

Date: March 29, 2024

To,

Listing Department
Bombay Stock Exchange 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-400 051

NSE Symbol: AURUM

Sub: Investor Presentation.

Dear Sir/Madam,

With reference to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), this is to inform you that "**Aurum PropTech Limited – Investor Presentation Q4 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

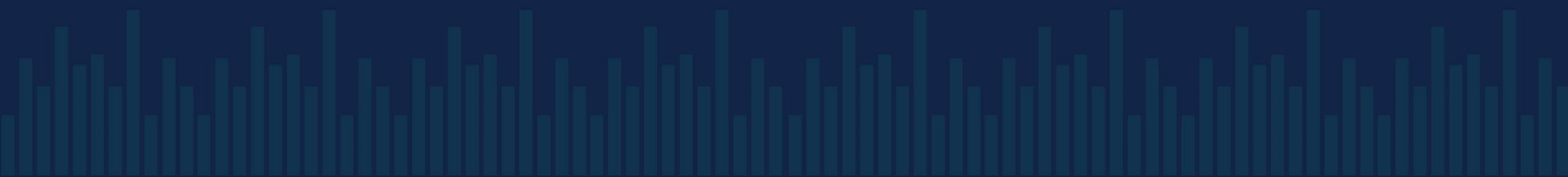
Sonia
Hitesh Jain

Digitally signed by
Sonia Hitesh Jain
Date: 2024.04.29
19:10:16 +05'30'

Sonia Jain
Company Secretary &
Compliance Officer

 AURUM PropTech
FUTURE-READY

INVESTOR PRESENTATION
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 Real Estate in India



>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

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

Home Buyer

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

Channel Partner

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



Indian Real Estate



Indian PropTech



The Indian Real Estate sector is expected to reach

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

in market size by 2030

from \$350 Bn* in 2023

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



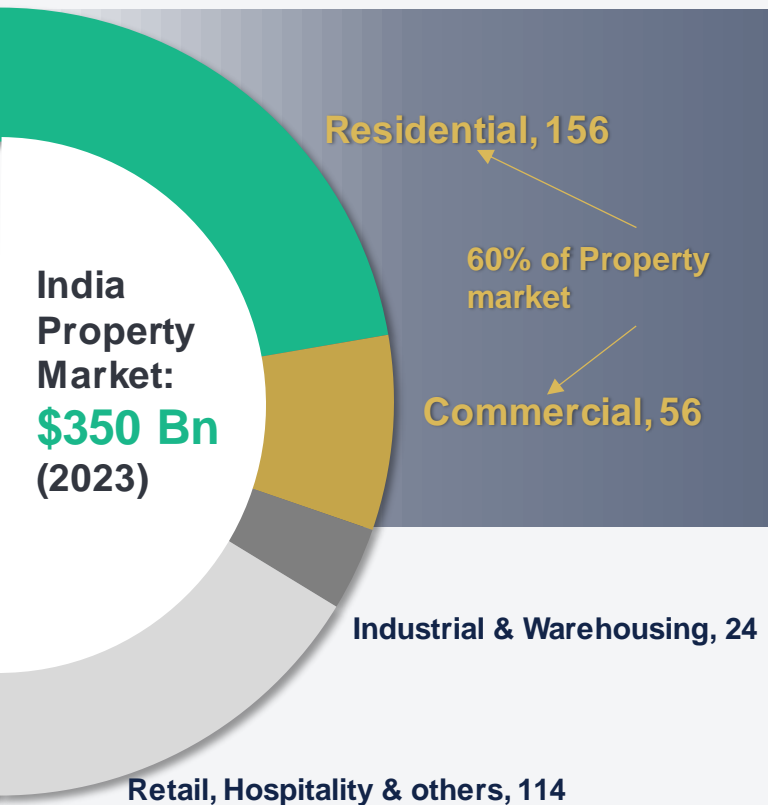
The Indian PropTech sector is expected to reach

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

in market size by 2030

from \$6 Bn* in 2023

PropTech Opportunities across the Real Estate Value Chain



Develop

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



Monetize

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



Consume

- Interior & Fit outs
- Repairs & Maintenance
- Communities
- Facility & Asset Management Services



