May 24th, 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 March 31, 2024.

Dear Sir,

In reference to the captioned mentioned above, please find enclosed half yearly update on the Company's real estate operations for March 31, 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 PREMPRAKASH KUKREJA
Digitally signed by ASHISH PREMPRAKASH KUKREJA
Date: 2024.05.24 14:38:25 +05'30'

Ashish Kukreja
Chairman and Managing Director
DIN: 03068422

Homesfy Realty Ltd.

Operational update- 2H & FY2024

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3 Industry vs Homesfy

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Snapshot

- During the 2HFY24, the Gross Transaction Value (GTV) of homes sold witnessed a 19% year-over-year (YoY) increase, reaching INR 1,211 crores. However, the gross number of bookings stood at 1,053, reflecting a 9% YoY decline. The average ticket size for 2HFY24 was INR 1.15 crores per unit, up 32% YoY. This surge in average realization was driven by a shift in product mix as well as an industry-wide escalation in real estate prices.
- **Regional Performance:** MMR remained our core market accounting for 66% of the GTV. Other significant contributions come from Bengaluru (17%), Pune (12%) and NCR (3%). Dubai branch's performance was subdued for 2HFY24.
- **Direct vs mymagnet mix:** Core business (direct broking) contributed INR 978 crores reflecting a 12% surge in GTV while mymagnet (indirect business) contributed INR233 crores, surging by an impressive 60% YoY. The revenue mix stands at 81% from direct business and 19% from mymagnet. mymagnet is a tech enabled, asset light scalable business poised to drive strong growth in coming years.
- **Home loans:** Our Home Loans division continues to demonstrate exceptional growth, disbursing home loans worth ~INR 150 crores in 2HFY24, showing an impressive 260% growth , albeit on a smaller base. The Home Loans vertical is a promising growth driver for our business.
- **Industry outlook and growth strategy:** The outlook for FY25 appears promising, fueled by sustained housing demand and a robust pipeline of new launches from developer partners. The company will continue to invest in its workforce, penetrate deeper into micro markets within our regions of operations, expand into newer geographies and place a strong emphasis on developing its broker aggregator platform, mymagnet. We believe that mymagnet presents a scalable business opportunity within the real estate broking industry.

Note: GTV and no. of bookings are Gross figures and does not involve cancellations

2HFY24 Key performance in a nutshell

GTV
1,211 cr.
(up by 19% YoY)

Total Bookings (Gross)
1,053
(down by 9% YoY)

Avg. Ticket size per home
INR ~1.2cr.
(up by 32% YoY)

Home Loans Disbursed
INR 151 cr.
(up 260 % YoY)

GTV - Direct
INR 978 cr.
(up by 12% YoY)

Direct Bookings (Gross)
867
(down by 13% YoY)

GTV – mymagnet
INR 233 cr.
(up by 60% YoY)

mymagnet Bookings (Gross)
186
(up by 11% YoY)

Note: GTV is Gross transaction value; Cancellations for 2HFY24 until 31st Mar'24 = INR 128 cr.

FY24 Key performance in a nutshell

GTV
2,249 cr.
(up by 16% YoY)

Total Bookings (Gross)
2,121
(down by 5% YoY)

Avg. Ticket size per home
INR ~1.1cr.
(up by 22% YoY)

Home Loans Disbursed
INR 242 cr.
(up 308 % YoY)

GTV - Direct
INR 1,886 cr.
(up by 11% YoY)

