

Date: October 22, 2024

**To,**  
**Listing Department**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort  
Mumbai-400 001

**Listing Department**  
**National Stock Exchange of India Limited**  
Bandra Kurla Complex  
Bandra East  
Mumbai – 400 051

**BSE Scrip Code: 539289**

**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 H1 FY2025”** 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.

Thanking you.

For **Aurum PropTech Limited**

**Sonia Jain**  
**Company Secretary &**  
**Compliance Officer**

**FUTURE-READY**

INVESTOR PRESENTATION

**H1 FY 2025**



### Disclaimer

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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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## Sustained Revenue Growth

Total Income grew **30% Y-o-Y** to **INR 137 crores** in H1 FY25 from INR 105 crores in H1 FY24

## Enhanced Revenue Quality

Enterprise offerings with **more on tech, high on scale,** less in services

## Improved Path to Profitability

**Consistent improvement** across EBITDA, Adjusted EBITDA and PBT



<p><b>Rental</b></p>	<p><b>Continued growth momentum with expansion of rental offerings and improved wallet share</b></p> <ul style="list-style-type: none"> <li>HelloWorld Co-living business successfully introduced short stays</li> <li>NestAway family rentals demonstrated improved customer experience</li> </ul>	<p><b>33%</b> YoY growth in revenue across the rental offerings</p>
<p><b>Distribution</b></p>	<p><b>Realignment of the cluster to bring more focus on technology, scale and improved profitability</b></p> <ul style="list-style-type: none"> <li>Aurum Analytica opens two new micro markets to offer its data analytics offerings</li> <li>Sell.do retained core tech and tech enabled offerings in its Sales Automation business</li> </ul>	<p><b>130%</b> YoY growth in revenue for Aurum Analytica</p> <p><b>7%</b> Net Margin in the distribution cluster</p>
<p><b>Capital</b></p>	<p><b>Move to transform the business from fractional ownership to MSM-REIT model</b></p> <ul style="list-style-type: none"> <li>Aurum WiseX engages with SEBI for application of SM-REIT License</li> <li>Large TAM identified in the sector for commercial real estate asset class</li> </ul>	<p><b>12<sup>th</sup> August 2024</b> Application made to SEBI</p>



## Real Estate Sector Size

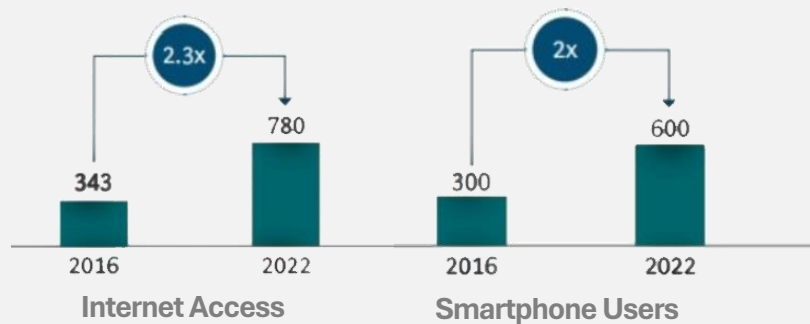
# \$1 Trillion

market size by 2030

**from \$350 Bn\* in 2023**



## Internet Adoption Smartphone Usage



## Urbanization Influx of Cities



40%

# 680 Million

staying in urban areas

## Real Estate Rental

- By 2047, 0.8 billion people will live in urban areas. India will need 230 million housing units by 2047

- 20 million rental units demand in Indian cities across Student Living, Co Living and Family Rentals

- More than 75% buyers use digital channels to search homes.

- 50% home buyers had access to virtual tours before buying a property

## Real Estate Distribution

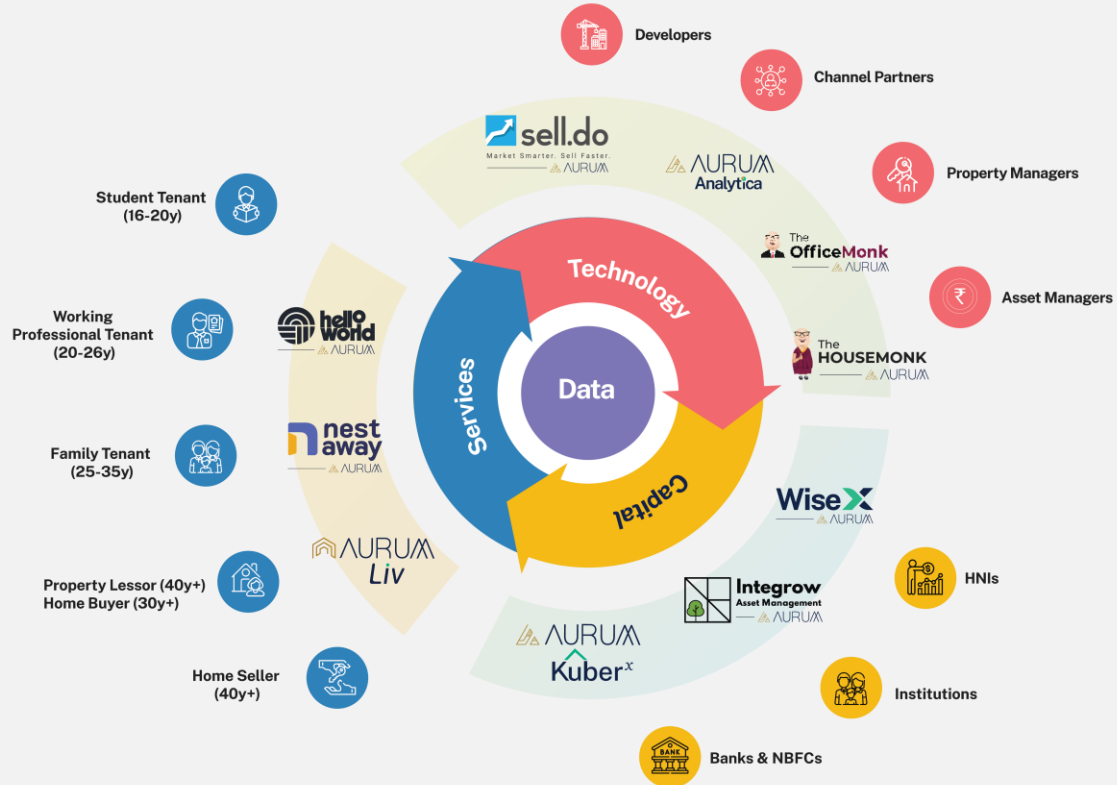
- 70% share of sales and marketing budget is spent on digital channels

- 44% channel partners use technology tools for lead generation and customer relationship management

## Real Estate Capital Financing

- An additional 1.7 billion square feet of commercial office space amounting to a cumulative capacity of 2.7 billion sq ft will be needed by 2034

## Our Ecosystem



## Our Network

 <b>17</b> <b>Cities</b>	 <b>12+</b> <b>Products</b>	 <b>650+</b> <b>Team Members</b>
 <b>650+</b> <b>Real Estate Developer Relations</b>	 <b>20,000+</b> <b>Active Customers</b>	 <b>32,000</b> <b>Rental Units Capacity</b>

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 & increase enterprise efficiency** across the real estate value chain

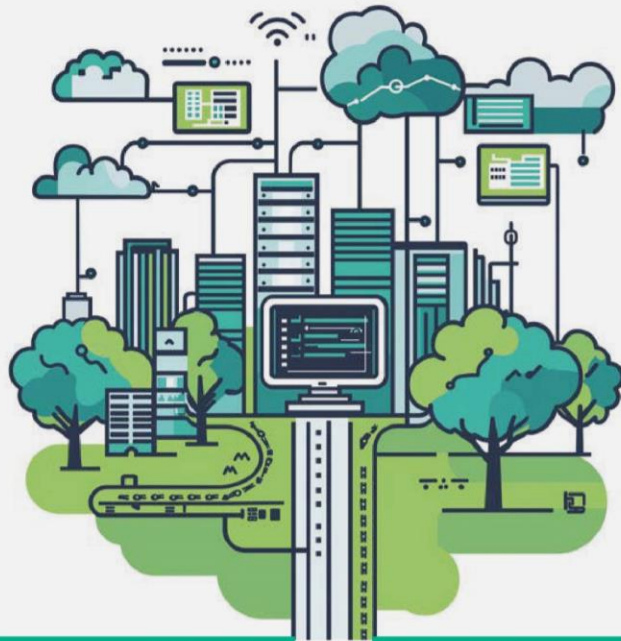
# Our technology blocks that will build your future

Rental, Distribution and Capital



## Ecosystem

Rental | Distribution | Capital



One of the largest co-living operators in India



Leading residential rental platform and PropTech brand in India



B2B SaaS product for rental properties and tenant community management



India's largest Real Estate CRM for developers & channel partners



Data science driven solution that accelerates performance marketing & channel sales



Digital transaction platform for primary residential properties



Tech-driven real estate asset management company



A Neo-realty investment platform



Click, Set, Financed - Digital lending platform powered by AI-driven recommendation engine



<b>Rental</b>		Student Living, Co-Living and Family Rentals
<b>Distribution</b>		Data analytics, Marketing and Sales Automation
<b>Capital</b>		Category II AIF , SM REIT

### Integrated PropTech Ecosystem

India's sole integrated technology ecosystem that encompasses the entire real estate journey, catering to both consumers and businesses through its comprehensive range of C2C, B2C and B2B products, platforms and services

# Rental PropTech

Opportunity, Offerings,  
Key Metrics



## Co Living

### Students

non domicile students enrolled for higher education in urban areas staying in **rented accommodations and PGs**



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

### Young Professionals

Quantum of workforce in urban areas in the country, employed in 9 corporate sectors, staying in **shared rented accommodations**

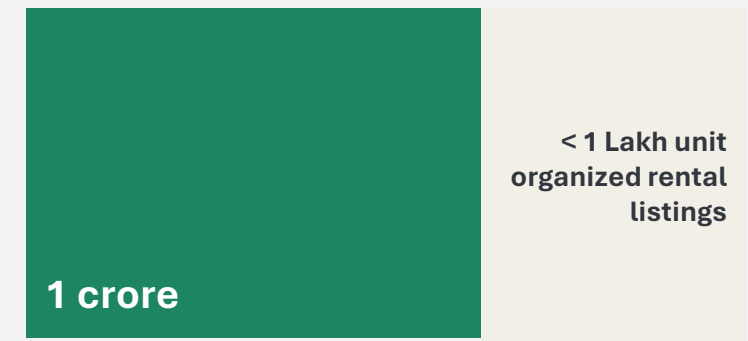


**Top Cities by demand**  
NCR | MMR | Bengaluru Chennai | Hyderabad | Pune

## Family Rentals

### Households

Urban households **staying in urban private rented accommodation**



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

We aim to restore the imbalance between organized supply and demand for **rental living** in India to provide **better quality of living**, with **ease of discovery and rental management**, all enabled by technology.

