

Formerly known as P.E. Analytics Private Limited

[www.propequity.in](http://www.propequity.in)

[info@propequity.in](mailto:info@propequity.in)

**Date:** 02<sup>nd</sup> February, 2024

**To**  
**The Manager-Listing**  
**National Stock Exchange of India Limited**  
**Exchange Plaza, 5<sup>th</sup> Floor. C-Block-G,**  
**Bandra Kurla Complex, Bandra (E), Mumbai-**  
**400051, Maharashtra**

**Symbol- PROPEQUITY**

**Subject:** - Announcement under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

**Dear Sir/Ma'am,**

In accordance with the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith Investor Presentation-Key Highlights (for the quarter ended on 31<sup>st</sup> December 2023 released by our company. Further pursuant to Regulation 46 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the aforesaid information is also available on the website of the company i.e. [www.propequity.in](http://www.propequity.in).

Kindly take the same in your records.

Thanking You

**FOR P.E. ANALYTICS LIMITED**

**SAMIR JASUJA**  
**MANAGING DIRECTOR**  
**DIN: 01681776**  
**1520-B, THE MAGNOLIAS, DLF PHASE-V,**  
**SECTOR-42, GALLERIA DLF-IV, GURGAON-**  
**122009. HARYANA**

**PLACE: - GURUGRAM**



# **P. E. ANALYTICS LTD**

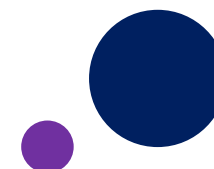
PROPEQUITY  
CREATING INVESTOR INTELLIGENCE

**Investor Presentation – February 2024**



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01

# ABOUT OUR COMPANY

# About Us

## PropEquity is India's pioneer in Data & Analytics

Committed to provide:

- **Accuracy** of information
- **Transparency** of data
- **Deep insights** of Real Estate Market

PE was founded on a visionary premise to address the challenges of large investments in an unstructured & opaque real estate environment that lacked real-time data.

## Invested 100+ Cr in the last 16 years in Real Estate Data & Research

- **Largest** Real Estate business **intelligence platform** in India **backed by Primary research** along with Registration/ RERA data
- **Monthly updates** of information on **150,000+ projects** by **50,000+ developers across 44 Cities** .
- Only company to **conduct rigorous on the ground checks** to **ensure complete accuracy & transparency**, instrumental for correct real estate decision making.
- Real time data on – demand supply dynamics, inventory overhang, developer track record, competition analysis & price appreciation trends making PropEquity an irreplicable resource for institutions & consumers
- **Working with over 200 banks, financial institutions & developers**

**No. 1**

Market Position

**Pan-India**

Coverage

**19/500+**

Offices/Employees

**Data Moat**

16+ years of Historical  
Data catalogued M-o-M

**PropEdge**

Subsidiary of PropEquity



# Vision

The vision of the company is to create an information service enterprise through continuous innovation and integration of real time data, analytics and cutting edge technology to achieve higher transparency for all participants and beneficiaries of the Realty Sector.

Prop Equity Intelligence to be at the core of every real estate decision in India. As a company, we strive to set the standard for ethics, and professionalism in the industry. We understand that our customers define the standard of quality and service, and their loyalty must be earned.

We will work to forge long term relationships with our clients based on trust and performance. We strive to provide accurate and up-to-date information, expert analysis and sound real estate advice. We will pursue the highest levels of professionalism and technical innovation in an effort to best represent our clients.

# Mission

The mission of the company is to create an information service enterprise through continuous innovation and integration of real time data, analytics and cutting edge technology to achieve higher transparency for all participants and beneficiaries of the Realty Sector.

By appreciating and integrating the value of people, relationships and ideas, P. E. Analytics Limited is an entrepreneurial enterprise that is identified by high performance, creativity, empowerment, integrity and trust.



# Our Clientele

Private Equity Funds, Real Estate Developers, REITs, Banks, Financial Institutions, Construction Industry Players, NBFCs, Mortgage Lenders

