



# INTERNATIONAL PROPERTY CONSULTANT



# What does the **logo signify**



## Brand Color

### Orange

The most important part of a monk's identity is his subscribing unconditionally to the prospect of conversion of life. The monks quest does not end, however, with the discovery of his true self but for others also. PropertyMonk logo follows the same principles of making life true for others. Like a true monk we will guide you to attain the most unconditional conversion of your life.

It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation. Orange is synonymous with Monks. A monk's orange robe is a reflection of Purity, Calmness, Honesty and Dedication. Like a true monk we will guide you to attain the most unconditional conversion of your life with all the qualities, our logo is also an extension of our dedication, purity and honesty towards our work and our principles and ethics.

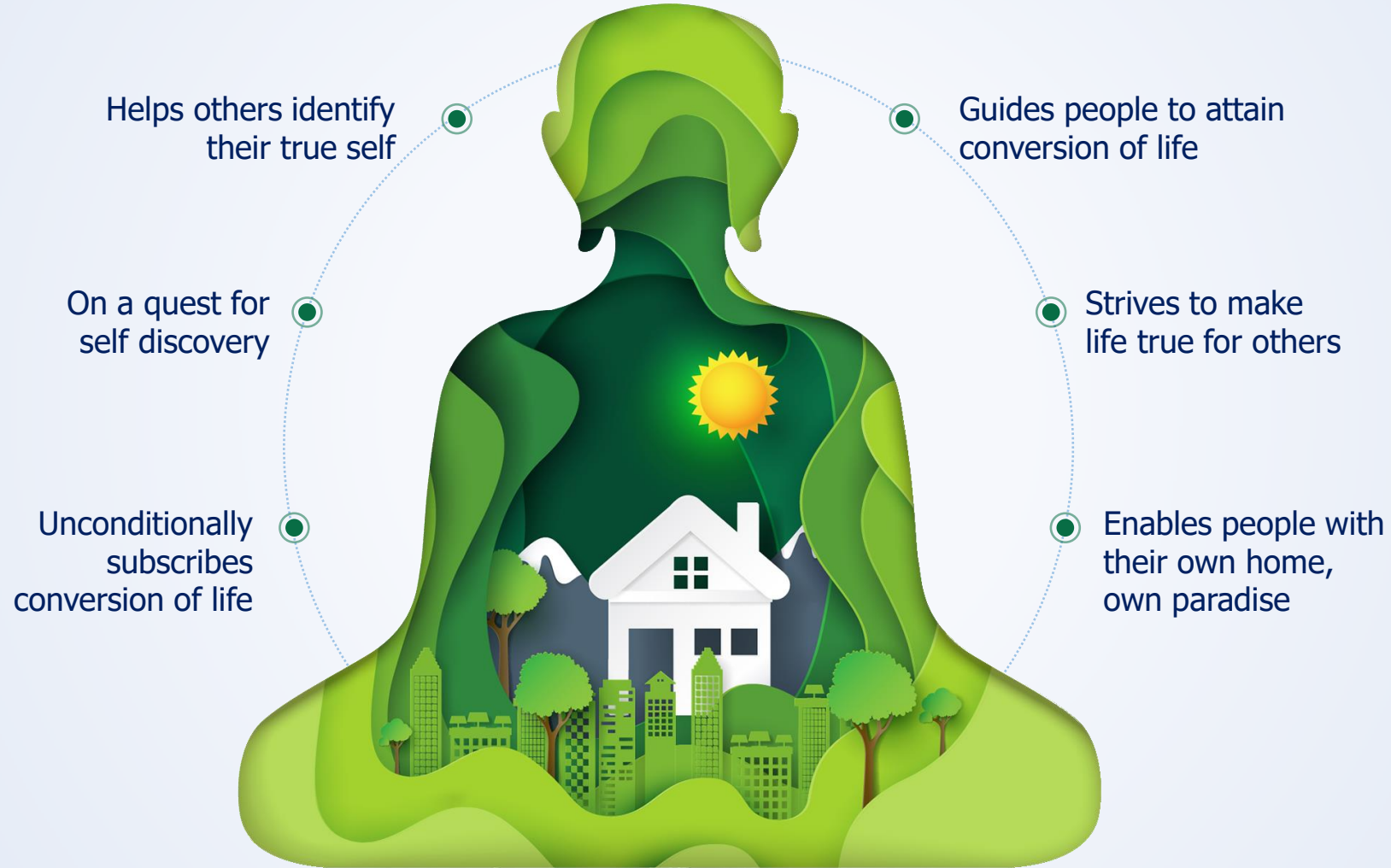
### Gray

**YOUR OWN HOME.**

**YOUR OWN PARADISE.**

Gray is a cool, neutral, and balanced color. Gray represents neutrality and balance. The color gray is typically associated with formal, conservative and sophisticated. Gray is solid and stable, creating a sense of calm and composure, relief from a chaotic world.

# A MonProperty Monk



But monks don't have much to show for. **We do.**

## Key differentiators



Offices in  
Mumbai,  
Bengaluru & UAE



Real estate  
thought-leadership



Expertise in Lead Gen,  
Creative thinking,  
and launching  
new projects



100% (FDI) under  
automated route among  
real estate consultancy  
services allowed in  
Budget 2018



Realty aggregator  
platform



Lowest cost  
per lead

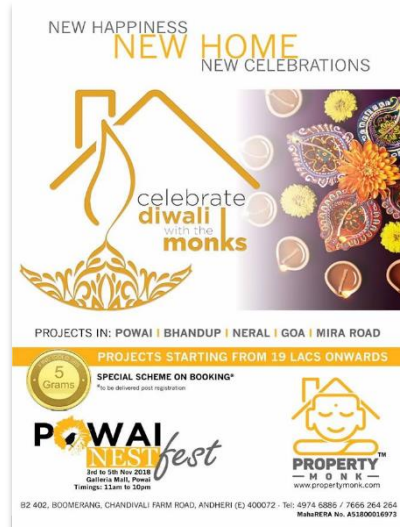


Entered the market  
with FMA at just  
the right time



Handpicked lead  
gen specialists

