November 6th, 2023

To,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai 400051
Maharashtra

Re.

Security	NSE SYMBOL	ISIN
Equity Shares	HOMESFY	INE0N7F01017

Sub: Disclosure under Regulation 30 of the SEBI (LODR) Regulations, 2015 Real Estate Operations Update for the Half year ended September 30th, 2023.

Dear Sir,

In reference to the captioned mentioned above, please find enclosed Half Yearly update on the Company's real estate operations for September 30th, 2023.

The same will also be available on the website of the Company www. homesfy.in

We request you to take the aforementioned information on record for disclosure on your website.

For Homesfy Realty Limited

ASHISH PREMPRAKASH KUKREJA
Digitally signed by ASHISH PREMPRAKASH KUKREJA
Date: 2023.11.06 00:47:53 +05'30'

Ashish Kukreja
Chairman and Managing Director
DIN: 03068422

Operational Update

1HFY24



HOMESFY®
homes for you

Index

Snapshot

1HFY24 in a nutshell

Business Overview

Snapshot

- In 1HFY24, Homesfy (including mymagnet.io) achieved a significant milestone by transacting I**NR 1,000 crores** representing **32% YoY growth** in Gross Transaction Value (GTV) of homes. We concluded 1HFY24 with the sale of 1,005 units demonstrating a 17% YoY increase in sales volume. This remarkable success underscores our ability to capitalize on the current housing upcycle.
- In 1HFY24, our co-broking business (mymagnet.io) demonstrated impressive performance, with a GTV transaction of **INR 125 crores**, a **50% increase YoY**. At the end of 1HFY24, we had **11,102 brokers** registered on our platform.
- Our Home Loans division continues to excel, disbursing home loans worth ~**INR 91 crores** in **1HFY24**, a fivefold increase YoY, albeit on a smaller base.
- The billed GTV for business done in 1HFY24 amounted to **INR 279 crore**, representing **28%** of the net GTV achieved in the same period. This percentage was significantly lower compared to the **44%** in 1HFY23. This drop in billing is attributed to a substantial portion of business transactions occurring in the latter part of 1HFY24. While our operational performance remained satisfactory, the reduced billing led to financial performance below our expectations.
- We continue to strengthen our team to cater to newly expanded geographies, focusing on improving our RM productivity and lowering customer acquisition costs through enhanced technology integration.
- 2HFY24 looks promising driven by the seasonal dynamics of the industry which typically accounts for 60-65% of the business in a year. We remain confident of capitalizing on the growth potential for the remainder of the year.

1HFY24 Key performance in a nutshell

Gross Transaction Value (GTV)
INR 1000 cr.
(up 32% YoY)

Avg. Ticket size per home
INR 0.99 cr.
(up 12% YoY)

Billed GTV
INR 279 cr.
(down by 16% YoY)

% of Billed GTV
28%
(vs 44% in 1HFY23)

No of Bookings
1005
(up 17% YoY)

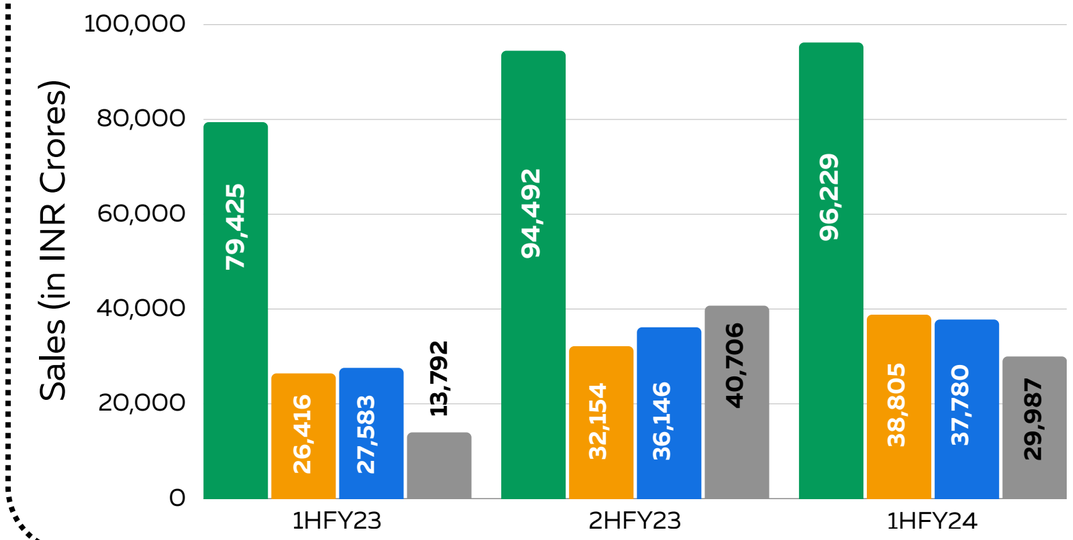
No of Bookings (Direct)
853
(up 13% YoY)

