

November 12th, 2024

To,
National Stock Exchange of India Limited
SME Exchange
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 30, 2024.

Dear Sir,

In reference to the captioned mentioned above, please find enclosed half yearly update on the Company's real estate operations for September 30, 2024.

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 Kukreja
Chairman and Managing Director
DIN: 03068422



Homesfy Realty Ltd.

Operational update- 1HFY25

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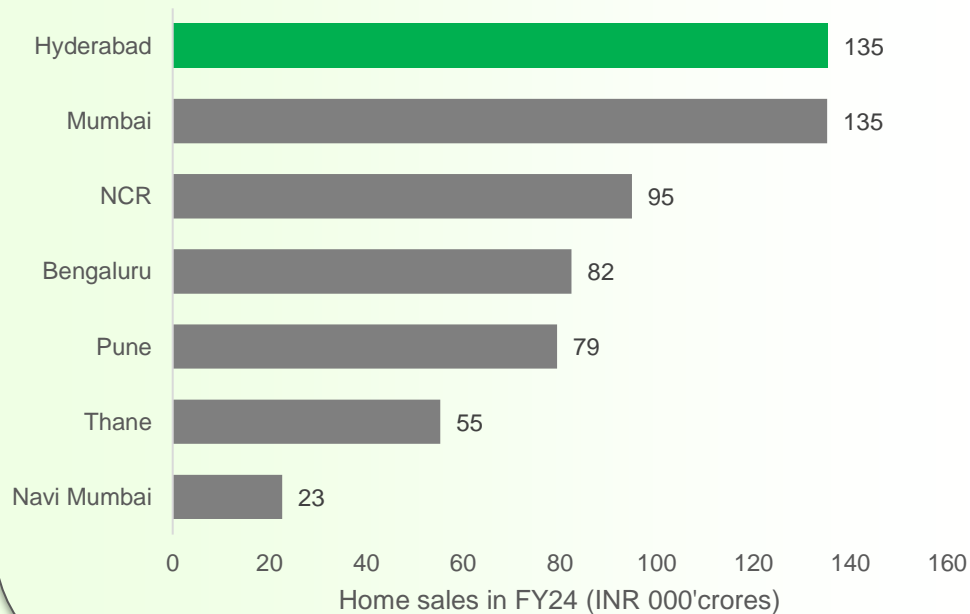
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Financial Highlights & Outlook

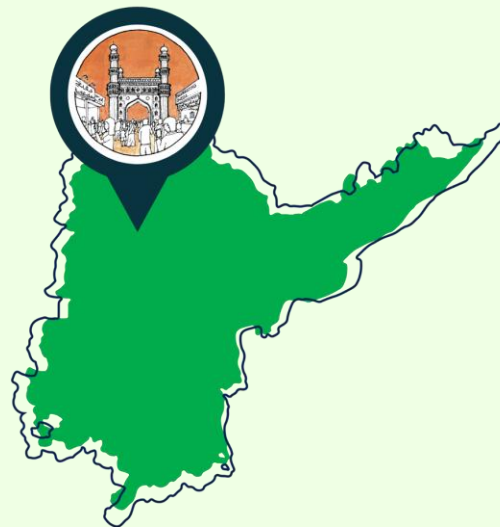
Initiatives and **achievements**

City expansion – Hyderabad

Opportunity size - Hyderabad



Successfully entered the Hyderabad market broadening our regional footprint and capturing new opportunities.



