

The Manager-Listing  
National Stock Exchange of India Limited  
Exchange Plaza, 5th Floor,  
Plot No. C-1, Block G,  
Bandra-Kurla Complex, Bandra (E),  
**Mumbai-400051**

**Date:**16.05.2026

**Trading Symbol: PROPEQUITY**

**Sub: Disclosure pursuant to Regulation 3(3)(ii) of the SEBI (Prohibition of Insider Trading) Regulations, 2015**

Dear Sir/ Madam,

Pursuant to Regulation 3(3)(ii) of the SEBI (Prohibition of Insider Trading) Regulations, 2015, please find attached the investor presentation/pitch deck containing Unpublished Price Sensitive Information (UPSI) which has been made generally available in accordance with applicable regulatory requirements.

The Presentation has been uploaded on the website of the Company and can be accessed at the following link: <https://www.propequity.in/>

Kindly take the same on record.

Thanking You,

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

**Samir Jasuja**  
**Managing Director**  
**DIN – 01681776**

**Encl.: As above**

**P.E. Analytics Ltd.**

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PROPEQUITY  
CREATING INVESTOR INTELLIGENCE

PROPEQUITY AI<sup>\*\*\*</sup>  
The First ChatGPT of Real Estate



# The Problem

The Indian real estate sector, which is expected to reach \$1 trillion by 2030, faces a number of fundamental challenges:

- Highly fragmented and opaque
- Lack of structured and reliable data
- Retail consumers forced to depend on unreliable or ill-informed sources with inherent conflicts of interest
- Results in poor decision-making and financial losses

## Case in Point (Purchase and Sale) :

- In last 5 years, **458,000 homebuyers lost USD 50 Bn+** due to poor decisions driven by lack of reliable real estate data, a sub-prime crisis in slow motion. To address this, **the Government of India turned to PropEquity's data and analytics, launching the USD 3 Bn SWAMIH Fund** announced by Finance Minister Nirmala Sitharaman.






# The Solution

To effectively address the problem, an AI platform is essential delivering the following key attributes.

## Key Attributes:

- Reliable and accurate information
  - Affordable real-time data
  - Trusted and credible source
  - User-friendly and simplified format
- 



# Entry Barrier and Our Unique Differentiator

- **18+ Years of Irreplicable Proprietary Data:**

Built a rich, verified, and accurate proprietary data ecosystem over nearly two decades

- **Integration of Proprietary Data:**

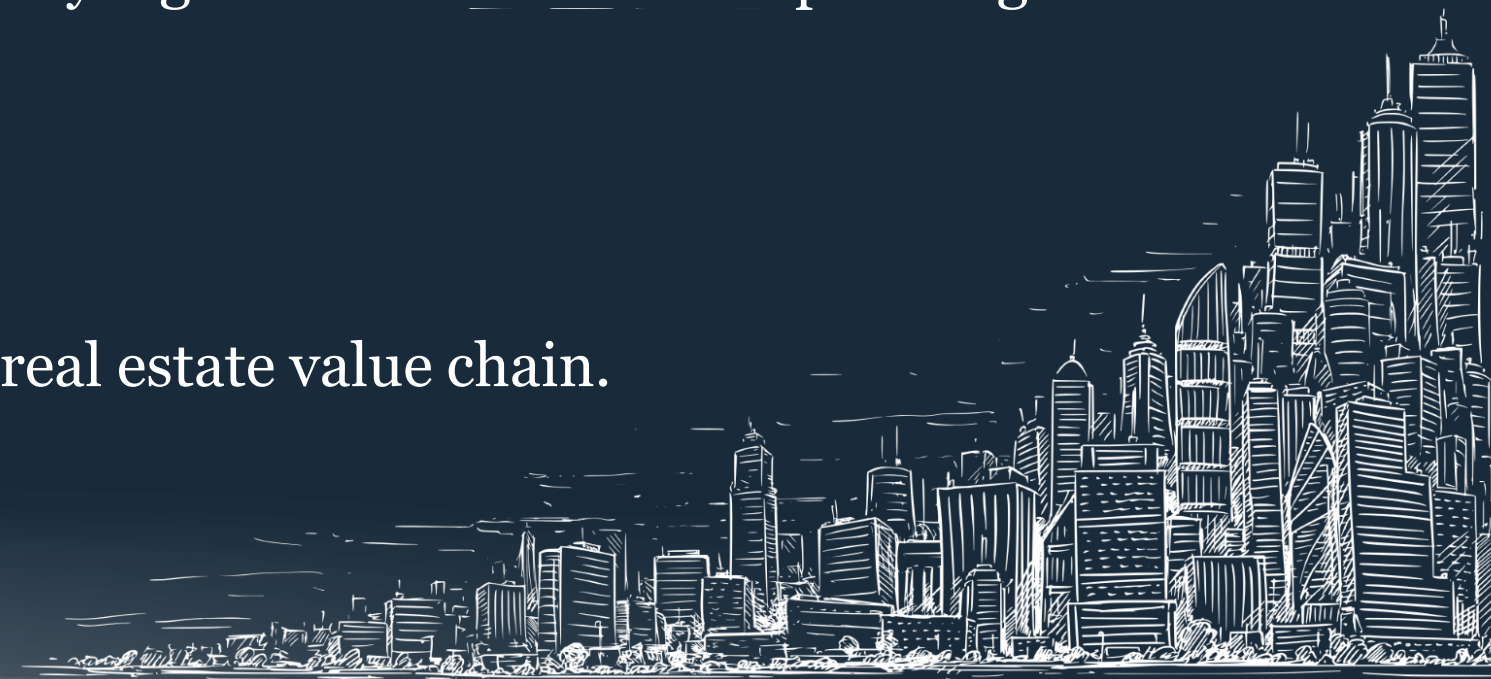
Seamlessly combined all relevant data sources to enhance depth and context

