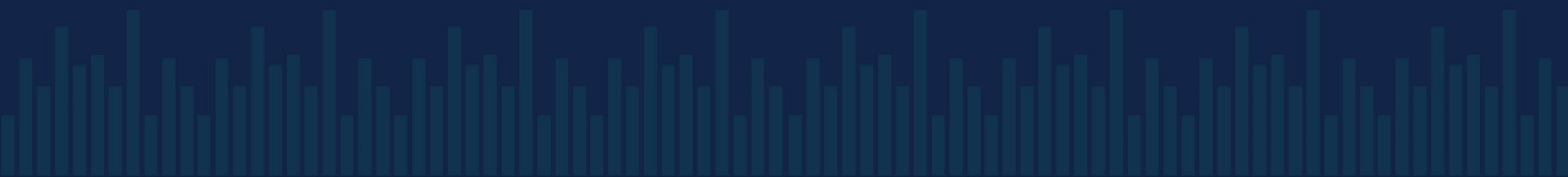




# INVESTOR PRESENTATION

## Q1 FY 2025



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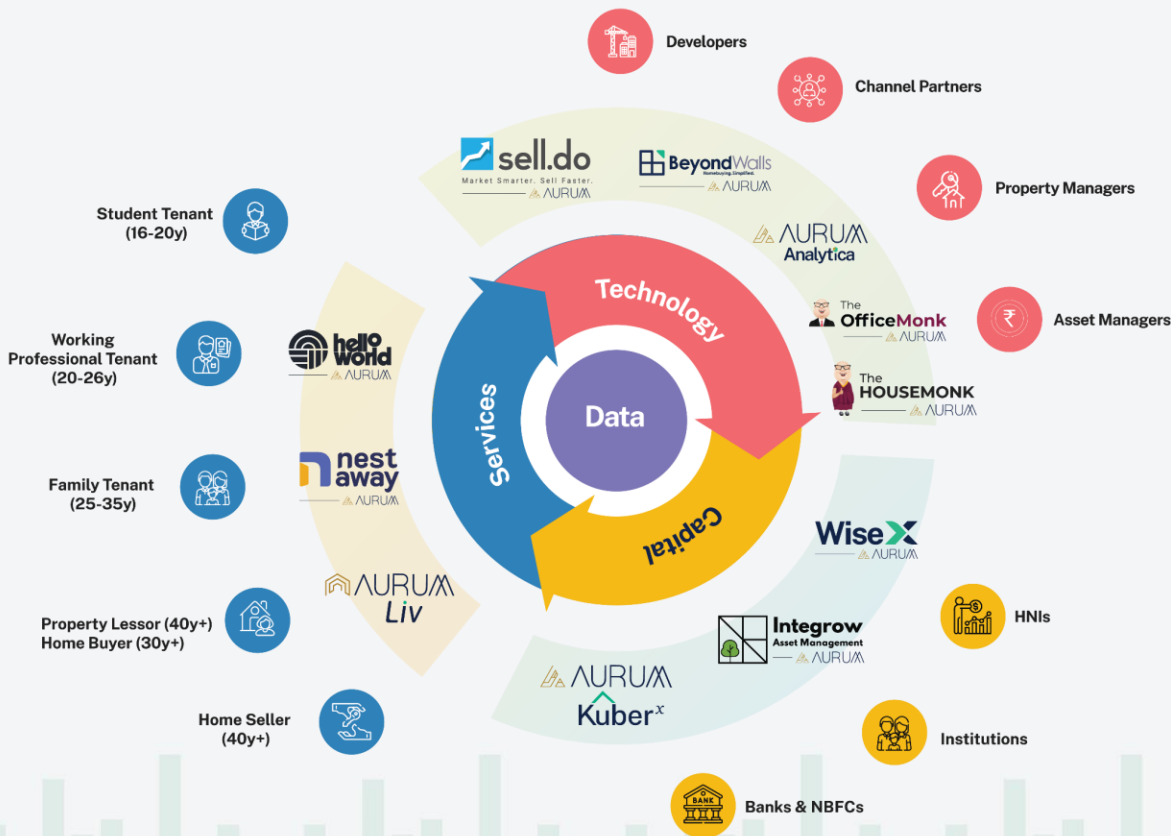
This presentation shall not constitute a solicitation of a proxy, consent or authorisation with respect to any securities or in respect of the business combination. This presentation shall also not constitute an offer to sell or the solicitation of an offer to buy any securities pursuant to the business combination or otherwise, nor shall there be any sale of securities in any jurisdiction in which the offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of any such jurisdiction.

We are a **Technology** company, listed on the **BSE and NSE**, specializing in Property Technology

Our Integrated PropTech Ecosystem is a consorted play of **Technology, Capital, Services** and **Data**

Our goal is to **enhance consumer experiences** and **increase enterprise efficiency** across the real estate value chain

Our Ecosystem



Our Network

|  |  |   |                          |
|--|--|---|--------------------------|
| <br>17<br>Cities                               | <br>14,000+<br>Active Customers              | <br>14+<br>Products   | <br>760+<br>Team Members |
| <br>600+<br>Real Estate<br>Developer Relations | <br>7,500+<br>Channel Partners               | <br>80,00+<br>Active Home Buyers<br>per Quarter                 |                          |
| <br>30,000<br>Rental Units<br>Capacity         | <br>7,200+<br>Apartments<br>Booked till date | <br>₹ 4,600+ Crore<br>Value Of Apartments<br>Invoiced till date |                          |



# India's PropTech market: Residential Rentals, Residential Distribution and Capital

Consumer and Enterprise behavior



# Emergence of PropTech in India

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



>75%  
Buyers use digital channels to search homes



50%  
Homebuyers use virtual tours before buying a property



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



44%  
Channel Partners use technology tools for lead generation & customer relationship management



90%  
Land records have been digitized in India under Digital India Land Records Modernization Program