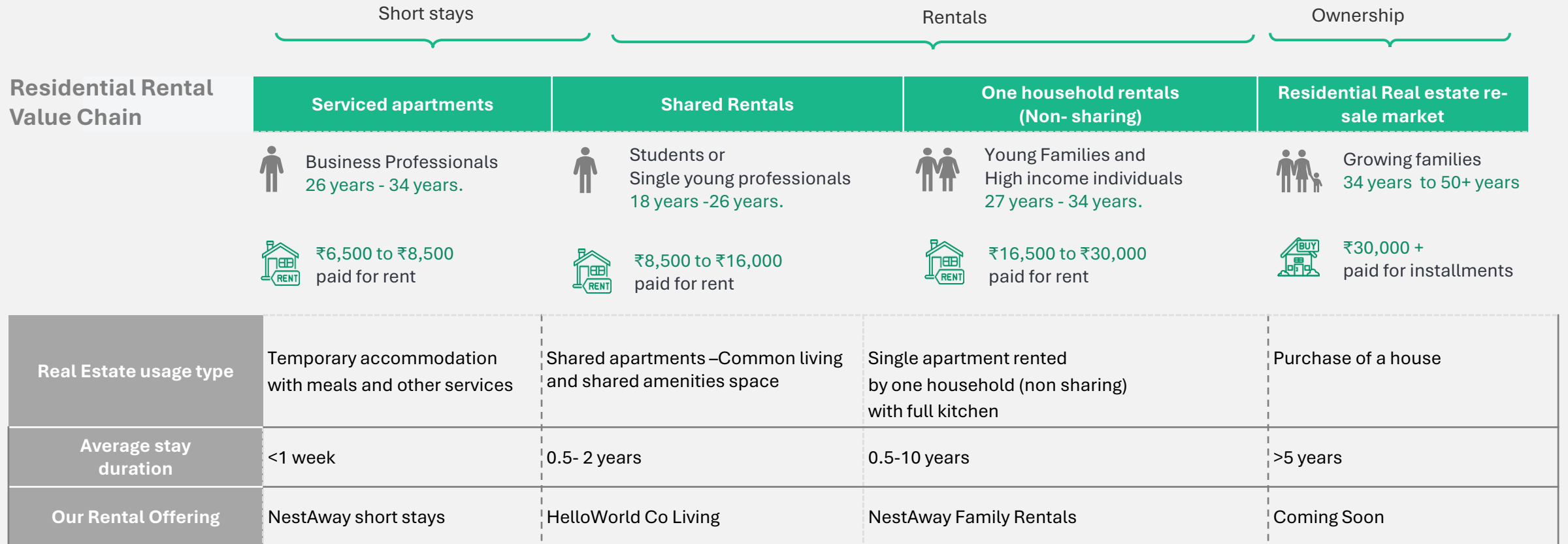
Organized supply of **8 lakh rental units** across co-living and family rentals

**25 x opportunity** in demand and supply

Demand for **2 crore rental units** across co-living and family rentals



	Nestaway	Not in the market	Referrals/ contacts	Through broker	Using classifieds
<b>Typical profile</b>	Owners who do not want the hassle of coordinating with individual tenants and are looking for a tech enabled professional broker and property management service	Owners who do not want to take on the hassle of coordinating with tenants/ unprofessional brokers	Owners who have strong networks of their own and are able to find tenants on their own	Owners who do not want the hassle of coordinating with individual tenants	Owners who do not want to deal with brokers and are willing to coordinate with individual tenants
<b>Property Utilization</b>	90% utilization	-	85% utilization	85 % utilization	80 % utilization
<b>Renting Cost</b>	8% of rental proceeds over the duration of tenant stay ~ 1 month rent on an annualized basis	-	1 month rental as referral	2 months rental as broker fee	Cost equivalent to 1.5 month rentals
<b>Tenant Management</b>	Included. Serviced through network of professional grade property management firms	-	Self management of tenants and tenant requirements	Self management of tenants and tenant requirements	Self management of tenants and tenant requirements
<b>Net Revenue</b>	92% of annualized rent collected	-	92 % of annualized rent collected	83% of annualized rent collected	87% of annualized rent collected
<p><b>“ Nestaway offers benefits for property owners across various segments throughout the country, with a full stack tech enabled offering of rental, property management and resale ”</b></p>		<p> Provides additional income source through a professionally run service</p>	<p> Provides value by potentially increasing, maximizing reach, utilization, while ensuring good quality tenants at a fair market value</p>	<p> Provides significant value over traditional brokers, with professional, institutionalized and tech enabled service at a fair market value</p>	<p> Provides a professional substitute to brokers, with continuity of tenant management on a perpetual basis</p>



# 32,000

Rental units  
under management  
H1 FY25

## 10,00,000

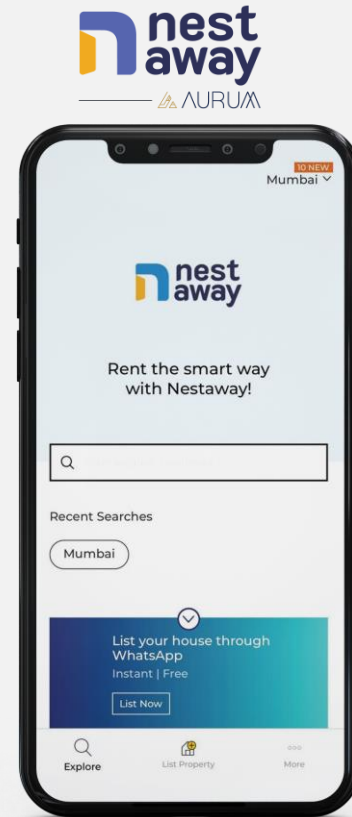
Tenants searching  
rental properties

## 1,20,000

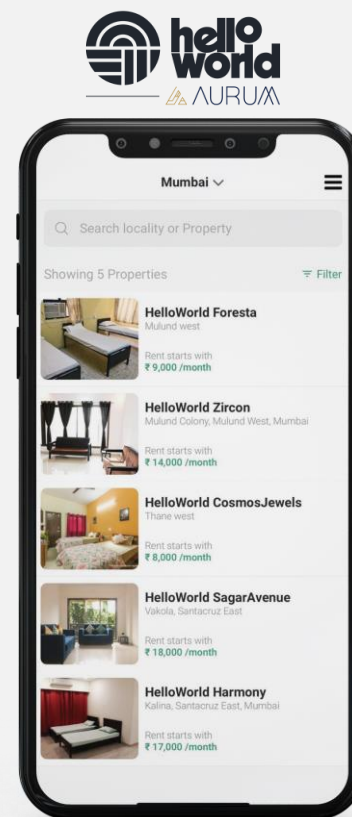
Prospective tenants  
under management

## ₹ 135 crore

Rent payments  
managed



Family  
Rentals



Student living  
Co-living

### 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

# Distribution PropTech

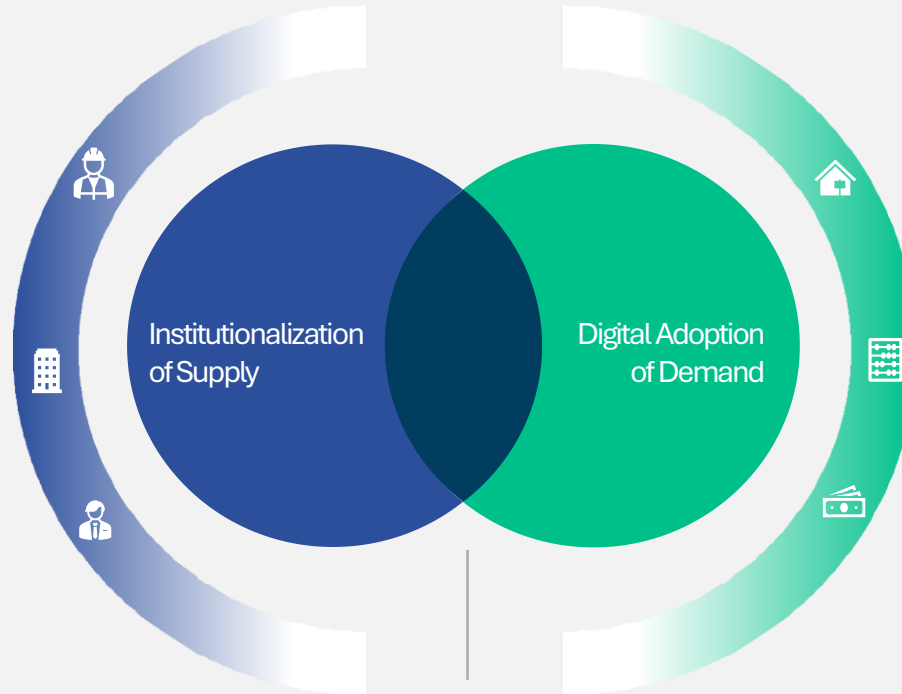
Opportunity, Offerings, Coverage  
Key Stats