- **Advanced Technology Stack:**

Applied Machine Learning, AI, Natural Language Processing (NLP), and proprietary algorithms to extract deeper insights.

- **Actionable Intelligence:**


Transforms complex data into clear, real-time, and actionable insights across the real estate value chain.





# About PropEquity

India's largest real estate data and analytics company (NSE-listed), with:

- Tracked month-on-month data for over 18 years, generating invaluable insights and trends from billions of data points
  - INR 3 billion invested in building multiple proprietary and secondary datasets
  - INR 360 million being invested annually in enrichment and tech innovation
  - 180,000+ projects and adding 1000+ on a monthly basis
  - Top 50+ Indian cities covered
  - 60,000+ developers tracked
  - 500+ domain experts
- 

# PropEquity | About us (Parent Company)

India's Largest Listed (NSE) Real-Time Real Estate B2B Data Analytics Intelligence Platform

**>80 %**  
Client  
Retention  
Rate

**50 cr +**  
Revenue  
(FY 25)

**>29 %**  
CAGR  
Revenue  
(FY21 - FY25)

**300 cr+**  
Invested in  
Data since  
Inception

**36 cr**  
Invested  
annually in  
data & tech

**>22 %**  
CAGR  
P.B.T  
(FY21 - FY25)

**100 cr**  
Free Cash  
Reserve  
(FY 25)

**17.5 cr**  
P.B.T  
(FY 25)

**>35 %**  
CAGR  
Free Cash  
(FY21 - FY25)

***P.B.T***

***51%***  
(subscription  
model)

# Clientele includes Developers, Lenders, and Investors

Clientele Type	Clientele (in terms of No's)	Clientele (in terms of Mkt. Share)	Key Brands (300+)
Developers	> 70% of India's top 100 developers	Driving > 60% of annual supply value in key metrics	  
Banks / NBFCs/ HFCs	100+ Banks, NBFCs, and HFCs	90%+ Private Sector Lending	   
PE Funds	35 PE Funds	90%+ Active Real Estate Investors	  

“Market Intelligence that Moves Capital and Shapes Strategy”

# Government, Construction Industry, and Education Institutions

Clientele Type

Key Brands (300+)

Building  
Construction  
Industry



**KOHLER**



**OTIS**

Education



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE



UNIVERSITY OF  
CAMBRIDGE



Wharton  
UNIVERSITY of PENNSYLVANIA



Imperial College  
London

Equity Research  
& Investment  
Banks

**Goldman  
Sachs**



**UBS**

J.P.Morgan



**HSBC**

**citibank**

Regulatory  
Bodies & Govt.  
Entities



Ministry of Housing  
and Urban Affairs  
Government of India



Catering to the Entire Real Estate Institutional Ecosystem

# Accolades: 1000+ annual media citations



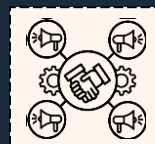
**Advisory to SBI & Finance Ministry:** Advisor in the USD 3 Bn fund by SBI & Finance Ministry - a lifeline for over 4.5 lac homes facing stalled construction by developers.



