

Date: September 12, 2024

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

Listing Department
National Stock Exchange of India Ltd.
Bandra Kurla Complex
Bandra East
Mumbai – 400 051

BSE Script Code: 539289

NSE Symbol: AURUM

Dear Sir/Madam,

Sub: Media Release

We attach a copy of the media release along with a presentation issued by the Company, titled **“Aurum PropTech undertakes the strategic realignment of K2V2 Technologies to enhance focus on its core technology offerings and consolidate its distribution business.”**

This is for your information and dissemination on your website.

Thanking you.

Yours faithfully,
For **Aurum PropTech Limited**

Sonia Jain
Company Secretary & Compliance Officer

Aurum PropTech undertakes the strategic realignment of K2V2 Technologies (“K2V2”) to enhance focus on its core technology offerings and consolidate its distribution business

- *K2V2 is a leading PropTech business and provides enterprise tech through its flagship product Sell.do to 650+ developers.*
- Sell.do offers a combination of Gen AI and CRM that enhances efficiency across functional domains of marketing, sales, commerce, service, and customer success, therefore enabling a better connection between brands and customers. It leverages technology and data to streamline property search, scheduling visits, rent payments and service requests.
- **This realignment is part of the strategic objective of the Company to consolidate and dominate the distribution vertical.** It will create a tech-focused distribution cluster offering improved profitability and a better working capital management cycle.

This strategic realignment has the following 6 key underlying benefits:

1. **Improved path to profitability:** The exited services offerings were impacting the profitability of K2V2 and the distribution vertical, bringing the overall net margin to negative growth. Post the realignment, core tech offerings with established scale and brand have put K2V2 and the distribution vertical on a profitable growth path.
2. **Improved cash flows:** The nature of the exited business was impacting the cash flow cycle as service delivery to revenue collection was a longer period. K2V2 will have an improved cash flow that will ensure that the working capital cycle for the distribution business will improve and will have a self-sustainable growth model.
3. **Enhanced talent efficiency:** There is a ~40% increase in revenue per team member per year with this strategic realignment. (*INR 22 lakhs v/s INR 16 lakhs*).
4. **Commitment to Entrepreneur focus:** Aurum PropTech’s model is anchored around Entrepreneurs. With this strategic realignment, two out of three K2V2 founders are committed to building and scaling up the technology business.
5. **Efficient equity realignment:** With this strategic realignment, our equity shareholding in K2V2 has increased to 83.6% for a total consideration of INR 24 crore. With this realigned equity and focus on core technology operations, Aurum will be able to put more growth momentum into the distribution vertical.
6. **Synergies for International GTM:** The distribution cluster at Aurum has now core tech offerings with the potential for a joint international GTM. The enterprise-level offerings of data analytics, property management, marketing and sales automation will help real estate developers sell and manage their real estate properties at scale.

Speaking about the acquisition, Mr. Onkar Shetye, Director of Aurum PropTech said *“The realignment of K2V2 will ensure that our distribution cluster offerings have key elements of fundamentally sound and sustainable businesses with improved revenue, profitability, efficient cashflow management, proven and potential for scale and leadership drive and put more growth tailwinds within the Aurum PropTech ecosystem and take us to the next phase of growth scale”.*

Journey of value creation in K2V2/Sell.do

Date of event	Particulars	Amount (INR)
23.07.2021	Approved the acquisition of a 51% equity stake in tranches	43 Crore
23.07.2021	Acquired first tranche of 44% equity stake	18 Crore
29.08.2022 to 30.06.2024	Provided convertible debt Incubated business of ‘BeyondWalls’ and ‘Kylas’ under the leadership of Vikram Kotnis (Vikram)	10 Crore
12.09.2024	Aurum PropTech increases their shareholding to 83.6% in K2V2/Sell.do Aurum PropTech retains 15% shareholding in Kylas SPV Sale of Business of ‘BeyondWalls’ to separate SPV owned by Vikram and others	-
15.09.2024 to 31.03.2026	Aurum to be repaid from K2V2 (based on the cash flow)	4 Crore

Aurum will hold 83.6% shareholding of K2V2/Sell.do for INR 24 Crore

MEDIA RELEASE

About Aurum PropTech:

Aurum PropTech Limited is a listed company with BSE Limited (Scrip code: 539289) and National Stock Exchange of India Limited (Scrip code: AURUM). It aims to bring transparency, trust and digital transformation to the real estate sector through its Integrated PropTech Ecosystem.