# A Monk who made it afar **without any funding**



**16<sup>th</sup> October 2018**  
Started with **first office** and 10 employees

**3<sup>rd</sup> November 2018**  
**Powai Nest Fest** with more than 10 developers

**Mid November 2018**  
**Signed contract** with developer for focused sale, **engagement fee received**

**7<sup>th</sup> – 14<sup>th</sup> December 2018**  
Monks in UAE for **India Nest Fest** and **Sumansa India Property Show**

**December 2018**  
2 more offices in **Dubai and Bengaluru**;  
Employee Strength – 50+

**9<sup>th</sup> January 2019**  
**First Board of Advisors Meeting** scheduled with 5 eminent personalities on our Advisory Board



# A Monk with a **positive outlook on realty**

## Market overview



### Real estate as an asset class



Perpetually attracting capital



Demonstrating appeal in an uncertain investment world



Betraying nervousness over inflation and rising interest rates



### Broker dominated market



**500,000**<sup>1</sup>  
broker dominating the Indian market



**\$4 BN**<sup>1</sup>  
generated as broker fee annually



**\$ 1 trillion**<sup>2</sup>  
Real Estate Sector Size By 2030



**13%**<sup>2</sup>  
Contribution by Real Estate Sector to India's GDP by 2025

(Note 1 – Business Standard)

(Note 2 – India Brand Equity Foundation Report)

# A Monk with all odds in **his favour**

\$11.5 bn **NRI investment** in realty –  
scope to make big money<sup>1</sup>

**RERA** implementation enabled  
standardization and transparency in  
the real estate sector

Millennials (18-35 years) account  
for a third of India's population  
and **46%** of its workforce, key  
demographic segment<sup>2</sup>



*Market landscape  
insights*

With **RERA**, NRIs are likely to  
trust Indian real estate more

Majority Indian workforce is  
**nearing home-buying age**,  
driving a growth of 14% p.a. from  
2016-20 and 18% p.a. from 2020-25<sup>1</sup>