**Exclusive Advisory to Army Officers:** Through the Army Welfare Housing Organization (AWHO) - solidifying credibility & making a meaningful impact beyond the business realm and a big Joint Venture executed with Tata Realty and Army.



**MahaRERA Partnership:** MahaRERA Partnership is aimed to uphold the highest standards of reliability & transparency in the real estate sector - ensuring the best protection of end user interests



**Real Estate Media Partnerships:** PropEquity has been the knowledge partner and our CEO co-anchored the most prominent Realty TV shows in partnership with NDTV and CNBC for 7 years with more than 700 episodes.



**Knowledge Partners and Strategic Collaborations:** With leading educational institutions like The IIM, Wharton & Imperial College of London.



**Housing Startup Index:** Was instrumental in setting up the housing startup index for India, working with RBI & Ministry of Urban Development in 2012-2014.

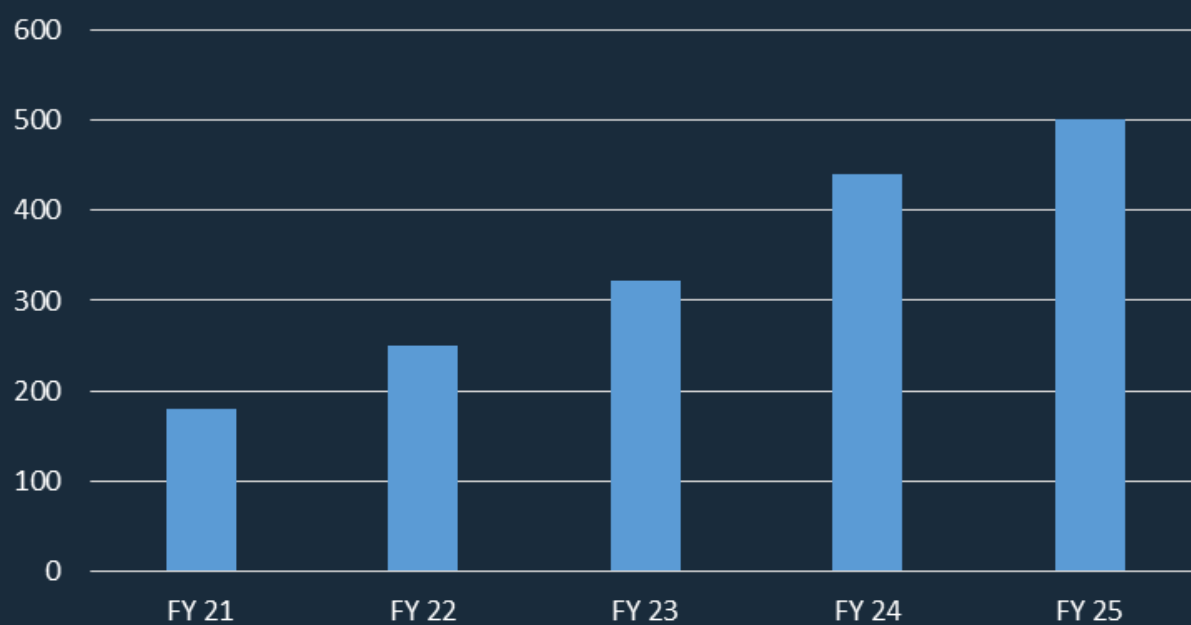
# PropEquity: Key Financial Metrics (5 Years)

(in ₹ millions)

