

Date: January 18, 2024

To,

Listing Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort
Mumbai-400 001

BSE Scrip Code: 539289

Listing Department
National Stock Exchange of India Limited
Bandra Kurla Complex
Bandra (East)
Mumbai-400 051

NSE Symbol: AURUM

Sub: Investor Presentation.

Dear Sir/Madam,

With reference to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), this is to inform you that "**Aurum PropTech Limited – Investor Presentation Q3 FY2024**" is hereby enclosed.

The above presentation is also uploaded on the website of the Company at <https://www.aurumproptech.in/investor/presentations>.

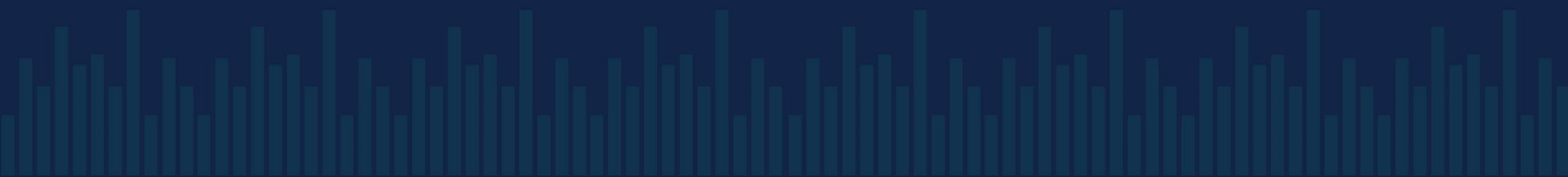
You are requested to take the above on record.

For **Aurum PropTech Limited**
(Formerly known as Majesco Limited)

Sonia Jain
Company Secretary &
Compliance Officer

 AURUM PropTech
FUTURE-READY

INVESTOR PRESENTATION
Q3 FY2024



Disclaimer

This presentation (the “presentation”) is for informational purposes only and does not constitute an offer to sell, a solicitation of an offer to buy, or a recommendation to purchase any equity, debt or other financial instruments of Aurum PropTech Limited or any of its affiliates. This presentation and the related oral commentary is confidential and is to be maintained in strict confidence.

Forward-looking statement

This presentation contains forward-looking statements which may be identified by their use of words like “plans,” “expects,” “will,” “anticipates,” “believes,” “intends,” “projects,” “estimates” or other words of similar meaning. All statements that address expectations or predictions about the future, including, but not limited to, statements about the strategy for growth, product development, market position, expenditures, and financial results are forward-looking statements. Forward-looking statements are based on certain assumptions and expectations of future events. The companies referred to in this presentation cannot guarantee that these assumptions and expectations are accurate or will be realised. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements. The company assumes no responsibility to publicly amend, modify or revise any forward-looking statements on the basis of subsequent developments, information or events, or otherwise.

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Emergence of PropTech in Real Estate in India



