

Realty+

PRESENTS

# THE TECH TITANS



# PROPTech THE FUTURE



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A VIRTUAL SERIES!

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Monisha Karkera for East & South Zones +91 9870441920  
monisha.karkera@exchange4media.com

Nidhi Kapadia for North & West Zones +91 8879500962  
nidhi.kapadia@exchange4media.com





## EDITORIAL

# REAL ESTATE REDEFINED BY TECHNOLOGY

The Covid pandemic has been a period of learning and disruption for people and businesses alike. For real estate, the learning curve was steep as realty firms scrambled to find innovative ways to survive and stay afloat.

The year 2021 introduced an opportunity for tech intervention in the real estate and saw quick embracing of technology tools and platforms by the real estate professionals and masses alike.

In 2022, as the pandemic continues to alter life as everyone knows it, the need for real estate technology remains greater than ever. As a result, this segment is bound to see growth and expansion in the coming year and beyond.

**Realty+ Digital-Book - The Tech Titans** has been compiled as a one-source ready reference for exploring technology, products, companies, service providers and tech-integrators, as they continue to expand the world of real estate tech.

This Digital Book brings to you creative thinking from some of India's most prominent technology think tanks, policy makers and thought leaders that are fuelling tomorrow's innovations.

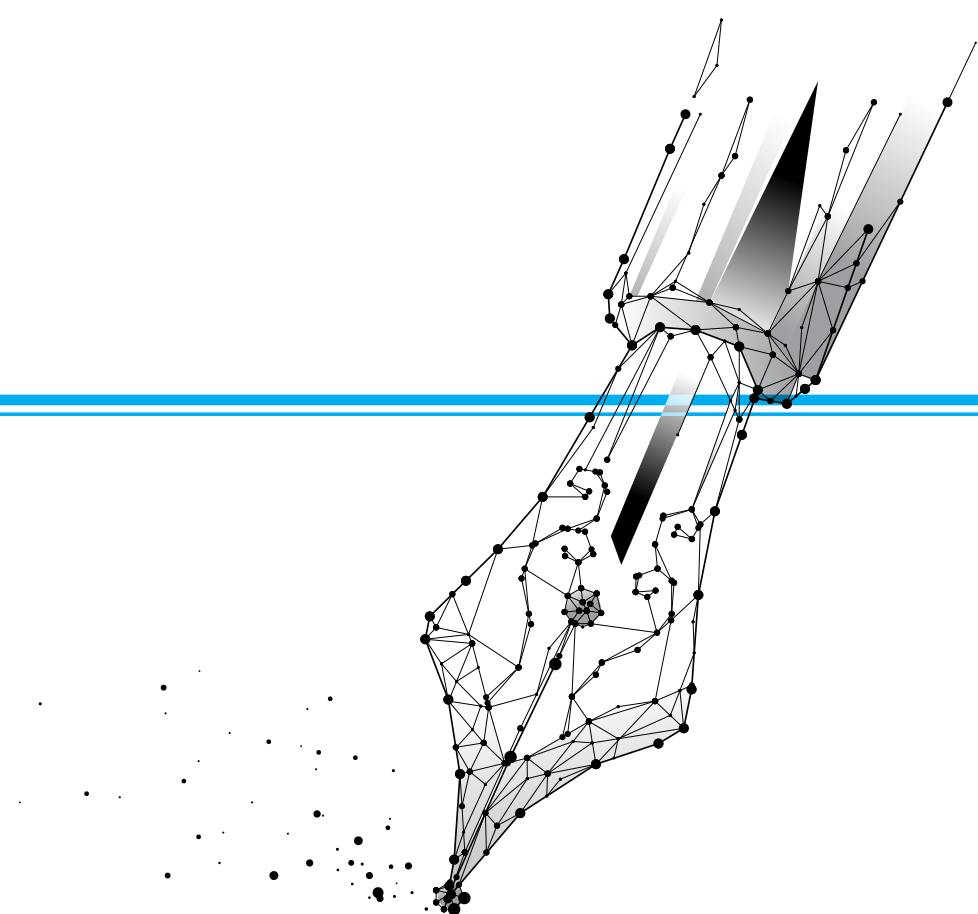
There is no denying 2021 was a record breaking year for the prop tech sector and although the realty sector has evolved substantially, the current landscape offers more opportunities than ever.

**This Special Book - The Tech Titans** aims to encourage and promote collaboration across real estate technology network and promote modernization of realty sector and digital leadership.

The Real Estate sector is being slowly redefined by technology and is heading towards a makeover of sorts. In our view, we are likely to see additional sectors taking shape and innovate the industry further, such as Contech, or construction technology, Fintech or Finance technology and CRETech or Commercial Real estate tech.

**The Tech Titans** enumerates the latest trends to make smart decisions, investments, and acquisitions as it also endeavours to give a snippet of what lies ahead.

**Sapna Srivastava**  
Editor Realty+





#### **PUBLISHER & EDITOR-IN-CHIEF**

Annurag Batra

#### **DIRECTOR**

Nawal Ahuja

#### **PUBLISHER & BUSINESS HEAD**

Tripti Kedia  
tripti@exchange4media.com  
+91 9820010226

#### **EDITORIAL**

Sapna Srivastava | Editor  
sapna.srivastava@exchange4media.com  
+ 91 9769993655

#### **ART & DESIGN**

Shamsad Shaikh | Senior Art Director  
Goraksh Kokate | Senior Designer

#### **PHOTOGRAPHER**

Suresh Gola | Delhi

#### **ADVERTISING & SALES**

Ganesh Gurav | Sr. Manager - Sales  
ganesh.gurav@exchange4media.com  
+91 9930960403

#### **CIRCULATION /SUBSCRIPTION**

Almas Khan | Manager – Events & Marketing  
almas.khan@exchange4media.com  
+91 9773257054

#### **PRINTED AT: ALL TIME OFFSET PRINTERS**

F-406, Sector-63, NOIDA, Uttar Pradesh - 201307

#### **PRINTED, PUBLISHED AND OWNED BY**

Annurag Batra at B-20, Sector-57, NOIDA-201301, UP  
An exchange4media group publication

#### **ADVISORY BOARD**

Anuj Puri  
Chairman, Anarock Property Consultants Pvt. Ltd.

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Institute for Competitiveness

Jaideep Gandhi  
Branding & Advertising Expert

#### **DELHI OFFICE**

Shop No: 32-33, South Ext. Part-1, Om Vihar,  
Uttam Nagar (West), New Delhi-59, Phone: 011-25334822

#### **NOIDA OFFICE**

B-20, Sector-57, Noida-201301  
Phone: 0120-4007700; Fax: 0120 4007799

#### **MUMBAI OFFICE**

301, Kakad Bhavan, 3rd Floor, 11th Street, Opp. Gaiety  
Galaxy Cinema, Bandra (W), Mumbai 400050  
Phone: 022 6620 6000, Fax: 022 6620 6099

#### **BENGALURU OFFICE**

# 18, 3rd B Cross, Domlur II, Stage,  
Bangalore 560071, Phone: 080-41119469





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# THE PROPTech REVOLUTION

**There is no better time than now to be in PropTech. The pandemic made us all realize the role, technology can play in easing some of the pains of our lives. For real estate, Proptech was like a knight in shining armour! The pace of innovation is at an all-time high and the tech companies are aiming for the next big thing.**

Indian real estate industry is old-fashioned in many ways and yet it seems to have opened itself up to trying new things. Undoubtedly, real estate, construction and building industry is uniquely complicated and impacts everything from people's lives and environment, to the financial systems and country's economy.

Unlike many industries where the challenges and solutions are clear, real estate presents diverse set of tasks, each needing to be handled individually

and yet as part of the overall ecosystem. Broadly, the realty sector has seen four waves of tech innovations since 2007, concurrent to the other technologies of the times.

**PROPTech 1.0** – The first wave of PropTech followed the dot-com boom and with the appearance of large online aggregators, online transactions began to gain hype in real estate.

**PROPTech 2.0** – The second wave of PropTech witnessed new breed of tech-enabled players offering





# OLUTION

customers, specialized services and use of data analytics and virtual experiences.

**PROPTech 3.0** – This was the start of an exciting phase where start-ups began to take a great leap into emerging technologies such as IoT, Drones and Augmented Reality.

**PROPTech 4.0** – Challenging the very fundamentals of real estate, the latest fourth wave of propTech is set to disrupt real estate by harnessing the power of AI, ML, Blockchain and Metaverse.

## THE NEXT BIG THINGS

**PropTech invites so many different unique and innovative ideas, from property buying & renting and investment to building construction and maintenance. Last few years were promising for the Proptech and the future looks exciting!**

### SUPER APPS

Gearing up for penetration into the proptech industry are the Super Apps that acquire users through messaging, mobile payment, ride-hailing or food delivery and as their reach grows will integrate more offerings including property and real estate related services. Super apps are disrupting the industry by providing enhanced and more targeted information and products. Super Apps can also allow businesses access to large volumes of customer data, which they can use to generate insights for the expansion of their products and services. And finally, Super Apps will provide a seamless, integrated, contextualised and efficient experience within the property industry.

### HYPER CARE

Wide-scale technology adoption in real estate will need entrepreneurs and investors to collaborate with real estate developers, owners, and operators to deploy fully integrated technology solutions that meet end users' expectations. As with any technology, Proptech tools and solutions too need post-implementation support and ongoing product development in order to ensure customer satisfaction. It means that Prop Tech companies need to utilize a customer-focused hyper care support approach when building platforms, apps, and solutions for tenants, construction work, management softwares, and other leading solutions to drive better adoption rates. The key is constant innovation to minimize challenges and issues with every system.

### CLIMATE TECH

Drawing its lessons from the other industries, Proptech is deploying environmental-friendly solutions



in real estate such as decarbonisation of buildings, complete booking, selection and transaction process online to even transforming buildings into revenue-generating clean power plants. 'Digital twins' –a connected digital replica of large multi-use and multi-building schemes are useful for planning efficiencies and understanding the interplay between buildings and infrastructure. Climate-tech will reinforce the need to develop 'data consciousness' that will enhance the value of an asset and improve returns.

### VIRTUAL WORLD

The generational shift has been from brick & mortar real estate to the space in virtual world. Proptech companies are using the metaverse to complement the built environment. They are helping clients deploy digital offices, residences and retail outlets in virtual worlds like Decentraland, Sandbox and Somnium Space. Organizations across the globe, anchored fundamentally in brick-and-mortar real estate will soon move fully or partially into virtual properties. Then there are crypto-centric residential communities where residents will purchase their land titles in the form of a NFT for virtual and real world.



## IoT POWERED SMART BUILDINGS ARE FUTURE

**Brand** – 75F Smart Innovations Ltd.

**Headquarters** - Minnesota, USA

**Year of Establishment:** 2016

**Founder and CEO-** Deepinder Singh

### THE UNIQUE FACTS ABOUT THE COMPANY

Founder and CEO Deepinder Singh's daughter would wake up at night with her room 10 degrees cooler than the parents' room, where the thermostat was located. As a self-respecting engineer, Deepinder started a company to fix the problem. 75F Dynamic Airflow Balancing solution was the company's resulting flagship offering. Presently, with the Company's Outdoor Air Optimization (OAO) solution, buildings can gain big energy savings and deliver improved indoor air quality (IAQ). 75F started with retrofits targeted at smaller buildings and has since developed and deployed products that serve buildings over 500,000 square feet.

### THE ACCOMPLISHMENTS

- 75F's solution deployed across just 16 facilities in 2019 resulted in 4,672,461 kWh of energy saved and 2,191,418 tons of CO2 emissions avoided. It also resulted in 7.5% improvement in Occupant Comfort and an ROI ranging from as low as 1.5-4 years.
- 75F raised a \$18 million Series A funding round, co-led by Breakthrough Energy Ventures. This is the largest investment till date in the energy-efficiency technology category in the Asia-Pacific region

### PROP-TECH POWER PRINCIPLES

Prop-tech can help ensure a work/home experience that is intuitive and preventive and not reactive. Prop-tech companies need to focus on the needs of the occupants more than ever and work on solutions that ensure the buildings of the future work for the occupants. The main challenge is awareness about the benefits that IoT can bring to buildings and people and the misconception that IoT is expensive.



### THE INNOVATION

75F is a high-tech start-up disrupting the building systems industry by taking a fresh approach to HVAC, lighting and building controls. 75F's self-learning and intuitive building intelligence system improves a commercial building's Operational Efficiency and Occupant Experience, or (OE) 2, by proactively controlling the HVAC, indoor air quality (IAQ), and lighting settings based on inputs from sensors, weather data and configuration settings and predictive algorithms.



**“75F's vision is to make smart buildings accessible to all, with lower installed costs, speed and ease of use. 75F offers what we call "Building Intelligence in a Box" - an affordable, quickly-installed and easily-managed building automation system that proactively delivers comfort, air quality and significant energy efficiency, leveraging affordable sensors, connected IoT and predictive cloud analytics.”**

**GAURAV BURMAN,  
APAC PRESIDENT, 75F**

### CONTACT DETAILS

**Name:** Gaurav Burman

**Designation:** APAC President

**Email:** gburman@75f.io

**Website:** www.75f.io





## PROPTech BRINGS TRANSPARENCY & AGILITY

**Brand:** 360 Realtors

**Headquarters:** Gurugram

**Year of Establishment:** 2013

**Founder:** Ankit Kansal, Managing Director

### THE UNIQUE FACTS ABOUT THE COMPANY

360 Realtors is India's largest institutional channel partner with offices spread across 40 + (Indian locations) and 9 (international locations). Besides primary residential sales, 360 Realtors and its group of enterprises are active throughout the real estate value chain including, but not limited to, last-mile funding, strategic advisory for developers, real estate franchise distribution, real estate development, and commercial leasing. The enjoys one of the lowest attrition rates in the industry.

