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INTRODUCTION

PropTech encompasses various technologies and innovations that enhance different aspects of real estate, such as buying and selling, renting, property management, building design, construction, and maintenance. PropTech has become a rapidly growing industry and has the potential to revolutionize the way people buy, sell, and manage properties, making the real estate industry more accessible, efficient, and cost-effective. Both developers and consumers of real estate are important shareholders in the online real estate market. Proptech companies leverage cutting-edge technologies such as artificial intelligence, machine learning, blockchain, the internet of things, and cloud computing to create innovative solutions that enable more efficient, cost-effective, and customer-centric real estate processes.

The real estate industry is subject to a wide range of market forces, including interest rates, economic conditions, and government regulations. These factors can significantly impact property values and the profitability of real estate transactions. In recent years, the real estate industry has seen significant growth, particularly in emerging markets. Rapid urbanization and increasing demand for housing and commercial space have driven growth in many regions of the world. Additionally, advancements in technology have revolutionized the way real estate professionals do business, with many transactions now conducted online. The real estate industry faces a variety of challenges in the current era. Imbalances between the supply and demand for housing and commercial properties can lead to high prices and affordability issues. Economic uncertainty, such as the COVID-19 pandemic, can also significantly impact the industry. Regulatory challenges, environmental concerns, and technological disruption are additional factors that can create challenges for real estate professionals.

In India, there are a growing number of startups and companies that are leveraging technology to disrupt and innovate the real estate sector. These include companies like NoBroker, Square Yards, Housing.com, 99acres and Magicbricks. The proptech sector, in general, is characterized by high capital investment, increasing technological sophistication, and a competitive marketplace.

- NoBroker has raised a total of **\$430.9M** in funding over 13 rounds. NoBroker is funded by 16 investors which includes Google and General Atlantic as most recent investors, Moore Strategic Ventures, Tiger Global Management.

- MagicBricks stands with a total funding of **300M+** INR funded by Times Internet. For Square Yards the total funds raised from 2015 to 2021 were **\$97.8M**. The key investors were Reliance Group Holdings, Lohia Group, and Bennett Coleman and Co Ltd.

Although the proptech sector is seeing certain regulatory issues like: data protection, customer knowledge, digitalization of property purchase/sales/rental contracts, housing protection, and many more, the sector is optimal to have a market size of \$1 Trillion by 2030.

Question 1: Perform a competitive benchmarking of Nobroker vis-a-vis its other competitors

Ans: Competitive Benchmarking of NoBroker:

The metrics for competitive benchmarking of NoBroker has been categorized into the following:

- **Company Specific Metrics:**

Market share:

The audience demographics provide the site's market share across various audiences, and they demonstrate that NoBroker is most well-liked by those aged 25 to 34, with a majority of 63.22% men and 36.78% women. It is ranked **4051** globally, with 13.8M unique visitors and a 48.14% bounce rate. It has received **395K+** downloads in the last 30 days. MagicBricks has received 18.5M visits overall, with an extremely low bounce rate of 0.63%. With only 25K+ downloads during the previous 30 days, the number of downloads is nevertheless quite low. 99acres.com has received 14.9M visits overall, with a bounce rate of 0.56%. Their audience's demographics and download statistics are yet unknown. There have been 13.5 million visits to Housing.com overall, with a somewhat higher bounce rate of 0.76%. Housing.com has received more than 523K downloads over the last 30 days. With 10K+ downloads over the previous 30 days, SquareYards has had 5.3M total visits and a 0.73% bounce rate.

- **Customer Specific Metrics:**

Target Customers:

Property owners, tenants, and buyers who want hassle-free and affordable real estate transactions are among NoBroker's target customers. The platform also caters to homeowners who want to rent out or sell their houses directly, without the help of brokers. The greatest age group of visitors is 25 to 34 years old (36% of total customers), with most of them coming from Bangalore, Mumbai, Pune, Chennai, Hyderabad, and the National Capital Region (NCR). (Delhi, Gurgaon, Noida, Ghaziabad, Faridabad). Residential real estate is preferred by buyers on the website (84%) over commercial real estate (16%). The primary target audiences are medium class persons with moderate to cheap pricing methods, looking for affordable and convenient rental options are the target customers. Whereas Housing.com operates in more Tier-2 and Tier-3 cities than

NoBroker. Its target audience is therefore wider than NoBroker, and includes both individuals and businesses. Squareyard offers services like real estate research, property management, and home loans. The target audience is similar to NoBroker, here they are primarily targeting individuals who are looking to buy or rent properties without the additional cost of brokerage fees. 99acres offers services for real estate agents, builders, and developers who want to list their properties and also offers advertisements such as microsites, banners, homepage links and project pages to clients. Therefore, 99acres' target audience is wider than NoBroker, as they also include businesses looking to advertise their properties.