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



The Indian Real Estate sector is expected to reach

..... **\$1 Trillion\*** .....  
in market size by 2030

*from \$350 Bn\* in 2023*



The Indian PropTech sector is expected to reach

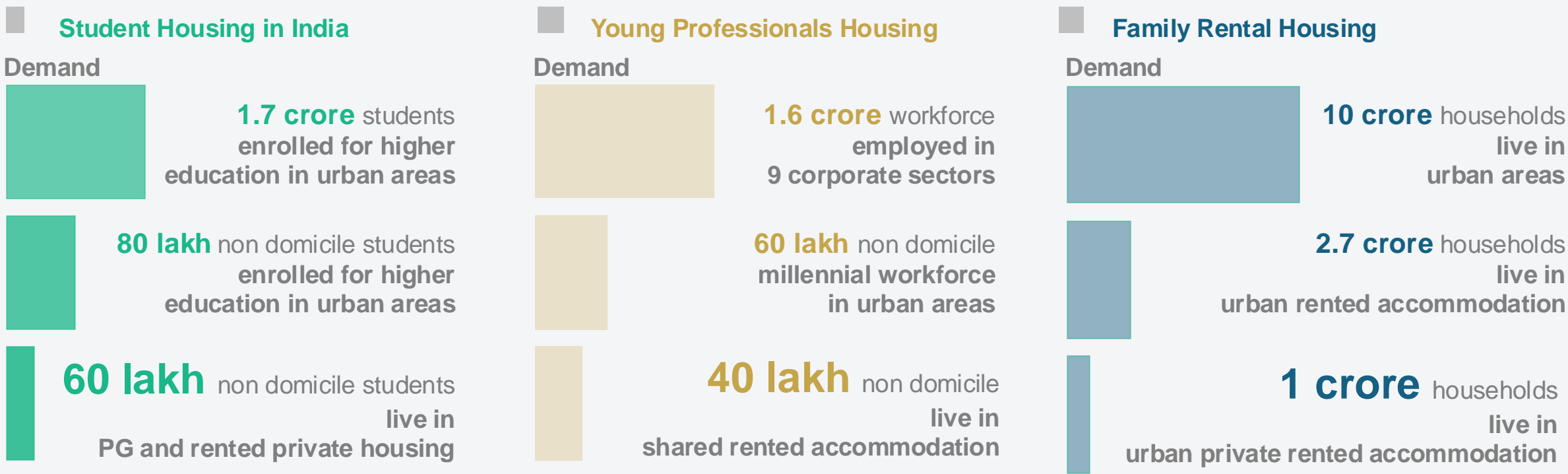
..... **\$100 Billion\*** .....  
in market size by 2030

*from \$6 Bn\* in 2023*



# India Residential Rental Opportunity

Aurum PropTech's rental portfolio targets the huge untapped potential for PropTech rental platforms in India to provide better quality of living, with ease of discovery and rental management, all enabled by technology.



Top Cities by demand  
Bengaluru | Pune | Chennai  
Kota | NCR

Top Cities by demand  
NCR | MMR | Bengaluru | Hyderabad  
Chennai | Pune

Top Cities by demand  
NCR | MMR | Bengaluru | Hyderabad  
Chennai | Pune



Source: Aurum research, Media reports, Cushman & Wakefield Co-living report, Anarock Student Housing report, JLL Student Housing report

Aurum PropTech’s distribution portfolio aims to bridge the demand and supply gap in housing sales market through its AI & data science enabled sales and marketing solutions.

### Supply side

**18,000+**  
Live Housing projects

**11,000+**  
Active Developers

**10,40,000+**  
Unsold Inventory

### Transactions

**4,82,000**  
New homes sold

**~₹ 4,00,000 Crore**  
worth value of homes sold

### Evolving Market Dynamics

Growing demand for luxury housing

Tier 2 and Tier 3 cities expansion

Preference for Grade-A and branded players

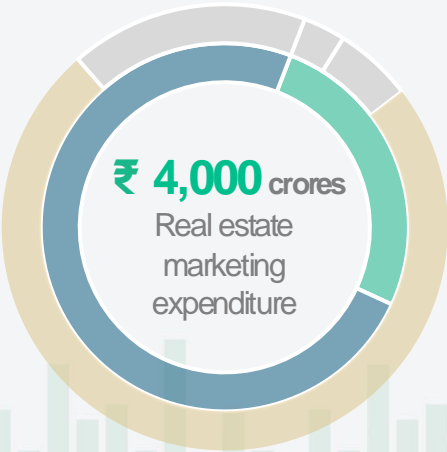
Developers going pan-India

Growing dependency on digital marketing

Digitization of Channel Partner community

Adoption of **Technology in sales and marketing** efforts of developers is a must to succeed in the dynamic housing market.

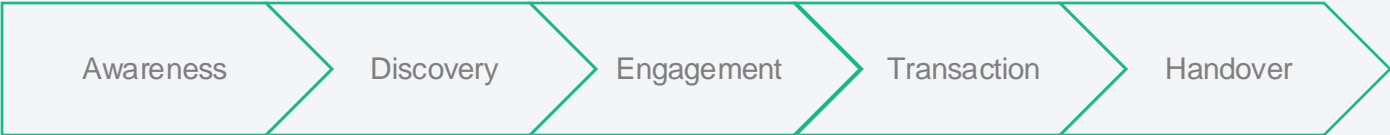
### RE marketing expenditure



**Data Analytics**  
₹ 3000 crores  
Social media

**Marketing Automation**  
₹ 1,000 crores  
Digital classifieds

**Sales Automation**  
₹ 34,000 crores  
Brokers and Mortgage



Aurum PropTech’s Capital portfolio of businesses aims to empower investors through its tech-driven investment platforms that ensure transparency, convenience and compliance.

## Investor Community

- 13,200+ Ultra rich Indians
- 2,400+ Wealth Managers
- 900+ Institutional investors
- 200+ Family Offices

## Investment Vehicles



## Investment Opportunities

- 9.3 Crore units Housing demand by 2036
- 70 Crore Sq Ft Grade A office stock in 2023
- 11,000+ Active Developers in 2023
- 32.8 Crore Sq Ft SM-REIT able office space

A series of disruptive regulations and reforms paved the way for rapid transformation and participation of **institutional investors, family offices and HNIs** in India’s property sector

**Land Acquisition Act | RERA | REITs SM REITs | IBC | GST | Infrastructure status to affordable housing**

**~₹ 80,000+ Crore**  
Total investments per year into India’s Real Estate sector over last 3 years



PropTech Opportunity

Rental

Distribution

Capital

Business Model

Residential Tenants

- Discovery
- Booking
- Moving In
- Living
- Moving-out

Property Owners

- Rent Estimation
- Tenant Discovery
- Tenant Onboarding
- Rent Collection
- Tenant Management

Real Estate Developers

- Consumer Profiling
- Targeted Marketing
- Direct to Consumer
- Quality Leads
- Sales Velocity

Marketing, Sales, Channel Partners

- Campaign Management
- Lead Management
- Sales Automation
- Channel Management
- Reporting and BI