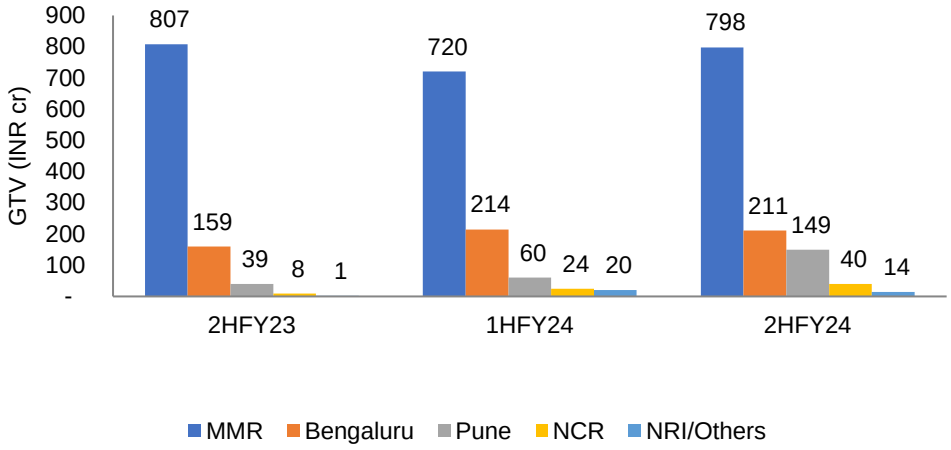
Direct Bookings (Gross)
1,774
(down by 9% YoY)

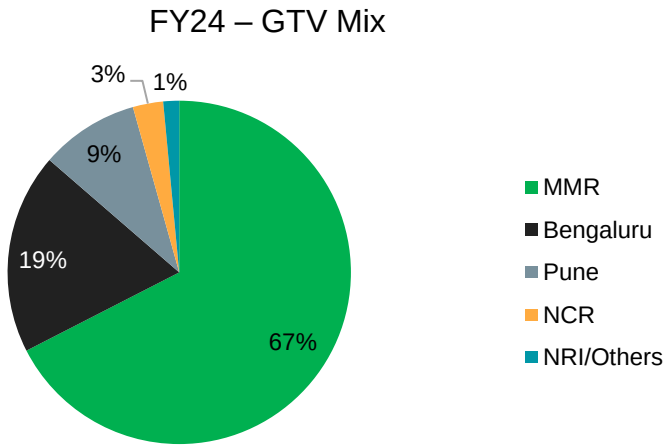
GTV – mymagnet
INR 364 cr.
(up by 51% YoY)

mymagnet Bookings (Gross)
347
(up by 20% YoY)

Note: GTV is Gross transaction value; Cancellations for FY24 until 31st Mar'24 = INR 278 cr.