**43,000+**  
RERA Registered  
Real Estate Developers

**20,000+**  
RERA Registered  
Active projects

**90,000+**  
RERA Registered  
Channel Partners



**78 Million**  
Urban Housing demand  
between 2024 to 2034

**4,80,000+**  
Annual Housing sale  
in top 8 cities

**~₹ 4,00,000 Crore**  
Annual value  
of Homes purchased

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

## PropTech in Real Estate Distribution

Driven by need for Enterprise Efficiency and Consumer Experience



Institutional capital demanding process and scale



Growing competition in micro-market and diversification of location



Digitization of Channel Partner community



Increased digital adoption of real estate buyers

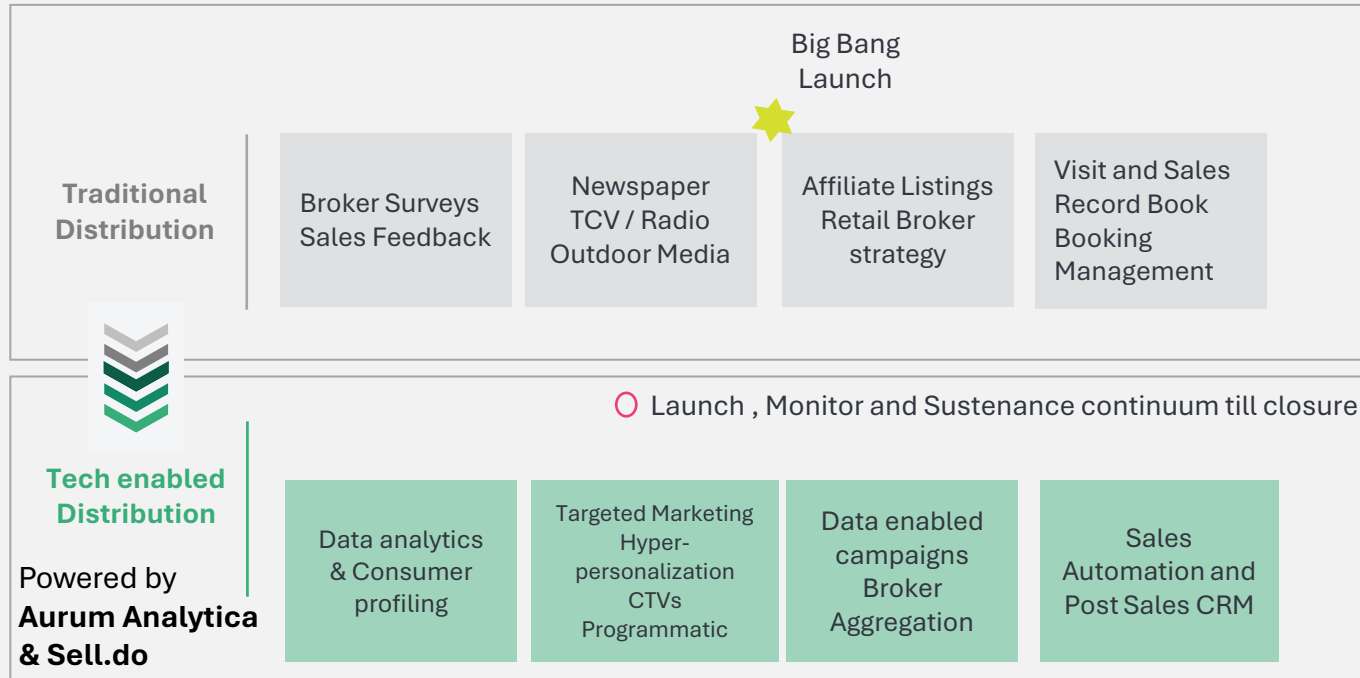


Lack of trust and transparency across consumers

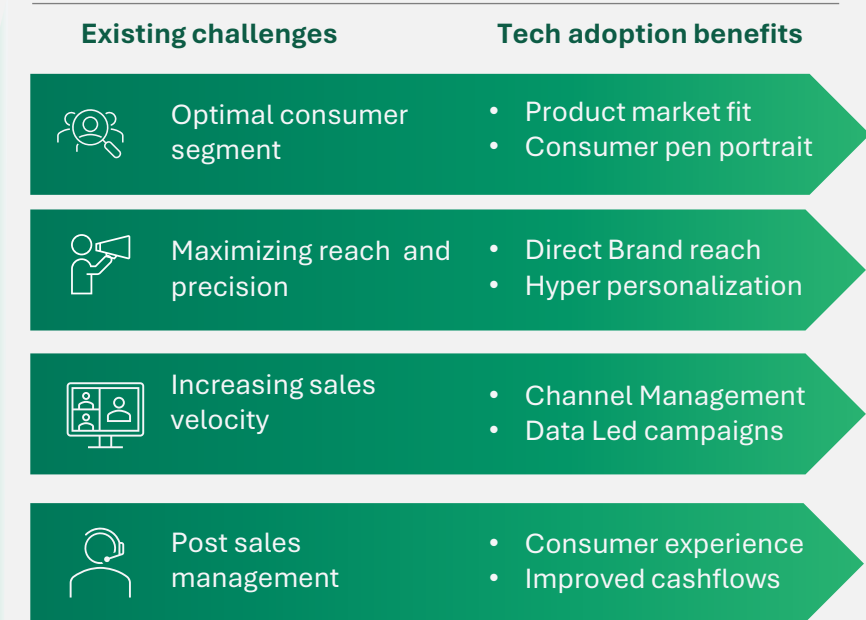


Fragmented purchase journey and multiple stakeholders



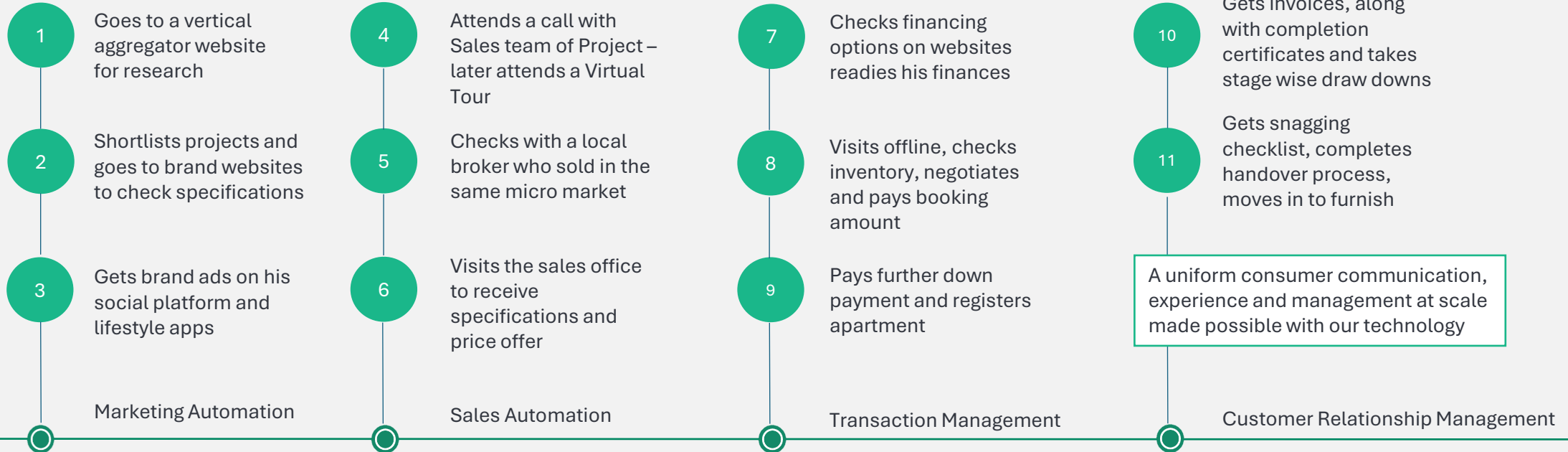


## Incremental benefits across Distribution value chain



# India Residential Distribution – Coverage

Hi, I am Tanay, 34 years of age. Looking to purchase my first home



A uniform consumer communication, experience and management at scale made possible with our technology



- Regular personalized advertisements
- Instant gratification through selected offers
- Engaging formats of adverts delivered across several platforms



- Option to preschedule appointments
- Chat video phone options available on a single platform
- Live conversation via video, audio, chat, screen sharing options



- Channel partner apps for assisted sales
- Live inventory and booking platform
- Financing options with Loan origination



- Post Sales notifications and project completion status
- Invoice management and engagement and loyalty suite

