

Date: July 18, 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 Q1 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

The logo features a stylized yellow icon of a building or structure on the left, followed by the word "AURUM" in white, "PropTech" in white with "Tech" in green, and "FUTURE-READY" in white below it.

AURUM PropTech
FUTURE-READY

INVESTOR PRESENTATION Q1 FY2024

A decorative green arc that starts with a solid green dot at the top left and curves across the page, ending with a dashed green line at the bottom right.

Disclaimer

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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



Emergence of PropTech in the Real Estate Value Chain



>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.

TRENDS IN REAL ESTATE AND PropTech

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

Segmenting the Real Estate Value Chain



Development

- Land Procurement
- Design
- Construction
- Raw Materials
- Financing



Monetization

- Distribution:
Branding & Marketing, Sale & Purchase Fulfilment
- Leasing & Rental
- Leverage & Finance



Consumption

- Interior & Fitouts
- Repairs & Maintenance
- Communities
- Facility & Asset Management Services

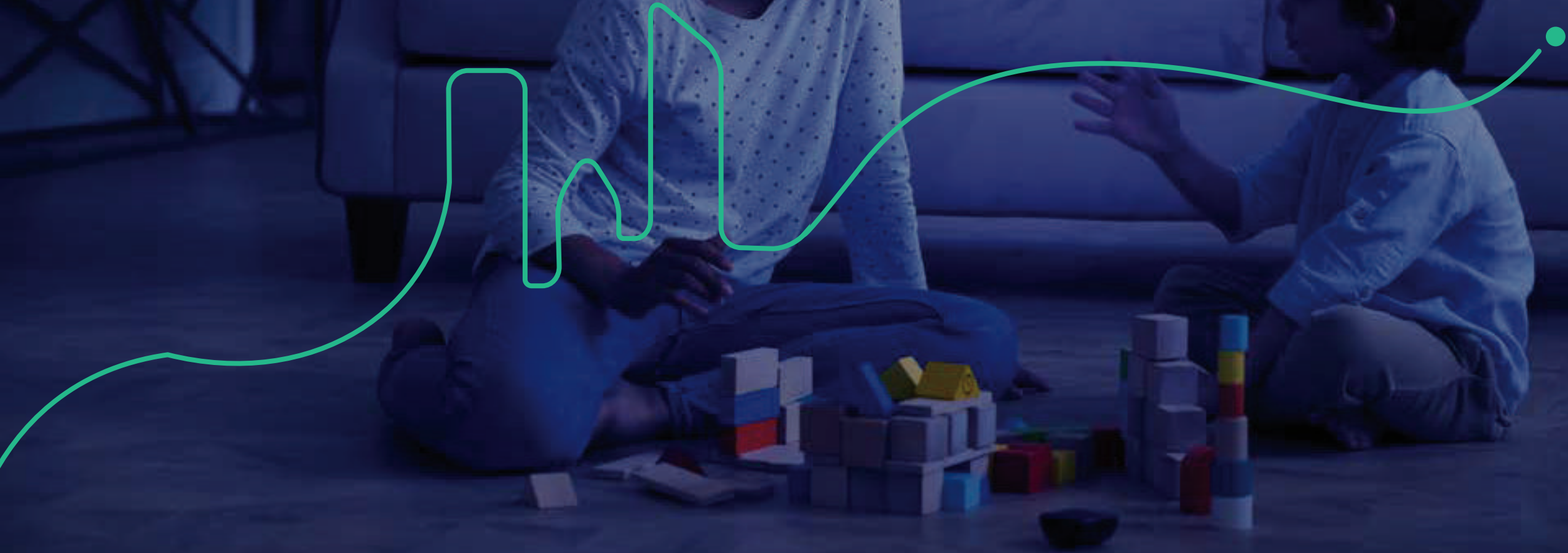
Residential & Commercial Segment constitutes:

- \$345 Bn* in Market size
- ~70% of the Property market
- ~75% of PropTech Market

Rest of the property market is sized at \$159 Bn*, comprising of warehousing, retail, hospitality and other asset classes.

Our building blocks that will build your future

Our product portfolio



Aurum Portfolio across the Real Estate Value Chain



Development



Monetization



Consumption

Technology



Services



Capital



Our business portfolio addresses ~75% of the PropTech market potential in India, through strong capabilities in Technology, Services and Capital.

