

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: Intimation under Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 (“LODR Regulations”).

Aurum PropTech Limited, in its Board meeting, has approved the strategic realignment of its material subsidiary K2V2 Technologies Private Limited (“K2V2”) to enhance focus on its core technology offerings and leverage its established scale.

Consequent to the same, the following transactional agreements were entered today:

- i. The Board has approved the acquisition of additional equity shares of K2V2. After this acquisition, the Company will hold 83.6% of K2V2, up from the current 44% stake.
- ii. The Company as a shareholder has also entered into Asset Purchase Agreements for the sale of business units “Beyond Walls” and “Kylas” of K2V2.

K2V2 is a leading PropTech business and provides enterprise tech through its flagship product **Sell.do** to 650+ developers. K2V2 recorded a turnover of INR 53 crores in 2024.

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.

The transaction is expected to be completed before 30th September 2024, contingent upon the fulfillment of certain conditions.

The transaction falls within the ambit of related party transactions and is at arms’ length. None of the Company’s promoter/ promoter group/ group companies have any interest in the entities involved in the transaction.

This is for your information and dissemination on your website. Thanking you.

Yours faithfully,
For **Aurum PropTech Limited**

Sonia Jain
Company Secretary and Compliance Officer