Real Estate Developers

- Investor Discovery
- Reporting and MIS
- Fund Management

Real Estate Investors

- Property Discovery
- Portfolio Management
- Size of Investment

India Opportunity Size

\$ 14 Billion 2030 Market Size

\$ 23 Billion 2030 Market Size

\$ 5 Billion 2030 Market Size

Sectoral Peers and Valuation

\$ 5.1 Billion



\$ 900 Million



\$ 195 Million



\$ 2.2 Billion Valuation



\$ 700 Million Valuation



\$ 164 Million Valuation






# Our technology blocks that will build your future

Rental, Distribution and Capital





222 obf  
26

Rental





Student Living, Co Living and Family Rentals

Distribution



Data analytics, Marketing and Sales Automation

Capital



Category II AIF, MSM-REIT

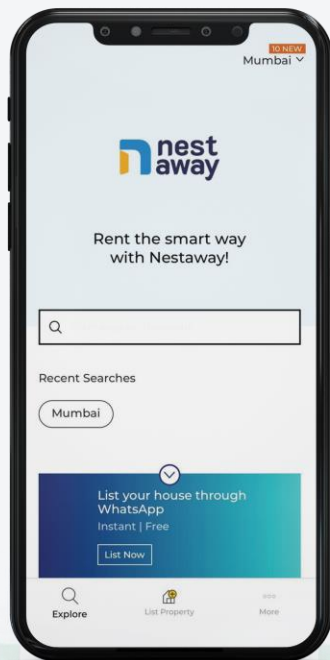
Integrated PropTech Ecosystem

Encompassing the entire real estate value chain offering B2C and B2B products, platforms, and services

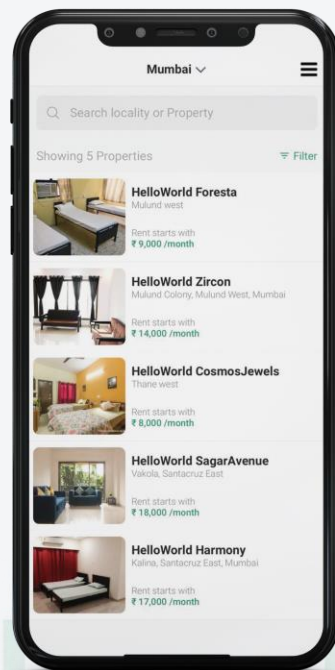




Family  
rentals



Student living  
Co living



# 30,000

Rental units under management  
Q1 FY25

■ 6,00,000  
Tenants searching  
rental properties

■ 90,000  
Prospective tenants  
under management

■ ₹ 70 crore  
Rent payments  
managed

### Tenant Discovery Platform, Mobile App

- Discover rental properties
- Move-in, Move out
- Pay rent
- Avail VAS

### Property Manager Mobile App

- Manage customers
- Manage service requests
- Collect rent
- Manage building expenses

### Property Owners Web based dashboard

- List properties
- Discover tenants
- Collect rent share

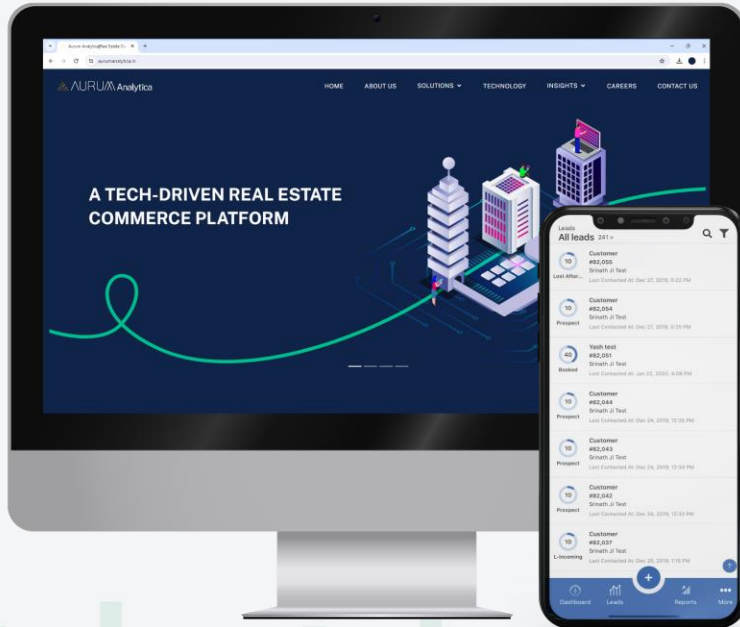




Data  
Analytics



Marketing and  
Sales Automation



# 600 +

Developer relationships under management  
Q1 FY25

■ **80,000**  
Home buyers  
active at Analytica

**Data Analytics** Web based dashboard

- Identify consumer profile
- Reach out to customers
- Generate Leads

■ **7,500**  
SaaS Licenses  
active at Sell.do

**Marketing and Sales Automation** Web dashboard, Mobile App

- Manage campaigns
- Manage leads and site visits
- Automate sales process
- Track and manage post sales

■ **₹ 450 crore**  
Home purchases  
at Broker Aggregation

**Channel Partner Aggregation** Web dashboard, Mobile App

- Aggregate Brokers
- Manage transactions
- Pay incentives

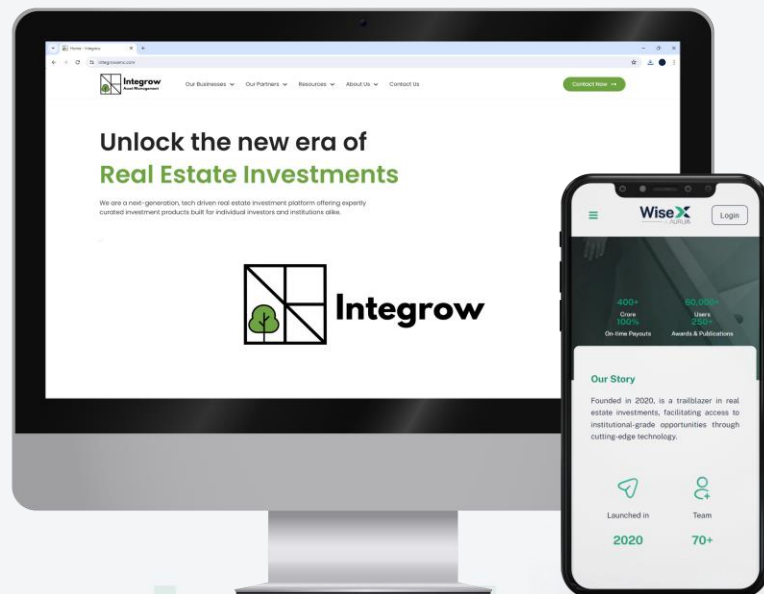


₹ 600 cr

Capital under management  
Q1 FY25

CATEGORY II  
AIF

MSM- REIT \*



55,000  
Registered  
Investors

600  
Active investors  
served

₹ 240 crore  
Investment  
managed

### Investor Web based Dashboard

- Identify investment projects
- Index properties
- Discover investments
- Manage portfolio

### RE Developer Web based Dashboard

- Identify consumer profile
- Reach out to customers
- Generate Leads

Notes:

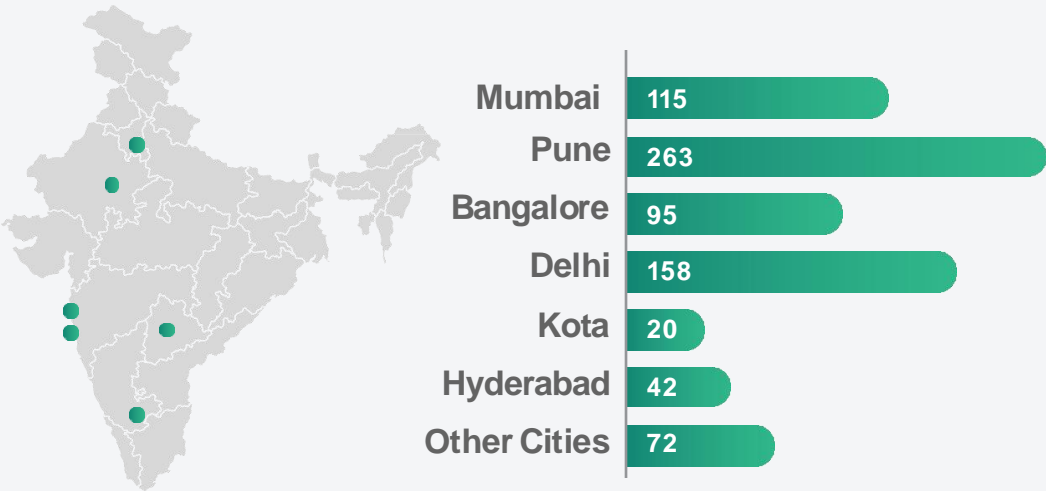
1. MSM-REIT application under process

Our Talent Pool

Talent pool across clusters 760+



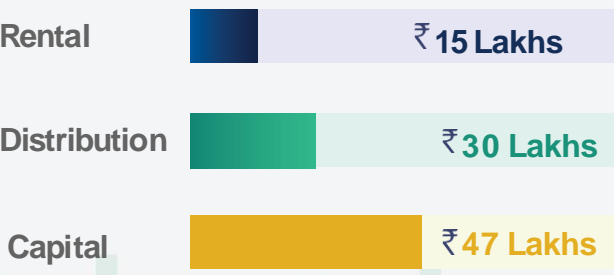
Country spread 17 Cities



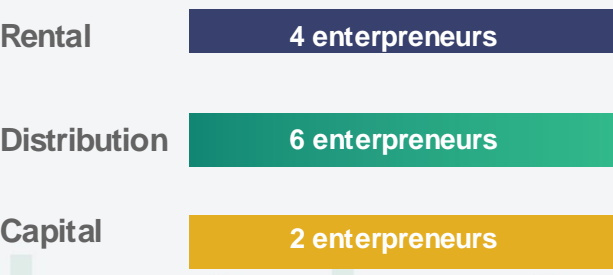
Key Functions 6



Revenue per team member ₹32 Lakhs



Entrepreneurs 12



Notes:  
1. As on 30<sup>th</sup> June 2024. 2. On the basis of average HC for the year



# PropTech Sector Highlights

Q1 FY 2025





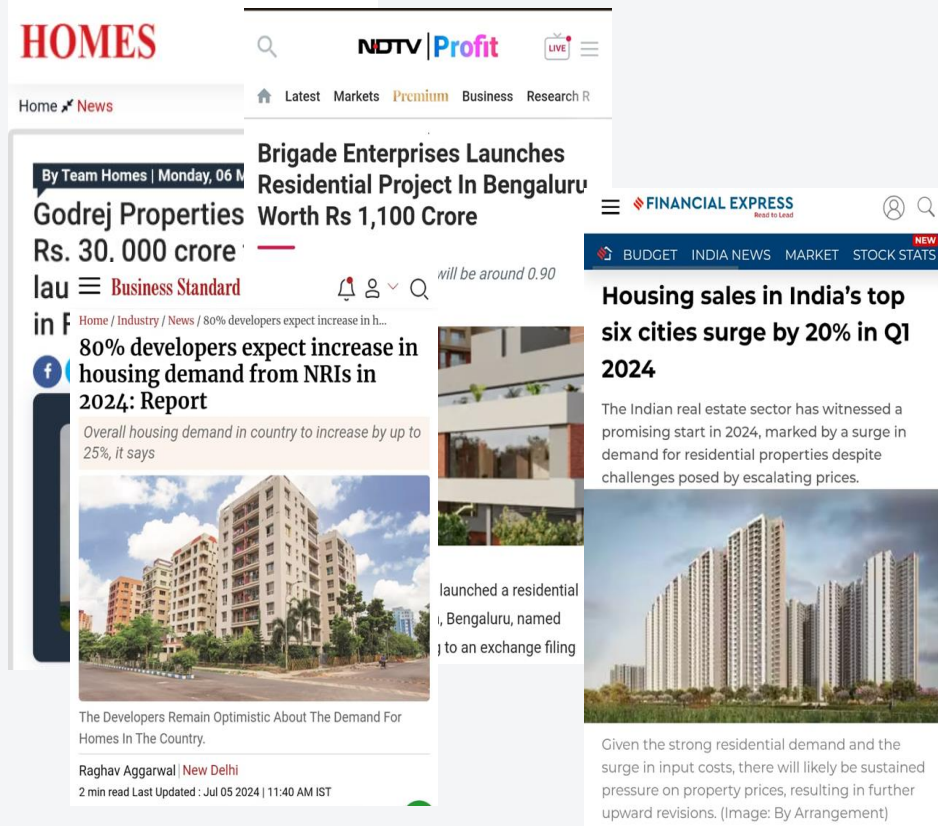
### Residential Transactions Market Soars with Multiple Project Launches and Record-High Demand in India

The Indian residential market is witnessing unprecedented growth, with several Grade A developers launching **projects worth thousands of crores**.

The demand for housing has reached an all-time high, with **residential property sales in the first half of 2024 being the highest in a decade**.

This surge is further underlined by **a 20% increase in housing sales** in India's top six cities during Q1 2024 and a notable rise in interest from NRI buyers.

The surge in residential demand and numerous new project launches in India present a prime growth opportunity for real estate distribution companies



Magazine Live TV Search

## Enjoy Seamless Rental Property Navigation with Nestaway

IMPACT FEATURE

**India Today Web Desk**
X

New Delhi, UPDATED: Jun 26, 2024 10:57 IST

With a major website redesign, Nestaway is set to revolutionize the rental housing industry by simplifying the browsing experience. This digital transformation emphasizes Nestaway's commitment to enhancing the user experience and adapting to the evolving needs of modern housing renters.

English Edition • Today's ePaper

## Aurum Analytica: Transforming real estate with Data Science and AI

Aurum Analytica is a leading data analytics firm in the real estate sector that leverages advanced technologies such as data science, machine learning, and artificial intelligence to empower stakeholders in real estate transactions

Q Login

## WiseX Survey: Growing Interest in Real Estate Investments Among HNIs

Mr. Aryaman Vir, CEO of WiseX

The WiseX survey of affluent investors shows that 60% of investors who haven't previously invested in Fractional Ownership believe regulatory support from SEBI has bolstered their confidence in Fractional Ownership investments.



