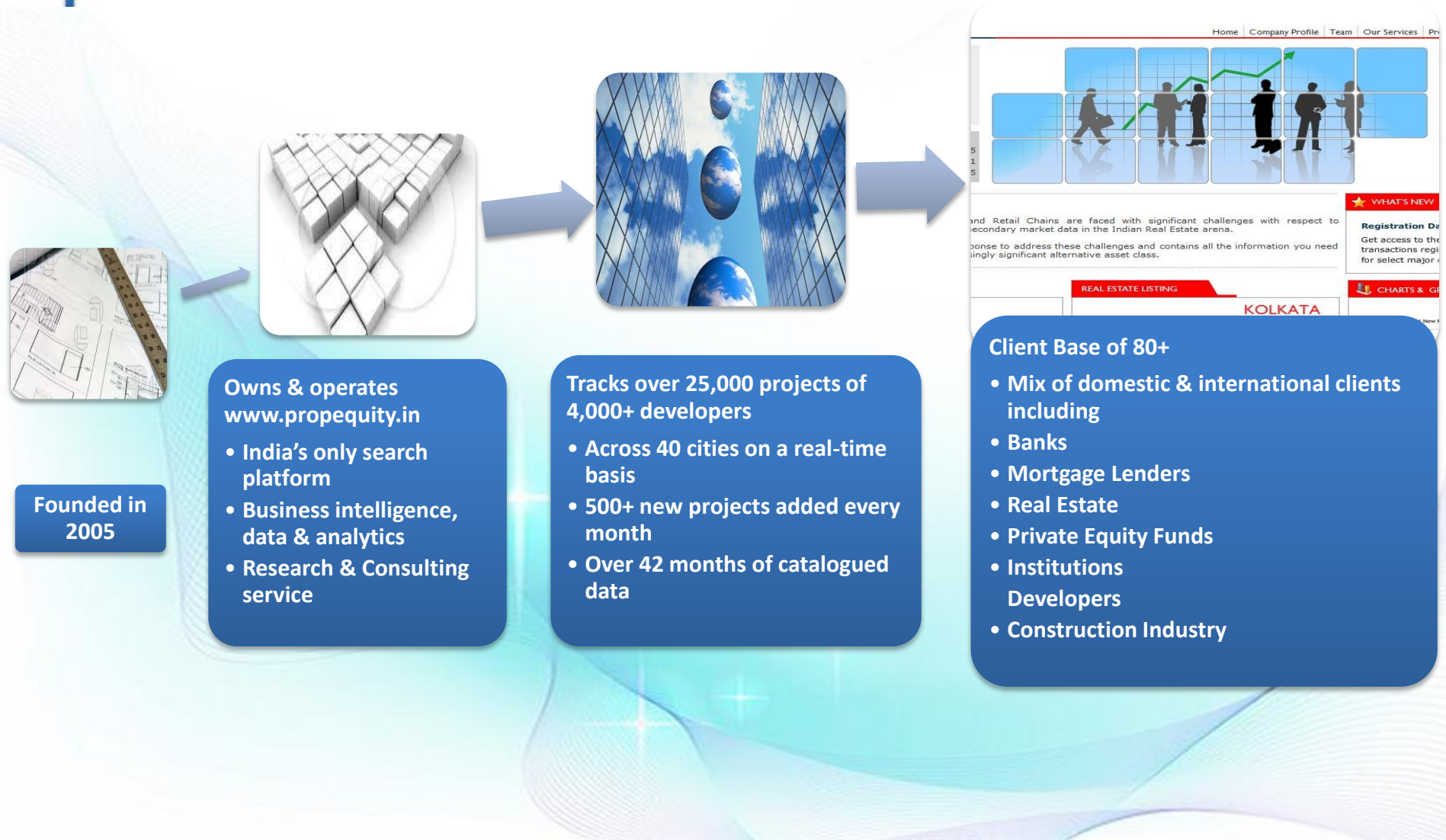


P.E.ANALYTICS PVT LTD



Company Overview - P.E. Analytics (PropEquity)



Founded in 2005

Owens & operates
www.propequity.in

- India's only search platform
- Business intelligence, data & analytics
- Research & Consulting service

Tracks over 25,000 projects of
4,000+ developers

- Across 40 cities on a real-time basis
- 500+ new projects added every month
- Over 42 months of catalogued data

Client Base of 80+

- Mix of domestic & international clients including
- Banks
- Mortgage Lenders
- Real Estate
- Private Equity Funds
- Institutions
- Developers
- Construction Industry

Company Overview - P.E. Analytics Private Limited

PE ENGINE

Only Company In India

Market Leader

Complete Business Intelligence

On stop shop

Offices in New Delhi, Gurgaon and Mumbai and presence pan India .

Substantial investment by USD 29bn Hedge Fund in July 2008 and is currently an American MNC.

