

Date: April 29, 2025

To,
Listing Department
BSE 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 Scrip Code: 539289

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 FY2025”** 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.

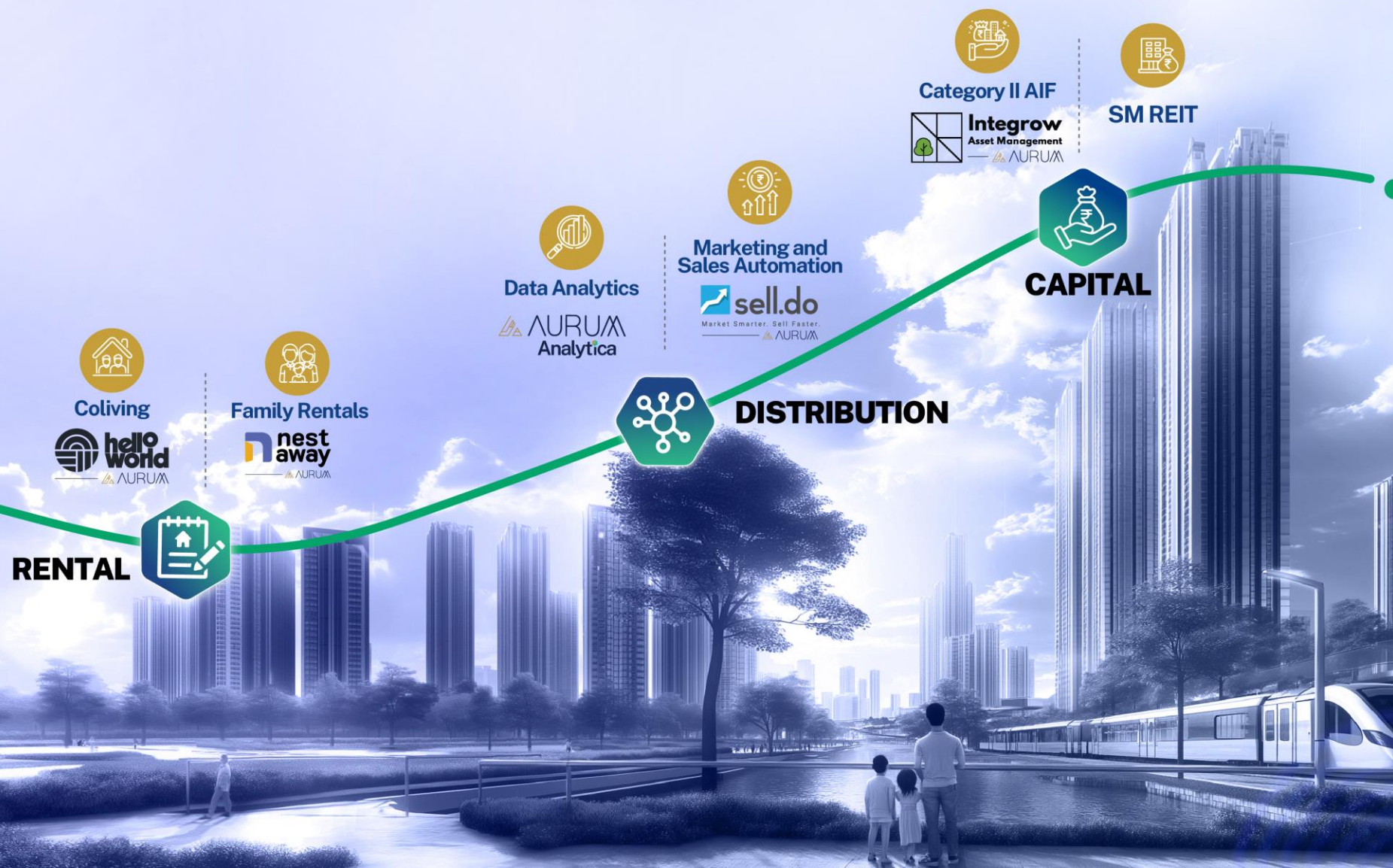
Thanking you.

For **Aurum PropTech Limited**

Sonia Jain
Company Secretary & Compliance Officer

INVESTOR PRESENTATION FY 2025

AURUM PropTech
FUTURE-READY



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This presentation (the "presentation") is for informational purposes only and does not constitute an offer to sell, a solicitation of an offer to buy, or a recommendation to purchase any equity, debt or other financial instruments of Aurum PropTech Limited or any of its affiliates. This presentation and the related oral commentary is confidential and is to be maintained in strict confidence.

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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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Consistent Revenue Growth

Total Income grew to ₹ 285 crores in FY25 as compared to ₹ 233 in FY24, up by 22%


Improved Profitability Metrics

YoY improvement across margins: PBT by 17%, EBITDA by 15% and Adjusted EBITDA by 12%

Disciplined Business Execution

The year focused on operational stability, execution and preparing for scale







Rental

Growth in core business combined with green shoots in new offerings

- NestAway clocked ₹ 39 crores total income, up by 29% YoY
- HelloWorld short stays achieved 120% growth reaching ₹ 40 Lakhs monthly revenue runrate



27% YoY growth in revenue across rental offerings




Distribution

Doubling down on tech features yields benefits across data analytics and sales automation

- Aurum Analytica released DataAsInsights, Data Lake v2.0, and Site Visit Digitization 2.0
- Sell.do launched AI chat for reports, NLP-based report generation, integrated direct WhatsApp with Meta, and upgraded quote generation flows

90% YoY Growth in income across restructured Distribution Business Segment offerings


95% YoY Growth in income across Aurum Analytica business



Capital

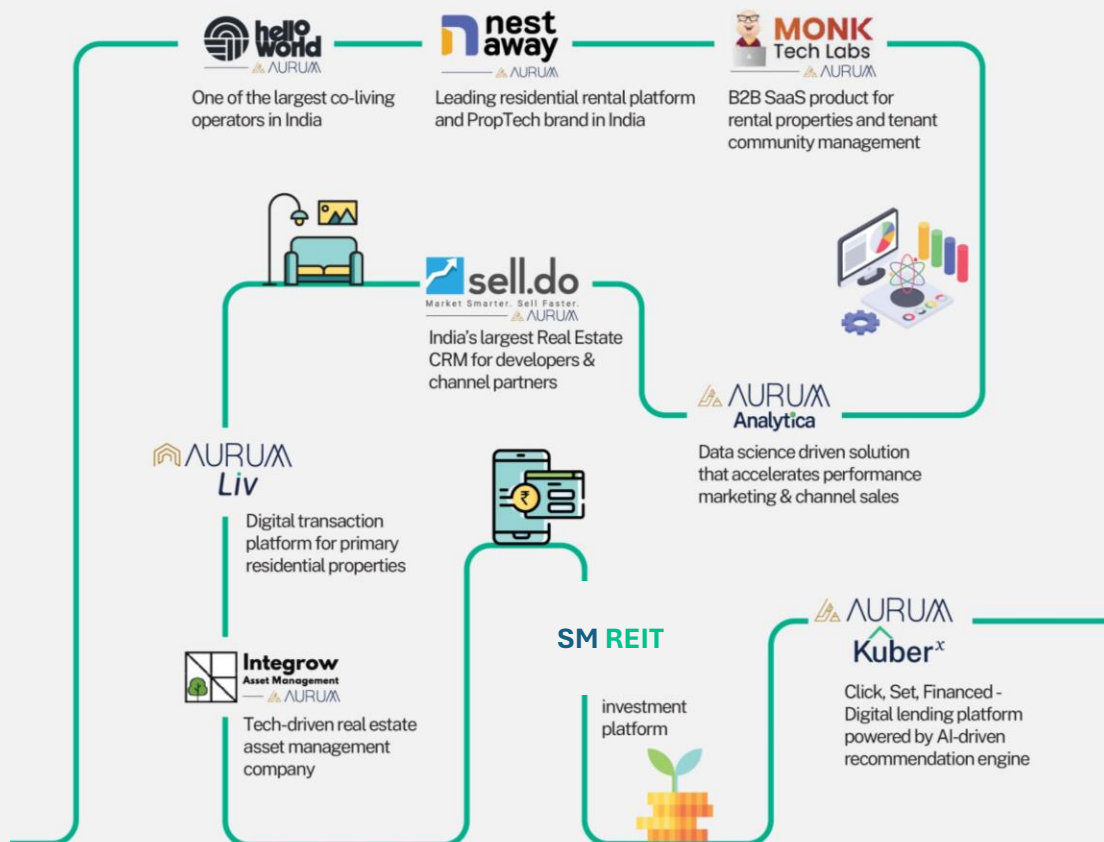
Ongoing consultation with SEBI for their forward-looking SM REIT regulation

- SM REIT application in process



SM Application in progress with steps taken under SEBI guidance

Our Ecosystem



We are a **Technology** company, listed on the **BSE** and **NSE**, specializing in Property Technology

Our Integrated PropTech Ecosystem is a consorted play of **Technology, Capital, Services** and **Data**

Our goal is to **enhance consumer experiences & increase enterprise efficiency** across the real estate value chain