- Construction Tech
- Land Tech
- FinTech in PropTech



- Digitized transactions
- MarkTech
- RentalTech
- FinTech in PropTech



- Home Services
- Asset Management Tech

PropTech Opportunities

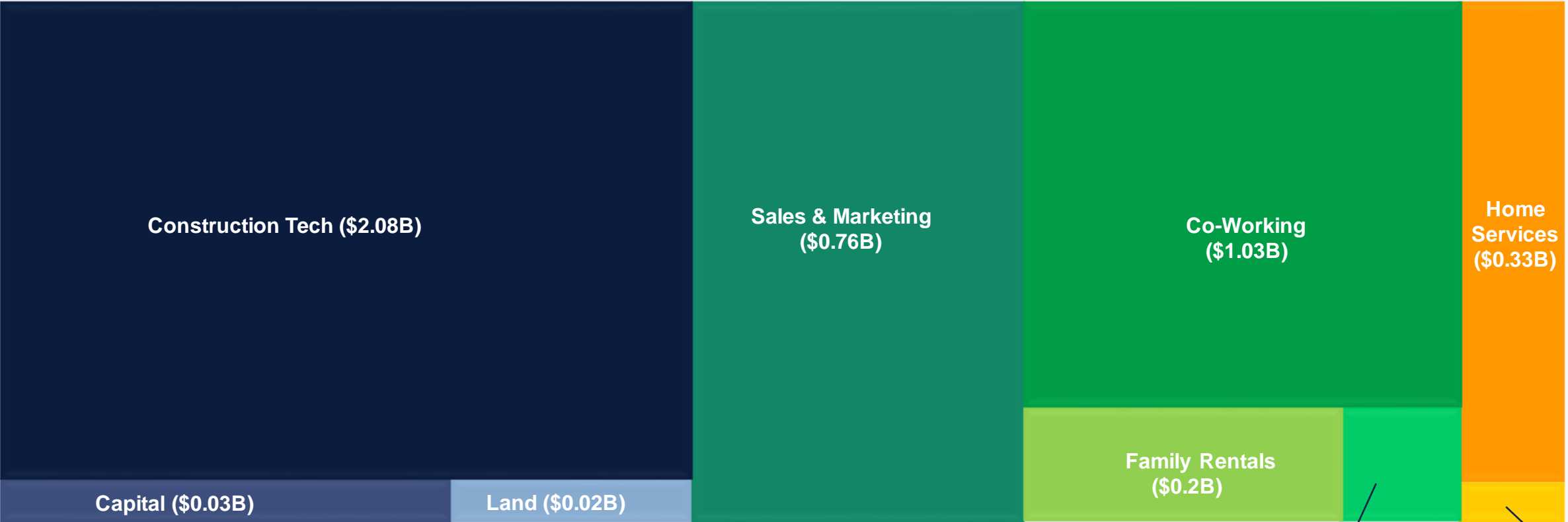
Indian PropTech Market Canvas - 2023



Development

Monetization

Consumption



Total PropTech Market in residential & commercial real estate: \$4.5 Bn

Note: The above canvas is for Residential and Commercial Real Estate only. Other segments accounting to \$1.5B not included in the analysis