100+ employees

Exponential growth of 190% in last two years

Customer base growing by 100% YOY

Cited In The Media ...Over 50 Times Last Quarter

PROP EQUITY
CREATING INVESTOR INTELLIGENCE

Home | Company Profile | Team | Our Services | Press Room | Request A Demo | Contact Us

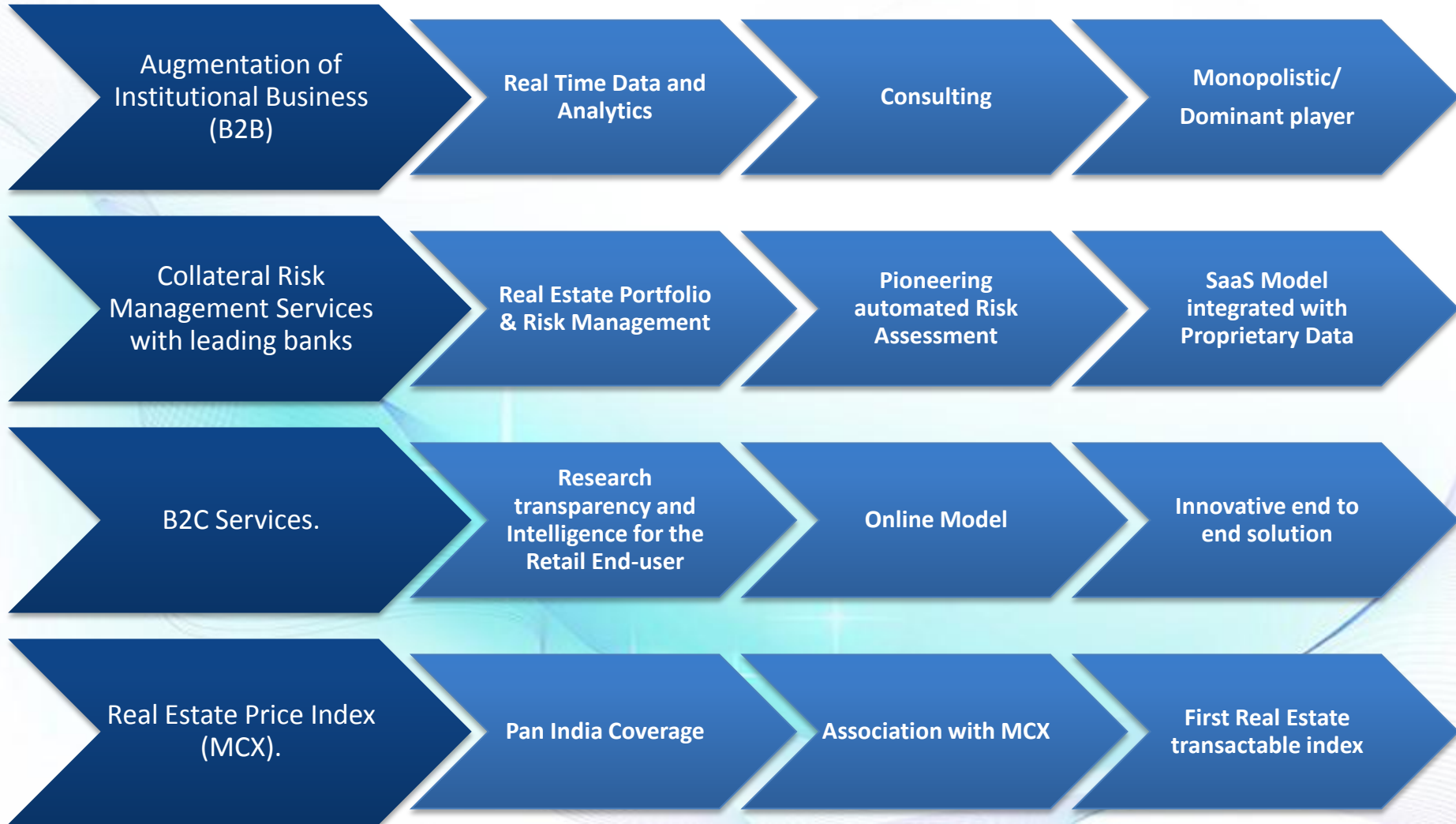
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PRESS ROOM

- Mint**
Tuesday, February 15, 2011
The bubble may be set to burst again
- Hindustan Times**
Saturday, February 05, 2011
Are you scouting for a value home?
- Times Property**
Friday, February 04, 2011
Page No.72
GURGAON: 4 ACES UP
HARYANA'S SLEEVE
- Times Property**
Friday, February 04, 2011
Page No.69
HOUSING SECTOR SURGES IN GURGAON
- Times Property**
Friday, February 04, 2011
Page No.78
NEW FARIDABAD IS DEVELOPING FAST
- Business Line**
Delhi: NCR residential market perks up
- Truly, a new miller**
New sectors emerge to raise Gurgaon's real estate
- Realty Plus Anniversary**
SAMIR JASTHA
Residential real estate market had bottomed out in terms of pricing and many builders have now been exploring the opportunity to enhance prices.
- Speculators spur property rate spike**
N O DISCOUNTS

PropEquity's Data and Analytics has become GOLD Standard for the INDUSTRY and MEDIA.