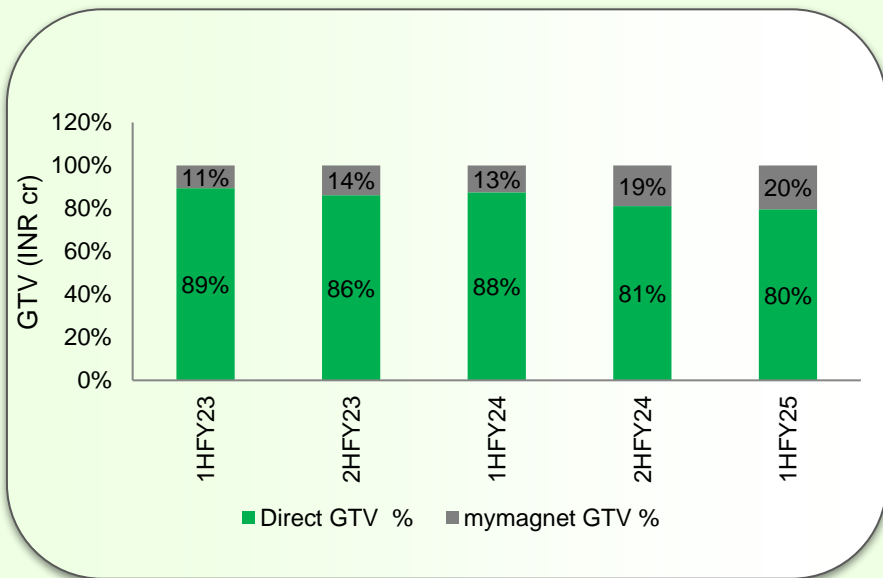
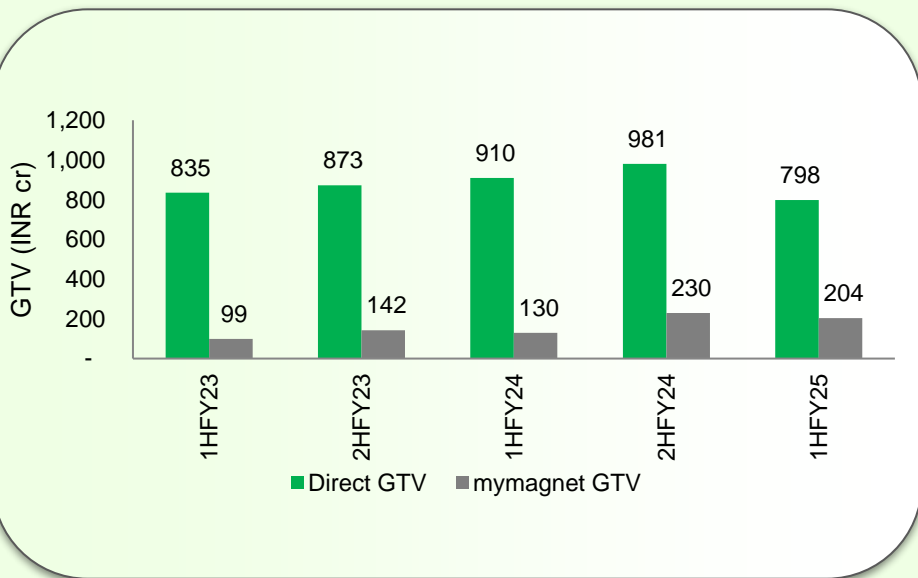
Business expansion – Real Estate Mandate

Initiated the real estate mandate business, positioning Homesfy for enhanced engagement with developers

- Launched towards the end of FY24.
- Real Estate Mandate business grants exclusive rights for marketing specific projects.
- Aims to enhance sales and profitability.
- Focus on strategic partnerships with developers for streamlined marketing solutions.
- First project signed in Thane; robust built up of pipeline.

Channel business growth

Robust growth in our mymagnet channel, contributing **INR 204 crore in GTV**, up an impressive **57% YoY**, indicating strong adoption of our broker aggregator platform.



1HFY25 in a **nutshell**

1HFY25 Key performance in a nutshell

GTV

1,002 cr.

(down by 4% YoY)

Total Bookings (Gross)

843

(down by 21% YoY)

Avg. Ticket size per home

INR ~1.2cr.

(up by 21% YoY)

Home Loans Disbursed

INR 125cr.

(up 37 % YoY)

GTV - Direct

INR 798 cr.

(down by 12% YoY)

Direct Bookings (Gross)

666

(down by 26% YoY)

GTV – mymagnet

INR 204 cr.

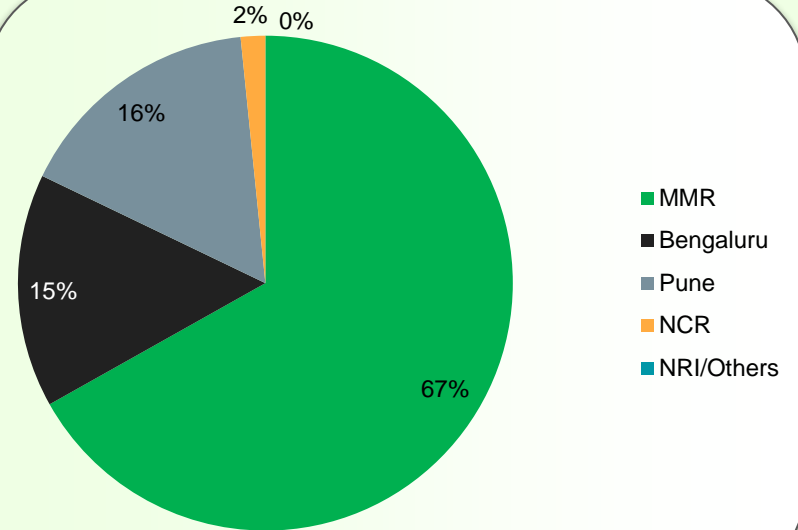
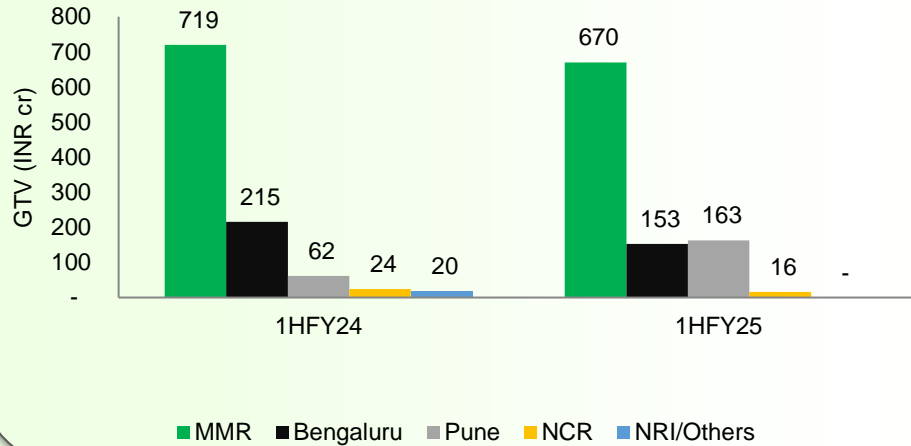
(up by 57% YoY)