Our building blocks that will build your future

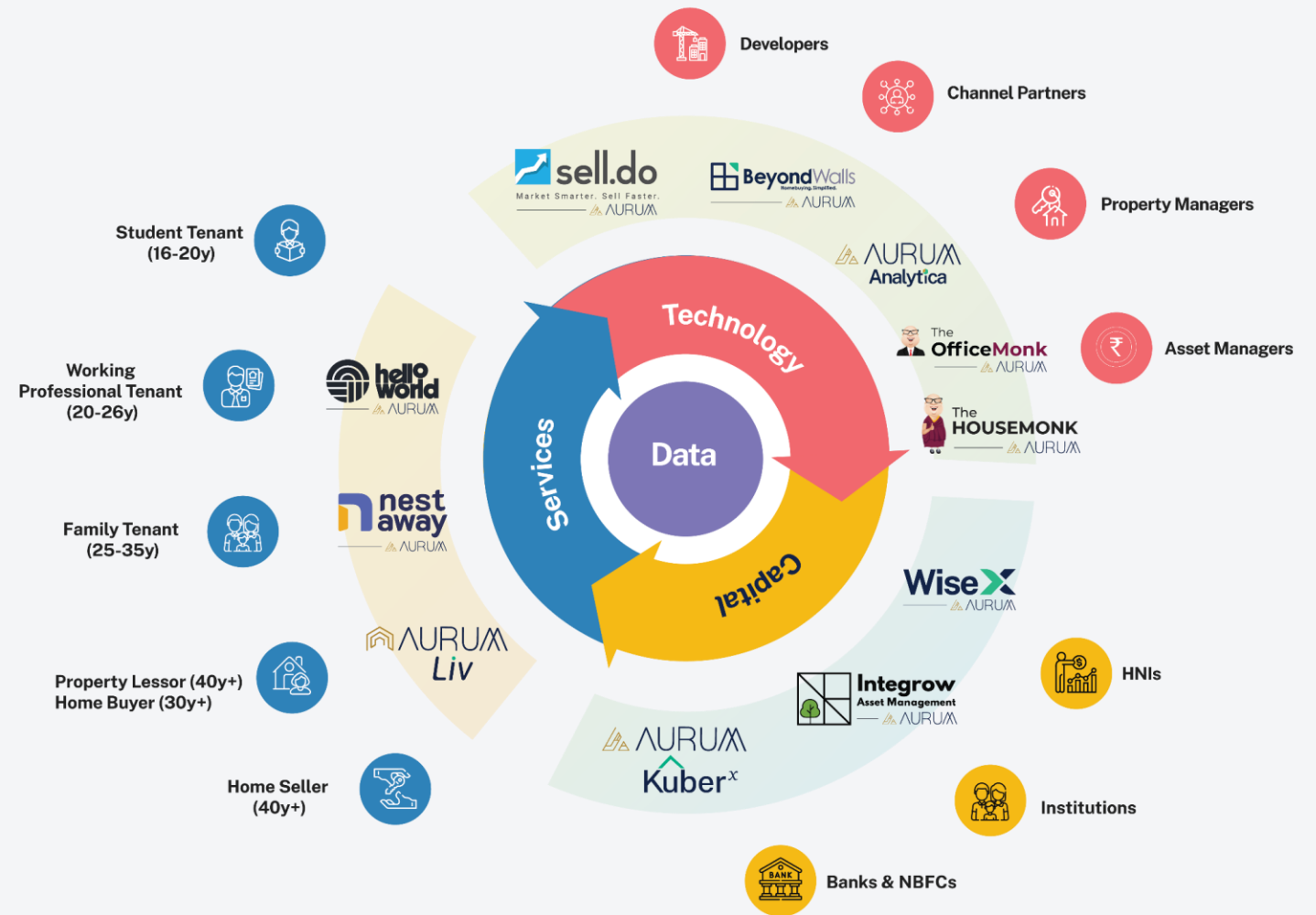
Our product portfolio



Aurum PropTech

Ecosystem

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



Aurum PropTech's Capabilities across the Value Chain

Aurum PropTech Ecosystem

Rental | Distribution | Capital

 **hello world**
AURUM CoLiving

 **nest away**
AURUM Family Rental

 **MONK**
Tech Labs
AURUM Rental SaaS

 **AURUM Analytica**
Data Analytics

 **sell.do**
Market Smarter. Sell Faster.
AURUM CRM

 **Beyond Walls**
Homebuying Simplified.
AURUM Broker Aggregation

 **Integrow**
Asset Management
AURUM AIF

 **WiseX**
AURUM MSM-REIT

 **AURUM Kuber^x**
Home Loans

Integrated PropTech Ecosystem

deepening real estate consumption journey and asset journey

Aurum PropTech Ecosystem: Operating Model

AURUM PropTech

Growth Capital

Strategic Oversight

Governance & Risk

Branding

Shared Services

Finance & Accounting

Legal & Compliance

HR: Policies

Aurum Ecosystem Collaboration

Customer & Product

Data as a Strategy

Learning & Development

Talent Recognition

Customer & GTM

Product

Technology & Engineering

Business Operations

HR: Culture & Processes





| | | |
|------|---------------|-----------------------------|
| RaaS | 17 Cities | 14,500+ Active Customers |
| SaaS | 50+ Cities | 550+ Active Customers |



14+
Products



750+
Team Members

Collective Power of The Ecosystem

being harnessed through our
Data as a Service Strategy...



600+
Real Estate Developer
Relations



7,500+
Channel Partners



58,500+
Active Home Buyers
during the Quarter



27,000+
Rental Units
Capacity



6,500+
Apartments Booked till
date



₹ 4,200+ Crore
Value Of Apartments
Registered & Invoiced

PropTech Sector Highlights

Q4 FY2024



Investments in Indian Real Estate Market

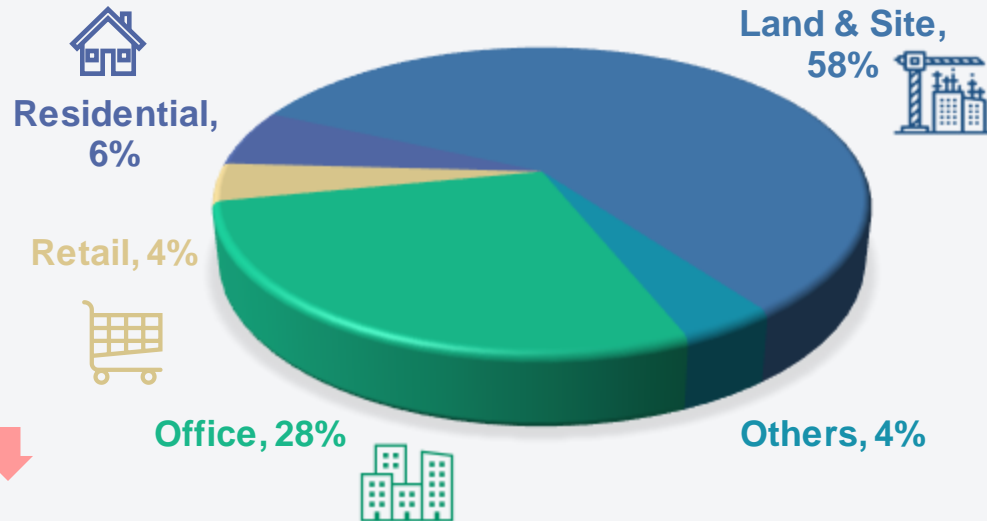
\$1.3 Bn. Capital flows in Q4 CY23, down 59% Q-o-Q and 44% Y-o-Y ↓