Sharp increase in Indian per capita  
income, rapid urbanization, and  
government focus on "Housing for All  
by 2022" to aid the projected growth



(Note 1 – ET Report  
Note 2 – Morgan Stanley Research)

# A Monk that's **above the rest**

## Major Industry Players



**Turnover for FY18 – Rs. 100 crores<sup>1</sup>**

Employee strength – 1500<sup>1</sup>

**Plan to raise Funds – USD 300 million  
(approx. Rs. 2000 crores)<sup>2</sup>**



**Gross Revenue for FY18 – USD 27  
million (approx. Rs. 183 crores)<sup>3</sup>**

Employee strength – 1000+<sup>4</sup>

**Funds raised - USD 28 million  
(approx. Rs. 190 crores)<sup>4</sup>**



**Gross Revenue for  
FY17 – Rs. 2000 crores<sup>5</sup>**

Employee strength – 1000+<sup>5</sup>

(Note 1 – TOI / Note 2 – Live Mint)

(Note 3 – Business Standard / Note 4 – Crunchbase)

(Note 5 – Realty Plus Mag)



# A Monk who knows **the art of making money**

## Business Model



### Mandate or Sole Selling

Exclusive right over sale in the project

All Sales are routed through PropertyMonk

Benefit of outsourcing for Developers



### Focused Selling

Selling few units in a project

Dedicated team working for a single project



### Retail Selling

Selling units based on the requirements of the buyer

Profiling the buyer and servicing the lead as per buyer's profile



### Retainer Model or Events

First time adoption of aggregator model in real estate sales

Access to global real estate events for Developers at minimal monthly retainer cost



### Retail loans

All loan for sales are done through our exclusive DSA agreement with banks

# A Monk who knows **the art of making money**

## Revenue model



### Commission in Focused Selling

Commission ranging from 3% to 5% | 80 unit sales projected monthly with an average ticket size of Rs. 60 lakh



### Retainer Fee

Fixed monthly retainer fee for developers | Providing access to global property exhibitions as an aggregator



### Share in Mandate Sales

Exclusive rights for high share b/w 10% to 15% | Expected revenue from 1 Mandate Project: Rs. 60 crores, ~2 years



### Engagement Fee

Fee to initiate engagement with developers ranging b/w Rs. 10 lakh and Rs. 50 lakh



### Banking Pay-out

1% banking pay-out is expected of every home loan done through PropertyMonk

# A Monk with a plan

## Market strategy

### PHASE 1



#### MONTH PLAN

- Create a Brand name and image for Property Monk
- Association with leading developers PAN India
- Breakeven with operational cost
- IP building, process building, tech-set up, compliances
- Employee strength of 50 employees

### PHASE 2



#### MONTH PLAN

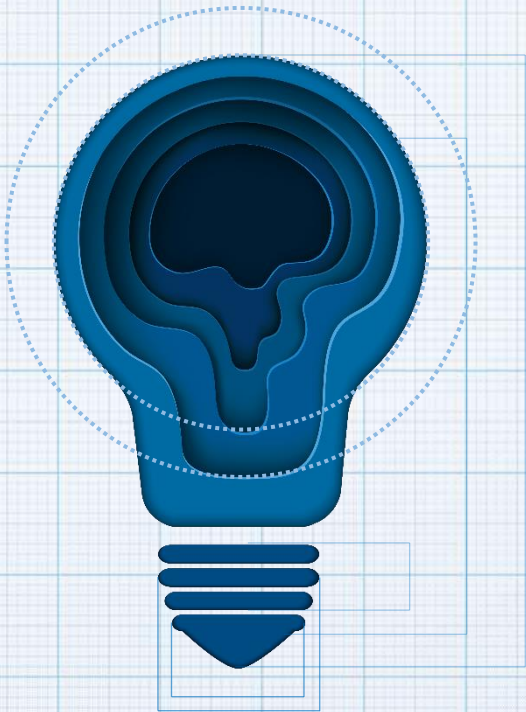
- Acquisition of
  - 30 retainer clients
  - 6 focused selling clients
  - 2 mandate clients
- 3 fully operational offices
  - Mumbai
  - Dubai
  - Bengaluru
- 100+ employees
- Relationships with Indian associations & foreign banks