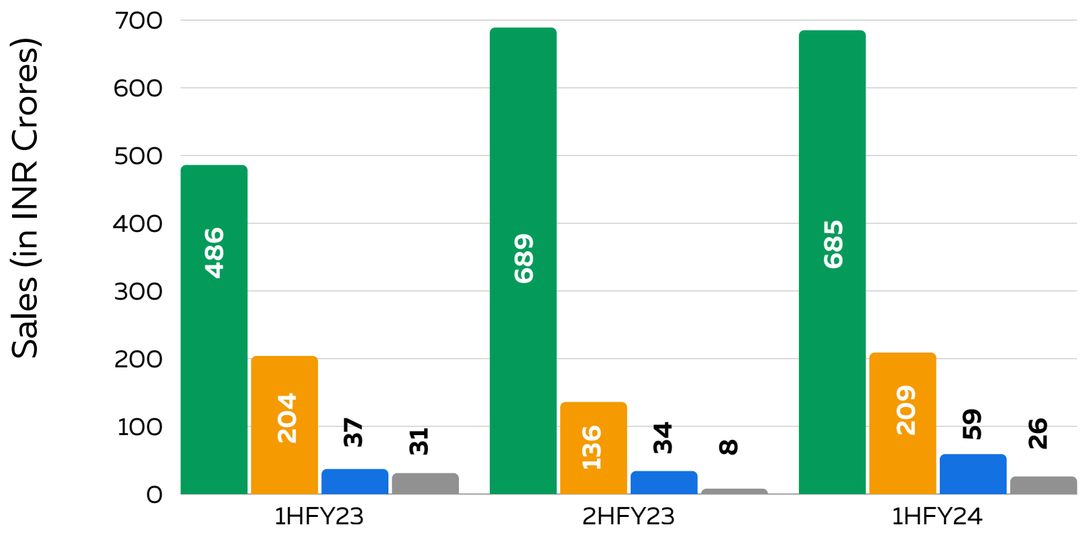
No of Bookings (Mymagnet)
152
(up 49% YoY)

Home Loans Disbursed
INR 91 cr.
(up 422% YoY)

Note:
1) GTV is net of cancellations and includes both direct as well as bookings via mymagnet
2) Billed GTV pertains to GTV which is achieved and billed in the same time period