Powered by **Aurum Analytica & Sell.do**

# 650

Developer Relationships  
Under management  
H1 FY25

# 1,10,000

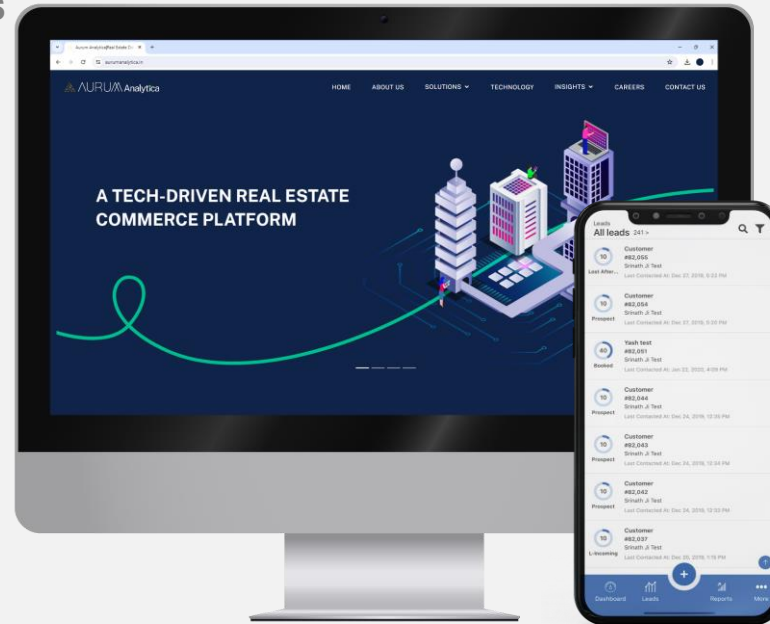
Home buyers  
Active at Analytica

# 7,500

SaaS Licenses  
Active at Sell.do

# ₹ 470 crore

Home purchases



Data  
Analytics

Marketing & Sales  
Automation

## Data Analytics

### Web based dashboard

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

## Marketing & Sales Automation

### Web based dashboard, Mobile App

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

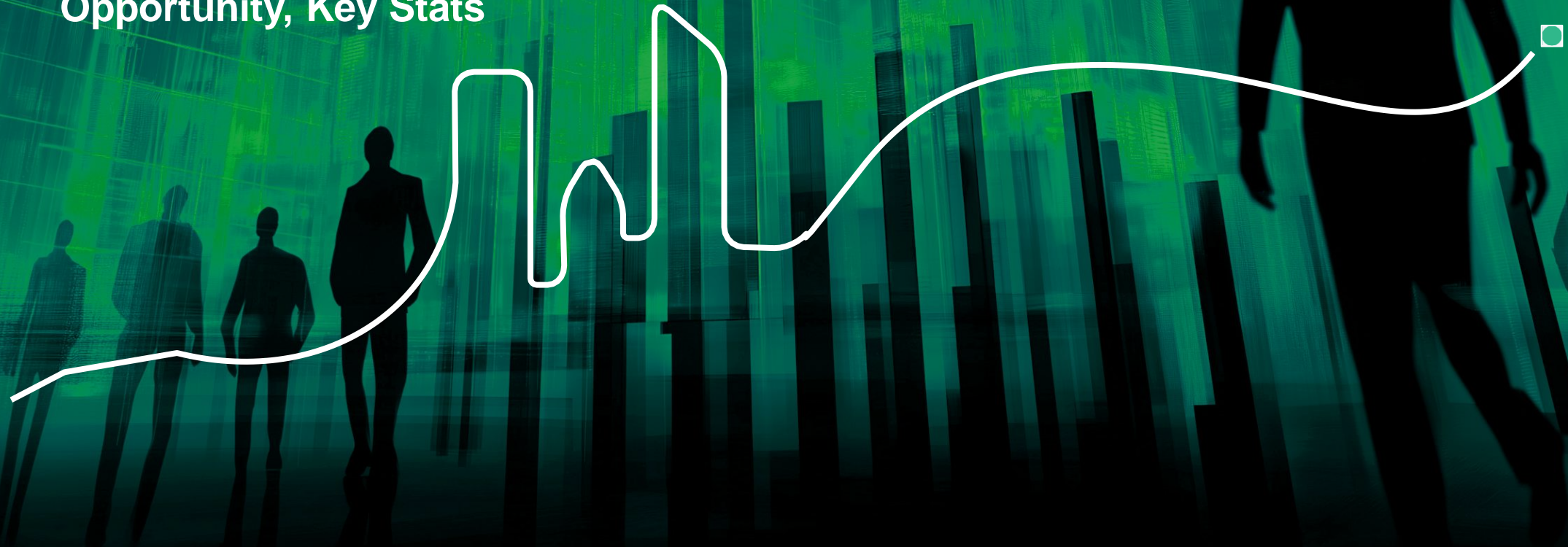
## Sales Management

### Web based dashboard, Mobile App

- Aggregate Brokers
- Manage transactions
- Pay incentives

# Capital PropTech

Opportunity, Key Stats

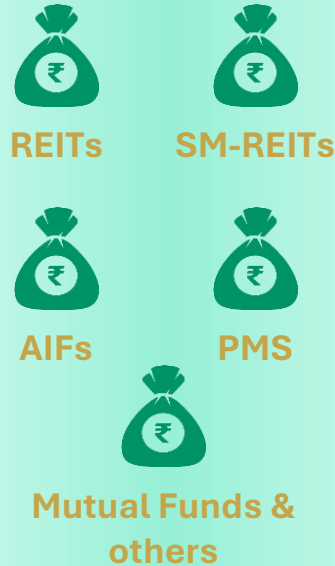


Aurum PropTech’s Capital portfolio of businesses aims to empower investors through its tech-driven investment platforms that ensure transparency, convenience and compliance.

## 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

## ₹ 600 cr

Capital  
under management  
H1 FY25

55,000

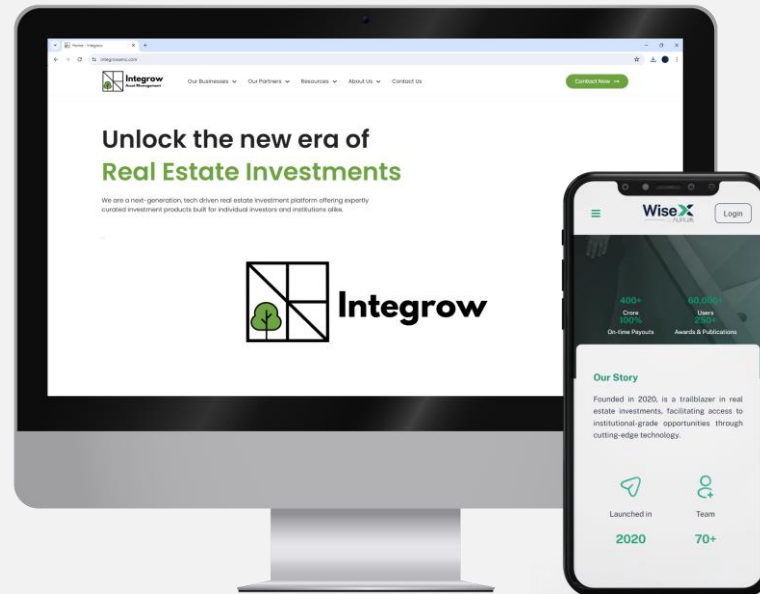
Registered I  
Investors

680

Active  
Investors

₹ 240 crore

Investments  
Managed



Category II AIF

SM-REIT

### Investors

#### Web based dashboard

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

### Real Estate Developers

#### Web based dashboard

#### Aggregate Brokers

- Manage transactions
- Pay incentives

# Business Model, Peers, Talent Pool, Spotlight



## 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**



**\$ 2.2 Billion**  
Valuation



**\$ 900 Million**



**\$ 700 Million**  
Valuation



**\$ 164 Million**  
Valuation

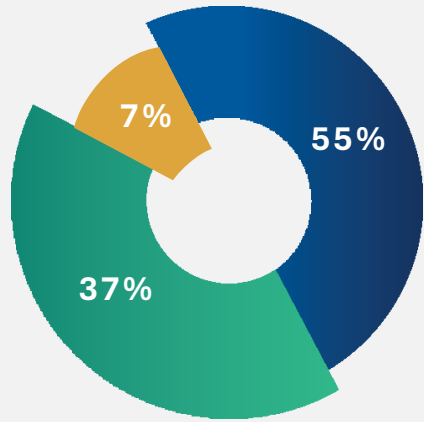


**\$ 195 Million**





Talent pool across clusters **₹ 650+**



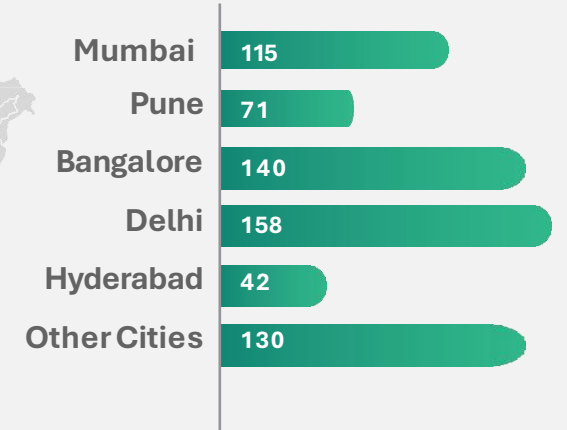
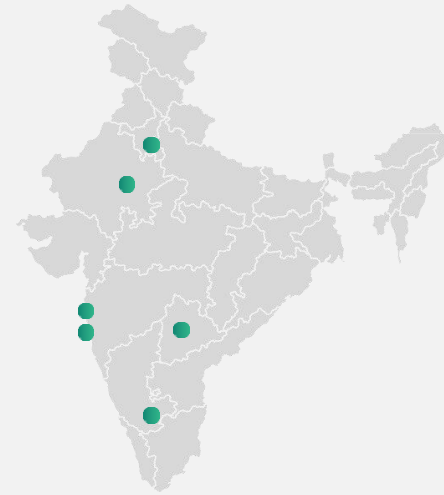
**Distribution**

- nest away
- hello world
- MONK Tech Labs
- AURUM Analytica
- sell.do

**Capital**

- Integrow Asset Management
- WiseX
- AURUM Kuber<sup>x</sup>

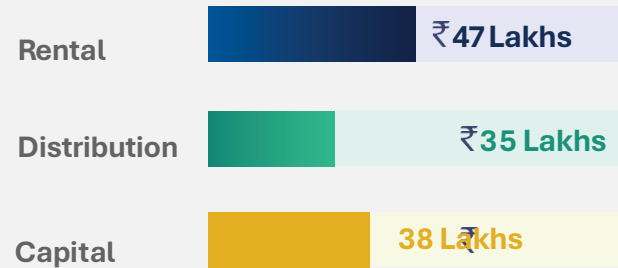
Country spread **17** Cities



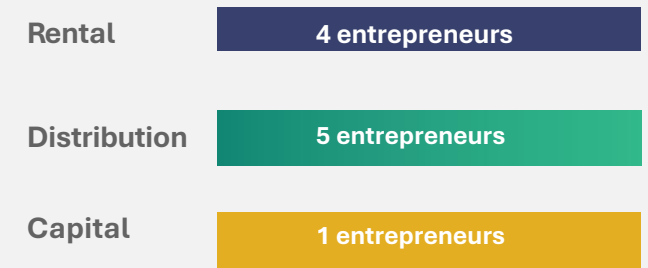
Key Functions **6**



Revenue per team member **₹42 Lakhs**



Entrepreneurs **10**



Notes:

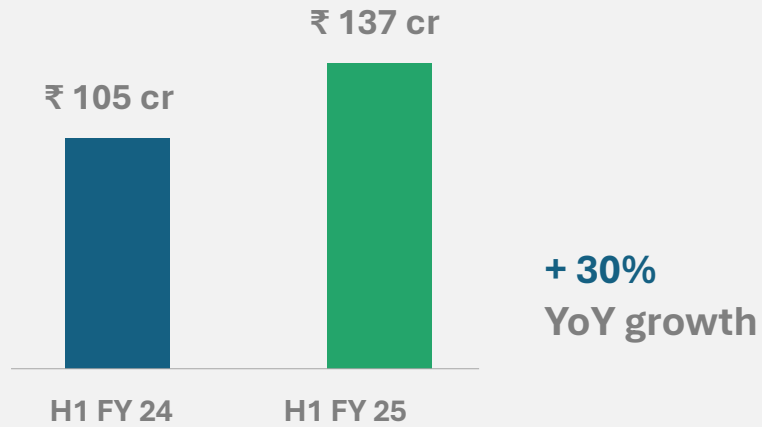
1. As on 30<sup>th</sup> September 2024.
2. On the basis of average HC for the year

# Aurum PropTech Business Highlights

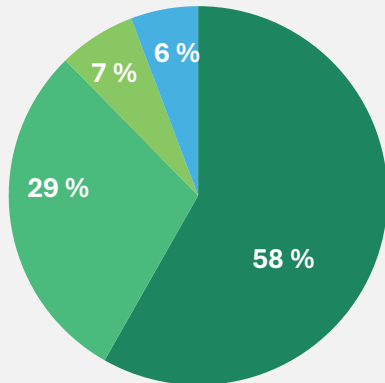
H1 FY 2025



## Total Income



## Segmental Income



## Key Highlights

- The Co living business added two new cities, Ahmedabad and Goa, increased number of properties and launched short stays to contribute higher revenue growth
- Apart from increase in rental units, the Family Rentals business added more revenue streams with NestAway lite and managed services thus increasing customer base and wallet share.
- Increased client account base and penetration, addition of new locations, increased business development effort has yielded outstanding efforts to the Data Analytics business
- The realignment of business has improved revenue quality of the marketing and sales automation business with more tech and less services. More details in annexure.
- Successful Go-to-Market of fractional asset and movement to SM-REIT structure has resulted in a good H1 performance for the SM-REIT (under application) business.

	Revenue H1 FY24	Revenue H1 FY25	Growth H1 FY25
Rental	₹ 60 crores	₹ 80 crores	33%
Distribution	₹ 34 crores	₹ 40 crores	18%
Capital	₹ 2 crores	₹ 9 crores	350%
Other Income	₹ 8 crores	₹ 8 crores	-

		FY23	FY24	Q1 FY25	Q2 FY25
<b>PBT/TI</b>	<b>PBT / Total Income (%)</b>	<b>-36%</b>	<b>-33%</b>	<b>-19.9%</b>	<b>-17.8%</b>
<b>EBITDA/TI</b>	<b>EBITDA / Total Income (%)</b>	<b>-2%</b>	<b>9%</b>	<b>17.4%</b>	<b>21.5%</b>
<b>EBITDA<sub>r</sub>/TI<sub>r</sub></b>	<b>Adjusted EBITDA / Adjusted Income (%)</b>	<b>-27%</b>	<b>-16%</b>	<b>-5.9%</b>	<b>-4.1%</b>
<b>Profit &amp; Loss Build-up (figures in ₹ Cr.):</b>					
<b>TI<sub>r</sub></b>	<b>Adjusted Income</b>	<b>131.6</b>	<b>221.0</b>	<b>67.23</b>	<b>65.35</b>
	Add: Other income related to RoU assets	7.4	12.1	1.87	2.26
<b>TI</b>	<b>Total Income</b>	<b>139.1</b>	<b>233.1</b>	<b>69.10</b>	<b>67.61</b>
	Less: Employee benefits costs & Other expenses	141.9	211.0	57.05	53.05
<b>EBITDA</b>	<b>EBITDA (as per Ind AS)</b>	<b>-2.9</b>	<b>22.1</b>	<b>12.05</b>	<b>14.57</b>
	Add: ESOP Costs	2.6	13.5	1.79	1.72
	Less: Lease Costs on Ind AS lease assets*	35.0	71.2	17.84	18.97
<b>EBITDA<sub>r</sub></b>	<b>Adjusted EBITDA (before ESOP &amp; RoU)</b>	<b>-35.2</b>	<b>-35.6</b>	<b>-4.00</b>	<b>-2.69</b>
	Less: ESOP Costs	2.6	13.5	1.79	1.72
	Less: Finance costs	0.2	8.5	2.84	2.50
	Less: Depreciation costs	11.8	18.8	5.11	5.17
<b>PBT</b>	<b>PBT (before Exceptional Items)</b>	<b>-49.9</b>	<b>-76.4</b>	<b>-13.74</b>	<b>-12.07</b>

Steady profitability margins with **183 bps improvement in Adjusted EBIDTA** on QoQ basis

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.

Amount in ₹ lakhs, unless otherwise stated

## STATEMENT OF CONSOLIDATED UNAUDITED FINANCIALS RESULTS FOR THE QUARTER AND SIX MONTHS ENDED SEPTEMBER 30, 2024

Sl no	Particulars	Quarter ended			Six months period ended		Year ended
		September 30, 2024	June 30, 2024	September 30, 2023	September 30, 2024	September 30, 2023	March 31, 2024
		(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
1	<b>Income</b>						
	Revenue from operations	6,396	6,489	5,277	12,885	9,693	21,405
	Other income	365	421	476	786	831	1,902
	<b>Total income</b>	<b>6,761</b>	<b>6,910</b>	<b>5,753</b>	<b>13,671</b>	<b>10,524</b>	<b>23,307</b>
2	<b>Expenses</b>						
	Employee benefit expenses	2,001	1,993	2,774	3,994	4,879	8,814
	Finance costs	693	686	703	1,379	1,152	2,597
	Depreciation and amortization expenses	1,970	1,893	1,862	3,863	3,472	7,251
	Other expenses	3,304	3,712	3,264	7,016	5,750	12,281
	<b>Total expenses</b>	<b>7,968</b>	<b>8,284</b>	<b>8,603</b>	<b>16,252</b>	<b>15,253</b>	<b>30,943</b>
3	<b>Loss before tax and Exceptional item</b>	<b>(1,207)</b>	<b>(1,374)</b>	<b>(2,850)</b>	<b>(2,581)</b>	<b>(4,729)</b>	<b>(7,636)</b>
4	<b>Exceptional items</b>	-	4	-	4	-	144
5	<b>Loss before tax</b>	<b>(1,207)</b>	<b>(1,378)</b>	<b>(2,850)</b>	<b>(2,585)</b>	<b>(4,729)</b>	<b>(7,780)</b>
6	<b>Tax expenses</b>						
	Income tax - current	37	14	(2)	51	7	35
	Taxation in respect of earlier years	0	12	-	12	-	-
	Deferred tax charge / (benefit)	(29)	(334)	(459)	(363)	(735)	(1,220)
	<b>Total tax</b>	<b>8</b>	<b>(308)</b>	<b>(461)</b>	<b>(300)</b>	<b>(728)</b>	<b>(1,185)</b>
7	<b>Loss after tax</b>	<b>(1,215)</b>	<b>(1,070)</b>	<b>(2,389)</b>	<b>(2,285)</b>	<b>(4,001)</b>	<b>(6,595)</b>

Amount in ₹ lakhs, unless otherwise stated

## STATEMENT OF CONSOLIDATED UNAUDITED FINANCIALS RESULTS FOR THE QUARTER AND SIX MONTHS ENDED SEPTEMBER 30, 2024

Sl no	Particulars	Quarter ended			Six months period ended		Year ended
		September 30, 2024	June 30, 2024	September 30, 2023	September 30, 2024	September 30, 2023	March 31, 2024
<b>8</b>	<b>Other comprehensive income</b>						
	(i) Items that will not be reclassified subsequently to profit or loss	(24)	29	(6)	5	(6)	(45)
	(ii) Income tax relating to items that will not be reclassified subsequently to profit or loss	(12)	(4)	2	(16)	4	17
	(iii) Items that will be reclassified subsequently to profit or loss	(0)	0	3	0	2	(8)
	<b>Total other comprehensive income, net of tax</b>	<b>(36)</b>	<b>25</b>	<b>(1)</b>	<b>(11)</b>	<b>-</b>	<b>(36)</b>
<b>9</b>	<b>Total comprehensive Income</b>	<b>(1,251)</b>	<b>(1,045)</b>	<b>(2,390)</b>	<b>(2,296)</b>	<b>(4,001)</b>	<b>(6,631)</b>
<b>10</b>	<b>Loss attributable to:</b>						
	Equity shareholders of the company	(955)	(1,003)	(2,010)	(1,958)	(3,272)	(5,575)
	Non-controlling interest	(260)	(67)	(379)	(327)	(729)	(1,020)
	<b>Other comprehensive income attributable to:</b>						
	Equity shareholders of the company	(31)	19	(3)	(12)	(7)	(51)
	Non-controlling interest	(5)	6	2	1	7	15
	<b>Total comprehensive Income attributable to:</b>						
	Equity shareholders of the company	(986)	(984)	(2,013)	(1,970)	(3,279)	(5,626)
	Non-controlling interest	(265)	(61)	(377)	(326)	(722)	(1,005)
<b>11</b>	<b>Paid up equity share capital</b> (Face value of INR 5/- each)	2,752	2,751	1,968	2,752	1,968	1,993
<b>12</b>	<b>Reserves excluding revaluation reserves as per balance sheet</b>	NA	NA	NA	NA	NA	16,045
<b>13</b>	<b>Earning per share of INR 5/- each</b> (not annualized)-						
	Basic (INR)	(1.16)	(2.52)	(5.10)	(3.68)	(8.31)	(14.16)
	Diluted (INR)	(1.16)	(2.52)	(5.10)	(3.68)	(8.31)	(14.16)