Our Network

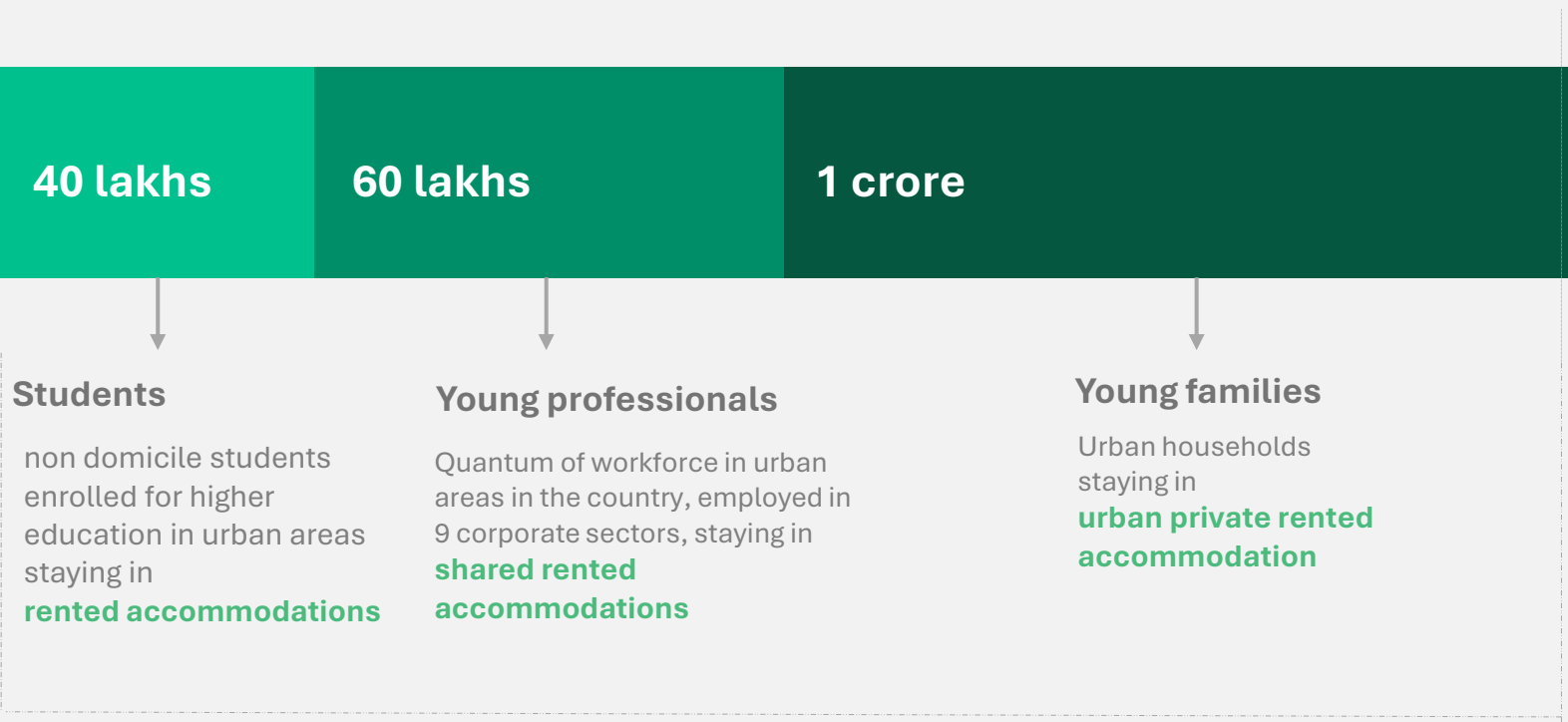




INDIA PROPTech

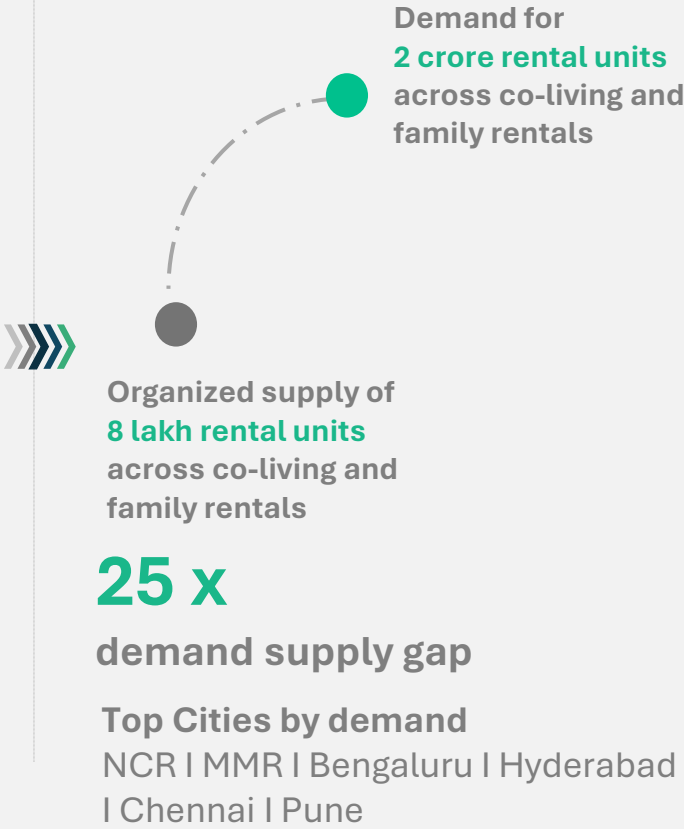
Rental, Distribution & Capital





2 crore rental consumers

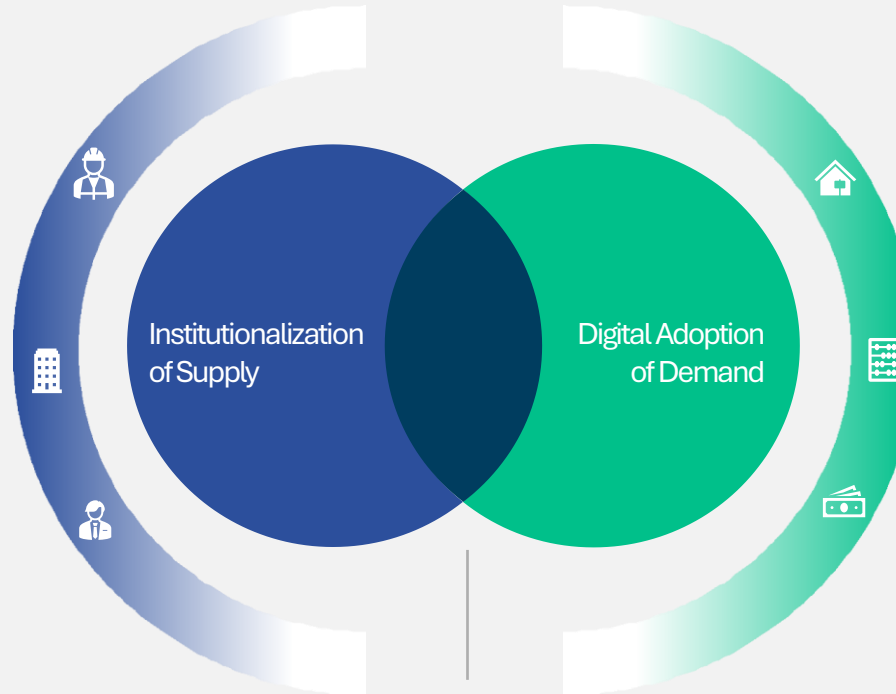
struggling to discover, move in, and stay in rental properties in urban areas



43,000+
RERA Registered
Real Estate Developers

20,000+
RERA Registered
Active projects

90,000+
RERA Registered
Channel Partners



78 Million
Urban Housing demand
between 2024 to 2034

4,80,000 +
Annual Housing sale
in top 8 cities

~₹ 4,00,000 Crore
Annual value
of Homes purchased

Adoption of
**Technology in sales
and marketing**
efforts of developers
is a must to succeed
in the dynamic
housing market

PropTech in Real Estate Distribution

Driven by need for Enterprise Efficiency and Consumer Experience



Institutional capital
demanding process
and scale



Growing competition in
micro-market and
diversification of location



Digitization of
Channel Partner
community



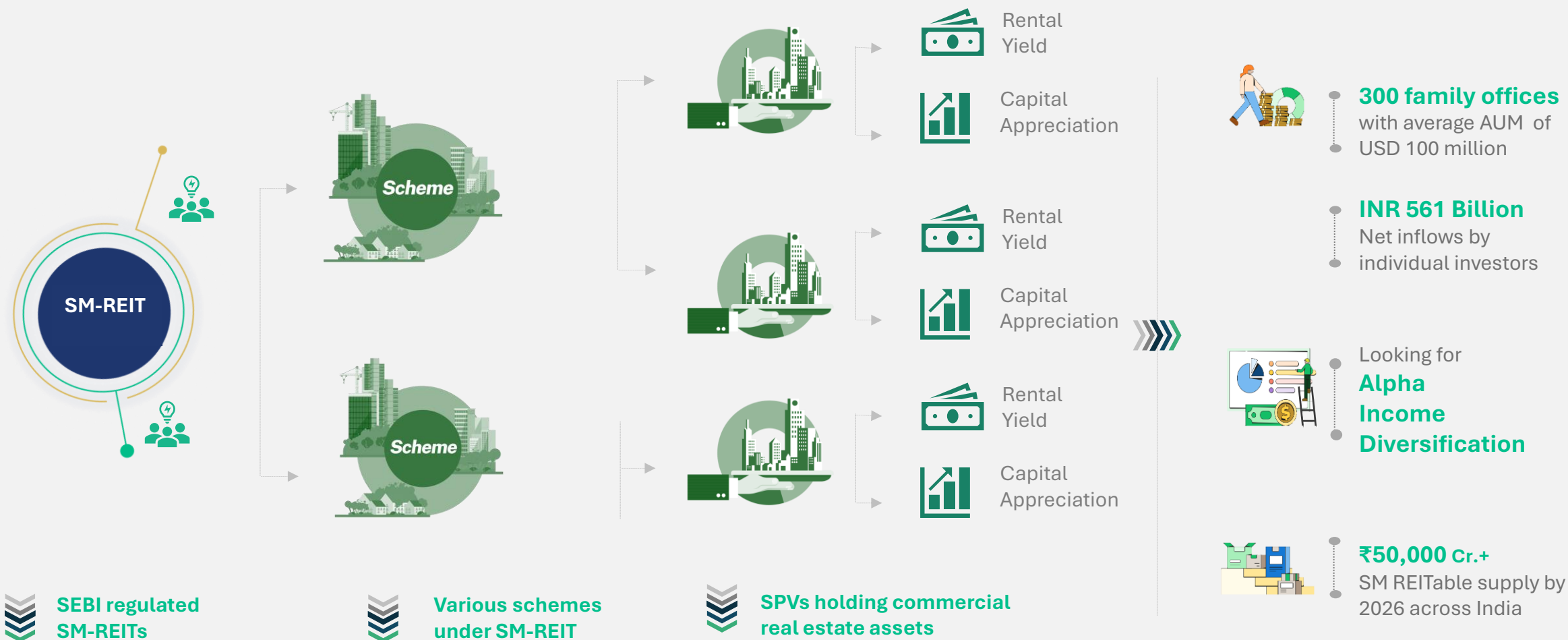
Increased digital
adoption of real
estate buyers