mymagnet Bookings (Gross)

177

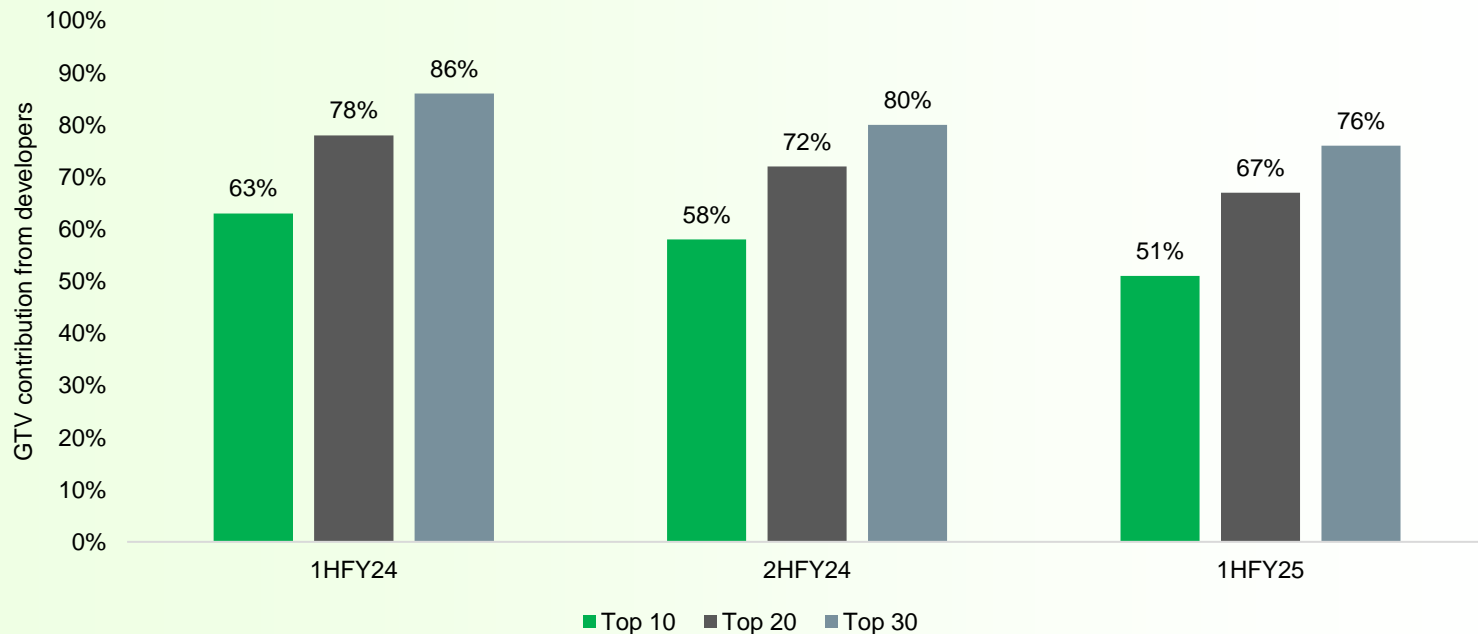
(up by 10% YoY)