>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%

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



90%

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

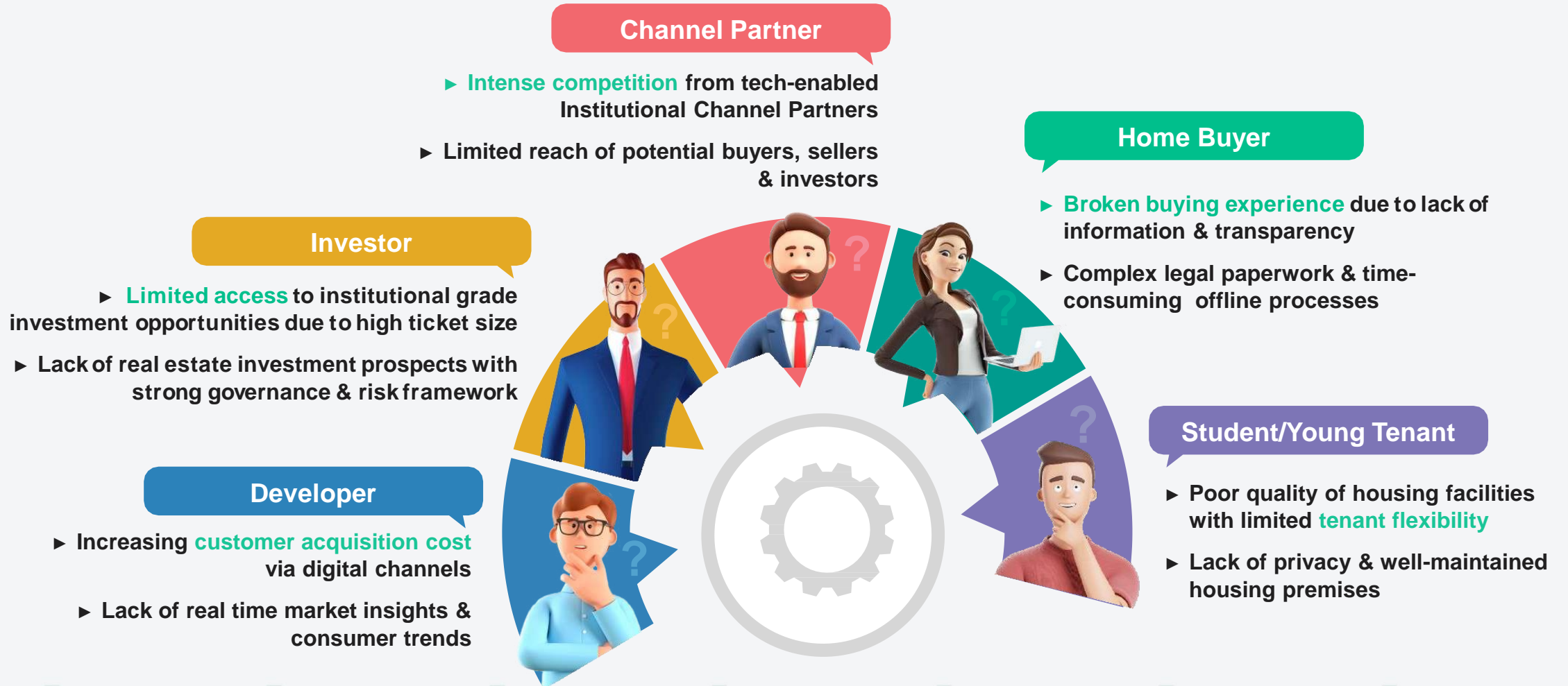


87%

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



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>



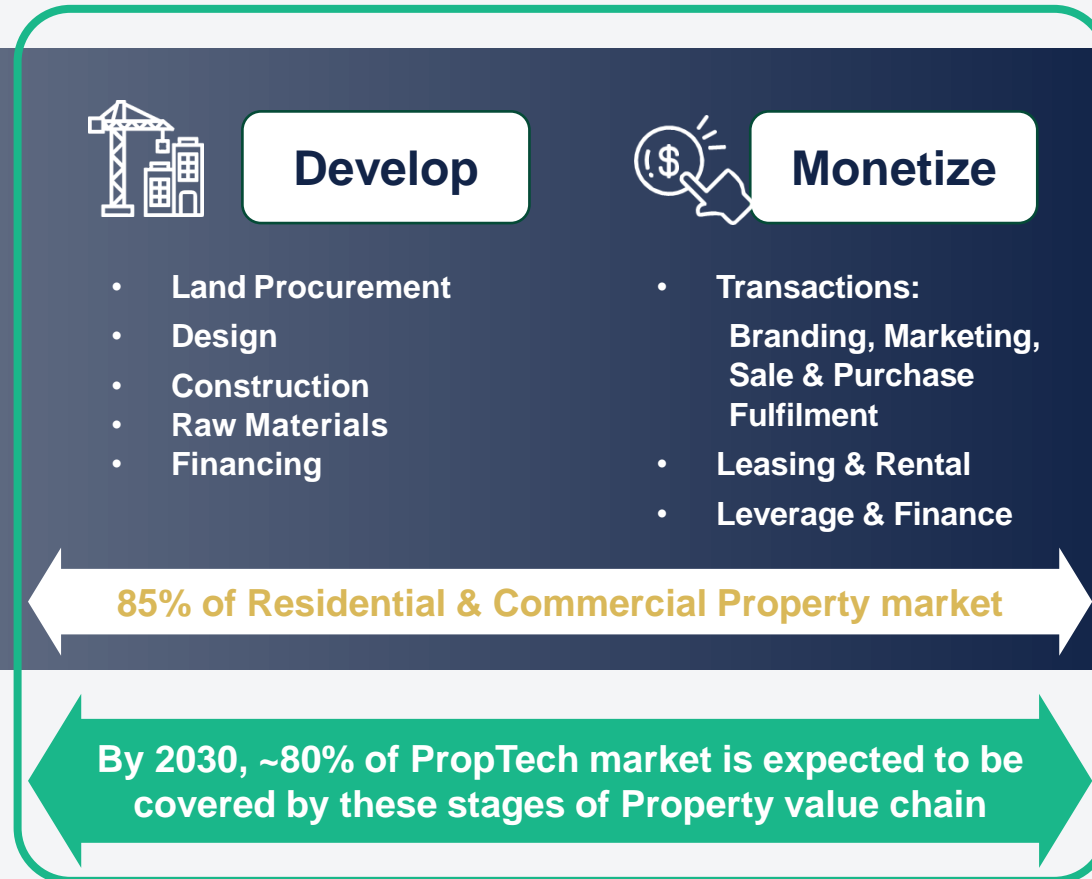
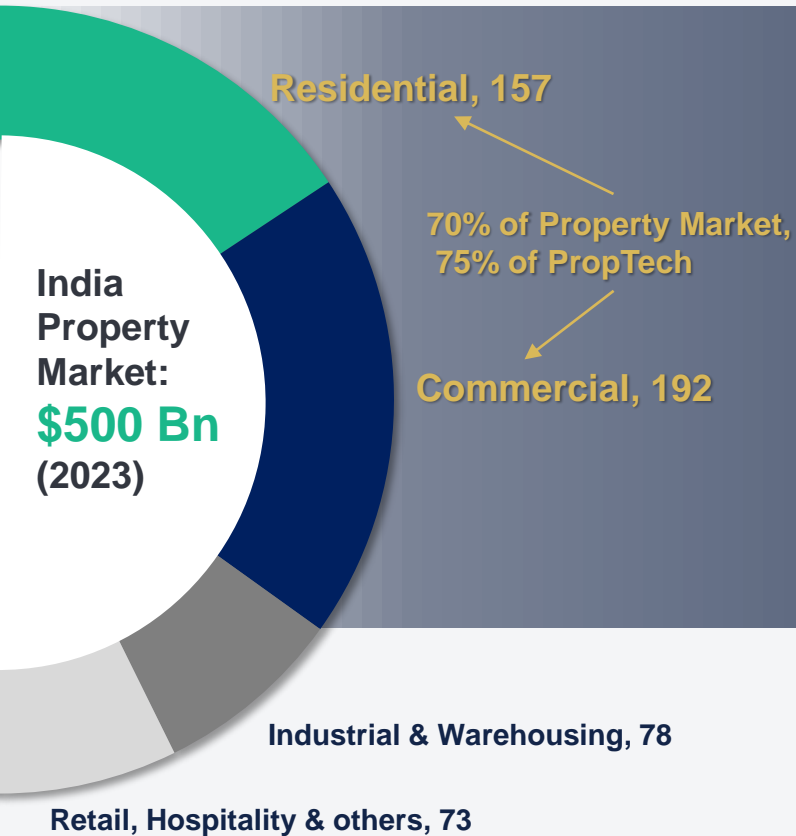
The Indian PropTech sector is expected to reach