### THE ACCOMPLISHMENTS

- One of the largest real estate advisories in the country.
- Captured around 30% of the NRI market
- Raised INR 500 Crore funds for stuck real estate projects
- Distributed over 100 franchises in less than 2 years
- Conducted one of the biggest virtual property shows in Pune, garnering 6,900 registrations.
- As an industry thought leader, we have created highly insightful data reports on property markets, NRI investments, technology adoption, RSH segment, buyers' sentiments, etc.

### PROP-TECH POWER PRINCIPLES

Proptech can bring in increased transparency, efficiency, and agility in the overall transaction cycle. It can bring the spotlight on consumer convenience and systematically address pain points. Additionally, it can automate a big part of the overall operation.



### THE INNOVATION

During the pandemic, we were the pioneers in the industry and conducted virtual property exhibitions, which were the first of their kind. In June 2020, our maiden e-Prop Show garnered 6444 registrations and 2,889 visits, creating a benchmark in the industry. We are presently working on AI-centric solutions to integrate a large chunk of property data, social data, economic and market indicators, and environmental insights to create advanced analytics to help buyers with accurate and precise information on real estate.



**The company aims to create an end-to-end real estate ecosystem backed by technology, innovation, and cutting-edge analytics. We wish to simplify, democratize, and expedite the overall homebuying process for end-users and also create value and opportunities for other key stakeholders such as developers and brokers.**

**ANKIT KANSAL**

### CONTACT DETAILS

**Name:** Ankit Kansal

**Designation:** Managing Director

**Mobile:** +91 9810050051

**Email:** ankit.kansal@360realtors.com

**Website:** www.360realtors.com



## INCREASE DIGITAL INCLUSIVITY

**Brand:** Bookmatic PVT. LTD.

**Headquarters:** Mumbai

**Year of establishment:** 2020

**Founder:** Krishnakant Mane Founder and CTO

### THE UNIQUE FACTS ABOUT THE COMPANY

The company is setup by a visionary founder who has no eyesight. Company's flagship product is OnlineKhata, a Unique billing software that makes accounting work completely automatic, thus eliminating a need for accountant. Its special feature, flexibility makes it suitable for service providers, for example, real estate agents.

### THE ACCOMPLISHMENTS

OnlineKhata is a flagship product of Bookmatic PVT. LTD. This is a unique cloud service offering where small and micro business owners can easily generate bills while the entire accounting process is automated. This eliminates the need to hire an accountant for voucher data entries. All reports are generated automatically and presented in a way to explain performance without any accounting knowledge. Especially suited for small service providers. More than 500 users subscribed to our service leaving subscriptions of similar (but without automation) feature based products in 2021. Also received FDI worth INR 7000000 as on Jan 2022



### THE INNOVATION

OnlineKhata <<https://onlinekhata.co.in>> is a first of its kind software specially tuned for small service providers such as real estate agents, builder consultants etc. The speciality is that while all other software services have to be purchased in their entirety, OnlineKhata allows service providers to exclude modules such as inventory management, since they don't need it. This not just saves the cost but also makes the user interface relevant, simple and straight forward. No other software offers total automation in accounting



**Our vision is to serve the technologically under served and help more micro businesses go cashless. Increase digital inclusivity of small service providers by making compliances happen with near 0 user intervention.**

**KRISHNAKANT MANE**

### CONTACT DETAILS

**Name:** Krishnakant Mane

**Designation:** Founder and CTO

**Mobile:** 8424039903

**Email:** [krishnakant@onlinekhata.co.in](mailto:krishnakant@onlinekhata.co.in)

**Website:** <https://onlinekhata.co.in>





## WE ARE DIGITAL STORYTELLERS

**Brand:** Baetho (Revvster Technologies Pvt Ltd)

**Headquarters:** Bengaluru

**Year of Establishment:** 2014

**Founders:** Pratik Nagotra and Gautham Prakash

### THE UNIQUE FACTS ABOUT THE COMPANY

We are a solutions-focused company and digital storytellers. Our intention has always been to transform the way brands interact with customers. The experience of building an interface in our no code platform is effortless. We are able to create and deploy digitized interactive customer experience, within a short time. Moreover our applications can be integrated across all platforms while still ensuring a seamless flow of information at the fingertips.

### THE ACCOMPLISHMENTS

Karle Experience center - Along with the sales consultative tool, we created a phygital model (physical plus digital model) that highlights the entire master plan and replaces the scale model. The phygital model highlights the unique features of the plan in the form of a video that is then amplified onto a screen in front of the table.

Prestige: At the heart of our solution is the sales application called Consultative Sales Tool. It digitized and standardized the entire sales process. With this application, Prestige was able to leverage the technology during the pandemic.

### PROP-TECH POWER PRINCIPLES

The real estate business is always customer-oriented. Technology cannot replace human beings, they can only enhance the business experience. For PropTech companies to succeed they need to understand the needs of customers and be capable of materializing them. And for the efficient materialization of their needs, a collaboration of men, resources, and technology is important. Even though major companies have digitized themselves, technology still needs to penetrate the medium and small-scale real estate businesses



### THE INNOVATION

Baetho is a no code platform which allows you to create solutions that are capable of elevating the customer experience. Every experience we build is unique and customized to the needs of our clients. Our solutions digitize and standardize the customer experience, and improve the brand perception as well. Our solutions include self-exploration Kiosks, Consultative Sales Tablets, Meeting Room Solutions, Interactive Touch Tables, Experience centers and phygital models.



**“With the vision of democratizing the development of interactive applications through our proprietary no-code platform, we license Baetho out to other companies who can use it to build amazing interactive experiences for their clients and this will continue to be our primary focus going forward.”**

**GAUTHAM PRAKASH AND PRATIK NAGOTRA**

### CONTACT DETAILS

**Name:** Arijeet Toppo

**Designation:** Head Marketing

**Mobile:** 9148018333

**Email -** [arijeet@baetho.com](mailto:arijeet@baetho.com)

**Website:** <https://baetho.com>





## HIGH IMPACT STARTUPS CAN CHANGE THE BUILT WORLD

**Brand** – Brigade REAP

**Headquarters** – Bengaluru

**Year of Establishment** - 2016

**Founder** - Nirupa Shankar, Executive Director, Brigade Group & Director, Brigade REAP

### THE UNIQUE FACTS ABOUT THE COMPANY

Brigade REAP is the first PropTech focused Accelerator in Asia. It was named the Top Accelerator in India, across sectors, by Startup India in October 2020, from over 350 accelerators in India.

In its mission of helping to create scalable and sustainable ventures, the average revenue increase YoY for graduating startups is at 150%. Almost half of the portfolio companies have gone on to raise capital from marquee investors and 100% of them have received business from the RE industry. A well-structured 18 week program helps deliver value to disruptive prop-tech start-ups, addressing challenges faced by the sector. Brigade REAP is also convinced that technology can help us expedite our sustainability goals. This drive us towards relentlessly searching for and presenting high impact startups that make a difference to the built world.

### THE ACCOMPLISHMENTS

- We are the earliest thematic Accelerator in Asia, focusing only on prop-tech. Our startups have a 100% adoption rate from the Real Estate industry.
- Being named as India's Top Accelerator, by Startup India – a first of its kind recognition – has been a massive validation. In addition to that, Brigade REAP is also the only Indian accelerator that has now taken its proven expertise overseas with a partnership with StartAD, Abu Dhabi's premier Startup Accelerator.
- Through our work with the many stakeholders in the real estate ecosystem, we have catalyzed the adoption of prop-tech into what is essentially one of the least served sectors.

### PROP-TECH POWER PRINCIPLES

Even more than the technology, in our experience, innovation in business models and pricing models, based on customer personas, is a lot more critical.

- Contactless access control, clean air to breathe, radiation management and (largely) pathogen free spaces are a reality with relentless innovation in this area



### THE INNOVATION

As a premier global PropTech accelerator, we are constantly on the lookout for high impact innovations – from Big Data to alternative construction material to IoT to sustainability and wellness.

Through rigorous, iterative approaches, we help startups identify choke points that constrain their growth as well as levers for growth that need activation.



**“Brigade REAP was setup to accelerate the adoption of technology by the construction and real estate sector. By identifying, nurturing and validating innovative startups that could address specific challenges to deliver significant cost savings, revenue maximization and overall process efficiencies.”**

**NIRUPA SHANKAR**

### CONTACT DETAILS

**Name:** Aravind Peddanti

**Designation:** Program Manager

**Mobile:** 6366 909 372

**Email:** aravindkp@brigadereap.com

**Website:** <https://www.brigadereap.com>



# CUSTOMER IS BEST GUIDE & INVESTOR

**Brand** – BuildSupply  
**Headquarters** - Gurgaon  
**Year of Establishment** – 1916  
**Founder and CEO** - Sameer Nayar

## THE UNIQUE FACTS ABOUT THE COMPANY

With its array of technology solutions, BuildSupply envisions creating an ecosystem of software, e-commerce and finance that enables a transparent, collaborative and seamless experience for the real estate and construction industry creating value through time and cost saving.

## THE ACCOMPLISHMENTS

Our technology led approach sets us apart from the rest of the companies. When we started, the conventional wisdom was that the real estate and construction industry will not adopt technology. We now have over 100 MM sft of projects with \$ 3 Billion of BOQ'S being managed on our platform with over 7000+ developers, vendors and contractors using it.

## PROP-TECH POWER PRINCIPLES

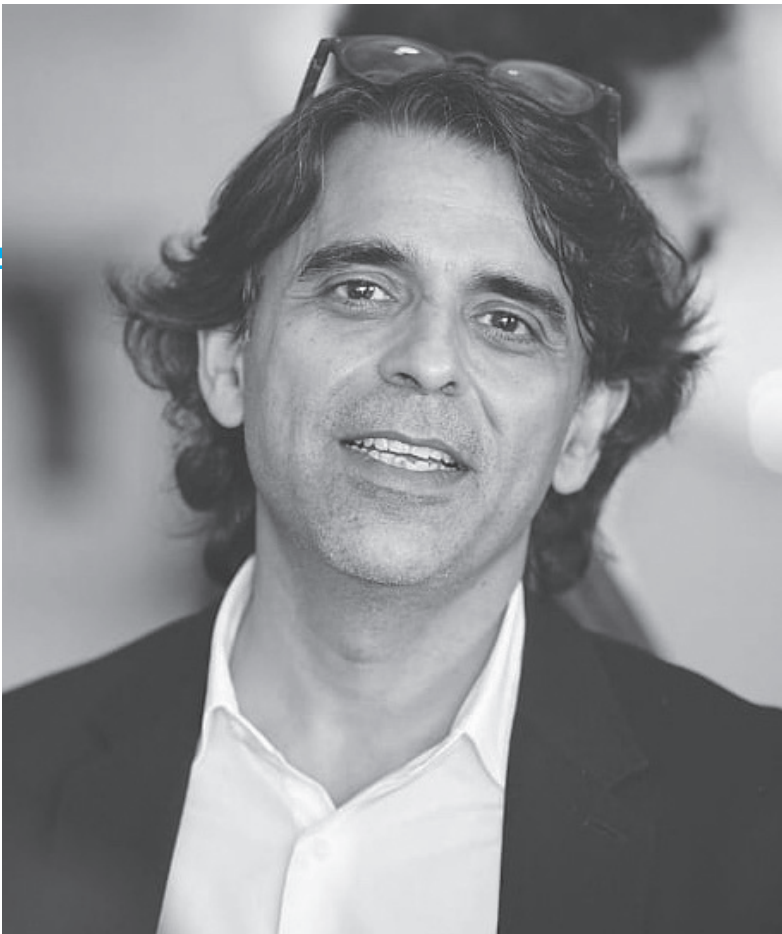
Technological integration into various stages of the real estate project lifecycle can save the day for stakeholders and developers. Digitization of processes like cost planning and estimation, procurement and vendor management, real-time information access, predictive analysis etc bring standardization, efficiency and cost control. From pre-construction to closeout, technology has enabled complete process control and efficient project delivery across all stages of engineering, procurement and construction. Companies and solutions focused on saving time and money for their customer ecosystem will thrive.

Traditional approach towards every single process in realty sector is labour-intensive, which will have to change as tech and automation can make the process much more efficient. The sector needs to realise that technology has the potential to significantly enhance the customer and user experience.



## THE INNOVATION

BuildSupply works as a one stop solution for activities throughout the construction project lifecycle, ranging from cost estimation to workflow management to material procurement. With an aim to streamline construction process workflows and implementing effective cost control practices by eliminating the scope for leakages, the brand is building technology that is revolutionising the way the sector operates.