Aurum Portfolio

Inspired by this 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



Tech-driven sales, marketing and broker aggregation services for developers



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



B2B SaaS product for commercial property management

Services



One of the largest coliving 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

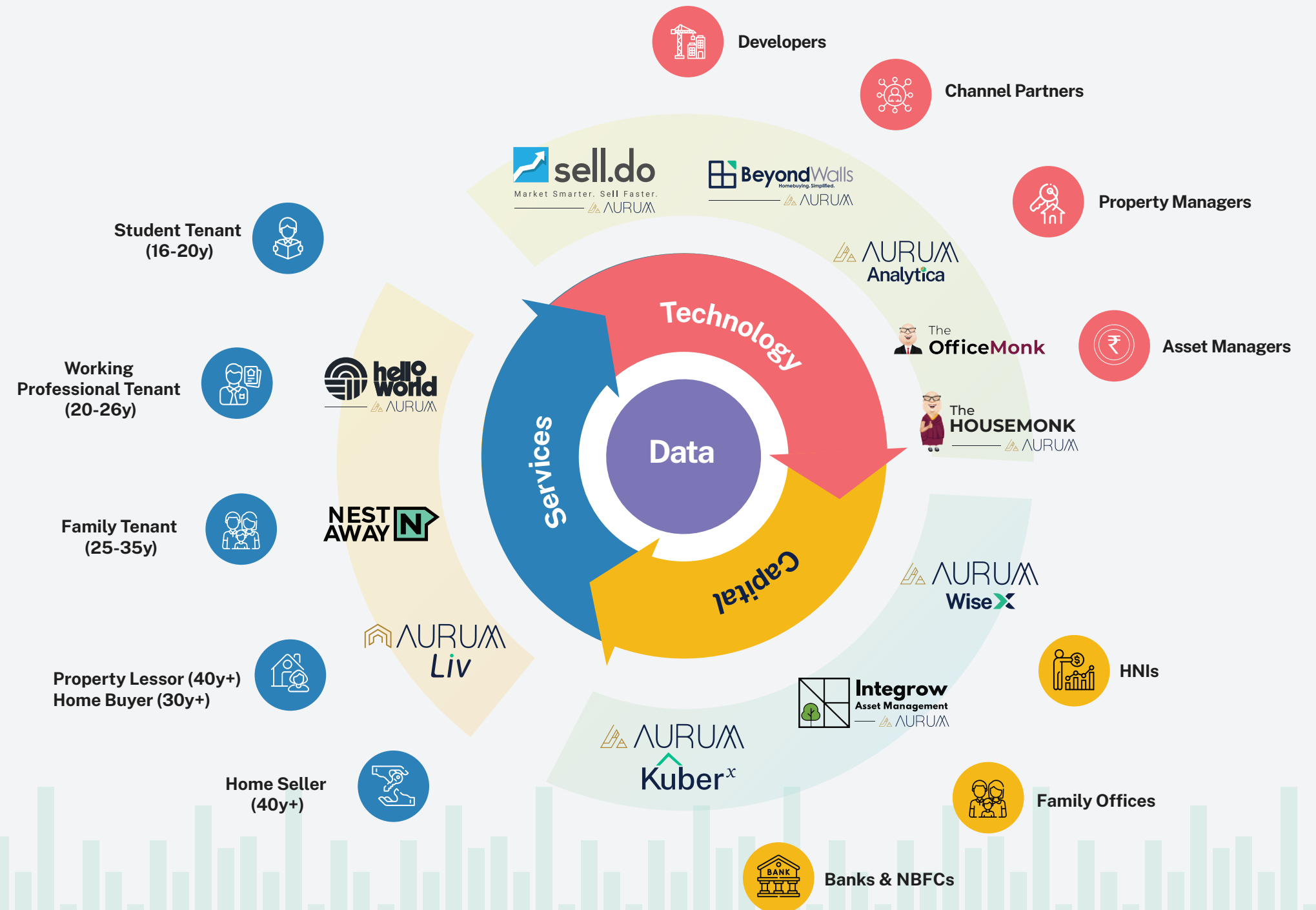


Digital lending platform powered by AI driven recommendation engine

*In equity and debt

Aurum Ecosystem

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





RaaS	17 Cities	4,300+ Active Customers
SaaS	50+ Cities	520+ Active Customers



13+
Products

Collective Power of The Ecosystem

being harnessed through our
Data Strategy...



600+
Real Estate
Developer Relations



7,500+
Channel Partners



80,000+
Active Home Buyers
during the quarter



11,200+
Co-living beds
capacity



5,000+
Apartments Booked
till date



3,000+ Crores
Value Of Apartments
Registered & Invoiced

Data Strategy

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

Objectives of our DaaS strategy:



Data science and analytics expertise



Infrastructure:
Network, data storage and compute



Compliance and governance around data:
privacy, security, confidentiality



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



Customer Experience enhancement:
Higher LTV due to retention and loyalty



Process efficiency:
Insights centric decision making

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.