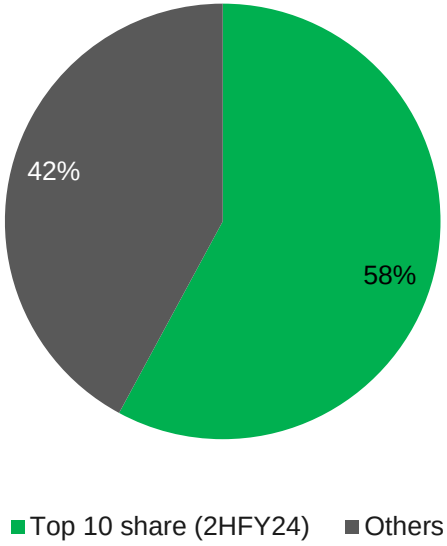
Regional mix - GTV

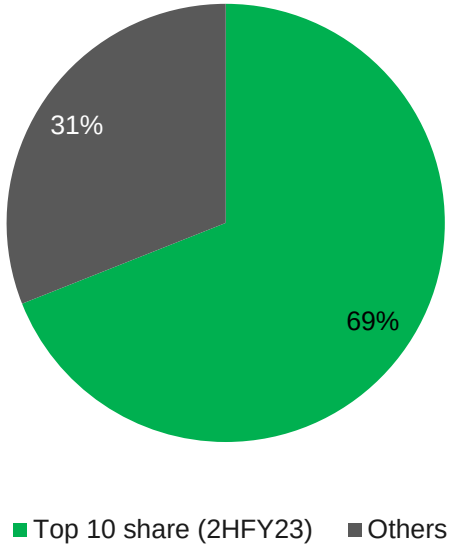




Note: GTV includes business done under both Direct as well as via mymagnet

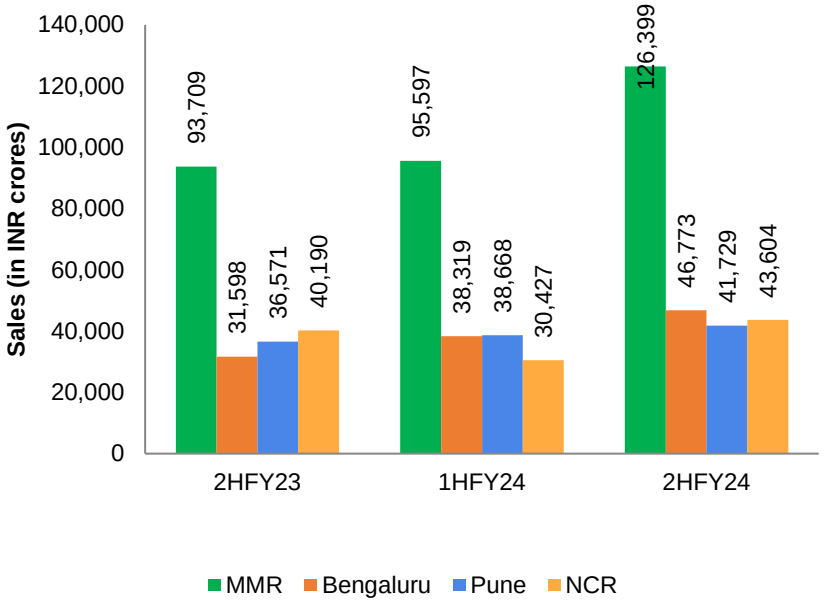
Contribution from Top Developers

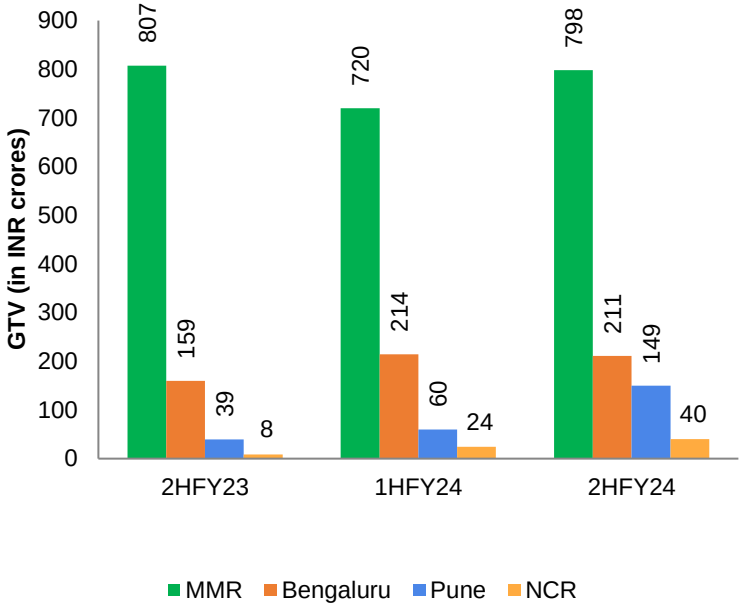