**Create a completely transparent open door environment where each employee feels like a partner and feels empowered to deliver their best. The driving force behind our organisation is the collective force of teamwork. As it's rightly said, if everyone is moving forward together, then success takes care of itself."**

**SAMEER NAYAR**

## CONTACT DETAILS

**Email:** info@buildsupply.com

**Website:** www.buildsupply.com



## PROPTech SOLUTIONS SHOULD BE FLEXIBLE

**Brand:** BuildTrack (Surmount Energy Solutions Pvt. Ltd.)

**Headquarter:** Navi-Mumbai

**Year of Establishment:** 2008

**Founders:** Balbir Khera, CEO, Dr.Narendra Bhat, President

### UNIQUE FACTS ABOUT THE COMPANY

Our company is unique in offering an IoT technological platform that can be deployed in wired, wireless or hybrid formats to address multiple practical constraints. Also our breadth of solutions on this platform range from home automation for 1BHK to BMS systems serving the tallest building in India.

### THE ACCOMPLISHMENTS

BuildTrack brand of Smart Touch Switches offer the most choices in design, function and deployment options for customers. Deploying our Home Automation system in some of the largest villas in the country and enabling 'The 42', which is the tallest building in India to be the first Smart Building with our BMS deployment.

### PROPTech POWER PRINCIPLES

Real estate is often a complex space for proptech to serve, because once a space is built along with its underlying utility (power, water, gas, communications) connections, it is often hard to change. So it is essential for proptech companies to have solutions that are highly flexible to suit existing conditions and also those that can be deployed with the least disruption to the space or the operations of the occupants of the space.



### THE INNOVATION

Our solution is an IoT platform that can be deployed to control or monitor electrical devices and sensors in any physical real estate space. It can be deployed as Home Automation, Hotel Guest Room Automation, Office Automation, Energy Efficiency Automation, Building Management Systems or Asset/Infrastructure Management Systems.



“Our leadership in the market has helped drive a healthy demand for Smart Touch Switches in India for apartments, villas and hotels across India. We want to be the global market leader in smart automation and IoT applications for Homes, Hotels, Enterprises and Hospitals with solutions that deliver improved safety, security, comfort, convenience and operational efficiency.”

**BALBIR KHERA & DR.NARENDRA BHAT**

### CONTACT DETAILS

**Name:** Rashmi Rajan

**Designation:** Marketing Manager

**Mobile:** 9820722554

**Email:** Rashmi.r@buildtrack.in

**Website:** www.BuildTrack.in , www.SmartTouchSwitch.com





## INDUSTRY NEEDS THE DEVELOPMENT OF BLOCKCHAIN TECHNOLOGY

**Brand:** Careersocially

**Headquarters:** - Noida

**Year of establishment:** 2018

**Founder:** Prakash Tejwani, CEO

### THE UNIQUE FACTS ABOUT THE COMPANY

- **Data:** We have over 150 million social profiles that helped us to gain unique positioning in the market
- **Predictive Algorithm:** Our proprietary predictive algorithm enabled us to create robust products that add value to the real estate ecosystem
- **Channel Partner Community Platform-** We developed an intelligent tool that is actively helping developers to expand their broker network based on the project attributes and get accelerated project sales

### THE ACCOMPLISHMENTS

We believe our deep understanding of proprietary data sets us apart. The accuracy of our algorithms which are trained over billions of data points and its ability to map the real-time feedback from sales and auto-optimization gives us the upper hand in terms of technology. In addition, ease of workflow in our products and solutions makes them more efficient and effective. We clocked QOQ growth by 65%. Raised \$1 MN seed round from marquee angel investor and acquired Housingman, a B2C listing and bidding platform. Also, 98% renewal rate of our clients gives us a sense of accomplishment.

### PROP-TECH POWER PRINCIPLES

To bring a revolution, the industry needs the development of Blockchain technology in the ecosystem where all the stakeholders including Govt. authorities can participate into the digital transactions and bring more transparency to the sector using technology-driven practices



### THE INNOVATION

Our marketing tool is powered by billions of data, allowing to gauge the sentiments of the audience. The self-learning ability of the system further creates a precise funnel for the Digital Ads. The high-precision audience targeting technique helps in lowering the lead cost significantly.

Our community engagement platform empowers developers discover and expand their agent base, connect with active agents on the basis of their behavioural and psycho graphical understanding in relevance to their focused property attributes.



**“ We aim to create a Real estate Ecosystem, fuelled by leads and build a Transaction-to-Asset-Under-Management platform that can empower all the developers.**

**PRAKASH TEJWANI**

### CONTACT DETAILS

**Name:** Sahil

**Designation:** Co-Founder & CBO

**Mobile:** 9571666113

**Email:** sahil@careersocially.com

**Website:** <https://www.careersocially.com/>



# SINCERITY, ACCOUNTABILITY AND CONCERN

**Brand** – Daemon Information Systems  
**Headquarters** - Ahmedabad’ India  
**Year of Establishment** – 1998  
**Founder** - Sachin Mehra

## THE UNIQUE FACTS ABOUT THE COMPANY

DaeBuild is a specialized CRM for Indian real estate builders and is weaved tightly as per the needs of Indian real estate processes. Today DaeBuild is implemented in 400+ projects and is processing hundreds of thousands of units for builders across India.

## THE ACCOMPLISHMENTS

On boarding our first 100 Real Estate Builders from all corners of India, was a moment of great delight and responsibility. Today DaeBuild Mobile App connects Builder, its Brokers and Buyers, the 3D’s of real estate on a single platform sharing data with absolute transparency thus building strong bond of trust with the property buyers.

We had wonderful experiences where builders have been able to capitalize on customer relations, improve their lead conversion ratio, payment collections and customer engagements by deploying DaeBuild tech stack.

## PROP-TECH POWER PRINCIPLES

PropTech companies needs to have a very strong grasp of the real estate problem from a micro perspective and then bring in tech expertise, agility, and adaptability to transform the problem into a usable tech solution.

Since last few years, we have seen a good adoption of tech in real estate. The pandemic has further re-defined the situation where many small and medium real estate builders are awakened to the power of digital automation and technology. We are now in the post reform.



## THE INNOVATION

DaeBuild CRM is an end-to-end pre-sales and post-sales automation solution for real estate builders. it offers a white labelled mobile platform for a transparent exchange of transaction data across the stake holders of a real estate company i.e., the builder, its channel partners, and the customers.

Every business intelligence, analytics, and automation that we build is designed with the focus to enable real estate developer to build better customer relations, retain customers and excel sales growth. At the same time offering agility and adaptability to meet the ever-changing needs of developers



**“DaeBuild CRM emerged with the idea to digitally integrate real estate developer and the property buyer thus creating an organized sustainable relationship. It stems from a strong belief that technology plays a crucial role in building trust and transparency among core real estate stake holder – Builder, Broker, and the Buyer.”**

**SACHIN MEHRA**

## CONTACT DETAILS

**Name:** Sachin Mehra  
**Designation:** Founder  
**Call:** 98240 42504  
**Email:** sales@daebuild.com



## COVER ALL PROBLEMS FROM SEWAGE TO SPACE

**Brand** – Drona Automations  
**Headquarters** – Bengaluru  
**Year of Establishment:** 2019  
**Founder:** Suraj N, CEO

### THE UNIQUE FACTS ABOUT THE COMPANY

We want to solve problems occurring from sewage to space through robotics & automation. We use technology to develop products considering ethical values.

We customize each and every component and source the manufacturing for local and small end manufacturers to promote their livelihood.

### THE ACCOMPLISHMENTS

- We give controlled clearing to the entire length of the pipe without damaging the pipes and reduce the downtime of cleaning by 50 %.
- We started our field testing in Local Commercial Building.
- We have won the SP TBI Hardware Start-up Event which was conducted across India.

### PROP-TECH POWER PRINCIPLES

Apart from technological expertise, the Prop-tech companies need to understand how the users use that technology, if they want to succeed in this space. The real estate sector can be encouraged to adopt technology in a larger way by using technology to merge with users' daily life.



### THE INNOVATION

We use customized robots for cleaning and inspection of PVC pipes in MNC's, Apartments & any commercial buildings.

We predict how often the cleaning is required and where the cleaning is required using data collection.



“Our company has inspired more than 50+ engineering students to take up core works and work with passion. The driving force behind our organisation is to work towards a cause: We have technologies to go deep into space but no technologies to go 10 feet into the ground and clean the manhole sewer pipes.”

**SURAJ N**

### CONTACT DETAILS

**Name:** Suraj N  
**Designation:** CEO  
**Mobile:** 8861711589  
**Email:** suraj@dronaautomations.com  
**Website:** <https://dronaautomations.com/>





# PROPTech: THE FUTURE

**Advances in Proptech, accelerated by the pandemic, point to a near future where it will become a part and parcel of the real estate.**

Investment data so far suggests that the global pandemic is causing the proptech industry to explode. Venture capital-backed real estate companies raised USD10.6 billion by July 2021, a nearly 28 percent surge on the same period a year earlier and the largest spend on record, according to data compiled by Crunchbase which tracks deals across sectors.

Indian Prop Tech sector attracted 551 million

USD in investments in 2020, slightly more than 549 million USD in 2019. Even though most of India's real estate industry transactions, worth over 1.4 billion USD, happen offline, over 50% of purchasing decisions start with an online search. It indicates a growing influence of Prop Tech companies in India. The report also estimates that the potential market for Prop tech companies can be over one billion by 2025.

**INDIA LEADS THE ASIA PACIFIC REGION BY THE NUMBER OF PROPTech COMPANIES WITH 170 SUCH FIRMS RECORDED BY LATE AUGUST 2021, ACCORDING TO LONDON-BASED PROPTech DATA AND RESEARCH FIRM UNISSU, FOLLOWED BY CHINA WITH 144 SUCH BUSINESSES BUT STILL BY FAR THE LARGEST IN LEVEL OF INVESTMENT.**





# TECHNOLOGIES AT THE FOREFRONT

The six technologies likely to be at the forefront of what CBRE Research foresees would be a transition in the relationship between developers, investors, occupiers and employees.

CBRE has determined five pillars that would be key to India’s growth trajectory – demographics, cities, real estate, climate and sustainability and, most notably, technology.

As an outcome of the COVID-19 pandemic, the adoption of technology has accelerated in the country. The key fuel to this transformation is the large amount of diverse data sets in addition to the ‘Big Data’ aggregated at a hyper-personal level.

ACCORDING TO STATISTICS, PROPTech FUNDRAISING RECORDS AN ALL-TIME HIGH IN 2021 WITH \$9.5 BILLION FROM INVESTORS AND VENTURE CAPITALISTS. THIS FIGURE BREAKS THE RECORD OF \$9 BILLION FUNDRAISING IN 2019.

Now vs. 2030

	Construction	Property Management	Portfolio Optimization	Facility Management	Workplace Strategies	
					Workplace Design	Collaboration
SaaS	✓	✓	✓	✓	✓	✓
IoT	✓	✓	✓	✓	✓	✓
AR/VR	✓	✓	✓		✓	
AI	✓	✓	✓	✓		✓
BLOCKCHAIN			✓			
RPA	✓	✓		✓		

Source: CBRE Research, Q3 2021

- The green ticks indicate the current usage of these technologies
- The blue highlighted ticks indicate the highest probable usage by 2030

Use of technologies > Perpetual Big Data applications >Enhanced stakeholder experience



Source: CBRE Research, Q3 2021

# THEMES OF 2022

Funding to venture-backed proptech companies has surpassed pre-pandemic levels, with construction tech and property management start-ups leading the way. The later-stage funding activity witnessed in 2021 is unlikely to slow and also expected is the flow of early-stage capital into the following PropTech areas.

**Hybrid Work** - The movement towards a hybrid workforce will necessitate space-as-a-service solutions, productivity hacks, communication technologies, as well as a plethora of others. PropTech is well positioned to facilitate this ongoing transition.

**Fractionalisation & Blockchain** – Convergence of fractionalisation and blockchain will solve the challenges, fractionalisation has faced over the years and will tick some more boxes for innovation in this field.

**Robotics** - 2021 saw investment in a number of start-ups helping to solve physical pain points in real estate through robotics. This area will continue to evolve as the nature of work evolves alongside demographic changes such as an ageing population.

**Circular Economy** - Given that buildings are responsible for 30% of the world’s carbon emissions, net zero will remain a central objective of PropTech innovation and investment this year and beyond.

**The Metaverse** – From AR and VR for virtual property tours to building digital office and retail real estate in popular “public” virtual worlds, the sky is the limit for Proptech – literally!





# CREATE LONG-TERM VALUE

**Brand** – Drooms

**Headquarters** - Frankfurt

**Year of Establishment** – 2001

**CO-FOUNDERS** - JAN HOFFMEISTER &  
Alexandre Grellier

## THE UNIQUE FACTS ABOUT THE COMPANY

Drooms, Europe's leading provider of virtual data rooms, grants companies-controlled access to confidential corporate data across company boundaries and specialises in customised solutions across the entire value-added chain. In addition to securely handling confidential business processes such as, commercial real estate sales, mergers & acquisitions and NPL transactions via Drooms TRANSACTION, Drooms PORTFOLIO maps all stages across the entire lifecycle asset management process on a single platform.

Founded back in 2001 by M&A and legal experts' Jan Hoffmeister and Alexandre Grellier, Drooms' B2B business model based on assets sold is headquartered in and employs 150 members of staff across Europe and more recently the US. Currently, more than 25,000 companies across the world use Drooms, including leading global real estate companies, consultancy firms, law firms and corporations such as the METRO GROUP, Evonik, JLL, JP Morgan, CBRE, Rewe and UBS. Over 15,000 complex transactions with a total volume of more than EUR 500 billion have been concluded by the software specialist.