For more information, visit www.aurumproptech.in

About Aurum Ventures:

Aurum Ventures is a privately held Real Estate Investment, Development and Asset Management companies in India. They own, operate and develop high-quality assets through their in-house teams in Design and Development, Investment Management, PropTech and Asset Management.

For more information, visit www.aurumventures.in

Key Contact:

Aurum PropTech Limited

Sonia Jain

Investor Relations

Sonia.jain@aurumproptech.in

 AURUM PropTech
FUTURE-READY

STRATEGIC REALIGNMENT
K2V2 BUSINESS



Awareness

- Marketing automation
- Campaign management

- Digital marketing
- Strategy Planning
- Web development



Discovery

- Bulk marketing
- ROI analysis

- Consumer Profiling
- Data analytics
- Lead Generation

- Launch strategy
- Launch Events



Transaction

- Inventory Management
- Negotiation management
- Launch management
- EOI Suite
- Sourcing Management
- Channel Partner Management
- Loyalty program

- Site visit services
- Transaction services
- Channel activation
- Broker management



Post Sales

- Document Management
- Demand Letters
- E-KYC
- Referral programs
- Ticketing
- Construction Updates
- Loan Approvals

Our Distribution business across the real estate distribution value chain included technology, products, tech-enabled services and services to real estate enterprises.

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



Awareness

- Marketing automation ✓
- Campaign management ✓

- Digital marketing ✗
- Strategy Planning ✗
- Web development ✗



Discovery

- Bulk marketing ✓
- ROI analysis ✓

- Consumer Profiling ✓
- Data analytics ✓
- Lead Generation ✓

- Launch strategy ✗
- Launch Events ✗



Transaction

- Inventory Management ✓
- Negotiation management ✓
- Launch management ✓
- EOI Suite ✓
- Sourcing Management ✓
- Channel Partner Management ✓
- Loyalty program ✓

- Site visit services ✗
- Transaction services ✗
- Channel activation ✗
- Broker management ✗



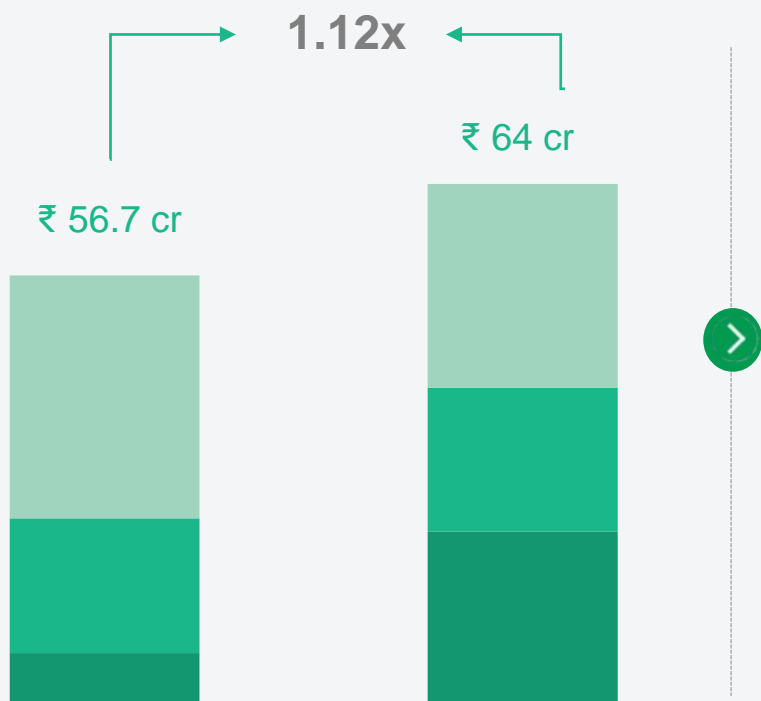
Post Sales

- Document Management ✓
- Demand Letters ✓
- E-KYC ✓
- Referral programs ✓
- Ticketing ✓
- Construction Updates ✓
- Loan Approvals ✓

The realignment 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.