..... **\$100 Billion***

in market size by 2030

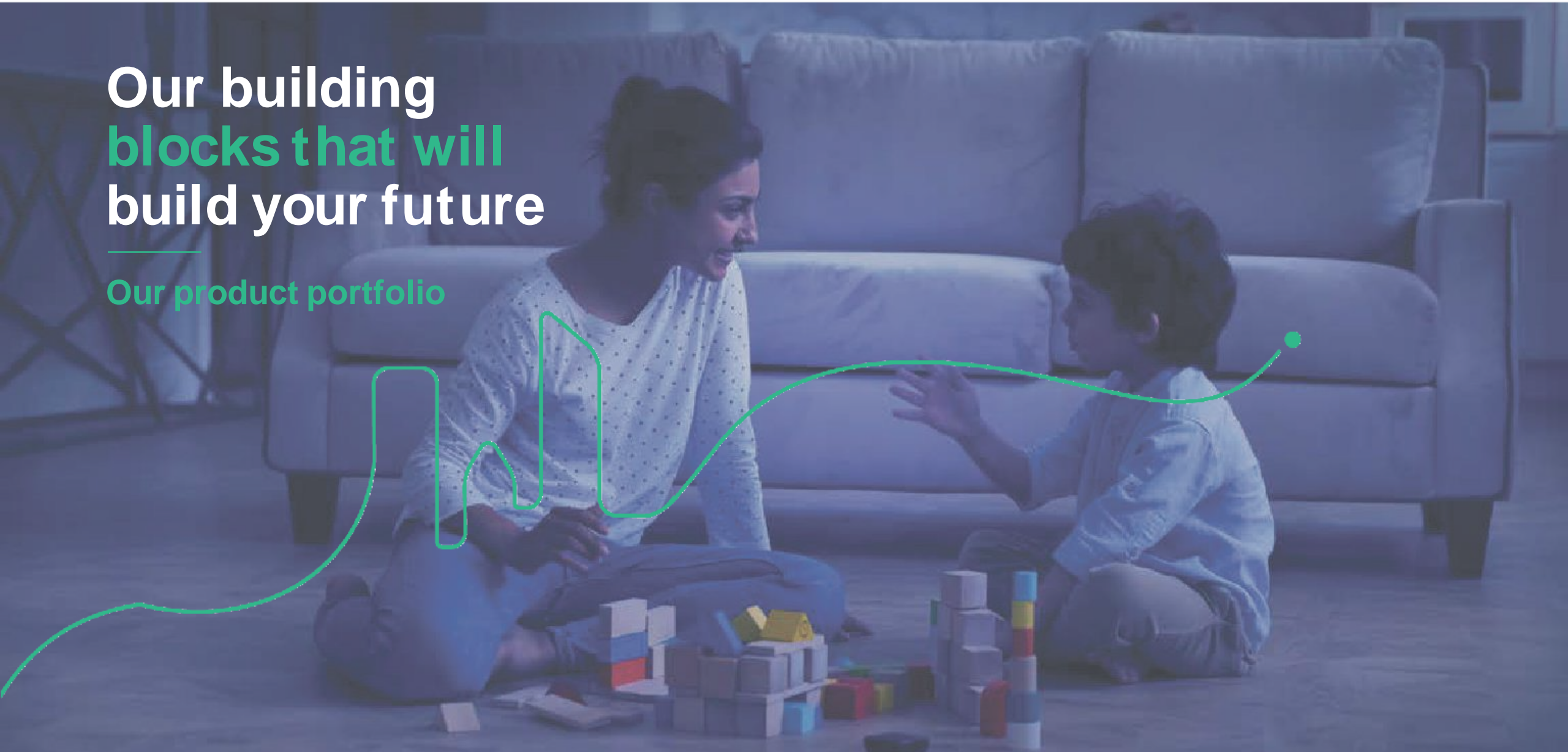
from \$10 Bn* in 2023

Segmenting the Real Estate Value Chain



Our building blocks that will build your future

Our product portfolio



Aurum PropTech's Capabilities across the Value Chain



Develop



Monetize



Consume

Technology



Services



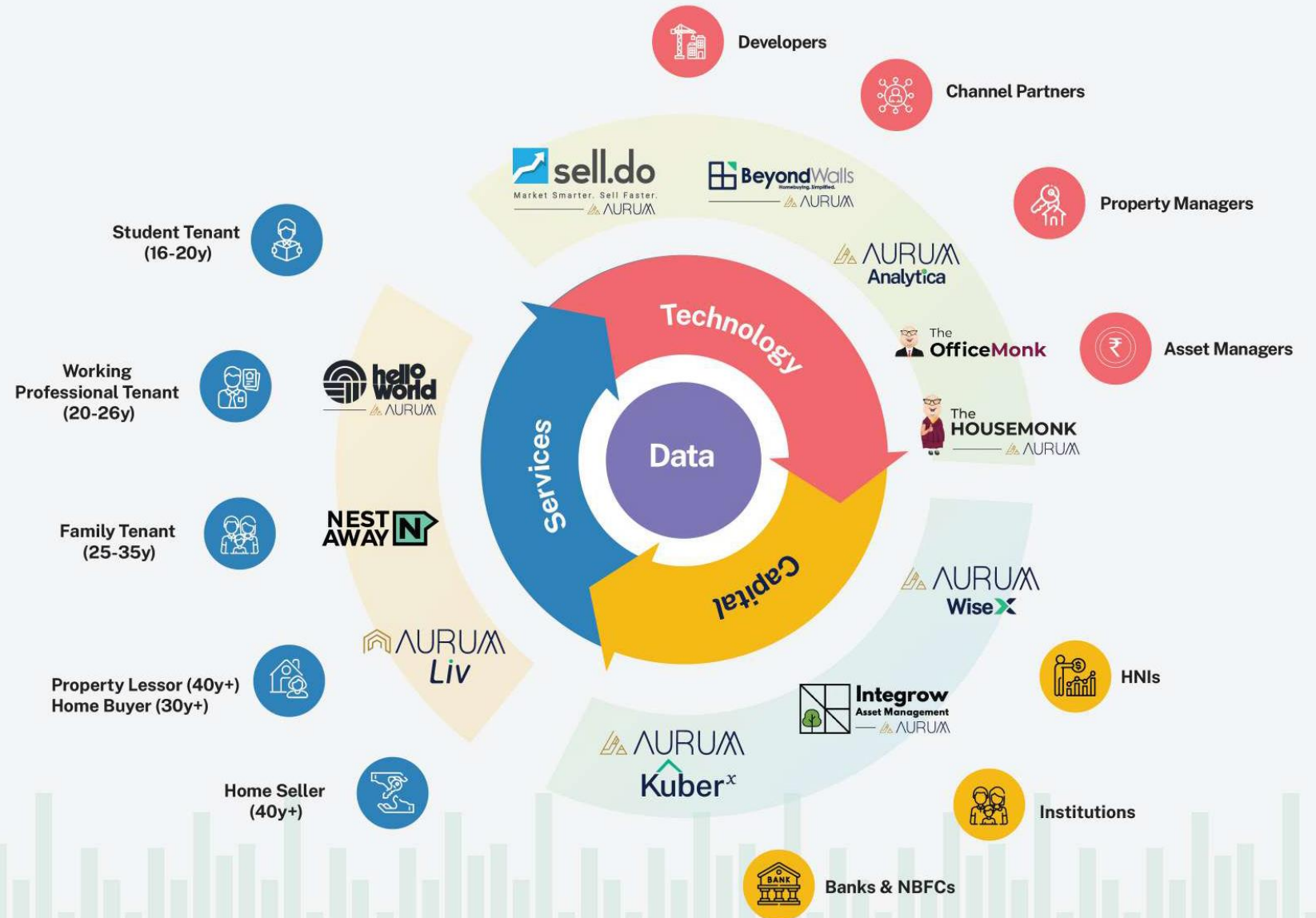
Capital



Aurum PropTech

Ecosystem

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



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.