## THE ACCOMPLISHMENTS

Drooms processed well over half of the largest German real estate deals alone in 2019 with total volumes exceeding EUR 8.7 billion. Among the top transactions hosted that year on the Drooms platform was the sale

## THE INNOVATION



The role of virtual data rooms (VDRs) is already expanding. Two decades ago they were simply an online version of the physical spaces where access to confidential or sensitive information was provided to the professionals carrying out due diligence. Now, they are very secure online platforms for many aspects of the deal process and automated workflow. Drooms has even opened up its application programme interface (API) that connects with investment banks' and advisory firms' proprietary IT systems.

Drooms' VDR platform is utilising AI and machine learning to help run deals of all sizes even more efficiently. To ensure a high standard of security and reliability, Drooms has developed and integrated its services in-house, instead of relying on third-party products. Drooms has ongoing partnerships, including with multinational law firms, to ensure that it develops new features that are in line with market needs. In some cases, it supplies the platform directly to corporate clients, and to banks, such as UBS, that use 'permanent data rooms' to manage

portfolios and speed up an exit process.

For the past couple of years, Drooms has deployed AI-based technology that is being used to analyse and filter content so that expert professionals can sift through and appraise vast quantities of data much more quickly. The VDR's search function uses machine learning in particular. It produces lists of relevant findings based on templates that have been either developed by Drooms, or customised by the client. The reviewer can then add notes to the whole system. Drooms' software is now also capable of auto-allocating documents to their respective index points. The AA functionality is smart, reading, categorising and allocating documents based on their content. The algorithm takes all actions into account, learning from individual behaviors and patterns and refining the document's future index allocations.

The company has also added translation facilities (not dissimilar in capability to Google Translate), which are particularly useful for



cross-border deals and for due diligence on companies that do business in more than one language. It is currently developing this capability in Arabic, having had success with 'difficult' languages such as German and Turkish.

Beyond its use of AI, Drooms was the first cloud service provider to offer its customers Blockchain technology for the legal guarantee phase of a transaction. Drooms is substituting traditional archiving, that comes in the form of DVDs, CDs, USBs and hard drives, with secure data rooms validated via blockchain. Drooms also offers to store the data for a fee for the duration of the warranty period. The data room can be reactivated at any time as it was at the time of archiving and can be verified using a unique blockchain record. This process guarantees the authenticity and contents of the data room archive.

of Frankfurt office building "Die Welle" for EUR 620 million. Roughly 2400 virtual data rooms were created, and 4 million documents uploaded in 2019. Currently 120,000 active users across 165 countries are using Drooms. Trusted by companies and fortune 500 firms worldwide, Drooms' clients include Colliers International, Tristan Capital Partners, Savills, Schroders, CBRE to name a few.

### PROP-TECH POWER PRINCIPLES

Concretely, using an online data room reduces expenses linked to the transportation of both stakeholders and the required transaction related documentation. Drooms now strives to speed-up laborious manual processes, and positively affect its clients' bottom line. In doing so, Drooms further increases and secures the value of any asset during a transaction. According to a survey conducted by the Real Estate Advisory Group (REAG), unclear and/or incomplete transaction documentation often leads to price reductions of up to 15 percent – or results in an entire sale completely falling through. Therefore, an accurate, complete document base is required to correctly assess the value of a given asset.

In light of this information, Drooms supports portfolio and fund managers in order to create long-term value via standardised and sustainable data preparation. Once transaction ready, assets can be spun off from Drooms PORTFOLIO into its Drooms TRANSACTION data room allowing clients to conduct their transactions in a profitable, structured, secure, fast and transparent manner

### CONTACT DETAILS

**Name:** Piyus Shah  
**Mobile:** +44 786 731 6172  
**Email:** p.shah@drooms.com  
**Website:** www.drooms.com



**“We helped process 70 percent of the largest German real estate deals in 2019 alone, which gives you a good indication of the level of trust we have managed to build over the years and the demand for adequate technology in the sector. Drooms PORTFOLIO, a platform built for the entire lifecycle management of real estate, has also increased in popularity. It goes without saying that when assets are kept transaction-ready, deals can be concluded much faster.”**

**JAN HOFFMEISTER,  
CHAIRMAN AND CO-FOUNDER DROOMS**



# TECHNOLOGY IS NON-NEGOTIABLE IN DESIGNING

**Brand:** DSP Design Associates  
**Headquarters:** Mumbai  
**Year of Establishment:** 1988  
**Founders & Principals:** Yatin Patel, Mehul Shah, Bimal Desai

## THE UNIQUE FACTS ABOUT THE COMPANY

DSP Design is a 360°Architecture, Design and Smart Building Advisory Firm. It is among the firsts in the country to have integrated in-house design & prop-tech consulting capabilities with international operational efficiencies. Our firm’s principles mandate us as designers to design tech-intelligent human-adaptive spaces.

## THE ACCOMPLISHMENTS

The firm’s portfolio encompasses multi-geographic multi-formatted projects. DSP Design is the India & Singapore -exclusive representative firm to ONE Global Design; a network of 21 corporate architecture and design firms in the United States, Canada, Mexico, India, Singapore and United Kingdom. As a part of the One Global Design community DSP aims to leverage the collective geographical reach in seamlessly driving design transformations across borders. The firm also features on world ranking charts of the WA100 at #51 and Giants of Design at #40 as on 2022 as the highest ranked Indian design practice for both.

## PROP-TECH POWER PRINCIPLES

Proptech, if leveraged to the maximum, involves inferences from data-analytics to chart out drivers to micro-environs in the form of spaces fostering: Competitiveness x Survival x Boredom x Prosperity. This can drastically influence the passive returns on real estate investment with hyper-agility metrics that inform real estate decisions for the present and future.



## THE INNOVATION

DSP Design Associates India and Intelligent Buildings, LLC, USA have come together to provide best-in-class advisory services for smart building design consulting and strategies to India, South-east Asia and Australia regions. DSP-IB brings 15 years of technology & brand -agnostic smart building strategy and design experience with a highly specialized in-house team spread across the North Americas and India.



**We as Principals at DSP have taken due cognizance of the opportunity over the last few years with services designed to bring immediate value to corporations, commercial real estate developers, and tenants looking for technology-infused designs that specifically address public health risks, building cybersecurity and occupant experience.**

**YATIN PATEL, MEHUL SHAH, BIMAL DESAI**

## CONTACT DETAILS

**Name:** DSP Design Associates  
**Mobile:** 022 4915 1800  
**Email:** media@dspdesign.co.in  
**Website:** www.dspdesign.co





## DEVIL IS IN THE DETAILS

**Brand:** Ergon Infra  
**Headquarters:** Pune  
**Year of establishment:** 2017  
**Founder:** Sameer Setiya

### THE UNIQUE FACTS ABOUT THE COMPANY

"Devil is in the details". As I began my career as a Structural Engineer, I very quickly realised the importance of the same. But the truth of the fact is that, No matter how well you do detailing in your design & drawings, it has to be backed impeccable execution on site. Value engineering and Optimisation by our Expert Design team and perfect execution has helped us in delivering fast, strong, durable & economic structures.

### THE ACCOMPLISHMENTS

Since our inception, we have executed and handed over projects worth 6.5 Million Sqft and have been able to achieve 100% Client Retention. An order of 7.0 Million sqft from our existing Clients speaks of the faith they have in us. We have also successfully completed the Pretensioning works for PSC Girders of 7 Metro Stations for Pune Metro Reach III. It was an amazing experience and really proud moment for us to be part of The Biggest Infrastructure development of our City.

### PROP-TECH POWER PRINCIPLES

Planning of the execution needs to be done properly to achieve targets on time. It is a common notion that using Post Tensioning leads to higher construction costs. But, by introducing Post Tensioning in a building, we can provide Architects & MEP services a clean open vast space to play around with flexibility for any modifications that might be needed later on. An awareness needs to be created amongst all the parties involved that the technology is expensive only if it is not applied correctly or used where it is not required.



### THE INNOVATION

Prestressing means creating permanent stresses in structure to improve its behaviour and strength under various service conditions. We combine high strength concrete & steel in an active manner by tensioning steel & holding it against concrete which enables us to achieve strong, durable & economic structures and also achieve Architectural & Structural intent.



“A winning combination of technical expertise and excellent understanding of projects, along with profound insight of architectural sensitivity, has resulted Ergon Infra in successfully partnering in some landmark projects across India and International too.”

**SAMEER SETIYA**

### CONTACT DETAILS

**Name:** Sameer Setiya  
**Designation:** Founder  
**Mobile:** 9011882211  
**Email:** sameer@ergoninfra.com  
**Website:** www.ergoninfra.com



## MAKE REALTY AGENTS FUTURE-READY

**Brand:** eXp Realty

**Headquarters:** USA

**Year of establishment:** October 2020

**Founder:** Glenn Sanford, CEO

### THE UNIQUE FACTS ABOUT THE COMPANY

eXp Realty offers a virtual campus named EXP World to embrace Metaverse technology for enhancing customer engagement on a large scale. We offer residential and commercial real estate agents a lucrative partnership model using which they can access exclusive marketing tools, including the company's virtual environment and a technology platform that enhances the process of prospecting, sales, and training virtually. Thirdly, we are cutting down the expenses of brick-and-mortar offices

### THE ACCOMPLISHMENTS

Currently, eXp Realty has 75,000 agents globally. For us, this is a major milestone. eXp Realty's recent expansion into the Dominican Republic is another accomplishment. In India, we have already established operations in 15 states with RERA license, presence in more than 50 cities. As the world's first cloud brokerage, eXp India, has set a new standard in the realty sector. With the help of virtual office space and cloud based technology, we have made it easier for our agents and customers to find, purchase, and sell homes remotely.

### PROP-TECH POWER PRINCIPLES

The Indian real estate industry has resisted adopting technology for a long time. However, real estate has undergone a significant transformation since the onset of COVID-19. It has, therefore, become necessary for brokerages and agents to rethink their technology platforms in order to prepare for a post-pandemic future.



### THE INNOVATION

eXp Realty has provided its agents with a range of business-specific metaverse platforms, CRM, Exp Virtual University, to facilitate seamless interaction. Our first-of-its-kind real estate solution leverages internet marketing and cloud technology to enable agents and customers to buy and sell homes seamlessly. With our fully-immersive cloud-based office environment, our agents have access to round-the-clock assistance and can maintain competitive commission splits by reducing office space costs.



**"Our vision is to make agents future-ready by empowering them with top-of-the-line training and remote assistance, helping them bridge the gap between buyers' needs and the property options available."**

**SHASHANK VASHISHTHA,  
EXECUTIVE DIRECTOR, EXP INDIA**

#### CONTACT DETAILS

**Name:** Shashank Vashishtha

**Designation:** Executive Director

**Mobile:** +91 99904 16363

**Email:** info@expglobalindia.com

**Website:** www.expglobalindia.co.in





## GENERATING VALUE FOR THE STAKEHOLDERS

**Brand** – Gera Developments Private Limited

**Headquarters** - Pune, India

**Year of Establishment** – 1971

**Founder** – Kumar Gera, Chairman

### THE UNIQUE FACTS ABOUT THE COMPANY

- In 2019, the brand introduced 'India's First 7-Year Warranty in real estate' to ensure extended customer peace of mind.
- We were the first to introduce 5-Year Warranty in 2004, way before it became a RERA norm in 2017.
- We launched India's first homes focused on the needs of children – Gera's ChildCentric® Homes, designed to help them explore their hobbies and talents, with country's leading celebrity led academies providing professional coaching in sports, performing arts and personal development.
- Gera's Misty Waters is the first project to be built by an all-women project team right from project planning, quality control, contractor & labour management, to store-keeping and onsite safety

### THE ACCOMPLISHMENTS

The company was named Asia's Dream Employers to work for in real estate. It has been recognized as a Great Mid-Size Workplace in India by the Great Places to Work Institute, four times in a row since 2018. It has been rated at AA- credit rating which is the highest rating by any private real estate developer in the country. Our foray into the global market with projects in San Francisco, California, USA have charted a new growth path for the company.

### PROP-TECH POWER PRINCIPLES

Being able to pre-empt needs of customers, both spoken and unspoken and coming back with viable, scalable solutions to meet those needs should be something that PropTech companies cannot lose sight of, to be successful. Starting with small and impactful tech driven changes and scaling up, is how companies can look to build a tech mindset. Eliminating redundancies, improving efficiency through artificial intelligence application can prove to be a potent space to explore.



### THE INNOVATION

GeraWorld® mobile application is designed to provide a hassle-free customer interaction with Gera Developments. The application offers key functionalities from property purchase till the end of the warranty period. The seamless integration with ERP system provides customers information real-time, making it the only such application by a developer. Through the app, property owners can seek access, and record details pertaining to their purchase be it payments, documents, and even project progress, on the go.



“Our philosophy of ‘Let’s Outdo’ which rests on the quartet of trust, quality, innovation and enhancing customer experience has been at the heart of our efforts to infuse innovation and transparency in real estate and home building, with an unwavering focus on meeting the shifting lifestyle dynamics of the customers, while upholding the premium living experience.”