Industry vs Homesfy

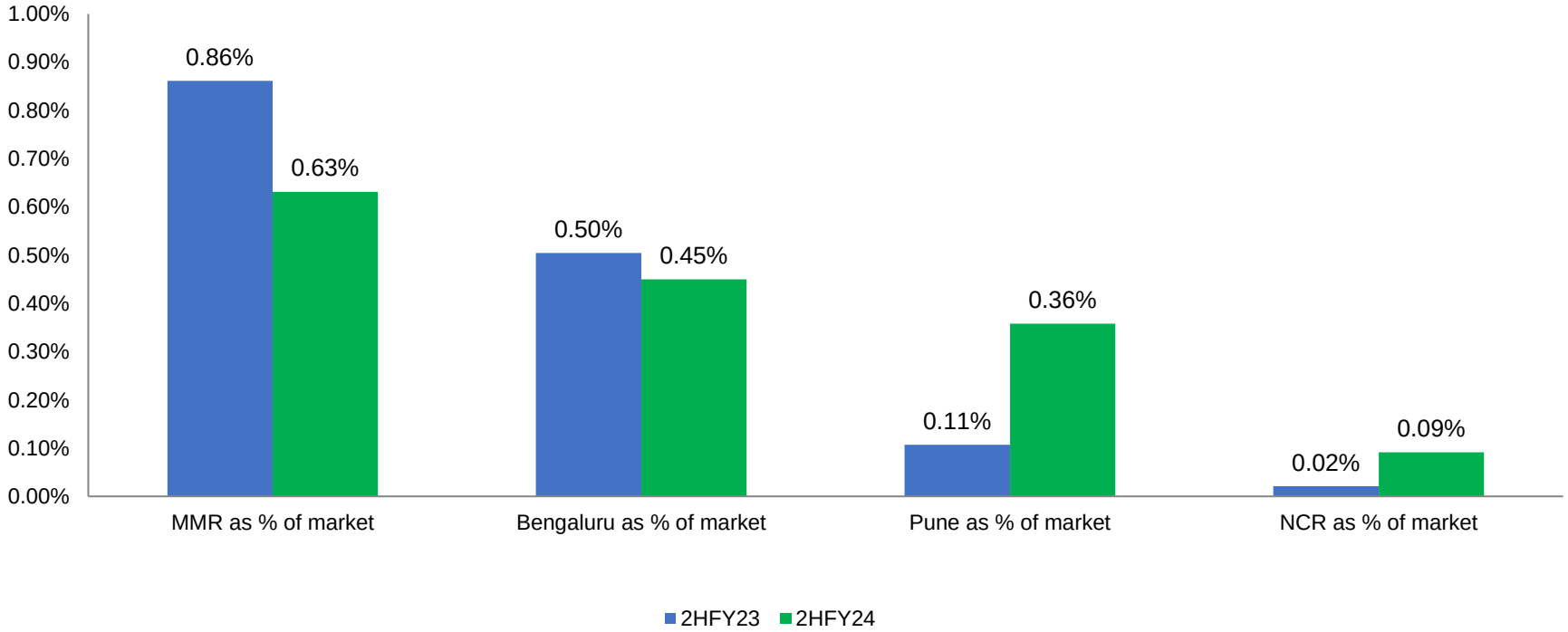
Housing market vs Homesfy





Source: Prop Equity
Note: (1) GTV is Gross CV value (2) For NCR included NOIDA and Gurugram (as Homesfy is active in these two markets).

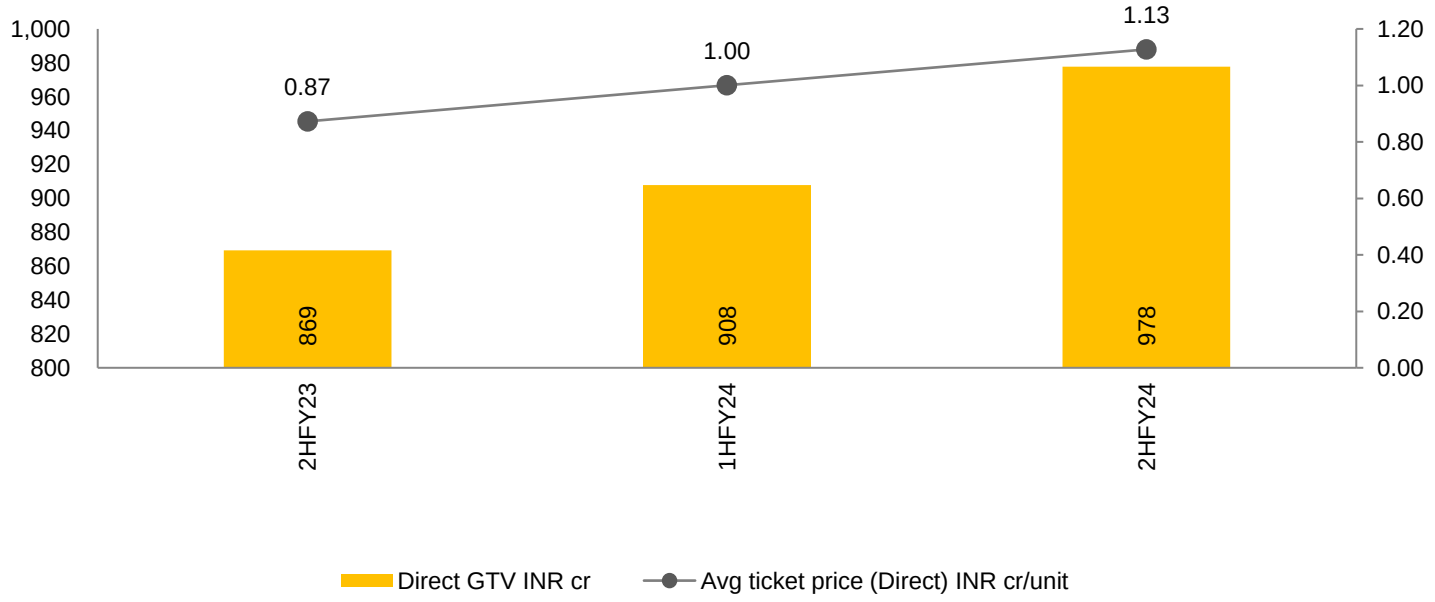
Regional performance – market share movement



