

**Date:** 10<sup>th</sup> May, 2024

**To**  
**The Manager-Listing**  
**National Stock Exchange of India Limited**  
**Exchange Plaza, 5<sup>th</sup> Floor. C-Block-G,**  
**Bandra Kurla Complex, Bandra (E), Mumbai-**  
**400051, Maharashtra**

**Symbol- PROPEQUITY**

**Subject:** - Announcement regarding Investor Presentation with respect to the Financial Performance of the Company during the Quarter and Financial Year Ended on 31<sup>st</sup> March 2024 pursuant to SEBI (LODR) Regulations, 2015

**Dear Sir/Ma'am,**

In accordance with the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 or any other applicable regulations, we enclose herewith Investor Presentation-Key Financial Highlights and other Parameters with respect to the business achievements of the company (for the quarter and Financial Year ended on 31<sup>st</sup> March 2024) released by our company. Further pursuant to Regulation 46 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the aforesaid information is also available on the website of the company i.e. [www.propequity.in](http://www.propequity.in).

Kindly take the same in your records.

Thanking You

**FOR P.E. ANALYTICS LIMITED**

**SAMIR JASUJA**  
**MANAGING DIRECTOR**  
**DIN: 01681776**  
**1520-B, THE MAGNOLIAS, DLF PHASE-V,**  
**SECTOR-42, GALLERIA DLF-IV, GURGAON-**  
**122009. HARYANA**

**PLACE: - GURUGRAM**

**P.E. Analytics Ltd.**

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[www.propequity.in](http://www.propequity.in)

FY24 Business Update and Review

# Annual Review

FY'24 (April 2023 – March 2024)

PropEquity (P.E. Analytics Limited)

# Contents

- Vision and Mission
- Product & Service Offerings
- Our Clientele and Coverage
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# Vision

The vision of the company is to create an information service enterprise through continuous innovation and integration of real time data, analytics and cutting edge technology to achieve higher transparency for all participants and beneficiaries of the Realty Sector.

Prop Equity Intelligence to be at the core of every real estate decision in India. As a company, we strive to set the standard for ethics, and professionalism in the industry. We understand that our customers define the standard of quality and service, and their loyalty must be earned.

We will work to forge long term relationships with our clients based on trust and performance. We strive to provide accurate and up-to-date information, expert analysis and sound real estate advice. We will pursue the highest levels of professionalism and technical innovation in an effort to best represent our clients.

# Mission

The mission of the company is to create an information service enterprise through continuous innovation and integration of real time data, analytics and cutting edge technology to achieve higher transparency for all participants and beneficiaries of the Realty Sector.

By appreciating and integrating the value of people, relationships and ideas, P. E. Analytics Limited is an entrepreneurial enterprise that is identified by high performance, creativity, empowerment, integrity and trust.

# Product & Service Offerings

## Real-Estate Business Intelligence Platform Subscription

Choice of 44 leading Indian Cities, single city and multi-city package options

- Includes Client Engagement Support
- Includes transaction data for various commercial properties such as offices, IT Parks, IT SEZs and Retail

## Research and Consulting Services

Caters to specific/ customized intelligence requirements like development feasibility studies, product-mix assessment, consumer preference and profiling analysis, financial models, project benchmarking, site-level real estate analysis and many other analysis that are backed by historic data and predictive analysis.

## Valuations and Collateral Risk Management Services

Retail valuations for Banks, NBFCs, Mortgage lenders, etc.

Includes Project Monitoring/ Progress Reporting Developer & Project Assessment & Rating, Developer Valuation & Automated Valuation Model (AVM) Automated APF reports. Supporting leading banks in powering their real estate/home loan portals

# 44 Cities Coverage

Tier 01: 14 cities

Tier 02: 30 cities





# Our Clientele

Private Equity Funds, Real Estate Developers, Banks, Financial Institutions, Education, Construction Industry, NBFCs and Mortgage Lenders

**215+ Clients** (81% Retention)

**16+** years of coverage

**44** Cities

**57,500+** Developers

**1,73,000+** Projects

**1.18 Crore+** Units

# Key Highlights

AUDITED CONSOLIDATED FINANCIALS –FY 2024 Figures (April 2023-March 2024)

FY 2024  
(Apr'23 to Mar'24)  
FY 2023  
(Apr'22 to Mar'23)  
Figures (in thousands)