\$7.4 Bn. Capital flows in CY23; down ~5% Y-o-Y ↓

Source of investments

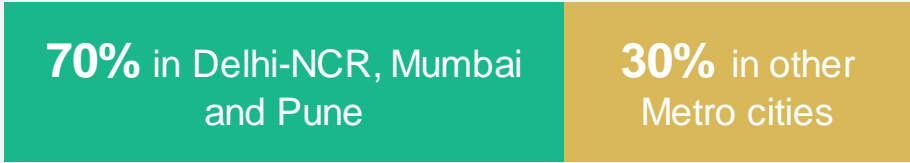


Asset Wise Deployment Of Investments (Q4 CY23)



Developers remained largely focused on acquiring land for greenfield developments. Institutional Investment was down 88% Q-o-Q, skewed towards acquiring land for greenfield developments for warehouses

City wise deployment:



62% of the total capital inflows in site / land acquisitions were deployed for residential developments

The dip in the investment activity in CY23 is due to **“delayed decision-making & a cautious sentiment.”**

Note: Investments refer to the stake purchase, acquisition of property built & land. These capital flows do not cover debt investments

Source: CBRE, KnightFrank research



India's fractional ownership market to surpass \$5 billion by 2030--industry experts weigh in

This week, SEBI introduced guidelines for small and medium real estate investment trust (REITs) to regulate fractional ownership. The new guidelines allow subscription sizes of up to 1 lakh per investor, which is higher than the current limit of 10 lakh.

Sebi's new norms make fractional realty investments more appealing

Experts anticipate a positive impact, with increased investor confidence due to stricter regulations and lower investment sizes in SM Reits

New framework for SM-REITs announced by SEBI (8th March 2024)



*The objective of the Small and Medium Real Estate Investment Trusts (SM REITs) is to **help expand the market significantly** so that more retail investors can have fractional ownership in REIT units. Investors should have a positive view of assets such as real estate investment trusts (REITs), infrastructure investment trusts (InvITs), and municipal bonds, realizing their role for the nation's development.*



- Madhabi Puri Buch, SEBI Chairperson

SEBI's regulatory framework for SM REITs will herald a new era of opportunity and growth for the real estate sector in India, enabling investor protection and market integrity.



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WiseX offers fractional ownership of ₹80 crore commercial property in Pune

WiseX, a neo-real estate investments platform that facilitates fractional ownership, has launched a rent-yielding investment opportunity in Pune and plans to raise more than ₹80 crore from it.

WiseX, a neo-real estate investments platform that facilitates fractional ownership, has launched a rent-yielding investment opportunity in Pune and plans to raise more than ₹80 crore from it.

TH SUBSCRIBE

HOME / BUSINESS / INDUSTRY

Integrow to invest ₹100 crore in Paranjape Scheme's realty project

January 18, 2024 10:16 pm | Updated January 19, 2024 11:30 am IST - MUMBAI

THE HINDU BUREAU

Integrow Asset Management, a real estate investment platform, has announced to invest ₹100 crore in Pune-based real estate developer Paranjape Schemes' upcoming residential housing project in Thane near Mumbai.

"This partnership not only signifies our commitment to investing in transformative projects but also showcases our confidence in Paranjape Schemes' ability to redefine urban living," Ramashrya Yadav, Founder & CEO, Integrow said.

"This collaboration underlines our commitment to delivering projects that meet the expectations of our clientele," said Shashank Paranjape, Managing Director, Paranjape Schemes (Construction) Ltd.

INDIA TODAY Magazine Live TV Search

News / Impact Feature / Technology and Innovation: Nestaway's R...

Technology and Innovation: Nestaway's Role in Transforming the Rental Market

Nestaway's philosophy centers on inclusivity and choice, leveraging technology to offer a wide array of rental options to tenants without bias or discrimination.