### PHASE 3



#### MONTH PLAN

- **Revenue target of Rs. 250 crores**
- Acquisition of
  - 60 retainer clients
  - 12 focused selling clients
  - 4 Mandate clients
- 4 new fully operational offices
  - Delhi NCR
  - Africa
  - Pune
  - Goa
- 250+ employees



# A Monk with **high ambition**

**MR. MANOJ ASRANI**

Founding Principal

“  
**An Astute  
Monk of Real  
Estate**  
”

## Profile

- 17 years of dynamic career in Business Head, Lead Strategist, Marketing Communications, Sales, Brand Management, Product Launches across multiple categories, managing multi-media campaigns across the country, leading high growth and new business & brand launches.
- Deft in setting up new initiatives, Channel Management, Revenue, Collections, creating strategic marketing plans and budgets, developing product campaigns, conducting market research studies, reviewing marketing plans & organizing various events.
- Has won Marketing Professional of the Year 2015 ABP News, Global Achievers Asia, London Print Asia Week Award, Marketing Professional of Real Estate Accommodation Times, Employee Recognition Award for New Marketing Initiatives, Prestige Award and Best Stall Design Award in MCHI Numerous Times.
- Has worked previously with JP Infra, Viiking Ventures, BrickAsset, Reliance Entertainment.



# A Monk with a team that's **driven to outperform**

## Key leadership



**MRS. YENKI AHUJA**

Co-founder

- Over 10 years of experience in HR and personnel management
- MBA (HR & Marketing), Lala Lajpatrai College
- MCom in Management, Mumbai University
- Lorem Ipsum is simply dummy text of the printing and typesetting industry
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**MR. ANSHUL GANNA**

Co-founder

- The Institute of Chartered Accountants of India
- Project Finance, Structured Finance and Trade Finance
- Skilled in Deal Sourcing, Credit Analysis, Corporate Banking, Financial Modelling, Trade & Structured Finance, and Debt Syndication
- He brings to the table the expertise of developing and implementing technology solutions that maximise the value of clients in real estate strategies

# A Monk with a team that's **driven to outperform**

## Key leadership



**MRS. ARUN CHHALWANI**  
VP- SALES

- 12+ years experience in real estate
- MBA NMIMS
- Team leading, sales strategy, planning, business development
- Successfully handled multiple pre launches of developers



**MR. NAVEEN CHANDRAN**  
VP – EVENTS & STRATEGY

- 7+ years experience in events and strategic planning
- MBA, IES Management College
- He has done several events in UAE, Singapore, Africa & All corners of India
- He brings with him combination of real estate expertise and cross cultural knowledge to help grow the event vertical of PropertyMonk



**MR. IMRAN PADIYAR**  
GM - SALES

- Experienced Real Estate Appraiser with a demonstrated history of working in the real estate industry
- Skilled in Sales Operations, Pre-sales, Team Leadership, Vendor Management, and Team Management
- Strong real estate professional with a Bachelor's Degree focused in Bachelors of Commerce from University of Mumbai

# A Monk backed by the **trust and support of veterans**

## Board of advisors



**Prof. Biju Varkkey**  
Faculty - IIM A



**Dr. R. Raman**  
Director - SIBM Pune



**Prof. Varun Chandrasekhar**  
MD & CEO - GeoSyndicate  
Power Pvt Ltd



**Russell Bragg**  
Owner - Bragg & Co Ltd



**Prof. Ramendra Singh**  
Faculty – IIM C



# A Monk with **achievable targets**

## Financial Projections

### Profit and loss statement (INR Mn.)

Rs. in Mn

	Year 1	Year 2	Year 3
<b>Total Revenues</b>	<b>457.30</b>	<b>1,110.60</b>	<b>1,790.10</b>
Growth (%)	-	143%	61%
Employee Benefit Expenses	230.40	499.20	750.80
Event Expenses	60.80	144.00	247.50
Administrative expenses	20.20	27.70	31.50
Marketing and Lead Generation	4.70	11.90	20.00
Brokerage	2.90	7.70	14.40
<b>Total Expenditure</b>	<b>319.00</b>	<b>690.50</b>	<b>1,064.20</b>
EBITDA	138.30	420.10	725.90
Margins (%)	30%	38%	41%
Depreciation	14.80	25.60	26.40
EBT	123.50	394.50	699.50

