

**Date:** October 25, 2023

**To,**

**Listing Department**  
**Bombay Stock Exchange 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**

**Sub: Investor 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 – Investor Presentation Q2 & H1 FY2024**" is hereby enclosed.

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

You are requested to take the above on record.

**For Aurum PropTech Limited**  
**(Formerly known as Majesco Limited)**

**Sonia Jain**  
**Company Secretary &**  
**Compliance Officer**



# INVESTOR PRESENTATION

Q2 & H1 FY2024

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This presentation contains forward-looking statements which may be identified by their use of words like “plans,” “expects,” “will,” “anticipates,” “believes,” “intends,” “projects,” “estimates” or other words of similar meaning. All statements that address expectations or predictions about the future, including, but not limited to, statements about the strategy for growth, product development, market position, expenditures, and financial results are forward-looking statements. Forward-looking statements are based on certain assumptions and expectations of future events. The companies referred to in this presentation cannot guarantee that these assumptions and expectations are accurate or will be realised. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements. The company assumes no responsibility to publicly amend, modify or revise any forward-looking statements on the basis of subsequent developments, information or events, or otherwise.

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# Emergence of PropTech in Indian Real Estate



**>75%**

Buyers use digital channels to search homes



**50%**

Homebuyers use virtual tours before buying a property



**70%**

Share of sales & marketing budget spent on digital strategies



**44%**

Real estate agents use automated tools for lead generation & customer relationship management



**90%**

Land records have been digitized in India under Digital India Land Records Modernisation Programme



**87%**

Adoption of FinTech in India; the highest across the globe, against the average of 64%

As technology gets democratized across the real estate value chains, PropTech is bringing about a revolution in the Real Estate sector in India.

# Technology can solve many prevalent problems in the Real Estate sector

## Channel Partner

- ▶ Intense competition from tech-enabled Institutional Channel Partners
- ▶ Limited reach of potential buyers, sellers & investors

## Home Buyer

- ▶ Broken buying experience due to lack of information & transparency
- ▶ Complex legal paperwork & time-consuming offline processes

## Investor

- ▶ Limited access to institutional grade investment opportunities due to high ticket size
- ▶ Lack of real estate investment prospects with strong governance & risk framework

## Developer

- ▶ Increasing customer acquisition cost via digital channels
- ▶ Lack of real time market insights & consumer trends

## Student/Young Tenant

- ▶ Poor quality of housing facilities with limited tenant flexibility
- ▶ Lack of privacy & well-maintained housing premises



# The Real Estate and PropTech Opportunities in India

## Indian Real Estate



## Indian PropTech



The Indian Real Estate sector is expected to reach

..... **\$1 Trillion\*** .....

in market size by 2030

**from \$500 Bn\* in 2023**

Source: <https://www.ibef.org/industry/real-estate-india>



The Indian PropTech sector is expected to reach

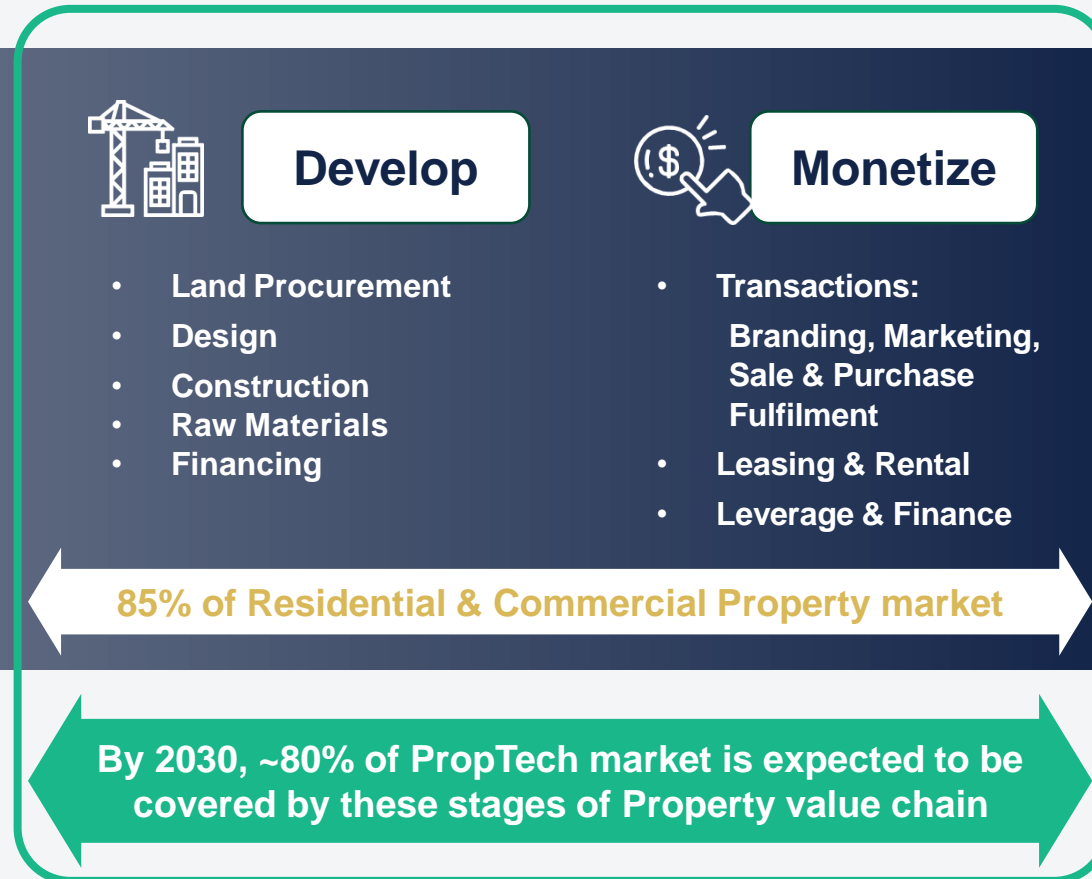
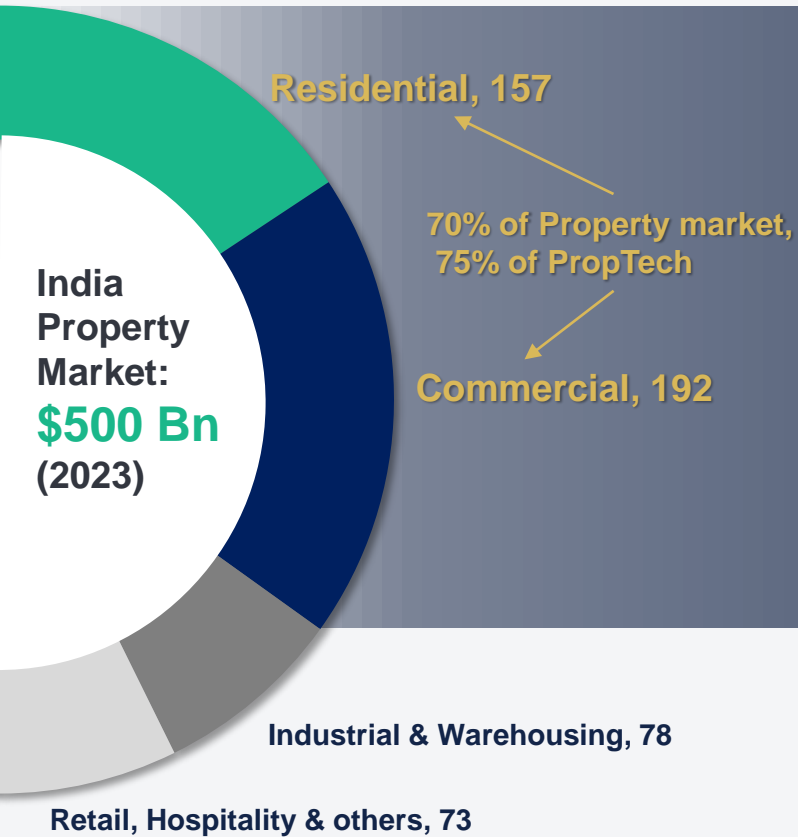
..... **\$100 Billion\*** .....