Aurum Business Highlights

Q1 FY2024



Key Business Highlights



- 29 New Properties Added
- 11,195 Live Beds
- ARR at INR 89.3 Crs



- ARR at INR 49.3 Crs
- Sell.Do Ranked at #4 in Top Real Estate CRM in the world and #7 in the Easiest to Use category



- 30 New Developers Signed
- 116 Projects Served
- ARR at INR 24 Crs



- Strong Sales Pipeline of >\$1.1Mn ARR



- 6 New Clients for TheOfficeMonk within the first quarter of launch

During Q1 FY2024, Aurum's businesses focused on growth momentum while improving unit economics



100%

Acquisition

INR 90 Crs

Purchase Consideration

The Opportunity

\$30 Bn
Residential Rental market size in India


2nd
Largest Residential Rental Operator in India

Key Strengths of NestAway


600K+
Monthly website visits


18,000+
Properties on the platform

NestAway will remain aligned to its vision of transforming India's rental housing market on strong pillars of:

- **Enhanced owner-tenant relationship**
- **Customer experience & satisfaction**

Levers of Turnaround Strategy

- **Efficiency Improvement: organization redesign, tech spend rationalization, overheads reduction**
- **Rationalize geographical presence**
- **Simplify offerings**
- **Governance and Strategic oversight**

Build a viable business on strong unit economics

New Product Launches in Q1 FY2024



B2B SaaS product to digitize the commercial real estate portfolio and enhance the experience of tenants.



Digital distribution vertical for Real Estate Investments while leveraging technology to offer risk-adjusted institutional grade investment products.

Financial Highlights: Segments

Revenue in INR Cr.	Quarter Ended 30 Jun, 2023	YoY Growth ¹
Software as a Service (SaaS)	5.7	12%
Real Estate as a Service (RaaS)	38.5	304%
Operating Revenue	44.2	202%
Total Income	47.7	203%

Revenue from Operations grew exponentially by **3x** Y-o-Y

Notes:

YoY growth here refers to the consolidated Operating and Total Income of Aurum PropTech Ltd. between Q1 FY2023 and Q1 FY2024

Financial Highlights: Key Businesses

Revenue in INR Cr.	Quarter Ended 30 Jun, 2023	YoY Growth ¹
HelloWorld	21.0	68% ¹
K2V2	11.2	14%
Aurum Analytica	6.0	422% ¹
Others	9.5	NA ²
Total Income	47.7	203%³

Notes:

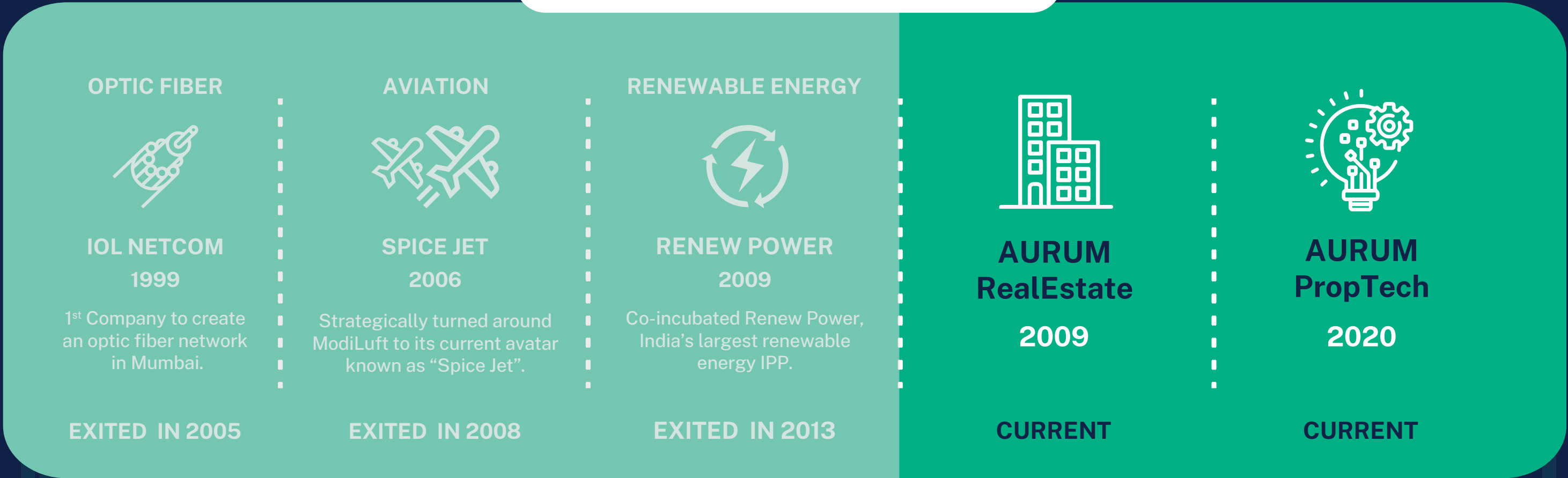
1: Q1 FY2023 Revenues for these businesses were not consolidated under Aurum PropTech Ltd.

2: Not Applicable because composition of the portfolio varies across the two quarters of Q1 FY2023 and Q1 FY2024.

3: YoY growth here refers to the consolidated Total Income of Aurum PropTech Ltd. between Q1 FY2023 and Q1 FY2024

AURUM VENTURES

VALUE CREATION JOURNEY





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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Investor Relations**

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Disclaimer: The information in this presentation contains certain forward-looking statements and publicly available data from various resources such as research reports, publications, etc. These include statements regarding outlook on future development schedules, business plans and expectations of capital expenditure. These statements are based on current expectations that involve a number of risks and uncertainties which could cause actual results to differ from projections made by the company.