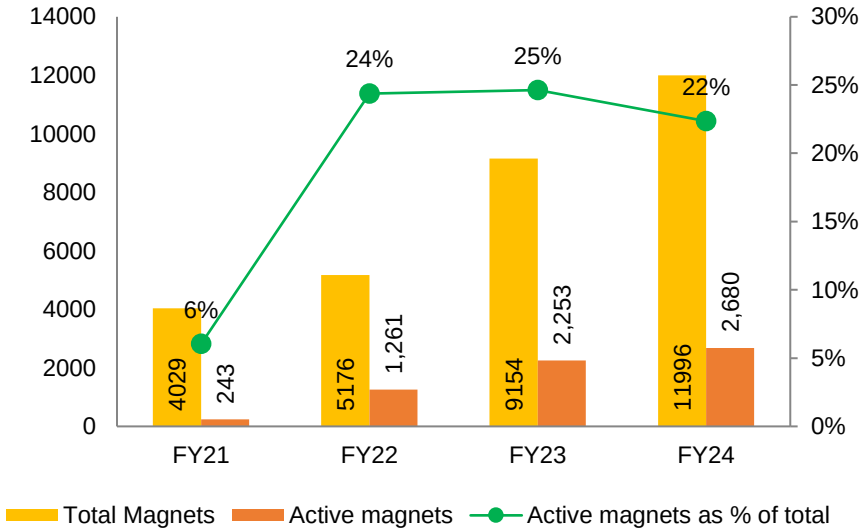
Source: Prop Equity
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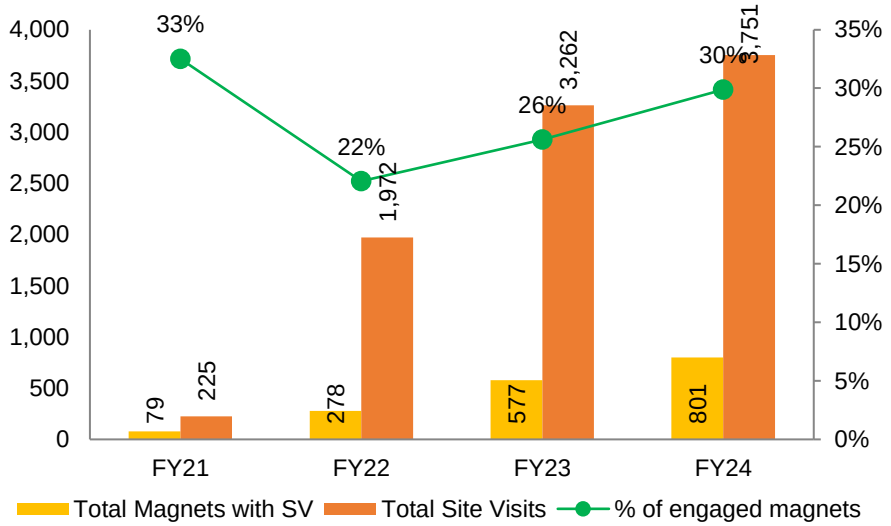
Three Pronged Growth Strategy

