

September 08, 2022

To,

Listing Department
Bombay Stock Exchange 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 Script Code: 539289

NSE Symbol: AURUM

Sub: Investors Presentation.

Dear Sir/Madam,

With reference to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015 ('Listing Regulations'), this is to inform you that "Aurum PropTech Limited - 1st Investor Presentation - September 2022" is hereby enclosed.

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

You are requested to take the above on record.

For Aurum PropTech Limited
(formerly known as Majesco Limited)

KHUSHBU Digitally signed
DILIP by KHUSHBU
RAKHECHA DILIP
RAKHECHA RAKHECHA

Khushbu Rakhecha
Compliance Officer



1ST INVESTOR PRESENTATION – SEPTEMBER 2022

Unlock a wave of opportunities with Aurum PropTech Limited

Revolutionizing Real Estate with [transparency, trust, and digital transformation](#)

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INDIA REAL ESTATE

2030 PROJECTIONS



3rd

Largest economy globally

India Urbanization-2030

Household savings > 77%

40% < living in cities

Household wealth > 94%

75% < of national income

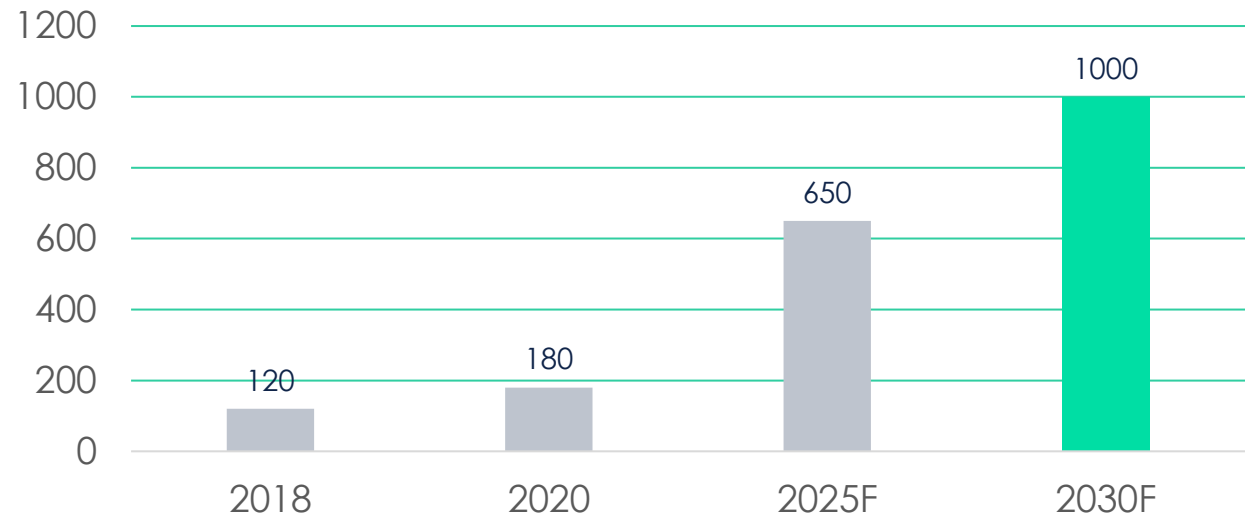
Lending against RE > 60%

\$1

Trillion Real Estate Market Size

Second Largest Employer in India

13% Contribution to GDP



PROPTECH TAILWINDS

Global PropTech

Cumulative investment of over **\$100 Bn** in 5 years with 2021 receiving **\$32 Bn**

Real Estate investments during 2019-20

\$11 Bn

PropTech investments between 2018-20

\$1.5 Bn

PropTech investments growth between 2009-20

57% CAGR

2nd

Largest internet userbase globally

71%

Internet users between 20 to 49 years of age

India Digital - 2030

1 Billion

People with access to internet

839 million smartphone users

500 million access to digital content

PROPTech FOCUS AREAS



Invest and Finance

Data science, analytical tools and platforms to enable smart investment decisions for institutional and retail investors

Solutions that leverage technology to engage customer experiences at the touch of a button



Customer Experience



Enterprise Efficiency

Product suites to help increase efficiency of cost, time and effort in Real Estate Construction

Tech solutions that enhance lifestyle experience in real estate spaces and asset management products



Connected Living

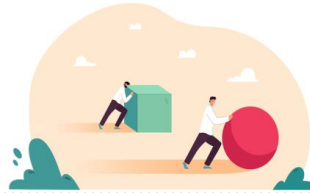
PROPTECH JOURNEY SO FAR



Increasing Efficiency
and
Enhancing Consumer Experience



Invest and Finance



Enterprise Efficiency



Customer Experience



Connected Living

Business Segments

Inorganic Strategy

Acquire businesses with products, teams and revenue



Data Driven Asset Management Platform focussed on Real Estate.