Products Offered:

NoBroker's platform offers a comprehensive end-to-end solution for property seekers, including rental agreements, movers & packers services, home loans, interiors, special packages for NRIs, relocation services for corporates, remote property management services, etc. It offers subscription plans for every actor in the market, including tenants, sellers, buyers, and owners of both residential and commercial properties. NoBroker also has a "refer and earn" feature that allows customers to earn money by sharing contact details or taking pictures of "TO-let" boards outside houses. On the other hand, Magic Bricks offers fewer subscription plans catering mainly to owners and sellers along with ancillary services such as property valuation, advocate on call, and property astrology and Housing.com provides additional features like RentNow pay later, installing solar rooftops in houses, and interior home designing services.

- **Product Specific Metrics:**

Pricing :

NoBroker offers more contacts on its free plan compared to MagicBricks. NoBroker does not have different plans for properties falling into different price brackets, whereas 99acres does. However, NoBroker's highest plan is priced lower than 99acres' highest plan, while offering similar benefits. Overall, NoBroker appears to offer competitive pricing and a range of benefits for buyers, sellers, owners, and tenants in both residential and commercial markets.

Existing pain points of customers:

The operational area coverage of NoBroker is very less comparatively, which could be a drawback for users looking for properties in Tier 2 and Tier 3 cities in India. However, it does offer unique advantages, such as a more generous free plan with more contacts and a lower price in comparison.

The user interface has some shortcomings, such as weak support systems, unclear filter options, cluttered UI, and frequent pop-ups of premium plans. The lack in terms of value-added services compared to its competitors, such as pricing trends, locality and property insights, floor plan charts, bank offers, and calculators.

Product Strength:

NoBroker has the advantage of offering no transaction fees for rent payments through NoBroker Pay, which is not available in MagicBricks and 99 acres. Additionally, it offers a wide range of home services like cleaning, painting, and packers and movers, which are not available in MagicBricks. However, MagicBricks and 99acres has a wider operational area coverage and offers value-added services like pricing trends and calculators, which NoBroker lacks.

Additionally, NoBroker has a social networking feature called NoBroker Hood that allows residents of a particular locality to connect with each other, which is not available in 99acres.

Free experience before buying:

Property listings in NoBroker are free and there is no brokerage for either buyers or owners in NoBroker unlike Magic Bricks which charges brokerage fee for owners. Free property ad service is available in NoBroker. It offers free contact services to the property owners or sellers, free tenant verification, refer and earn facility.

Customer reviews and engagement:

NoBroker seems to have a better overall performance and customer engagement than its competitor 99Acres. NoBroker has a higher rating on Mouthshut, indicating that customers are generally more satisfied with their experience. Its performance metrics are also high in terms of responsiveness and ease of transaction, which are important factors for customers.

NoBroker also provides additional features such as livability score and transit score, which can help potential customers make informed decisions. However, the website's user-friendliness and customer service need improvement, which suggests that there is still room for NoBroker to enhance its customer engagement. MagicBricks has a higher average monthly traffic than NoBroker, suggesting that it is a more popular platform. However, NoBroker has a slightly higher average pageviews per visit, which could indicate that users are more engaged with the content on NoBroker.

Product weakness:

NoBroker has a limited coverage area as it is only available in selected cities in India, which limits its user base and potential growth. The NoBroker platform is highly dependent on technology, and any technical glitches or issues could potentially disrupt the user experience. Some users may not be very tech savvy and some may not be comfortable with the level of personal information required to use the platform.

- **Market Positioning:**

Technical Advantage:

Customers of NoBroker Pay can take advantage of a number of features, like interest-free financing for 45 days, simple payment processing, and the opportunity to receive up to 30,000 awards on transactions made through specific banks. Nobroker's automated rent receipt generation tool saves time and work for both tenants and landlords

by producing rent receipts for each payment made via NoBroker Pay, helpful for tenants who need to present proof of rent payment for different reasons, such tax filing or leasing agreements. While Housing.com offers the unique feature of 360-degree virtual tours.