**ROHIT GERA**

### CONTACT DETAILS

**Name:** Karen D'Souza

**Designation:** Head Brand and Corporate Communication

**Mobile:** +91 91300 22802

**Email:** karen.dsouza@gera.in

**Website:** <https://www.gera.in/>



## CUSTOMER CENTRICITY GOES PARALLEL WITH INNOVATION

**Brand:** Highbar Technocrat Limited

**Headquarters:** Mumbai

**Year of Establishment:** 2010 (Renamed as Highbar Technocrat Limited in year 2016)

**Founder:** Mangesh Wadaje, Director & CEO

### UNIQUE FACTS ABOUT THE COMPANY

Highbar has demonstrated strengths from standard ERP implementation, maintenance, support, audit and training services to integrating complex 5-Dimensional Project Management systems on mega projects. This unique blend of technology and domain experience was built over the years on Effective Industry Specific solutions (Infrastructure industry templates), Strategic alliance with global leaders and Domain + IT expertise

### THE ACCOMPLISHMENTS

As an SAP Gold Partner, Highbar is the preferred technology partner for infrastructure and real estate business units within diversified groups.

- Asia's first IT Company who provides solutions dedicated for real estate and infrastructure
- Working as an IT system Integrator for Nagpur-Mumbai Expressway project
- 1st Integrated 5D BIM & ERP implementation For Metro Project in India.

### PROPTECH POWER PRINCIPLES

The advent of PropTech is transforming the way we experience and interact with infrastructure. It is creating an environment of smart buildings pre-loaded with IoT and AI capabilities. Customer centricity is one thing that goes parallel with innovation. Therefore, it is a highly crucial factor in building the solution according to the client's requirements and addressing their problems head-on.



### THE INNOVATION

Highbar offers a series of comprehensive solutions addressing various areas of management, productivity, and efficiency. We offer SAP S/4 HANA -

A revolutionary platform that's best suited for performing real-time analytics and developing and deploying real-time applications. Highbar's other solutions include tailor-made automation prospects with Robotic Process Automation, Vendesk, Subcontractor and many more such prolific solutions.



**Highbar's vision is to transform Engineering, Construction & Infrastructure enterprises through path-breaking solutions. With our productivity and transformation solutions, we aim to increase efficiency and productivity for the infrastructure sector and help companies meet their full potential. Our aim is to revolutionize the infrastructure industry with meritocracy, passion, and result oriented approach.**

**MANGESH WADAJE**

### CONTACT DETAILS

**Name:** Shobha Shetty

**Designation:** Marketing Manager

**Mobile:** +91 89767 11399

**Email:** enquiry@higbartech.com

**Website:** www.higbartecnocrat.com





## KNOWLEDGE OF REALTY & TECH A MUST

**Brand:** Totality

**Headquarters:** Ahmedabad, Gujarat

**Year of establishment:** January 2020

**Founder:** Paritrupt Vijaykumar Bagadia (Co- Founder and Director) and Govind Ballabh Rai (Co- Founder and Director)

### THE UNIQUE FACTS ABOUT THE COMPANY

- One Brand | One Platform | One Ecosystem - The customer's need is satisfied with a single unified interface
- Powered with AI | Driven by ML - With the use of Artificial Intelligence, TOTALITY will provide the best quality leads at a fraction of the cost.
- Automated Marketing Mix Modelling - Realtors can run MMM as often as they like and can use MMM for all projects
- Our Business Suite is a next-generation comprehensive CRM software which comes with easy 3rd party integration opportunities and simple and intuitive interface.

### THE ACCOMPLISHMENTS

Single unified interface creates a knowledge hub of data gathered from various touch points - Cloud Telephony, Digital and Online Campaigns, Microsites etc which helps to streamline data validation, and also improve team efficiencies through system driven communication processes, ensuring 100% follow-ups. The set of tools aid Realtors to drive campaigns/create websites/ digitise offline visits, all of them ultimately driving a reduction in spends to booking costs. We have witnessed our Clients referral marketing grow from 3% to 13% and bring down customer acquisition cost by 50% in two quarters.

### PROP-TECH POWER PRINCIPLES

Without the detailed knowledge or experience in dealing with real estate problems the solution will be half baked and perceived as a real solution. Experience in working closely with all stakeholders of the Real estate ecosystem is a must to understand the problems and needs gaps to make a real prop-tech solution. Access to information by end users with new laws coming into force has also made technology propagation deep.



### THE INNOVATION

A Business Optimisation Suite (BOS), encompassing a set of technology products, which eventually will help a Realtor optimise their spending, improve pre-sales/ sales/marketing team efficiencies, drive lead level engagements, ensure better conversion ratios and result in an overall reduction in 'Customer Acquisition Costs' by 66%.



**“Our vision is to implement technology to digitise various marketing touch points, creation of a knowledge hub, provide a single unified operating interface to realtors, improve efficiencies of sales, track spending, calculate ROIs and ensure decision making happens with AI and ML and reading algorithms to enhance marketing and advertising spends,”**

**GOVIND RAI**

### CONTACT DETAILS

**Name:** Govind Rai

**Designation:** Co-Founder and Director

**Mobile:** 9619815542

**Email:** govind@realtyx.co.in

**Website:** <https://totalityre.com/>



## DOMAIN EXPERIENCE AND UNDERSTANDING A MUST

**Brand** – In4Velocity Systems Pvt. Ltd.

**Headquarters** – Bengaluru, India

**Year of Establishment** - 2005

**Founder** - Rahul Chawla, Managing Director & CEO

### THE UNIQUE FACTS ABOUT THE COMPANY

- In4Velocity has clients in 15+ countries across India, South East Asia, Middle East and Africa.
- It is the only "pure product" company from India in the real estate and construction software space to have sold and implemented its software in Philippines, Cambodia, Malaysia, etc.
- In4velocity is completely self-funded, 100% owned by the leadership team and profitable with no external help.

### THE ACCOMPLISHMENTS

Our successful international foray into countries like the Philippines, Cambodia, Nigeria, Kenya, etc in a short time frame of 24 months has been our greatest accomplishment. Being able to start from ground zero and have 20+ large customers in 10+ international countries in such a short period, stands testimony to our product platform and its capabilities.

### PROP-TECH POWER PRINCIPLES

Clearly domain experience and understanding. There are too many companies trying to crack the "software" "hardware" "tech" problem in Prop-tech. If you don't understand the core business processes – all this becomes useless as the tools we build have to relate to the person on the ground. Solving a problem means understanding the business deep enough and therefore your domain expertise and experience will count the most.



### THE INNOVATION

In4Velocity focuses on covering all key process - the "Buy-side" being all things related to procurement/materials, "Supply side" being all things related to the internal organization and "Sell-side" being – all things related to Revenue. In4Suite® which is the product platform – covers all elements of revenue, cost and operational efficiencies. We are the only product that has video conferencing / screen sharing, chat, etc., all built on the web into the product itself – no additional software required.



**"We want to be the de-facto standard of choice for real estate developers and construction companies across the world. We have always been principled in the way we sell – not "discounting" our capabilities and value and therefore have maintained a brand recall of trust and guaranteed delivery."**

**RAHUL CHAWLA**

### CONTACT DETAILS

**Name:** Rahul Chawla

**Mobile Number:** +91 90360 70000

**Email id:** rchawla@in4velocity.com

**Website:** www.in4velocity.com





## PROPERTY SCIENCE IS A PREDICTIVE VALUATION MODEL

**Brand:** Liases Foras Real Estate Ratings and Research Pvt. Ltd.

**Headquarters:** Mumbai

**Year of Establishment:** 1998

**Founder:** Pankaj Kapoor, Founder and Managing Director

### THE UNIQUE FACTS ABOUT THE COMPANY

We are an independent and non-broking real estate research and data analytics company. We are known in the industry for bringing in a scientific approach to property pricing and for developing a reliable market database. Our research, models, theories, and understanding of the Indian real estate market.

### THE ACCOMPLISHMENTS

We are India's only non-broking real estate research and data Analytics Company. We track over 20000 projects across 60 cities in India and have the largest repository of real estate databases. Recently we launched our online valuation portal, property science. Decoding the science behind the property price by formulating an urban price-setting model is one moment that took over a decade of research and work

### PROP-TECH POWER PRINCIPLES

Real Estate is a complex product; the investment and buying decision involves processing several aspects of information, which are spatial, technical, economical, and legal. Bringing them together, PropTech will play a vital role in helping all stakeholders make informed decisions and provide transparency.



### THE INNOVATION

With our latest solution, the user can instantly generate a residential property's value. Property Science provides the market value of apartment units, independent houses, plots of land. Based on the input provided by the user, the algorithm scans through the database to throw up results of the nearest and similar properties and finds out the most immediate and most relevant comparable from the Liases Foras database. Then, depending upon the quality attributes of the property and its neighbourhood profile, it predicts the property's value.



**“ Liases Foras has been cultivating the premises of fundamental research on properties against subjective beliefs and myths. So far, we have provided our data products and risk advisory to B2B segment. Liases Foras is now geared up to take it the B2C segment, helping individual buyers and investors make their investment decisions. The offering will include: Online valuation of the property, Stress Testing on Real Estate Projects and a search portal integrated with risk analytics.**

**PANKAJ KAPOOR**

### CONTACT DETAILS

**Name:** Pankaj Kapoor

**Designation :** Founder and Managing Director

**Mobile :** 9820233390

**Email :** pankaj@liasesforas.com

**Website :** <https://www.liasesforas.com>



# HAVE CLEAR UNDERSTANDING OF CUSTOMER NEEDS

**Brand:** MoveInSync Technology Solutions Pvt Ltd  
**Headquarters:** Bangalore  
**Year of Establishment:** 2009  
**Founders:** Deepesh Agarwal, Co-founder & CEO & Akash Maheshwari, Co-founder & CTO

## THE UNIQUE FACTS ABOUT THE COMPANY

We are a trusted brand name in the enterprise SaaS category for over a decade now. We introduced SaaS technology to the entire commute ecosystem, pioneering office commute automation. From solving commute woes to helping companies establish hybrid work models, we are one platform for all your workplace needs. One of our core strengths is our in-house customer success team which closely works with our clients in their product implementation, adoption journey and continuous value deliveries.

## THE ACCOMPLISHMENTS

When the pandemic hit the world, we quickly realized that a hybrid work model will be the organizational need of the future and aligned our product roadmap to cater to the same. Keeping the hybrid work model at its core, we have shown a deep understanding of the evolving needs of the Facility/Workplace Managers with our product. Our business was focused on the Indian subcontinent. However, leveraging the strength of our product backed by our customer first attitude, we have gained enterprise clients globally.

## PROP-TECH POWER PRINCIPLES

A technology partnership at this point of time can ensure business continuity. It will also result in optimizing the real-estate with effective office space utilization. Using a feature like floor occupancy monitor, Facility Managers or Workspace Managers can ensure that the office space is being utilized right. By adopting technology, getting a real-time insight on the current challenges, and thus developing the right solutions, will become seamless.



## THE INNOVATION

WorkInSync is a SaaS solution that helps organizations establish a hybrid work model. From hot desking to sanitization workflow, floor occupancy analytics to meeting room booking, our solution includes it all. We understand that organizational real-estate is undergoing a change. We facilitate it by providing a robust workplace technology solution.



**“As we emerge from the aftermath of the pandemic, it is time for businesses to reimagine the way they work. Our vision is to create a robust, and sustainable solution that facilitates a hybrid workplace and enables every employee around the globe to work from anyplace, anytime with the utmost efficiency.”**

**DEEPESH AGARWAL  
& AKASH MAHESHWARI**

## CONTACT DETAILS

**Name:** Mohit Khera  
**Designation:** Director, Customer Success  
**Mobile:** 9740550392  
**Email:** mohit.khera@moveinsync.com  
**Website:** <https://www.workinsync.io/>





## ERODING TRADITIONAL INVESTMENT BARRIERS

**Brand:** MYRE Capital

**Headquarters:** Mumbai

**Year of establishment:** 2020

**Founder:** Aryaman Vir, Founder & CEO

### THE UNIQUE FACTS ABOUT THE COMPANY

We are India's first Neo-Realty Investment Platform, providing retail investor unprecedented access to institutional grade commercial real estate investment opportunities in a proprietary fractional ownership model. Enabling liquidity in a traditionally illiquid asset class via a Tech-enabled platform & the MYRE secondary market. This provides investors with multiple liquidity options.

### THE ACCOMPLISHMENTS

We are the only platform that has maintained a 100% rental collection and distribution rate despite pandemic induced lock-downs. We are the only platform that has expanded user experience with the convenience of a phone app. The MYRE secondary market is currently in BETA testing and will be live before month end. This will be the first-of-its-kind marketplace for fractional ownership investments.

We have successfully closed 4 properties and are at 100+ Cr AUM, in 10 months. We recently launched our latest opportunity amounting to 35+ Cr. Building this ecosystem amidst 2 pandemics has been a massive milestone

### PROP-TECH POWER PRINCIPLES

Developers, Investors and other stakeholders are increasingly gravitating to innovative tech based solutions such as fractional ownership, managed leasing, virtual marketplaces etc. As we are witnessing the PropTech space gain widespread adoption and acceptance, in the next few years, technology will change the entire landscape of real estate.



### THE INNOVATION

MYRE Capital uses automated algorithms, big-data analytics and machine learning to process large data assets across more than 150+ data points to formulate a consolidated score. This enables us to evaluate 18x more opportunities in real time!