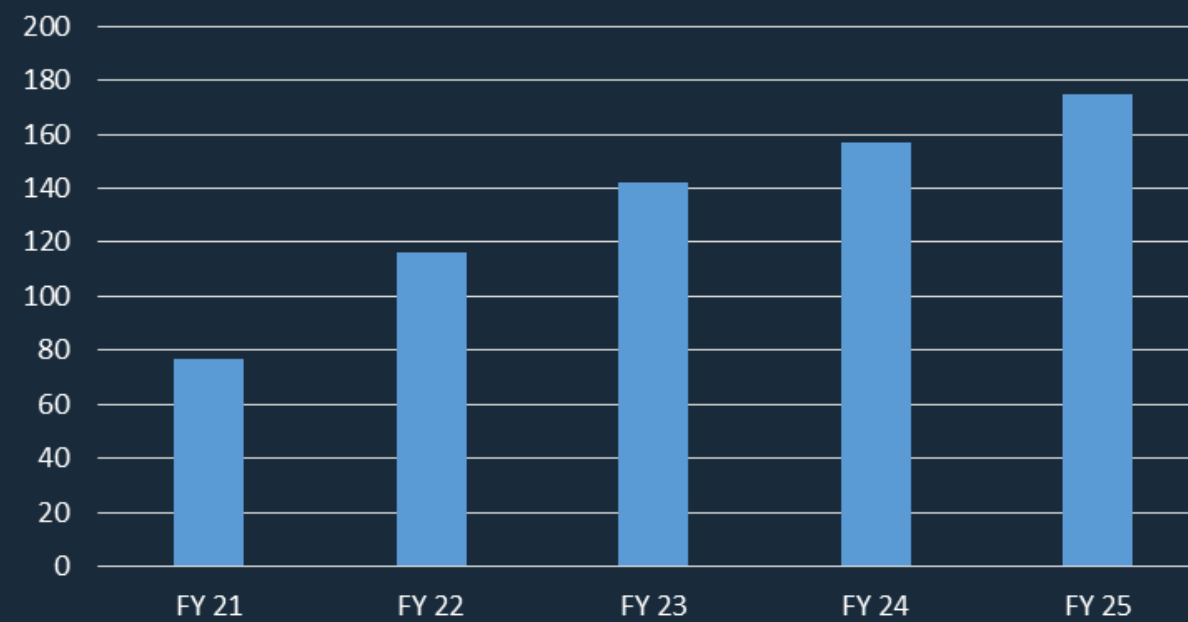
Particulars	FY 21	FY 22	FY 23	FY 24	FY 25
Revenue	180	250	323	441	501
Profit Before Tax	77	116	142	157	175
Free Cash	252	545	653	767	904

**P.B.T**  
**51%**  
(subscription model)

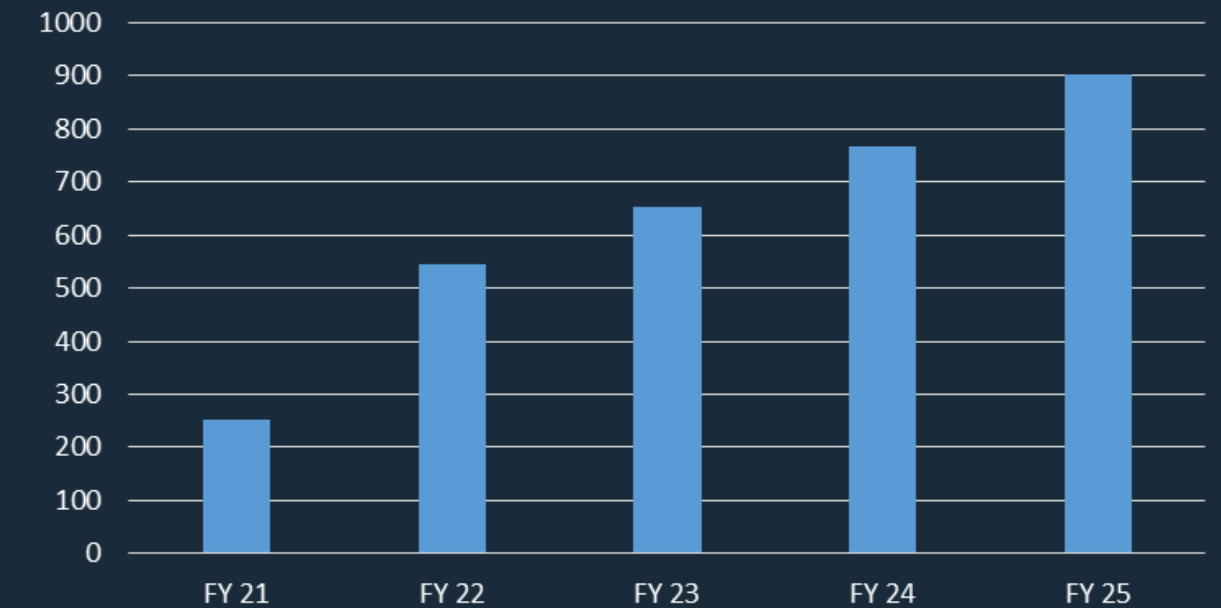
### Revenue Growth (178%)