PropIndex is a tool by Magicbricks that empowers property seekers and investors with detailed information on the movement of residential apartment prices and supply of properties in India for some major cities. Both 99acres and NoBroker have a currency converter feature on their platforms. It has a rental yield calculator that allows users to calculate the potential rental income of a property based on its price and expected rent while NoBroker does not have this feature. Squareyards provides customer support through multiple channels including email, phone, and live chat. It also provides real estate market analysis and insights on its platform.

Competitive advantage:

One of the benefits of using Nobroker is the NBcash that is provided to users upon logging in. This NBcash can be used to avail of discounts on services provided by Nobroker. It is a great way to save money while finding the perfect property. With the help of NBcash, users can get attractive deals on services like background verification, rent agreements, and home insurance. So, if you're looking to buy, sell or rent a property, Nobroker is the perfect platform for you, with its exciting offers and discounts.

99 acres offers a range of pricing plans that take into account the value of the property. It also provides customized solutions for developers, builders, and brokers whereas nobroker offers a no-brokerage approach, which means that customers can deal directly with property owners or tenants, without brokers. Housing.com has partnered with several real estate portals such as Proptiger, Makaan, and IREF. It offers a special plan for NRIs (Non-Resident Indians) to cater the specific needs of NRIs who are looking to buy or rent property in India. The plan includes services such as property visits, assistance with documentation and legal support. Magicbricks offers a range of features, including rate versus trends analysis, insights, buy vs rent analysis, tips and guides, investment hotspots, and property valuation. It also has a real estate guide section that provides customers with various information such as property transactions, legal requirements, and tips for buying and selling properties.

NoBrokers

Strength: 1. Allows tenants to pay their rent online without any transaction fees. 2. NoBrokerHood: Their community management platform 3. Offers unique features like Refer and earn, NBcash, interest free payment, automated rent receipt generation and livability and transit score on properties.	Weakness: 1. Lack of exploitation of lead generation business 2. Limited operational area coverage 3. UI/UX cluttered
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Opportunities: <ol style="list-style-type: none"> 1. Core offerings of subscription model 2. Integration of advanced technologies like Metaverse, AR/VR, 3D view 3. Monetising low rental marketplace 4. User friendliness of the website and customer service can be improved by making the site available in regional languages. 	Threats: <ol style="list-style-type: none"> 1.Competition in community management platform 2. Growing sales and revenue in competitive environment 3.Expanding the team and operational area
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Housing.com

Strength: <ol style="list-style-type: none"> 1.First mover advantage in number of segments 2.Stronger presence in Tier 2,Tier3 cities. 3.Offers unique features like 360-degree virtual tours. 4.Partnered with several real estate portals such as Proptiger, Makaan, and IREF. 	Weakness: <ol style="list-style-type: none"> 1.Low Return on Investment 2.Customer Dissatisfaction
Opportunities: <ol style="list-style-type: none"> 1.Opportunities in Adjacent Markets 2.Developments in Artificial Intelligence 	Threats: <ol style="list-style-type: none"> 1.Threats of New Entrants because of Reducing Costs and Increasing Efficiencies 2.Increasing revenue growth

MagicBricks

Strength: <ol style="list-style-type: none"> 1.Technical edge with features like-property valuation,trend insights 2.User friendly interface 	Weakness: <ol style="list-style-type: none"> 1.Pricing is expensive 2.No verification system for agents
Opportunities <ol style="list-style-type: none"> 1.Potential market tapping 2.Add property exchange program 	Threats <ol style="list-style-type: none"> 1.Complacency check 2.Competing at moderate pricing

99Acres

Strength: <ol style="list-style-type: none"> 1.Large client base 2.Most preferred by NRIs 	Weakness: <ol style="list-style-type: none"> 1.Verification of properties 2. Target only internet market
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Opportunities: 1.Gain from commercial real estate 2.Increase sales through resale market	Threats: 1.Economic slowdown 2.Quality of listing 3.Head to head competition
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SquareYards

Strength: 1.Customer support through various channels 2.Escrow,secure payment channel,KYC 3.Global presence	Weakness: 1.Being relatively new company, it has limited financial resources compared to competitors 2.revenue vulnerable to market fluctuations
Opportunities: 1.Rentals and property management 2.R&D and IP benchmarking	Threats: 1.Competing with established companies in Indian market

Question 2: Come up with an elaborative Revenue growth strategy for the Rental market.