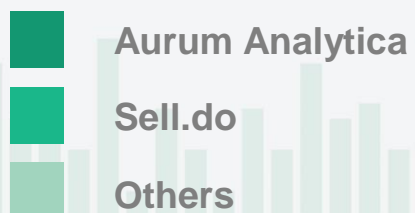
- Technology and Product offerings ✓ Retain
- Technology enabled services offerings ✗ Exit
- Only Services offerings ✗ Exit

Growth FY23-24



FY23

FY24



Performance FY24

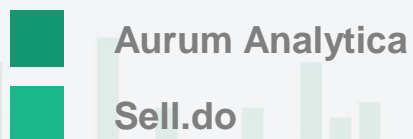
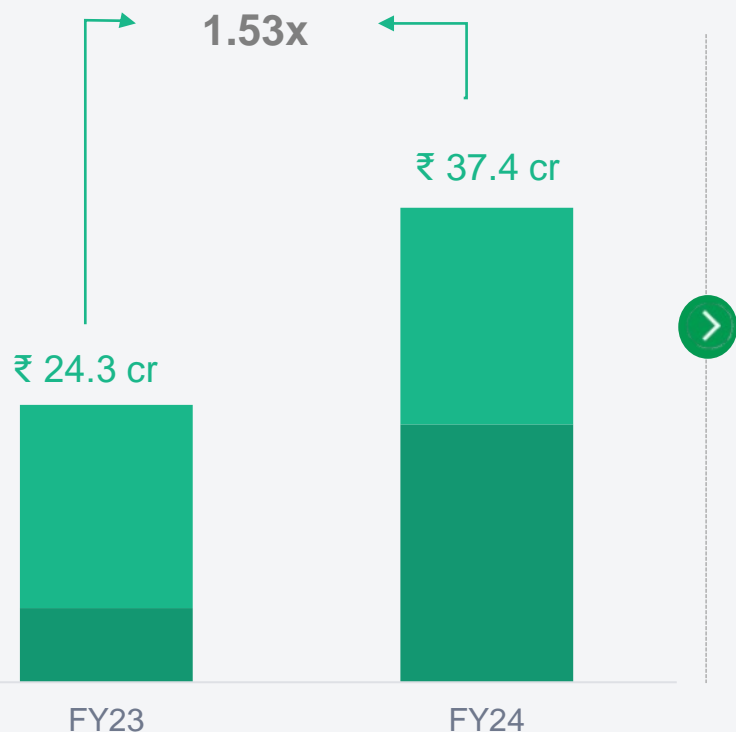
	Total	Aurum Analytica	Sell.do	BW	BW Digital	Kylas
Revenue	64.0	22.0	15.4	18.8	4.0	3.7
CAGR		92%	10%	160%	2%	71%
COGS	40.5	12.5	8.5	14.9	2.8	1.6
Fixed Costs	17.6	8.3	2.2	2.3	0.2	4.5
GnA	11.4	1.5	2.1	3.5	1.1	3.2
Net Margin	-8.8%	-1.3%	16.5%	-10%	-7%	-155%



The distribution segment comprising of 5 brands had two successful scale-ups with one also ensuring profitable growth. The consolidated net margin of negative 8.8% was also impacting the cash flow cycle as service delivery to revenue collection extended over a longer period.



Growth FY23-24



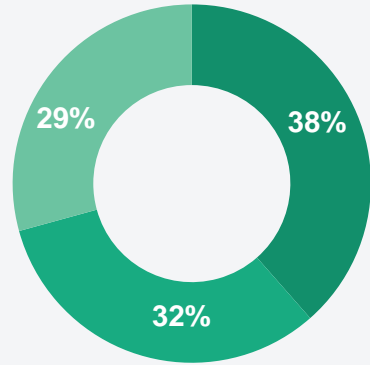
Performance FY24

	Total	Aurum Analytica	Sell.do
Revenue	37.4	22.0	15.4
CAGR		92%	10%
COGS	21.1	12.5	8.5
Fixed Costs	10.5	8.3	2.2
GnA	3.6	1.5	2.1
Net Margin	5.8%	-1.3%	16.5%

	BW	BW Digital	Kylas
Revenue	18.8	4.0	3.7
CAGR	160%	2%	71%
COGS	14.9	2.9	1.7
Fixed Costs	2.3	0.26	4.5
GnA	3.5	1.1	3.2
Net Margin	-10%	-6.5%	-155%