### PBT Growth (127%)

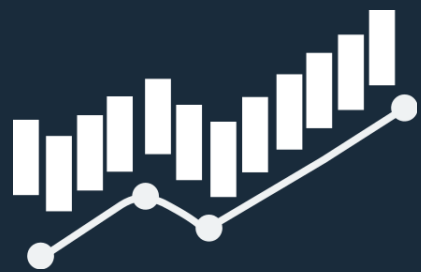


### Free Cash Growth (259%)



# Market Opportunity

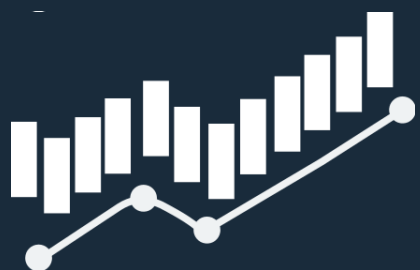
## Market Size (by 2030)



\$ 1 Trillion (India)

\$ 14.8 Trillion (Global)

## Monetization



\$5 Billion TAM (India)

\$50 Billion TAM (Global)

**India is our Launchpad, but our vision is global.**  
Ready to launch in 2026 and expand into new geographies, bringing actionable real estate intelligence to over 500 million users who take more than USD 1 trillion in decisions annually.



# Revenue Projections

(in ₹ millions)

Particulars	FY 27 (E)	FY 28 (E)	FY 29 (E)
<b>Revenue</b>			
Revenue from Retail Subscriptions	220	1310	7120
Ad Revenue	20	120	300
Customer Analytics	-	20	390
<b>Total Revenue</b>	<b>250</b>	<b>1450</b>	<b>7810</b>
<b>Expenditure</b>			
Customer Acquisition Cost	340	800	1190
Brand Building and Launch Cost	120	150	150
Personnel Salaries	300	560	620
Annual Data Acquisition	60	180	180
Miscellaneous (Legal, Audit, etc.)	10	10	30
Cloud Expenses	30	60	80
International Expansion	10	50	50
<b>Total Expenditure</b>	<b>870</b>	<b>1810</b>	<b>2300</b>
<b>PBT</b>	<b>-640</b>	<b>-380</b>	<b>5490</b>
<b>TAX (26%)</b>	<b>-</b>	<b>-</b>	<b>930</b>
<b>Profit / (Loss) after tax (PAT) *</b>	<b>(640)</b>	<b>(380)</b>	<b>4560</b>