India's leading CRM for Real Estate



Broker Aggregation Tech Platform for simplified Home buying experience



Rental Management SaaS Platform with customers in India and abroad



Co living company with a 15 city operation

Organic Strategy

Develop inhouse products, teams and take to market



Fractional ownership platform for commercial real estate



Real Estate transaction platform for primary and secondary sale

Data Strategy

Consolidate consumer behaviour, supply demand pattern to increase efficiency and enhance experience



Sound Emotion Analyser- data science product for sentiment analysis










Lead Scoring Engine – Data science product for mapping consumer behaviour



Automated Valuation Model – Data science product for estimation of property value

INVESTMENTS

	 Market Smarter. Sell Faster.				
	 Homebuying. Simplified.				
					
Partner Company	K2V2 Technologies	Monk Tech Pte Ltd.	Integrow Asset Management	HelloWorld Technologies	Blink Advisory Services
	SaaS and RaaS based products and services for real estate	SaaS platform focused on Real Estate Rental Management	Tech led real estate focused asset management company	One of the largest Co-living Companies in India.	Data analytics company focused on real estate sector.
Amount Committed Equity + Debt	51%	51%	49%	100%	100%
	INR 40 crs	INR 37 crs	INR 25 crs	INR 56 crs	INR 45 crs

PRODUCT- SELL.DO

Real Estate CRM

Revenue Model- SaaS



Software
Subscription



Enterprise suite
Customized enterprise build
and deployment



16.5 Million

Customer Leads
Managed



INR 40,000 crs

Worth inventory managed
on the platform



450 Million

Customer Interactions
Managed



600+

Developer Relations
across India



780 Million

Customer Reach
in 12 years



13+ Years

Experience in
India PropTech



PRODUCT- BEYONDWALLS

Broker Aggregation Platform
Revenue Model- RaaS



Success fee per transaction via platform



INR 2,180 crs

Worth of Inventory
sold in 2021-22



30+

Projects launched in 2021-22



3600

Units sold since
launch



3400

Channel Partners
aggregated



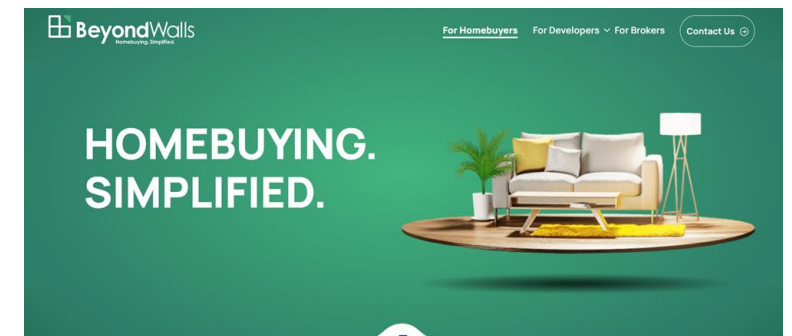
350 units

Monthly run-rate
of sale on platform



Pune

First Go-to-Market



PRODUCT- THEHOUSEMONK

Rental Management Software
Revenue Model - SaaS



Software
Subscription



Enterprise suite
Customized enterprise build
and deployment



The
HOUSEMONK



28,000+
Rental units managed



15%
Quarter on Quarter Growth



15+
Countries active in



4
Product Modules



3500+
Registered Units
Managed



40+
Size of Tech team



PRODUCT- HELLOWORLD

Student Living and Co Living
Revenue Model - RaaS



Subscription

Monthly subscription for space



15

Cities across India



120

Corporate Tie-up's



100+

Micro-market
presence



INR 51 crs

Audited Revenue



+68

NPS Score



50,000e

Monthly Unique Leads



THE AURUM EFFECT

Pre-Acquisition



Market Smarter. Sell Faster.