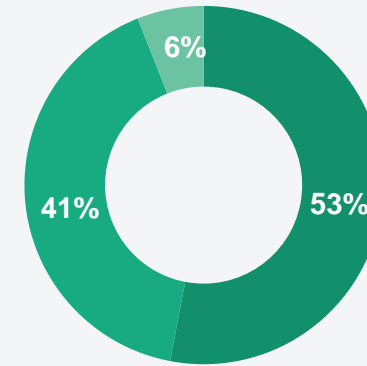
“ The realignment is part of the strategic objective to consolidate and dominate the distribution vertical. It will create a tech-focused distribution cluster offering with improved profitability, a better working capital management cycle and the potential for scale to make the business more agile for the next phase of growth. ”

Delivery to Collection Cycle Before realignment



- Prepaid
- Within 45 days
- Beyond 45 days

Delivery to Collection Cycle After realignment



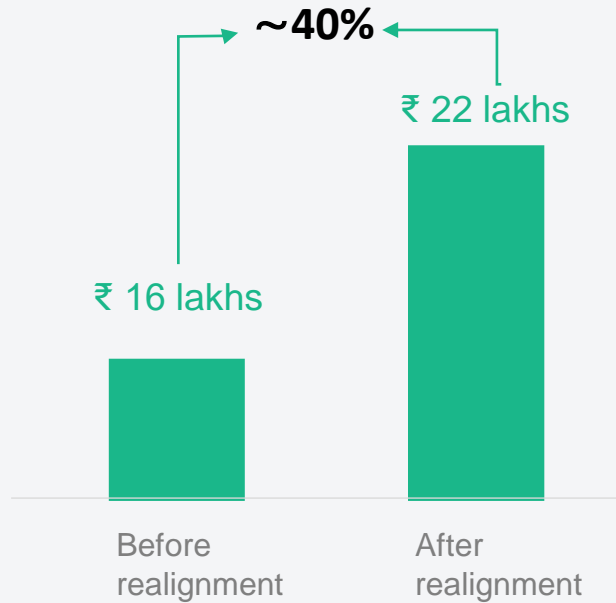
- Prepaid
- Within 45 days
- Beyond 45 days

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.

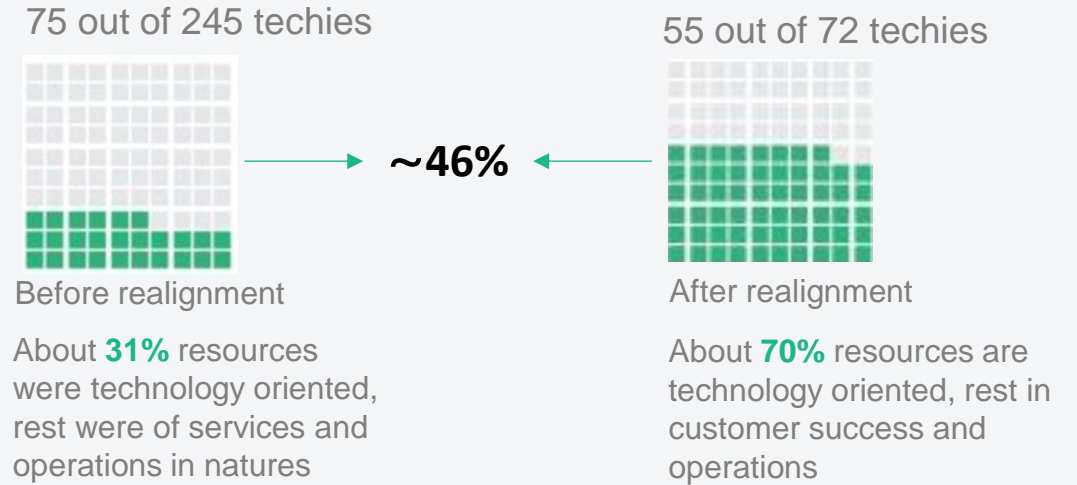


The realignment of the Distribution segment will ensure that our working capital cycle improves with a better collection of revenue, thus bettering our prospects for free cash flow and self –sustainable growth model.