Housing market vs Homesfy





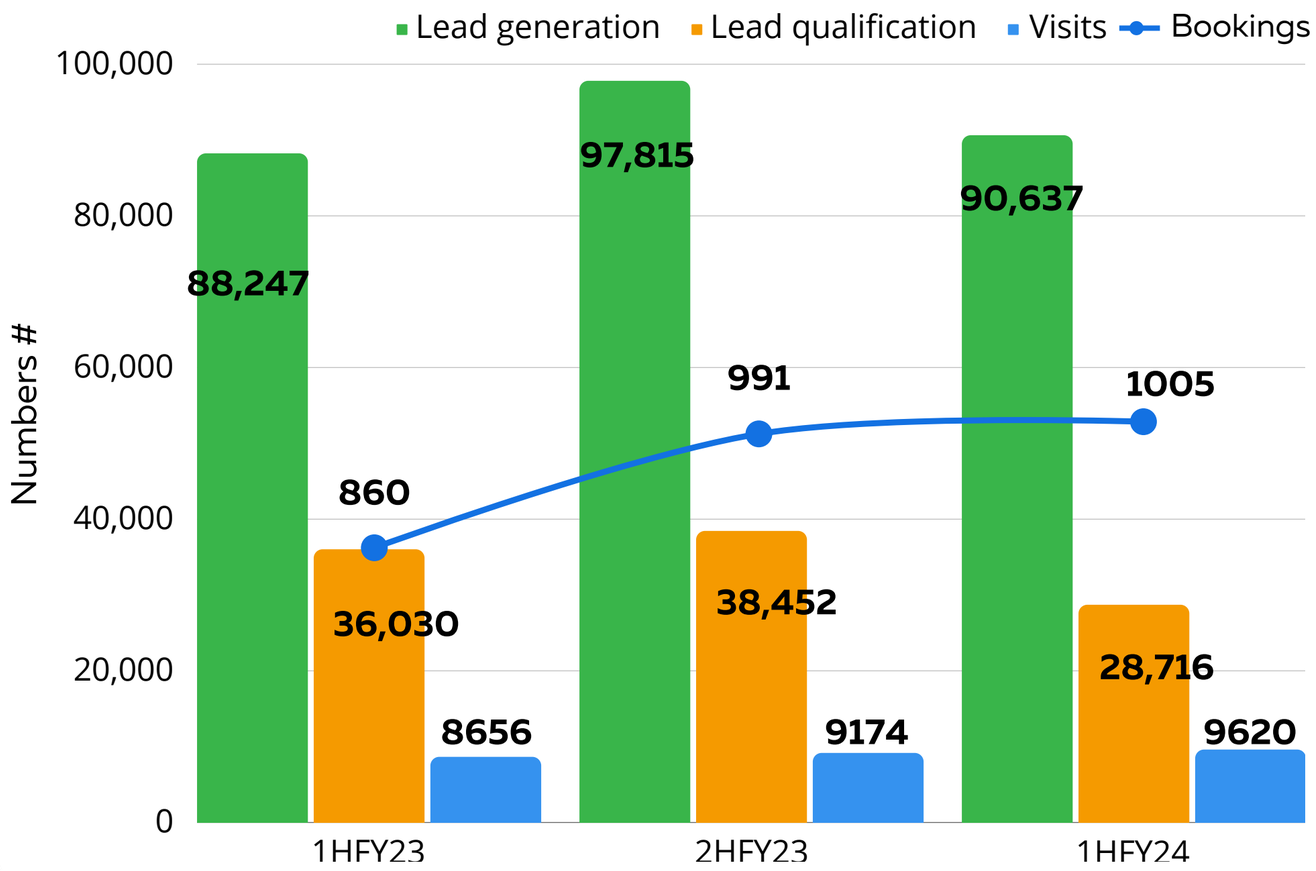
- MMR continued to remain core market for Homesfy with a growth of 41% YoY in GTV which was ~**2x** of the market growth. It continues to show immense value in terms of growth potential given our strong presence and scope of consolidation.
- Bengaluru witnessed a modest 3% YoY for Homesfy trailing market's growth of **47%**. We are actively focusing on enhancing project planning in the Bengaluru region to accelerate our growth within the market.
- Activation of relatively new markets - Pune and NCR is progressing well and is poised to yield positive results going ahead.