Lack of trust and
transparency
across consumers



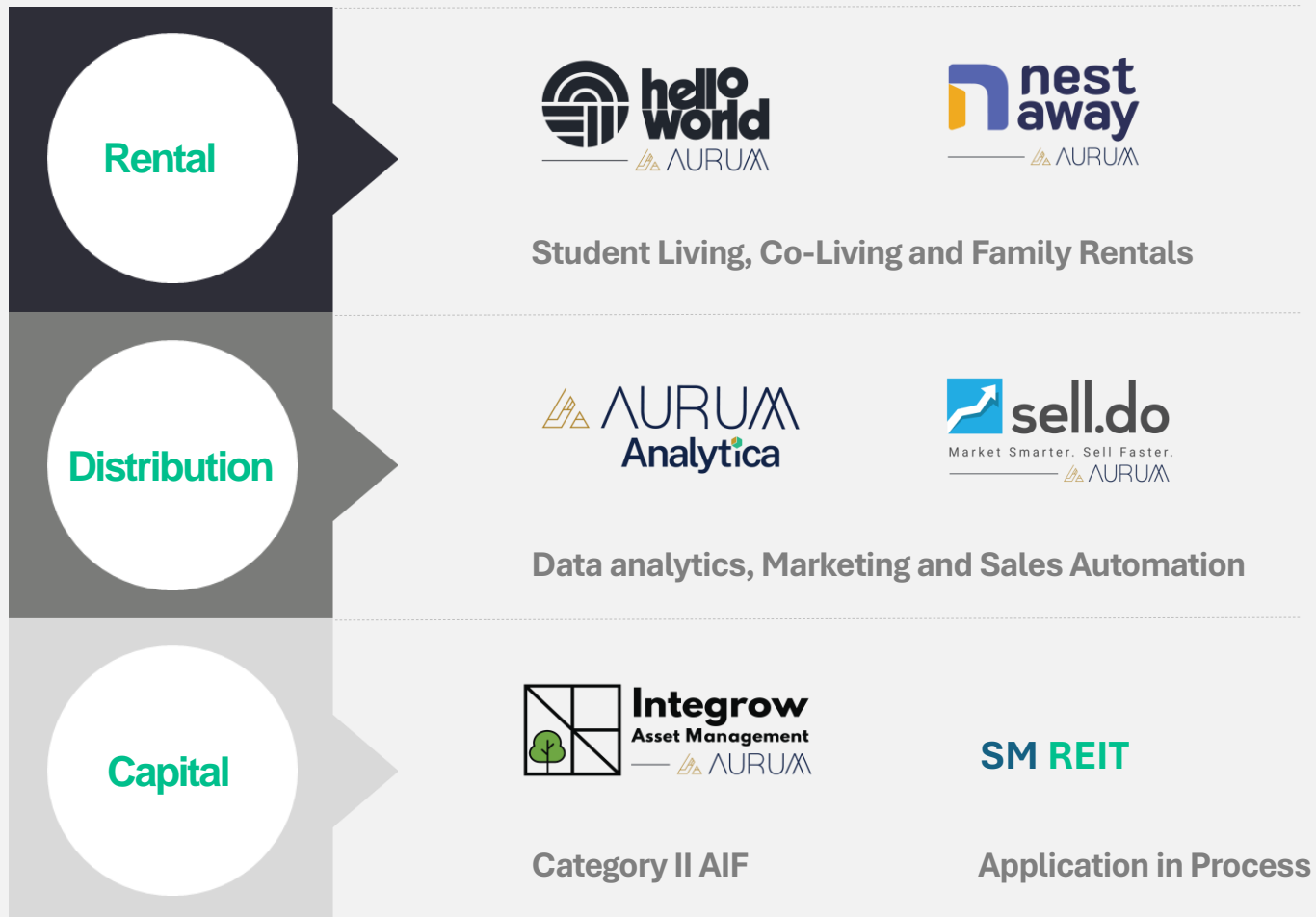
Fragmented
purchase journey and
multiple stakeholders



Investors looking for investments in Small and Medium Size Real Estate Assets pool in money in SM-REIT

SM-REIT can create separate schemes for different properties

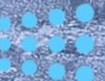
Properties generate rent and potential long-term value appreciation. These returns are passed on to investors





INTEGRATED ECOSYSTEM

Offerings Across
Rental, Distribution and Capital



Tech enabled
Marketplace model



Rental

AI enabled
Product model



Distribution

Tech enabled
Regulatory model



Capital



Rental Market Place



Students



Young
Professionals



Young
Families



Co Living Properties



Family apartments



Developers



Supply



Service providers



Brokers



Enterprise Software



Purchaser



Sales Teams



Regulator



Cat II AIF



Family Office



SM REIT



Investors

Rental

Distribution

Capital

Tech-Enabled Offerings

Residential Tenants

- Discovery
- Booking
- Moving In
- Living
- Moving-out

Property Owners

- Rent Estimation
- Tenant Discovery
- Tenant Onboarding
- Rent Collection
- Tenant Management

Real Estate Developers

- Consumer Profiling
- Targeted Marketing
- Direct to Consumer
- Quality Leads
- Sales Velocity

Marketing, Sales, Channel Partners

- Campaign Management
- Lead Management
- Sales Automation
- Channel Management
- Reporting and BI

Real Estate Developers

- Investor Discovery
- Reporting and MIS
- Fund Management

Real Estate Investors

- Property Discovery
- Portfolio Management
- Size of Investment

India Opportunity Size

\$ 50 Billion 2030 Market Size

\$ 23 Billion 2030 Market Size

\$ 5 Billion 2030 Market Size

Sectoral Peers and Valuation

\$ 7.2 Billion

 **QuintoAndar**

\$ 2.2 Billion
Valuation

COMPASS

\$ 900 Million

 **NOBROKER**

\$ 700 Million
Valuation

 **HOUSING.com**

\$ 164 Million
Valuation

 **PROPERTY SHARE**

\$ 195 Million

 **stanza living**

 **nest away**
AURUM

 **hello world**
AURUM

 **AURUM Analytica**

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

 **WiseX**
AURUM



RENTAL PROPTech

Offerings across
Student Living, Co-living,
Family Rentals



Property Owner

10% Recurring commission paid by Owner



Easier re-possession



Rent on Time



No Legal hassles



Professional Upkeep

Tenant

5% blended commission from tenant through move in move out and cancellation

Realtime Inventory



Move in Move Outs



Community Experience



Zero Refund Risk



Two-sided business model provides Nestaway, end to end control over the entire rental process

- To be the trusted companion for every home throughout its lifetime.
- To simplify every aspect of home management, from renting to resale.
- Creating seamless, digital solutions, making homes as easy to manage as any digital asset.