in market size by 2030

**from \$10 Bn\* in 2023**

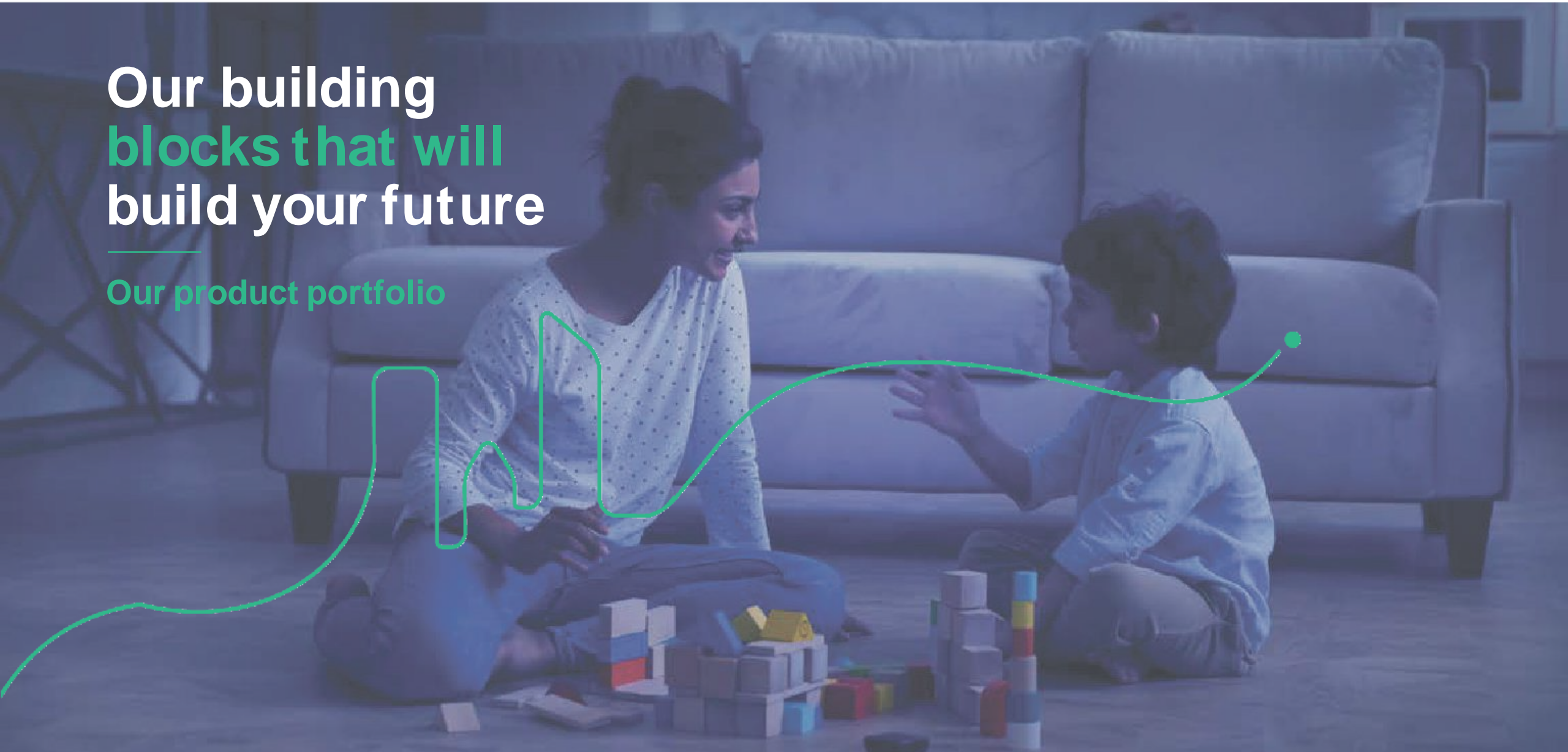
Note: \* Market size includes the value of all transactions (Sale, lease and Service payments); it does not include market value of dormant assets.