**200+ Clients** (83% Retention)

**16+** years of coverage

**44** Cities

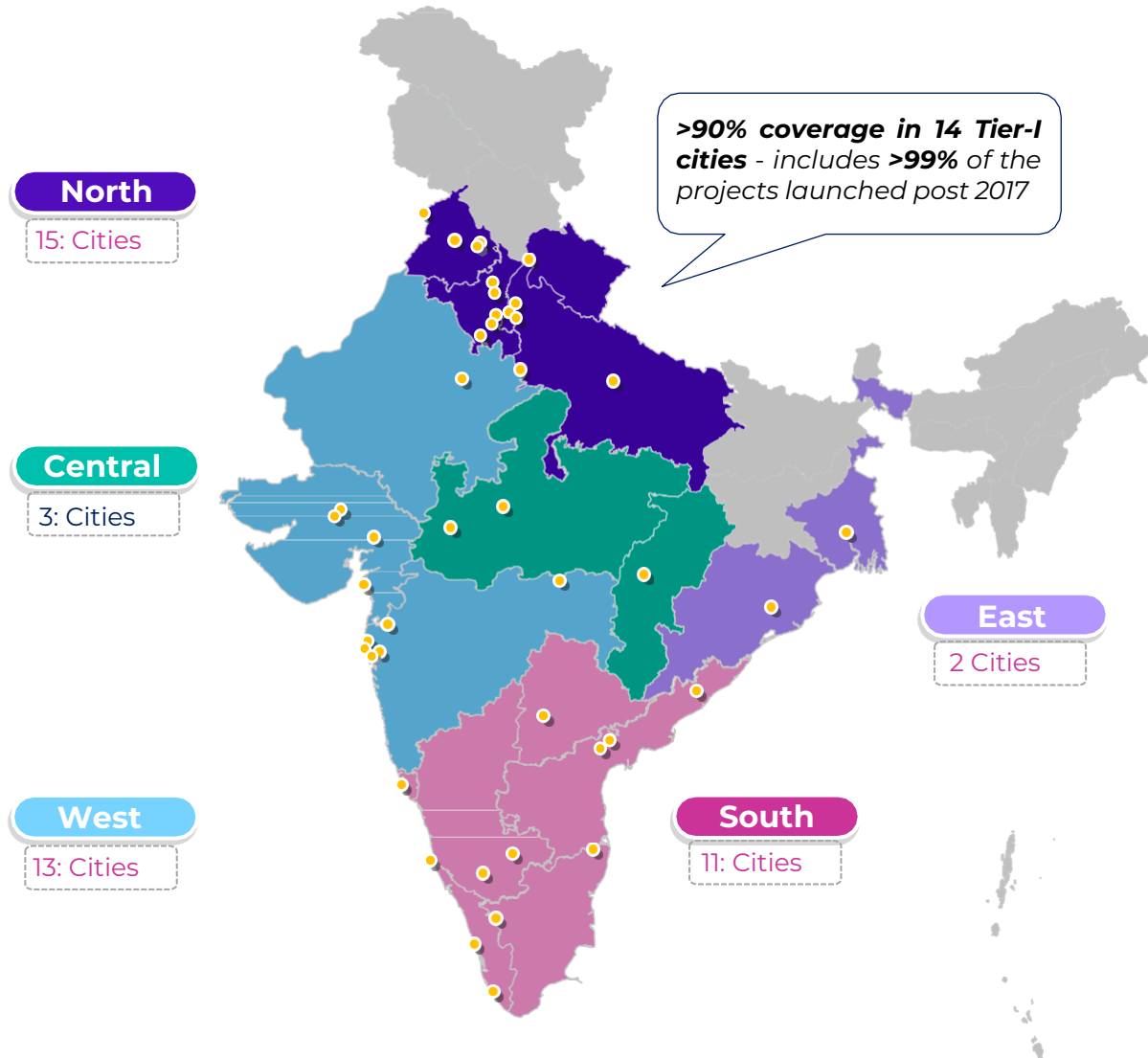
**4400** Localities

**50,000+** Developers

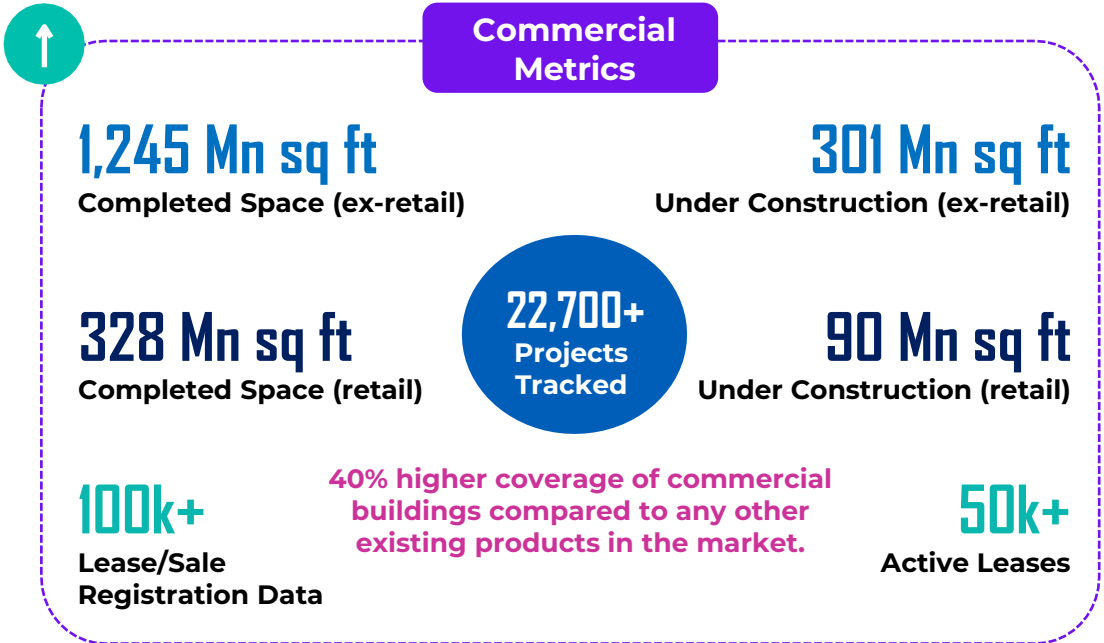
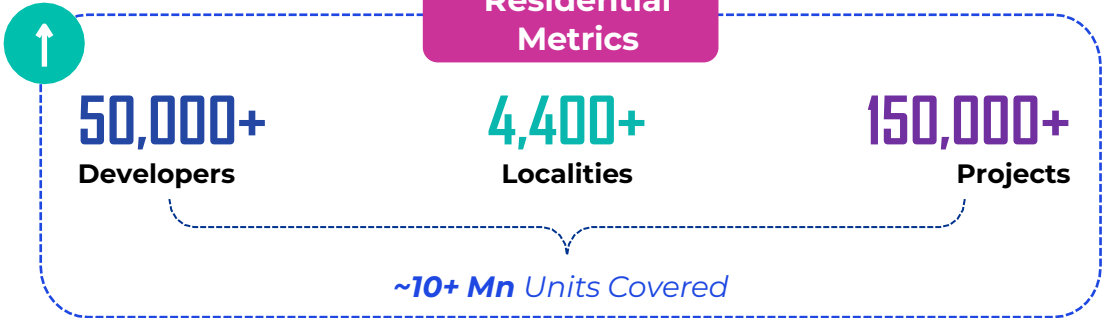
**150,000+** Projects

**10 Million+** Units

# PAN India Coverage



Developed goodwill with marquee institutional clients via 16+ years of powerful RE data







**“PropEquity** has led in the business of real-estate data and analytics and continuously paves the path for innovation in enhancing data backed decision making.”

**Mr. Samir Jasuja**  
**(MD & CEO)**

# Lead Management



## Samir Jasuja

Managing Director

30+ years of experience

- Extensive experience **across the RE value chain:** Transaction Services, Information Services, Online Technology, Advisory and Sales & Marketing.
- Strong media presence – **Face of 700+ episodes** of NDTV Property Show.
- Awarded with prestigious **“The World’s Greatest Leaders – Asia & GCC 2015”**, Dubai.



## Avinash Jha

CEO (Valuation Services)

21+ years of experience

- Leads the sales initiatives pan India & has successfully designed the GTM strategies
- Prior experience in data & research industry - held senior positions in leading data-centric organizations like Dow Jones, CRISIL, Kirby Building Systems, etc.
- Among Top 5 (marketing stream) - PGDM @TAPMI Manipal
- Certified IBBI valuer in Plant & Machinery.



## Shantanu Pati

Chief Technology Officer

22+ years of experience

- Responsible for **underlying tech.**, designs, new product developments, etc. – wealth of experience in *Top Global MNCs like Dell, UK.*
- **Highly experienced** in software development life cycle best practices, product management, hosting, customer support, etc.
- **Strong academic pedigree** – Global Business Mgmt. Executive Prog. (IIM C)

# Lead Management



## Pooja Verma

Executive Director

25+ years of experience

- Qualified senior management professional in information management in the field of real estate.
- She also has an industry experience comprising of data management, operations, people management and transactions.
- Has done Masters of Business Administration (MBA) from the Institute of Chartered Financial Analysts of India University (Sikkim).

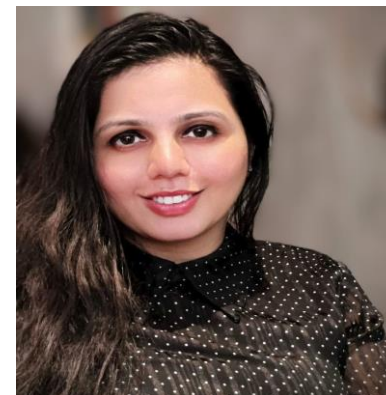


## Vaishali Pawah

Executive Director

25+ years of experience

- Played an integral role in creation and development of PropEquity, P.E. Analytics advanced online search platform for data and analytics covering the Indian Real Estate Industry.
- Has completed her Bachelors in Engineering and Masters in Management Studies from Mumbai.
- Prior to P.E. Analytics, she was driving the marketing, brand strategy development and execution for MNCs.