Services and Products



Some Key Clients

Banks & Institutions



Private Equity Funds



Construction Industry & Real Estate Developers



Pan India Coverage - 40 Cities

- ✓ Agra
- ✓ Ahmedabad
- ✓ Amritsar
- ✓ Bangalore
- ✓ Bhopal
- ✓ Bhiwadi
- ✓ Chennai
- ✓ Coimbatore
- ✓ Chandigarh
- ✓ Dehradun
- ✓ Faridabad
- ✓ Ghaziabad
- ✓ Greater Noida
- ✓ Gurgaon
- ✓ Goa
- ✓ Hyderabad
- ✓ Indore
- ✓ Jaipur
- ✓ Jalandhar
- ✓ Kanpur



- ✓ Kochi
- ✓ Kolkatta
- ✓ Lucknow
- ✓ Ludhiana
- ✓ Mangalore
- ✓ Mohali
- ✓ Mumbai
- ✓ Mysore
- ✓ Nagpur
- ✓ Nasik
- ✓ Navi Mumbai
- ✓ New Delhi
- ✓ Noida
- ✓ Panipat
- ✓ Pune
- ✓ Raipur
- ✓ Sonapat
- ✓ Trivandrum
- ✓ Thane
- ✓ Vishakhapatnam

PropEquity – The Brand

Strategic Position

High-value relationships

Diamond clients

Pan India Presence and Delivery

Leverage deep industry knowledge and depth

End to End Research and Consulting

Market Horizontal Expansion

Complete Real Estate Business Intelligence

State of art technology

Market Leader

Ever innovating

Brand Attributes

Domain Expertise

Detailed Coverage

Informed Key Decision Making

Strategic Partner to Clients

Bring Knowledge & insight

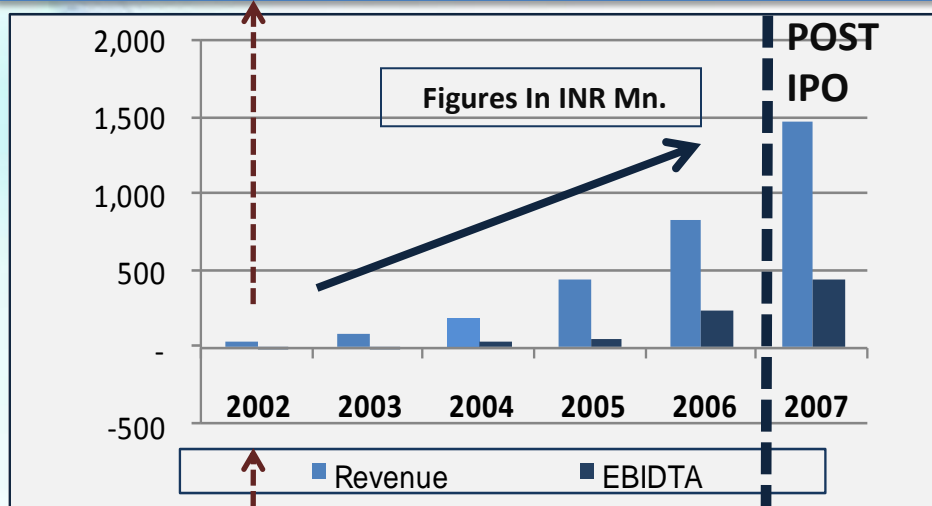
Intellectual Asset

Commitment to Clients

PropEquity: A “naukri.com” In The Making

PROPEQUITY NOW AND LATER....

INR Mn.	2010	2011(E)	2012(E)	2013(E)
Revenue	41	75	344	752
EBIDTA	13	12	26	313



NAUKRI.COM A FEW YEARS BACK

INR Mn.	2002	2003	2004	2005	2006	2007
Revenue	38	91	195	451	841	1,472
EBIDTA	-ve	14	47	49	242	441

“NAUKRI” STORY (INDIAN MONSTER.COM)

- Established in 1995
- Initial years of cash burn & survival
- Business turned profitable in 2003 – 8 years from inception
- Growth took off in 2002
- Public offering in November 2006
- Over subscribed 55 times
- IPO valuation at US\$ 160 mn (pre-money)
 - 28 times historical EBIDTA
- Current PE Ratio: 40.42
- Current Market cap > US\$ 700 Mn

PROPEQUITY : A REPEAT PERFORMANCE

- Like Naukri, PropEquity will play the B2C opportunity through the B2B audience
- Catering to a high-growth sector with strong linkages to the economy.
- Monopolistic positioning.
- Backed by leading investor group.

Research Process and Data Integrity

✓ Collection Process

- ✓ Primary Field Research
- ✓ Data Collation
- ✓ Data Verification
- ✓ Data Entry
- ✓ Automated Errors and Warning

✓ Audit Process

- ✓ First - Executive Level Assessment
- ✓ Second - Market Vs. Collected Data Verification
- ✓ Complete back end audit process
- ✓ Manager level audit checks

✓ Production

- ✓ Pre Production Checks
- ✓ Production Roll Out
- ✓ Customer Informed



THANK YOU