## Q1 FY25

## Q2 FY25

## Q3-Q4 FY25

### Rental



- 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

- HelloWorld to pilot Short-stays for revenue maximization during lean periods
- Nestaway enhanced tech platform through AI enabled match-making features

- HelloWorld to continue strategic supply acquisition in high demand areas throughout the year
- NestAway to launch resale business leveraging its relationships in rentals

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

- Aurum Analytica to launch Lucknow
- Sell.do to launch broker CRM and 'Whatspp' chatbot

### 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 applies for SM REIT license

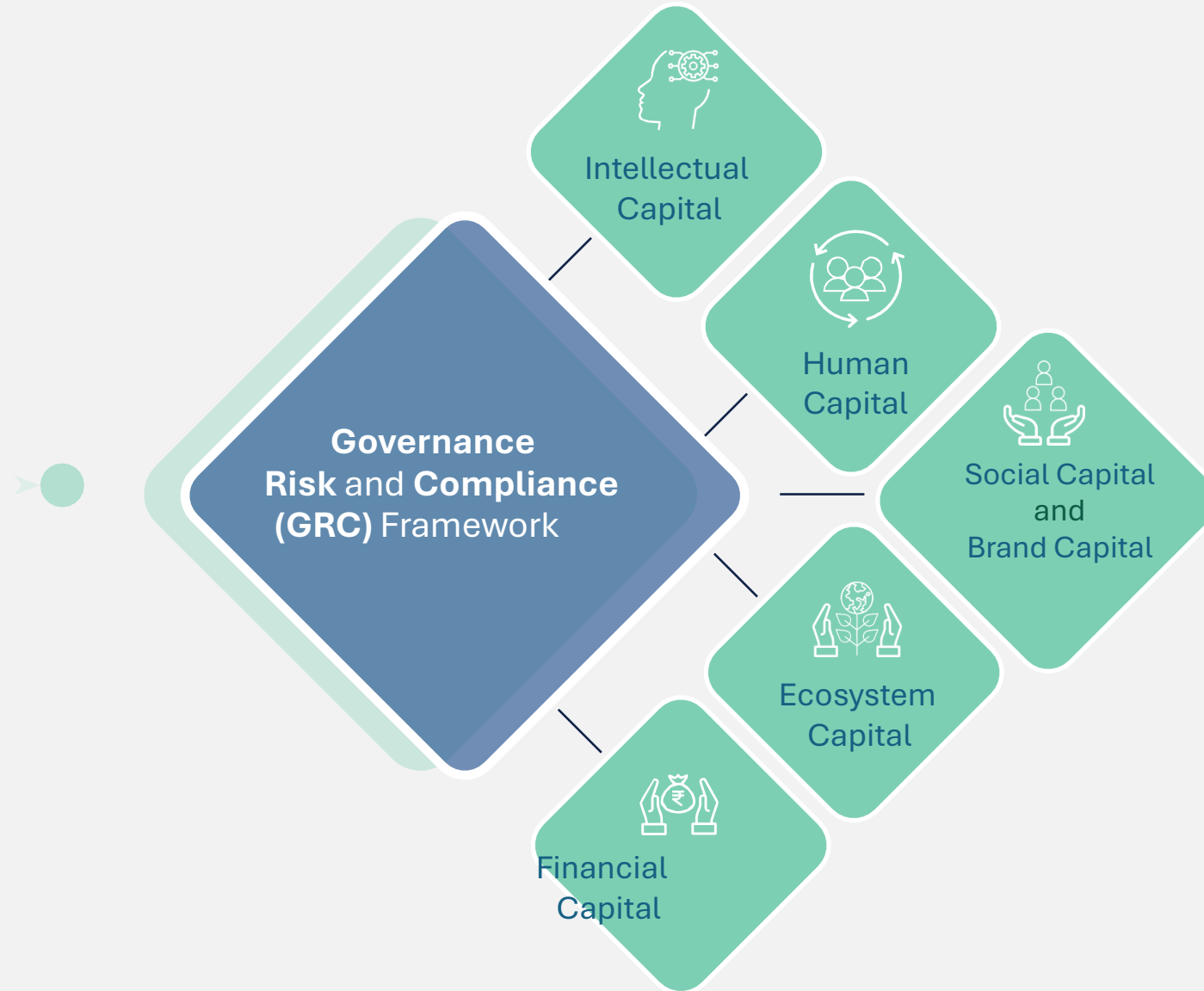
- WiseX applies for SM REIT license
- Integrow to launch a new residential fund with broader investment options.



# Our Values and Leadership

Ecosystem Strength

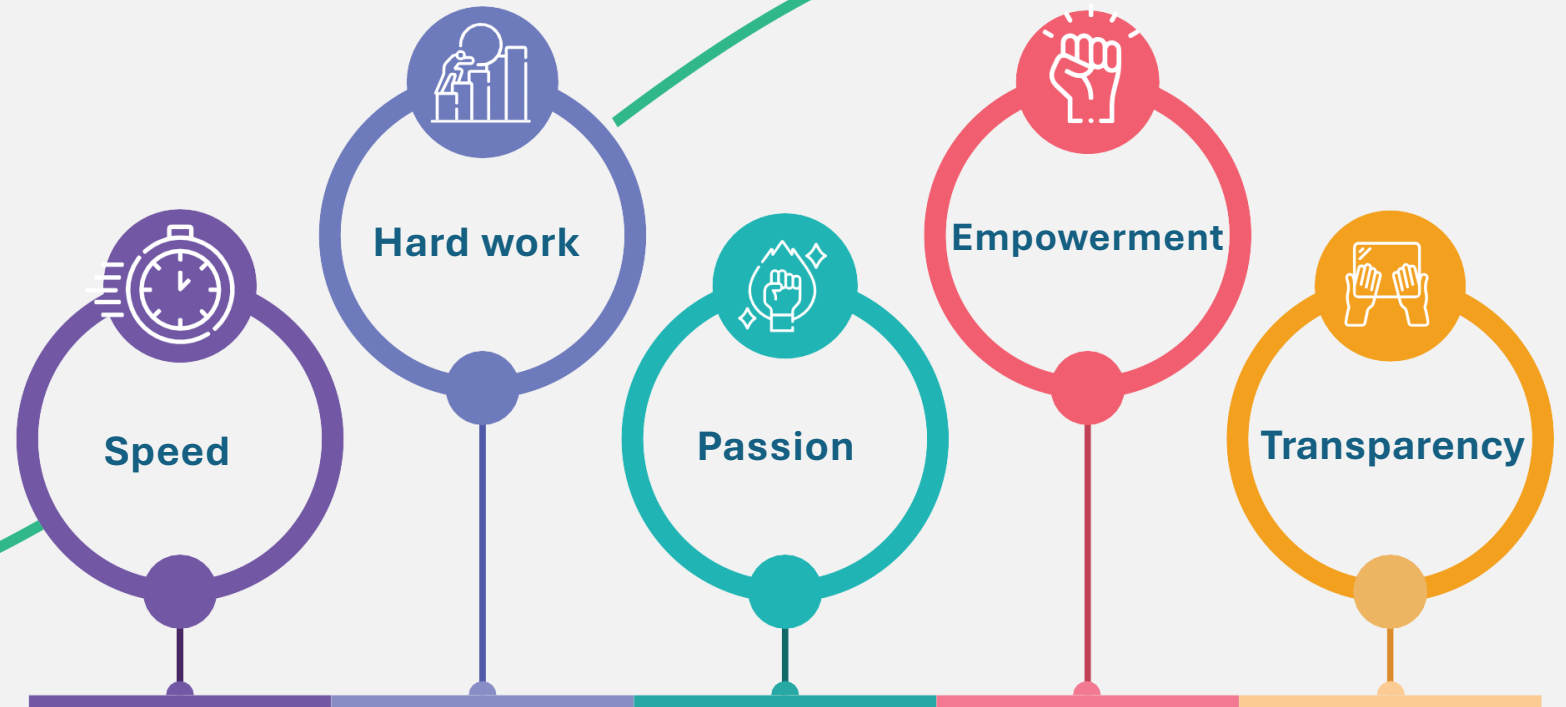


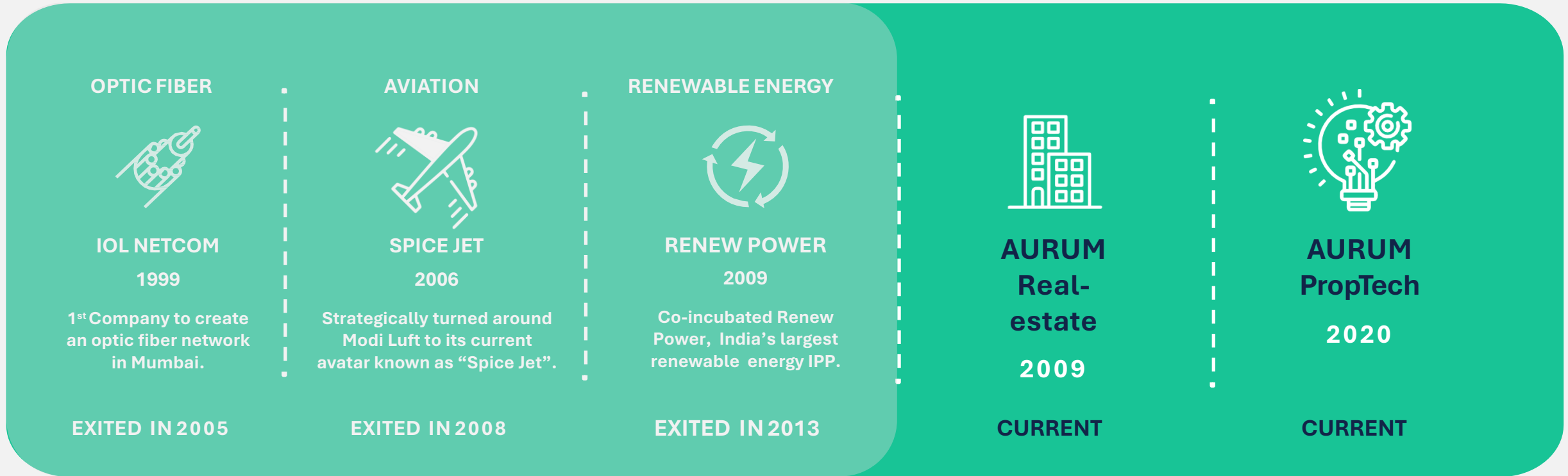


Each focus area, ensuring the best GRC practices, is monitored by a member of the leadership team.

