

HOMESFY REALTY LIMITED

Investor Presentation



About the Company



Founded in 2011, Homesfy Realty Limited is the first real estate brokerage firm listed on NSE Emerge.

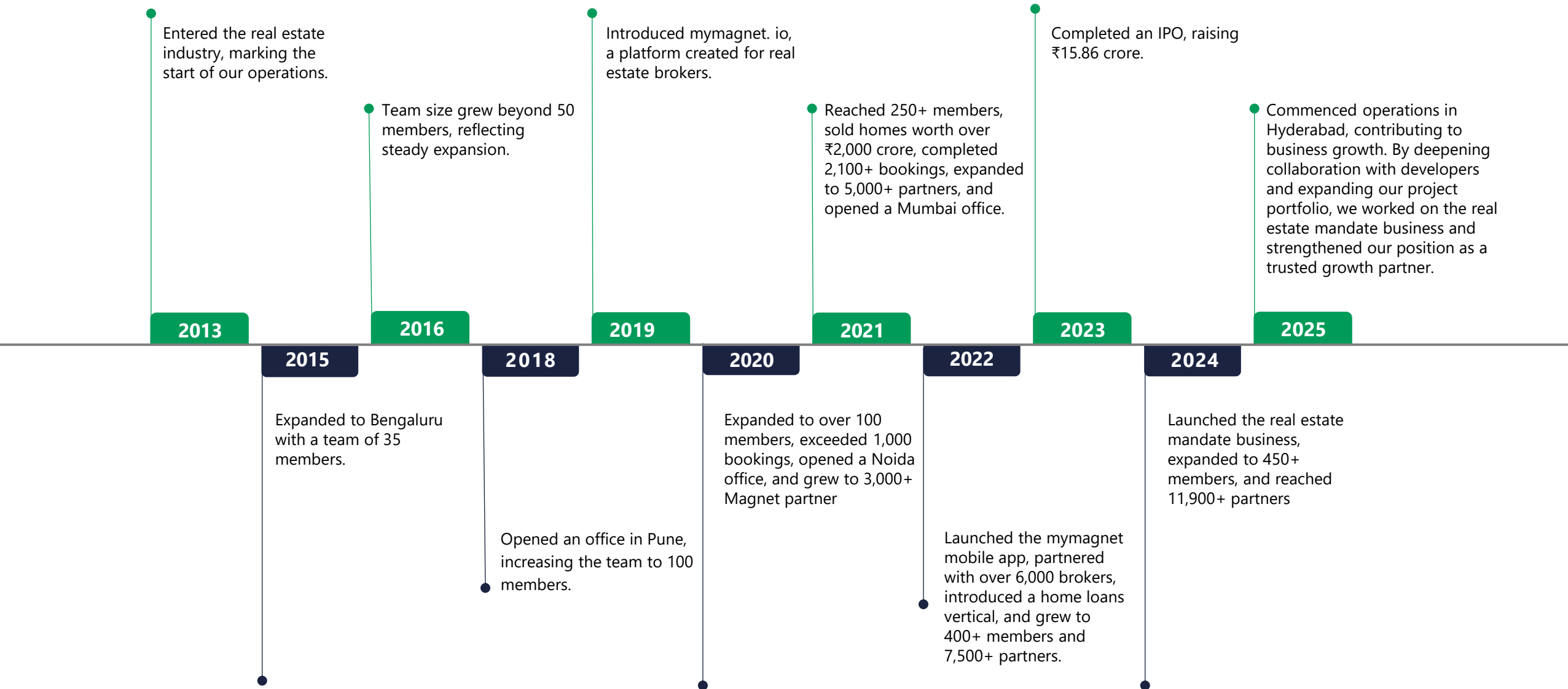
Headquartered in Thane, we operate in Mumbai, Pune, Delhi NCR, Bengaluru, and Hyderabad.

Our mission

To simplify the home-buying process, ensuring reliable and hassle-free transactions.

We have served over 10,975+ families and partnered with trusted developers like Lodha and Godrej.

Our Journey



Our Services

At Homesfy, we offer a comprehensive suite of real estate services designed to simplify property transactions for developers, buyers, sellers, and investors. Our four core offerings include:

01 Direct Broking

This is the largest contributor to our business under the Homesfy brand, generating a substantial share of Gross Transaction Value. The service covers the complete real estate transaction process from lead generation to deal closure. Our experienced agents and performance marketers, positioned across key micro markets, are central to sales growth and sustaining strong client relationships.

03 Home Loans

Focused on simplifying property financing, this service delivers customised loan solutions through partnerships with leading financial institutions. It ensures a clear and efficient pathway for clients to achieve home ownership.

02 MyMagnet

An advanced platform designed to empower real estate brokers by enabling smooth transactions and increasing earnings. Mymagnet uses modern CRM tools and a network-based approach to optimise the brokerage process, making it a valuable resource for broker partners.