Product-market fit evolves and changes in response to the economy and the needs and desires of customers. As a result it is necessary to stay alert and be ready to capitalize on the numerous new opportunities to modify the growth strategy as needed. Using a revenue growth strategy allows control over the financial future of the company. NoBroker's primary source of operating revenues comes from the sale of its subscription plans, which makes up around 44% of the operating revenues.

The rental growth market can implement various revenue growth strategies to increase their customer base and revenue. Some of these strategies include:

- 1) **Refer and earn 5 listings:** Implementing a refer and earn program can encourage existing customers to refer friends and family to the rental growth market. This program can offer incentives such as discounts on rent or cash rewards for each referral that converts into a paying customer. If a customer refers to someone else, in addition to the listings offered by any plan, both the referee and the referrer can additionally be allowed to see extra listings(up to 5 extra listings). Customers should be thanked for bringing in new business to demonstrate to other customers that the program is successful and that their fellow customers are participating and earning incentives.This is a cost-effective way to acquire new customers as it relies on word-of-mouth marketing rather than expensive advertising campaigns. It ensures high conversion rates, increases brand awareness, and generates positive word-of-mouth. Additionally, referral programs can

also provide businesses with valuable data about their customers and their referral behavior, which can help improve their marketing strategy.

- 2) **New market entry:** Expanding into new markets is an effective way to increase revenue. The rental growth market can consider expanding to new geographic locations or entering into new segments such as commercial rentals or vacation rentals. This can help the rental growth market tap into new customer segments and generate additional revenue streams. At the moment there aren't many prominent proptech companies who are established in Tier 2 cities. Real estate availability of quality & compliant grade A space has been a challenge in most of the Tier-II markets. Thus it gives an opportunity to the company to explore markets that don't observe a monopoly by some other company. Few steps that can be taken to enter new markets in Tier 2 cities can be:
 - **Partner with Local Real Estate Agents:** Partnering with local real estate agents who have a deep understanding of the local market can help you gain credibility and trust with potential customers. Local real estate agents can also help you understand the unique challenges and opportunities of the Tier 2 city market.
 - **Focus on Local Language and Culture:** Tier 2 cities have different cultures and languages than Tier 1 cities. Adapting marketing strategy and customer communication to the local language and culture can help the company build a better connection with potential customers and build trust.
 - **Leverage Technology:** To expand to Tier 2 cities, the company can leverage technology to offer a seamless and user-friendly experience to customers. This can include features such as virtual property tours, online document signing, and AI-powered property recommendations.
 - **Offer incentives:** Consider offering incentives to customers in the Tier 2 cities to encourage them to try your services. This could include special promotions or discounts for new customers. Further, giving them subscription plans at a lower cost would be a more suitable idea since the rents in these cities would already be lower thus keeping the plans of the same level would not make sense.
 - **Build trust and credibility:** Establishing trust and credibility in a new market can take time, but it's crucial to build a loyal customer base. Consider offering exceptional customer service and transparency in your pricing and services.
- 3) **Channelize people to home services:** Creating a chatbot that answers inquiries from new tenants for both residential and business buildings. It can recommend suitable services to them based on their searches. Giving discounts or enticing new customers or tenants to use home services after purchasing a plan may encourage a good number of home purchases. After purchasing a basic plan or **non-refundable plan**, if the customer is unable to secure a residential or commercial property, we can offer an **alternative benefit** such as the ability to convert the plan amount into NB cash, which can then be

used to purchase home services (**for instance, a 1000 plan that is not converted to residential services can be converted into NB cash of 100 rupees, 200 rupees, etc...**)