Regional mix - GTV



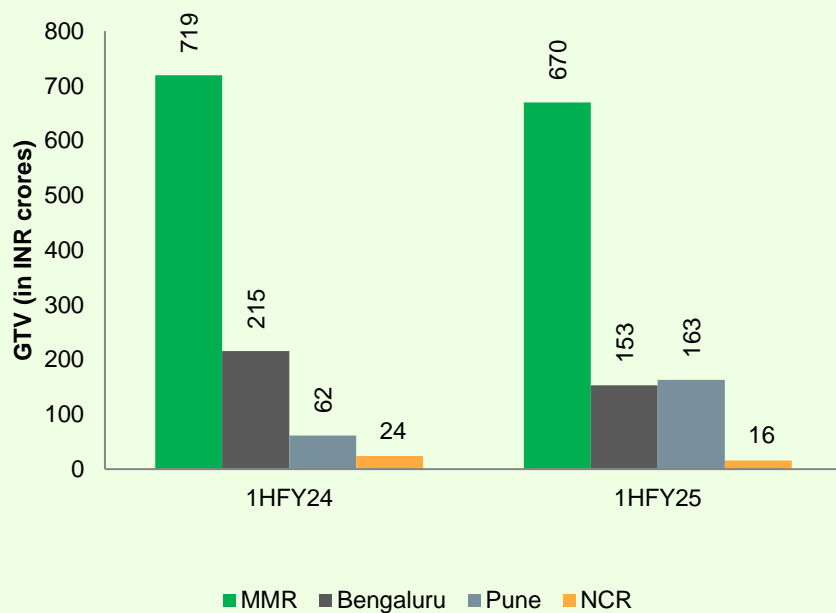
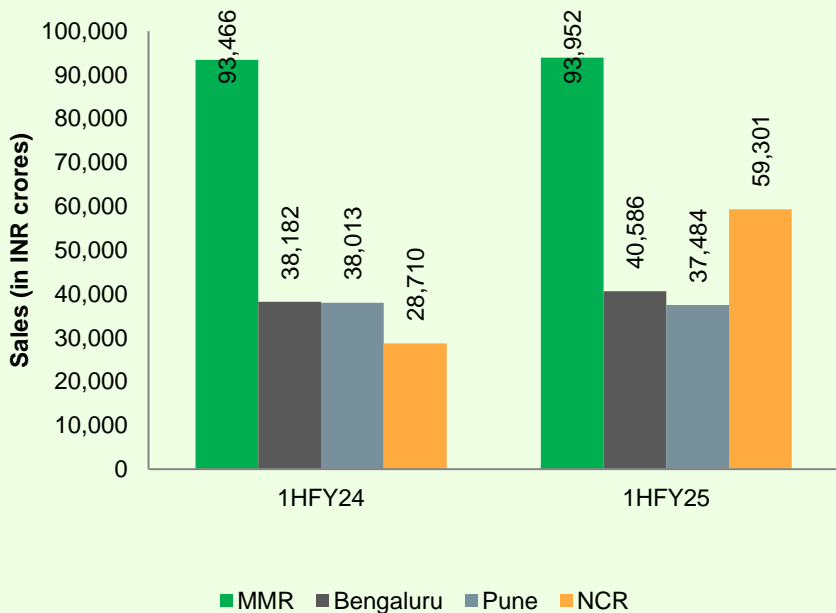
Diversifying Developer Partnerships

Consistent reduction in client concentration among our top 10/20/30 developer partners, reflecting an **expanded client base that mitigates client concentration risk and strengthens our market resilience**