04 Real Estate Mandate Business

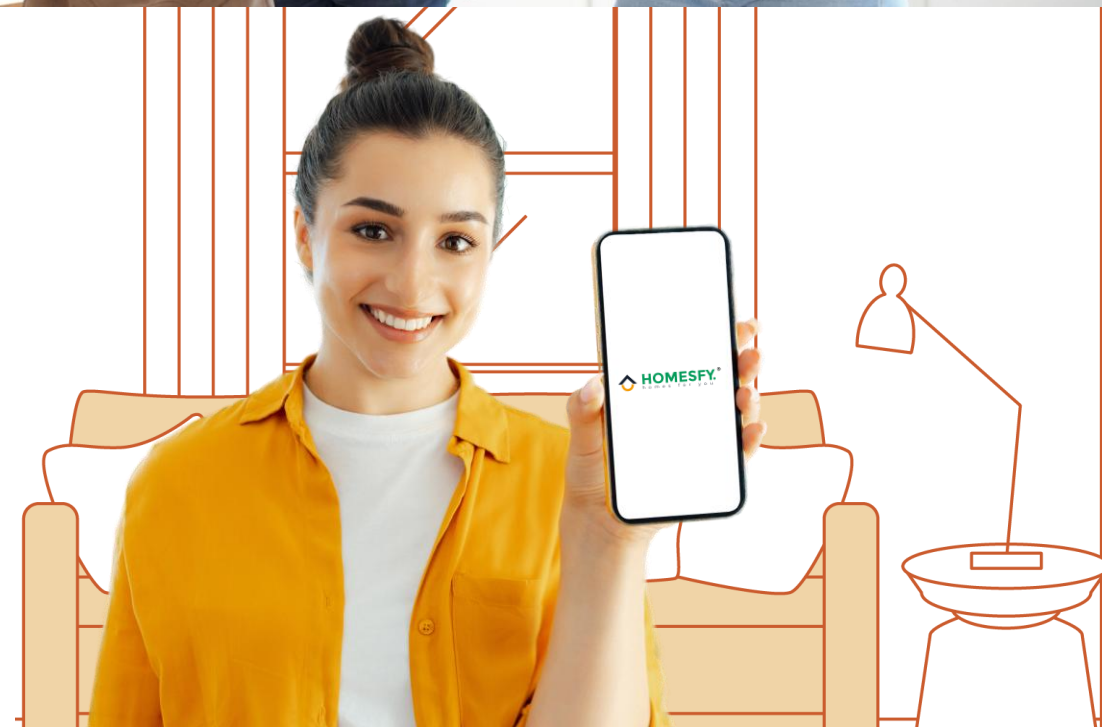
Our newest service offers exclusive rights to market and sell specific projects. It broadens our service portfolio and market presence, giving developers a trusted partner for reaching buyers and achieving sales targets.