## Rashi Ranjee

Business Development

15+ years of experience

- She has been with PropEquity since the last 15 years and has been involved with Client Retention & servicing for all clients of PropEquity.
- She also took the additional roles of New Business Development for the company for the last 7 years.



## Namita Jain

Human Resource – Sr. Manager

10+ years of experience

- She ensures that the organization's workforce is effectively managed. Working closely with the management to align HR strategies with the overall business objectives of the organization.
- Previously worked with KPMG , Egon Zehnder International and TCY learning Solutions.
- Masters in Human Resource Administration and Bachelors in Economics honors with a deep understanding of HR practices.

# Our Journey

2007-11

- Assisted **Ministry of Housing & Poverty Alleviation** and **RBI** in developing Housing startup index
- Launch of **NDTV Profit "The Property Show"** co-anchored by Samir Jasuja
- Conceptualized a global version of Data Analytics platform for B2B segment
- Crossed 100+ institutional clients with support from 130 employees.
- Integrated website with **7** banks
- **Version 3 of "PE Plus"** product was launched.

2016-17

- Launched the commercial leasing – data and analytics platform.
- Launched the residential Registration data product with MMR, Pune, Bengaluru & Hyderabad
- Integrated Pan India RERA data
- IPO launched in 2022 - **130x+** HNI & **60x+** retail subscription

2021-23

2011-16

- Signed up with **10 marquee clients** within 6 months of operations
- Och-Ziff Capital Mgmt. acquired majority stake in the company
- Strengthening of data collection team
- On-ground presence increased with coverage across **37+ cities** in India

- Appointed as the **exclusive advisor to Army Welfare** Housing Organization to facilitate housing requirements
- Strategic partnership with **CNBC NW18** - "First Time Home Buyer" show co- anchored by Mr. Samir Jasuja
- **Data Provider** on stalled projects for SWAMIH Fund setup between **SBI & Finance Ministry** (*Last-mile funding*)
- Buy-back of Och-Ziff stake by promoter
- Partnered with **Wharton university, Imperial College** of London, **IIM Bangalore**

2019-20

- Our Valuation subsidiary PropEdge started in 2021 – scaled up to 350 employees catering to 70 banks in 100 locations.
- Started new B2B Construction Portal (PropBuild).
- Partnered with MAHA RERA for Project Monitoring across Maharashtra.
- Launching the first of it's kind 'Real Estate YouTube Channel'
- Crossed 200+ Institutional Clients for the Subscription Platform.

# Company's Past Laurels



## Advisory to SBI & Finance Ministry:

Advisor in the **Rs 20,000 Cr fund** by SBI & Finance Ministry - a **lifeline for over 4.5 lac homes facing stalled construction** by developers



## Exclusive Advisory to Army Officers:

Through the **Army Welfare Housing Organization (AWHO)** – solidifying credibility & making a meaningful impact beyond the business realm.



## RERA Partnerships:

RERA Partnership is aimed to **uphold the highest standards of reliability & transparency** in the real estate sector - ensuring the best protection of end user interests.



## Real Estate Knowledge Partner:

Recognised by top media companies like **NDTV & CNBC** as their **preferred Real Estate Knowledge Partner**,



## Strategic Collaborations:

With leading educational institutions like **The IIM, Wharton & Imperial College of London**.



## Housing Startup Index:

Was instrumental in setting up the housing startup index for the country, working **with RBI & Ministry of Urban Development in 2012**.



02

# BUSINESS OVERVIEW

# Existing Business Segments



## Product & Service Offerings

### 1. Real-Estate (RE) Business Intelligence Platform Subscription

Choice of 44 leading Indian Cities, single city and multi-city package options

- Includes Client Engagement Support
- Includes transaction data for various commercial properties such as offices, IT Parks, IT SEZs and Retail