Industry vs **Homesfy**

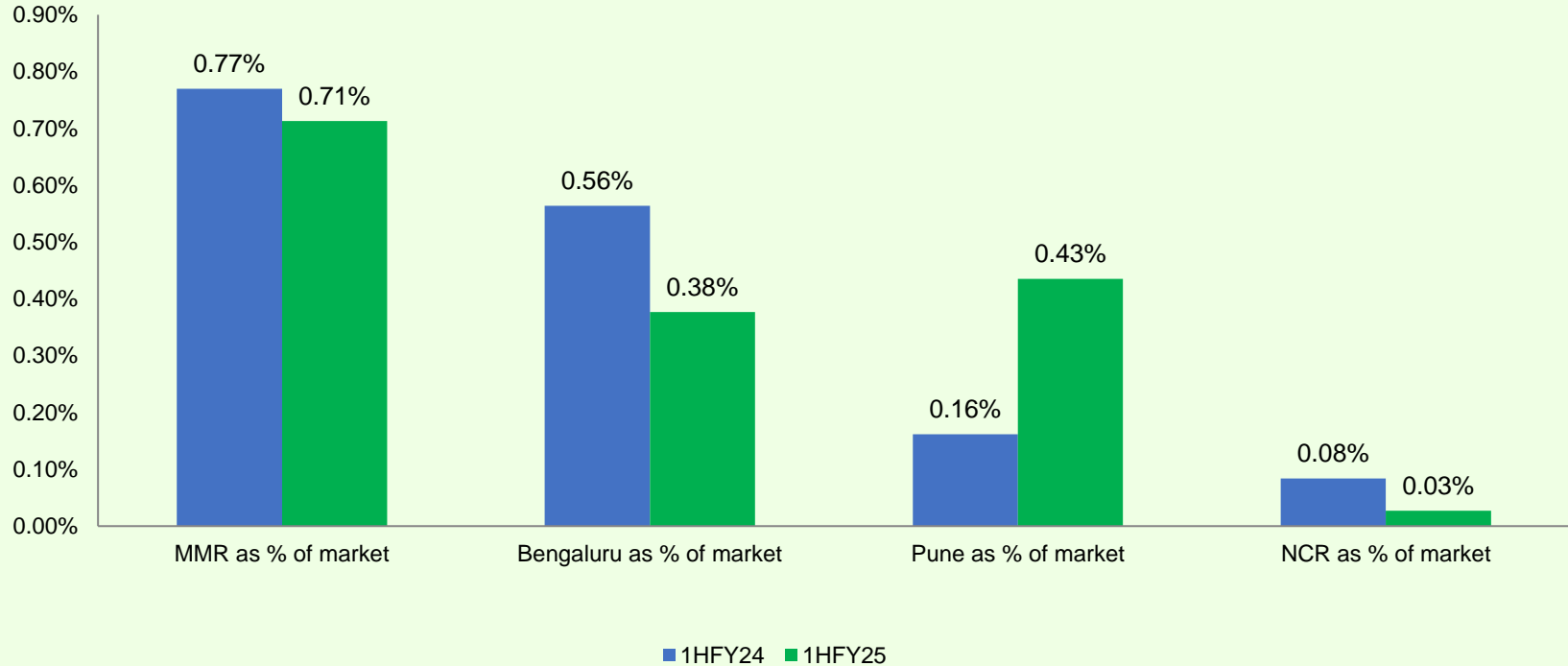
Housing market vs Homesfy



Source: Prop Equity

Note: (1) GTV is Gross CV value (2) For NCR included NOIDA and Gurugram

Regional performance – market share movement

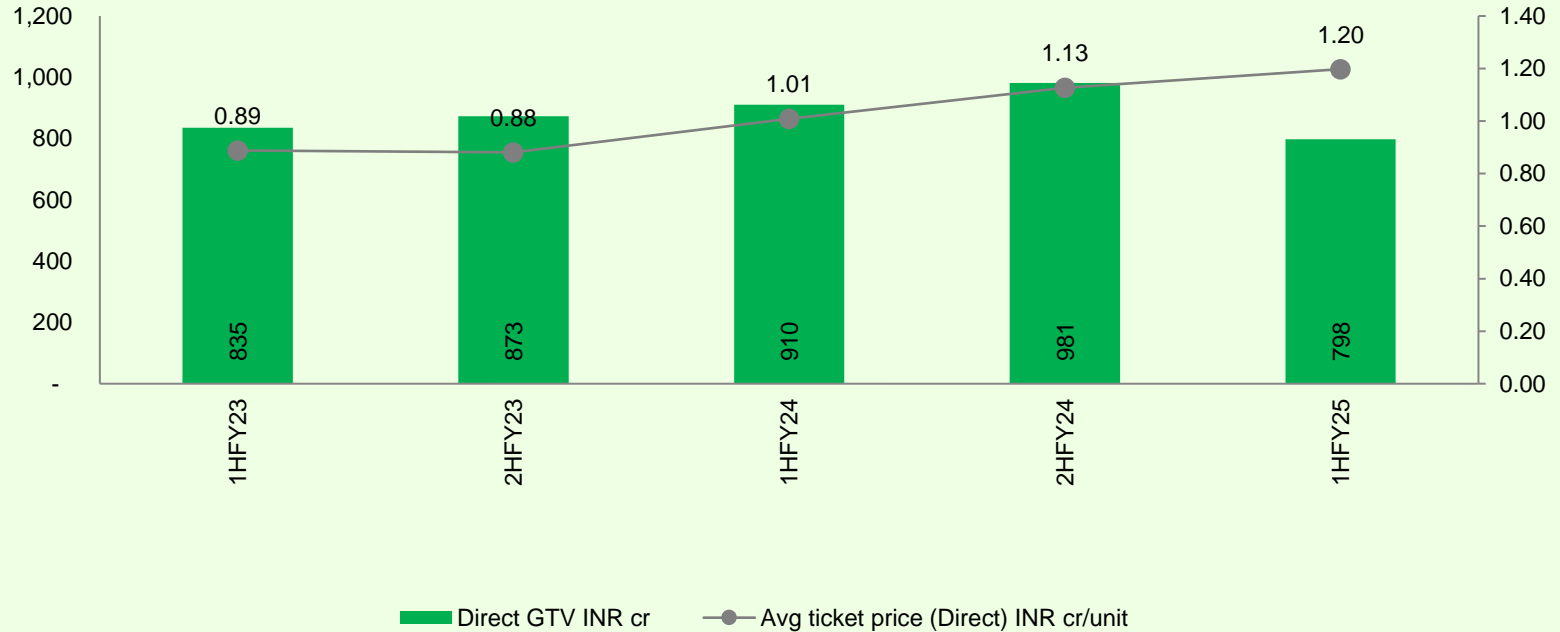


Source: Prop Equity

Note: (1) GTV is Gross CV value (2) For NCR included NOIDA and Gurugram.