**“Our vision is to democratize commercial real estate ownership for every investor and erode the traditional barriers to entry in this asset class. We strive to integrate state-of-the-art technology in a robust fractional ownership framework to disrupt the status quo and reposition investments in this category. Our core principles (TIAR) include absolute Transparency, Investor-oriented, Accessible, and Risk-averse.**

**ARYAMAN VIR**

### CONTACT DETAILS

**Name:** Aryaman Vir

**Designation:** Founder and CEO

**Mobile:** 911796355

**Email:** [aryaman.vir@myrecapital.com](mailto:aryaman.vir@myrecapital.com)

**Website:** [www.myrecapital.com](http://www.myrecapital.com)



## MERITOCRACY AND DECISIONS BASED ON DATA & LOGIC

**Brand** – NoBroker.com

**Headquarters** – Bengaluru

**Year of Establishment** - 2014

**Co- Founders** - Amit Agarwal, Akhil Gupta, and Saurabh Garg

### THE UNIQUE FACTS ABOUT THE COMPANY

NoBroker endeavours to solve problems such as information asymmetry, lack of transparency, biases, and high brokerage with the use of technology and provides a democratic platform for customers to buy/sell/rent a property. It is a one stop shop for customers not only for property search but also for services such as packers and movers, home-cleaning and painting, legal verification, rental agreements, home loans, interiors, payments, and any other home-related services

### THE ACCOMPLISHMENTS

Our unique zero-brokerage proposition is extremely helpful for people looking to buy a house as 2-4% commission through offline modes is a lot of amount. NoBroker helps save over INR 1500 crore in brokerage annually and to date it has saved INR 5000 crores for its customers. All this is achieved using just technology and without putting any feet on the street. Today it enjoys the confidence of over 1.25 crore customers across Mumbai, Bangalore, Pune, Chennai, Hyderabad, and Delhi-NCR. During the first wave of the pandemic, NoBrokerHood tied up with ITC and BigBasket to help consumers avail essential needs from the comfort of their homes. The app went live in record time (just one day).

### PROP-TECH POWER PRINCIPLES

Technology can reduce time taken to complete a job and also democratize the way a platform works without any biases. Technology is just an enabler, if you are not solving a real customer pain, no product/tech can help you succeed. Technologies like AI and ML are increasingly being adopted in prop-tech space to solve more and more customer issues.



### THE INNOVATION

NoBroker uses AI and ML to address the problem of information asymmetry in the real estate space.

It uses an algorithm to identify and eliminate brokers from infiltrating the platform to keep it 100% brokerage free. The NoBroker app has a feature called travel time search that helps you understand the best location to rent a home given your work location, kids' school, and frequent places to travel. It helps you to measure distance in time instead of kilometre.

Through NoBroker Pay customers can pay monthly rent via UPI, wallets, net banking, and even credit cards. NoBrokerHood, society super app helps in managing society finances, visitors, deliveries & house helps along with a platform for communication and commerce for residents.



“NoBroker is India’s only platform that is 100% brokerage free. It is a one stop shop for all needs related to property search, home services, payments, and property documentation services. Its data driven approach helps customers discover the right property at the right price without any biases.”

**AKHIL GUPTA**

### CONTACT DETAILS

**Name:** Akhil Gupta

**Designation:** Co-founder and Chief Technology Officer

**Mobile:** 9900581595

**Email:** akhil@nobroker.in

**Website:** nobroker.com





# DATA HELPS MAKE EFFICIENT DECISIONS

**Brand:** Oakbridge Asset Partners  
**Headquarters:** Bangalore, India  
**Year of establishment:** 2017  
**Founders:** Sudeep Aditya & Ricky Tyler, Co-founders & Managing Partners

## THE UNIQUE FACTS ABOUT THE COMPANY

We are a real estate investment bank focused on creating value through unique insights, strong relationships and on-ground execution across multiple property asset-classes. We are a cross-border focused firm driving investments from overseas into India and vice-versa.

## THE ACCOMPLISHMENTS

Starting Oakbridge and immediately receiving a mandate from a large Australian institution for opportunities in India. Raising INR 570 Crore in capital for Vega City Mall, South Bangalore’s largest Mall and a 700,000 sq.ft prime Retail Asset. The transaction involved raising a large ticket sum in record time accompanied by complex structuring but remains one of our major highlights thus far.

## PROP-TECH POWER PRINCIPLES

The Property sector will adopt solutions based on the efficacy and value-add delivered by various PropTech solutions. As the saying goes: “The value of the pudding is in the eating”, hence PropTech solution providers who keep the user at the center of their focus and who devote resources to solving real business problems are bound to see immense success in the Indian real estate sector.



## THE INNOVATION

We use technology and data extensively at Oakbridge – both to arrive at the right opportunity-set and to efficiently manage properties. Our proprietary technology stack accessible to our investors gives them a ring side view of property options in India tailored to their preferred asset-class, ticket size and stage in the lifecycle of the. We believe data helps making efficient decisions and being better allocators of Capital in the property sector.



“Our focus is in enabling institutional investment from private equity funds and family offices into high-grade real estate projects that generate healthy yields and significant capital gains for our investment partners. We have intimate knowledge of the Indian real estate market and work only with best-in-class development partners who have a long track record of trust and in executing quality projects within time and on budget.”

**SUDEEP ADITYA & RICKY TYLER**

## CONTACT DETAILS

**Name:** Sudeep Aditya  
**Designation:** Co-Founder & Managing Partner  
**Mobile:** 9880195028  
**Email:** sa@oakap.com  
**Website:** oakap.com



## EVERY PATH A NEW VISION. EVERY DESTINATION A NEW MILESTONE

**Brand** – Orientbell Tiles

**Headquarters** - Delhi

**Year of Establishment** – 1970s

**Founder:** Mahendra K Daga, Chairman

### THE UNIQUE FACTS ABOUT THE COMPANY

- Manufacturing best quality tiles in the most environmentally friendly manner. We got our ISO 14000 certification as early as 2000 much before being environment-friendly was fashionable.
- A culture of excellence inspired by a team of professional CXOs with 100+ years of experience across the best MNCs
- Today we are leveraging digital to make tile buying easier and more convenient.

### THE ACCOMPLISHMENTS

What sets the company apart from its peers is its customer-centricity and its committed Investments in making buying tiles easier using digital technology. The driving force behind our organisation is – “Make every day better than yesterday”. So, while investment on product technology has spurred patent-pending innovations like GermFree Tiles or Forever Tiles (scratch resistant) tiles, we are also investing substantially in making the process of selecting & buying tiles easier. From the safety of your home / office you must be able to select tiles best suited for the purpose you have in mind. And technology should make all the information you need, easily, available for decision making. Not surprisingly, Orientbell Tiles was recognised as the “Brand of the Year – Tiles & Ceramic Category” by Realty+ INEX Awards 2021.

### PROP-TECH POWER PRINCIPLES

Prop-Tech needs to build customer-centric solutions – that addresses genuine customer friction points and streamline them using technology. Real estate companies must look at technology as a way of reducing transaction costs and improving efficiency in the process. Their RoI will improve, if they adopt technology to make decisions on building materials.



### THE INNOVATION

At [www.orientbell.com](http://www.orientbell.com), selecting & buying tiles is really simple.

- a) You can upload a picture (say, from Pinterest) and find a similar-looking tile. Or use filters to choose a tile by color, by finish or by numerous other filters
- b) You can even request for a customised visualisation of the Tile in the project layout right on the website. Or upload a photo of the actual room to visualise the tile in that room!
- c) Our select partners can login to our website & see the stock availability of the designs they are considering. Now “Live” for select geographies, we are gradually rolling this out across India.



**Let's make buying tiles easier and simpler. We have accelerated the pace of adoption of digital, across all the functions in the organization. In August, the company launched 200+ cutting edge designs, overcoming all the challenges of the pandemic. This embodies the Company's never say die spirit."**

**ADITYA GUPTA**

### CONTACT DETAILS

**Name:** Aditya Gupta

**Designation:** Chief Executive Officer

**Call:** 1800 208 1015

**Email:** [ceooffice@orientbell.com](mailto:ceooffice@orientbell.com)

**Website:** [www.orientbell.com](http://www.orientbell.com)





## EMBRACING NEW TECHNOLOGY IS THE WAY TO SUCCEED

**Brand:** Pin Click Property Management Pvt Ltd

**Headquarter:** Bengaluru

**Year of Establishment:** 2013

**Founder and CEO:** Manik Kinra

### THE UNIQUE FACTS ABOUT THE COMPANY

The team at Pin Click strives to get their clientele a simplified, trust driven & unbiased home-searching experience: online search to offline fulfilment. The focus has also been on building a very efficient sales process powered by technology and the energy of young hires that we do through campuses through the year. Our shortlisting of projects portfolio is entirely driven by customers' requirements and is not based on Pin Click's revenue streams.

### THE ACCOMPLISHMENTS

One thing that sets our brand apart is our focus on being unbiased advisors to customers. While growing from one city to five, we have been able to keep the culture of accountability intact, which has enabled us to drive key functions with much lesser experienced resources than the industry. We believe that the mutual trust in each other's thought processes and the sense of community among the peers and the clientele are the driving force behind Pin Click.

### PROP-TECH POWER PRINCIPLES

Following a streamlined process for your services is essential for any PropTech to succeed in these testing times. Just like Fintech companies grew out of the 2008 economic collapse, PropTech startups will be the market to soar after the Covid-19 pandemic. Finding innovative answers, like 5D drawings for project planning etc., to ambiguities related to entire value chain in real estate is the need of the hour.



### THE INNOVATION

The in-house sales enablement technology platform has been built to ensure that sales team has easy access to project knowledge hence ensuring faster training for property advisors. To drive the sales process based on the customer requirements and enabling advisor to efficiently manage the customer engagement and to provide an unbiased advice to the customer on his selection process.



**“ At Pin click, we made ourselves a promise of creating a culture, where the relationship with our clients is not limited to brokerage. After all, our homes are forever. 'Scale loosens the control on all metrics.' Hence, it is vital to build control systems around the metrics before shifting to higher gears.**

**MANIK KINRA**

### CONTACT DETAILS

**Name:** Manik Kinra

**Designation:** Founder & CEO

**Mobile:** 9986049185

**Email:** manik@pinclick.com

**Website:** www.pinclick.com



## PASSIONATE TECHNOLOGISTS AND FUTURISTS

**Brand:** Propiti (Division of Techblue Software Pvt Ltd)

**Headquarters:** Gurgaon

**Year of Establishment:** 2004

**Founders:** Vik Tara – Chairman and CTO, Mark Howlett - Commerical Director Stuart Ledwich - Technical Director, Present Managing Director - Deepak Chandrababu

### UNIQUE FACTS ABOUT THE COMPANY

We connect people and property everywhere. We build the PropTech that powers the biggest and most influential property agencies in the U.K. Our culture builds and retains teams immersed holistically in property and technology: we nurture our colleagues, creating global SMEs. We are open source advocates, devotees, and pioneers, delivering Enterprise solutions on cutting-edge technologies.

### THE ACCOMPLISHMENTS

We are the absolute market leaders when it comes to operating residential property businesses at significant scale. Our architecture and engineering create value in the people and property relationship. We already cover 12% of all Agency-managed Rentals in the U.K. That is a quarter of a million individual households. We lead the market to develop portal technology and adopt web-based and self-service software. We also sponsored the PropTech movement in the UK and India

### PROPTech POWER PRINCIPLES

PropTechs need to lose the jargon - simplicity makes solutions accessible. We empathise with the RE sector as it is hard to adopt tech piece by piece only to discover that they don't talk to each other. Showing the customer how to join those pieces together is the key. Connecting all the people and all the processes through a single platform means that workers, renters, owners, and contractors all manage the relationships around and between people and property from wherever they are



### THE INNOVATION

Our technology provides a platform to connect all the rental stakeholders together to manage all the processes and information with the sophistication and integrity that complex organisations require. Digital agreements, marketing, compliance, property management, complex accounting, document management, communications and more: all combined and available from a single source.



“We are more than just a company. We are innovators, problem solvers, builders, and servants. We are human beings. We are a place where people and ideas can grow together and thrive, where we can develop the future for property and people everywhere.”

**DEEPAK CHANDRABABU**

### CONTACT DETAILS

**Name:** Deepak Chandrababu

**Designation:** Managing Director

**Email:** deepak@propiti.in

**Website:** www.propiti.in





## REAL TIME ADJUSTMENTS IMPROVE EFFICIENCY

**Brand:** Relation Realtech Pvt. Ltd.

**Headquarters:** Pune

**Year of establishment:** 2012

**Founder:** Mohaniraj Khodade, CEO & MD

### THE UNIQUE FACTS ABOUT THE COMPANY

- First one in a history to sell using App based technology
- We are the “Lockdown Expert”
- King of PCMC

### THE ACCOMPLISHMENTS

For AR Imperia, a project by AR Realty group with strategic partner Relation Realtech Pvt. Ltd., 3000 Leads were generated within 20 days out of which 64 bookings were done. First time in the history of Real Estate, For Sai Luxuria, a project by SSD Group with Strategic Partner Relation Realtech Pvt. Ltd., 115 bookings were done, out of which first 55 bookings were done in ONLY 25 seconds using App based technology.

### PROP-TECH POWER PRINCIPLES

In real estate development, one can go for adopting smart technologies like automated locks, smart security systems, programmable thermostats and other gadgets to make the day-to-day existence much more seamless. While adapting these new technologies, developers should go for sustainable living which is the need of the hour incorporating a broad range of smart solutions such as home heating and cooling devices, LED bulbs, EV charging points, Solar panels etc.



### THE INNOVATION

We developed our own app to minimize one on one interactions. The process is open to all. Our clients can go through the app to discover and can book the inventory of their choice in Just One Click. This App based technology was very adaptive and we sold our 55 units in Just 25 seconds. Relation Realtech Pvt. Ltd. has a customized sales and marketing model designed keeping the client's specific requirements in mind continuously working towards overcoming the ever-changing market challenges and converting them into success stories.