- a. **Post purchasal of plans** : As soon as the user purchases any plan. He/She should be notified about home services via a pop up and in many other ways as follows:
 - Email: Companies can send an email to the user with all the details of the home service plan purchased, along with instructions on how to access and use the services. This is a convenient method as users can access the information at their own time and convenience.
 - SMS: Companies can also send an SMS to the user's registered mobile number with all the relevant details. This is a quick and efficient method, especially if the user needs to access the services immediately.
 - Phone call: Companies can have a customer service representative call the user to provide all the necessary details about the home services. This is a personal approach that can help the user clarify any doubts or queries they may have.
 - Notifications via chat bot : If the company has a mobile app, they can send push notifications to the user's phone with details about the home services depending upon the type of customer. This is a convenient method as users can access the information on the go.
 - b. **Post listing** : If the customer is found to enter a listing without any purchasal of plans. He/She can be encouraged to avail home services via a dashboard or a mail given that the customer is very much prone to need any of the services like painting, cleaning, movers or packers, furnishing, etc.
Dashboard notifications: The user can also receive notifications through their NoBroker dashboard whenever a service provider expresses interest in their listing. This can be a convenient way to keep track of potential service providers without cluttering their email or SMS inbox.
- 4) **Marketing:** Effective marketing is essential for attracting new customers to the rental growth market. The rental growth market can use various marketing channels such as social media, email marketing, search engine optimization, and paid advertising to reach potential customers. Social media platforms are powerful tools through which we can reach potential tenants and owners. Posting regular and engaging social media content can help in achieving higher occupancy even during the slower seasons. Likewise search engine optimization helps in improving the website's position in search results page and paid advertising helps in reaching customers beyond owned social media channels who might be interested but unaware of the content. Other marketing campaigns can focus on promoting the unique features of the rental growth market, such as competitive pricing, convenient location, or exceptional customer service. Competitive pricing helps in

preventing market share losses, anticipating and considering competitors' prices dynamically and also keep track of margin levels for the business. Expanding to newer geographical locations like in Tier-II cities can expand customer base and helps in the revenue growth.

- 5) **Easy user interface:** Providing a user-friendly interface is crucial for enhancing the customer experience. The rental growth market can invest in including more user-friendly features to the website and the mobile app that allows customers to easily search for and book rental properties. Though there are good features on the website of NoBroker in comparison to its competitors such as a NoBroker Ranking and statistics given on the recent activity on the property. Further the livability score and transit score also are good features.

Still some intricate but essential features that may be added to the UI/UX of the website to enhance the user journey could be as follows:

- In terms of user journey some **improvements to the design of the website** that can be made are - budget can be given as a filter along with locality and property type on the homepage while initially searching for a rental property. An overview of the person listing/selling/renting out the property can be given such as how many properties have they sold/rented out in the past - or any kind of verification not shown to build the trust of the buyer/tenant. While adding a listing a seller should be shown the preview of their listing side by side to see how it looks to the buyers.
- In terms of user journey some **improvements to the functionality of the website** that can be made are - adding a feature of giving **ratings or reviews** in the property listing page for the buyers/tenants to go through. Feedback from previous buyers or tenants about the locality or the society could be a strong factor in the decision making process of a user. A recommendation system can be used to show what other people viewing this property are also interested in. A compare feature which can help in comparing two or more properties with respect to their amenities, area, locality, safety etc. in a list view can be added. For first time sellers adding a feature of cost estimation of their property while listing the property would be useful. Rent-o-meter which is already a feature but not in the process of adding a listing.
- Additions that can be made to websites in general are - Real Estate blogs/guides to give users some insights to the users that are new to the world of Real Estate, videos to help buyers/sellers, Analysis of Indian Markets etc..

- 6) **Building Partnerships:** Building a strong network of partners and industry contacts is one way to reduce customer acquisition costs is to build strategic partnerships. This could include other PropTech startups, real estate companies, investors, and other key

players in the industry. By building these relationships, the company can gain access to new markets, resources, and opportunities that can help your company grow. NoBroker can build partnerships with various entities to increase its revenue. Here are some ways NoBroker can establish partnerships:

- **Property developers:** NoBroker can partner with property developers to help them sell their properties. This partnership can involve NoBroker listing the developer's properties on their platform and providing virtual tours to potential customers. In return, the property developers can provide NoBroker with exclusive access to their properties and offer them a commission on each sale.
- **Banks and financial institutions:** NoBroker can partner with banks and financial institutions to offer home loans and other financial products to its customers. This partnership can involve NoBroker referring customers to the banks and financial institutions for home loan processing and in return, the banks can offer NoBroker a commission on each successful loan disbursement.

In conclusion, implementing these revenue growth strategies can help the rental growth market increase its customer base and revenue while also improving customer satisfaction and loyalty.

Question 3: How can you better monetize the low rental segment (Rent < Rs, 15,000) (Ex: Marketing strategy, New Products, Owner engagement etc.)