Core business - Direct Broking



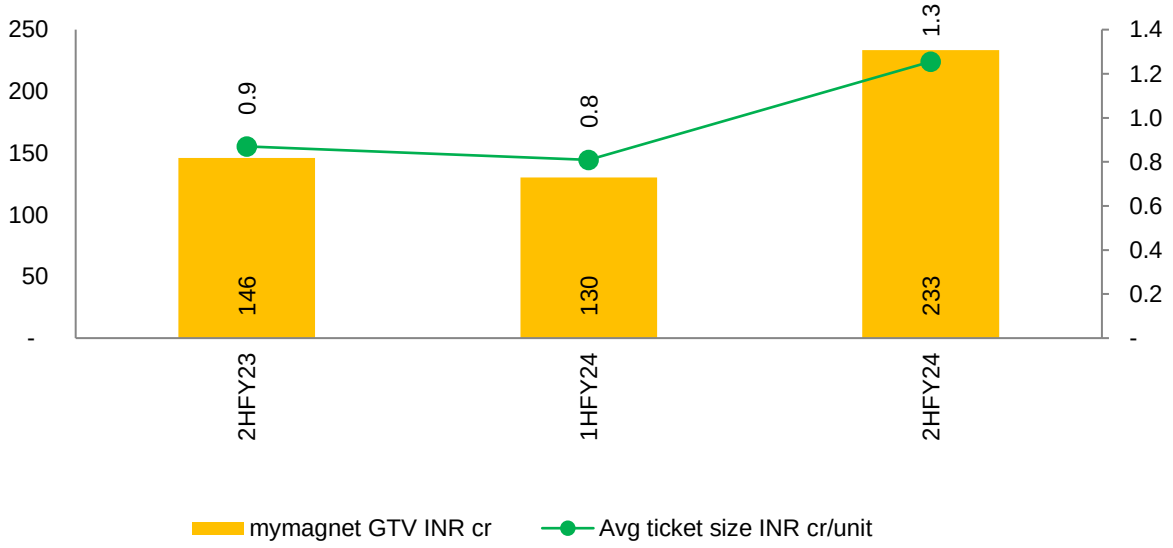
mymagnet- Broker Aggregator Platform





Note: Active Magnets" include broker partners who have submitted at least one lead into the system during the FY24, SV= Site Viits

mymagnet- Broker Aggregator Platform



Home Loans – at nascant stage of growth

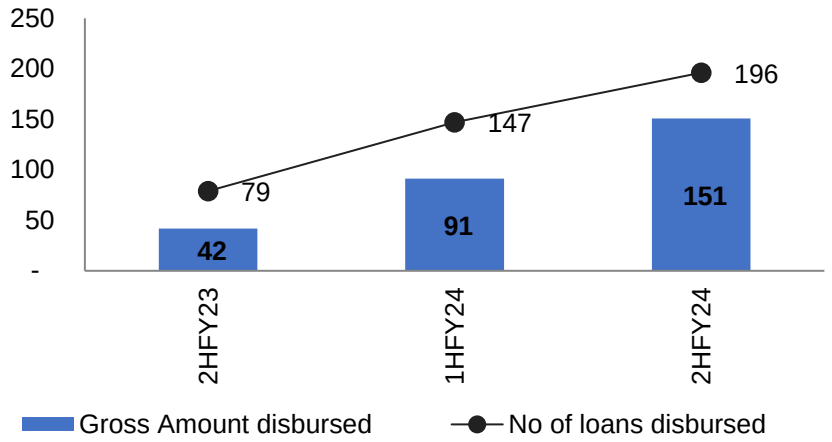
Home Loans – A fast-growing complimentary service at the cusp of attaining scale

