



Date: May 26, 2022

Listing Department

BSE 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 – 400 501

NSE Symbol: AURUM

Dear Sir / Madam,

Sub: Media Release

We attach a copy of the media release issued by the Company, titled “Aurum PropTech approves Acquisition of 100% Stake in Helloworld, a Co-Living Company”.

This is for your information and dissemination on your website.

Thanking you,

Yours faithfully,

For **Aurum PropTech Limited**

Khushbu Rakhecha

Compliance Officer

MEDIA RELEASE

AURUM PropTech APPROVES ACQUISITION OF 100% STAKE IN HELLOWORLD, A CO-LIVING COMPANY

.....CONTINUES WITH ITS INORGANIC GROWTH STRATEGY

Mumbai, May 26, 2022: Aurum PropTech Limited (*formerly known as Majesco Limited*) has approved the acquisition of 100% shareholding in HelloWorld Technologies India Private Limited for a consideration of INR 38 Crore ('HelloWorld'), a co-living company, at its Board Meeting held on Wednesday, March 23, 2022.

HelloWorld is one of the largest co-living companies in India. HelloWorld provides the most comprehensive rental solution for owners and tenants. It has presence in 16 cities across the country with a 100 plus people team engaged in the co-living business.

Speaking about the acquisition, **Mr. Ashish Deora, Founder and Chief Executive Officer of Aurum Ventures**, said, "With HelloWorld Technologies, Aurum PropTech's Ecosystem caters to the consumer's need at the beginning of their real estate consumption cycle. Student housing and Co-living demography is between 16 to 30 years representing Millennials and Gen Z. Social behaviour and consumption pattern of this demography requires a more flexible and mobile real estate solution. HelloWorld has the right product market fit, experienced operations, delivery team and an agile tech stack to deliver this need.

"We are extremely excited to be a part of Aurum PropTech given our shared enthusiasm on tech-driven innovation in real estate through a data-driven approach, connected living, and relentless focus on enhanced consumer experiences, all making this an ideal combination. Together, we have the expertise and the shared vision of disrupting the PropTech ecosystem to deliver on our customers' vision for the future of living. This would provide us with significant opportunities to advance our geographical presence and accelerate our aspirations to build India's largest living solution," said **Jitendra Jagadev, Founder HelloWorld Technologies**.

MEDIA RELEASE

Since the change in control of Aurum PropTech Limited in June 2021, the Company has embarked on inorganic growth journey to create an Integrated PropTech Ecosystem through following acquisitions:

Sr. No.	Name of Investee Company	About the Investee Company	Amount committed in INR Crores	Acquisition equity percentage
1.	K2V2 Technologies Private Limited ('Sell.do' and 'BeyondWalls')	CRM and Broker aggregation tech for real estate.	43	51%
2.	Integrow Asset Management Private Limited ('Integrow')	Tech driven real estate asset management company.	25	49%
3.	Monk Tech Pte Ltd ('TheHouseMonk')	SaaS platform for Rental Management.	37	51%
4.	Grextor Housing Solutions Private Limited ('Grextor')	Premium Co-living company.	27	53%
5.	HelloWorld Technologies India Private Limited ('HelloWorld')	One of the largest Co-living Companies in India.	56	100%
6.	Blink Advisory Services Private Limited ('CareerSocially')	A data analytics company focused on real estate sector.	45	100%
Total			233	

Shareholding of Aurum Ventures in Aurum PropTech Limited:

Date of acquisition	Acquisition event	Shareholding	Cumulative shareholding
June 2021	Erstwhile promoter stake	14.78%	14.78%
July 2021	Open Offer	20.26%	35.04%
May 2022	Rights Issue	15.30%	50.34%

MEDIA RELEASE

About Aurum PropTech:

Aurum PropTech Limited (www.aurumproptech.in) 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 in real estate sector through its Integrated PropTech Ecosystem covering Investment and Financing of Assets, Enterprise Efficiency, Customer Experience and Connected Living.

About Aurum Ventures:

Aurum Ventures (www.aurumventures.in) is a new age Real Estate Group with end-to-end capabilities from Acquisition, Design, Execution, Project Management, Property Management, Sales, Leasing and Hospitality. It is bringing digital transformation to real estate sector through its PropTech Ecosystem.

About HelloWorld:

HelloWorld (<https://thehelloworld.com/>) enables shared living to Indian millennials across 16 cities in India. It is one of India's largest co-living enterprises. It targets both working professionals and students. It has tie-up with 100s of corporates leading to a very low user acquisition cost. HelloWorld's mobile app helps millennials find, book, and move into a rental home of their choice across various Indian cities. It has a strong consumer driven community with 20,000 members on Instagram. Using AI-based technology for prediction of rent and occupancy velocity, leads to better supply acquisition. Founded in 2019, HelloWorld, a subsidiary of Nestaway Technologies is headquartered in Bangalore HelloWorld blends tech with community experience through its tech stack for co-living market. NestAway is India's largest rental marketplace and has raised over \$110 Million in funding led by Tiger Global, Ratan Tata, Goldman Sachs and Chiratae Ventures.

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