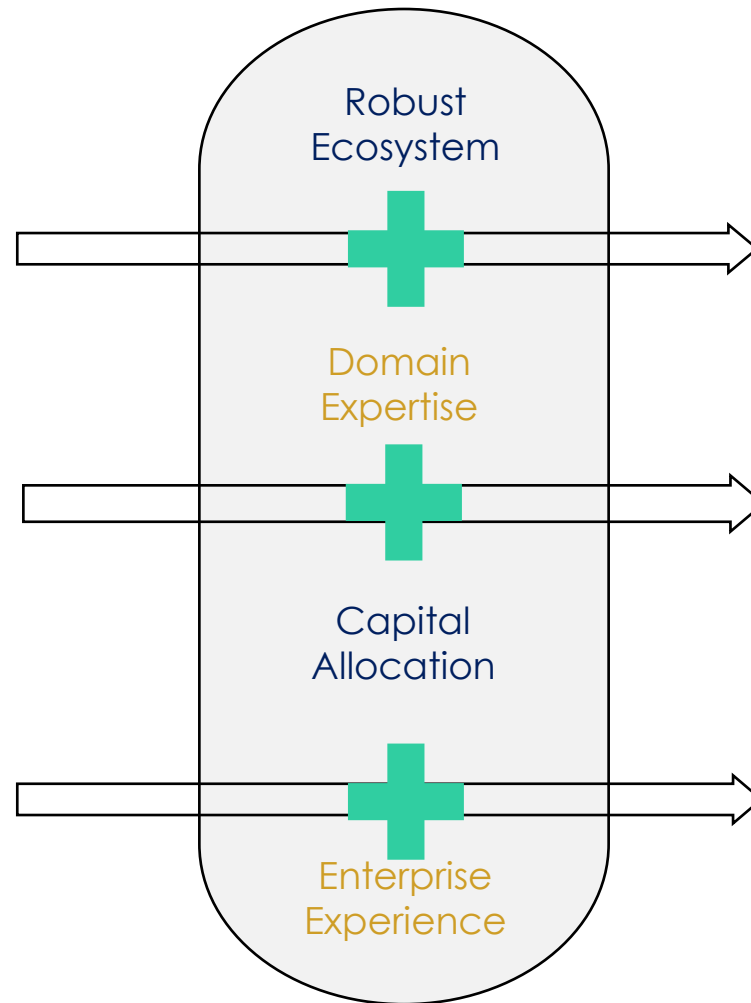
Pure B2B SaaS
and Digital Marketing



Real Estate Alternatives



1 Product B2B SaaS
India + Middle East



Post-Acquisition



B2B SaaS + B2B RaaS +
B2B2B SaaS + B2C RaaS



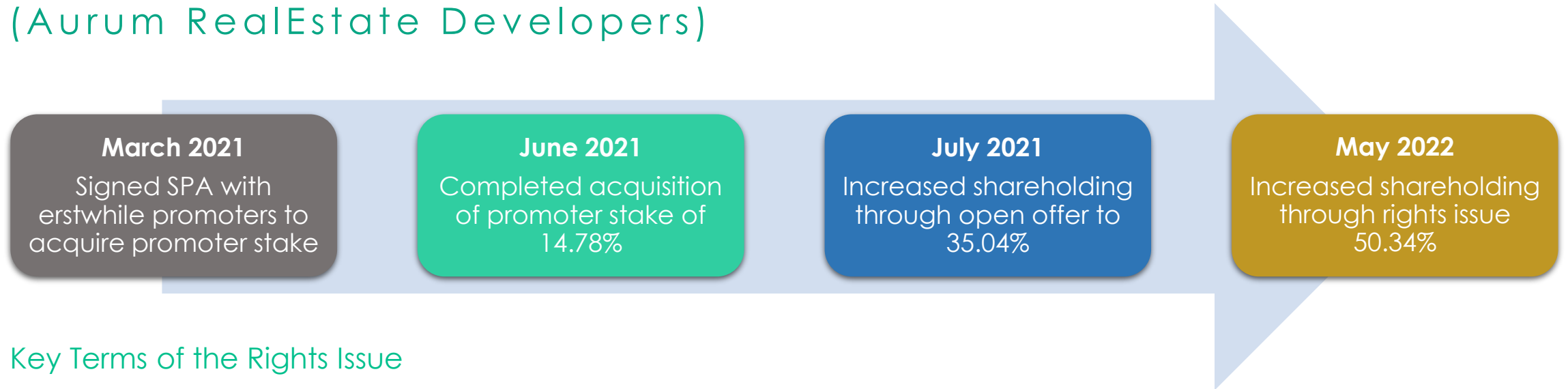
INR 1000 crore
Real Estate Asset Management
Category II AIF + PMS + Private REIT



4 Product B2B SaaS
India + Middle East + USA

CAPITAL STRUCTURE

INCREASE IN PROMOTER HOLDING (Aurum RealEstate Developers)



Key Terms of the Rights Issue

- 4,29,44,533 equity shares of approximately INR 343.55 crores
- Price of INR 80/- per fully paid equity shares (including a premium of INR 75/- per equity share) in the ratio 3:2

Subscription Status

- The number of shares applied under the Issue was 4,56,34,534 partly paid equity shares - 106.26 % of the Issue size
- Allotment of 4,29,44,533 partly paid equity shares on proportionate basis done at a price of INR 20/- each on May 17, 2022

The successful completion of Rights Issue provides Aurum PropTech the financial flexibility of **INR 343.55 crores** to further its strategic plan of bringing **transparency, trust, and digital transformation** in the Real Estate sector.

