

**Date: 09/02/2024**

**To,**  
**National Stock Exchange of India Ltd.**  
Listing Compliance Department  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (E), Mumbai 400051

**Dear Sir/Madam,**

**Sub: Press Release – “SamirJasuja-Propequity” Launch of First Ever National Real Estate You tube Channel Backed by Authentic Data and Analytics**

**SYMBOL: PROPEQUITY**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, P.E. Analytics Limited (Propequity) proudly launches its B2C initiative through YouTube channel – “SamirJasuja-Propequity”. Please find enclosed herewith a press release issued by P.E. Analytics Limited on the captioned subject, the content of which is self-explanatory. This is for the information of the Exchange and the members.

Thanking You.

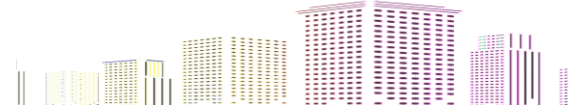
Yours faithfully,

**For,** P.E. Analytics Limited

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Samir Jasuja  
01681776  
Managing Director

**Encl: as attached**



## **"SAMIRJASUJA-PROPEQUITY"- THE FIRST EVER NATIONAL REAL ESTATE YOUTUBE CHANNEL BACKED BY AUTHENTIC DATA AND ANALYTICS**

*Dear Shareholders,*

We at P E Analytics limited, the parent company of PropEquity, proudly announces the launch of the First ever National real estate YouTube channel called **SamirJasuja-Propequity**. This channel combines data and analytics for viewers to access valuable insights, real-time trends, and expert analysis. The content has been created using data of 150,000 residential, commercial and retail projects of 50,000 developers in 44 cities tracked on a real-time basis. Our curated content, backed by data, has not been seen on any media platform ever before.

The first video on the channel is our corporate video. We request you to Like, Share and Subscribe to the channel and click the bell icon for notifications. It would help us greatly if you could extend your support by sharing this link with all your colleagues, family, friends and associates so they can benefit from the information on the channel. We thank you once again in helping us achieve maximum impact with this new initiative.

In the past 450,000 consumers suffered the impact of stalled construction leading to non-delivery of homes worth INR 4 Lakh Crores. We aim to educate the consumer, mitigate their risks and help them make informed decisions.

We appreciate and are grateful to you for your faith in us and thank you for your support and trust. We will continue to work towards enhancing shareholder value through new revenue lines and innovation in data, analytics and technology. This is a very important step in that direction and this initiative will aid in opening of many new revenue lines in the near future.

For more information on our new initiative please download the investor presentation on NSE India.Com under Corporate disclosure head in the link below:

<https://www.nseindia.com/get-quotes/equity?symbol=PROPEQUITY>

***How to connect:*** <https://www.youtube.com/@SamirJasuja-PropEquity>

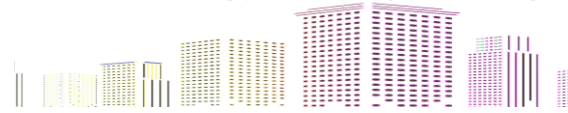
**Thanks and regards,**

**P E Analytics Limited  
Samir Jasuja  
Founder and MD**

Registered office: D-4, Commercial Complex, Paschimi Marg, Vasant Vihar, New Delhi-110057, India Tel: 91-11-26152801 Fax: 91-11-26152800

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## FOR IMMEDIATE RELEASE

### *PropEquity launches its B2C initiative through the YouTube channel - "Samir Jasuja-PropEquity" The First ever National real estate channel backed by authentic data and analytics*

[Gurugram, 09.02.2024] - P E Analytics Limited, the parent company of PropEquity, listed on the NSE, proudly announces the launch of the First ever National real estate channel. This channel combines data science and authentic analytics where viewers can access valuable insights, real-time trends, and expert analysis. The content has been created using data of 150,000 projects of 50,000 developers in 44 cities tracked on a real-time basis. This curated content backed by data has never been seen on any media platform before.

The channel named "Samir Jasuja-PropEquity" is set to revolutionize the Indian real estate landscape, providing insightful, data-driven content tailored specifically for the Indian real estate market. With a wealth of experience and a deep understanding of market trends, Samir Jasuja will share valuable data driven insights, analysis, and forecasts to guide viewers through their real estate journey of buying and selling. The channel will cover a wide range of topics, including market trends, investment strategies, property analysis, regulatory updates, and expert interviews. Through engaging and informative content, viewers will gain a comprehensive understanding of the Indian real estate landscape, enabling them to make informed decisions with confidence.

Speaking on the occasion, Samir Jasuja, Founder and CEO, PropEquity, said, "I am thrilled to announce the launch of our YouTube channel-Samir Jasuja-PropEquity which is dedicated to empowering individuals with the information, knowledge and wisdom backed by data and analytics to navigate the complex world of real estate. In the past 450,000 consumers suffered the impact of stalled construction leading to non-delivery of homes worth 4 Lakh Crores. This channel is an effort to educate the consumer, mitigate their risks and help them make informed decisions"

P E Analytics is the parent company of PropEquity which is a real estate business intelligence, data and analytics platform covering the residential, commercial and retail asset classes. The company incorporated in 2008 works with over 200 clients including banks, financial institutions and developers. P E Analytics' subsidiary PropEdge is India's fastest growing valuations company with operations in 100 cities since its launch in 2021. With this YouTube initiative, P E Analytics has now ventured into the Business to Consumer space and will offer advisory services based on historical data and real time research.

About Samir Jasuja, Promoter and MD, PropEquity

A first generation serial entrepreneur, Samir has pioneered the creation of "PropEquity", India's largest online real estate data and analytics platform with over 500 employees. Under Samir's leadership PropEquity diversified into the valuation business. P E Analytics Limited, the parent company of PropEquity, successfully listed on the NSE in 2022.

Samir has also co-anchored prominent Realty TV shows in partnership with NDTV and CNBC of which PropEquity was a knowledge partner. PropEquity has also been a Strategic Partner of The Wharton School of Business, Imperial College of London and IIM Bangalore. Samir has been an exclusive advisor to the Indian Army's Housing arm A.W.H.O for Real Estate.

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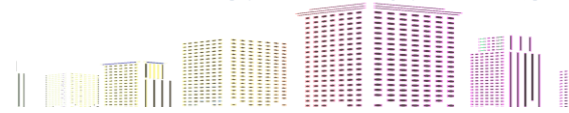
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For more information and updates, subscribe to Samir Jasuja-PropEquity on YouTube and follow us on

YouTube Handle: @SamirJasuja-PropEquity

Facebook: [facebook.com/samirjasujapropequity](https://facebook.com/samirjasujapropequity)

Instagram: [www.instagram.com/samirjasujapropequity/](https://www.instagram.com/samirjasujapropequity/)

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