# Segmenting the Real Estate Value Chain



# Our building blocks that will build your future

Our product portfolio





# Aurum PropTech's Capabilities Across The Value Chain



Develop



Monetize



Consume

Technology



Services










Capital



# Aurum PropTech Portfolio

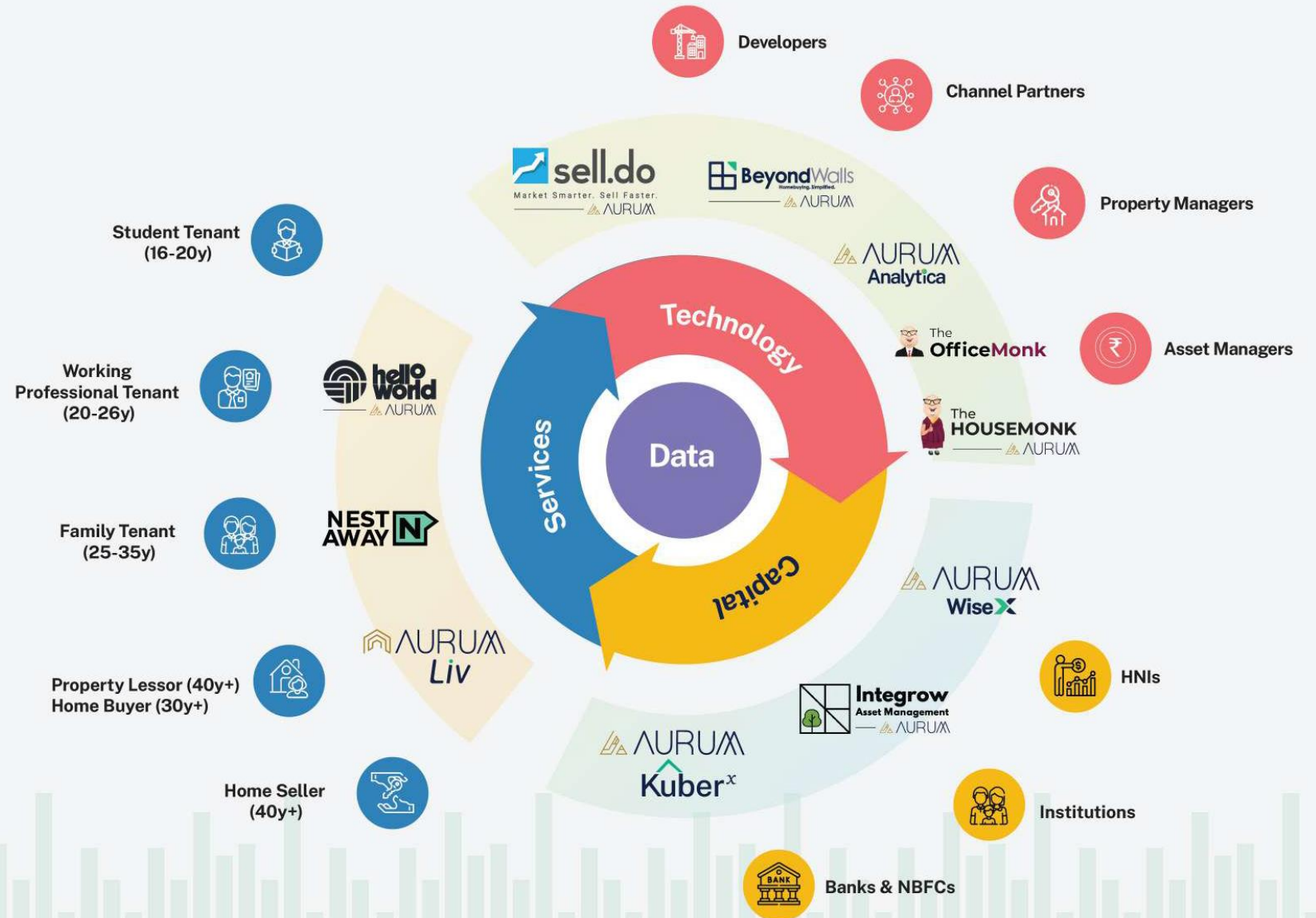
Inspired by the enormous potential, Aurum PropTech, is nurturing a portfolio of exciting businesses that will lead the PropTech revolution in India.

Technology		India's largest Real Estate CRM for developers & channel partners
		Leading Residential rental platform and PropTech brand in India
		Data science driven solution that accelerates performance marketing & channel sales
		Digital transaction platform for primary residential properties
		B2B SaaS product for rental properties and tenant community management
Services		B2B SaaS product for commercial property management
		One of the largest co-living operators in India
		Leading Residential rental platform and PropTech brand in India
		Automated Valuation Model(AVM) powered transaction platform
Capital		Tech-driven Real Estate Asset Management Company
		A Neo-realty investment platform
		Digital lending platform powered by AI driven recommendation engine

# Aurum PropTech

## Ecosystem

Leveraging the collaborative synergy within our ecosystem, our businesses accelerate their market presence with increased efficiency.



# Aurum PropTech Ecosystem: Operating Model



Growth Capital

Strategic Oversight

Governance & Risk

Branding

## Shared Services

Finance & Accounting

Legal & Compliance

HR: Policies

## Aurum Ecosystem Collaboration

Customer & Product  
Learning & Development

Data as a Strategy  
Talent Recognition

Customer & GTM

Product

Technology & Engineering

Business Operations

HR: Culture & Processes



# Collective Power of The Ecosystem

being harnessed through our  
Data Strategy...