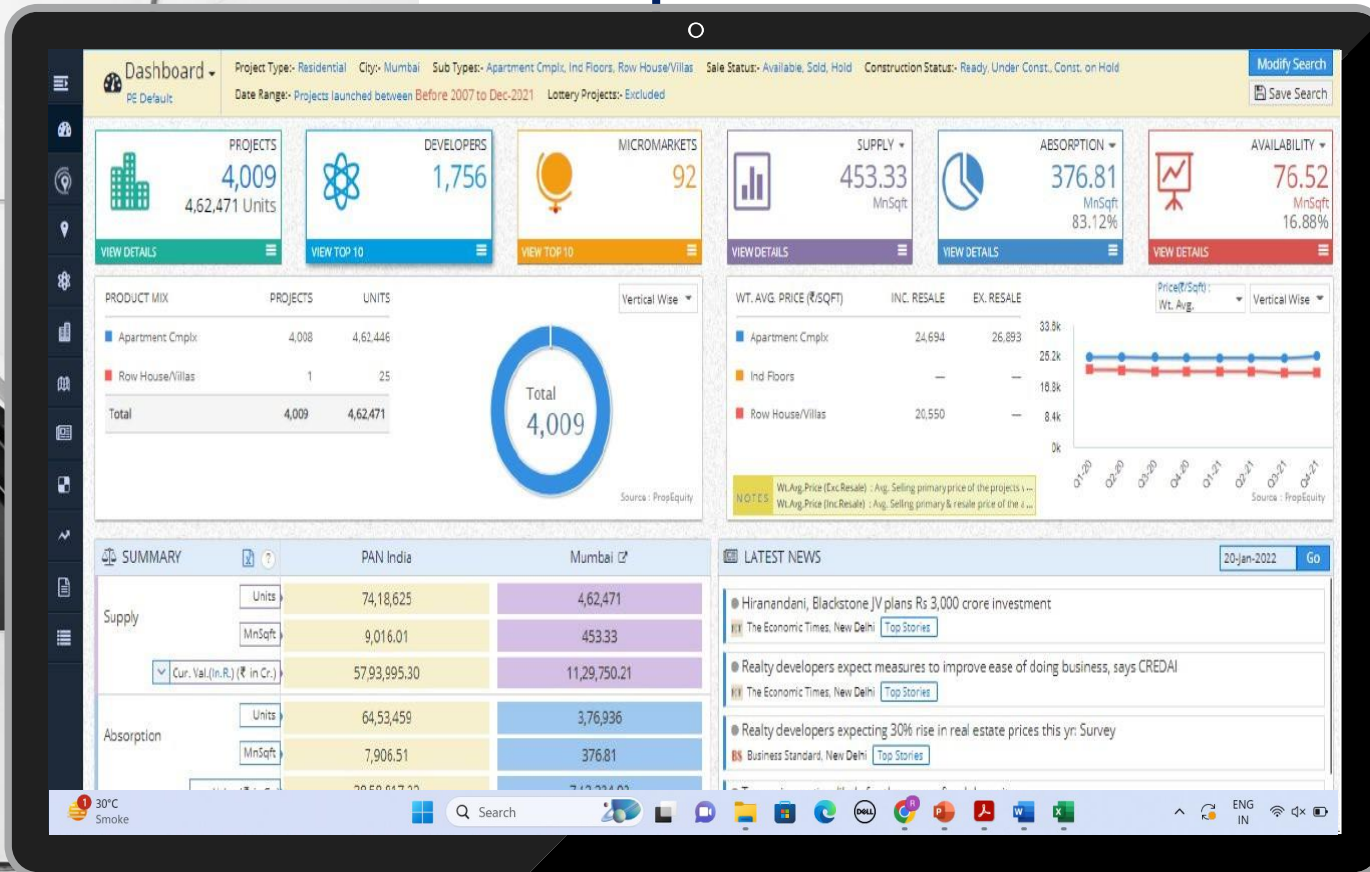
### 2. Research and Consulting Services

Caters to specific/ customized intelligence requirements like development feasibility studies, product-mix assessment, consumer preference and profiling analysis, financial models, project benchmarking, site-level real estate analysis and many other analysis that are backed by historic data and predictive analysis.

### 3. Collateral Risk & Valuation Services

Retail valuations for Banks, NBFCs, Mortgage lenders, etc.

Includes Project Monitoring/ Progress Reporting Developer & Project Assessment & Rating, Developer Valuation & Automated Valuation Model (AVM) Automated APF reports. Supporting leading banks in powering their real estate/home loan portals



# 01 REAL ESTATE BUSINESS INTELLIGENCE PLATFORM SUBSCRIPTION

Also powers B2C websites of Leading Banks.



# RE Business Intelligence Platform

**Subscription based Data Analytics Platform “PE Plus”** covering Residential & Commercial Real Estate industry in India.

## Business Model:

- **Annual Subscription fee** is based on the vertical & the no. of cities subscribed by a client (single/multi-city package options).
- **Higher fee** charged for **Tier 1 cities** compared to Tier 2 cities.

## Parameter Coverage:

- ✓ 16+ years of catalogued M-o-M data with 100+ data points per project unit (**1+ Bn data points overall**).
- ✓ Also includes **6+ Mn records of Registration Data** (last 13 years) & captures **150,000+ projects**.



**52 new clients added in FY23**  
(Highest no. of clients onboarded in a year since inception)



Juxtaposed with ~ **80% market share** in the Residential B2B segment via **Data Moat**.

**One-Stop** go-to Market Intelligence Platform

## Diversified B2B Client Base:



- Developers
- Private Equities
- Banks & NBFCs
- Consultants
- Research Houses
- Construction Companies
- Ed. Institutions & Others

## Sub-Asset Classes

## Select Parameters

### Residential

Apartment, Independent Floors, Villa/Row Houses, & Plots

M-o-M Supply, Absorption, Inventory, New Launches, Price Change, Construction Status, Timelines, Developer Track Record, Overhang

### Commercial

Office, IT Parks, IT Sez, Malls

Historical Rental Analysis, Benchmarking, Institutional v/s Strata Breakup, Sector wise occupancy/Vacancy Trends, Tenant Comparison



## 02

# COLLATERAL RISK & VALUATION SERVICES

Leading private banks & NBFCs as clientele.

# Overview

**01**  
Retail  
Valuation

**02**  
Construction  
Finance  
Valuation

**03**  
Approved  
Project  
Financial

**04**  
Project  
Monitoring

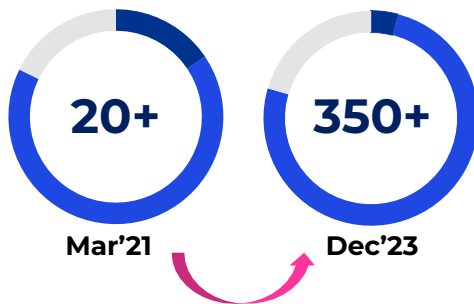
# Growth Opportunities

## Rapid Footprint Expansion

**100** Cities & Towns      **19** Physical offices

**100%**  
YoY growth for last 3 years

## Consistent Headcount Expansion



**17x growth in headcount of Field Agents to support on-ground execution**

■ Regional Technical Managers      ■ Field Agents  
■ Others

## Retail Valuation

- ❑ Pan India Presence
- ❑ Reduced TAT from 72 hrs to 36 hrs
- ❑ Cutting-edge Technology
- ❑ 150k+ reports generated till date
- ❑ 70+ Banks, HFCs & NBFCs
- ❑ Building a proprietary technology & data product with a leading bank for automated valuation model.



**No. 1**

**70**  
Banks/NBFCs

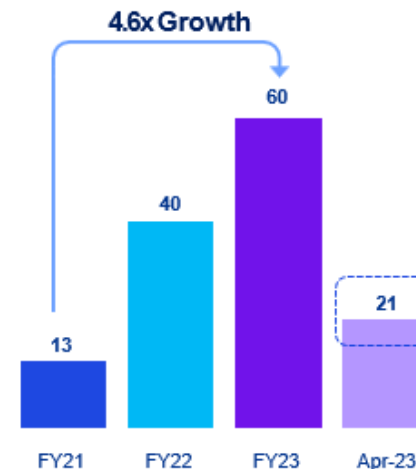
Aggressively captured market share from No. 2 & 3 players in India – since inception (In terms of locations served).

## Construction Finance

Sub-segment at nascent stage poised for **exponential growth in FY24.**

## Number of Delivered Reports

21 reports were processed in a single month in FY24 vs an average of 5 per month in the previous year.



## Approved Project Financial



**360**

APFs executed in FY23 (41 in April '23)



**25**

Clients Added (added in the last 1 year)