Technology	sell.do Market Smarter. Sell Faster. AURUM	India's largest Real Estate CRM for developers & channel partners
	NEST AWAY AURUM	Leading Residential rental platform and PropTech brand in India
	AURUM Analytica	Data science driven solution that accelerates performance marketing & channel sales
	AURUM Liv	Digital transaction platform for primary residential properties
	The HOUSEMONK AURUM	B2B SaaS product for rental properties and tenant community management
Services	The OfficeMonk AURUM	B2B SaaS product for commercial property management
	hello world AURUM	One of the largest co-living operators in India
	Beyond Walls Manufacturing Simplified. AURUM	Leading Residential rental platform and PropTech brand in India
Capital	AURUM instaHome	Automated Valuation Model(AVM) powered transaction platform
	Integrow Asset Management AURUM	Tech-driven Real Estate Asset Management Company
	WiseX AURUM	A Neo-realty investment platform
	AURUM KuberX	Digital lending platform powered by AI driven recommendation engine

Aurum PropTech Ecosystem: Operating Model

AURUM PropTech

Growth Capital

Strategic Oversight

Governance & Risk

Branding

Shared Services

Finance & Accounting

Legal & Compliance

HR: Policies

Aurum Ecosystem Collaboration

Customer & Product

Data as a Strategy

Learning & Development

Talent Recognition

Customer & GTM

Product

Technology & Engineering

Business Operations

HR: Culture & Processes



Collective Power of The Ecosystem

being harnessed through our
Data Strategy...



RaaS

17
Cities

16,000+
Active Customers

SaaS

50+
Cities

530+
Active Customers



14+
Products



800+
Team Members



600+
Real Estate Developer
Relations



7,500+
Channel Partners



64,000+
Active Home Buyers
during the Quarter



24,000+
Rental Units
Capacity



6,000+
Apartments Booked
till date



3,800+ 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

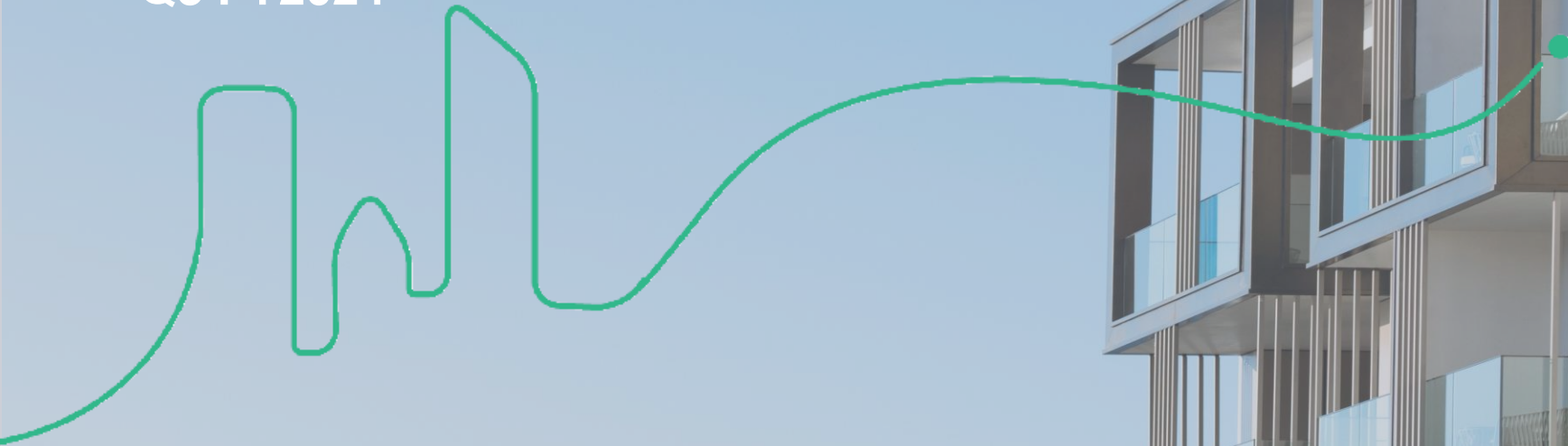


Compliance and governance around data: privacy, security, confidentiality

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.

PropTech Sector Highlights

Q3 FY2024



Investments in Indian Real Estate Market

\$2.3 Bn.

Capital flows in Q3 CY23,
up 44% Q-o-Q and 63% Y-o-Y

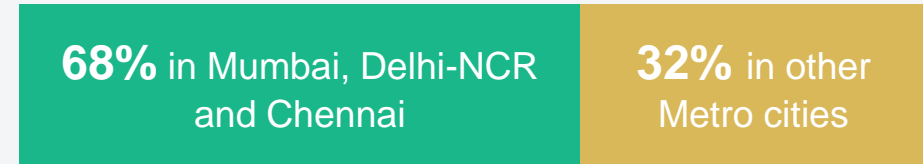
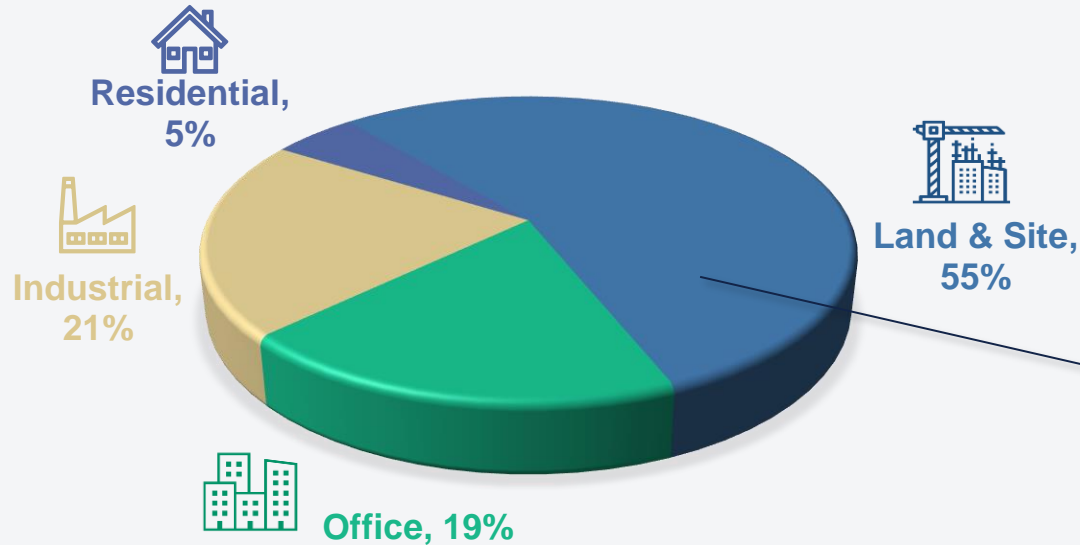
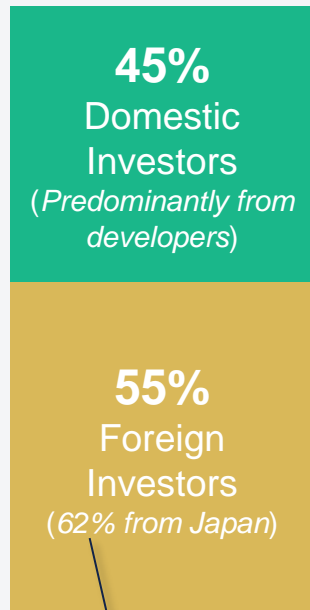
\$5.1 Bn.