Loan Disbursed (2HFY24)
151 cr

No of Loans Disbursed
196

No of Partner Banks & NBFCs
45

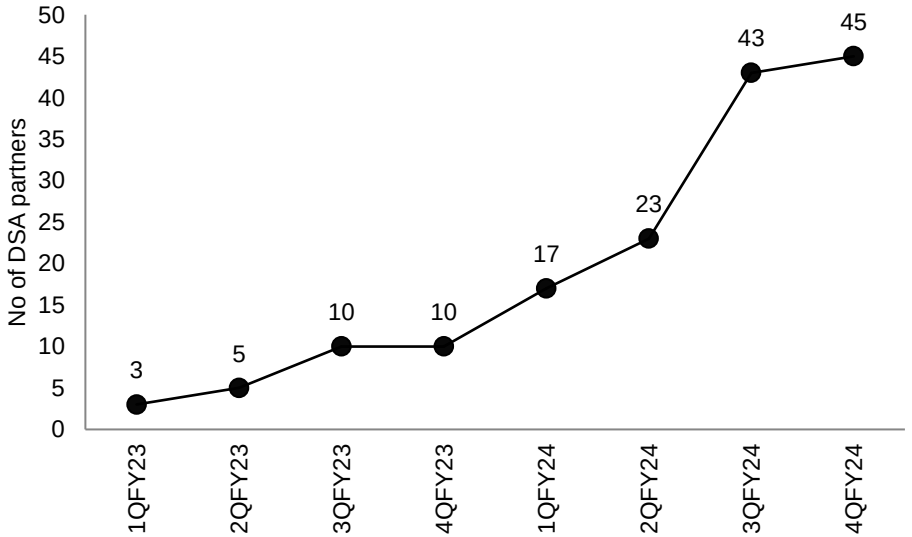
Team Size (at the end of 2HFY24)
12



Home Loans – at nascant stage of growth

Few of our DSA Partners

SBI
AXIS BANK HOME LOANS
IDFC FIRST Bank
HOUSING
HDFC HOME LOANS
pnb Housing Finance Limited
ICICI Bank
बैंक ऑफ़ बड़ौदा Bank of Baroda
L&T Finance Home Loans
Mahindra FINANCE

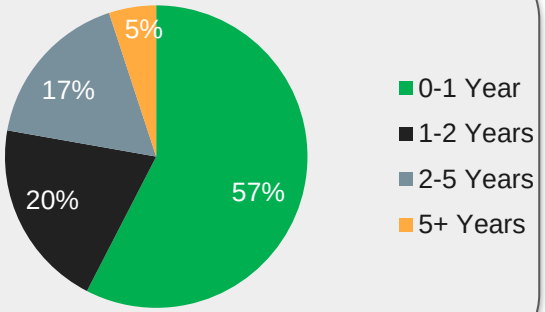


The PEOPLE - Our Core Strength

New Hiring in 2HFY24

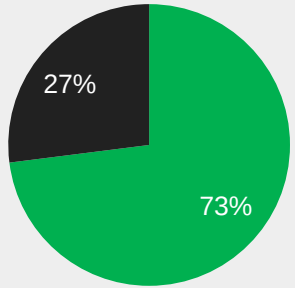
159

(Down by 40% YOY)



Gender Diversity

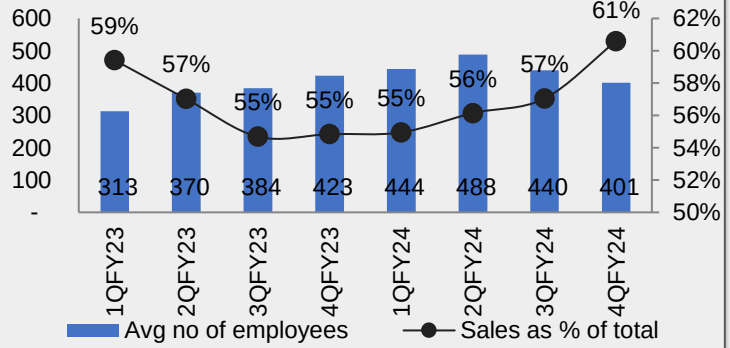
(% women in the system)



Average No of Employees

401

(down by 5% YOY)