NoBroker is a real estate platform that connects tenants and property owners without the help of a broker or agent. It derives money from its offerings through a range of home services and subscription programmes. Renters and property owners have subscription alternatives through NoBroker's Subscription Schemes. According to their requirements and inclinations, real estate owners can choose from a number of layouts.

Existing Owner plans:

- **Basic Plan** is totally free and has a simple platform listing for the property.
- **Classic Plan** consists of a verified listing, a personal relationship manager, and tenant screening services. This plan costs between Rs. 999 and Rs. 1999 per month.
- **Assure Plan** includes all the benefits of the along with rent assurance, legal support and property management services. This plan has an annual price tag between 2999 and 4999 rupees.

Also, tenants have a variety of subscription options to pick from, such as the **Basic Plan** and the **Prime Plan**. Verified listings, rental agreements, and moving assistance are just a few of the advantages of the Prime Plan.

To make the process of moving into a new house or managing a rental property easier, NoBroker also provides a range of **home services**. NoBroker provides a variety of residential services for

e.g. NoBroker has worked with reputable packers and movers to assist renters in moving into their new houses without any hassle.

It provides qualified home cleaning services to assist renters in maintaining a neat and clean living space. To assist renters in getting rid of pests including cockroaches, termites, and rats, NoBroker provides pest control services. NoBroker provides a service that enables renters to pay their rent online using a number of different payment options. The cost of these home services varies according to the particular service that the consumer requests.

Properties with lower rents(<15,000) form the most significant chunk of listings on the website. These form almost **45%** of the total listings in the case of a city like Bangalore, **25 %** in Mumbai, **50%** in cities like Delhi and Chennai.

Since low-rent properties typically consist of solitary buildings or PG, their owners may not be interested in a plan whose price is higher than the rent and instead prefer a broker who will charge him a month's rent. Additionally, they lack technological sophistication, and many view online payments for prepaid subscription plans as dubious because in the traditional market, a broker costs the client after providing services.

Tenants make up the opposite half of the equation. Those who live in low-cost rentals typically don't make a lot of money, usually haven't owned a home and probably never will, or they may be too young to do so. As a result, even for them, purchasing subscription plans doesn't seem like a wise use of money.

Thus, strategies to monetize the low rental segments are as follows:

Improving User Interface(UI) and User Experience(UX) - Enabling features like Voice Assistant, Language Preference, interface guide to make it more user friendly for non tech users who are our main targets in case of low rental segment.

- **Chatbot function:** The chatbot feature can be introduced on the NoBroker platform, which will allow users to select their preferred language while interacting with the platform. This feature can be designed to provide assistance in multiple languages to cater to a wider audience. The chatbot can also be programmed to provide relevant information about properties, rental agreements, and other related services.
- **Installation guide:** A detailed installation guide can be provided to users to ensure that they can install the app without any difficulty. The guide can include step-by-step instructions with screenshots and videos to help users understand the process better.
- **Customer support:** A dedicated customer support team can be made available to assist users in listing their properties on the platform. The team can be trained to provide prompt and effective solutions to any queries or issues faced by the users.

The support team can be made available through multiple channels such as chat, phone, and email.

- **Easy listing of properties:** Listing properties on the NoBroker platform can be made easy and user-friendly. The platform can be designed to allow users to upload property details, photos, and videos seamlessly. The interface can be made intuitive and easy to navigate, with clear instructions on each step of the process.

Improve Customer Trust: Property owners must present their plans in a way that demonstrates their authenticity if they want to gain the confidence of potential purchasers and make sure they feel safe and comfortable about buying a plan. This can be accomplished by giving comprehensive information on the property, including any necessary certifications, licenses, and legal documents. Also, owners can exhibit their track record of successful initiatives.

New Product for low rental segment: Owner listings in the low-rent market are approximately 40%, and basic plans for both residential and commercial listings for tenants cost around Rs. 999, which is within many people's reach. However, compared to tenant plans, the owner's basic plans are expensive at roughly Rs. 2000–Rs3000. So, it is challenging for the owners, who are typically not tech-savvy, to purchase the plans. The correct monetization of these listings is not happening. So, a new product or plan that can offer owners the best price is needed to intervene. These services could include things like personalized rental assistance, help with negotiating rental contracts, and access to exclusive listings that are not available to other users. The company places limitations on the number of listings that are available to consumers who purchase this plan in order to prevent misuse of the plans that are exclusively offered to the low rental segment.