Capital flows in 9M CY23,
down 6% Y-o-Y

Source of investments

ASSET WISE DEPLOYMENT OF INVESTMENTS (Q3 CY23)

City wise Deployment:



81% of the total capital inflows in site / land acquisitions were deployed for **residential developments**

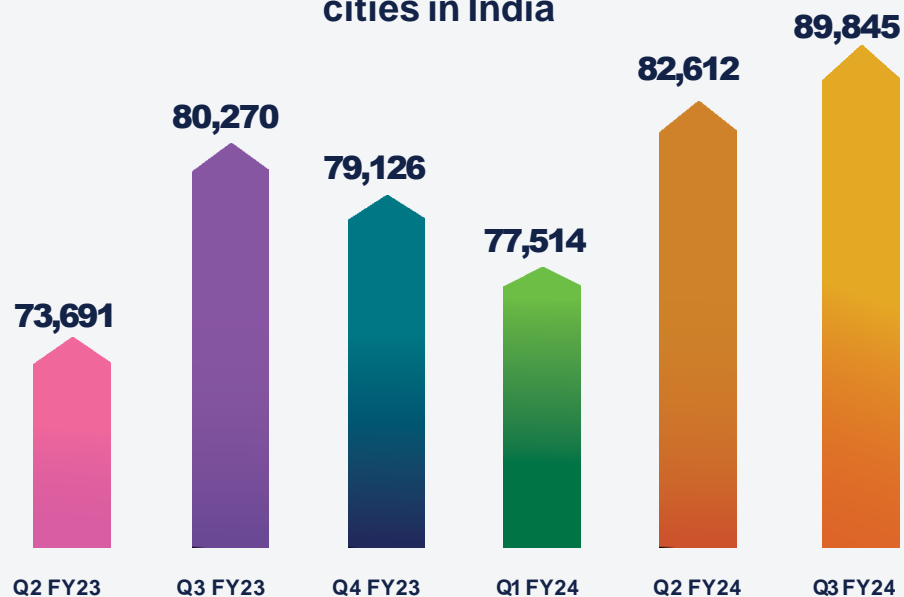
We anticipate a consistent investment landscape in the Property sector over the next two years, providing a stable foundation for PropTech expansion

Institutional investors continued to infuse capital in built-up, operational assets, whereas developers remained largely focused towards acquiring land for greenfield developments

Note: Investments refer to the stake purchase, acquisition of property built & land. These capital flows do not cover debt investments
Source: CBRE, KnightFrank research

Indian Residential Real Estate Market Trends

Residential Sales in Top 8 cities in India



Residential demand **12%** higher in YoY terms

and **9%** higher compared to the preceding quarter;

10 year high sales volume; High traction across all markets in YoY terms

28%

Highest YoY sales growth across cities – witnessed in Pune.

60%

Of Total sales volume generated by Mumbai, NCR & Bengaluru

5.9

Quarters to Sell (QTS) in Q3 FY24 depicts a market with improving fundamentals (down from 8.7 in Q3 FY23)

37%

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

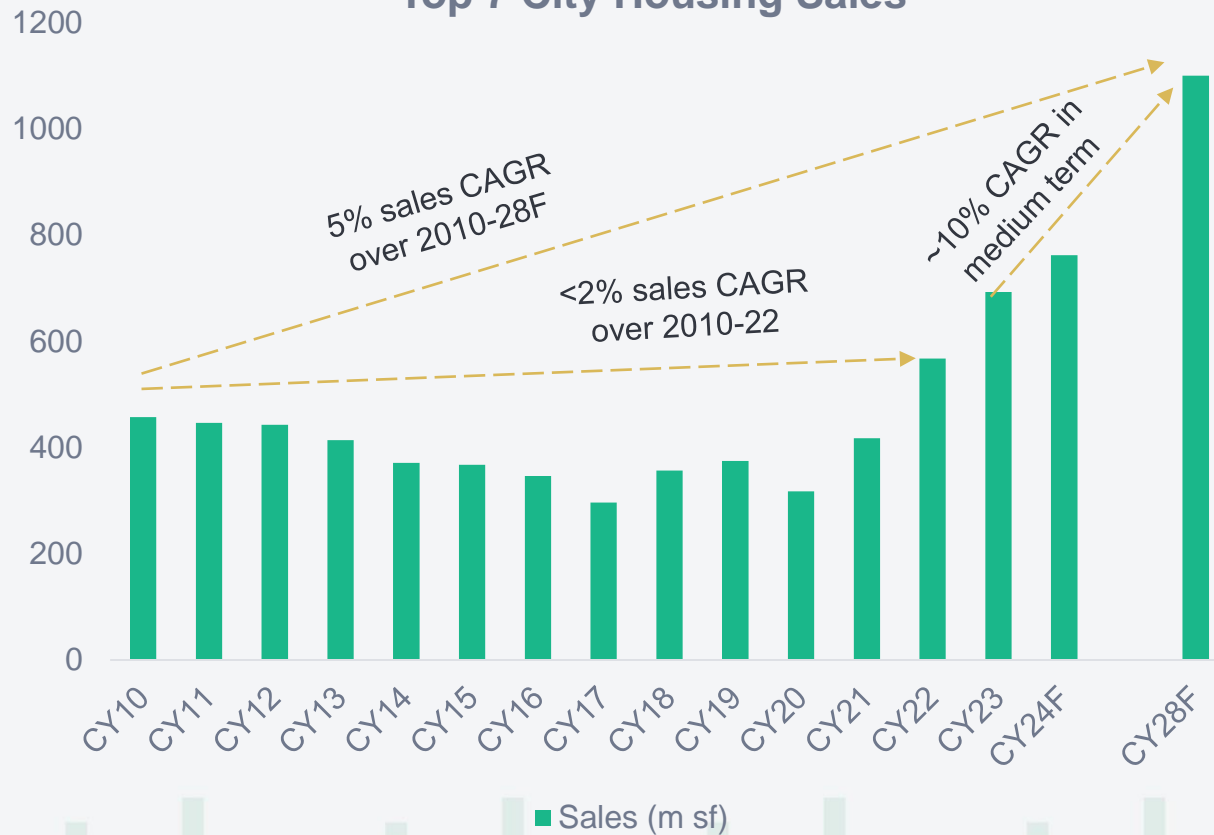
The robust residential market, currently at a ten-year sales volume peak, sustains strength with no significant impact on underlying fundamentals providing strong tailwinds to PropTech business that cater to lead generation, broker aggregation and transaction enablement.