			FY 2024 (Apr'23 to Mar'24)	FY 2023 (Apr'22 to Mar'23)
<b>Overall Growth in Revenues</b>	▲	37%	4,41,717	3,23,066
i. Growth in <b>Subscription Business</b>	▲	10%	2,07,833	1,88,861
ii. Growth in <b>Consulting</b>	▲	0%*	12,242	15,068*
<small>*Note: Revenues of 2,500 in FY23 was a part of the Valuation/ CRM Business</small>				
iii. Growth in <b>Valuation/ CRM Business</b>	▲	106%	1,78,528	86,608
iii. <b>Other Income</b>	▲	33%	43,113	32,528
<b>Growth in Profit Before Tax (PBT)</b>	▲	10.4%	1,57,858	1,42,990

*(All costs of new initiatives like the social media platform and developer asset management is being borne out of internal accruals)*



# Key Highlights



AUDITED PROPEQUITY FINANCIALS –FY 2024 Figures (April 2023-March 2024)

Figures (in thousands)	For the Period FY 2024	For the Period FY 2023	% Change
<b>INCOME</b>			
Website subscriptions	2,07,834	1,88,861	10%
Professional services*	12,243	15,068*	0%*
<b>REVENUE FROM OPERATIONS</b>	2,20,076	2,03,929	8%
Other income	43,029	32,421	33%
<b>TOTAL INCOME</b>	<b>2,63,105</b>	<b>2,36,350</b>	<b>11%</b>
<b>Expenses</b>			
Employee benefits expense	99,828	86,352	16%
Depreciation and Amortization expense	3,458	2,588	34%
Other expenses	36,764	26,357	40%
<b>TOTAL EXPENSES</b>	<b>1,40,050</b>	<b>1,15,297</b>	<b>21%</b>
<b>PROFIT BEFORE TAX (PBT)</b>	<b>1,23,055</b>	<b>1,21,053</b>	<b>2%</b>

\*Note: Revenues of 2,500 in FY23 was a part of the Valuation/ CRM Business

# Key Highlights

AUDITED PROPEGE FINANCIALS –FY 2024 Figures (April 2023-March 2024)



PropEdge

(Our Subsidiary)

Figures (in thousands)	For the Period FY 2024	For the Period FY 2023	% Change
<b>INCOME</b>			
Website subscriptions	-	-	-
Professional services*	1,78,528	86,608	106%
<b>REVENUE FROM OPERATIONS</b>	<b>1,78,528</b>	<b>86,608</b>	<b>106%</b>
Other income	84	108	-22%
<b>TOTAL INCOME</b>	<b>1,78,612</b>	<b>86,716</b>	<b>106%</b>
<b>Expenses</b>			
Employee benefits expense	1,07,490	51,712	107%
Depreciation and Amortization expense	-	-	
Other expenses	36,319	13,067	179%
<b>TOTAL EXPENSES</b>	<b>1,43,809</b>	<b>64,779</b>	<b>121%</b>
<b>PROFIT BEFORE TAX (PBT)</b>	<b>34,803</b>	<b>21,937</b>	<b>59%</b>

# Key Highlights

## ACHIEVEMENTS - PROPEQUITY



### Incubating our social media vertical

Approximately **Rs. 5 Million from our pre-tax profits** have been invested and expensed out in incubating our social media platform and consulting fees for developer asset management business



### Increase in subscription clients

We have successfully **added 54 new clients** in the subscription business and increased the scope of 12 existing clients. Our current annual **subscription contracts stood at 215** as of 31<sup>st</sup> March, 2024.



### High-EBIDTA margins

Our **EBIDTA margin continues to be 50%**, if we add back the above to our pre-tax profits. If we don't add back EBIDTA margin is will be at 47%.



### High client retention rate

Our **client retention rate** stood at **81%** in FY 2024.



### Research and Consulting vertical

The **research and consulting business** has been flat at approx. 12.25 million, as revenues of Rs. 2.5 million out of Rs. 15 million reflecting in FY 2023 were a part of our Valuation business. This vertical also operates on over a 50% EBIDTA margin.



### Continue to increase our data coverage

We have added over **8400+ residential** and **950+ commercial** and retail projects, exceeding **1,73,000+ projects** and **57,500+ developers** across 44 cities in residential, commercial and retail asset class.



### Zero debt and enhancing cash reserves

Our **cash reserves and liquid current assets** have exceeded over **Rs. 750 million** as of 31<sup>st</sup> March, 2024.

# Key Highlights

## SOCIAL MEDIA PLATFORMS- YOUTUBE



### Launch of YouTube Channel

We have successfully launched our YouTube platform ([@Samir Jasuja- PropEquity](#)) in Feb 2024 and have posted over 25 unique videos in long-form content. **All revenues generated in this vertical in the future will go to P.E. Analytics Ltd.**

### Investments of upto Rs. 12 million

We will be **investing maximum of Rs. 12 million** in the coming year for our YouTube and social media business vertical as we strengthen our team and will shortly be active in shorts (short-form content) on Instagram, Facebook and YouTube.