RaaS

17  
Cities

16,000+  
Active Customers

SaaS

50+  
Cities

520+  
Active Customers



13+  
Products



600+

Real Estate Developer  
Relations



7,500+

Channel Partners



60,000+

Active Home Buyers  
during the quarter



23,000+

Rental units  
capacity



5,500+

Apartments Booked till  
date



3,400+ Crore

Value Of Apartments  
Registered & Invoiced



# Our Data Strategy

## Objectives of our DaaS strategy:



**Driving growth: Faster GTM, penetration & cross-selling opportunities**



**Customer Experience enhancement: Higher LTV due to retention and loyalty**



**Process efficiency: Insights centric decision making**

## Our DaaS platform has been laid on a strong foundation of:



**Data science and analytics expertise**



**Infrastructure: Network, data storage and compute**

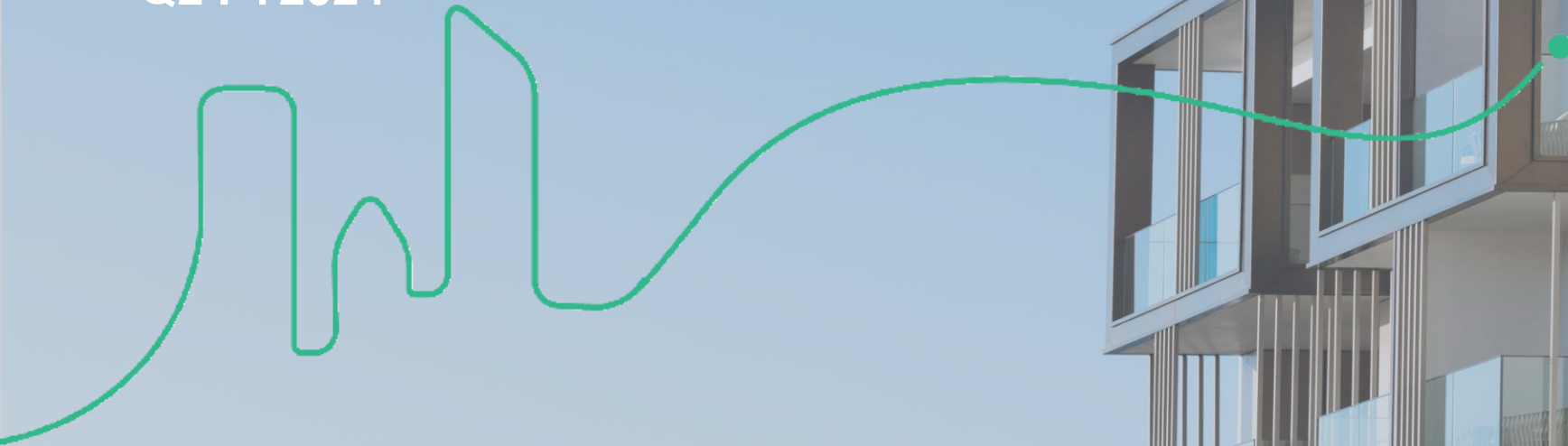


**Compliance and governance around data: privacy, security, confidentiality**

**As part of Aurum's Data as a Service strategy, we have created a healthy combination of data science, strategy and structure to make datasets understandable and actionable across the ecosystem.**

# PropTech Sector Highlights

Q2 FY2024



# Investments in Indian Real Estate Market

**\$2.5 Bn.** Capital flows in H1 CY23, down 37% Y-o-Y

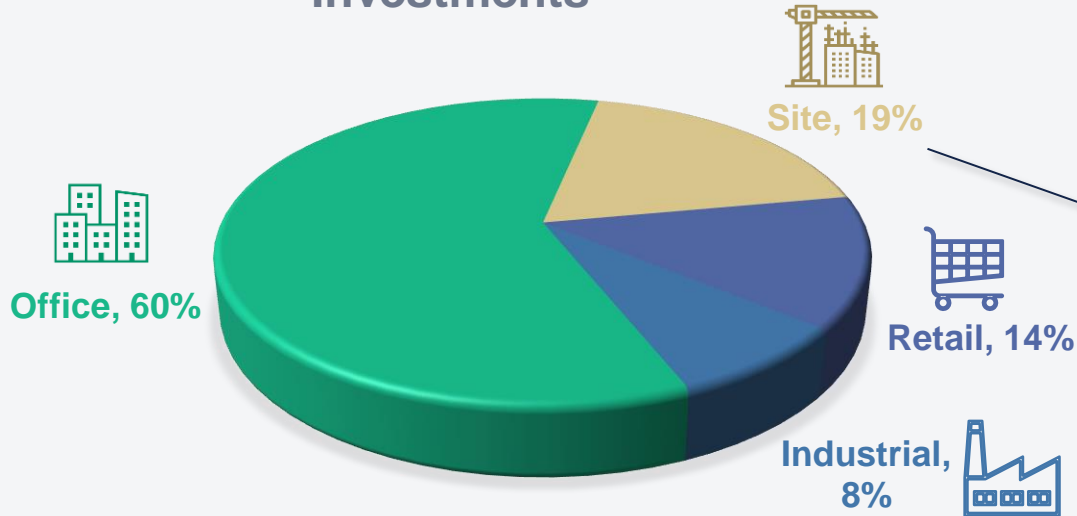
**\$6-6.5 Bn.** Outlook for investments for 2023

## Source of investments

**48%** Domestic investors  
(46% from developers)

**52%** Foreign investors  
(76% from Singapore)

## Asset Wise Deployment Of Investments



Institutional investors infused capital in **brownfield assets** while developers largely focused on acquiring land for greenfield assets.