IMPACT FEATURE

INDIA TODAY India Today Web Desk New Delhi, UPDATED: Feb 2, 2024 22:52 IST

Recognition for an Aurum PropTech Brand



The HelloWorld has been honored with the prestigious 'Excellence in Hostel Accommodation' in Rajasthan by 94.3 MY FM. This recognition is a testament to our dedication to providing top-notch hostel accommodations

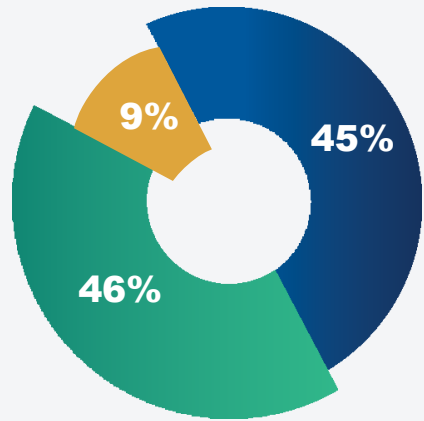
Aurum PropTech Business Highlights

FY2024



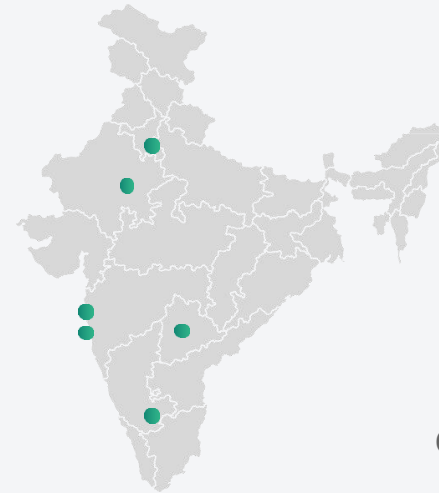
Aurum PropTech Ecosystem: Talent Pool

Talent pool across clusters¹ 765



| Rental | nest away | hello world | MONK Tech Labs |
|--------------|---------------------------|---|--------------------------------------|
| Distribution | AURUM Analytica | sell.do Market Smarter. Sell Faster. | BeyondWalls Homebuying Simplified |
| Capital | Integrow Asset Management | Wise X | AURUM Kuber ^x |

Country spread 17



| | |
|--------------|-----|
| Mumbai | 115 |
| Pune | 263 |
| Bengaluru | 95 |
| Delhi NCR | 158 |
| Kota | 20 |
| Hyderabad | 42 |
| Other Cities | 72 |

Key Functions 6



Revenue per team member ₹ 29L



Entrepreneurs 12

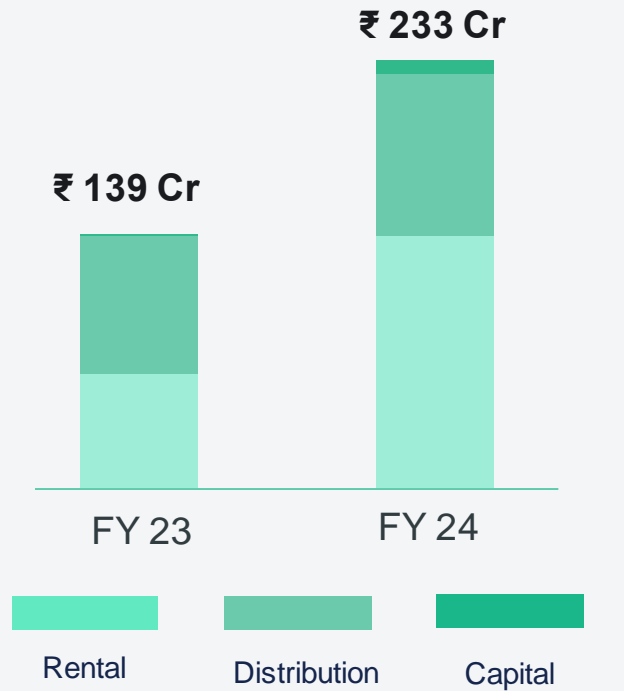
| | |
|--------------|-----------------|
| Rental | 4 entrepreneurs |
| Distribution | 6 entrepreneurs |
| Capital | 2 entrepreneurs |

Notes:

1. As on 31st March 2024. 2. On the basis of average HC for the year

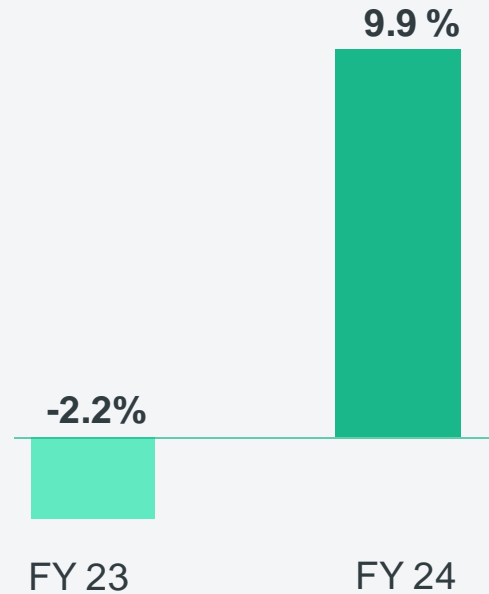
FY 24 Performance : Executive Summary

Robust Revenue Growth



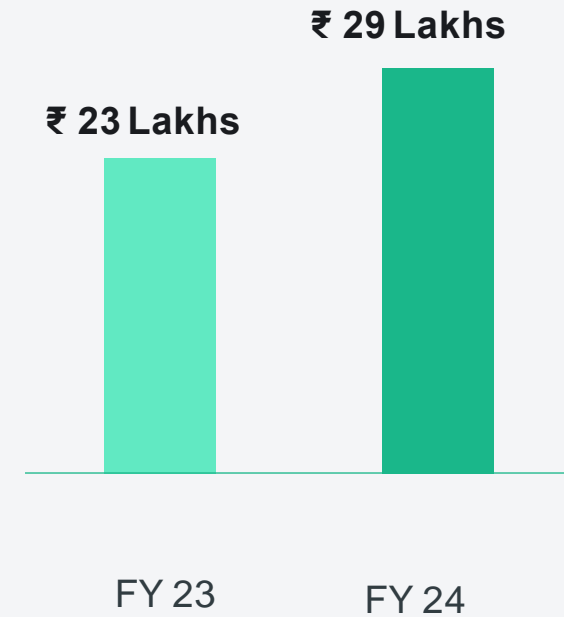
Revenue grew at robust **68%**

Sustained EBITDA improvement



Sustained EBITDA improvement **~1150 bps**

Revenue per team member



Improved efficiency in operations and unit economics **25%**

Key Business Highlights



- 87% Growth in Revenue Y-o-Y
- 13,500+ Live Beds



- ~75% Occupancy Rate
- 10,700+ Live Units



- Launched a fractional investment opportunity worth ₹ 80 Cr. in Pune



- #2 in Top Real Estate CRMs in the World and #1 Easiest to Use



- 19% Y-o-Y increase in number of units booked



- 247% Y-o-Y growth in revenue
- 100+ developers served



- 102% Net Revenue Retention in Q4 FY 2024



During FY2024, Aurum continued its focus on growth momentum and control on unit economics

Financial Highlights: Segments

| Revenue in ₹ Cr. | Year Ended 31 st Mar 2024 | Y-o- Y Growth |
|---------------------------------|---|------------------|
| Software as a Service (SaaS) | 27 | 25% |
| Real Estate as a Service (RaaS) | 187 | 78% |
| Operating Revenue | 214 | 69% |
| Total Income | 233 | 68% |

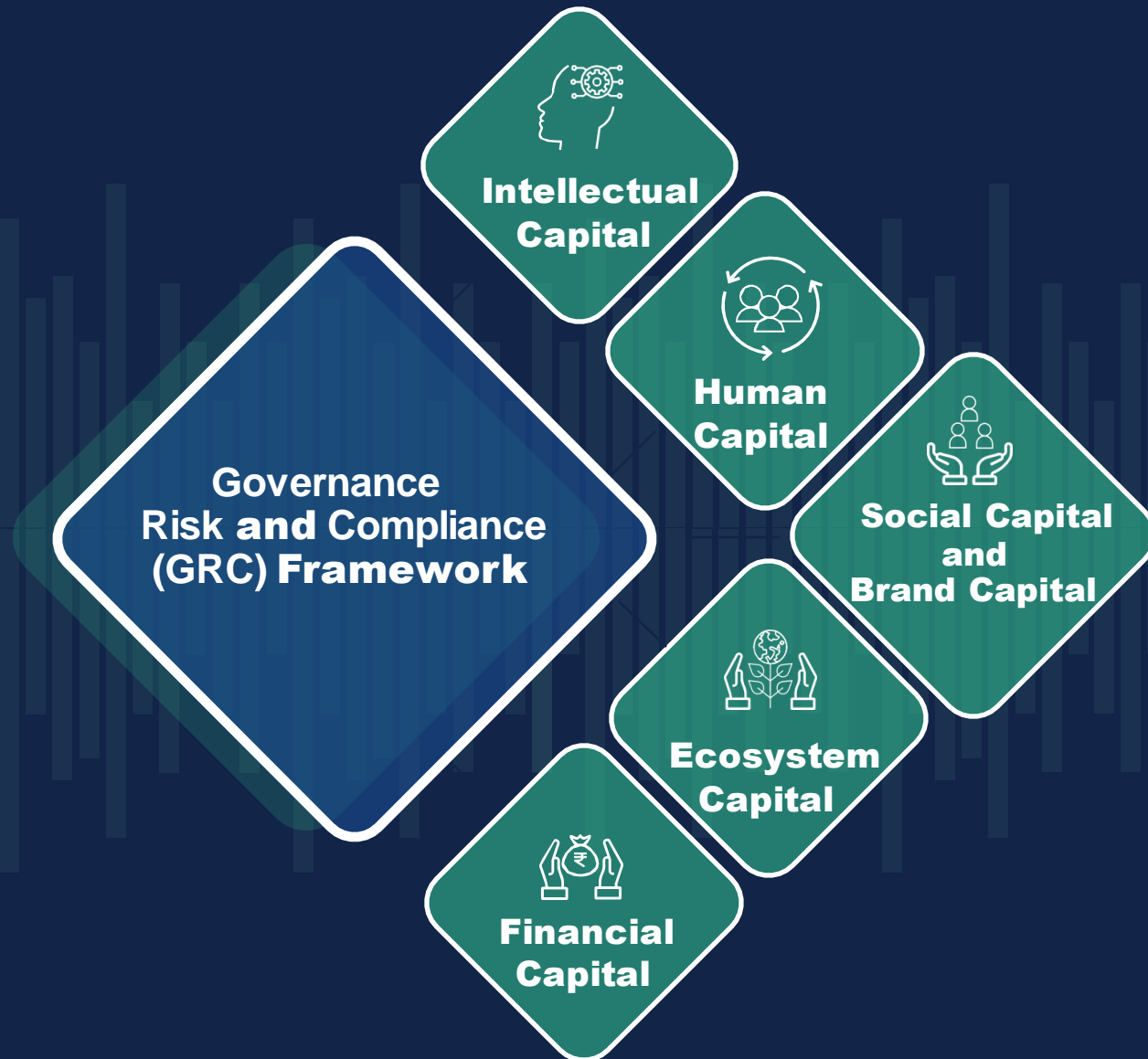
Revenue from Operations grew by **1.7x** Y-o-Y