**Aurum Analytica - PropTech Company of the Year**  
Times Realty & Infrastructure Conclave 2024



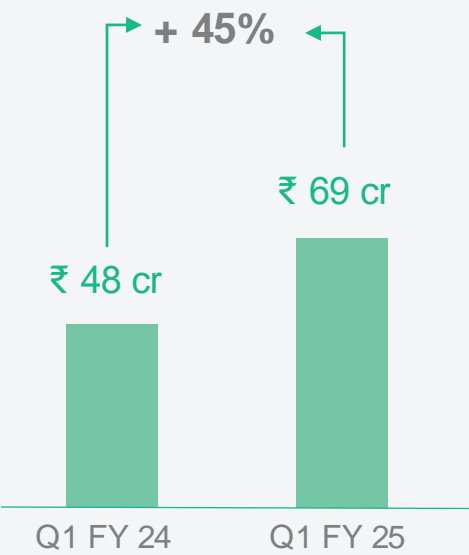
# Aurum PropTech Business Highlights

Q1 FY 2025



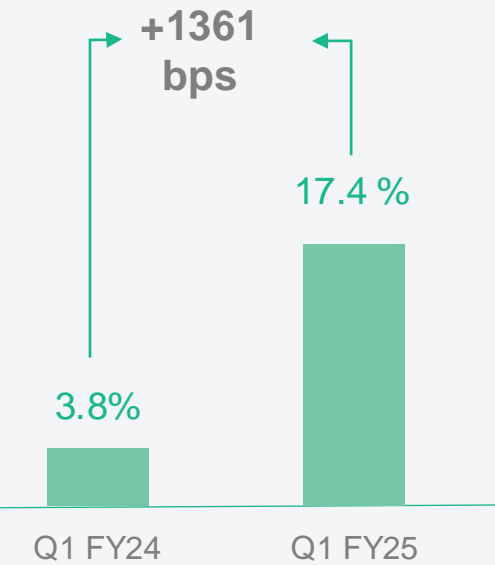


Total Income



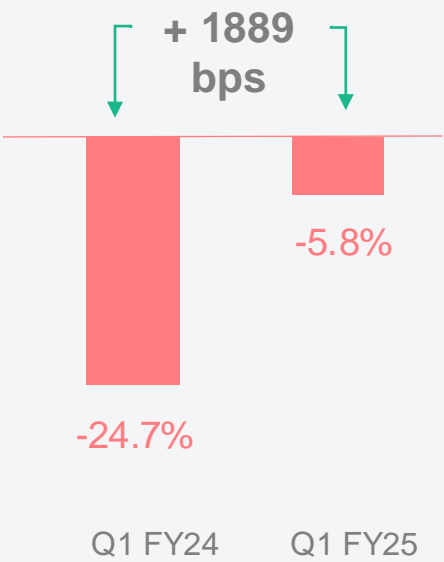
|           |           |
|-----------|-----------|
| ₹ 47.7 cr | ₹ 69.1 cr |
| Q1 FY24   | Q1FY25    |

EBITDA to Income



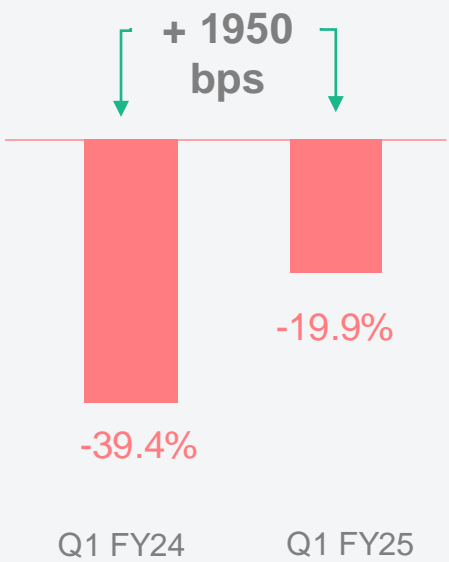
|          |           |
|----------|-----------|
| ₹ 1.8 cr | ₹ 12.1 cr |
| Q1 FY24  | Q1 FY25   |

Adj. EBITDA to Income



|             |          |
|-------------|----------|
| - ₹ 11.8 cr | - ₹ 4 cr |
| Q1 FY24     | Q1 FY25  |

PBT to Income



|             |             |
|-------------|-------------|
| - ₹ 18.8 cr | - ₹ 13.7 cr |
| Q1 FY24     | Q1 FY25     |

Income Y-o-Y  
+45%



EBITDA Y-o-Y  
6.7x



Adj. EBITDA Y-o-Y  
1889 bps



PBT  
1950 bps



Notes:  
As on 30<sup>th</sup> June 2024.

## Profit & Loss Trends

|                                      |                                       | FY23 | FY24 | Q1 FY25 |
|--------------------------------------|---------------------------------------|------|------|---------|
| PBT/TI                               | PBT / Total Income (%)                | -36% | -33% | -20%    |
| EBITDA/TI                            | EBITDA / Total Income (%)             | -2%  | 9%   | 17%     |
| EBITDA <sub>r</sub> /Ti <sub>r</sub> | Adjusted EBITDA / Adjusted Income (%) | -27% | -16% | -6%     |

### Profit & Loss Build-up (figures in ₹ Cr.):

|                     |  |       |       |       |
|---------------------|--|-------|-------|-------|
| Ti <sub>r</sub>     | Adjusted Income                                      | 131.6 | 221.0 | 67.2  |
|                     | Add: Other income related to RoU assets              | 7.4   | 12.1  | 1.9   |
| Ti                  | Total Income   | 139.1 | 233.1 | 69.1  |
|                     | Less: COGS, Employee benefits costs & Other expenses | 141.9 | 211.0 | 57.1  |
| EBITDA              | EBITDA (as per Ind AS)                               | -2.9  | 22.1  | 12.1  |
|                     | Add: ESOP Costs                                      | 2.6   | 13.5  | 1.8   |
|                     | Less: Lease Costs on Ind AS lease assets*            | 35.0  | 71.2  | 17.8  |
| EBITDA <sub>r</sub> | Adjusted EBITDA (before ESOP & RoU)                  | -35.2 | -35.6 | -4.0  |
|                     | Less: ESOP Costs                                     | 2.6   | 13.5  | 1.8   |
|                     | Less: Finance costs                                  | 0.2   | 8.5   | 2.8   |
|                     | Less: Depreciation costs                             | 11.8  | 18.8  | 5.1   |
| PBT                 | PBT (before Exceptional Items)                       | -49.9 | -76.4 | -13.7 |

Improved performance across all financial metrics including Income, PBT, EBITDA and Adjusted EBITDA

Note: \* - Ind AS 116 requires lessees to record a right-of-use (RoU) asset and a lease liability when a lease begins. A ROU asset is initially measured at cost, which includes the lease liability, lease payments, initial direct costs, and estimated restoration costs. The asset is then adjusted for accumulated depreciation and impairment losses. The lease liability is also adjusted for changes in lease terms, payments, or discount rates. The costs here are net of all such considerations.