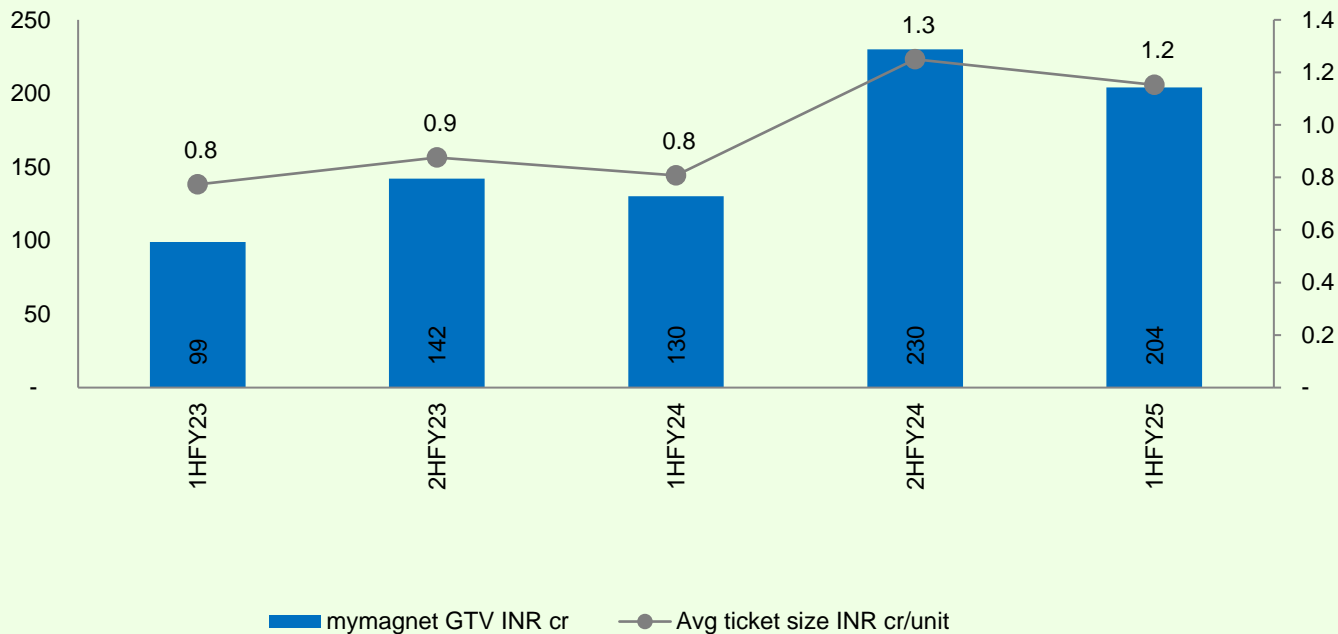
Three Pronged **Growth Strategy**

Core business - Direct Broking



Note: GTV is Gross CV value

mymagnet.io – Broker Aggregator Platform



Note: GTV is Gross CV value

Home Loans – at nascent stage of growth

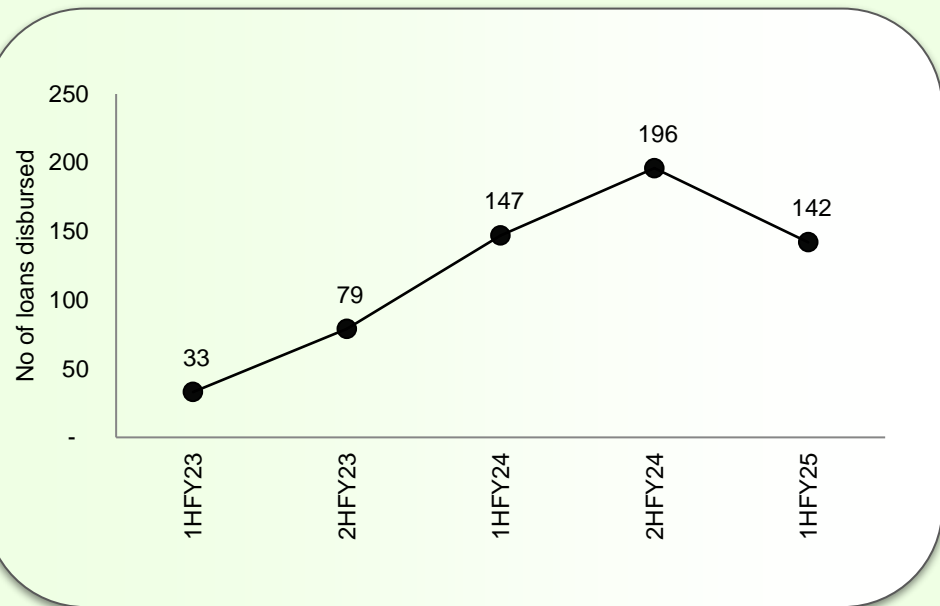
Home Loans – A fast-growing complimentary service at the cusp of attaining scale