Exclusive Inventory



High tenant & owner stickiness











No Occupancy risk



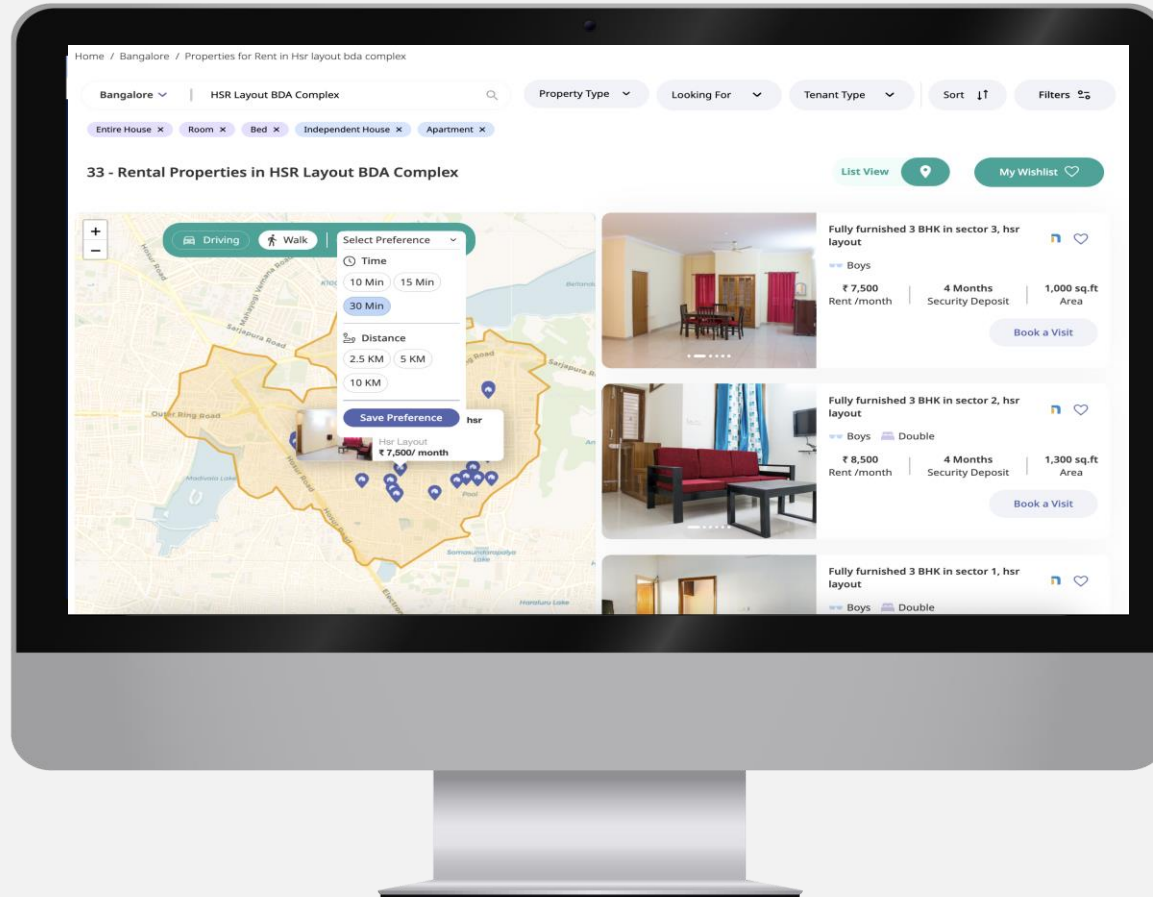
No minimum guarantee



Annuity based cashflow

	Short stays		Rentals		Ownership
Residential Rental Value Chain	Serviced apartments	Shared Rentals	One household rentals (Non- sharing)	Residential Real estate re-sale market	
	 Business Professionals 26 years - 34 years.	 Students or Single young professionals 18 years -26 years.	 Young Families and High-income individuals 27 years - 34 years.	 Growing families 34 years to 50+ years	
	 ₹6,500 to ₹8,500 paid for rent	 ₹8,500 to ₹16,000 paid for rent	 ₹16,500 to ₹30,000 paid for rent	 ₹30,000 + paid for installments	
Real Estate usage type	Temporary accommodation with meals and other services	Shared apartments –Common living and shared amenities space	Single apartment rented by one household (non sharing) with full kitchen	Purchase of a house	
Average stay duration	<1 week	0.5- 2 years	0.5-10 years	>5 years	
Our Rental Offering	Nestaway short stays	HelloWorld Co Living	Nestaway Family Rentals	Coming Soon	

Rental SaaS



A full stack for PropTech for every house, anywhere

From unique time distance-based search to personalized AI matchmaking, tech supremacy is what drives the scalability of the platform.

From secondary sales to international markets, it's just plug and play.

Geo-tagging-based tasks for agents, optimized visits scheduling, online KYC validation, service tickets, and seamless move-in/move-out.

37,500

Rental units
under management
Q4 FY25

9,00,000+

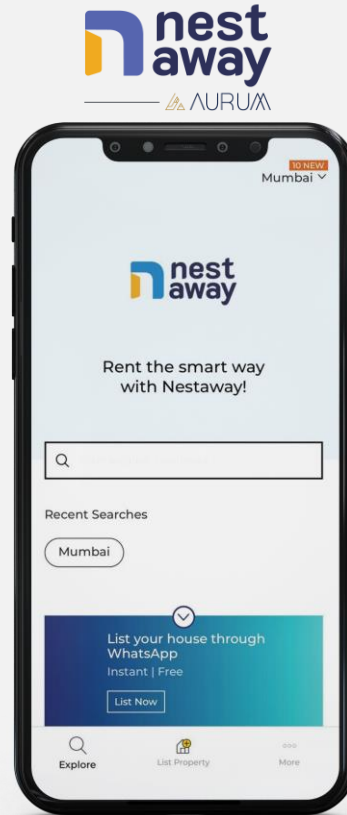
Tenants searching
rental properties

1,10,000+

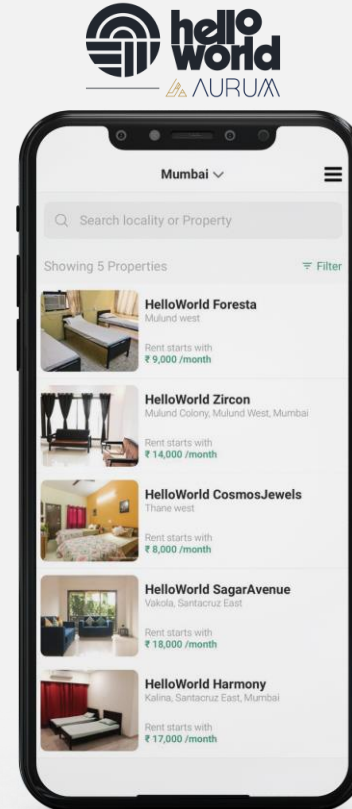
Prospective tenants
under management

₹ 115+ crore

Rent payments
managed



Family
Rentals



Student living
Co-living

Tenant Discovery Platform, Mobile App

- Discover rental properties
- Move-in, Move out
- Pay rent
- Avail VAS

Property Manager Mobile App

- Manage customers
- Manage service requests
- Collect rent
- Manage building expenses

Property Owners 'Web-based Dashboard

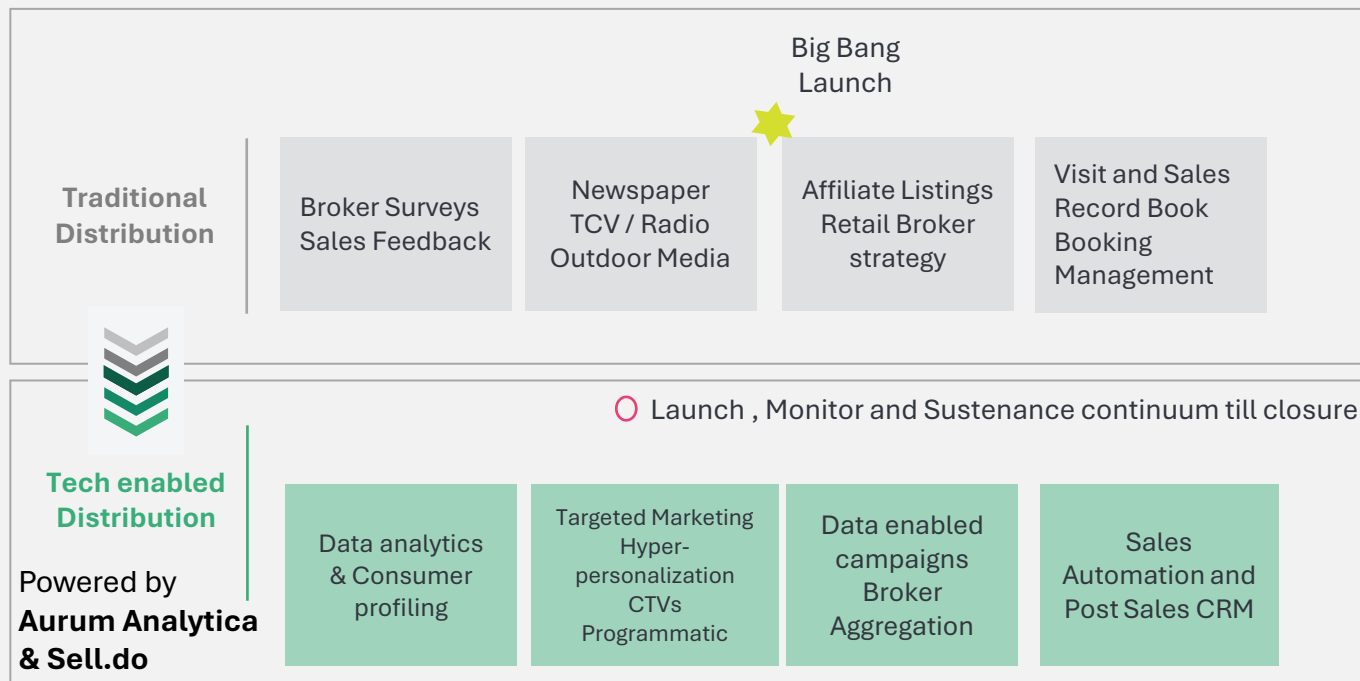
- List properties
- Discover tenants
- Collect rent share