Outlook for Residential Real Estate in India

Indian Housing Market positive demand trends to stay intact.....

due to key drivers creating significant headroom for sales volume to rise over the coming years

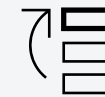
Top 7 City Housing Sales



Expected interest rate cuts from H2 CY24 onwards



Unsold inventory at decadal low across cities



Higher salience of premium property sales post covid



Improvement in developer discipline




Geographic expansion of organized players



Steady appreciation in price & growing per capita income

☰ **ET THE ECONOMIC TIMES** 🔍

Funding in Indian startups sinks to \$7 billion, lowest since 2017



Synopsis
Investments till date at \$7 billion for 2023; Oct-Dec least funded quarter since July-Sept 2016, show data

Funding to Indian startups fell steeply in calendar year 2023 to \$7 billion — less than one-third the estimated \$25 billion received in the previous year, industry data showed.

Funding in Indian PropTech firms surpasses \$1 Bn+ in CY2023

Six Startups That Made It To Gruhas ASPIRE's Second PropTech Cohort

The selected startups in Gruhas ASPIRE's second cohort include Ambiator, Breathe ESG, EarthFokus, Openhaus, Slice and Zerotouch

PropTech firm Blox acquires brokerage firm Justo

The acquisition underscores Blox's dedication to broadening its presence across India and making advanced AI technology accessible to all.

Alta Capital acquired stake in India's largest student housing platform for \$320M

Good Host Spaces has an operational portfolio of around 25,000 beds across five cities and is in talks to add more.

Housing.com invests in fintech start-up Easiloan

Easiloan is strategically positioned for exponential customer acquisition through partnerships with brokers, developers, and other digital channels

Settlin Secures Funding from Powerhouse Ventures and Others

Following its Pre-series A funding, Settlin has experienced substantial growth, expanding fivefold in the last 15 months and validating its business model

Colive taps venture capital funds in bid to raise \$20M

The company is currently in the process of developing custom-built real estate designed to meet the specific needs of co-living arrangements.

Amidst the downturn in funding for Indian startups, PropTech ventures with robust and viable business models remained compelling for investors

Business Standard

Monday, January 15, 2024 | 01:22 PM IST EN | Hindi

Home / Industry / News / CREDAI to help over 13,000 builders in adoption of proptech solutions

CREDAI to help over 13,000 builders in adoption of proptech solutions

Realtors' apex body CREDAI will help over 13,000 builder members in adoption of technology solutions in real estate projects, enabling them to reduce construction time and improve quality of products



Realtors' Apex Body CREDAI will help over 13,000 builder members in adoption of technology solutions in real estate projects, enabling them to reduce construction time and improve quality of products.

“

"Indian real estate is at the cusp of a technological revolution -- and CREDAI intends on leading this charge. From integrating AI and modern technologies in construction, to financially backing and supporting start-ups... CREDAI will build a real estate industry for the future."

”

-CREDAI President Boman Irani

Aurum PropTech Business Highlights

Q3 FY2024



ETMarkets AIF Talk: Planning to invest in realty? This real estate AIF has generated 15% IRR



ETMarkets.com

Synopsis

"The real estate investment landscape is shifting with the rise of Category 2 AIFs, providing predictability and attracting investor interest in diverse sectors such as commercial spaces, student housing, senior living, healthcare, and retail. We've witnessed tremendous interest in Tier 1, 2, and 3 cities. At Integrow, our strategic vision spans Mumbai, Pune, Ranchi (in collaboration with Pranami Group), and our inaugural residential AIF have laid a robust foundation."



Unlocking the Power of Nestaway Ratings: Tenant Experiences and Insights

Unlocking the Power of Nestaway Ratings: Tenant Experiences and Insights

New Delhi [India], December 11: Nestaway's decision to share tenant ratings and reviews highlights their commitment to transparency in the home rental market. This move is crucial in an ever-changing industry, as it allows prospective renters to make more informed decisions with confidence. By opening up about

WiseX launches Navratna Securitised Debt Instrument, lists on BSE

Updated - December 06, 2023 at 06:21 PM. | Bengaluru, December 5

To raise ₹15 crore for Svaryu Energy; offers 13.26% IRR with a minimum investment is ₹15 lakh

BY BL BENGALURU BUREAU

COMMENTS SHARE READ LATER



WiseX, India's leading neo-realty alternative investment platform has launched Securitised Debt Instrument (SDI) through its debut opportunity - Navratna SDI.

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Strategic Nestaway Acquisition Unleashes New Possibilities

3 min read | 30 Oct 2023, 06:32 PM IST | [Join us](#)

HT Brand Studio

This Nestaway acquisition signals a powerful stride toward making rental living more convenient, flexible, and enjoyable.

The collaboration between Nestaway and Aurum PropTech demonstrates their shared dedication to meeting the changing needs of city residents in our fast-paced society.

