

 AURUM PropTech

FACTSHEET



Aurum PropTech

At A Glance



Aurum PropTech is a new-age PropTech company dedicated to revolutionizing the RealEstate industry with its Integrated PropTech ecosystem that combines tech expertise with a RealEstate domain journey that elevates the experience for creators, consumers, and capital allocators. Lying at the nexus of technology and innovation, we build and operate PropTech products, services, and platforms catering to the intricacies of the B2B, B2C, B2B2C, and D2C RealEstate Value Chains.

Aurum strategically positions itself as the torchbearer of the PropTech landscape. Our meticulously crafted business portfolio of 13+ PropTech products and solutions encompasses nearly 75% of India's PropTech market potential and is built on cutting edge technologies such as Artificial Intelligence, Machine Learning, Blockchain, Augmented Reality, and Virtual Reality. At the core of Aurum's strategy lies a triad: Technology, Services, and Capital.

The company is listed on the National Stock Exchange (NSE) as "AURUM" and Bombay Stock Exchange as "BOM:539289" with its headquarters at Navi Mumbai.

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www.aurumventures.in
www.aurumrealestate.in





We are well positioned to capture the robust demand and growth opportunities in 2023 and beyond, through our hybrid strategy of investments and in-house products.

Sr.No	Name of Investee Company	About the Investee Company	Amount Committed in INR Crores	Acquisition Equity Percentage	Clusters
1.	K2V2 Technologies Pvt. Ltd. ('Sell.do' and 'BeyondWalls') www.beyondwalls.com www.sell.do	CRM and Broker aggregation tech for real estate.	43	51%	Technology
2.	Integrow Asset Management Pvt. Ltd. ('Integrow') www.integrowamc.com	A tech-driven real estate asset management company.	125	49%	Capital
3.	Monk Tech Labs Pte Limited ('TheHouseMonk') www.thehousemonk.com	SaaS platform for rental management.	37	51%	Technology
4.	HelloWorld Technologies India Pvt. Ltd. ('HelloWorld') www.thehelloworld.com	One of the largest Co-Living companies in India.	56	100%	Services
5.	Blink Advisory Services Pvt. Ltd. ('Aurum Analytica') www.aurumanalytica.in	Data Analytics company	23	100%	Technology
6.	Myre Capital ('Aurum WiseX') www.aurumwisex.com	Global Neo-Realty platform	--	100% Acquisition of assets and Tech platform	Capital
7.	NestAway Technologies Pvt. Ltd. ('NestAway Technologies') www.nestaway.com	Managed Home Rental Network	170	100%	Services

*In Equity and Debt

Evolution of Aurum Shareholding

The acquisition of the erstwhile promoters' shareholding by Aurum in March 2021 brought a new purpose to Majesco – which became Aurum PropTech.

March 2021	Entered into a share purchase agreement to acquire 14.78%
June 2021	Increased promoters' shareholding to 35.04% through Open Offer
October 2021	Changed name from Majesco Limited to Aurum PropTech Limited
May 2022	Increased promoters' stake to 50.34% by subscription to Rights issue



The Man Behind Aurum PropTech

Ashish Deora

Founder & CEO, Aurum Ventures

Ashish Deora is a **first-generation entrepreneur** with an innovative disruption mindset. In **1996** he founded Aurum Ventures, a new-age real estate company based out of Mumbai, India.

Aurum has end-to-end capabilities from acquisition to design development, project management, leasing, sales and impeccable hospitality management.

Over the last 3 decades, Ashish has built several businesses and created immense value in multiple industries ranging from Mining to Telecom, Aviation and Renewable Energy.

Ashish is a firm believer of **technology, innovation and entrepreneurship**. Currently, Ashish runs Aurum Ventures, the parent company of Aurum RealEstate and Aurum PropTech. With **7 million sq. ft.** under development, Aurum RealEstate is one of the premium real estate developers in Mumbai Metropolitan Region with a presence in South, Western Suburbs and Navi Mumbai developing a portfolio of Luxury Residences, Premium Housing, IT- Special Economic Zones, Integrated Townships and Retail Developments.

Through his public company, Aurum PropTech, he is building the largest **Integrated PropTech Ecosystem** in India. Under his able leadership, the company today stands tall with over **90,000+ shareholders, 800+ Team members, 13+ products** and a geographical reach in **50+ cities across India**.

As a proud alumnus of Harvard Business School, Ashish always attempts to root the coveted Case Study method from HBS in his company culture and team upskilling. His proven track record of investments in businesses across APAC, Africa and South America and successful exits to global capital allocators exhibits his visionary and forward-thinking approach.

Time and again, Ashish has had a keen eye for **futuristic businesses in growth-led and data-centric sectors**. He firmly believes that this decade belongs to the entrepreneurs of India. He has a rare ability to identify opportunities and alleviate risk.

Entrepreneurship, Innovation and Philanthropy keep him going.

LinkedIn: <https://www.linkedin.com/in/ashish-deora-aurumventures>

Website: <https://www.ashishdeora.com>



VISION & MISSION

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We aim to create a tech driven revolution in Real Estate with an objective of enabling data driven investments, increasing enterprise efficiency, enhancing consumer experience and enabling connected living.