DISTRIBUTION PROPTech

Opportunity, Offerings, Coverage
Key Stats





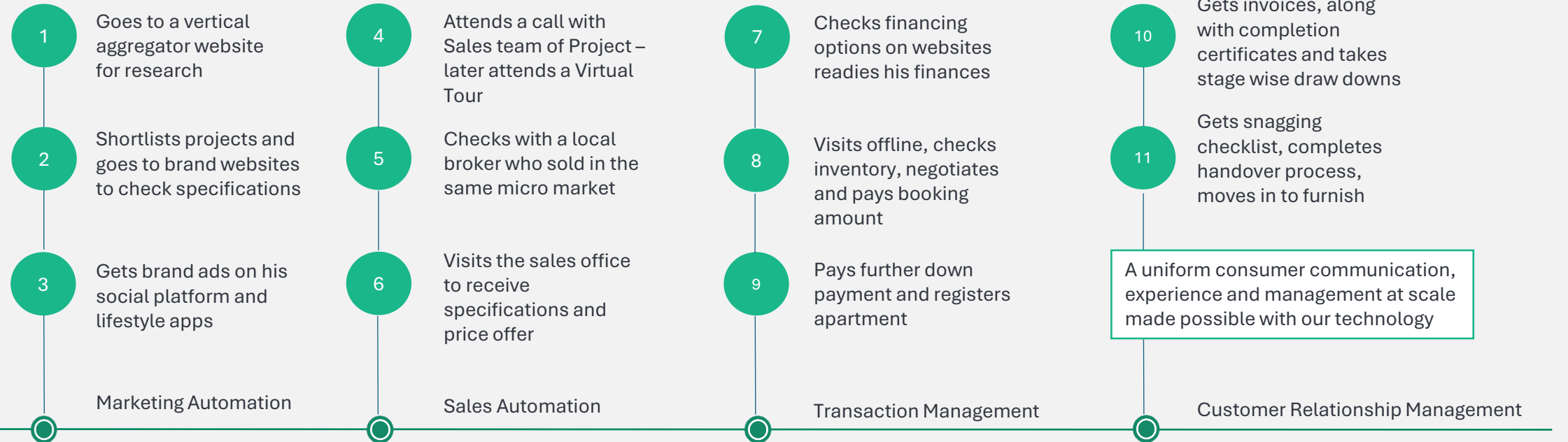
Incremental benefits across Distribution value chain

Existing challenges	Tech adoption benefits
Optimal consumer segment	<ul style="list-style-type: none"> Product market fit Consumer pen portrait
Maximizing reach and precision	<ul style="list-style-type: none"> Direct Brand reach Hyper personalization
Increasing sales velocity	<ul style="list-style-type: none"> Channel Management Data Led campaigns
Post sales management	<ul style="list-style-type: none"> Consumer experience Improved cashflows



India Residential Distribution Coverage

Hi, I am Tanay, 34 years of age. Looking to purchase my first home



- Regular personalized advertisements
- Instant gratification through selected offers
- Engaging formats of adverts delivered across several platforms



- Option to preschedule appointments
- Chat video phone options available on a single platform
- Live conversation via video, audio, chat, screen sharing options



- Channel partner apps for assisted sales
- Live inventory and booking platform
- Financing options with Loan origination



- Post-sales notifications and project completion status
- Invoice management and engagement, and loyalty suite

730

Developer Relationships
Under management

Q4 FY25

1,25,000

Home buyers

Active at Analytica

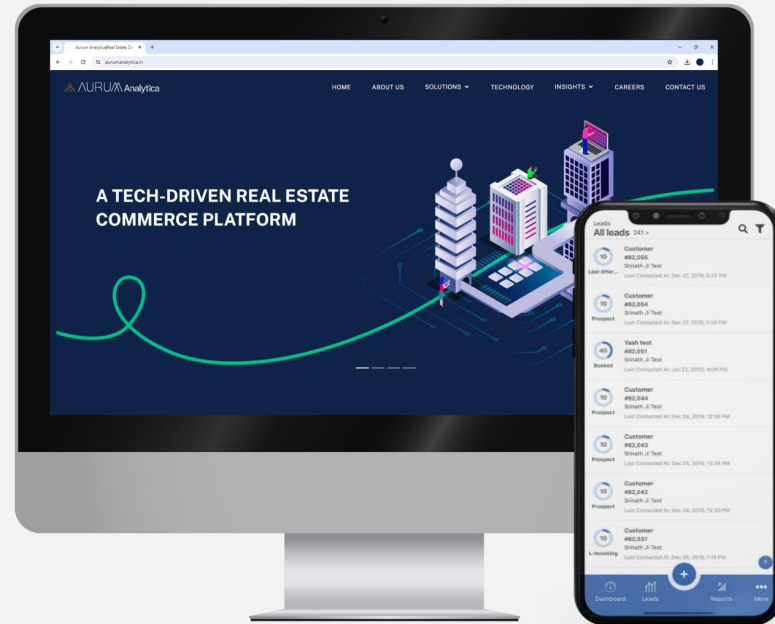
7,900

SaaS Licenses

Active at Sell.do

₹ 600 crore

Home purchases



Data
Analytics

Marketing & Sales
Automation

Data Analytics

Web-based dashboard

- Identify consumer profile
- Reach out to customers
- Generate Leads

Marketing & Sales Automation

Web based dashboard, Mobile App

- Manage customers
- Manage service requests
- Collect rent
- Manage building expenses

Sales Management

Web-based dashboard, Mobile App

- Aggregate Brokers
- Manage transactions
- Pay incentives



CAPITAL PROPTech

Opportunity, Key Stats



Key Features of SM-REIT

₹ 50-500 Cr.
AUM per scheme

5%/15%
Investment by IM

₹ 10L Min.
Investment Size

Units listed on
BSE & NSE

Regular income +
growth

Choice of asset
& market

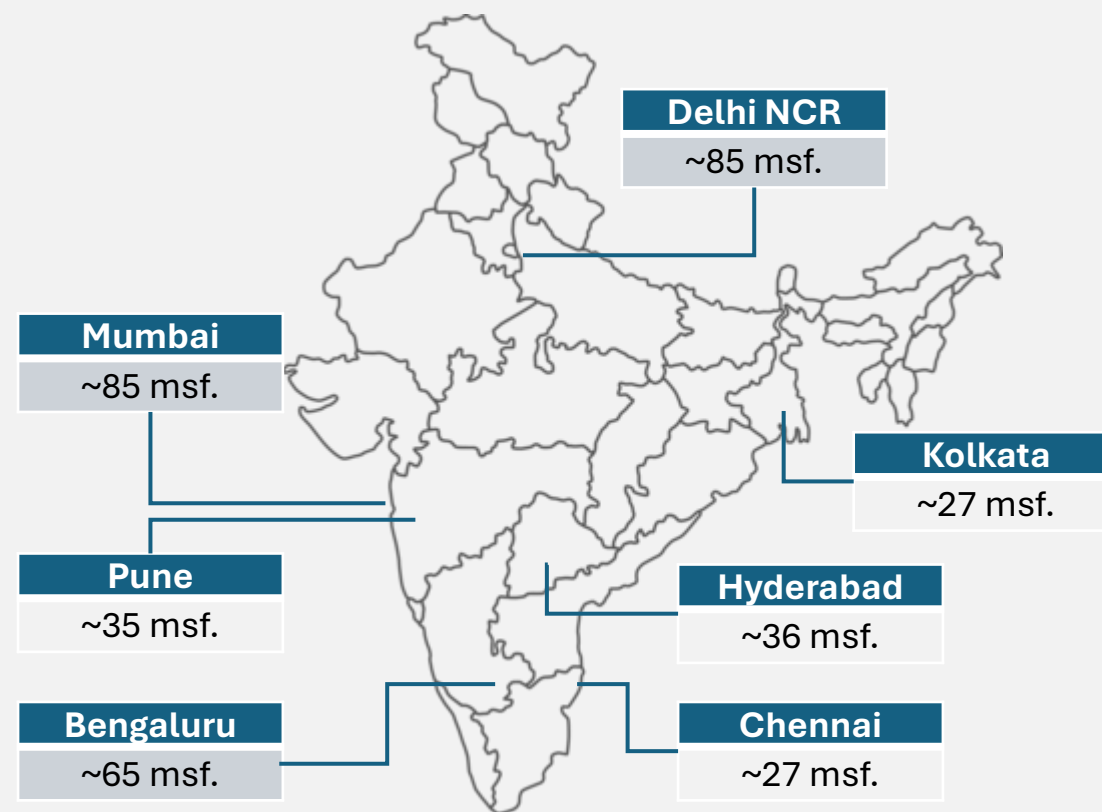
70%

Market potential in top 3 metros

Potential SM REITs Market Size

350 Mn. sq ft.
Completed commercial
office space by FY 26

₹50,000 Cr.+
Potential size of AUM
under SM REITs by FY26



₹ 600 cr

Capital
under management
Q3 FY25

55,000

Registered
Investors

680

Active
Investors

₹ 240 crore

Investments
Managed



SM REIT



Category II AIF

SM-REIT

Investors

Web-based dashboard

- Identify investment projects
- Index properties
- Discover investments
- Manage portfolio