Loan
disbursement
(1HFY25)
125 CR

No of Loans
Disbursed
142

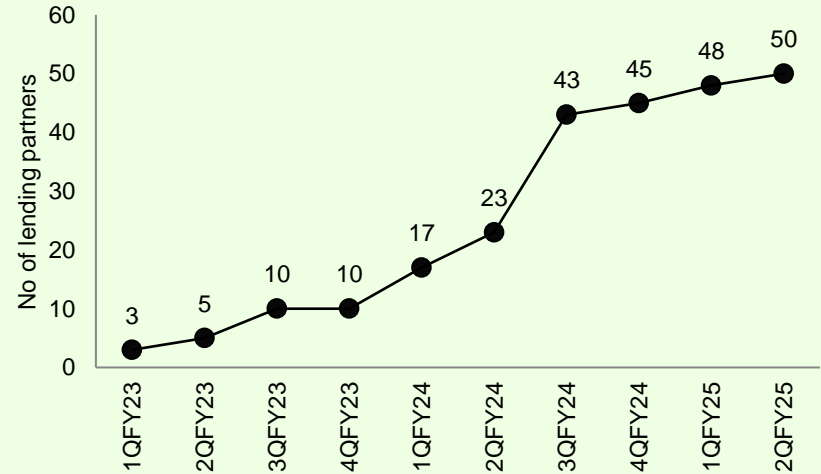
No of Partner
Banks & NBFCs
50

Team Size
(at the end of
1HFY25)
13



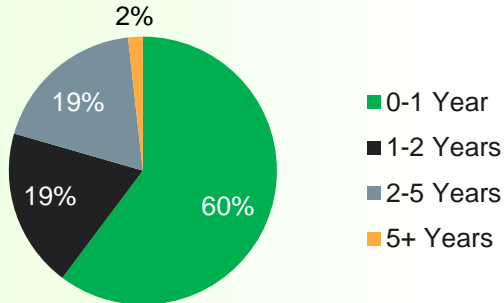
Home Loans – at nascent stage of growth

Few of our DSA Partners

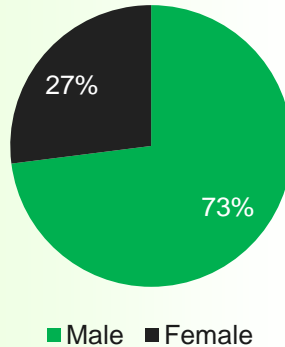


The PEOPLE – Our Core Strength

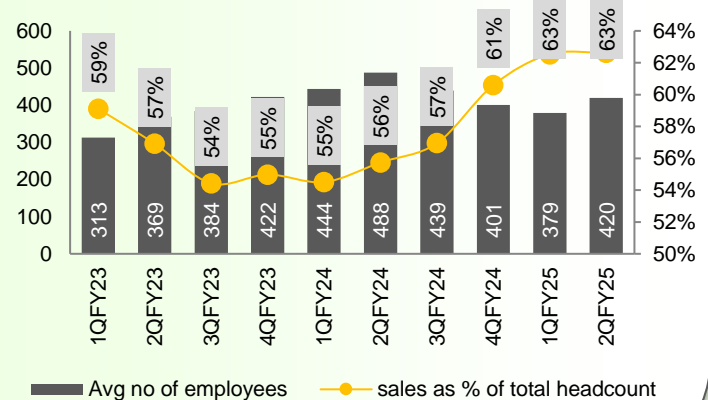
New Hiring in
1HFY25
280
(Up by 11% YOY)



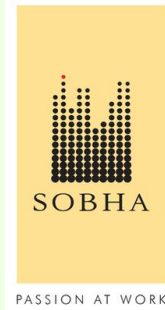
Gender Diversity
(% women in the system)



Average No of
Employees (1HFY25)
400
(down by 14% YOY)