Financial Highlights: Key Businesses

| Revenue in ₹ Cr. | FY 2024 | Y-o-Y Growth |
|---------------------|------------|------------------------|
| HelloWorld | 110 | 87% |
| Aurum Analytica | 22 | 247% |
| Others | 100 | N.A. ¹ |
| Total Income | 233 | 68%² |

Notes:

- 1. Not Applicable because composition of the portfolio varies across FY2023 and FY2024.*
- 2. This refers to YOY Growth of Aurum PropTech Limited's reported Total Income from FY2023 to FY2024*



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.

About Aurum PropTech

Value Creation Journey

OPTIC FIBER



IOL NETCOM
1999

1st Company to create an optic fiber network in Mumbai.

EXITED IN 2005

AVIATION



SPICE JET
2006

Strategically turned around Modi Luft 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

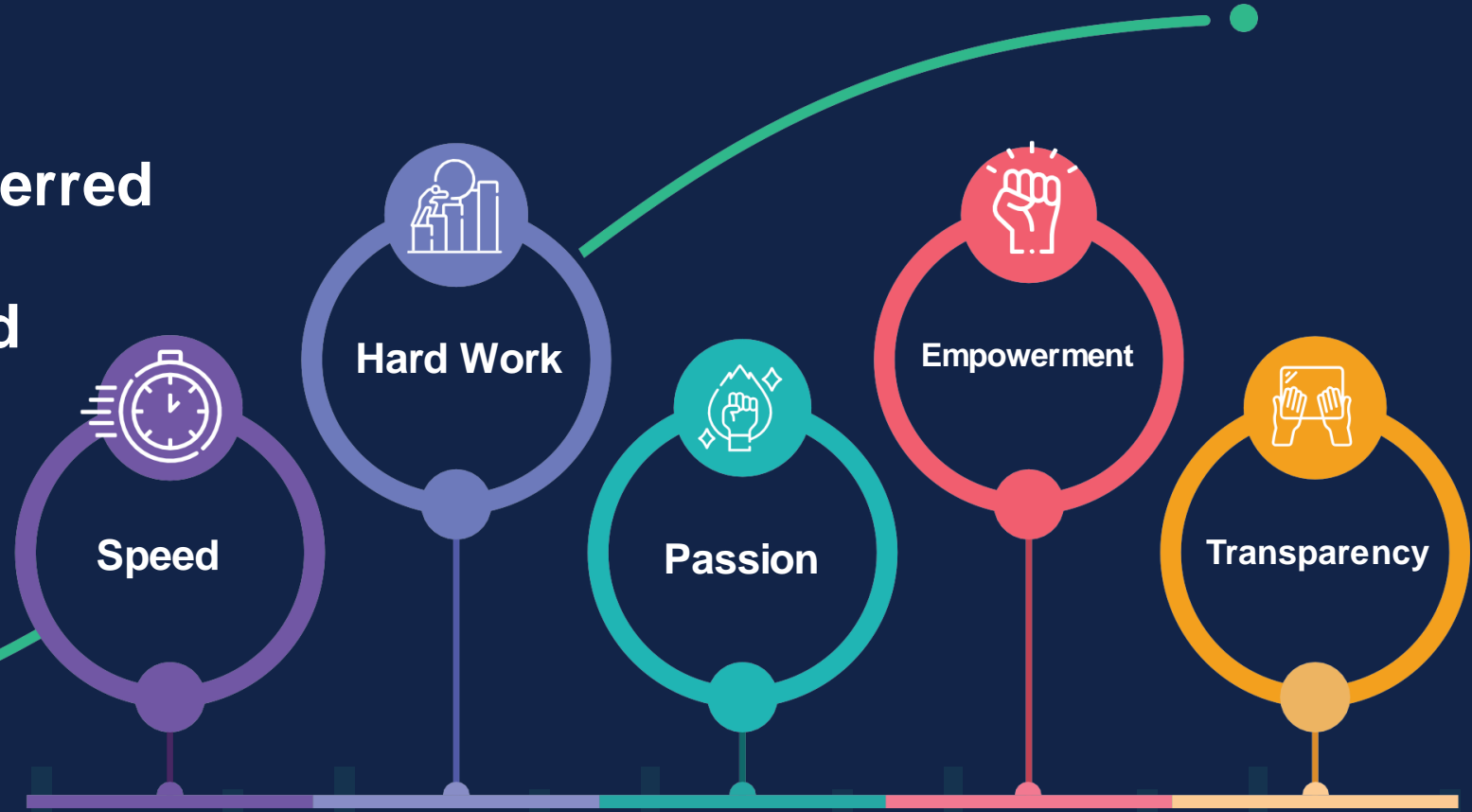


AURUM PropTech
2020

CURRENT

Our Vision & Values

To be the most preferred
Real Estate
and PropTech brand



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 |
|---|---|--|--|
| Ajay Kumar Co-Founder and MD, MonkTechLabs | B. Tech. (Civil Engineering)- NIT Surat | Proven track record of building PropTech solutions in coliving and property management. A revered voice in SaaS and PropTech expertise in the startup community. | Monk Tech Labs Cozee Homes Mu Sigma |
| Aryaman Vir CEO, Aurum WiseX | MSE (Systems Engg) University of Pennsylvania | Successfully built a leading neo-reality investment platform. Expert in automation, systems, algorithms and big data analysis. Conferred with several awards including 40under40, 30under30. | Anarock SoftBank Group Moelis & Company |
| Balaji Varadharajan Co-Founder and MD, MonkTechLabs. | B.E.(Mechanical) Anna university- SCVE | Proven track record of building PropTech solutions in property management. Excels in propelling growth, building teams and strategic leadership. | Monk Tech Labs Cozee Homes TVS Motor Company |
| Hirenkumar Ladva EVP, Investments | MBA (IIM Ahmedabad), B. E. Computers, (NIT Surat) | 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 (>\$500Mn) | Future Supply Chain Solutions Tata Group (Telecom, consulting) |