Source: Prop Equity

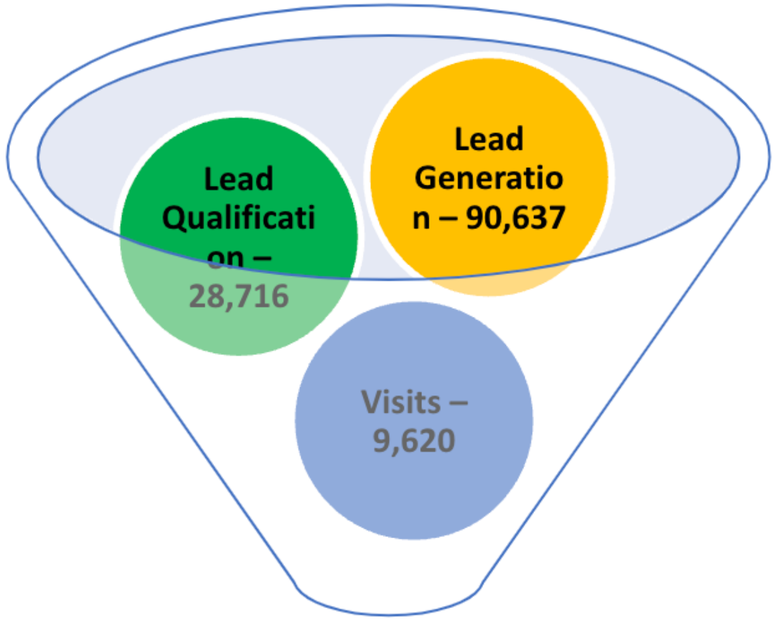
Note: For NCR we have considered NOIDA and Gurugram (as Homesfy is active in these two markets). Balance GTV of INR 20 crores is from Dubai