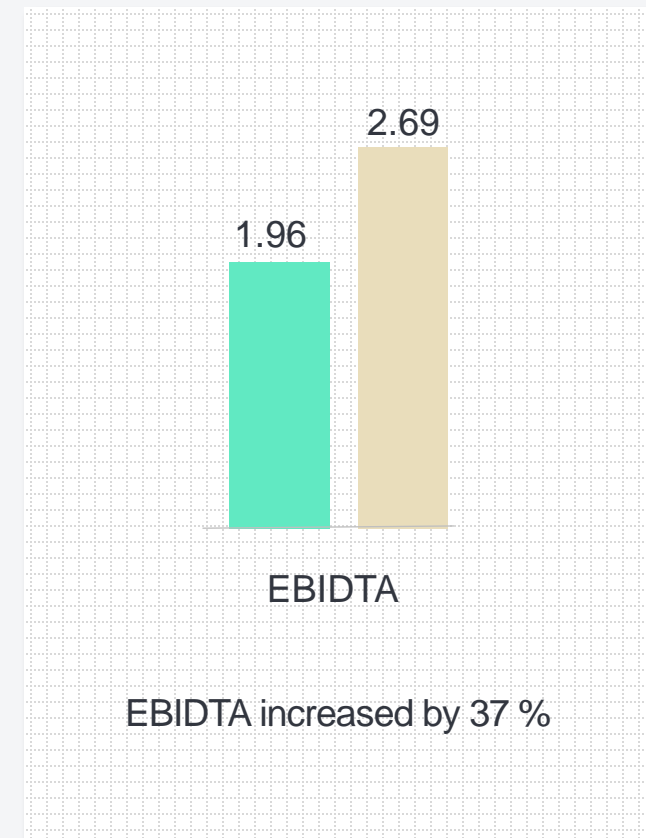
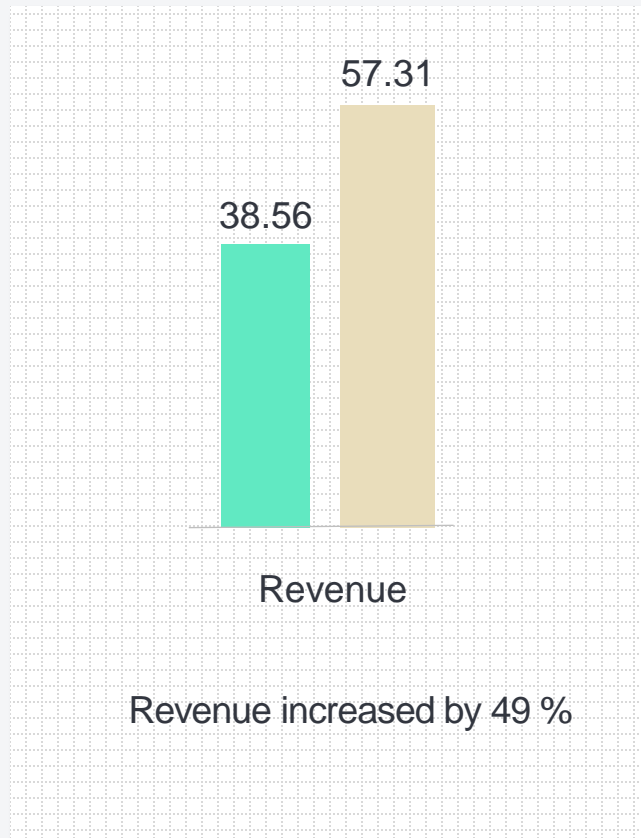
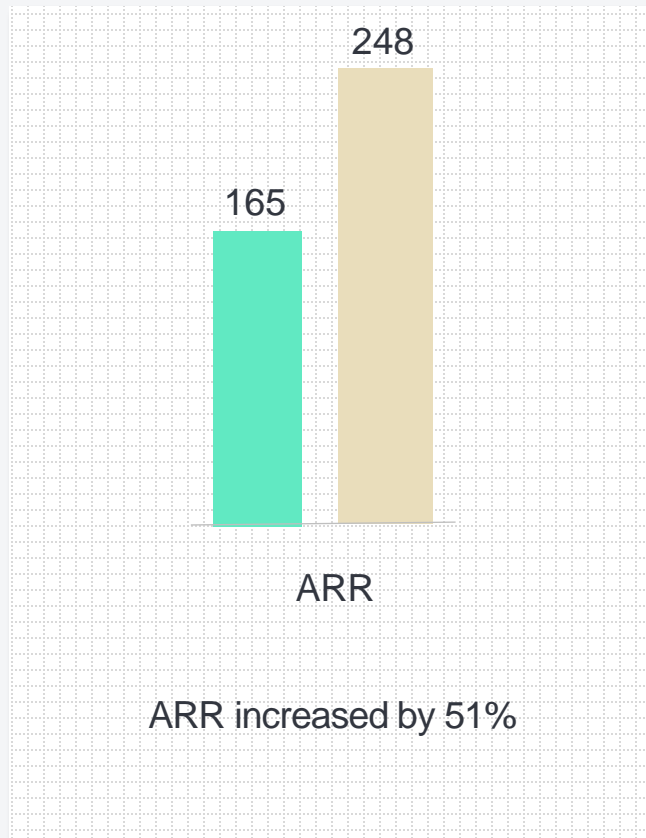
Aurum PropTech: Value Creation with Businesses

As next steps to the PropTech Canvas research and analysis, a 3-year strategic roadmap has been formulated for Aurum PropTech and its businesses through in-depth strategic deep-dives.



Y-o-Y CONSOLIDATED FINANCIAL HIGHLIGHTS (Q3 FY2024 vs Q3 FY2023)