Aurum PropTech and its businesses aim to build innovative and revolutionary technology products that would transform the property sector landscape in India. Its product and technology teams are constantly building and testing new software products and features that propel the organization in the said direction.

### Product Capitalization Policy in brief:

Beginning FY24, in consultation with advisors and auditors, and in compliance with Ind AS 38, Aurum PropTech has been capitalizing its product development expenditure as per a set policy.

In particular, **Intangible assets under development** comprise of costs directly attributable to the design and testing of identifiable and unique software products and their features as per following criteria:

- Technical feasibility of completion of the product is established
- There is a plan to deploy or monetize the product
- A clear objective of deriving future economic benefit is demonstrated
- Adequate resource allocation is made for development & deployment
- Expenditure for the product during its development is attributable, identifiable and measurable and aligned with its measurable impact on costs and/or revenues.

The directly attributable costs that are capitalized mainly include cost of product and technology teams and the management team to the extent of their involvement in the process. Capitalization is aligned with the budgeted cost of these teams in the annual operating plans and product development roadmaps.

### Products capitalized as Intangible Assets under development:

Key software / products (non-exhaustive list) whose development has been capitalized during FY24 and Q1 FY25 include:

- a) Discovery portals for residential rental apartments and short-stay rooms
- b) New mobile apps for property owners, channel partners & franchises
- c) Sales and marketing automation tool
- d) Inhouse CRM platform
- e) Inhouse DaaS (Data as a Strategy) platform,
- f) Investor portals, and
- g) Property management products for new customer segments.

### Capitalized Costs

In FY24, Aurum's product and technology teams were 138 people strong with an aggregate cost of ~₹27 Cr. which was 27% of the total people costs and 8% of total expenses. As per capitalization policy and aligned with the above products under development, an expenditure of ₹13.2 Cr. in FY24 and ₹2.8 Cr. in Q1 FY25 has been capitalized.

As per FY25 budgets, the product & technology team size and costs are expected to be 150 people and ₹30 Cr. respectively (both numbers rounded off).

Amount in ₹ lakhs, unless otherwise stated

## STATEMENT OF CONSOLIDATED UNAUDITED FINANCIALS RESULTS FOR THE QUARTER ENDED JUNE 30, 2024

| Sl no | Particulars                                 | Quarter ended  |                              |                | Year ended     |
|-------|---|----------------|------------------------------|----------------|----------------|
|       |   | June 30, 2024  | March 31, 2024               | June 30, 2023  | March 31, 2024 |
|       |   | (Unaudited)    | (Audited)<br>(Refer Note 11) | (Unaudited)    | (Audited)      |
| 1     | <b>Income</b>                               |                |                              |                |                |
|       | Revenue from operations                     | 6,489          | 5,981                        | 4,416          | 21,405         |
|       | Other income                                | 421            | 593                          | 355            | 1,902          |
|       | <b>Total income</b>                         | <b>6,910</b>   | <b>6,574</b>                 | <b>4,771</b>   | <b>23,307</b>  |
| 2     | <b>Expenses</b>                             |                |                              |                |                |
|       | Employee benefit expenses                   | 1,993          | 1,200                        | 2,105          | 8,814          |
|       | Finance costs                               | 686            | 756                          | 449            | 2,597          |
|       | Depreciation and amortization expenses      | 1,893          | 1,813                        | 1,610          | 7,251          |
|       | Other expenses                              | 3,712          | 3,327                        | 2,486          | 12,281         |
|       | <b>Total expenses</b>                       | <b>8,284</b>   | <b>7,096</b>                 | <b>6,650</b>   | <b>30,943</b>  |
| 3     | <b>Loss before tax and Exceptional item</b> | <b>(1,374)</b> | <b>(522)</b>                 | <b>(1,879)</b> | <b>(7,636)</b> |
| 4     | <b>Exceptional items, net (gain)</b>        | <b>4</b>       | <b>144</b>                   | <b>-</b>       | <b>144</b>     |
| 5     | <b>Loss before tax</b>                      | <b>(1,378)</b> | <b>(666)</b>                 | <b>(1,879)</b> | <b>(7,780)</b> |
| 6     | <b>Tax expenses</b>                         |                |                              |                |                |
|       | Income tax - current                        | 14             | 26                           | 9              | 35             |
|       | Taxation in respect of earlier years        | 12             | -                            | -              | -              |
|       | Deferred tax charge / (benefit)             | (334)          | (227)                        | (276)          | (1,220)        |
|       | <b>Total tax</b>                            | <b>(308)</b>   | <b>(201)</b>                 | <b>(267)</b>   | <b>(1,185)</b> |
| 7     | <b>Loss after tax</b>                       | <b>(1,070)</b> | <b>(465)</b>                 | <b>(1,612)</b> | <b>(6,595)</b> |

Continued on page 25



Amount in ₹ lakhs, unless otherwise stated

## STATEMENT OF CONSOLIDATED UNAUDITED FINANCIALS RESULTS FOR THE QUARTER ENDED JUNE 30, 2024

| Sl no | Particulars  | Quarter ended  |                              |                | Year ended     |
|-------|--|----------------|------------------------------|----------------|----------------|
|       |  | June 30, 2024  | March 31, 2024               | June 30, 2023  | March 31, 2024 |
|       |  | (Unaudited)    | (Audited)<br>(Refer Note 11) | (Unaudited)    | (Audited)      |
| 8     | <b>Other comprehensive income / (loss)</b>   |                |                              |                |                |
|       | (i) Items that will not be reclassified subsequently to profit or loss                         | 29             | (41)                         | (0)            | (45)           |
|       | (ii) Income tax relating to items that will not be reclassified subsequently to profit or loss | (4)            | 18                           | 2              | 17             |
|       | (iii) Items that will be reclassified subsequently to profit or loss                           | 0              | (8)                          | (1)            | (8)            |
|       | <b>Total other comprehensive income / (loss) , net of tax</b>                                  | <b>25</b>      | <b>(31)</b>                  | <b>1</b>       | <b>(36)</b>    |
| 9     | <b>Total comprehensive loss</b>  | <b>(1,045)</b> | <b>(496)</b>                 | <b>(1,611)</b> | <b>(6,631)</b> |
| 10    | <b>Loss attributable to:</b>   |                |                              |                |                |
|       | Equity shareholders of the company   | (1,003)        | (452)                        | (1,262)        | (5,575)        |
|       | Non-controlling interest   | (67)           | (13)                         | (349)          | (1,020)        |
|       | <b>Other comprehensive income / (loss) attributable to:</b>                                    |                |                              |                |                |
|       | Equity shareholders of the company   | 19             | (35)                         | (4)            | (51)           |
|       | Non-controlling interest   | 6              | 4                            | 4              | 15             |
|       | <b>Total comprehensive loss attributable to:</b>   |                |                              |                |                |
|       | Equity shareholders of the company   | (984)          | (487)                        | (1,266)        | (5,626)        |
|       | Non-controlling interest   | (61)           | (9)                          | (345)          | (1,005)        |
| 11    | <b>Paid up equity share capital (Face value of ₹ 5/- each)</b>                                 | 2,751          | 1,993                        | 1,968          | 1,993          |
| 12    | <b>Reserves excluding revaluation reserves as per balance sheet</b>                            | NA             | NA                           | NA             | 16,045         |
| 13    | <b>Earning per share of ₹ 5/- each (not annualized)-</b>                                       |                |                              |                |                |
|       | Basic (₹)  | (2.52)         | (1.14)                       | (3.21)         | (14.16)        |
|       | Diluted (₹)  | (2.52)         | (1.14)                       | (3.21)         | (14.16)        |