- Data Science and analytical tools platforms to enable smart investment decisions for institutional & retail investors
- Product suites and Platforms to help Real Estate Developers and firms increase the efficiency of business
- Solutions that leverage technology and elevate the purchase experience of Real Estate consumers
- Technology solutions that create lifestyle experience around real estate spaces and asset management products that preserve and enhance the value of real estate

Quick Facts

About Aurum PropTech

13+

Products

50+

Cities

600

RealEstate Developer Relations

7500+

Channel Partners

8000+

Active Home Buyers

4300+

Active RaaS Customers

520+

Active SaaS Customers

11200+

Co-Living bed Capacity

5000+

Apartments Booked

3000+

Apartments registered & Invoiced.



Mr. Srirang Athalye
Non-Executive Director



Mr. Ramashrya Yadav
Non-Executive Director



Mr. Onkar Shetye
Executive Director



Mr. Vasant Gujarathi
Independent Director



Dr. Padma Deosthali
Independent Director



Mr. Ajit Joshi
Independent Director

Executive Leadership Team



Mr. Onkar Shetye
Executive Director



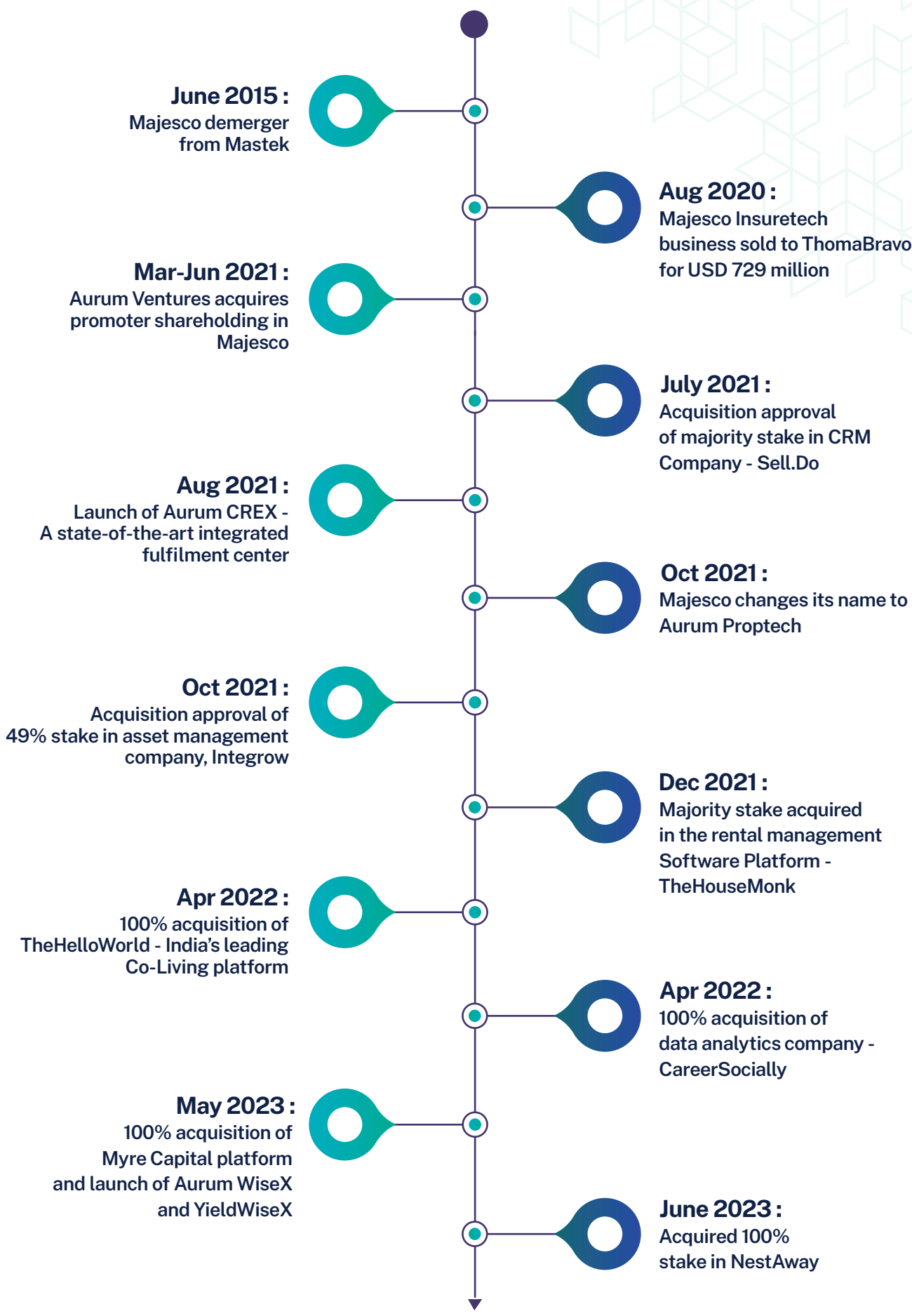
Mr. Kunal Karan
Chief Financial Officer



Mr. Hiren Ladva
EVP, Investments



Ms. Sonia Jain
Company Secretary &
Compliance Officer





For Further Information,
Please Contact:

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Company Secretary & Compliance Officer

Aurum PropTech Limited

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