Lead Funnel

Business indicators



Transactional Funnel



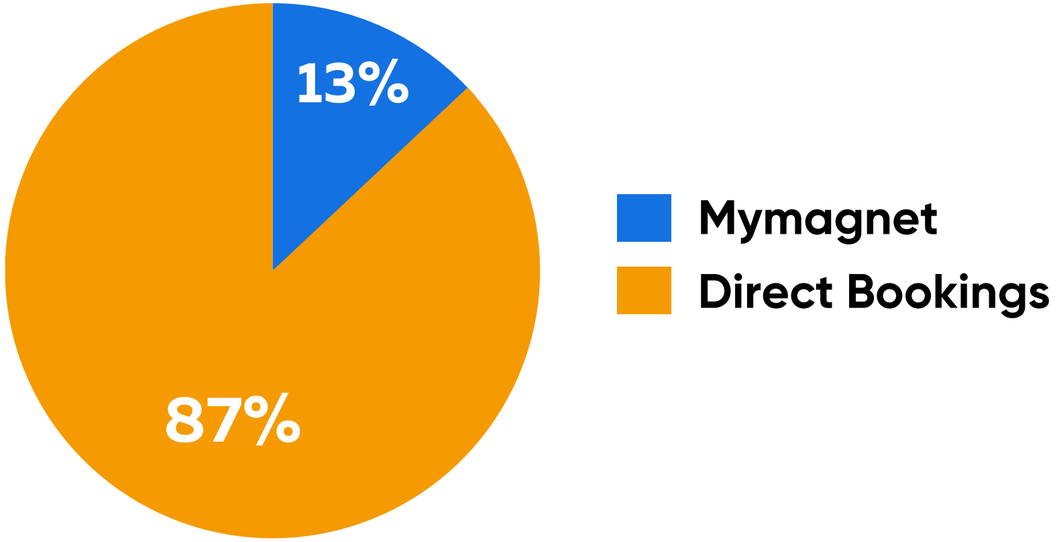
Total Bookings

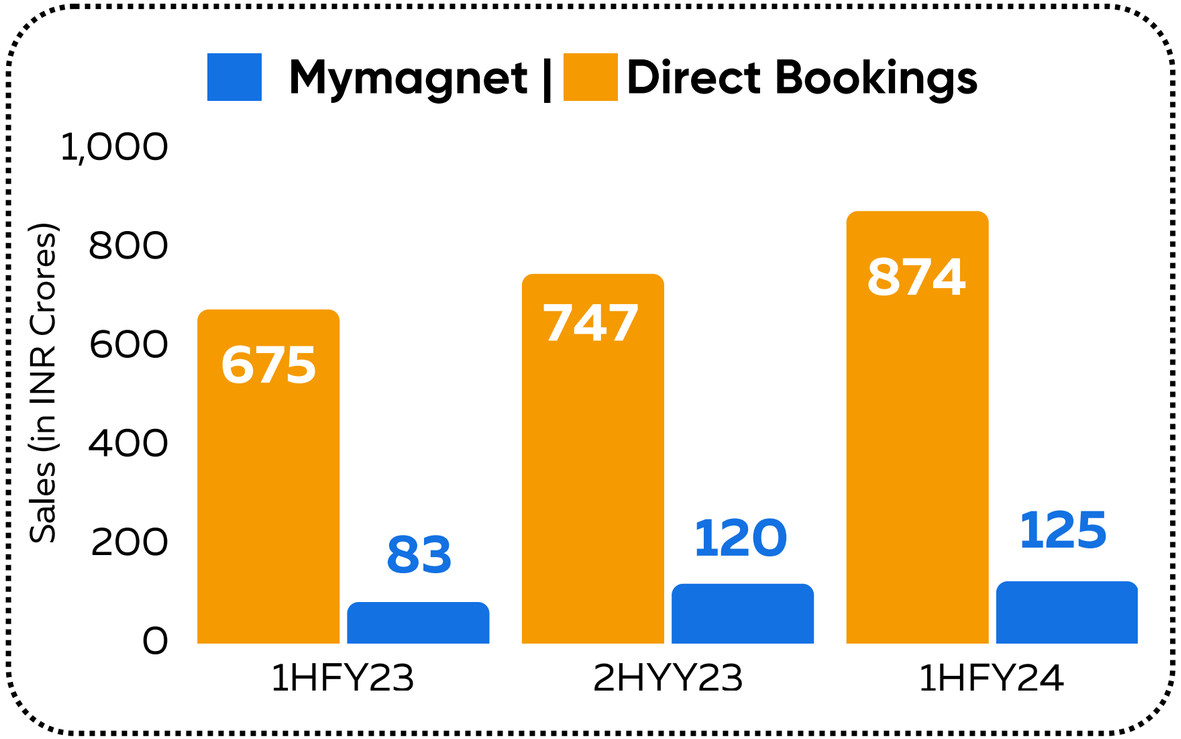
1005

Dual Pronged Growth Engines

Direct vs mymagnet bookings

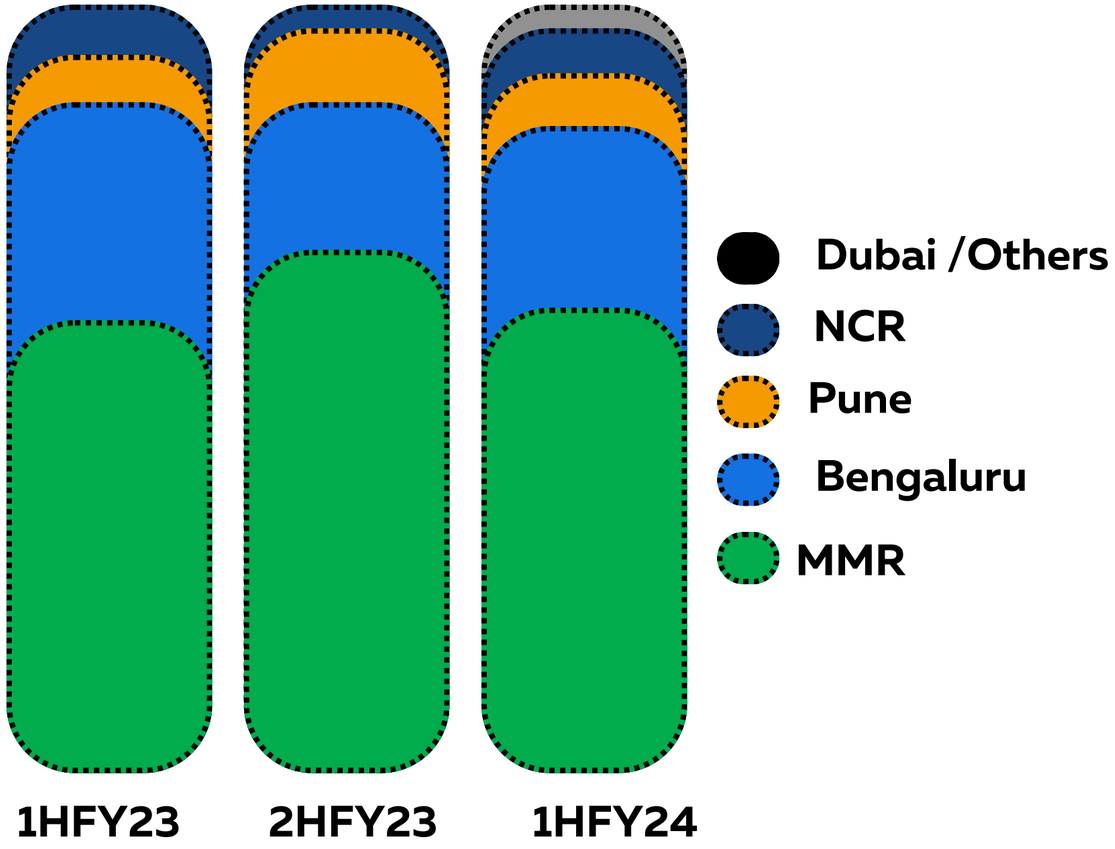