“We want to become an industry leader by implementing innovative and technology driven strategies and create a strong brand by focusing on customer success”

**MOHANIRAJ KHODADE**

### CONTACT DETAILS

**Name:** Mohaniraj Khodade

**Designation:** CEO & MD, Relation Realtech Pvt. Ltd. Pune

**Mobile:** 9920055616

**Email:** mohaniraj@relationrealtech.com

**Website :** <https://relationrealtech.com/>



## LEVERAGE TECHNOLOGY TO IMPROVISE TRADITIONAL ELEMENTS

**Brand –** Sell.Do

Headquarters - Pune, Maharashtra

Year of Establishment - 2012

Founder - Ketan Sabnis, Co-founder & CEO

### THE UNIQUE FACTS ABOUT THE COMPANY

Sell.Do offers a complete online selling portal, virtual site visits, online payment options, and video conferencing & calendar scheduling tools. Despite the lockdown & remote working, call-centers on Sell.Do can run remotely with Cloud Telephony. It is India's only integrated real estate solution for Pre-Sales, Sales, Post-sales, and Marketing automation & Collaboration. It has the only platform in the industry with modules designed specifically for real estate Developers, Channel Partners Firms, and smaller Realtors. The platform is fully configurable to suit any real estate business's unique requirements.

### THE ACCOMPLISHMENTS

- We were the first Technology Solution to bring cloud telephony and call center support to the Real Estate Industry over 8 years ago.
- We were the 1st ones to create the India's First Digital Flash Sale for Real Estate over 5 years ago.
- During the pandemic, we have ensured our customers could transact online with zero touch sales.

### PROP-TECH POWER PRINCIPLES

- Understand the real estate market & diverse needs of all its stakeholders.
- Work closely and with deep integration with real estate companies.
- Real estate is a very high-involvement sale. So, understanding CX & how consumers buy real estate is important to drive innovation in this space.



### THE INNOVATION

Sell.Do provides the power of automation that allows developers to streamline their marketing campaigns along with their pre-sales & sales team productivity. The Sell.Do technology stack brings together all stakeholders onto one integrated platform for true collaboration and impact. IRIS was introduced in 2019 with the understanding that online property buying needs transparency. The module helps developers re-create a personal customer experience online with virtual project walkthroughs.



**Sell.Do team understands real estate, technology, sales & marketing and has over 2 million hours of combined domain experience in real estate. Our primary goal is to help real estate developers & realtors enhance their overall customer engagement via technology solutions. Sell.Do does this by bringing pre-sales & sales management, marketing automation, & after-sales management into an integrated platform."**

**KETAN SABNIS**

### CONTACT DETAILS

**Name:** Ketan Sabnis

**Designation:** CEO, Sell.Do

**Mobile:** +912066899175

**Email:** contactus@sell.do

**Website:** <https://www.sell.do/>





## EASE OF USE OF INNOVATIONS FOR MAINSTREAM ADOPTION

**Brand** – Smartvizz Private Limited

**Headquarters** - Noida

**Year of Establishment** – January 2015

**CO-FOUNDERS** - Tithi Tewari & Gautam Tewari

### THE UNIQUE FACTS ABOUT THE COMPANY

SmartVizz Private Limited ("SmartVizX") is a virtual reality-driven software development company that aims to transform traditional, passive and static design visualization, communication and collaboration methodologies in the building industry. We are India's first fully immersive platform that provides a greater perception and understanding of the space and design intent and strengthens collaborative design review. Additionally, we are a team of architects, backed by a team of 3D visual artists and developers.

### THE ACCOMPLISHMENTS

The current update for Trezi, marks one of our greatest victories. Our vision - to make VR technology in the AEC workflows available to everyone at the most affordable prices - has now become a reality. Our current software update allows all windows machines, irrespective of specifications, to download and run Trezi. We are extending the value-adding experience through various pricing options convenient for customers. New users receive training support for an easy and quick understanding of the product. We offer a fully-functioning desktop version of Trezi so that availability of VR devices doesn't become a hindrance. Trezi is also being used as a teaching tool to inculcate crucial lessons about space, proportions and scale

### PROP-TECH POWER PRINCIPLES

PropTech makes it possible to transfer carefully calibrated work cultures into the virtual world. It determines errors beforehand, and enable timely responses from all stakeholders, empowering better decisions, saving time and money while offering a global reach.



### THE INNOVATION

Trezi is the first of its kind, fully immersive Virtual Reality platform for collaboration that empowers architects, designers, building product manufacturers and other stakeholders to act as partners in the design process, to freely interact and explore potential changes in an efficient, hassle-free manner. All project members can collaborate within the immersive environment using HMDs, or through desktop systems. Trezi connects the design community with building product manufacturers through integrated product catalogues and enhanced capabilities for material and product customization via cloud connectivity, doing away with the need for physical meetings and on-site prototyping.



**Create a completely transparent open door environment where each employee feels like a partner and feels empowered to deliver their best. The driving force behind our organisation is the collective force of teamwork. As it's rightly said, if everyone is moving forward together, then success takes care of itself."**

**GAUTAM TEWARI & TITHI TEWARI**

### CONTACT DETAILS

**Email:** Dishank Adhikari

**Designation:** Senior Executive Digital Marketing.

**Mobile:** +91 8770031051

**Email:** dishank.a@trezi.com

**Website:** <https://trezi.com>



# AMAZE. DELIGHT. REPEAT.

**Brand** – Sparrow Interactive Pvt. Ltd  
**Headquarters** - Delhi  
**Year of Establishment** – 1996  
**Founders:** Rashmi Kohli & Ashish Mahajan

## THE UNIQUE FACTS ABOUT THE COMPANY

- We have been trendsetters in creating immersive and engaging experiences, which industry need to sell projects efficiently.
- 3D ArchViz & Animations, Physical Scale Models, Immersive AV Theatres, Touch Environments to AR and VR – We do it all under one roof.
- Over 2 decades of experience, constant innovation and 120+ people on board give us an edge to create solutions that are a unique blend of technology and creativity.

## THE ACCOMPLISHMENTS

A 5000 sqft Sales Gallery for “The 42” East India’s tallest residential building in Kolkata as our first Archinovate Project. The centre did its job in < 2 years and won us industry accolades. V.Real which is our product launched during the COVID times when prospects were not coming to site offices was born out of this thought process and its slowly establishing itself as an effective lead conversion tool for remote sales. Firsts to our credit include, bringing Smart Models to deploying innovative experiential solutions like life size touch walls, 360 degree projections rooms and immersive theatres.

## PROP-TECH POWER PRINCIPLES

Providing cost optimization so as to give the maximum RoI to the clients in least possible time is one of the key factors to succeed in the space. The real estate sector can be encouraged to adopt technology in a larger way by asking them to focus on the needs and wants of prospective buyer of today who is more aware and technology savvy and, wants to explore on his own. Hence nothing will serve him better than tools that help him take an informed buying decision.



## THE INNOVATION

**Archinovate** - Our Design and Build solution for creating Brand Centres of RE projects. Archinovate creates an engaging, unique and memorable journey for prospects by deploying best in space design, space communication and technology. These Galleries designed with Brand as core and by profiling the prospect and his information needs are high on Value, Exclusive to Brand, Appeal to TA and are able to transact.

**V.Real** – It stands for Virtualization of Real estate and is deployed on web, giving prospect a complete project journey, its features, unit typologies, 360 degree exteriors and interiors, Floor plans, Drone Shoots, Views from Home etc. while speaking with sales person in video chat environment. Prospects can choose an apartment using availability Finder tool and even make a booking by paying online.



“Real estate industry in the country holds a great promise and we are and shall remain committed to work for forward facilitation of industry by enabling them sell better, sell faster and sell more efficiently through our tech driven and experiential marketing solutions.”

**RASHMI KOHLI & ASHISH MAHAJAN**

## CONTACT DETAILS

**Name:** Rashmi Kohli  
**Designation:** Director  
**Call:** 9810119956  
**Email:** rashmi.kohli@sparrowi.com  
**Website:** www.sparrowi.com





# FORWARD-THINKING APPROACH THE NEED OF THE HOUR

**Brand** – Square Yards  
**Headquarters** - Gurugram, India  
**Year of Establishment** – 2014  
**Founder & CEO** - Tanuj Shori

## THE UNIQUE FACTS ABOUT THE COMPANY

- We are India’s largest integrated platform for real estate & mortgages and one of the fastest growing Prop-tech platform in UAE, Rest of Middle East & Canada, with a direct presence in 20 cities and across 9 countries, having an employee strength of 4000+.
- Our Gross Transaction Value (GTV) of over USD1billion, annualized revenue run rate of USD47 million, EBITDA of USD 4million and 4million monthly website visitors, are one of the highest in the industry.
- We facilitate over 25,000+ transactions annually in India through our 150,000+ channel partners.

## THE ACCOMPLISHMENTS

We were successful in building a full-stack model based on in-house technology, highly advanced machine learning and AI & analytics. We solved the real estate data opacity problem and streamlined the home buying process via intelligent search and discovery & assisted sales.

The fact that we defied market correction during the peak of the pandemic in 2020 and delivered exponential relative growth and profitability, was one of our greatest accomplishments till date. Our market share jumped ~4-5x to almost 20% at its peak during the April-June quarter 2020 and we had the most profitable year in our history, with four profitable quarters. We grew double digit Y-Y with double digit EBITDA margins when the industry went down 30-40%.

## PROP-TECH POWER PRINCIPLES

Prop-tech companies that can reimagine, create, incubate, scale and disrupt every dimension of the real estate ecosystem and build integrated real estate platforms will be in demand. Showcase the cost and scale advantages of tech adoption to continue fueling the cycle for both new home aspirants and agents.



## THE INNOVATION

Square Yards’ tech uses a combination of search and discovery tools like heatmaps, recommendation engines, advanced 3D visual aids, virtual sales offices in mobile apps and bird’s eye views of neighborhoods, to conduct remote property showings. For transactions, real time inventory blocking engine integrated with multiple payment gateways and post sales module for submission of online applications with digital signatures, comes into play. Finally, the digital mortgage capabilities provide immediate sanctions linked to credit bureau sandbanks’ loan origination systems.



**Starting with search and discovery, transaction management and mortgage fulfillment to interior refurbishments, rentals/ property management and portfolio services; our capabilities across the value chain position us uniquely, with ability to exert significant synergies and operating leverage.”**

**TANUJ SHORI**

## CONTACT DETAILS

**Name:** Vivek Agarwal  
**Mobile:** 9871775116  
**Email:** vivek.agarwal@squareyards.com  
**Website:** www.squareyards.com



## FOCUS ON INNOVATION, QUALITY & COST EFFICIENCY

**Brand** – ITAakash Strategic Software (p) Ltd

**Headquarters** - Mumbai

**Year of Establishment** - 2005

**Founders** - Ashvin Gami, Managing Director and  
Praful Gami, Director

### THE UNIQUE FACTS ABOUT THE COMPANY

- We focus on “productizing” solutions with advanced technologies like AI and ML, to make it easy to deploy technology.
- Industry-specific products developed by IITians that address the unique INDIAN way of doing business in India.
- Unmatched flexibility in deployment and pricing to make them suitable for a wide range of companies - from MSMEs to large corporations.

### THE ACCOMPLISHMENTS

- Our products are developed by some of the best brains in India - IITians.
- We incorporate advanced technology like AI, IoT, BI & ML in our products at price points that are unmatched in the country.
- We are one of the largest Indian brands specializing in the Real Estate, Construction and Infrastructure industry with “Make in India” products, with over 1 lakh users across more than 500 companies.

We have had a stellar growth in the last 15 years. A few things we did to drive growth of StrategicERP and technology adoption in Indian construction industry include:

- Establishing a culture of innovation by encouraging our team to challenge assumptions and think outside the box while being open to take calibrated risks.
- Focusing our team’s attention towards controlling costs to preserve margins and still allow us to offer our products at price points that cannot be matched by international competition.
- Understanding the challenges unique to the Indian business environment that are not addressed by international products and offer point solutions for those.



### THE INNOVATION

We offer three variants (Basic / Medium / Large) of ERP, designed specifically for the unique needs of the construction industry, so that they can choose the most suitable option, with flexibility to upgrade quickly in future.

Besides ERP, we also offer various point solutions like CRM, HCM, Project Management, Property/Facility Management and Inventory Management



“Our vision is to make cutting edge technology available at very affordable levels to Indian businesses to help them compete successfully with global competition. The software products industry has a very tiny proportion of Indian software products. We have the vision to create and promote Indian software products that can compete successfully at international levels.”

**PRAFUL GAMI**

#### CONTACT DETAILS

**Name:** Praful Gami

**Designation:** Director

**Mobile:** 9920288403

**Email:** praful@strategicerp.com

**Website:** www.strategicerp.com





## MASTERING THE EXECUTION IS THE KEY

**Brand** – Indus Net TechShu Digital Pvt. Ltd

**Headquarters** - Kolkata

**Year of Establishment** – 2009

**Founder** – Aji Issac Mathew, CEO & Co-Founder

### THE UNIQUE FACTS ABOUT THE COMPANY

As one of India's data-driven creative digital agencies, we want to bring maturity and clarity to the marketing landscape. Since inception, we have worked with clients ranging from industry leaders, small businesses to other digital marketing companies, across India, UK, USA and Australia. We are a Google Premier partner (only 2% - 3% Indian agencies are listed under this). Our frameworks are geared towards bringing scale, to give full CAC/LTV calculation with detailed business, digital and channel dashboards, a 3-layer backup at all levels and a very unique team and pricing structure.