01

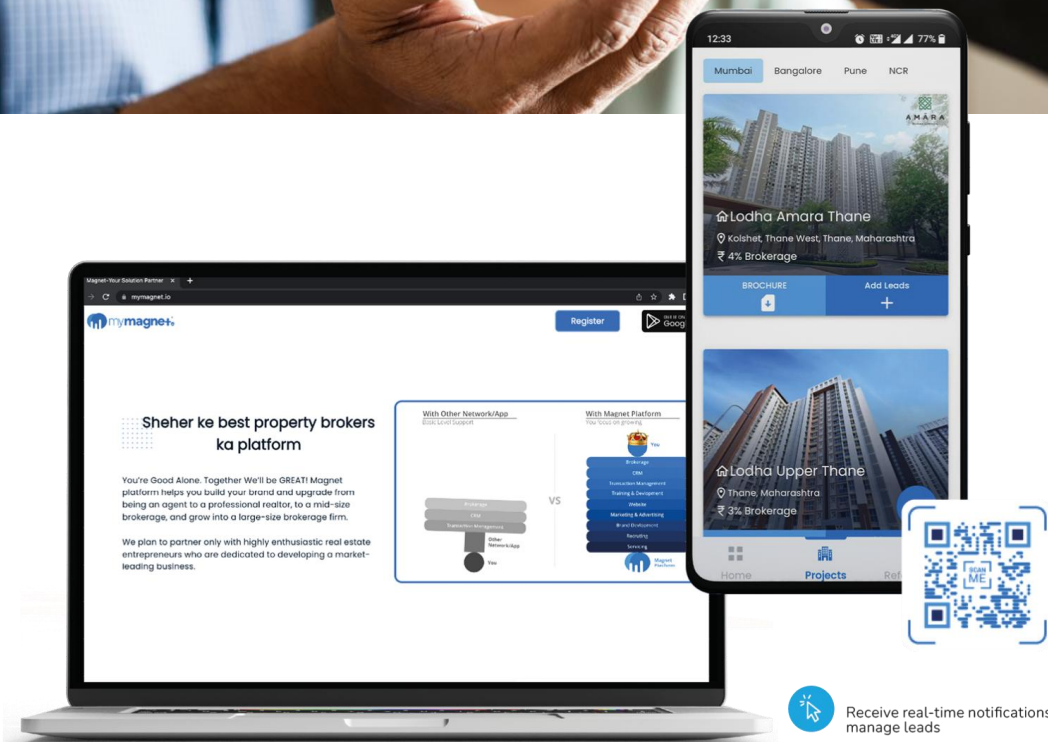
Direct Broking

- Represents the largest segment of our business, contributing 75% to our Gross Transaction Value (GTV).
- Managed by a dedicated team of approximately 200 agents across various micro-markets.
- Focused on end-to-end service delivery from lead generation to deal closure.



02 MyMagnet

- Launched in 2019, MyMagnet has become a key platform for real estate brokers.
- In FY25, the platform achieved a Gross Transaction Value of ₹569 crore, up 60% year on year.
- Advanced features like badge systems and Brokerage Slab Exchange continued to drive platform adoption.
- Registered magnets grew to 14,306, enhancing mymagnet's reach and community impact.



- Collaborating with over 50 banks to offer tailored loan products.
- 12% growth in gross disbursement in FY25.
- Focus on minimising documentation and expediting approvals for clients.
- Aims to enhance customer engagement and loyalty through holistic solutions.



Real Estate Mandate Business

- Launched in FY24 to grant exclusive rights for marketing specific projects.
- In FY25, first project signed in Thane; aims to enhance sales and profitability.
- Focus on strategic partnerships with developers for streamlined marketing solutions.



Revenue Breakdown- FY25

01

BASE BROKERAGE

Fixed brokerage for each transaction

02

LADDER MECHANISM

1. Earn extra when Gross Transaction Value (GTV) surpasses a certain threshold for specific projects.
2. Additional revenue above the base rate upon exceeding GTV.

03

ANNUAL OPERATING PLAN

1. Aggregates GTV across multiple projects of a developer in a year.
2. Extra brokerage earned when surpassing collective GTV.

04

REVENUE COMPOSITION

1. Direct Sales: 75% of GTV.
2. MyMagnet Platform: 25% of GTV. Commission to brokers varies (50%-80%) based on involvement.



Largest presence in Mumbai which is the largest real estate market in India

GEOGRAPHYWISE BUSINESS

(In %)

