

CareerSocially is now Aurum Analytica

Generating “Insights for Impact” for the real estate ecosystem in India

CareerSocially, a real estate focused data analytics firm has concluded an extensive rebranding effort to align with a renewed vision and positioning of the brand to harness the power of data to drive actionable insights and empower real estate industry with its flagship SaaS products and solutions.

Aurum PropTech Limited, a listed technology company disrupting the real estate industry with its PropTech product offerings, had acquired 100% shareholding of Blink Advisory Services Private Limited (‘CareerSocially’) for a consideration of up to USD 3 million last year on May 26, 2022. The acquisition was a part of Aurum PropTechs’ inorganic growth strategy to build an Integrated PropTech Ecosystem in India.

The rebranding exercise embodies a new identity including a new name, logo and the positioning statement. Starting today, the company has rebranded to Aurum Analytica.

Aurum Analytica uses the power of data for their recommendation engine platform ‘AutomateLeads.ai’ (<https://aurumanalytica.in/automateleads>) enabling real estate developers to get actionable insights for monetising their inventory. Through its SaaS product ‘Agent Connect’ (<https://aurumanalytica.in/agent-connect>), it empowers developers to access the channel partner community as well as to amplify and activate their distribution network. Their latest offerings are customer experience products like Site Visit Digitization and Inventory Booking management in real estate that enabled sales to the tune of 500 Cr with their client, Trident Realty, for its project Trident Hills in Panchkula.

Speaking about the rebranding, Mr. Ashish Deora, Founder and Chief Executive Officer, Aurum Ventures, said, “With this rebranding, Aurum Analytica has a clear and larger vision for the future - Transforming PropTech & empowering our customers with insights that impact their decisions with our FUTURE-READY products and solutions. Our goal is to increase transparency and trust in the real estate sector for consumers. We see tremendous long-term value in SaaS products and business”.

Mr. Prakash Tejwani, Founder and Chief Executive Officer of Aurum Analytica, quoted, “I am thrilled about our recent rebranding to Aurum Analytica with an all-new fresh look that accurately reflects our company's innovative approach and the role we play in improvising the real estate sphere. Our vision is to revolutionize the real estate ecosystem and transform it with data, insights and technology to help our clients to upscale their business with augmented consumer

experience. Our new branding also aligns with our growth strategy and our commitment to provide exceptional services to our clients. I believe this rebranding will position us for even greater success in the years ahead.”

About Aurum PropTech: Aurum PropTech Ltd. (www.aurumproptech.in) is a Technology company listed on the National Stock Exchange (NSE) as “AURUM” and Bombay Stock Exchange as “BOM: 539289” with its headquarters at Navi Mumbai, India.

As a technology company creating an Integrated PropTech Ecosystem across the entire Real Estate value chain, Aurum PropTech is developing products and solutions under 4 structured clusters - Invest & Finance, Enterprise Efficiency, Customer Experience and Connected Living with an aim to bring about enhanced customer experience and operational efficiencies in the sector. The company offers 10+ PropTech products and solutions that are driven by cutting edge technologies like Artificial Intelligence, Machine Learning, Blockchain, Augmented Realty and Virtual Reality to accelerate tech adoption in the Real Estate industry.

About Aurum Analytica: Aurum Analytica (www.aurumanalytica.in) is a real estate focused Data Analytics company by Aurum PropTech. Empowered with data, insights and new-age technologies like AI & ML, Aurum Analytica provides advanced, intelligent, and holistic solutions across the real estate lifecycle. Incepted in 2019, the company has recorded impeccable business growth with over 12,000 properties marketed, enabling \$800 Million worth property transactions, and building a 1,00,000+ agent community.