## Rental



### Q1 FY25

- HelloWorld adds 22 new Co-living properties and now has ~15,000+ live beds
- Nestaway now revives growth through branding campaigns and corporate tie-ups for tenant demand inflow

### Q2-Q3 FY25

- HelloWorld to pilot Short-stays for revenue maximization during lean periods
- HelloWorld to continue strategic supply acquisition in high demand areas throughout the year
- Nestaway to enhance tech platform through AI enabled match-making features

## Distribution



- Aurum Analytica's AI-enabled lead generation revenue grows by 30% Y-o-Y
- Aurum Analytica signs up 100+ new projects
- K2V2 turns PBT profitable

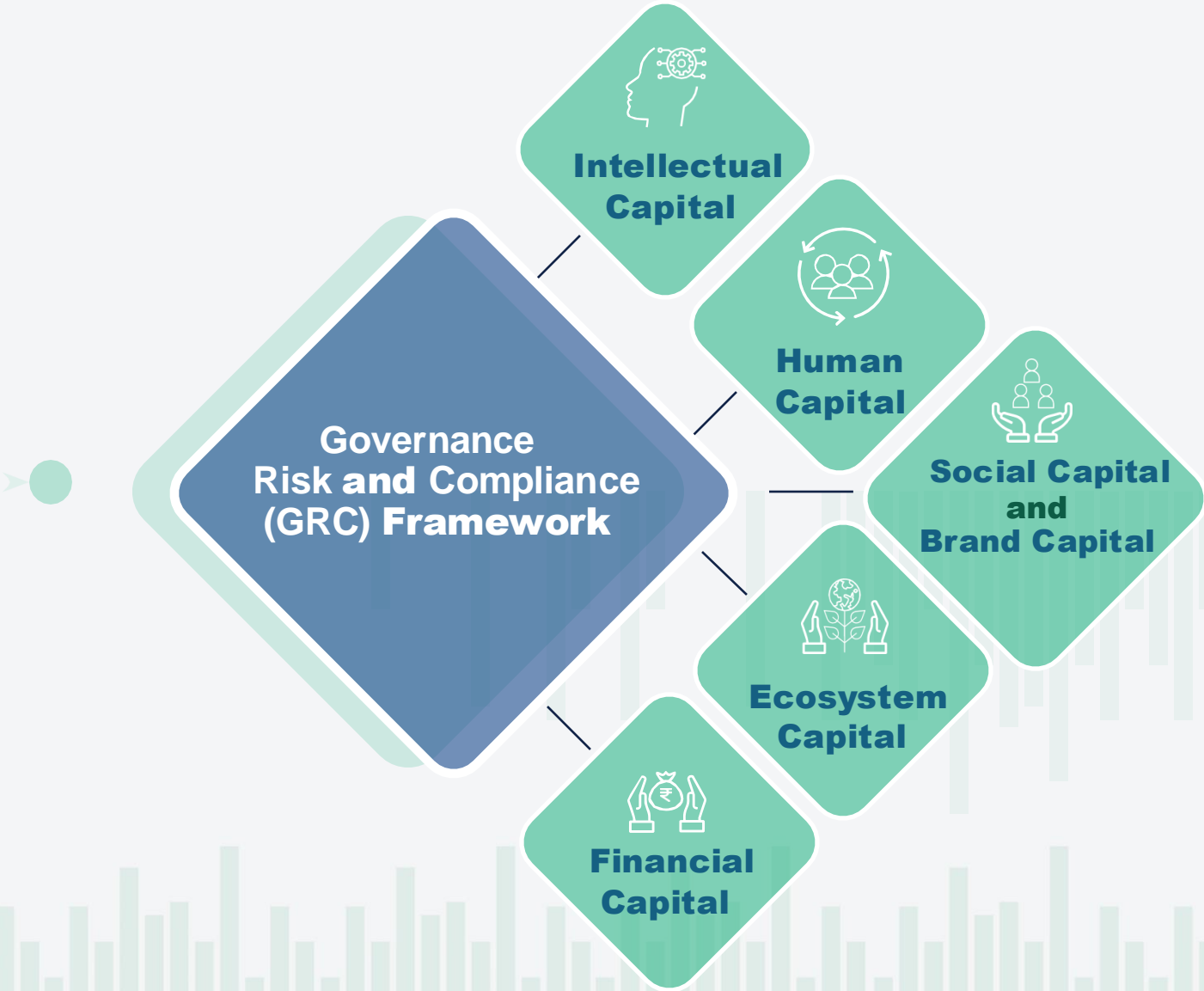
- Aurum Analytica to set up offices in Ahmedabad, Bengaluru, Hyderabad and Lucknow
- Sell.do to double down on branding and partnership initiatives to boost growth

## Capital



- WiseX fractionalizes >50% of Pune property launched in Q4 FY24
- WiseX prepares for SM REIT license application
- Integrow receives ISO certifications (ISO 9001, ISO 27001 and ISO 22301)

- WiseX to apply for SM REIT license
- Integrow to launch a new residential fund with broader investment options.



Each focus area, ensuring the best GRC practices, is monitored by a member of the leadership team.

The Board periodically reviews and evaluates these focus areas.