### Best talent for social media

We are hiring and consulting the best talent. Our **lead in the social media vertical** has a diverse background of over 25 years out of which 23 years were with NDTV in the broadcast, digital news and social media business.

### Strengthening our content strategy team

Our **strategy analytics and content lead** has worked with the biggest social media influencers like Ankur Warikoo, Bhuvan Bam, Tanmay Bhat, Raj Shamani to name a few who have millions of followers in YouTube and other social media platforms.

### Increasing our brand presence across all platforms


We have also activated our brand presence to enhance our reach in other social platforms like **LinkedIn and Twitter** ([@Samir Jasuja](#) and [@PropEquity](#))

# Key Highlights

SOCIAL MEDIA PLATFORMS- **YOUTUBE**



Search



**PropEquity**  
CREATING INVESTOR INTELLIGENCE  
Information Knowledge Wisdom

Samir Jasuja  
Founder & CEO PropEquity

**Samir Jasuja-PropEquity**  
@Sami.Jasuja-PropEquity · 2.17K subscribers · 44 videos  
Welcome to India's first ever National real estate Youtube channel that offers Information, Knowledge, Wisdom  
instagram.com/samirjasujapropEquity and 3 more links

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For You




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# Key Highlights

## ACHIEVEMENTS - PROPEDEGE



### Valuation business sees exponential growth

We have grown from 35 to **70+ clients** (Banks, HFCs and NBFCs) in the last financial year.



### Profits have grown by 59%

Although, our EBIDTA margin has come down from 25% to 19% but our absolute **profits have grown by 59%**. Our EBIDTA margins have come down because we are in an **exponential expansion phase** as we add new verticals and expand our business to many more cities and towns.



### Our team is growing

We have grown from 195 employees to **369 employees in FY' 24**, since the last financial year.



### Expansion in Valuation Business

We have increased our presence in valuation business from 36 to **100+ cities** and towns in the last financial year.



### Adding new verticals

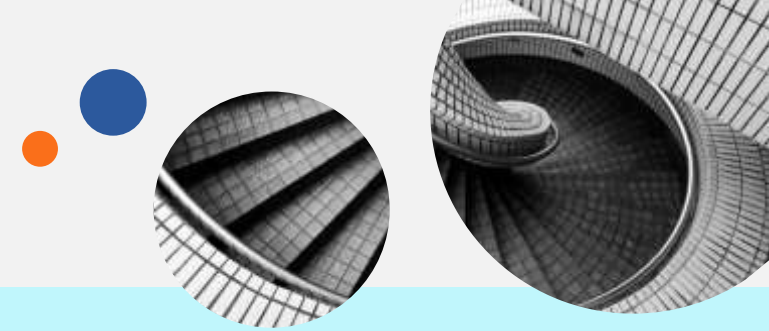
We are adding new verticals in the valuation business, by adding **Auto Valuations** and **Plant and Machinery Valuations** in FY 24-25. We have already been empaneled with 3 banks for our Auto valuation vertical.



### On our way to growth!

We are targeting to **grow our valuations business exponentially** in the coming year as well.

# New initiatives



## PROPEQUITY IS GOING INTERNATIONAL

We are setting up a new company in partnership with seasoned and local partners in the **Middle-east** and will be launching our services in the coming financial year. Detailed announcements will be made soon.




## B2C PROJECT MONITORING VERTICAL

We will be launching our **B2C project monitoring services** in the coming financial year. Our lead in this vertical, is a **engineering graduate from IIT** with many years of experience in the field of **growth and marketing**. He began his journey at OYO setting up their growth and marketing vertical for South East Asia and also in the past 3 years has collaborated with **20+ startups** as a growth consultant, translating the founder's vision into actionable businesses.



## DEVELOPER ASSET MANAGEMENT

We are scouting for the right projects to launch our **Developer Asset Management Business**. We will be shortly making announcements as soon as some business fructifies. This will be an **asset-light pure services model** and **PropEquity will not be making any investments** from its balance sheet, in land purchase or development and construction of the project.



“PropEquity has led in the business of real-estate data and analytics and continuously paves the path for innovation in enhancing data backed decision making.”

**Mr. Samir Jasuja**  
(MD & CEO, PropEquity)



# Thank you

For further information on the company,  
please visit our website:

[www.propequity.in](http://www.propequity.in)

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