The Board periodically reviews and evaluates these focus areas.

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 spanning across India, Europe and Africa. He has driven strategic and transformational initiatives at multiple organizations across industries like Energy, Real Estate, Mineral Exploration, and Information Technology. Onkar has previously led teams in the capacity of Chief Operating Officer. He is an alumnus of the IIM Ahmedabad and has completed his Master's from the Russel Group of Universities, UK.

He has been part of the Aurum Group since June 2012.



**Ramashrya Yadav**

Non-Executive Director

Mr. Ramashray 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
<p><b>Ajay Kumar</b> Co-Founder and MD, MonkTechLabs</p>	<p>B. Tech. (Civil Engineering)- NIT Surat</p>	<p>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.</p>	<p>Monk Tech Labs   Cozee Homes   Mu Sigma</p>
<p><b>Balaji Varadharajan</b> Co-Founder and MD, MonkTechLabs.</p>	<p>B.E.(Mechanical) Anna university- SCVE</p>	<p>Proven track record of building PropTech solutions in property management. Excels in propelling growth, building teams and strategic leadership.</p>	<p>Monk Tech Labs   Cozee Homes   TVS Motor Company</p>
<p><b>Hirenkumar Ladva</b> EVP, Investments CEO Aurum WiseX</p>	<p>MBA (IIM Ahmedabad), B. E. Computers, (NIT Surat)</p>	<p>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 (&gt;\$500Mn)</p>	<p>Future Supply Chain Solutions   Tata Group (Telecom, consulting)</p>
<p><b>IsmailKhan</b> Chief Business Officer, NestAway</p>	<p>B. Tech. (Computer Science &amp; Engineering) NIT Surathkal</p>	<p>Youngest AIX Performance Tools Architect at IBM, holder of three patents. Founding member of TaxiForSure; Grew NestAway's Bangalore business to ₹ 50 Cr. ARR.</p>	<p>NestAway   TaxiForSure   IBM</p>

Name	Academic Qualifications	Career Highlights, Key Achievements	Previous Organizations
<p><b>Jitendra Jagadev</b> 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><b>Ketan Sabnis</b> CEO at Sell.do</p>	<p>Bachelor of Technology College of Engineering, Pune</p>	<p>Successfully built &amp; scaled Sell.do, India's largest RealEstate Sales &amp; Marketing CRM.</p>	<p>Amazon India</p>
<p><b>Kunal Karan</b> CFO, Aurum PropTech</p>	<p>CA, CPA</p>	<p>&gt;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><b>Onkar Shetye</b> 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><b>Prakash Tejwani</b> 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 &amp; analytics. Worked closely with Indian Start up ecosystem to promote NASSCOM's 10K Startup initiative.</p>	<p>Pitney Bowes   AL Maya Dubai</p>

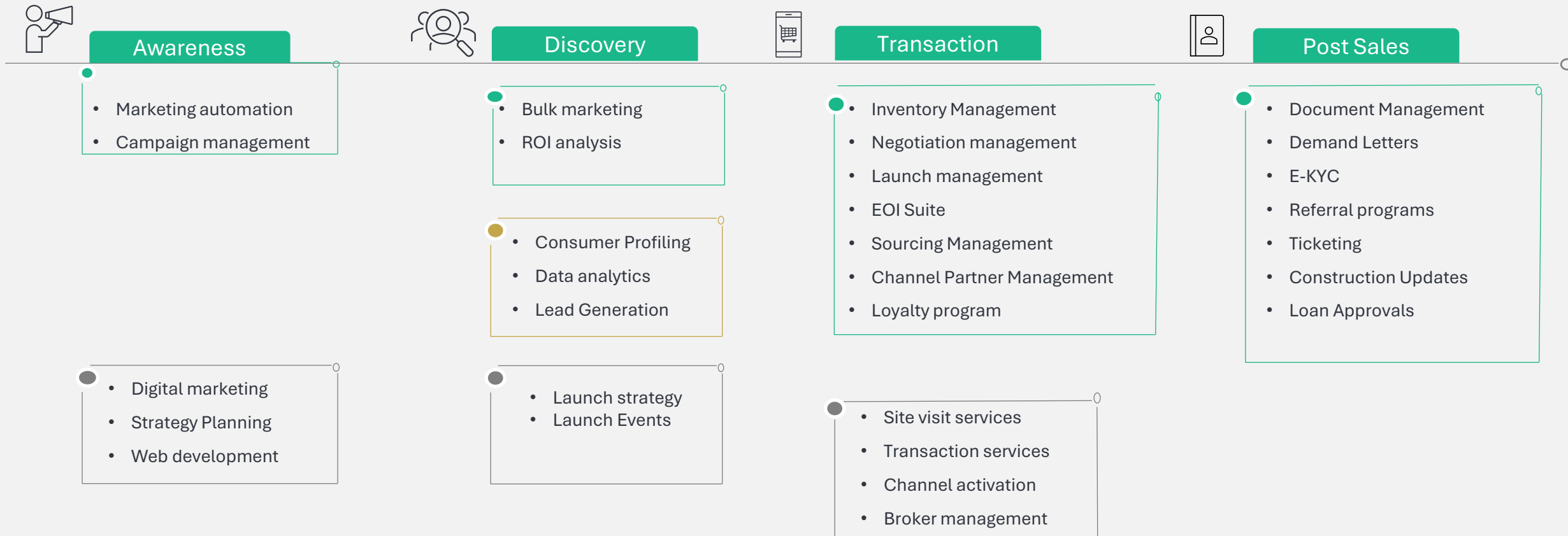


Name	Academic Qualifications	Career Highlights, Key Achievements	Previous Organizations
<p><b>Ram Yadav</b> Founder and CEO, Integrow</p>	<p>MBA Finance, Madurai GMP, Harvard Business School</p>	<p>An industry leader in India's Real Estate financing world; Had successfully filed the first IPO for a real 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><b>Sahil Rathore</b> 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 (AWipro Company)</p>
<p><b>Vinayak Katkar</b> Co-Founder at Sell.do</p>	<p>B.Tech. (Computer Science), College of Engineering Pune</p>	<p>Successfully built &amp; 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><b>Vishal Sharma</b> 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   UXArmy</p>

# Explation of K2V2 Technologies Alignment

More Tech, High Scale, Low  
Services

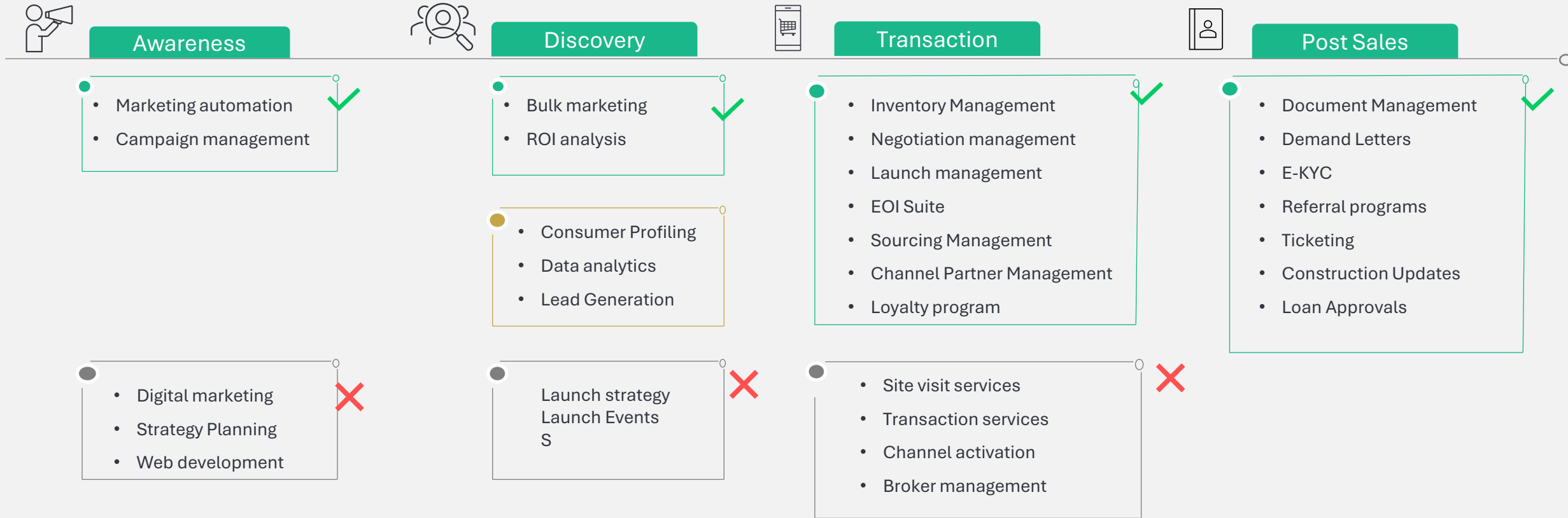




“ The K2V2 business across 4 brands consisted of offerings across the real estate distribution value chain and include technology, product, tech enabled services and service offerings to real estate enterprises. ”

- Technology and Product offerings
- Technology enabled services offerings
- Only Services offerings

# Residential Distribution Feature Offerings After Realignment K2V2



“ The restructuring of K2V2 business will ensure that our offerings focus on core tech, tech enabled service and will be exiting pure services led businesses. This is to ensure that K2V2 becomes a core tech and product company ”