# Competitive Landscape

## B2B

- PropStack
- CRE Matrix
- Liases Foras

**B2B institutional space**

**Collectively, they account for less than PropEquity's total revenue and profit.**

## B2C

- 99acres
- Housing.com
- MagicBricks

**B2C classified space**

**Collectively, they attract over 720 million visitors each year.**



# Unified Leadership Since Inception – 18 Years Strong



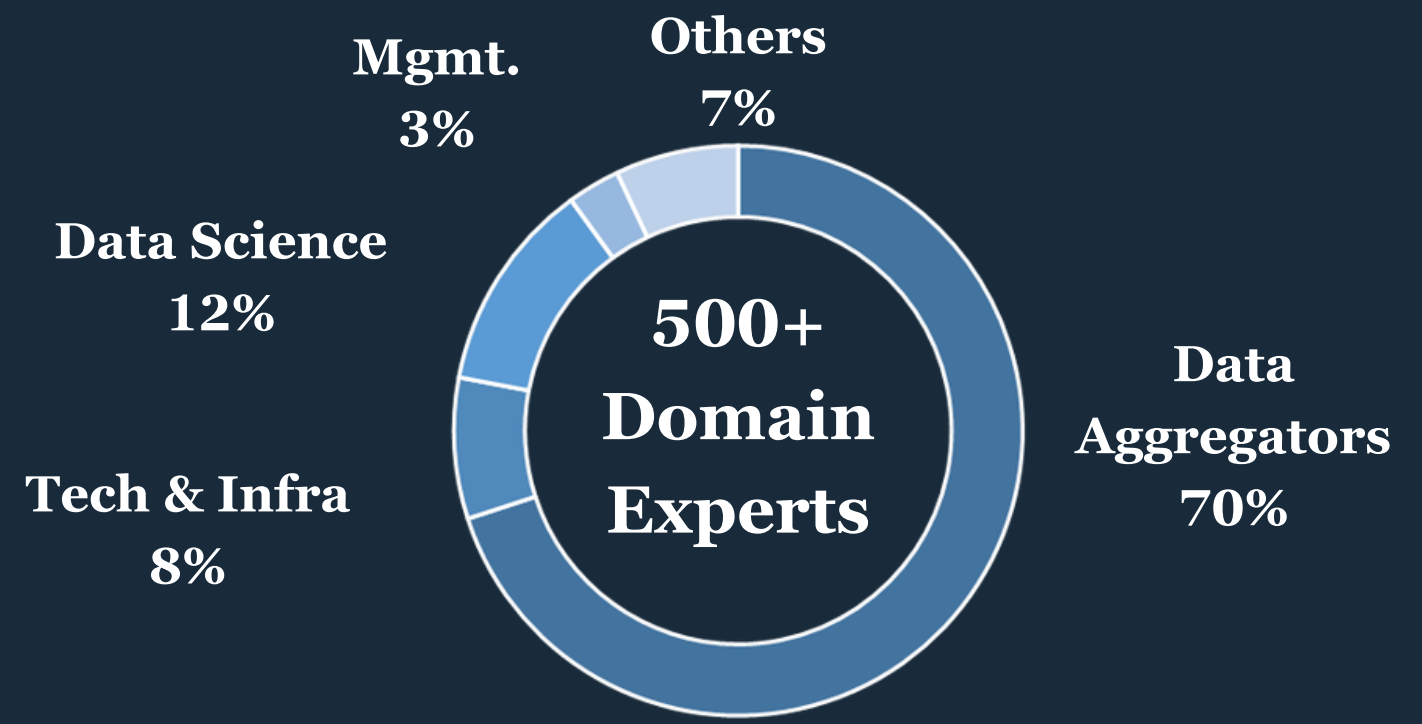
**Samir Jasuja**  
Founder & CEO  
28 yrs exp  
MBA Finance



**Pooja Verma**  
Head of Data Ops.  
22 yrs exp  
MBA Ops.



**Shantanu Pati**  
CTO  
23 yrs exp  
B.Tech



**19+**  
Offices  
PAN-INDIA



# Top 6 Asset Classes in the World — Real Estate Dominates

Real Estate Remains the Single Largest Asset Class Globally — Even When All Other Major Asset Classes Are Combined



Real Estate  
**\$670.89 Trillion**

The single largest asset class globally



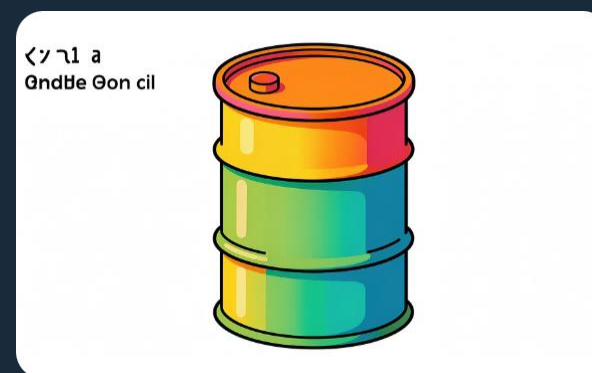
Debt  
**\$140 Trillion**

Global bonds and fixed income



Stock Market  
**\$125 Trillion**

Total global equity markets



Crude Oil  
**\$101.85 Trillion**

Global oil reserves & futures



Gold  
**\$30.25 Trillion**

Global gold reserves & markets



Copper  
**\$17.38 Trillion**

Global copper commodity market

## Temple's Sector: Global Healthcare Market

Temple raised \$54M at a \$190M valuation in the **Global Healthcare Market** — sized at approximately **\$9 Trillion** globally.