MMR



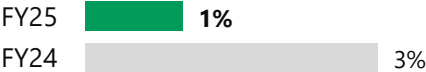
BENGALURU



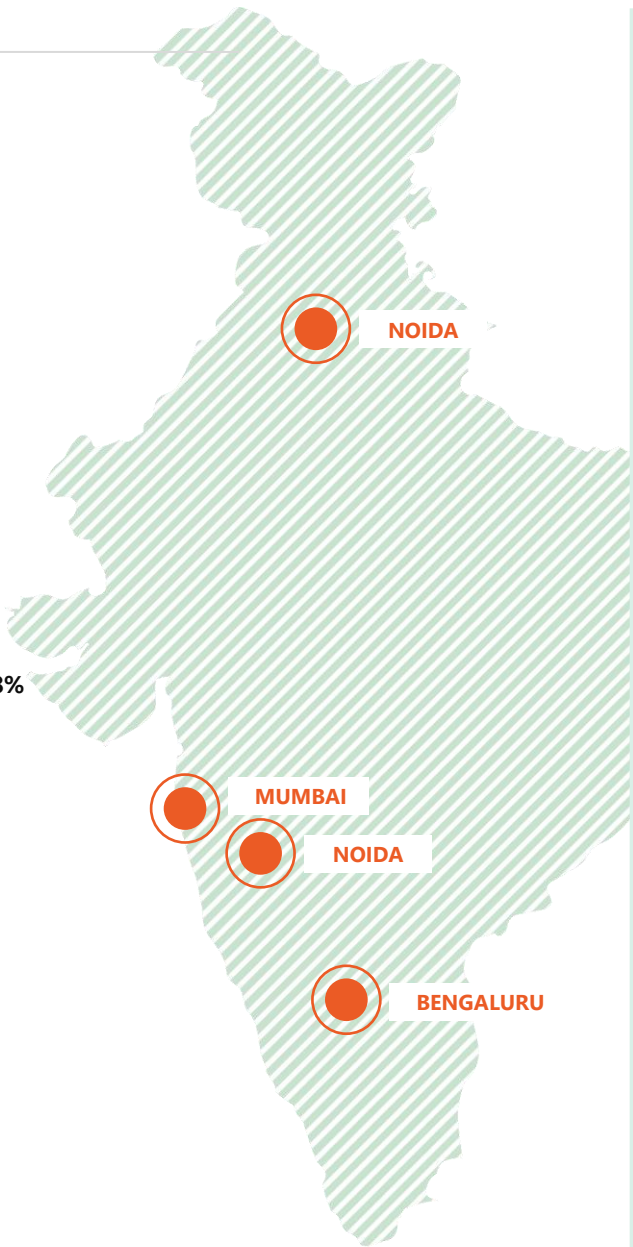
PUNE



NCR



NRI/OTHERS



OUR PRESENCE CONTINUED

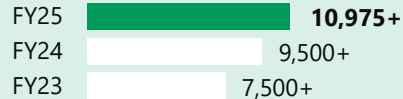
TOTAL NUMBER OF PROJECTS



TOTAL NUMBER OF DEVELOPERS ASSOCIATED WITH



TOTAL NUMBER CUSTOMERS*



TOTAL NUMBER CHANNEL PARTNERS^



Note: *Customers served till FY24,
^Channel partners at the end of FY24 on mymagnet platform

Map not to scale, only for illustration purpose

Growth Strategy



01 First Mover Advantage in RE Broking

Established as India's first listed RE Brokerage, pioneering market formalization and regulations, transparency and scale.

02 Cash Effective Growth Model

Sustainable business expansion with disciplined cost management- achieving scale without excessive cash-burn to sustain operations.

03 Channel Scale via mymagnet

Tech-enabled aggregator platform widening reach across micro-markets at low cost.

03 Productivity Gains Driving Operating

Improved closures per agent sharply reducing cost per deal and expanding margins.

04 Home Run is Home Ground

Doubling down on core markets of MMR, Pune, and Bangalore where brand recall and market understanding give us an execution edge.

05 Mandate Business Unlocking Premium Margins

Exclusive developer mandates driving higher inventory control and stronger profitability.

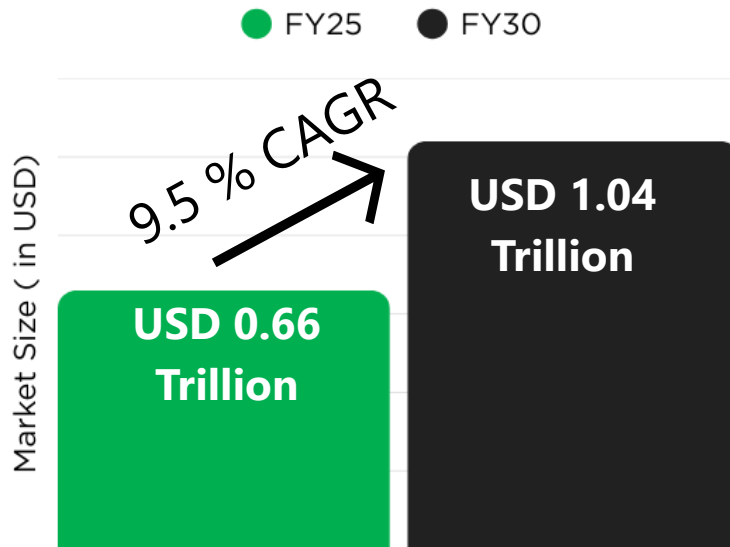
06 Hyderabad as the Next Growth Hub

Rapid expansion positioning Hyderabad as a strong second revenue base and grow in under tapped high-potential micro-markets such as Western Mumbai, Navi Mumbai and Harbour/SoBo

03 Premium Housing Riding Demand Shift

Capturing the rising share of ₹1 crore+ homes in metro transactions.

Industry Overview



Indian Real Estate Market Outlook

Lifting its GDP contribution from
~7.3% today to ~15.5%

With 18% of the country's workforce engaged in this sector, real estate stands as one of the largest employment creators after agriculture. The **residential market** alone is large, independent market research estimates **~USD 399–400 billion (2025)** for the residential real estate market and forecasts a **~9–10% CAGR to 2030**. This is the primary addressable market for a broker/aggregator.

Why Real Estate Broking?

- **Large and Growing Market:** The Indian residential real estate market is expected to grow at ~9-10% CAGR to reach over USD 1 trillion by 2030, driven by urbanization and rising aspirations.
- **Formalization and Transparency Trends:** Growing demand for organized brokerage with technology and regulatory push creates significant opportunity for professional players.
- **Fragmented Market with Scale Potential:** The fragmented nature of the sector offers brokers opportunity to consolidate market share through tech-enabled aggregator platforms.
- **Long-Term Structural Demand:** Urbanization, nuclear families, and increasing disposable incomes underpin sustainable real estate growth.

Thank You