## City wise deployment:

**50%** in Mumbai, Delhi-NCR and Bengaluru

**50%** in other Metro cities

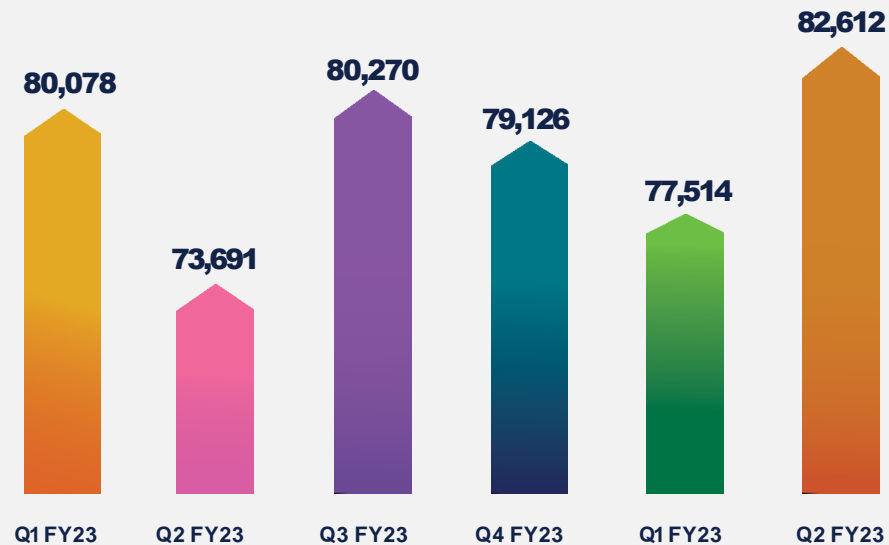
**82%** of the total capital inflows in site / land acquisitions were deployed for **residential developments**

Overall, a **steady outlook** for investments in Property sector is expected over next two years; implying a **stable platform for PropTech growth.**



# Indian Residential Real Estate Market Trends

Residential Sales in Top 8 cities in India



Residential demand **12%** higher in YoY terms and **7%** higher compared to the preceding quarter; 6-year high sales volume; High traction across all markets in YoY terms

**11%** Highest YoY price increase across cities – witnessed in Hyderabad.

**4%** QoQ drop in sales volume in Delhi-NCR

**16%** QoQ growth in sales volume in Pune

**35%** Share of total sales from > INR 1 Cr. ticket size units (compared to 28% last year)

Healthy growth in residential sales augur well for PropTech businesses that cater to lead generation, broker aggregation and transaction enablement.

Entrepreneur INDIA Sign In

## Proptech Investments in India Surpassed the USD 4 Bn Mark in H1 2023

Shared economy platforms (co-living and co-working) and construction technology get maximum funding, according to a report by Housing.com.

### Funding in Indian PropTech firms reaches \$719 million in CY2023

#### NAREDCO Maharashtra to set up PropTech fund with Rs 50 crore initial commitment

The country's first-ever, to be known as RealTech Fund (RTF).

#### Interior Design Startup Flipspaces Raises \$4 Mn Funding in its Pre-Series B funding round

Flipspaces will utilize the fresh capital to expand its operations on the West Coast of the US and strengthen its tech.

#### InfoEdge initiates forensic audit into 4B network due to suspected financial irregularities

Info Edge had pumped Rs 288 crore into 4B Networks, including Rs 276 crore as equity and Rs 12 crore in debt.

#### HotelYaari Bags INR 18 Cr To Offer Fractional Ownership Of Holiday Homes

The funding from this seed round to be used to scale up its platform and hire more personnel to cater to its growing demand.

#### IPO-bound D2C furniture brand Pepperfry raised \$23 Mn from its existing investors

The fresh capital infusion will help the startup cater to its over 10 Mn customer base while strengthening its omnichannel presence

#### Sleepwell parent Sheela Foam acquires 35% stake in Furlenco for Rs 300 Cr.

The deal will enable Sheela Foam to expand its online furniture catalogue through Furlenco's modern & youth-friendly selection.

**PropTech ventures with sound and viable business models continued to attract investors for growth capital.**

mint Premium | MONEY

## Why young Indian professionals are making the shift to co-living

Jash Kriplani | 6 min read | 03 Sep 2023, 10:50 PM IST

With steep rents cutting deep into their pay packets, younger professionals are left with no choice but to hunt for cheaper accommodation and co-living is emerging as a favourite. Co-living platforms allow tenants to book rooms instantly and without any hassles. There is no brokerage fee and the deposit is usually just one month worth of rent. Rents are in the range of ₹15,000-20,000 per person (see graphic).

**Start-ups** like Zolo, Stanza, HelloWorld, Nestaway, etc., offer shared accommodation across multiple properties— 2BHK, 3BHK and even 1BHK studio apartments.

**Changing rental needs of the GenZ will lead to growth of co-living business across major metro cities.**

Source: <https://www.livemint.com/money/personal-finance/the-rise-of-co-living-young-professionals-opt-for-shared-accommodation-in-bengaluru-11693761648271.html>

### What are the costs and benefits of co-living?



PREET SINGHVI, 24	SWATI SISOUDIYA, 27	PRABHU PRADHAN, 25^	ROHAN TAKALKAR, 30
<b>OCCUPATION:</b> Finance professional	Research associate (real estate)	AI researcher	Fintech professional
<b>HOME CITY:</b> Surat	Gurugram	Lucknow	Pune
<b>CO-LIVING IN:</b> Mumbai	Bengaluru	Bengaluru	Bengaluru
<b>ROOM TYPE:</b> Pods	Single room (double occupancy)	Studio flat (with live-in partner)	2BHK (2 persons/room)
<b>MONTHLY RENT/DEPOSIT</b> ₹10,000*/Nil	₹17,500/₹17,500	₹22,000/₹22,000	₹16,000/₹16,000

Booked pod for two nights—Tuesdays and Wednesdays. Travelled back to Surat on Thursday night. Worked from home on Fridays and Mondays.

Was looking for regular all-girls PG (paying guest) initially. But these properties lacked the amenities that I was looking for.

Wasn't able to find regular rental options for me and my live-in partner. So, opted for a co-living facility, where there were no such restrictions.

There is a lot of opportunity to network and socialize in co-living spaces. This especially helps when you are away from home.