Real Estate Developers

Web-based dashboard

Aggregate Brokers

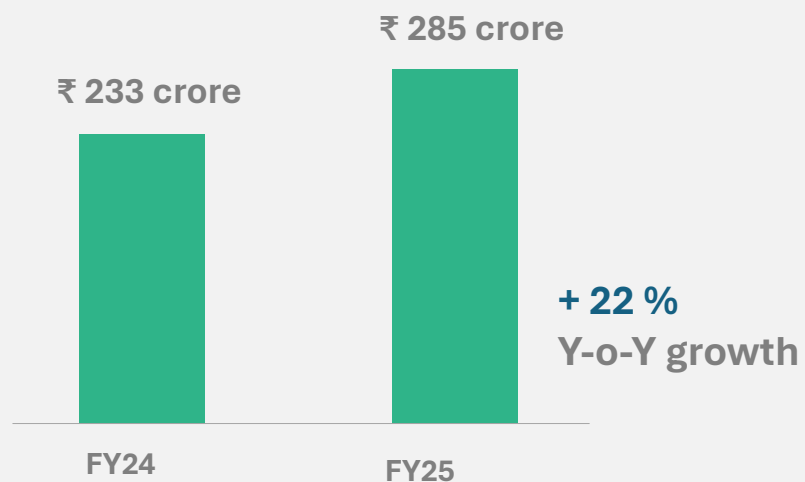
- Manage transactions
- Pay incentives



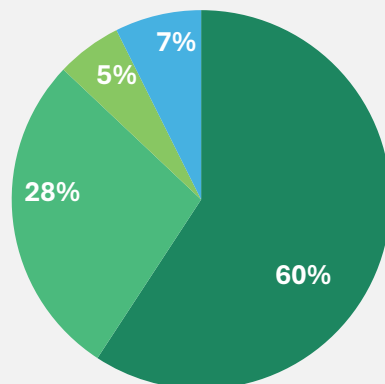
FINANCIAL PERFORMANCE, DISTRIBUTION SEGMENT REALIGNMENT, PROFIT & LOSS TRENDS, OPERATIONAL SPREAD



Total Income



Segmental Income



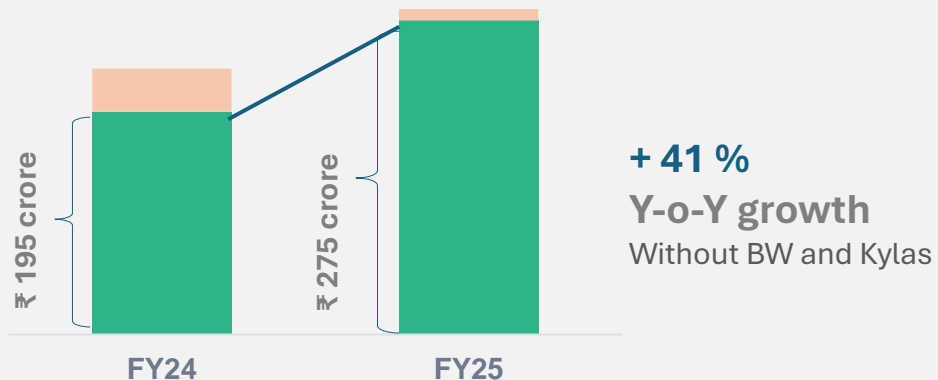
Key Highlights

- The co-living business witnessed 77% occupancy. Secured 60+ B2B partnerships, enabling 300+ new bookings. TAT for customer service reduced from 8 days to 2.2 days.
- NestAway Lite witnessed 2.5x increase in bookings. NPS for customer experience stands at a 4.4/ 5 rating. Successful launch of VAS and resale business.
- Aurum Analytica was recognized as Times Realty's PropTech Company of the Year. Exceeded regional revenue targets, West region achieving 120%, North achieving 105%, South achieving 109%.
- Sell.do stabilized operations post restructuring, achieved 10% Y-o-Y growth, launched new tech, and increased client base with multi-product adoption.
- SM REIT Application filed with SEBI with brand and go-to-market strategy planning in progress.

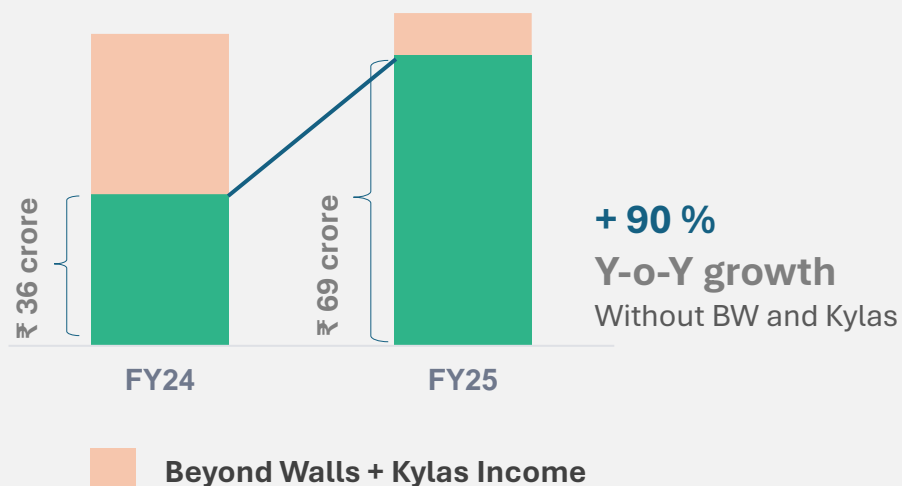
	Revenue FY24	Revenue FY25	Growth YoY
Rental	₹ 133 crores	₹ 169 crores	27%
Distribution*	₹ 74 crores	₹ 79 crores	7%
Capital	₹ 7 crores	₹ 16 crores	137%
Other Income	₹ 19 crores	₹ 21 crores	11%

Notes: As on 31st March 2025. Figures rounded off. *Distribution business segment in FY 24 and FY25 included services and non-core business Beyondwalls and Kylas. This accounted for an additional INR 38 crores and INR 10 crores in FY24 and FY25, respectively. Please refer to slide 27 for a detailed breakdown.

Aurum PropTech Total Income



Distribution Segment Total Income



Realignment of Distribution Business

- The restructuring of K2V2* business ensured that the offerings focus on core tech and tech-enabled services, with the exit of services-led businesses
- With the restructuring, we retained our business units with quality of revenue, profitability, prudent cashflow management, and potential for scale
- Our working capital cycle improved with better collection of revenues, thus bettering our prospects for free cash flow and a self-sustainable growth model
- This has improved our resource stack and resource-to-revenue ratios. Additionally, the technology-oriented individuals have also increased by 1.6x

	Revenue FY24	Revenue FY25	Growth YoY
Rental	₹ 133 crores	₹ 169 crores	27%
Distribution*	₹ 36 crores	₹ 69 crores	90%
Capital	₹ 7 crores	₹ 16 crores	137%
Other Income	₹ 19 crores	₹ 21 crores	11%
Total Income**	₹ 195 crores	₹ 275 crores	41%
BW + Kylas	₹ 38 crores	₹ 10 crores	

Notes: * K2V2 Technologies Pvt Ltd, which operates the product Sell.Do, went through a realignment exercise in Q2FY25. Effectively, non-tech services and non-core business Beyondwalls 'BW' and Sell.do was exited. This slide puts a perspective on the numbers without the BW and Kylas revenue.

Profit & Loss Trends

		FY23	FY24	FY25	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25
PBT/TI	PBT / Total Income (%)	-36%	-33%	-16%	-19.9%	-17.8%	-13.7%	-12%
EBITDA/TI	EBITDA / Total Income (%)	-2%	9%	24%	17.4%	21.5%	24.7%	30%
EBITDA _r /Ti _r	Adjusted EBITDA / Adjusted Income (%)	-27%	-16%	-3%	-5.9%	-4.1%	-2.4%	-1%
Profit & Loss Build-up (figures in ₹ Cr.):								
Ti _r	Adjusted Income	131.6	221.0	273.1	67.23	65.35	66.46	74.05
	Add: Other income related to RoU assets	7.4	12.1	11.91	1.87	2.26	3.77	4.01
Ti	Total Income	139.1	233.1	285.0	69.10	67.61	70.23	78.06
	Less: Employee benefits costs & Other expenses	141.9	211.0	217.85	57.05	53.05	52.93	54.82
EBITDA	EBITDA (as per Ind AS)	-2.9	22.1	67.15	12.05	14.57	17.30	23.24
	Add: ESOP Costs	2.6	13.5	6.13	1.79	1.72	1.39	1.23
	Less: Lease Costs on Ind AS lease assets*	35.0	71.2	82.60	17.84	18.97	20.28	25.51
EBITDA _r	Adjusted EBITDA (before ESOP & RoU)	-35.2	-35.6	-9.33	-4.00	-2.69	-1.59	-1.05
	Less: ESOP Costs	2.6	13.5	6.13	1.79	1.72	1.39	1.23
	Less: Finance costs	0.2	8.5	8.50	2.84	2.50	1.52	1.54
	Less: Depreciation costs	11.8	18.8	20.50	5.11	5.17	5.13	5.09
PBT	PBT (before Exceptional Items)	-49.9	-76.40	-44.45	-13.74	-12.07	-9.63	-9.00

Year on year, the business has demonstrated **improving Expense to Total Income ratios**.