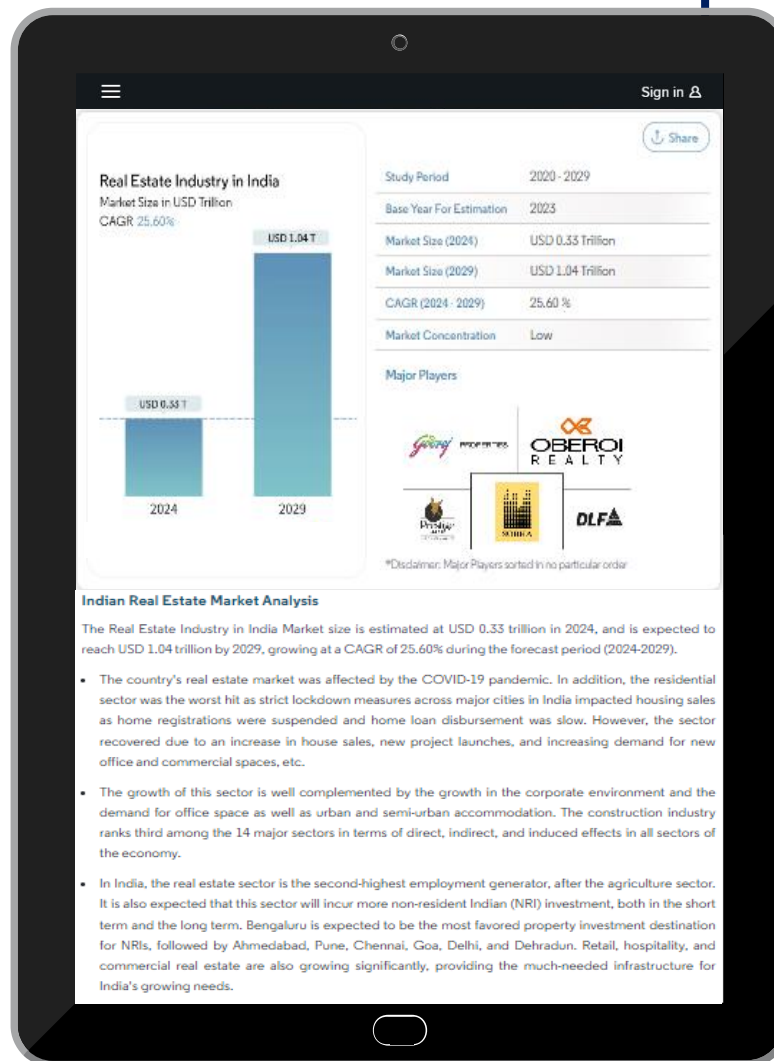
**1900+**

Cases executed for 12 clients in FY23.

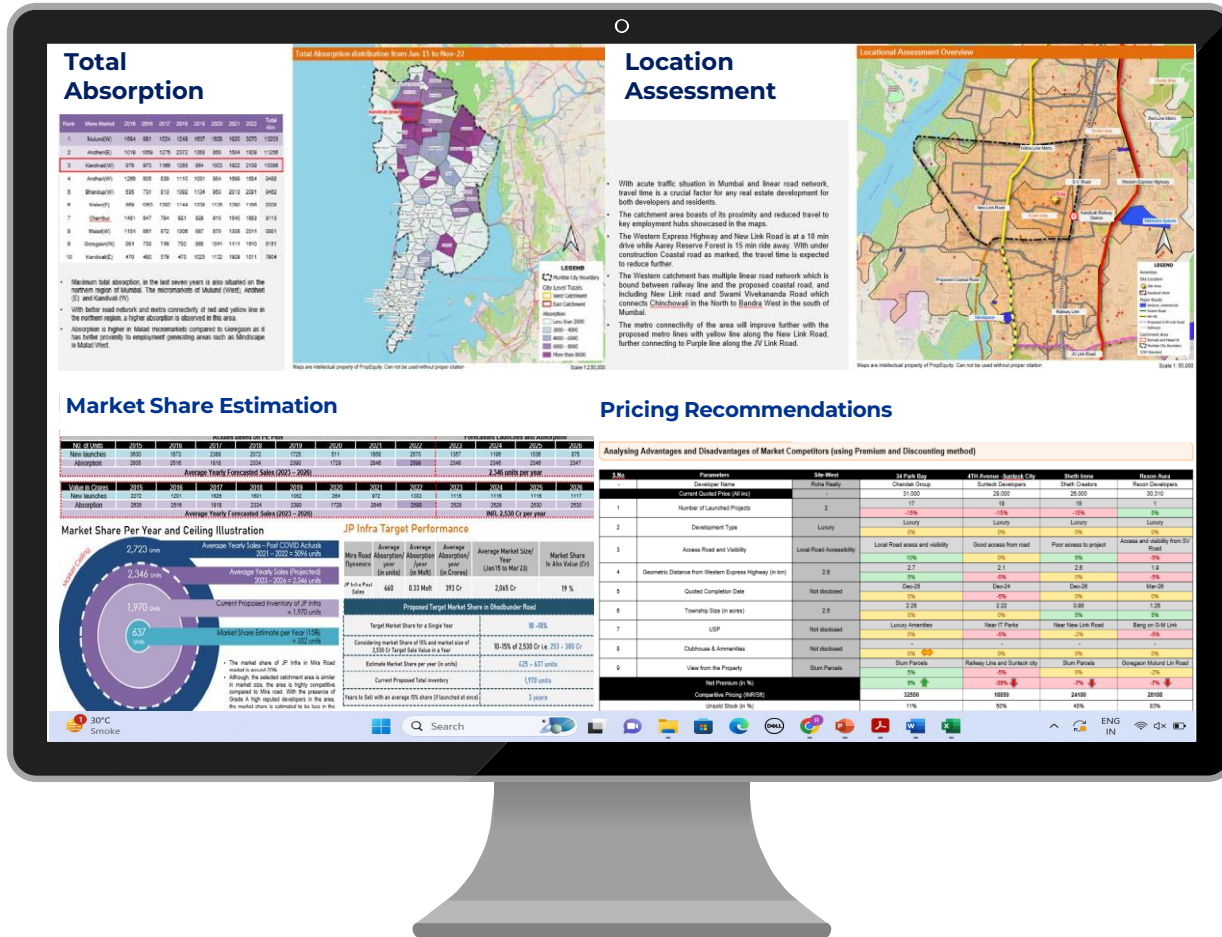
# 03

## RESEARCH & CONSULTING SERVICES

16+ years of Historical Data catalogued.



# Overview



- ✓ Provides **customised research reports** to clients looking for deeper insights into preferred micro markets across **Tier 1, Tier 2 & Tier 3** cities.
- ✓ Coverage **ranges from small**, single-use properties to large-scale, mixed-use developments & **diversified multi-asset portfolios**.
- ✓ Further strengthening of the existing research team may directly boost bottom-line on account of **high double-digit EBITDA margin**.



## Location Advisory

Location Strategy, Supply & Demand dynamics, RE investment strategy, Economic & Financial Impact Assessment, Business Risk Mitigation Study, entry Strategy Studies.



## Strategic Consulting

Asset & portfolio Valuation, Feasibility Studies & Techno-economic viability, Market & Business Potential Studies, Construction industry-specific studies, consumer survey analysis & product-mix advisory.



## Development Consulting

Concept Testing Studies, High & Best Use, Product Mix Assessment Studies, End-user perspective/insight studies.



## Other Research & City Reports

White papers, City spatial growth pattern, Supply & Absorption trends, GIS Mapping of existing & upcoming developments.

# NEW BUSINESS VERTICALS

## 1. Developer Management Business

- Vertical Overview
- Forbes Partnership

## 2. Social Media Vertical

- Brand Affiliation & Ambassadorship
- YouTube Channel
- Online Education
- Lead Generation

## 3. Project Monitoring

- PropMonitor

# Developer Management (DM) Business (1/2)

Collaboration with Forbes Global Properties shows commitment to expand horizons in the area of Real-Estate Development Management.



Forbes Global Properties is the exclusive worldwide real estate partners with Forbes, one of the world's most trusted brand for the last 100 years.

## About Forbes Global Properties:

Forbes Global Properties is owned and run by brokerages, with a Forbes ownership stake creating an interest in our success.