1HFY24 Business Mix





Regional performance

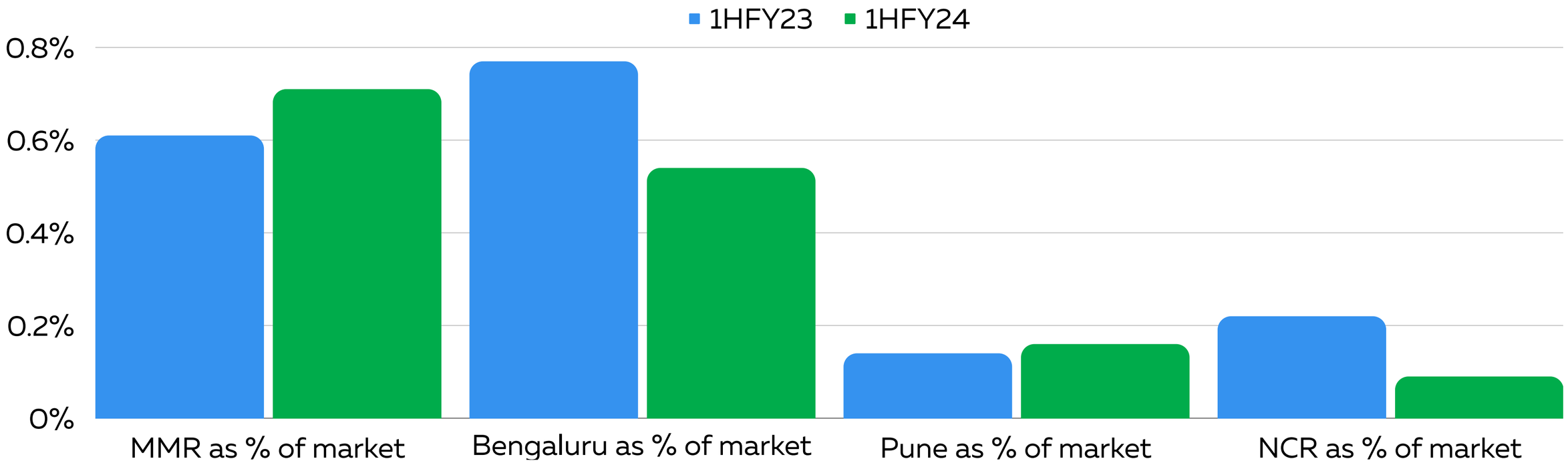
Regional mix of business



Particulars	1HFY23	2HFY23	1HFY24
MMR	64%	79%	68%
Bengaluru	27%	16%	21%
Pune	5%	4%	6%
NCR	4%	1%	3%
Dubai/Others	0%	0%	2%