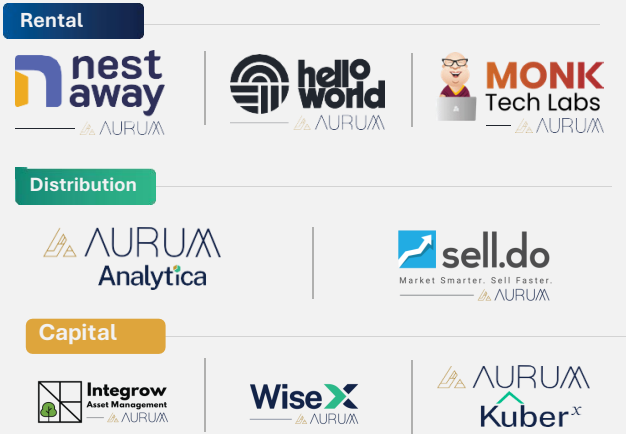
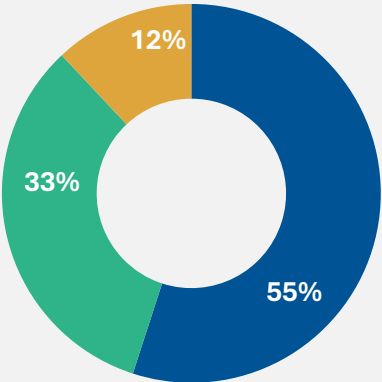
■ **17%** YoY improvement of PBT Margin

■ **15%** YoY improvement of EBITDA Margin

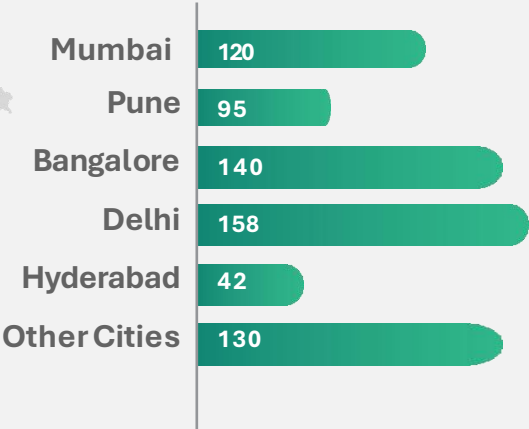
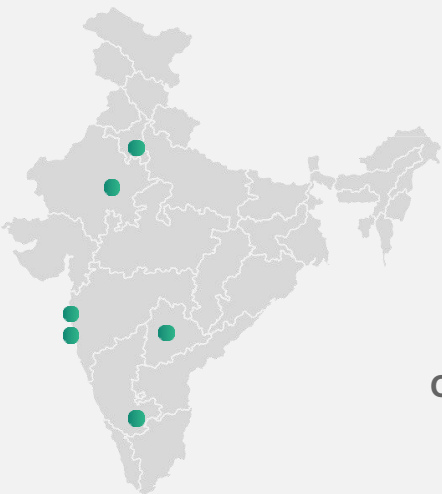
■ **12%** YoY improvement of Adjusted EBITDA Margin

Note: * - Ind AS 116 requires lessees to record a right-of-use (RoU) asset and a lease liability when a lease begins. A ROU asset is initially measured at cost, which includes the lease liability, lease payments, initial direct costs, and estimated restoration costs. The asset is then adjusted for accumulated depreciation and impairment losses. The lease liability is also adjusted for changes in lease terms, payments, or discount rates. The costs here are net of all such considerations.

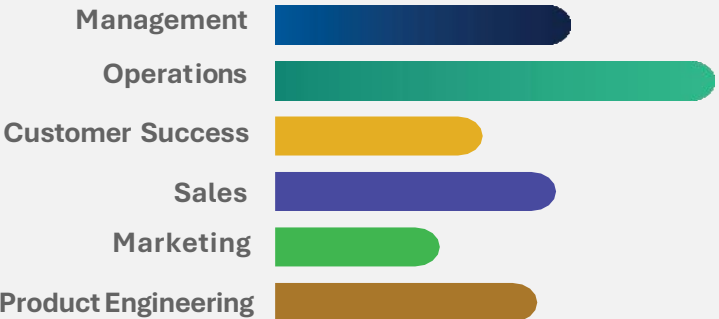
Talent pool across clusters ~ 685



Country spread 15 Cities



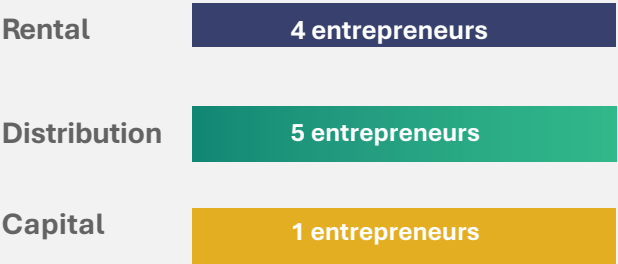
Key Functions 6



Revenue per team member

₹ 42 Lakhs per year

Entrepreneurs 10



Notes:
1. As on 31st March 2025.
2. Based on the average head count for the year

Amount in ₹ lakhs, unless otherwise stated

STATEMENT OF CONSOLIDATED AUDITED FINANCIALS RESULTS FOR THE QUARTER AND YEAR ENDED MARCH 31, 2025

Sr No	Particulars	Quarter ended			Year ended	
		March 31, 2025 (Audited) (Refer note 11)	December 31, 2024 (Unaudited)	March 31, 2024 (Audited) (Refer note 11)	March 31, 2025 (Audited)	March 31, 2024 (Audited)
1	Income					
	Revenue from operations	7,041	6,458	5,981	26,384	21,405
	Other income	763	565	593	2,114	1,902
	Total income	7,804	7,023	6,574	28,499	23,307
2	Expenses					
	Employee benefit expense	2,005	1,861	1,200	7,860	8,814
	Finance costs	931	613	756	2,923	2,595
	Depreciation and amortization expense	2,294	2,079	1,813	8,236	7,251
	Other expenses	3,474	3,432	3,327	13,926	12,283
	Total expenses	8,705	7,986	7,096	32,945	30,943
3	Loss before exceptional items and tax	(900)	(963)	(522)	(4,446)	(7,636)
4	Exceptional items - expense	-	-	144	-	144
5	Loss before tax	(900)	(963)	(666)	(4,446)	(7,780)
6	Tax expense / (credit)					
	Current tax	103	59	26	212	35
	Taxation in respect of earlier years	(30)	-	-	(17)	-
	Deferred tax	14	(170)	(227)	(519)	(1,220)
	Total tax expense / (credit)	87	(111)	(202)	(324)	(1,185)
7	Loss after tax	(988)	(852)	(465)	(4,122)	(6,595)

Amount in ₹ lakhs, unless otherwise stated

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Sr No	Particulars	Quarter ended			Year ended	
		March 31, 2025 (Audited) (Refer note 11)	December 31, 2024 (Unaudited)	March 31, 2024 (Audited) (Refer note 11)	March 31, 2025 (Audited)	March 31, 2024 (Audited)
	(i) Items that will not be reclassified subsequently to profit or loss	(33)	(3)	(41)	(32)	(45)
	(ii) Income tax relating to items that will not be reclassified subsequently to profit or loss	3	17	18	4	17
	(iii) Items that will be reclassified subsequently to profit or loss	20	(22)	(8)	(1)	(8)
	Total other comprehensive income / (loss) , net of tax	(10)	(7)	(31)	(30)	(36)
9	Total comprehensive loss	(998)	(859)	(496)	(4,151)	(6,630)
10	Loss attributable to:					
	Equity shareholders of the company	(720)	(660)	(452)	(3,336)	(5,575)
	Non-controlling interest	(267)	(192)	(13)	(786)	(1,020)
	Other comprehensive income / (loss) attributable to:					
	Equity shareholders of the company	(18)	6	(35)	(25)	(51)
	Non-controlling interest	9	(13)	4	(4)	15
	Total comprehensive loss attributable to:					
	Equity shareholders of the company	(738)	(654)	(487)	(3,361)	(5,626)
	Non-controlling interest	(258)	(206)	(9)	(790)	(1,005)
11	Paid up equity share capital (Face value of INR 5/- each)	2,756	2,755	1,993	2,756	1,993
12	Reserves excluding revaluation reserves as per balance sheet	24,679	NA	NA	24,679	16,045
13	Earning per share of INR 5/- each (not annualized)-					
	Basic (INR)	(1.83)	(1.18)	(1.14)	(8.47)	(14.16)
	Diluted (INR)	(1.83)	(1.18)	(1.14)	(8.47)	(14.16)

	Q1 FY25	Q2 FY25	Q3 FY 25	Q4 FY 25
Rental	<ul style="list-style-type: none"> HelloWorld adds 22 new Co-living properties and now has ~15,000+ live beds Nestaway now revives growth through branding campaigns and corporate tie-ups for tenant demand inflow 	<ul style="list-style-type: none"> HelloWorld to pilot Short-stays for revenue maximization during lean periods Nestaway enhanced tech platform through AI enabled match-making features 	<ul style="list-style-type: none"> HelloWorld launched latest version for owner dashboard and short stays Nestaway Secondary Sales: Launch and GTM in motion with acquisition of first 150 houses for resale 	<ul style="list-style-type: none"> 120% Growth in Short Stay Revenue at 40 lakhs MRR. Launched three new cities: Ahmedabad, Chennai and Goa NestAway Lite showed record bookings, App rating at 4.4/5 , highest post acquisition by Aurum
Distribution	<ul style="list-style-type: none"> Aurum Analytica's AI-enabled lead generation revenue grows by 30% Y-o-Y Aurum Analytica signs up 100+ new projects K2V2 turns PBT profitable 	<ul style="list-style-type: none"> Aurum Analytica set up offices in Ahmedabad, Bengaluru, Hyderabad Sell.do to double down on branding and partnership initiatives to boost growth 	<ul style="list-style-type: none"> Aurum Analytica launches advanced version of Data Lake Sell.do AI features of 'Whatsapp' chatbot and Sentiment Analysis Tool 	<ul style="list-style-type: none"> Aurum Analytica surpassed targets in new markets Hyderabad, Ahmedabad. Launched Kolkata and Lucknow. Sell.do Launched new , including AI-assisted report chats, NLP-based report generation
Capital	<ul style="list-style-type: none"> WiseX fractionalizes >50% of Pune property launched in Q4 FY24 WiseX prepares for SM REIT license application Integrow receives ISO certifications (ISO 9001, ISO 27001 and ISO 22301) 	<ul style="list-style-type: none"> WiseX applies for SM REIT license 	<ul style="list-style-type: none"> Aurum WiseX completes restructuring to SM REIT entity 	<ul style="list-style-type: none"> Ongoing application under SEBI's regulatory framework for SM REIT