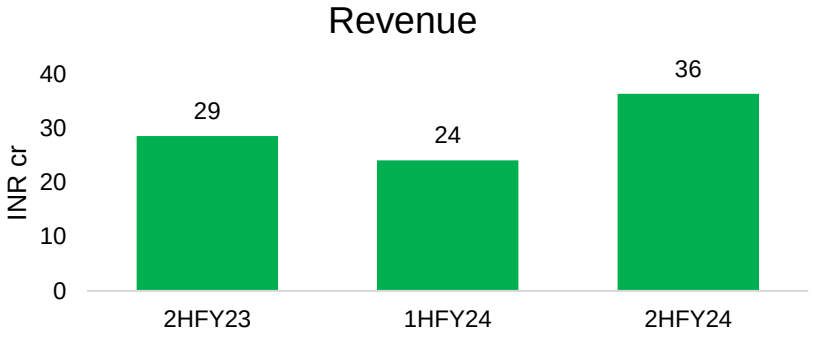


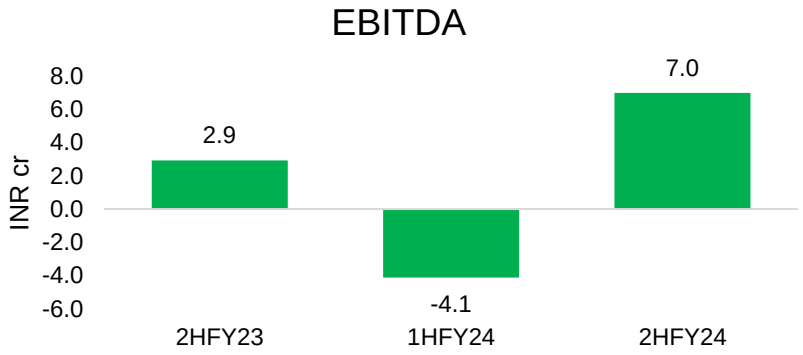
Our partners in Growth

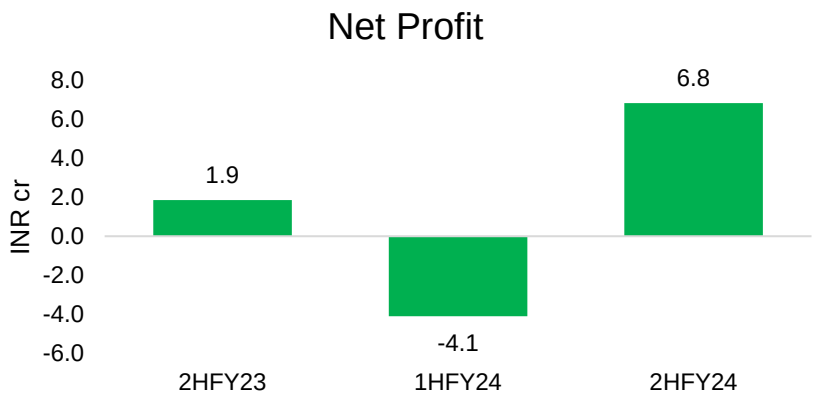


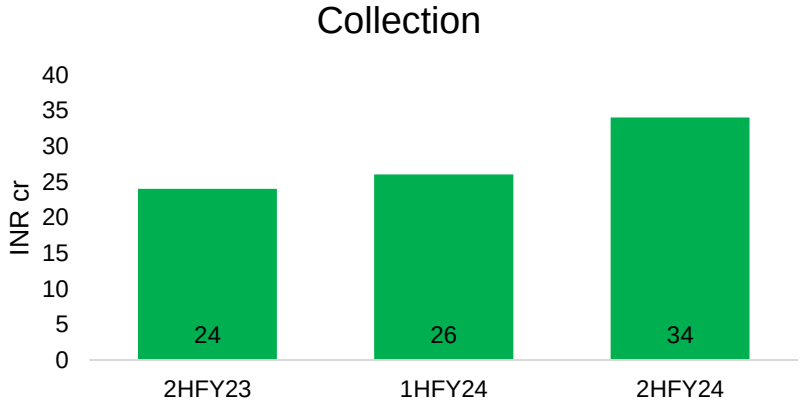
Key Financial Highlights

Financial Snapshot









Note: Revenue/EBITDA doesn't include other income

Thank You

Homesfy Realty Ltd
Investors Relations
investors@homesfy.in