

Date: May 26, 2022

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

BSE Script Code: 539289

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

NSE Symbol: AURUM

Dear Sir/Madam,

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

Pursuant to Regulation 30 of the LODR Regulations, kindly note that the Board of Directors of Aurum PropTech Limited ("the Company") at its meeting held on May 26, 2022, has approved the acquisition of 100% of the shareholding in Blink Advisory Services Private Limited, a data analytics company based out of Delhi. The acquisition shall be for a cash consideration of an amount of up to INR 23,50,00,000 (Indian Rupees Twenty Three Crores Fifty Lakhs only).

The details required under Regulation 30 of the LODR Regulations read with the SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015, are enclosed as Annexure A.

You are requested to take the above on record.

Thanking you.

Yours faithfully,
For **Aurum PropTech Limited**
(formerly known as Majesco Limited)

Khushbu Rakhecha
Compliance Officer

Annexure - A

Details as required under Regulation 30 of the LODR Regulations read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015, are mentioned below:

Sr. no.	Particulars	Details
1.	Name of the target entity, details in brief such as a. size b. turnover	Authorised Share Capital: INR 10,00,000 Issued Share Capital: INR 1,00,000 Paid up Share Capital: INR 1,00,000 Turnover as on March 31, 2022: INR 5,36,08,721 December 31, 2021: INR 2,76,27,741 (for 9-month period ended December 31, 2021)
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms length".	No N.A.
3.	Industry to which the entity being acquired belongs.	Information Technology.
4.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity).	The investment in CareerSocially fits in Integrated PropTech Ecosystem focused on complete value chain of Real Estate of Aurum PropTech Limited.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	This investment is within the limits as prescribed under Section 186 of the Companies Act, 2013, and has been approved by the Board of Directors in its meeting held on December 17, 2021. No other government or regulatory approvals are required.
6.	Indicative time period for completion of the acquisition.	Acquisition of equity shares, to hold 100% of share capital shall be done in one tranche on or before December, 2022, subject to complying with closing conditions.

7.	Nature of consideration - whether cash consideration or share swap and details of the same.	Cash.								
8.	Cost of acquisition or the price at which the shares are acquired.	The acquisition shall be for a cash consideration of an amount up to INR 23,50,00,000 (Indian Rupees Twenty Three Crores Fifty Lakhs only)								
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	Acquisition of equity shares, to hold 100% of share capital shall be done in one tranche.								
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief).	<p>Incorporated on 16th December, 2011, CareerSocially is a data analytics company into real estate which harnesses the power of data to drive actionable insights and empower real estate industry with flagship SaaS products and solutions. CareerSocially currently has flagship products like (a) AuomateLeads.ai – Data-Driven recommendation engine using AI and ML (b) CS Agent Connect- a GIS based real estate distribution network discovery platform and (c) Automated Valuation Model platform – under development.</p> <p>Turnover details:</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Approx. Revenue</th> </tr> </thead> <tbody> <tr> <td>FY 2019-20</td> <td>INR 1.60 Crore</td> </tr> <tr> <td>FY 2020-21</td> <td>INR 3.47 Crore</td> </tr> <tr> <td>FY 2021-22</td> <td>INR 5.36 Crore</td> </tr> </tbody> </table>	Year	Approx. Revenue	FY 2019-20	INR 1.60 Crore	FY 2020-21	INR 3.47 Crore	FY 2021-22	INR 5.36 Crore
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AURUM PropTech APPROVES 100% ACQUISITION OF CAREERSOCIALLY, A DATA ANALYTICS 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 of Blink Advisory Services Private Limited ('CareerSocially') for a consideration of upto USD 3 million, a data analytics company, at its Board Meeting held on Thursday, May 26, 2022.

CareerSocially founded by three data scientists, Prakash Tejwani, Sahil Rathore and Vishal Sharma is a data analytics company focussed on the real estate sector which harnesses the power of data science, machine learning and artificial intelligence.

CareerSocially has built a robust data analytics practice with SaaS based products and services for the real estate sector which amplifies the effect of Aurum's existing products, BeyondWalls broker aggregation platform and Sell.Do CRM.

CareerSocially uses the power of data for their recommendation engine platform 'AutomateLeads.ai' enabling real estate developers to get actionable insights for monetising their inventory. Through its SaaS product 'CS Agent Connect', it empowers developers to access the channel partner community as well as to amplify and activate their distribution network.

Its Automated Valuation Model platform is being developed using the power of Machine Learning and Artificial Intelligence with an aim to enable transparency in price discovery for property purchasers.

Speaking about the acquisition, **Mr. Ashish Deora, Founder and Chief Executive Officer of Aurum Ventures**, said, "With acquisition of CareerSocially, we are geared to create a much needed disruption in the real estate sector by harnessing the might of data analytics, machine learning and artificial intelligence. Our goal is to increase transparency and trust in the real estate sectors for consumers. We see tremendous long-term value in SaaS products and business".

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"Last few years have seen a pivotal change in real estate, with industry moving faster towards tech-enabled yet simplified solutions. With Aurum PropTech, we see a great synergy and strategic fitment of our products and solutions which would give us a horizon to grow multi-fold. CareerSocially's USP lies in data-driven products which are harnessed with artificial intelligence and machine learning, which results in cost-effective solutions for our clients", **said Prakash Tejwani, CEO & Co-Founder of CareerSocially.**

Since the change in control of Aurum PropTech Limited in June 2021, the Company has embarked on an 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	

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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%

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 CareerSocially:

CareerSocially is a data analytics company into real estate which harnesses the power of data to drive actionable insights and empower real estate industry with flagship SaaS products and solutions. CareerSocially currently has flagship products like (a) AuomateLeads.ai – Data-Driven recommendation engine using AI and ML (b) CS Agent Connect- a GIS based real estate distribution network discovery platform and (c) Automated Valuation Model platform – under development.

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