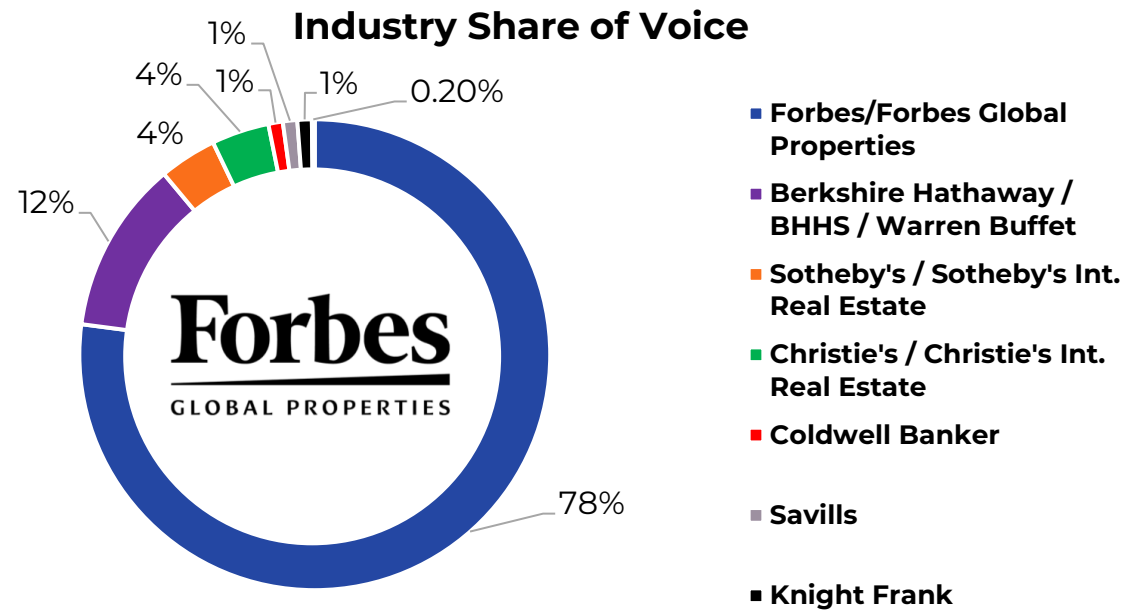
Membership in our network is reserved for the most distinguished brokerages in select cities and second-home destinations.

### Presence:

- 25 countries
- 500 offices
- 15k agents

### Global Reach:

140+ Million People  
Per month





# Developer Management (DM) Business (2/2)

In Partnership with Forbes Global India

## Services Offered:



Design



Approvals



Sales



Marketing



Construction



CRM

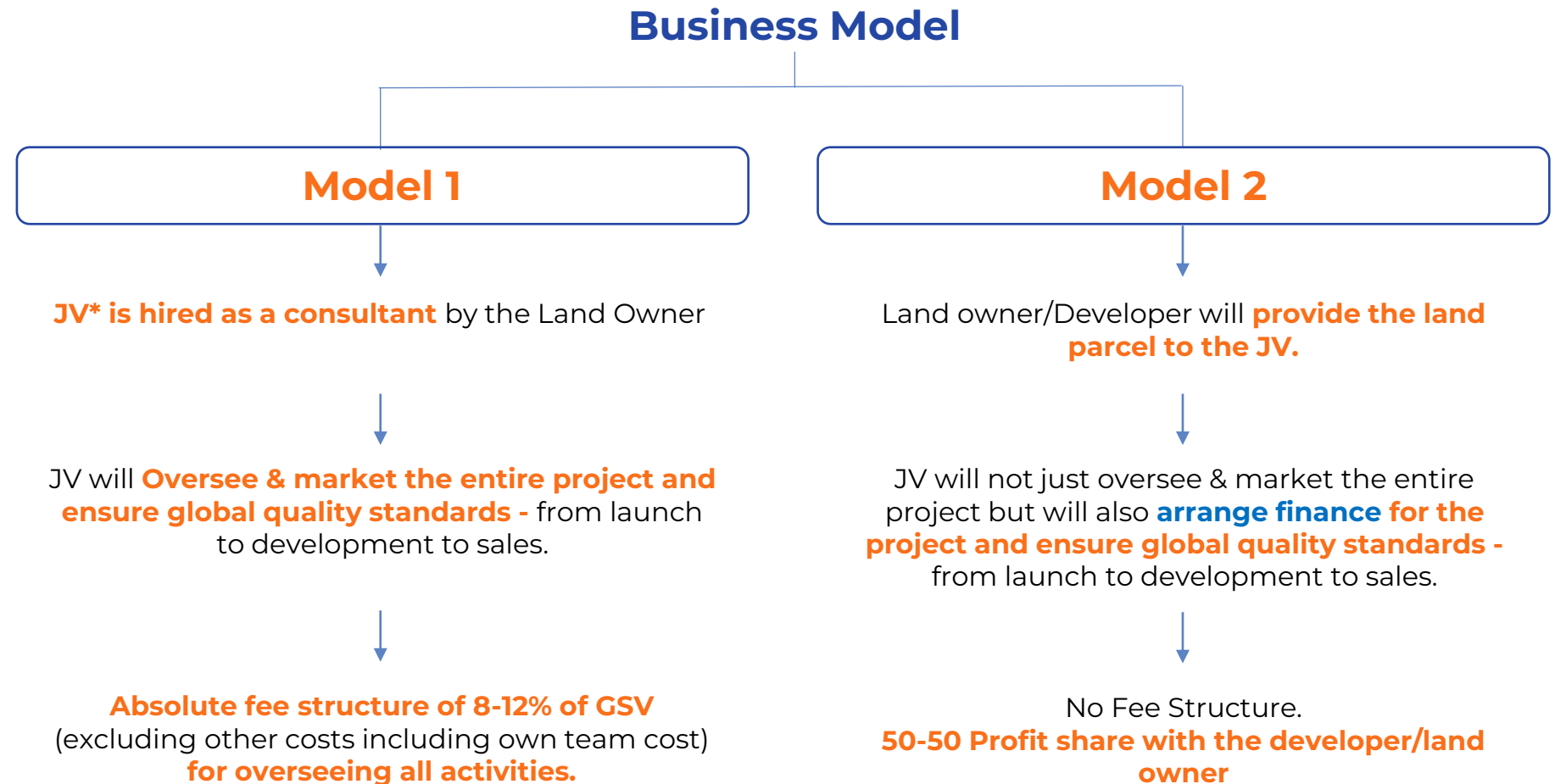


Handover



Maintenance

A new JV is created with Forbes Global Properties India for DM business.



# SOCIAL MEDIA VERTICAL



The background of the slide features a low-angle, black and white photograph of several modern, multi-story buildings with glass facades and balconies. The buildings are arranged in a way that creates a sense of depth and perspective, with some buildings in the foreground and others receding into the distance. The sky is a pale, overcast grey. In the upper right and lower right corners, there are silhouettes of trees and foliage, adding a natural element to the urban scene. A semi-transparent white horizontal band runs across the middle of the image, serving as a backdrop for the text.