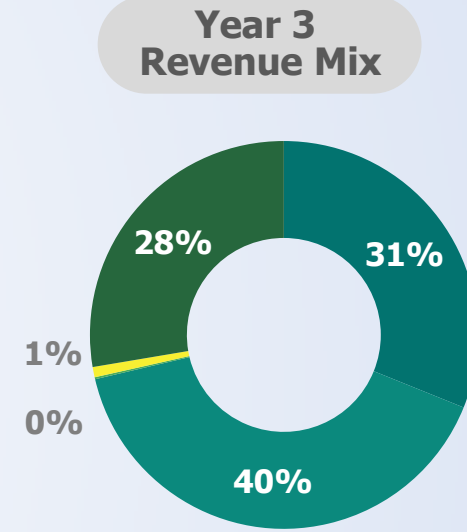
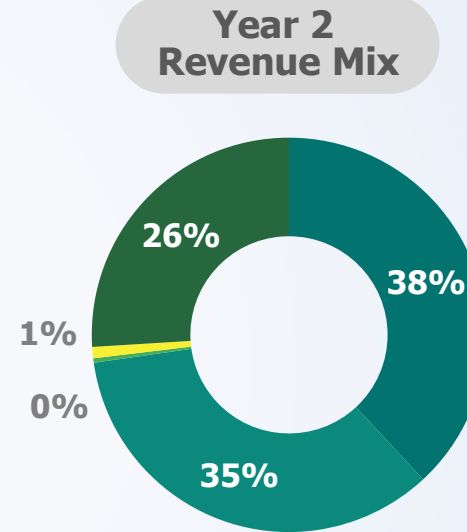
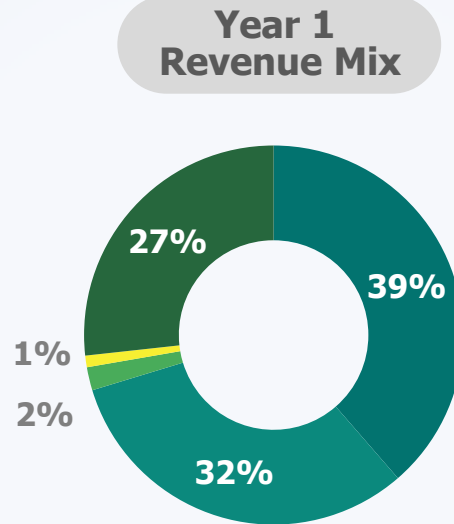
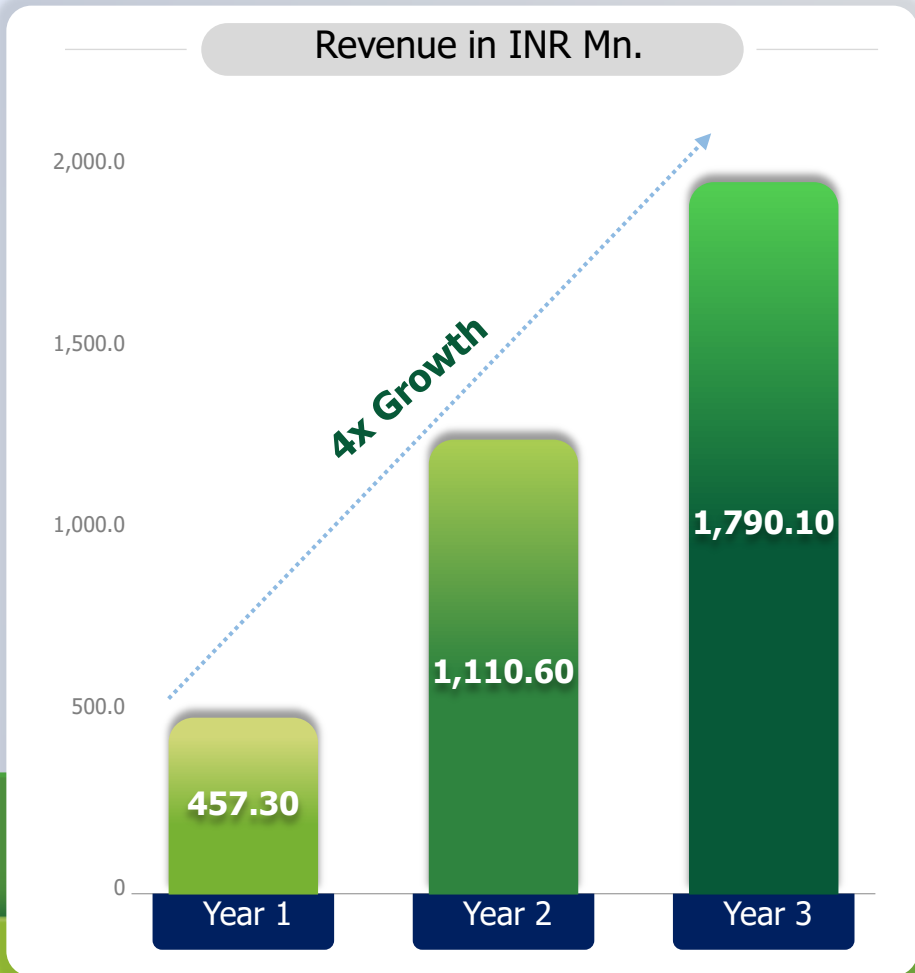
### Balancesheet (INR Mn.)