### THE ACCOMPLISHMENTS

We have created many success stories, taking traffic from 40k to a few millions, building start-ups from scratch to getting multi crores online sales. We are a Google premier agency and FB preferred partner. Since starting real estate marketing in 2012, we have been bringing over 35% of the sales for clients with multiple properties. We are known not by our success stories but for consistent success percentage

### PROP-TECH POWER PRINCIPLES

Technology is an enabler, it should not become a bottleneck by overdoing it. How well you use the tech, makes a real difference in the bottom line. The handshake between the tech and human happens multiple times during the purchase cycle - it should be encouraged and integrated. Tech is very simple to understand is the mantra, deal with people who understand business use of tech.



### THE INNOVATION

We have automated most of the digital marketing works under our marketing automation platform, from TG and messaging to channel selection. Major automation is done between lead and sales cycle (In-house marketing automation tool).

Also, there's a proper business dashboard to understand ROI for every rupee spent at campaign level – for clients to invest smartly based on the trends.



“Shu” in TechShu means reciprocity. We believe in honest caring and bold conversations, co-creation, effectiveness, hard word and business KPI-focused digital growth. Digital is very powerful and it should impact real business KPIs. CAC/LTV is God's metric for marketing and we follow that.”

**AJI ISSAC MATHEW**

### CONTACT DETAILS

**Name:** Sanjeeb Kumar Panda

**Designation:** Vice President - Sales & Marketing

**Mobile:** 8017111536

**Email:** sanjeeb@techshu.org

**Website:** www.techshu.com



# TRANSFORMING THE WAY THE WORLD WORKS

**Brand** – Trimble Inc.

**Headquarters** - Sunnyvale, California, U.S.,

**Year of Establishment** – 1978

**Founder**– Charles Trimble

## THE UNIQUE FACTS ABOUT THE COMPANY

From purpose built products to enterprise lifecycle solutions, Trimble software, hardware and services are transforming a broad range of industries such as agriculture, construction, geospatial and transportation.

- Trimble’s founder Charles Trimble is credited with the commercialization of GPS technology. Trimble launched its first GPS product in 1984, a system designed for offshore oil drilling platforms
- Trimble has more than 2,000 patents worldwide
- Trimble has customers in 150 countries; and local offices in 125 countries around the world

## THE ACCOMPLISHMENTS

With more than 2,000 unique patents, our products are among the most innovative in the industry. Trimble also has the greatest comprehensive technology solutions portfolio for the real estate and construction industry. Our construction technologies have contributed to increased productivity and efficiency for all projects, up to 30% cost savings rework and wastage waste reduction. By automating work and transforming workflows, Trimble is enabling construction professionals to improve productivity, quality, transparency, safety and sustainability.

## PROP-TECH POWER PRINCIPLES

Ever changing working styles and requirements, underutilization of space and the increasing need to align corporate real estate with the demands of the business have placed added pressure on organizations. In the face of these challenges, the corporate real estate’s role has both changed and expanded. Today, we have more access to data than we’ve ever had before. More importantly, we also have the technology to dive deeper into that data and uncover insights that help us make smarter strategic decisions. Data insights can inform, guide and validate the strategy and approach you take to maximizing your organization’s real estate portfolio.



## THE INNOVATION

Trimble’s Connected Construction strategy, which is essentially the unification of people, processes, and phases involved in each project by taking advantage of cutting-edge hardware, software, and services; gives users control of their operations with best-in-class solutions and a common data environment. We are the only company who offers LOD 500 - the highest level of development possible-making them truly constructible. Our flagship product, Tekla Structures is the most advanced structural BIM software. The higher the LOD of each component modeled, the more every project stakeholder can rely on it.



**“For several years in the beginning, hardware was our primary offering but we recognized that software was the growth driver. The amalgamation of software and hardware was a huge competitive differentiation for Trimble, which led us to invest in key technologies and platforms.**

**PAUL WALLETT**

## CONTACT DETAILS

**Name:** Neeraj Chhabria

**Mobile:** 8291896177

**Email:** neeraj.chhabria@trimble.com

**Website:** www.trimble.com





## EVOLVE, INNOVATE AND REVAMP

**Brand** – Veris

**Company** - Digicred Technologies Pvt. Ltd.

**Headquarters** -

**Year of Establishment** – 2016

**Founder**- Utkarsh Jain, Co-Founder & CEO

### THE UNIQUE FACTS ABOUT THE COMPANY

- Serving 300+ Clients, including many F500 enterprises, present in 80 Cities and 18 countries worldwide.
- Unified workplace experience solution have helped our customers achieve an RoI of above 400% per year
- 40 Million+ users have been checked-in with the system.

### THE ACCOMPLISHMENTS

Our platform is developed with cutting edge technology to handle more than 1500+ organizational workflows, helping clients configure a well-coordinated and unified re-entry process to support their unique organizational priorities. Veris, a visitor management partner to over 150 large enterprises in March 2020, strategically grew, by filling client expectations and an implicit need to work with a trusted return-to-work partner. Today, we serve over 250 large enterprises with five established & loved products:

- Veris Welcome & Gate for touchless visitor management & occupant mobile access
- Veris Desks for employee rostering & flexible seating
- Veris Meetings for dynamic meeting room management
- Veris Combat for return-to-work safety solutions
- Veris One for a unified app based employee experience management

### PROP-TECH POWER PRINCIPLES

Prop-tech solutions have the power to transform any property into more than just a space, but a tech-enabled data-driven engaged community with a 24/7 on-demand access to amenities.

To succeed, prop-tech companies need to pay equal attention, if not more, to understanding the barriers to that particular technology's adoption. A digital overlay over the physical infrastructure will bring more efficiency, informed decision making, low operating costs and above all, a competitive edge by creating responsive environments.



### THE INNOVATION

Veris provides an AI-powered platform enabling you to create a workplace that intuitively remembers occupant preferences, offers personalized user journeys while ensuring water-tight security, privacy and safety. Veris helps you equip your office with essential needs and services for reopening. Employee rosters, Distancing controls, Covid screening, Vaccine passports, Flexible allocation of desks, rooms, parking and other amenities, EHS compliance, we do it all!



**While we have packaged our products to provide a cohesive and standardized offering embellished with definitive features, we never shy off to tailor the solution to fit the point of consumption. At Veris, we are building workplaces of the future, making them responsive, conservative & intuitive by design, enhancing well-being, experience and safety of the users. We aim to deliver digital experiences around physical spaces that occupants love."**

**UTKARSH JAIN**

### CONTACT DETAILS

**Name:** Utkarsh Jain

**Designation:** Co-founder & CEO

**Mobile:** 7838777582

**Email:** utkarsh@getveris.com

**Website:** www.getveris.com



## ENABLING RESPONSIBLE LIVING

**Brand** – WEGoT Utility Solutions

**Headquarters** – Chennai – India

**Year of Establishment** – 2015

**Co- Founders** - Vijay Krishna – CEO, Abilash Haridass, Chief of Growth & Strategy, Mohideen Haja, Chief of Finance & Materials and Sundeep Dothamshetty, Chief of IT & Analytics

### THE UNIQUE FACTS ABOUT THE COMPANY

- We are the only product that tracks water at all stages of the lifecycle (source to consumption) and have a solution for each specific problem point in the water cycle.
- We have innovated on the business model to increase adoption. We give the product for free and charge a nominal monthly subscription.
- Our product has the ability to provide a real-time water audit for a building, detect leakages and remotely shut them off and report water balance data across the entire building

### THE ACCOMPLISHMENTS

- We have the smallest sensor available, thereby making it the easiest sensor to install. The entire solution is a simple plug and play model, which will help us scale faster.
- Our Wireless LoRa sensors come with remote set up feature that makes it flexible.
- Our product is built on IoT first platform, unlike other water meters that use IoT technology only for some functionalities.
- Ultrasonic water meters are flexible for mounting in all directions, are dirt resistant and come with negligible pressure loss.
- Our presence across 30k+ homes, 40 million+ sq.ft of commercial space has saved 3 Billion+ liters of water already.

### PROP-TECH POWER PRINCIPLES

Real estate is traditionally the slowest industry in absorbing new technology and there is a need to understand the industry and the key stakeholders for companies to succeed. The sector can be encouraged to adopt technology in a larger way by incentivizing the developers to use sustainable technology at the development stage itself.



### THE INNOVATION

WEGoT aqua's low cost, high precision, data driven IoT based water management solution provides real-time data like average water consumption, abnormal usage, leakage alerts etc. which gives exclusive data insights about overall water usage and wastage. This is already bringing about a behavioral change in the way people use water, thereby solving the impending water crisis by reducing water consumption by up to 50%.



**“WEGoT's vision of "enabling responsible living" is a motto that everyone must adopt if we want to share the resources we rely on with our future generations. With real-time monitoring of water consumption, people are becoming more conscious of their usage and are actively reducing the demand for water. We are on a mission to save 10 billion liters of water by 2024.”**

**ABILASH HARIDASS**

### CONTACT DETAILS

**Name:** Abilash Haridass

**Designation:** Co-founder, Chief of Growth & Strategy

**Mobile:** 9884332714

**Email:** abilash@wegot.in

**Website:** <https://www.wegot.in>



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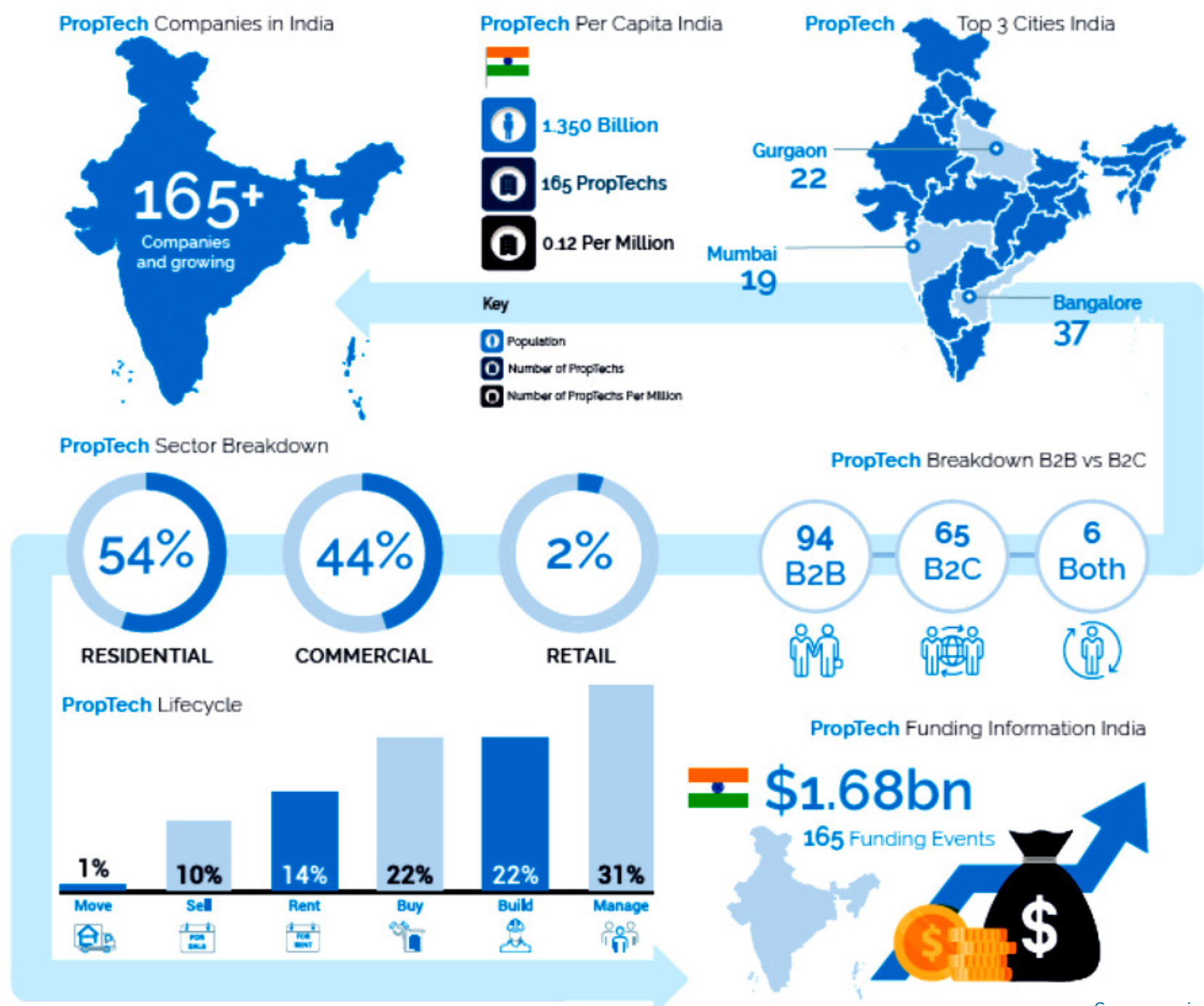
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# INDIA POISED TO BECOME PROPTech DESTINATION

India is poised to become the leading emerging market PropTech destination. All the ingredients are here: a large and wealthy real estate sector, mega cities on the rise, a growing middle class, vibrant tech hubs and an established VC scene.



Source: unissu







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