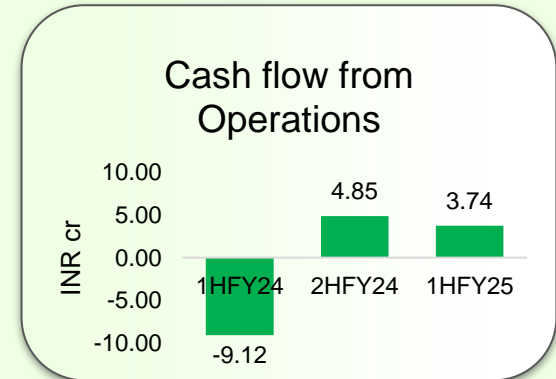
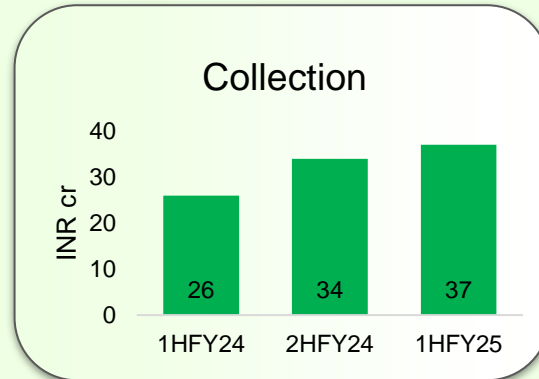
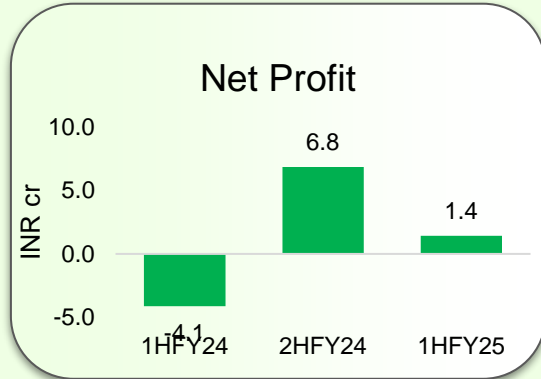
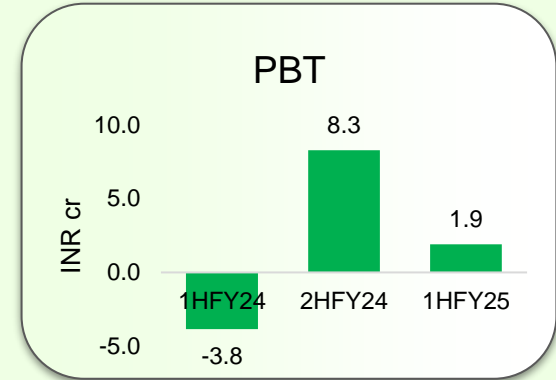
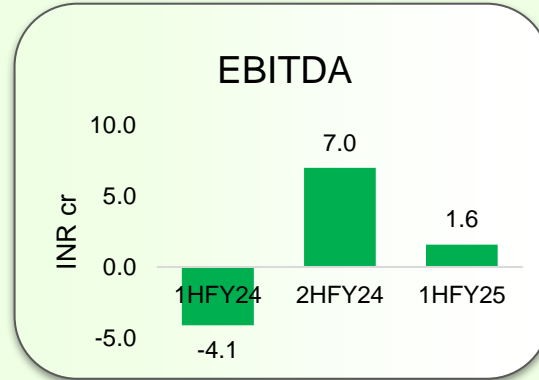
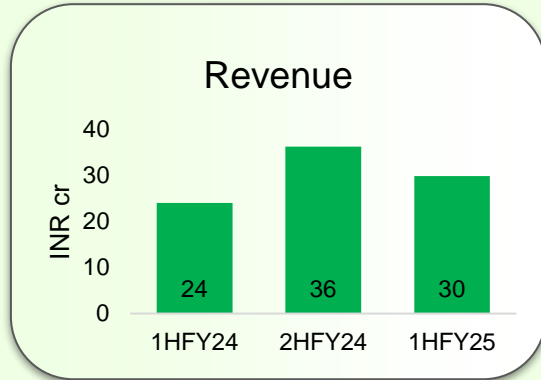


Our partners in Growth



Financial Highlights and **Outlook**

Financial Snapshot



Note: (1) Revenue/EBITDA doesn't include other income (2) Collection is including GST

Industry Outlook and Growth Strategy

- The industry outlook for 2HFY25 remains optimistic, supported by sustained housing demand and a strong pipeline of new developer launches.
- Our strategic initiatives around operational optimization have laid the foundation for enhanced performance, particularly through improved working capital efficiency resulting in strong cash flow from operations highlighting our focus on sustainable financial health.



Thank You

Homesfy Realty Ltd
Investors Relations
investors@homesfy.in