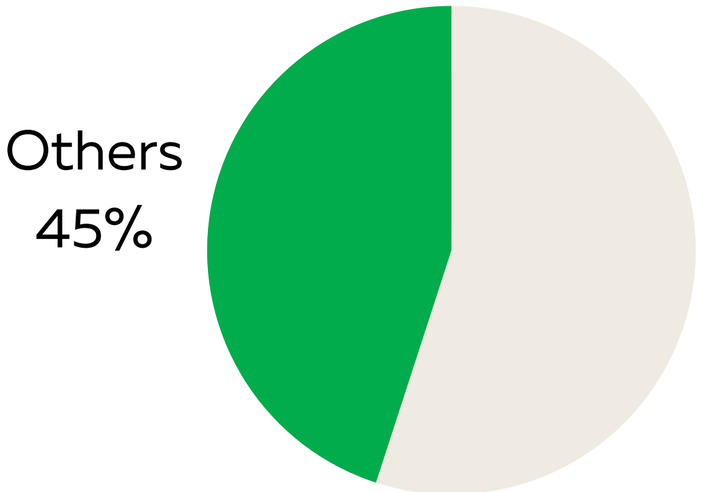
Regional performance

Market share performance



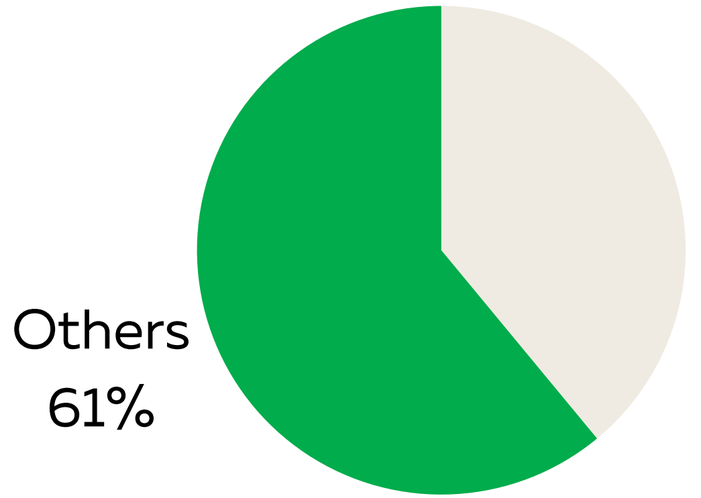
Source: Prop Equity for market data

Contribution from Top Developers



1HFY23

VS



1HFY24

Other Growth Avenues

Home Loans – A fast-growing complimentary service

Loan Disbursed (INR) (1HFY24)
91 CR

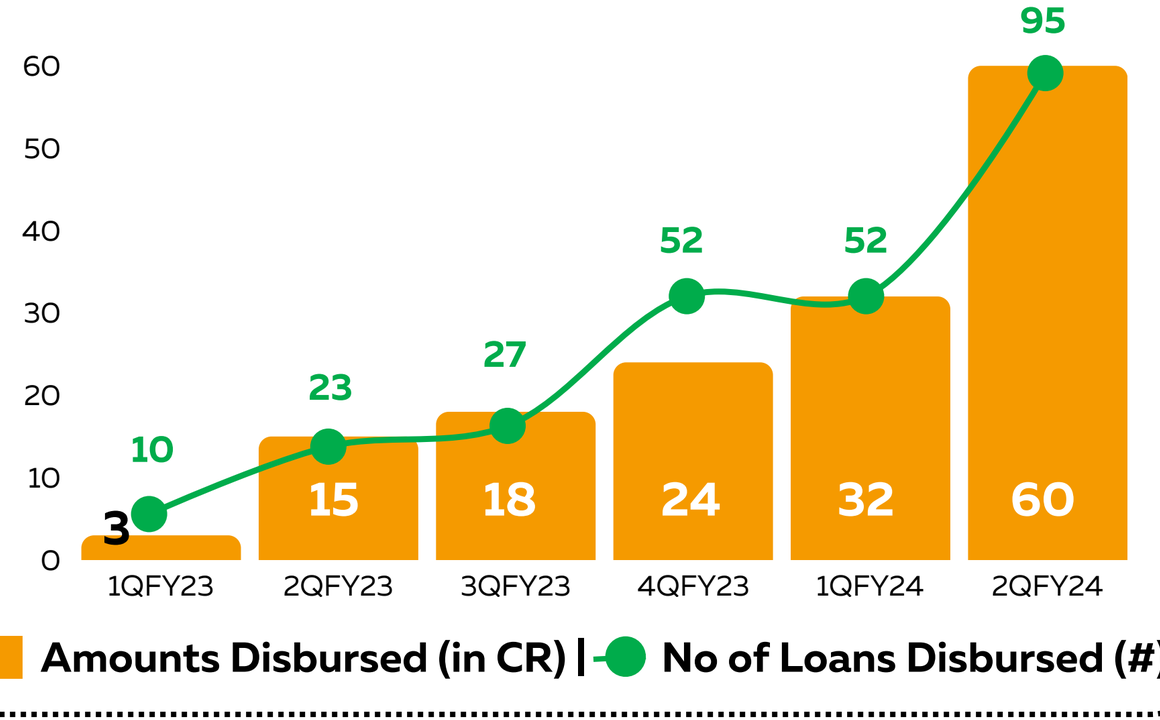
No of Loans Disbursed
147

No of Partner Banks & NBFCs
~30

Team Size (End of 1HFY24)
12

Few of our lending Partners