\*Paid for two nights in a week in a pod-concept co-living and worked from home on other days, each pod comes with a power point for laptop, ^costs and room details are for co-living, renting 2BHK since March 2023 after landlord allowed live-in partner, wifi, furniture, maintenance included in co-living rents

	Average co-living costs per person/month	Average rental costs of 2BHK (1,000 sq. ft.) in popular locations	What are the pros & cons of co-living?
Bengaluru	18,500 (in ₹)	27,950 (in ₹)	<b>PROS</b> CAN get rooms quickly LOW rent and deposit LESS restrictions NO brokerage Furnished NETWORKING opportunity IDEAL for hybrid work mode
Delhi NCR	20,000	24,667	
Pune	15,500	20,250	
Mumbai	19,700	49,500	
			<b>CONS</b> LIMITED storage QUALITY of service depends on provider SHARING of some utility items LESS spacious vs renting an apartment LACKING privacy NOT ideal for families

Source: Colliers, Anarock Research (average of average rents in popular markets)

**Popular co-living platforms**  
Zolo, Stanza, HelloWorld, NestAway, LOCL, Hypen.club

GRAPHIC: SARVESH KUMAR SHARMA

Infographic courtesy: Mint

moneycontrol

Home > News > Business > REAL ESTATE

## Real estate fractional ownership market touches Rs 4,000 crore; to grow at 25% to 30% annually

Many private companies have set up fractional ownership platforms that allow investors to own a fraction of real estate assets.

PTI | SEPTEMBER 24, 2023 / 05:53 PM IST

bt Market TODAY


## Sebi keen to introduce fractional ownership in India

The concept is already permitted in the US and many Indian investors have bought fractional shares of popular companies like Apple, Meta and Alphabet

Business News / Economy / Rent on hostel, paying accommodations to attract 12% GST; her...

## Rent on hostel, paying accommodations to attract 12% GST; here's why

2 min read • 29 Jul 2023, 09:55 PM IST

Join us 

Livemint

*PG/Hostel Rent paid by inhabitants do not qualify for GST exemption... as the services provided by applicant are not akin to renting of residential dwelling for use as residence, said the Bengaluru bench.*

While fractional ownership remains a **promising growth frontier for PropTech**, formalization of the sector with **SEBI regulated norms** is eagerly awaited by the industry players.

**Formalization** of rental economy will pave way for further **shift from unorganized to organized** play in the \$24 Bn rental market in India.

# Aurum PropTech Business Highlights

Q2 FY2024



## Monk Tech Labs Launches TheOfficeMonk, Redefining Commercial Real Estate

HT Brand Studio

2 min read · Updated: 03 Jul 2023, 05:58 PM IST



Monk Tech Labs launches an innovative commercial real estate management software - TheOfficeMonk

### SUMMARY

TheOfficeMonk is the company's software that will transform the commercial real estate (CRE) sector by digitising portfolios and enhancing the tenant experience within them.

## India's First Real Estate PMS Launch by WiseX and Integrow

The CREAM Portfolio will be focussed on the Real Estate sector as the sector is poised for growth and offers attractive investment opportunities.

Sep 14, 2023 10:50 IST



WiseX, India's leading Neo-realty investment platform in collaboration with Integrow Asset Management has launched India's first sector specific Real Estate Portfolio Management Services (PMS). The portfolio will be managed

## Aurum PropTech-Backed Integrow To Widen Portfolio With Second Housing Fund

By • Priyal Mahtta

26 Sep 2023



Ramashrya Yadav, founder and CEO, Integrow Asset Management

Integrow Asset Management plans to start raising its second residential real estate fund next year, as it expands its offerings after rolling out portfolio management services and an investment vehicle for office properties. The Mumbai-based real



Nestaway Redefines Rental Living with Exceptional Services leading to Outstanding Reviews

## Nestaway Redefines Rental Living with Exceptional Services leading to Outstanding Reviews

ANI | Updated: Oct 14, 2023 16:33 IST

PNN

# Key Business Highlights



- ARR at INR 108 Crs
- 12,689 Live Beds



- Reduced churn: -79% of operating EBIDTA brought down to -17% in one quarter)
- 10,665 rental units live

Aurum PropTech emerges as largest residential rental management PropTech company in India



- ARR at INR 43 Cr.
- Sell.Do Ranked at #4 in Top Real Estate CRMs in the world and #7 in the Easiest to Use category



- 2X YoY growth in Q2 revenues

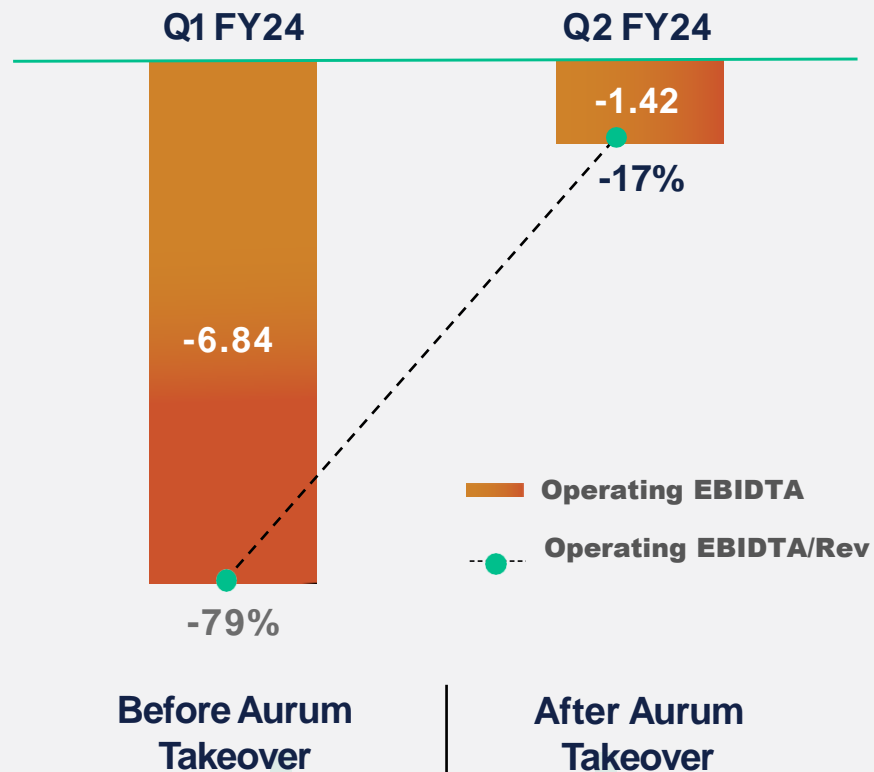


- 6 New Clients added in Q2 FY24
- Strong Sales Pipeline of >\$1.1Mn ARR

During Q2 FY2024, Aurum's businesses focused on growth momentum while improving unit economics