# 3 Cs Business

Content | Commerce | Community

Brand Affiliation & Ambassadorship | YouTube Channel  
Online Education | Lead Generation

# Brand Affiliation & Ambassadorship

**US\$ 10-15 Billion** per year  
Primary Real Estate Market Size

**US\$ 100 Million**  
Social Media Influencer Market for Brand Endorsements

## **NO Brand Endorsements or Brand Ambassadors in the Realty Space.**

- The company will recommend projects on its social media platform thereby influencing customer buying on the basis of the data collated by the company.
- The company has experience of doing this successfully on national television across CNBC TV 18 & NDTV for 6+ years.
- This paves the way for the company to become brand ambassadors for top developers.
- Real estate and fintech influencers help create visibility amongst high ticket investors/buyers.
- Only recommend best projects which have been scrutinised over 20 proprietary parameters in each ticket segment – **in turn creating invaluable trust & credibility.**
- HFCs, NBFCS, Private Banks, Insurance companies looking to affiliate with PropEquity.

# Social Media & Influencers

## Influencer Marketing Industry in India

**Rs. 12 Bn**

2022



**25% CAGR**

**Rs. 28 Bn**

2026

Nearly **55 million urban Indians** were direct consumers of influencers of various kinds as of 2022.

Source: <https://www.statista.com/statistics/1294803/india-influencer-marketing-industry-value/>

## Social Media Advertising Market in India

**Rs. 108.9 Bn**

2024



**4.24% CAGR**

**Rs. 128.6 Bn**

2028

In the Social Media Advertising market, the **number of users** is expected to amount to **1,240.0m users** by 2028.

Source: <https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/india?currency=INR>



# Real Estate YouTube Channel

India's 1<sup>st</sup> Real Estate YouTube channel

India's 1<sup>st</sup> Real Estate Influencers



*PropEquity Spends Rs 15 Mn a month on content, which creates a huge entry barrier for others to compete.*

**This allows us to create perennial content**

## Market Dynamics:

- Never created YouTube content in India or worldwide
- No real estate channels online on YouTube
- Only company creating pan India content.

## Our Offerings:

- i. Recommendations of best Projects across all ticket segments
- ii. Macro Videos
- iii. Podcasts

# Real Estate Training & Education

Edtech is one of the leading income generators in the YouTube community

**Real Estate Education:** will start in Jan, 2025.

Looking to partner with a leading & reputed international education provider for online & offline training & education.

**Real Estate is going to be the 3<sup>rd</sup> highest employer in the country** after agriculture & IT. Will be a \$1 Trillion economy – hence real estate schools and programs will be needed to train manpower for this sector.

## Why PropEquity?

### 1. Provides Employment

PropEquity works with the top banks, developers, private equity funds, etc and has direct access to the recruiters in the county. These companies/recruiters are PropEquity clients since 15+ years.

### 2. Credibility & Goodwill

Many PropEquity employees have reached top positions in their respective corporates in the Real Estate world. The company is a hunting ground for all the top real estate organistaions in the country.

### 3. Real-level Quality Education

There is a big gap in the market between knowledge from colleges and the demand of the market. There are very few real estate schools and non availability of good quality real estate education.

### 4. Others

- Doman Expertise & a good connect with the employees in the market.
- Independent Director of PropEquity was instrumental in setting up a Real Estate school

## Our Offerings:

- 1 year program on Real Estate
- 1 year program on Housing Finance
- 1 year program on Construction Management

## Success Stories:

- Vikas DivyaKarti grew from Rs. 40 cr to Rs. 350 cr with Rs. 120 cr PAT.
- Ankur Warikoo sold 2.5 lac courses on 'How to manage time'.
- Bada Business's revenue of Rs. 300 cr a year from education courses alone purely through YouTube and website.

# Lead Generation

The company aims to reach 1 mn followers – aims to be the **Top Real Estate social media influencer in the country.**

## Business Overview:

PropEquity will post videos on its social media platforms and give details of various projects present in that micro market to choose from, for the customers.

PropEquity will receive enquires of buyers regarding purchase of properties.

The company will give recommendations and tailored solutions, based on the need of the customers and fulfil their requirements.

- ❑ **Complete unbiased opinion as the company will not be charging any developer to give their recommendations.**
- ❑ **The recommendations will be based on a scrutiny of 20 parameters using proprietary data and technology of the company.**
- ❑ **Target customers will include NRIs with little understanding of the micro market.**







# PROJECT MONITORING

# Project Monitoring

**US\$ 50 Bn worth of real estate was stalled between 2016-2020 (4.5 Lac Units)**

The **SWAMIH Fund** was setup with the help of PropEquity, to capitalise on **PropEquity's ground level information with respect to the stalled projects.**

**22 Lacs Under-Construction Properties**

In the top 44 cities.

Current Business Operation: **Monitoring Projects for Banks**

Bank hires PropEquity and gives an authority letter to go and monitor under construction projects



PropEquity through its software gives a digitised report based on which the institutions release the payment.

New Business Operation: **Project Monitoring Service - PropMonitor**

PropEquity offers a solution that has never been offered before in the history of Indian real estate. With **PropMonitor**, it's not just about safeguarding investments; it's about safeguarding customers dreams. PropEquity specializes in overseeing customers selected real estate project, providing continuous updates on construction progress and price appreciation, thus keeping customers well informed about their investment and most importantly, ensuring their peace of mind.



# Project Monitoring

**Venturing in the B2C Vertical:** Launch by April, 2024.

## Why PropEquity?





03

# PERFORMANCE HIGHLIGHTS

# Key Achievements



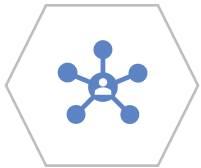
## Subscription Business on growth

Added 15 new clients from Oct to Dec'23, taking Total Clients to 205



## Strong Relations with Marquee Clients

Our Client retention grew to 85%



## Our team is growing

Combined team got enhanced to 500+ employees in parent and subsidiary company as on date.



## Valuation Business- Strong Growth continues

On target to achieve 100% growth in terms of Revenue for FY24.



## Forbes Global Properties Partnership for DM

Entered into Developer Management Business in a JV with Forbes Global Properties India.