Revenue per team member for K2V2 business

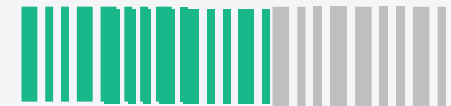


Employees with technology skills and scope in K2V2 business

“ The realignment has improved our resource stack and resource-to-revenue ratios. Post realignment, our revenue per employee for the distribution business has increased from INR 16 lakhs to INR 22 lakhs per team member. Additionally, the technology-oriented individuals have also increased by 46% ”



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

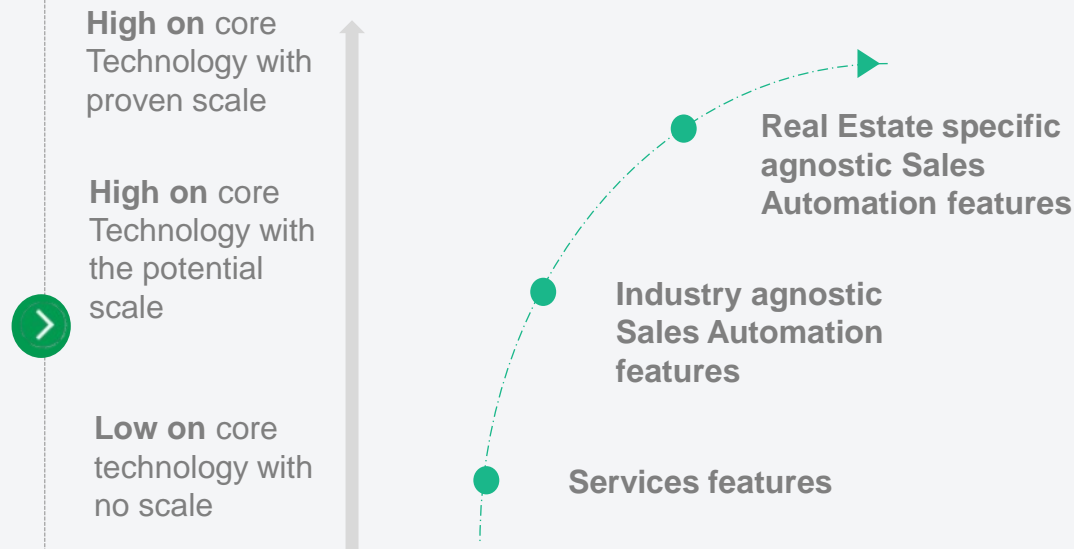


60% technology and operational founder capabilities retained by Aurum

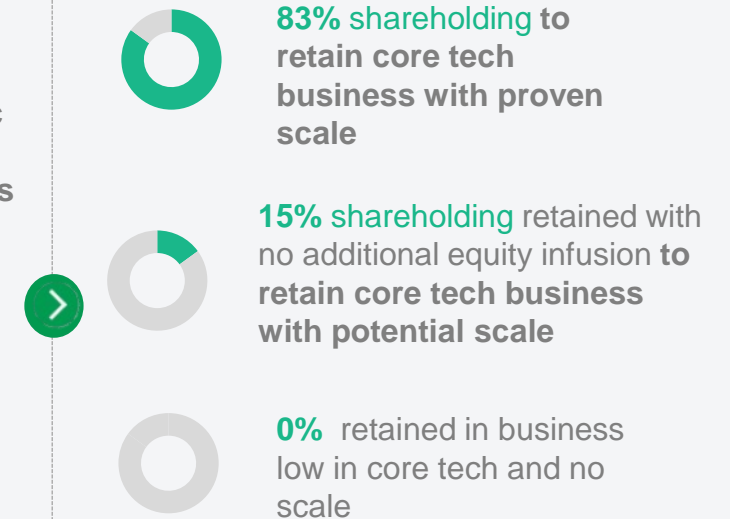
Equity status pre-realignment

- **44% Shareholding** with Aurum
- **100% features** including technology, tech-enabled services and services with Aurum
- **Core technology**, and tech operations and services capabilities

Technology and Scale barometer



Equity status post-realignment



The realignment of K2V2 business segment has retained and increased Aurum's stake in core technology offerings with proven scale in domestic markets and potential in international markets. Additionally, we have retained 15% stake in the business with core tech and potential scale for expansion in an industry agnostic product. We have completely exited the services business with no tech and low scale.



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.

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.

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

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

Exit 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 realignment of the K2V2 business segment has opened an opportunity to offer product and core tech offerings to real estate enterprises internationally. With the combined synergies of Analytica, Sell.do and Monk Tech Labs, Aurum will be able to offer data analytics, property management, marketing and sales automation which will help real estate developers sell and manage their real estate properties at scale.



Thank You

For further information, contact:

Aurum PropTech Limited
Investor Relations

Sonia Jain
E-mail: sonia.jain@aurumproptech.in

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