| Ismail Khan Chief Business Officer, NestAway | B. Tech. (Computer Science & Engineering) NIT Surathkal | 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. | NestAway TaxiForSure IBM |

Our Leadership Team

| Name | Academic Qualifications | Career Highlights, Key Achievements | Previous Organizations |
|---|--|---|--|
| <p>Jitendra Jagadev 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>Ketan Sabnis CEO at Kylas and Sell.do</p> | <p>Bachelor of Technology College of Engineering, Pune</p> | <p>Successfully built & scaled Sell.do, India's largest RealEstate Sales & Marketing CRM.</p> | <p>Amazon India</p> |
| <p>Kunal Karan CFO, Aurum PropTech</p> | <p>CA, CPA</p> | <p>>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>Onkar Shetye Executive Director, Aurum PropTech</p> | <p>SMP General Management IIM-A, M.Sc. Enterprise Management</p> | <p>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 worked with diverse teams across India, Europe and Africa.</p> | <p>Aurum RealEstate Developers Accenture Cognizant Siemens</p> |
| <p>Prakash Tejwani 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 & analytics. Worked closely with Indian Start up ecosystem to promote NASSCOM's 10K Startup initiative.</p> | <p>PitneyBowes ALMaya Dubai</p> |

Our Leadership Team

| Name | Academic Qualifications | Career Highlights, Key Achievements | Previous Organizations |
|--|--|---|--|
| <p>Ram Yadav 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> |
| <p>Sahil Rathore 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>Vikram Kotnis 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>Vinayak Katkar Co-Founder at Kylas and Sell.do</p> | <p>B.Tech. (Computer Science), College of Engineering Pune</p> | <p>Successfully built & 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>Vishal Sharma 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> |

Thank you!

For further information, contact:

Aurum PropTech Limited
Investor Relations

Sonia Jain
E-mail : sonia.jain@aurumproptech.in

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