HDFC HOME LOANS · HOUSING · AXIS BANK HOME LOANS · Piramal Finance



The PEOPLE - Our Core Strength

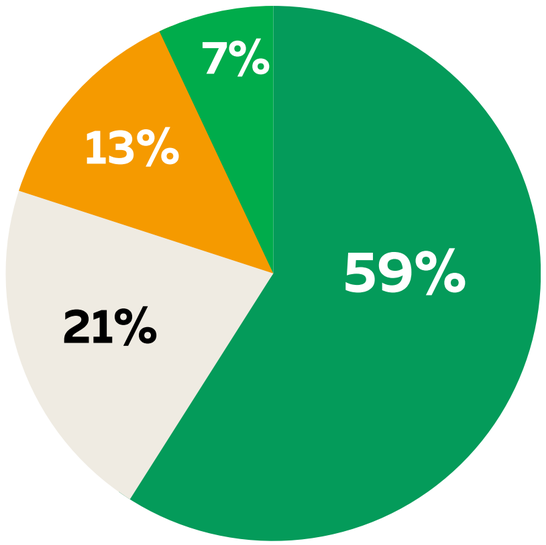
New Hiring in 1HFY24

257

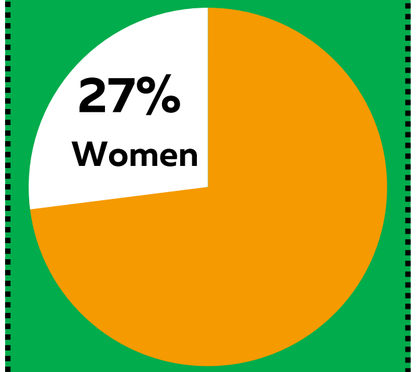
(Down by 1% YOY)

Key Hires in 1HFY24

6



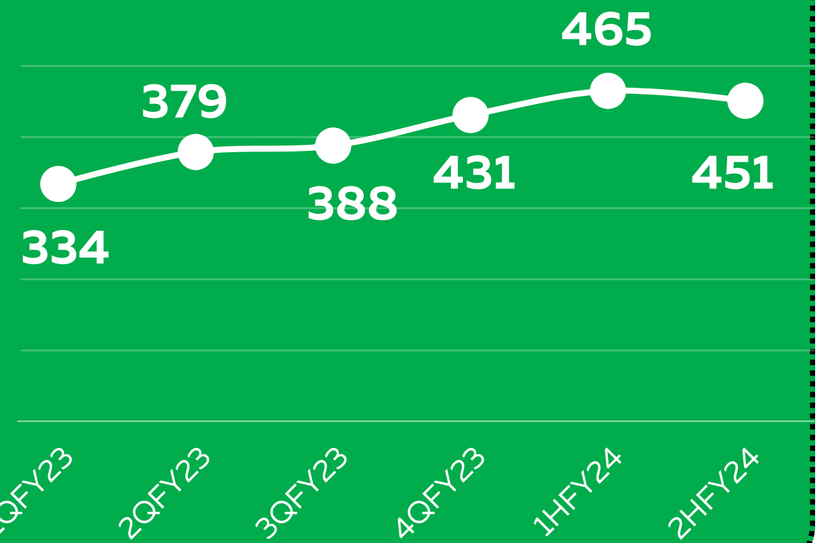
Gender Diversity (% women inthe system)



Average No of Employees

458

(Up by 28% YOY)



Thank You

For further information, contact:

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Investors Relations
investors@homesfy.in