# NestAway Turnaround

## Early Turnaround on Cash-burn



## Key Initiatives implemented:

- Exited non-profitable cities
- Rationalized Tech & Infra costs, removing redundant costs
- Organization Structure Redesign: Right sizing, salary optimizations
- Refined performance marketing and realigned branding efforts
- Addressed customer grievances

**Continued commitment towards building a viable business on strong unit economics**

*Operating EBIDTA excludes one-time expenditure incurred during the acquisition process.*



# Financial Highlights: Segments

Revenue in INR Cr.	Quarter Ended 30 Sep 2023	YoY Growth <sup>1</sup>
Software as a Service (SaaS)	6.25	32%
Real Estate as a Service (RaaS)	46.52	97%
Operating Revenue	52.77	86%
Total Income	57.53	87%

Revenue from Operations grew by **1.8x** Y-o-Y

Notes:

Y-o-Y Growth here refers to the Consolidated Operating and Total Income of Aurum PropTech Ltd. between Q2 FY2023 and Q2 FY2024

# Financial Highlights: Key Businesses

Revenue in INR Cr.	Quarter Ended 30 Sep. 2023	YOY Growth
HelloWorld	26.36	71%
K2V2 Tech.	10.94	14%
NestAway <sup>1</sup>	6.86	N.A. <sup>1</sup>
Aurum Analytica <sup>1</sup>	4.00	109%
Others	9.37	N.A. <sup>2</sup>
<b>Total Income</b>	<b>57.53</b>	<b>87%<sup>3</sup></b>

*Notes:*

- 1. Q2 FY2023 Revenues for these businesses were not consolidated under Aurum PropTech Ltd.*
- 2. Not Applicable because composition of the portfolio varies across the two quarters of Q2 FY2023 and Q2 FY2024.*
- 3. This refers to YOY growth of Aurum PropTech Ltd.'s reported Total Income from Q2 FY2023 to Q2 FY2024*

# About Aurum PropTech

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# About Aurum Ventures

## VALUE CREATION JOURNEY

### OPTIC FIBER



IOL NETCOM

1999

↑<sup>st</sup> Company to create an optic fiber network in Mumbai.

EXITED IN 2005

### AVIATION



SPICE JET

2006

Strategically turned around ModiLuft to its current avatar known as "Spice Jet".

EXITED IN 2008

### RENEWABLE ENERGY



RENEW POWER

2009

Co-incubated Renew Power, India's largest renewable energy IPP.

EXITED IN 2013



AURUM  
RealEstate

2009

CURRENT



AURUM  
PropTech

2020

CURRENT

## Our Vision & Values

**To be the most preferred Real Estate and PropTech brand.**

**Aiding with the most trustworthy and skilled experts, as well as an experienced management team to improve work efficiency.**



# Our Board of Directors



**Srirang Athalye**

Non-Executive Director

He has over 32 years of Entrepreneurial, Industry & Consulting experience in various corporates, start-ups and M&A activities.

He was key in launching first GSM operations outside Metros. He has been an entrepreneur, a CFO of public Co, a Chief Strategy Officer and Founder Director of ReNew Power.

Holds Master's degree in Management Studies (Finance) from Somaiya Institute of Management Studies and Research.



**Onkar Shetye**

Executive Director

Onkar has 15 years of multisectoral experience and has driven strategic and transformational initiatives at multiple organizations across industries like Energy, Real Estate, Mineral Exploration, and Information Technology. He has been part of the Aurum Group since June 2012.

He is an alumnus of the Mumbai University and has completed his Master's from the Russel Group of Universities, UK.



**Ramashrya Yadav**

Non-Executive Director

Mr Yadav has built multiple businesses up from scratch. Before starting Integrow Asset Management, India's first real-estate only focused asset management company he worked as CEO- Real Estate Advisory Practice, Edelweiss Financial Services Ltd.

An alumnus of Harvard Business School, he is a leading proponent of India's real estate industry and has 20+ years of experience in Construction, Real Estate, Banking & Investment.

# Our Board of Directors



**Vasant Gujarathi**

Independent Director

A fellow member of the ICAI, in his over 35 years of experience, he has served as partner for 23 years at PWC, Lovelock & Lewes, Chartered Accountants LLP (a member firm of Price Waterhouse & Affiliates). He was also a representative on the PwC Global Committee for 'Industrial Products' sector.

Holds a bachelor's degree in Commerce (Hons.) and is a fellow member of the ICAI.



**Ajit Joshi**

Independent Director

A global business leader with 34+ years of experience in Indian and International companies. Works as a consultant in India and abroad.

Currently working as a consultant with many businesses and start-ups in India and New Zealand. He is also mentoring various companies in different parts of the world.

Holds an MBA from Symbiosis Institute of Business Management, Pune



**Padma Deosthali**

Non-Executive Director

In her career spanning over 20+ years, she has worked closely with the United Nations Population Fund, United Nations Development Programme and World Health Organization on various assignments in addition to her active role in India. She has contributed to development of WHO Clinical Guidelines for responding to Violence Against Women, as member of Steering Group of the WHO GDG.