FINANCIAL PERFORMANCE



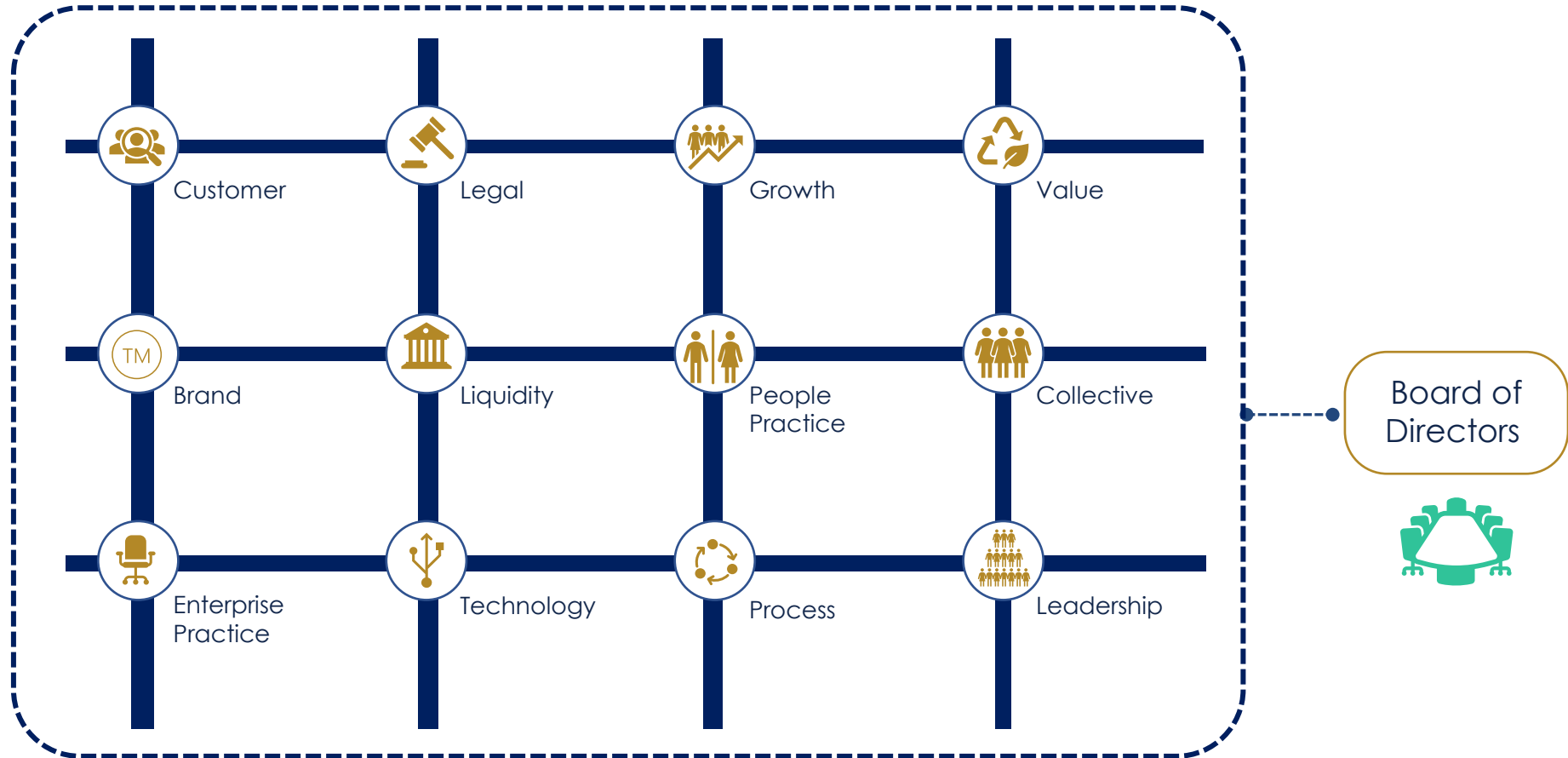
(INR Crores)

Consolidated Segment Revenue	Quarter ended		Year ended Mar 31, 2022
	Jun 30, 2022	Mar 31, 2022	
Software as a Service (SaaS)	5.11	4.08	7.78
Real Estate as a Service (RaaS)	9.53	4.10	8.01
Total	14.64	8.18	15.79

Revenue has grown Q-o-Q at 78%

Aurum PropTech will touch an ARR of INR 200 crore in the month of March 2023 from an ARR of INR 50 crore in April 2022.

GRC FRAMEWORK



Aurum PropTech has implemented a “Governance, Risk & Compliance” (GRC) framework within its ecosystem of enterprises.

Under this, the above focus areas are measured, monitored and reviewed by the Board.

Ensuring best GRC practices, each focus area is owned by a member from the senior leadership team at Aurum PropTech.



THANK YOU



For Further Information, Contact:

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