Rs. in Mn

	Year 1	Year 2	Year 3
<b>Sources of Funds</b>			
Shareholder's Fund	149.19	433.99	938.87
<b>Total Sources of Funds</b>	<b>149.19</b>	<b>433.99</b>	<b>938.87</b>
<b>Application of Funds</b>			
Net Block	65.33	78.83	75.07
Loans and advances	3.68	3.68	3.68
Net Current Assets (excl. cash)	73.44	188.73	310.19
Cash and Bank	6.75	162.75	549.94
<b>Total Application of funds</b>	<b>149.19</b>	<b>433.99</b>	<b>938.87</b>

# A Monk who's got his **financials mapped out**

## Revenue Growth & Mix



Focused Mandate Engagement Fees Home Loan Disbursement Commission Events





## A Monk with **a vision**

### **VISION**      **MISSION**

To become a Real Estate consultancy market leader for Indian Global customers

To build relationship and trust with our 360 degree service for NRI customers

# Help this Monk **achieve its vision**



PROCEED OF FUNDS

FUNDS  
REQUIRED  
**RS. 6.00 Cr**

## OBJECTIVES

- Planned expansion in cities like New Delhi, Pune, Goa, Lagos
- Increasing the employee strength to cater the increasing demand from Developers
- Capex investment in development of a robust IT infrastructure to meet our needs

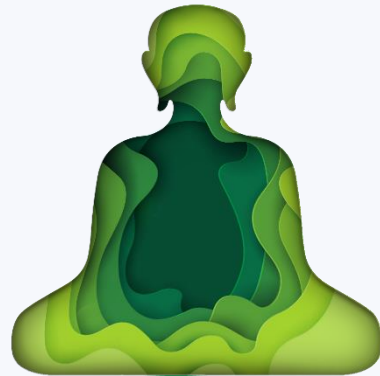
## PREVIOUS FUNDING

- Funded completely by the promoters

# A Monk with **exit plan**

Timeline  
**3 years to 5 years**


Multiple  
**X8 – X10**



Further rounds of funding  
with PE Investor

- IPO listing
- Buy back of Shares
- Trade Sale

# PROPERTYMONK

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