- Technology and Product offerings ✓ Retain
- Technology enabled services offerings ✗ Exit
- Only Services offerings

## Growth FY 24

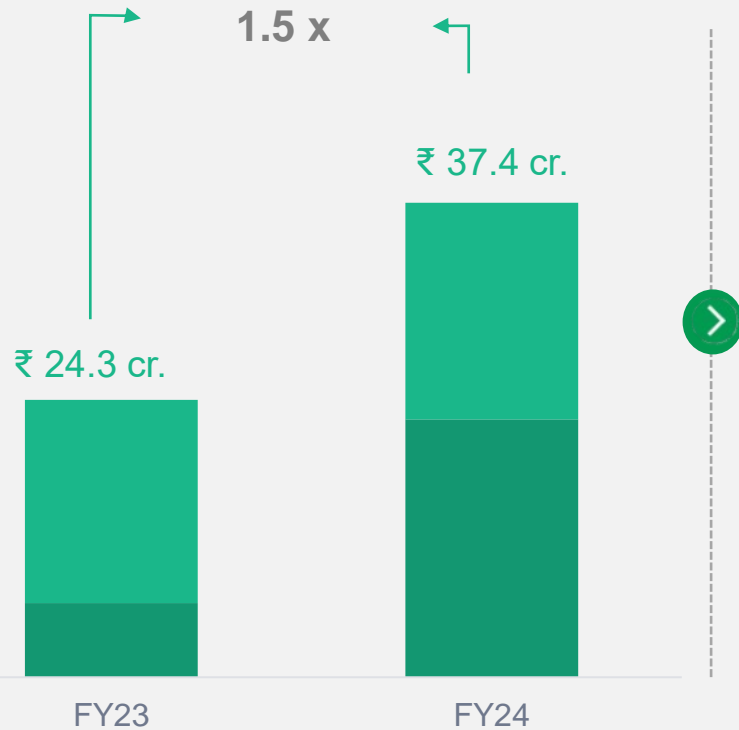


## Performance FY24

	Total	Aurum Analytica	Sell.do	BW	BW Digital	Kylas
Revenue	64	22	15.4	18.8	4	3.7
CAGR		92%	10%	160%	2%	71%
COGS	40	12.5	8.6	14.9	2.9	1.7
Fixed Costs	17.5	8.3	2.2	2.3	0.26	4.5
GnA	11.4	1.5	2.1	3.5	1.1	3.2
<b>Net Margin</b>	<b>-9%</b>	<b>1.3%</b>	<b>17%</b>	<b>-10%</b>	<b>-7%</b>	<b>-155%</b>

“ The distribution segment comprising of 5 brands had two successful scale ups with one also ensuring a profitable growth. The consolidate net margin of negative 9% was also impacted with long working capital cycles owing to postpaid nature of the business and delayed collections ”

## Growth FY 24

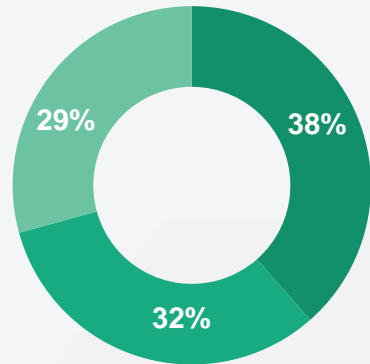


## Performance FY24

	Total	Aurum Analytica	Sell.do	BW	BW-Digital	Kylas
Revenue	37.4	22	15.4	18.8	4	3.7
CAGR		92%	10%	160%	2%	71%
COGS	21.1	12.5	8.6	14.9	2.9	1.7
Fixed Costs	10.5	8.3	2.2	2.3	0.26	4.5
GnA	3.6	1.5	2.1	3.5	1.1	3.2
<b>Net Margin</b>	<b>9%</b>	<b>1.3%</b>	<b>17%</b>	<b>-10%</b>	<b>-7%</b>	<b>-155%</b>

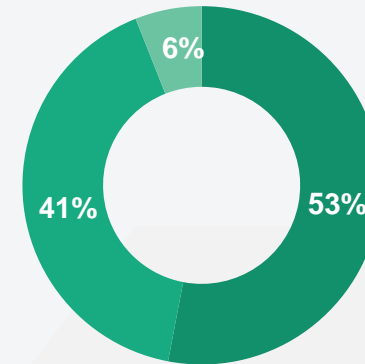
“ The restructuring of Distribution segment will ensure that our offerings with quality of revenue, profitability, cashflow management and potential for scale are retained to make the business more agile for the next phase of growth. ”

### Delivery to Collection Cycle with Services offerings



- Prepaid
- Within 45 days
- Beyond 45 days

### Delivery to Collection Cycle without Services offerings



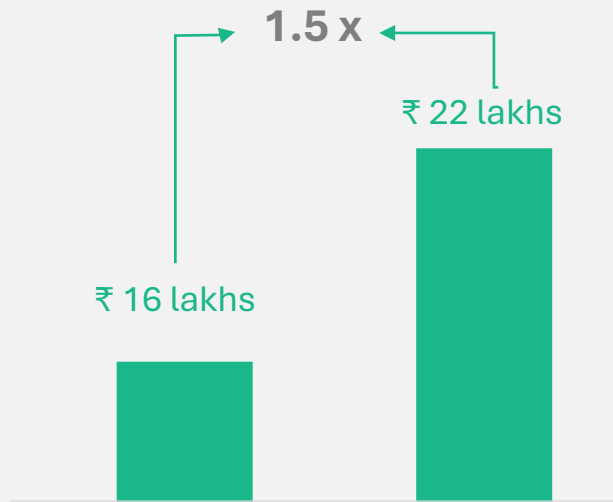
- Prepaid
- Within 45 days
- Beyond 45 days

Revenue collection for technology and product offerings along with tech enabled services were majorly either prepaid or within 45 days of the services rendered. Whereas in services offering, these were delayed with most of the revenue being collected post 60 days of the services rendered. This combined with operations and people heavy nature of the services business resulted in long working capital cycles and limited growth and scale.

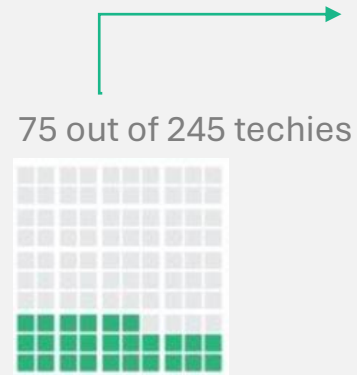


**The restructuring of Distribution segment will ensure that our working capital cycle improves with better collection of revenue, thus bettering our prospects for free cashflow and self-sustainable growth model.**



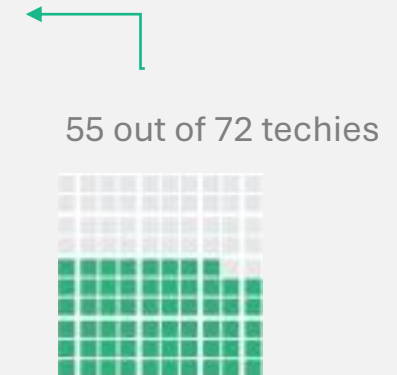


Revenue per employee for K2V2 business



with services offerings

About **31%** resources were technology oriented, rest were of services and operations in nature



About **70%** resources are technology oriented, rest in customer success and operations

2.2 x

## Employees with technology skills and scope in K2V2 business



Two out of three founders retained by Aurum in the K2V2 business



60% technology and operational founder capabilities retained by Aurum

“ The restructuring of Distribution segment has improved our resource stack and resource to revenue ratios. Post restructuring, our revenue per employee for the distribution business has increased from INR 16 lakhs per month to INR 22 lakhs per month. Additionally, the technology-oriented individuals has also increased by 1.6x ”

with services offerings      without services offerings



## Synergies for Enterprise Offerings

**Market, Sell & Manage**  
your real estate with Aurum PropTech's AI powered Real estate suite.

Aurum PropTech's AI-powered Real estate suite enables real estate businesses to identify and generate quality leads, facilitates quicker sales closures using business intelligence and modern tech, helps strengthen customer loyalty and satisfaction

**Scaleup** ↑  
Revenue Growth + Operational Efficiency

**CRM**  
A tailored CRM solution for the real estate industry, enabling pre-sales, post-sales, channel partner management etc empowering businesses to efficiently manage and analyze customer interactions and relationships with

**BROKER COMMUNITY PLATFORM**  
Connect with Real Estate professionals and access a dynamic hub for sharing business intelligence, fostering collaboration, learning, and growth within our expansive network.

**PROPERTY MANAGEMENT**  
Purpose built PMS enabling effortless booking and lead management, streamlined contract administration, automated invoicing & more.

**AI-LEAD GEN ENGINE**  
Our AI-driven lead generation, supported by RealEstate data analytics, consistently yields over 400,000 high-quality home buyer leads, translating to a transaction value exceeding \$340 million for our clients.

**CUSTOMER EXPERIENCE**  
Tenant help desk, and centralized communication enhance efficiency and satisfaction for property operators and tenants alike.

**Gen AI**

**Trusted by**  
Goindri PROPERTIES | THE SPACE | TATA HOUSING | EMAAR INDIA & 1000+

+91 22 6911 1800 | <https://www.aurumproptech.in/> | contact@aurumproptech.in



Data analytics enabled Marketing automation

Artificial Intelligence enabled Sales automation



Machine Learning enabled Property Management

Exist of Services business

**Tech focused** founders, teams, technology offerings with potential to scale domestically and internationally..

**Exiting** non tech services business with no synergies with teams and markets for Enterprise Offerings



The restructuring of K2V2 business segment has opened up an opportunity to offer product and core tech offerings to real estate enterprise internationally. With the combined synergies of Analytica, Sell.do and Monk Tech Labs, Aurum will be able to offer products for marketing automation, sales automation and property management for real estate enterprises to help them market , sell and manage properties



For further information, contact:

**Aurum PropTech Ltd.,  
Investor Relations**

**Vanessa Fernandes**

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