Question 4 : How to increase repeat purchase which is currently at 40%.

Repeated purchases are an indication of customer loyalty to a brand. To gain repeat purchases, we have to gain customers through trust and loyalty. Some of the strategies which we can use or apply to increase post-purchasing activity are as follows:

1. Incentivizing second purchase: The key to encouraging a second real estate purchase is to make customers feel valued and appreciated. Offering benefits or incentives for customers who make a second purchase can be an effective way to increase repeat purchase and improve customer loyalty. Rewarding customers with discounts and offers who have already made a purchase, providing them with an extra incentive to choose NoBroker over its competitors reflects that we value customers and their loyalty.

NoBroker provides offers on many services like Home Painting, Home Cleaning, Packers and Movers, Pay Rent, Home Repairs, AC Service and Repair etc. We can create a new bracket like

premium segment for the loyal customers and give them extra benefits like coupons or offers on these services and additional discount on their purchased plans on second purchase.

Points-based reward programs: Based on the previous plan and services from the premium facility bucket purchased the customers will be provided with NB cash and special rewards, coupons or avail premium features. These coins can be redeemed on services and purchases they do the next time.

Leveraging NB cash features- If the customer purchases a plan of INR 2000 along with ancillary services worth INR 1000. The total purchase would amount to INR 3000. This would be credited as 3000 NBcash coins in their profile. These coins, if above a certain cap amount,say INR1500, would be eligible for redemption on their next purchase. So,again if the next purchase is worth INR 4000 the customer can deduct INR1500 from their bill amount.

Availing premium features- Premium features like 3D display of space,3D view of space, floors plans,virtual etcetera for loyal customers would be provided.

Loyal Customer Tags: After the first purchase on the website,all the parties involved will fill out feedback forms where they will give a review of their experience.Depending on the review given by the tenant/buyer and in tandem with the number of listings posted,each owner/seller will be awarded a rating.More the number of listings by the owner/seller,better the rating would be.Similarly the owners/sellers would provide feedback about their tenants/buyers which would result in them have a better rating and hence greater renting/buying opportunities in future.This rating system would help significantly in incentivising second purchase as the score would greatly assist in building trust amongst the individuals involved in the transaction.

2.Post purchasing engagement : We can put a pop-up activity on the website that takes customers to their relevant site so that they can see the offers that are provided.

Tenant / Buyer	Residential	<ul style="list-style-type: none"> • Discounts on Packers and movers services for shifting within or interstate • Adding warranty for carpentry and home décor services • For every 4 repeats of service by the customers, an extra free service can be added
	Commercial	<ul style="list-style-type: none"> • Shoppers can be guided for legal paper works by connecting them to the officials through pop-ups • Regular cleaning services or painting with lower payment can be provided
Seller	Residential / Commercial	<ul style="list-style-type: none"> • Before selling the property, repainting and home servicing can be discounted • To empty the place, discounting on shifting services can help too
	Landlord	<ul style="list-style-type: none"> • For cleaning and re-leveling of lands discount can be provided •Marketing help by the company can be given by print ads and mail campaigns

3. Customer Feedback Enhancement :

NoBroker should incentivize feedback by offering NBcash coins to customers for their value and feedback. These coins can be redeemed during their next purchase reducing some amount of money in exchange of coins. Customers are more likely to leave feedback if they feel like they are being rewarded for their time and effort. NoBroker can gather insights about their products and services which can lead to better decision-making and improvements. This can lead to increased customer loyalty and trust. Customers who feel valued and appreciated are more likely to engage with NoBroker's offerings and may be more likely to make repeat purchases since the NBcash coins offered can be used for further purchase only.

4. Targeted marketing on potential repeat customers: Leveraging customer analytics, ML models and AI tools to identify potential customers. Providing personalized and customized services based on the user demographics and requirements. We keep our clients informed about the updates in the real estate market like price reductions, new listings and potential market spaces which can produce more revenue in case of commercial tenants. Customers are notified through emails, social media, newsletters or through pop-ups if they have downloaded mobile apps about these new updates.

CONCLUSION:

NoBroker is a real estate platform that aims to eliminate the need for brokers in property transactions. Its key competitors in the Indian market include MagicBricks, Housing.com, 99acres, and CommonFloor. Each platform offers a range of services related to buying, selling, and renting properties. However, NoBroker's unique selling proposition is its broker-free approach, which is aimed at reducing transaction costs and increasing transparency in the real estate market.