Dr. Padma holds Master is Social Work MSW and a PhD from the Tata Institute of Social Sciences

# Our Leadership Team

Name	Academic Qualifications	Career Highlights, Key Achievements	Previous Organizations
<p><b>Ajay Kumar</b> Co-Founder and MD, MonkTechLabs</p>	<p>B. Tech. (Civil Engineering)- NIT Surat</p>	<p>Proven track record of building PropTech solutions in coliving and property management. A revered voice in SaaS and PropTech expertise in the startup community.</p>	<p>Monk Tech Labs   Cozee Homes   Mu Sigma</p>
<p><b>Aryaman Vir</b> CEO, Aurum WiseX</p>	<p>MSE (Systems Engg) University of Pennsylvania</p>	<p>Successfully built a leading neo-realty investment platform. Expert in automation, systems, algorithms and big data analysis. Conferred with several awards including 40under40, 30under30.</p>	<p>Anarock   SoftBank Group   Moelis &amp; Company</p>
<p><b>Balaji Varadharajan</b> Co-Founder and MD, MonkTechLabs.</p>	<p>B.E.(Mechanical) Anna university- SCVE</p>	<p>Proven track record of building PropTech solutions in property management. Excels in propelling growth, building teams and strategic leadership.</p>	<p>Monk Tech Labs   Cozee Homes   TVS Motor Company</p>
<p><b>Hirenkumar Ladva</b> EVP, Investments</p>	<p>MBA (IIM Ahmedabad), B. E. Computers, (NIT Surat)</p>	<p>Proven sales leadership (grew revenue by 2X over 2 years) Awarded 40under40 Supply Chain Professionals in India. Crafted and implemented corporate and sales strategies for global businesses (&gt;\$500Mn)</p>	<p>Future Supply Chain Solutions   Tata Group (Telecom, consulting)</p>
<p><b>Ismail Khan</b> Chief Business Officer, NestAway</p>	<p>B. Tech. (Computer Science &amp; Engineering) NIT Surathkal</p>	<p>Youngest AIX Performance Tools Architect at IBM, holder of three patents. Founding member of TaxiForSure; Grew NestAway's Bangalore business to Rs. 50 Cr. ARR.</p>	<p>NestAway   TaxiForSure   IBM</p>



# Our Leadership Team

Name	Academic Qualifications	Career Highlights, Key Achievements	Previous Organizations
<p><b>Jitendra Jagadev</b> Co Founder and CEO NestAway, CEO at HelloWorld</p>	<p>B. Tech. (Computer Science), NIT Surathkal</p>	<p>Co-founded Nestaway that secured \$100M+ in funding and founded BrizzTV - world's first cloud-connected content delivery platform via satellite TV network. Conferred several awards such as Fortune India's 40 under 40, ET Startup award and Global Effie Award.</p>	<p>Nestaway   Cisco   Philips</p>
<p><b>Ketan Sabnis</b> CEO at Kylas and Sell.do</p>	<p>Bachelor of Technology College of Engineering Pune</p>	<p>Successfully built &amp; scaled Sell.do, India's largest RealEstate Sales &amp; Marketing CRM.</p>	<p>Amazon India</p>
<p><b>Kunal Karan</b> CFO, Aurum PropTech</p>	<p>CA, CPA</p>	<p>&gt;25 years of excellence and rich experience in corporate finance, having worked in global setup as well as a large Indian corporate</p>	<p>Majesco   Mastek   Reliance</p>
<p><b>Prakash Tejwani</b> Executive Director at Aurum Analytica</p>	<p>Masters of Science (Computer Science)</p>	<p>Led Pitney Bowes' Accelerator Program and nurtured 16 startups in the field of AI, Deep-Tech &amp; analytics. Worked closely with Indian Start up ecosystem to promote NASSCOM's 10K Startup initiative.</p>	<p>Pitney Bowes   AL Maya Dubai</p>
<p><b>Ram Yadav</b> Founder and CEO, Integrow</p>	<p>MBA Finance, Madurai GMP, Harvard Business School</p>	<p>An industry leader in India's Real Estate financing world; Had successfully filed the first IPO for a real estate company in Sept 2006. Built India's first active lending book with an integrated distribution platform. Led and achieved turnarounds on 15+ stressed projects at Shapoorji Pallonji.</p>	<p>Edelweiss   Orbit Corporation   Shapoorji Pallonji</p>

# Our Leadership Team

Name	Academic Qualifications	Career Highlights, Key Achievements	Previous Organizations
<p><b>Sahil Rathore</b> Chief Business Officer, Aurum Analytica</p>	<p>B. Tech. Rajasthan Technical University</p>	<p>Transformed the SMB strategy at Pitney Bowes, making it the largest BU with \$1.7Bn in Revenue and 1+ Mn customers. At Appirio, contributed to global Salesforce implementations for large global enterprises.</p>	<p>Pitney Bowes   Appirio (A Wipro Company)</p>
<p><b>Vikram Kotnis</b> CoFounder, K2V2</p>	<p>M. Sc. (Computer Science), B.E.</p>	<p>Pioneered broker aggregation in India; propelled Sell.do to largest market share in Real Estate. Successfully created ventures such as Amura (a prominent digital marketing brand in India and Axilon Tech (a specialized mortgage tech solutions Company)</p>	<p>Amura Marketing Technologies   Axilon Tech   Mortgage Data Systems   HLC   Sun Microsystems</p>
<p><b>Vinayak Katkar</b> Co-Founder at Kylas and Sell.do</p>	<p>B.Tech. (Computer Science), College of Engineering Pune</p>	<p>Successfully built &amp; scaled Sell.do, India's largest RealEstate CRM; Built the ground-breadking transaction platform IRIS under it. Later upgraded the Sell.Do platform into an industry agnostic CRM platform.</p>	<p>Sun Microsystems</p>
<p><b>Vishal Sharma</b> Chief Technical Officer, Aurum Analytica</p>	<p>M. Tech. (Computer Science) BITS, Pilani</p>	<p>Built a cutting-edge mobile app for ad fraud prevention system; Played a pivotal role in groundbreaking research at Karachain and the implementation of a new blockchain protocol.</p>	<p>Karachain   UX Army</p>



Ensuring best GRC practices, each focus area is monitored by a member from the leadership team.

The Board reviews and measures these focus areas periodically

# Thank you!

For further information, contact:

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