## Our Sector: Global Real Estate Market

We operate in Real Estate — sized at **\$670.89 Trillion** — that is **74×** larger than the entire global healthcare market. If Temple commands a \$190M valuation in a \$9T sector, the valuation ceiling in Real Estate is exponentially greater.

# Leading Global Real Estate Platforms — Market Cap Benchmarks

Publicly listed and acquired real estate technology platforms — ranked by market capitalisation from highest to lowest.



#1 — CoStar Group  
\$17.4 Billion

Commercial property data, analytics and marketplace platform. The gold standard for commercial real estate intelligence globally.



#2 — REA Group  
\$16 Billion

Online real estate advertising and property portals. Market leader in Australia and expanding globally across digital property listings.



#3 — Zillow Group  
\$10.86 Billion

Residential real estate marketplace — listings, data, and home search. One of the most visited property platforms in the United States.



#4 — Zoopla  
\$2.75 Billion (2018 acquisition)

UK property listings platform connecting buyers, sellers, and renters. A dominant digital marketplace in the UK residential property sector.

📌 **The ₹1,000 Crore Ask in Perspective:** At ₹1,000 Crore (~\$120M USD), our ask represents a fraction of even the smallest comparable on this list — while operating in the world's largest asset class (\$670.89 Trillion). The valuation is not just justified — it is conservative.

# India's Fastest Growing Unicorns

From Zero to Billion — Speed is the New Moat

The fastest unicorns in India didn't take decades. They took 1–3 years. The window is open — and it's closing fast.

## 8

Unicorns Featured

## 3 Yrs

Avg. Time to Unicorn

## \$24B+

Combined Valuation

Startup	Founded	Time to Unicorn	Valuation	Industry
Krutrim	2023	~1 Year ↘	~\$1B+	AI
Zepto	2021	~2 Years	~\$7B	Quick Commerce
Zyber 365	2023	~2 Years	~\$1.2B+	Blockchain / Web3
CRED	2018	~3 Years	~\$6.4B	Fintech
BharatPe	2018	~3 Years	~\$2.8B	Fintech
Zetwerk	2018	~3 Years	~\$2.7B	B2B Manufacturing
Ai.tech	2022	~3 Years	~\$1.5B	AI / Tech
Pristyn Care	2018	~3 Years	~\$1.4B	Healthtech

AI & Fintech dominate the fastest unicorn list

Speed to \$1B is compressing — from decades to months

Data + AI = the common thread in the fastest risers



The next Indian unicorn won't be built on assets. It will be built on intelligence.

# India's \$3B+ Unicorn Club

The Billion-Dollar Benchmark — Who Made It & How Fast

10 Indian startups have crossed the \$3B valuation mark. The pattern is clear — Data, Fintech, and Platform businesses dominate the top tier.

## 10

Unicorns in \$3B+ Club

## \$57B+

Combined Valuation

## ~6 Yrs

Avg. Time to \$3B+

Startup	Founded	Time to \$3B+	Valuation	Industry
Swiggy	2014	~4-5 Years	~\$10B+	Food Delivery
Razorpay	2014	~6-7 Years	~\$7.5B	Fintech
Lenskart	2010	~9-10 Years	~\$7.5B	D2C / Retail
Zepto	2021	~2-3 Years ↘	~\$5-7B	Quick Commerce
Groww	2016	~5 Years	~\$7B	Fintech
CRED	2018	~3 Years	~\$6.4B	Fintech
InMobi	2007	~10+ Years	~\$5B	AdTech
Meesho	2015	~5 Years	~\$3.9-5B	Social Commerce
Rapido	2015	~7-8 Years	~\$3B	Mobility
Urban Company	2014	~7-8 Years	~\$3B	Home Services

Fintech leads with 3 companies in the \$3B+ club

Zepto is the fastest — \$3B+ in just 2-3 years

Platform & data businesses dominate every tier



The \$3B+ club isn't built on luck — it's built on data, distribution, and defensible moats.



# Contact Us

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