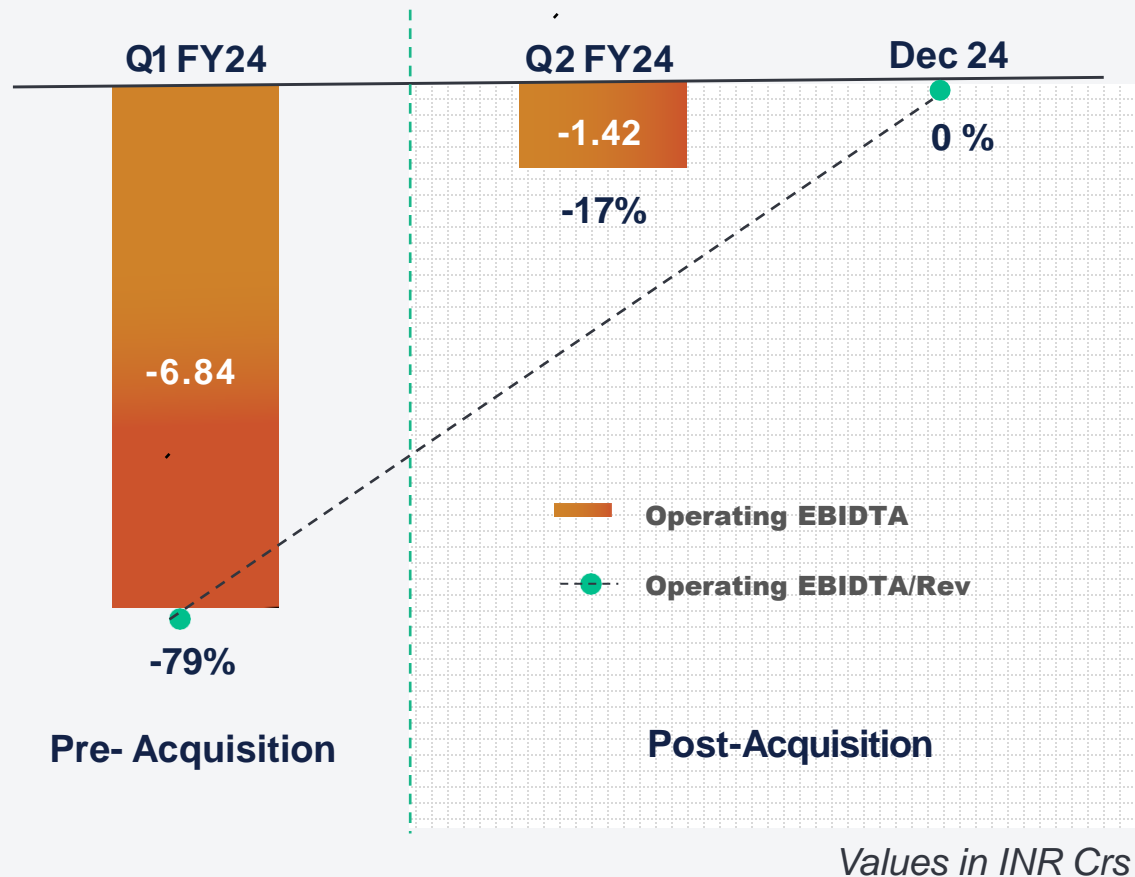
Values in INR Crs



■ Q3 FY 2023 ■ Q3 FY2024

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

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

Key Business Highlights



- 57% Growth in Revenue Y-o-Y
- 12,993 Live Beds



- Reduced churn: -79% of operating EBIDTA brought down to 0% in two quarters.
- 11,089 Live Beds

Aurum PropTech emerges as the Largest Residential Rental Management PropTech Company in India with NestAway becoming profitable in 2 quarters post-acquisition.



- Sell.Do Ranked at #4 in Top Real Estate CRMs in the World and #1 in the Easiest to Use category



- 27% increase in number of units invoiced



- ~50% Y-o-Y growth in revenue
- 36% Q-o-Q increase



- 16% Qo-Q growth in revenue



- 84% Net Revenue Retention in Q3 FY 2024

During Q3 FY2024, Aurum's businesses focused on sustaining growth momentum while improving unit economics

Financial Highlights: Segments

Revenue in INR Cr.	Quarter Ended 30 th Dec 2023	Y-o- Y Growth ¹
Software as a Service (SaaS)	6.12 Cr	9.54%
Real Estate as a Service (RaaS)	51.20 Cr	55.29%
Operating Revenue	57.31 Cr	48.64 %
Total Income	62.09 Cr	50.90 %

Revenue from Operations grew by **1.5x** Y-o-Y

Notes:

YoY growth here refers to the consolidated Operating and Total Income of Aurum PropTech Ltd. between Q3 FY2023 and Q3 FY2024

Financial Highlights: Key Businesses

Revenue in INR Cr.	Quarter Ended 31 st Dec 2023	Y-o-Y Growth
HelloWorld	28.71 Cr	63%
NestAway ¹	7.72 Cr	N.A. ¹
Aurum Analytica ¹	5.50 Cr	68%
Others	20.17 Cr	N.A. ²
Total Income	62.09 Cr	51%³

Notes:

- 1. Q3 FY2024 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 Q3 FY2023 and Q3 FY2024.*
- 3. This refers to YOY Growth of Aurum PropTech Ltd.'s reported Total Income from Q3 FY2023 to Q3 FY2024*

About Aurum PropTech



Value Creation Journey

OPTIC FIBER



IOL NETCOM

1999

1st 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.



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
Aryaman Vir 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
Hirenkumar Ladva 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
<p>Jitendra Jagadev Co Founder and CEO NestAway, CEO at HelloWorld</p>	<p>B. Tech. (Computer Science), NIT Surathkal</p>	<p>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.</p>	<p>Nestaway Cisco Philips</p>
<p>Ketan Sabnis CEO at Kylas and Sell.do</p>	<p>Bachelor of Technology College of Engineering, Pune</p>	<p>Successfully built & scaled Sell.do, India's largest RealEstate Sales & Marketing CRM.</p>	<p>Amazon India</p>
<p>Kunal Karan CFO, Aurum PropTech</p>	<p>CA, CPA</p>	<p>>25 years of excellence and rich experience in corporate finance, having worked in global setup as well as a large Indian corporate</p>	<p>Majesco Mastek Reliance</p>
<p>Onkar Shetye Executive Director, Aurum PropTech</p>	<p>SMP General Management IIM-A, M.Sc. Enterprise Management</p>	<p>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.</p>	<p>Aurum RealEstate Developers Accenture Cognizant Siemens</p>
<p>Prakash Tejwani Executive Director at Aurum Analytica</p>	<p>Masters of Science (Computer Science)</p>	<p>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.</p>	<p>Pitney Bowes AL Maya Dubai</p>

Our Leadership Team

Name	Academic Qualifications	Career Highlights, Key Achievements	Previous Organizations
<p>Ram Yadav Founder and CEO, Integrow</p>	<p>MBA Finance, Madurai GMP, Harvard Business School</p>	<p>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.</p>	<p>Edelweiss Orbit Corporation Shapoorji Pallonji</p>
<p>Sahil Rathore Chief Business Officer, Aurum Analytica</p>	<p>B. Tech. Rajasthan Technical University</p>	<p>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.</p>	<p>Pitney Bowes Appirio (A Wipro Company)</p>
<p>Vikram Kotnis CoFounder, K2V2</p>	<p>M. Sc. (Computer Science), B.E.</p>	<p>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)</p>	<p>Amura Marketing Technologies Axilon Tech Mortgage Data Systems HLC Sun Microsystems</p>
<p>Vinayak Katkar Co-Founder at Kylas and Sell.do</p>	<p>B.Tech. (Computer Science), College of Engineering Pune</p>	<p>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.</p>	<p>Sun Microsystems</p>
<p>Vishal Sharma Chief Technical Officer, Aurum Analytica</p>	<p>M. Tech. (Computer Science) BITS, Pilani</p>	<p>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.</p>	<p>Karachain UX Army</p>



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:

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