Rentals



- Focus on supply acquisition in high-demand areas, prioritize multi-property owners and NRI/NROs
- Use zonal subscriptions to boost online demand, launch “Guaranteed Fulfillment Model” for better retention
- Expand to City Growth Corridors and Tier 2 cities
- Scale Secondary Sales, Interior Services Offerings, Launch GCC market
- Upgrade the tenant app for better UX with new features and new tools for Lite



- Achieve operational excellence with competitive offerings and superior service., Maintain >80% occupancy and improve overall margins
- Roll out curated short-stay options, launch operations in Bhubaneswar
- Implement scalable maintenance protocols.
- Expand use of smart tech: owner-furnished units, smart locks, meters, IoT
- Offer flexible leases, custom meal plans, and curated amenities (e.g., coworking).
- Enhance feedback systems and increase community engagement events

Distribution



- Reduction of customer acquisition cost
- Increase client base to 350 clients
- Consolidation and growth in Hyderabad, Ahmedabad, and Bangalore
- Partner with Data Management Platform
- Increase API directory to 55
- Develop and integrate AI calling bot to enhance customer experience and reduce costs



- Target 30% YoY revenue growth with improvement in EBITDA and PBT
- Build teams in North India teams and expand in Tier-2 cities
- Strategic move to compete with Salesforce on Enterprise Accounts
- Build New Product Lines with AI-enabled feature sets
- Drive process efficiency by using automation for development work

Capital

Bonds Brain

- SM REIT registration process completion
- Brand launch and organization rebuilding
- Launching the 1st scheme within 9 months from receipt of registration
- Exit from existing fractional assets (which are infeasible to migrate into SM REIT)



OUR VALUES AND LEADERSHIP

Ecosystem strength



Governance, Risk and Compliance (GRC) Framework

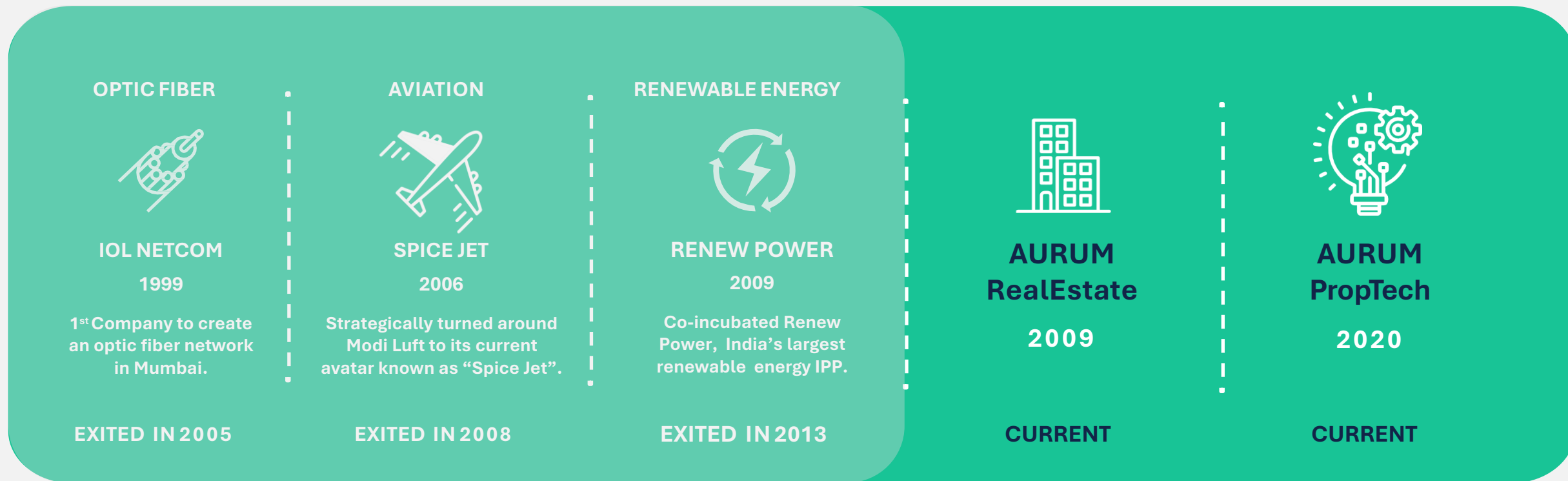
- Each focus area, ensuring the best GRC practices, is monitored by a member of the leadership team
- The Board periodically reviews and evaluates these focus areas

Our Vision and Values

To enhance enterprise efficiency and enhance consumer experience with Technology in Real Estate

To be the most preferred PropTech company in India





**Board
Member**



Mr. Ashish Deora
Founder & CEO
Aurum Ventures

Additional Director
Non-Executive
Non-Independent

Mr. Ashish Deora is a first-generation entrepreneur and an alumnus of Harvard Business School, who founded Aurum Ventures at the age of 21.

Over the last three decades, has spearheaded industry-first initiatives across sectors including Telecom, Aviation, Renewable Energy, and Real Estate.

His entrepreneurial journey includes milestones such as establishing one of India's first optic fiber networks, restructuring a branded low-cost airline and co-founding ReNew Power, India's largest renewable energy company.

He has led the creation of Aurum RealEstate, a homegrown, diversified real estate platform offering an integrated suite of investment management, development expertise, operational capabilities, and technology-driven solutions.

He also serves on the Board of Shriram Properties, a real estate development company focused on delivering affordable and mid-segment housing across diverse geographies pan-India.

Mr. Deora, along with his wife, has been passionately nurturing Aurum Neenv the philanthropic arm of Aurum Ventures, to make a meaningful social impact.





Srirang Athalye

Non-Executive Director

He has over 32 years of Entrepreneurial, Industry & Consulting experience in various corporates, start-ups and MGA 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 spanning across India, Europe and Africa. He has driven strategic and transformational initiatives at multiple organizations across industries like Energy, Real Estate, Mineral Exploration, and Information Technology. Onkar has previously led teams in the capacity of Chief Operating Officer. He is an alumnus of the IIM Ahmedabad and has completed his Master's from the Russell Group of Universities, UK.

He has been part of the Aurum Group since June 2012.



Ramashrya Yadav

Non-Executive Director

Mr. Ramashray Yadav, a leading figure in India's real estate industry, is a Harvard Business School alumnus with 25 years of experience in Construction, Real Estate, Banking & Investment.

As the former CEO at Edelweiss - Real Estate, Mr. Yadav managed a stellar real estate portfolio of over 5,000 Crores.

Mr. Yadav also made history by spearheading India's first Real Estate IPO for Orbit Corporation Ltd., attracting major domestic & global institutional investors.



Vasant Gujarathi

Independent Director

A fellow member of the ICAI, in his over 37 years of experience, he has served as partner for 23 years at PWC, Lovelock & Lewes, Chartered Accountants LLP (a member firm of Price Waterhouse & Coopers). 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

Independent Director

In her career spanning over 20+ years, she has worked closely with the United Nations Population Fund, United Nations Development Program and WHO 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's in Social Work MSW and a PhD from the Tata Institute of Social Sciences

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 co-living and property management. A revered voice in SaaS and PropTech expertise in the startup community.	Monk Tech Labs Cozee Homes Mu Sigma
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 CEO Aurum WiseX	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 ₹ 50 Cr. ARR.	NestAway TaxiForSure IBM
Jitendra Jagadev Co Founder and CEO NestAway, CEO at HelloWorld	B. Tech. (Computer Science), NIT Surathkal	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.	Nestaway Cisco Philips
Ketan Sabnis CEO at Sell.do	Bachelor of Technology College of Engineering, Pune	Successfully built & scaled Sell.do, India's largest RealEstate Sales & Marketing CRM.	Amazon India
Kunal Karan CFO, Aurum PropTech	CA, CPA	>25 years of excellence and rich experience in corporate finance, having worked in global setup as well as a large Indian corporate	Majesco Mastek Reliance

Name	Academic Qualifications	Career Highlights, Key Achievements	Previous Organizations
Onkar Shetye Executive Director, Aurum PropTech	SMP General Management IIM-A, M.Sc. Enterprise Management	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.	Aurum RealEstate Developers Accenture Cognizant Siemens
Prakash Tejwani Executive Director at Aurum Analytica	Masters of Science (Computer Science)	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.	Pitney Bowes AL Maya Dubai
Ram Yadav Founder and CEO, Integrow	MBA Finance, Madurai GMP, Harvard Business School	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.	Edelweiss Orbit Corporation Shapoorji Pallonji
Sahil Rathore Chief Business Officer, Aurum Analytica	B. Tech. Rajasthan Technical University	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.	Pitney Bowes Appirio (A Wipro Company)
Vinayak Katkar Co-Founder at Sell.do	B.Tech. (Computer Science), College of Engineering Pune	Successfully built & scaled Sell.do, India's largest RealEstate CRM; Built the groundbreaking transaction platform IRIS under it. Later upgraded the Sell.Do platform into an industry agnostic CRM platform.	Sun Microsystems
Vishal Sharma Chief Technical Officer, Aurum Analytica	M. Tech. (Computer Science) BITS, Pilani	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.	Karachain UX Army

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Investor Relations**

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