## B2C Initiative

We have been making significant investments in the B2C initiative. Official launch expected in Feb'24. Initiatives to include:

- New YouTube Channel by the name of: **SamirJasuja-PropEquity**



## No Debt & Growing Cash Reserves

Zero Debt Company with cash reserves and investments increasing from Rs. 65 crores (in Sep'23) to over Rs. 71 crores (till Dec'23)

# Half Yearly Income Statement

| Particulars (INR Mn) (Consolidated)     | H1FY24       | H2FY23       | H1FY23       | YoY%        | QoQ%        | FY23         | FY22         | YoY%        |
|---|--------------|--------------|--------------|-------------|-------------|--------------|--------------|-------------|
| <b>Net Sales</b>                        | <b>176.6</b> | <b>153.4</b> | <b>137.1</b> | 28.8        | 15.1        | <b>290.5</b> | <b>240.1</b> | 21.0        |
| Total expenditure                       | 123.6        | 97.3         | 80.2         | 54.1        | 26.9        | 177.5        | 131.1        | 35.4        |
| <b>EBITDA</b>                           | <b>53.0</b>  | <b>56.1</b>  | <b>57.0</b>  | <b>-6.9</b> | <b>-5.4</b> | <b>113.0</b> | <b>109.0</b> | <b>3.7</b>  |
| <b>EBITDA Margin (%)</b>                | 30.0         | 36.6         | 41.5         | - 1,151.3   | - 651.9     | 38.9         | 45.4         | - 648.4     |
| Other Income                            | 17.9         | 16.9         | 15.7         | 14.1        | 6.2         | 32.5         | 18.0         | 81.0        |
| Depreciation                            | 1.6          | 1.4          | 1.2          | 34.9        | 7.9         | 2.6          | 3.2          | -18.1       |
| <b>EBIT</b>                             | <b>69.4</b>  | <b>71.5</b>  | <b>71.5</b>  | <b>-3.0</b> | <b>-3.0</b> | <b>143.0</b> | <b>123.8</b> | <b>15.5</b> |
| Interest                                | -            | -            | -            | -           | -           | -            | -            | -           |
| <b>PBT</b>                              | <b>69.4</b>  | <b>71.5</b>  | <b>71.5</b>  | <b>-3.0</b> | <b>-3.0</b> | <b>143.0</b> | <b>123.8</b> | <b>15.5</b> |
| Tax                                     | 18.1         | 19.1         | 17.0         | 6.7         | -5.2        | 36.1         | 29.4         | 22.9        |
| <b>Adjusted PAT</b>                     | <b>51.3</b>  | <b>52.4</b>  | <b>54.5</b>  | <b>-6.0</b> | <b>-2.1</b> | <b>106.9</b> | <b>94.4</b>  | <b>13.2</b> |
| Exceptional Items                       | 0.3          | -            | 0.8          | -60.7       | -           | -0.8         | -0.6         | 41.7        |
| <b>Reported PAT</b>                     | <b>50.9</b>  | <b>52.4</b>  | <b>53.7</b>  | <b>-5.1</b> | <b>-2.8</b> | <b>106.1</b> | <b>93.8</b>  | <b>13.0</b> |
| <b>Reported PAT Margin (%)</b>          | 28.8         | 34.1         | 39.1         | - 1,030.9   | - 530.7     | 36.5         | 39.1         | - 258.4     |
| <b>Reported Earnings Per Share (Rs)</b> | <b>4.86</b>  | <b>5.00</b>  | <b>5.12</b>  | <b>-5.1</b> | <b>-2.8</b> | <b>10.12</b> | <b>10.76</b> | <b>-5.9</b> |

# Annual Income Statement

| Particulars (INR Mn)                            | Standalone   | Consolidated |              |
|---|--------------|--------------|--------------|
|   | FY21         | FY22         | FY23         |
| Net Sales                                       | 180.1        | 240.1        | 290.5        |
| Total Expenditure                               | 101.4        | 131.1        | 177.5        |
| <b>EBITDA</b>                                   | <b>78.7</b>  | <b>109.0</b> | <b>113.0</b> |
| <b>EBITDA Margin (%)</b>                        | <b>43.7%</b> | <b>45.4%</b> | <b>38.9%</b> |
| Other Income                                    | 14.3         | 18.0         | 32.5         |
| Depreciation                                    | 3.0          | 3.2          | 2.6          |
| <b>PBIT</b>                                     | <b>90.0</b>  | <b>123.8</b> | <b>143.0</b> |
| Interest  | -            | -            | -            |
| <b>PBT</b>                                      | <b>90.0</b>  | <b>123.8</b> | <b>143.0</b> |
| Tax   | 22.9         | 29.4         | 36.1         |
| <b>Profit After Tax</b>                         | <b>67.1</b>  | <b>94.4</b>  | <b>106.9</b> |
| <b>PAT Margin (%)</b>                           | <b>37.3%</b> | <b>39.3%</b> | <b>36.8%</b> |
| Exceptional Items                               | -            | -0.6         | -0.8         |
| <b>Reported Profit After Tax</b>                | <b>67.1</b>  | <b>93.8</b>  | <b>106.1</b> |
| <b>Reported PAT Margin (%)</b>                  | <b>37.3%</b> | <b>39.1%</b> | <b>36.5%</b> |
| <b>Company Reported Earnings Per Share (Rs)</b> | <b>*7.73</b> | <b>10.76</b> | <b>10.12</b> |

\*Re-Adjusted for Bonus

# Annual Balance Sheet

| Particulars (INR Mn) (Consolidated)  | FY22         | FY23         |
|--------------------------------------|--------------|--------------|
| <b>Equity &amp; Liabilities</b>      |              |              |
| <b>Equity</b>                        |              |              |
| Equity Share Capital                 | 104.8        | 104.8        |
| Reserves and surplus                 | 447.7        | 550.5        |
| <b>Total Equity</b>                  | <b>552.5</b> | <b>655.3</b> |
| <b>Minority Interest</b>             | <b>0.1</b>   | <b>3.4</b>   |
| <b>Non-Current Liabilities</b>       |              |              |
| Long term Borrowings                 | -            | -            |
| Long -term Provision                 | 10.7         | 10.5         |
| <b>Total Non-Current Liabilities</b> | <b>10.7</b>  | <b>10.5</b>  |
| <b>Current Liabilities</b>           |              |              |
| Short-term borrowings                | 0.1          |              |
| Trade Payables                       | 2.4          | 0.4          |
| Other Current Liabilities            | 178.8        | 61.5         |
| Short-term Provisions                | 1.4          | 0.4          |
| <b>Total Current Liabilities</b>     | <b>182.7</b> | <b>62.3</b>  |
| <b>Total</b>                         | <b>746.0</b> | <b>731.5</b> |

| Particulars (INR Mn) (Consolidated) | FY22         | FY23         |
|-------------------------------------|--------------|--------------|
| <b>Non-Current Assets</b>           |              |              |
| Property Plant & Equipment          | 5.0          | 8.7          |
| Intangible Assets                   | 1.7          | 0.8          |
| Deferred Tax Assets (Net)           | 6.8          | 5.7          |
| Other Non-Current assets            | 0.1          | 0.1          |
| <b>Total Non-Current Assets</b>     | <b>13.6</b>  | <b>15.3</b>  |
| <b>Current Assets</b>               |              |              |
| Current Investment                  | 48.6         | 35.4         |
| Trade Receivables                   | 41.2         | 43.6         |
| Cash & Cash Equivalents             | 621.5        | 596.4        |
| Short-term loans and advances       | 3.1          | 6.3          |
| Other Current Assets                | 18.1         | 34.5         |
| <b>Total Current Assets</b>         | <b>732.4</b> | <b>716.2</b> |
| <b>Total</b>                        | <b>746.0</b> | <b>731.5</b> |



# THANKS!

For further information on the company,  
please visit the website:

[www.propequity.in](http://www.propequity.in)

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