

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**

Dear Sir/Madam,

**Sub.: Press Release**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, please find attached herewith press release pursuant to the appointment of Mr. Ashish Deora as Non-Executive, Non-Independent Director of the Company with effect from April 30, 2025, subject to approval by shareholders of the Company.

Media Release thereon will also be available on the Company's website [www.aurumproptech.in](http://www.aurumproptech.in).

You are requested to take the above on record.

Thanking you.

For **Aurum PropTech Limited**

**Sonia Jain**

**Company Secretary & Compliance Officer**

## Aurum PropTech appoints Mr. Ashish Deora as Non-Executive Director

**The Board of Directors of Aurum PropTech Limited has approved the appointment of Mr. Ashish Deora, Founder and CEO of the Company's parent entity, Aurum Ventures, as a Non-Executive Director.**

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

Mr. Deora brings a proven track record of building future-ready, growth-led businesses, **with a strong focus on innovation, entrepreneurship and tech-enabled disruption**. His extensive experience in venture building and scaling businesses in growth-oriented and data-centric sectors has led to value-accretive exits to global capital allocators and sovereign wealth funds, showcasing his ability to institutionalize businesses with strong fundamentals.

In the Real Estate sector, over the past 15 years, Mr. Deora 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**. The portfolio spans premium residential projects, luxury housing, IT-SEZ developments, integrated townships, and retail properties across the Mumbai Metropolitan Region (MMR).

Mr. Deora has also been pivotal in shaping the strategic vision of Aurum PropTech, one of India's fastest-growing integrated PropTech ecosystems with a **mission to enhance consumer experience and increase enterprise efficiency**, making real estate truly future-ready. His focus areas include disrupting the rental housing market, real estate distribution, and real estate capital financing using technology. **Since its inception in April 2021, Aurum PropTech has grown into a 10-product platform with operations across 15 cities and a team of over 650 professionals**. With marquee brands such as NestAway, Aurum Analytica, and Sell.do, Aurum PropTech is now poised to accelerate its **mission to transform India's USD 100 billion PropTech market**.

Mr. Deora will now bring strategic guidance to the operations of Aurum PropTech, and the founders of Aurum's Rental, Distribution and Capital business units. His years of experience in entrepreneurship and industry building, in depth expertise across real estate development and asset management and his acumen of building innovative business models and best in class offerings will enable Aurum PropTech's goal of being the largest PropTech company in India.

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

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.

Commenting on the appointment, **Mr. Vasant Gujarathi, Director on Board of Aurum PropTech** said, *"We are thrilled to welcome Ashish to the Board. His visionary leadership has been the cornerstone of Aurum's success, and his strategic insights will be pivotal as we scale new heights. With his continued guidance to the management team, we are confident in accelerating our mission to lead India's rapidly evolving PropTech sector and **establish Aurum PropTech as the nation's largest and most impactful PropTech company.**"*

Commenting on the appointment, **Mr. Ashish Deora** said, *"India PropTech sector represents a USD 100 billion opportunity across consumer tech, enterprise tech and fintech offerings. Since our inception in April 2021, we have strategically combined organic and inorganic growth to develop a clear vision and execution model, underpinned by operational excellence and strategic building blocks to cater to real estate consumers and enterprises. A 650+ strong passionate team, who live and breathe PropTech is energized to demonstrate scale and depth with strong business fundamentals. As Aurum PropTech continues its journey toward achieving INR 1,000 crore in revenue, fuelled by our Rental, Distribution, and Capital offerings, I am excited to witness the technology-driven transformation of Real Estate, making it truly Future Ready.*