# Our Values and Leadership

Ecosystem Strength



### 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

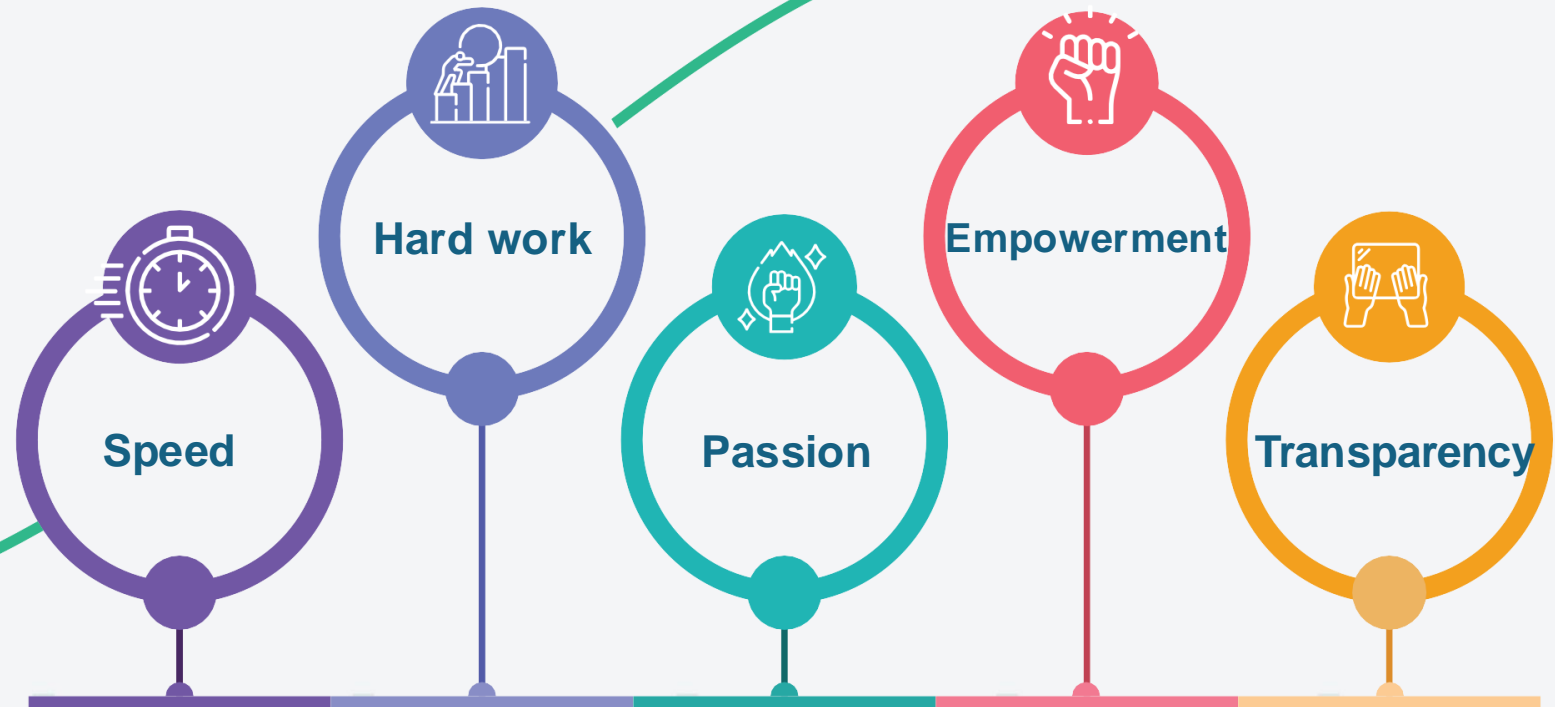
**CURRENT**



**AURUM  
PropTech**  
2020

**CURRENT**

To be the most preferred  
PropTech company in India





**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, a leading figure in India's real estate industry, is a Harvard Business School alumnus with 25 years of experience in Construction, Real Estate, Banking & Investment.

As the former CEO at Edelweiss - Real Estate, Mr. Yadav managed a stellar real estate portfolio of over 5,000 Crores.

Mr. Yadav also made history by spearheading India's first Real Estate IPO for Orbit Corporation Ltd., attracting major domestic & global institutional investors.





**Vasant Gujarathi**

Independent Director

A fellow member of the ICAI, in his over 37 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**

Independent Director

In her career spanning over 20+ years, she has worked closely with the United Nations Population Fund, United Nations Development Program and WHO 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

| Name  | Academic Qualifications                                 | Career Highlights, Key Achievements  | Previous Organizations   |
|---|---|--|--|
| <b>Ajay Kumar</b><br>Co-Founder and MD,<br>MonkTechLabs           | B. Tech. (Civil Engineering)- NIT Surat                 | Proven track record of building PropTech solutions in co-living 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><br>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                      |
| <b>Balaji Varadharajan</b><br>Co-Founder and MD,<br>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><br>EVP, Investments                       | MBA (IIM Ahmedabad),<br>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) |
| <b>Ismail Khan</b><br>Chief Business Officer,<br>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 ₹ 50 Cr. ARR.  | NestAway   TaxiForSure   IBM                                     |

| Name  | Academic Qualifications                                   | Career Highlights, Key Achievements  | Previous Organizations  |
|---|---|--|---|
| <b>Jitendra Jagadev</b><br>Co Founder and CEO<br>NestAway, CEO at<br>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><br>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  |
| <b>Kunal Karan</b><br>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                                   |
| <b>Onkar Shetye</b><br>Executive Director,<br>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 |
| <b>Prakash Tejwani</b><br>Executive Director at<br>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                                  |

| Name  | Academic Qualifications                                       | Career Highlights, Key Achievements  | Previous Organizations   |
|---|---|--|--|
| <b>Ram Yadav</b><br>Founder and CEO,<br>Integrow                    | MBA Finance,<br>Madurai<br>GMP, Harvard<br>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  <br>Shapoorji Pallonji  |
| <b>Sahil Rathore</b><br>Chief Business Officer,<br>Aurum Analytica  | B. Tech. Rajasthan<br>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<br>Company)  |
| <b>Vikram Kotnis</b><br>Co-Founder, K2V2                            | M. Sc. (Computer<br>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<br>Technologies   Axilon Tech  <br>Mortgage Data Systems  <br>HLC   Sun Microsystems |
| <b>Vinayak Katkar</b><br>Co-Founder at Kylas and<br>Sell.do         | B.Tech. (Computer<br>Science), College of<br>Engineering Pune | Successfully built & scaled Sell.do, India's largest RealEstate CRM; Built the ground-breadking transaction platform IRIS under it. Later upgraded the Sell.Do platform into an industry agnostic CRM platform.  | Sun Microsystems   |
| <b>Vishal Sharma</b><br>Chief Technical Officer,<br>Aurum Analytica | M. Tech. (Computer<br>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  |



For further information, contact:

**Aurum PropTech Limited**  
**Investor Relations**

**Sonia Jain**  
**E-mail: [sonia.jain@aurumproptech.in](mailto:sonia.jain@aurumproptech.in)**

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Disclaimer: The information in this presentation contains certain forward-looking statements and publicly available data from various resources such as research reports, publications, etc. These include statements regarding outlook on future development schedules, business plans and expectations of capital expenditure. These statements are based on current expectations that involve a number of risks and uncertainties which could cause actual results to differ from projections made by the company.

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