The various strategies for revenue growth strategies suggested are Refer and Earn, New market entry, channelising customer to home services, employing effective marketing techniques, building partnership with other businesses and enhancing user interface.

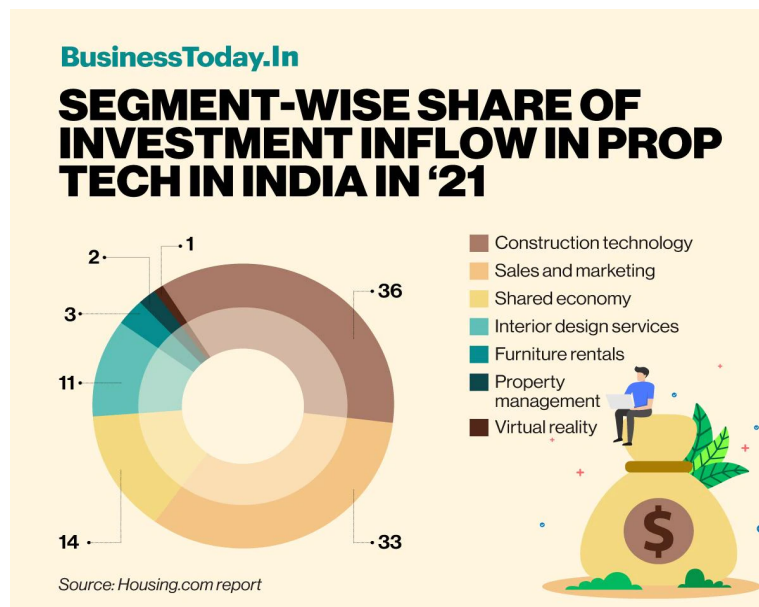
Repeated purchases are an indication of customer loyalty to a brand. To gain repeat purchases, we have to gain customers through trust and loyalty. Some of the strategies which we can use or apply to increase post-purchasing activity are as follows: 1. Incentivizing second purchase with point based programs and additional services. 2. Post Purchasal engagement with premium facility buckets, targeted identification of potential customers and customer feedback integration would prove to be beneficial for repeat customers acquisition.

ANNEXURE

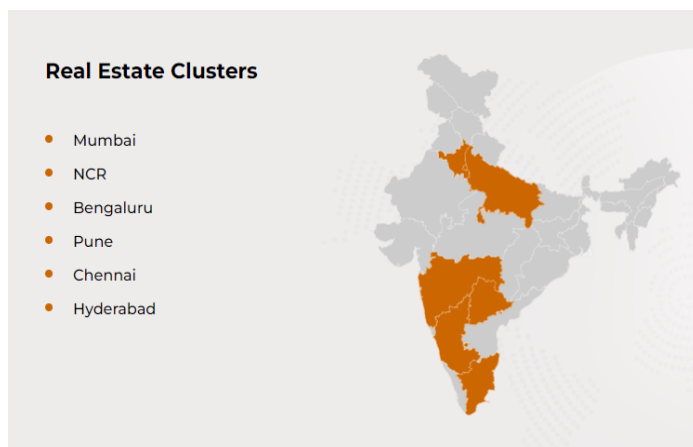
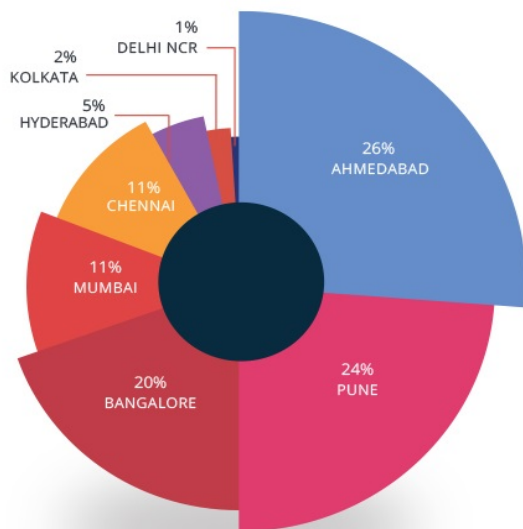
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PropTech is one small part of the wider digital transformation of the property industry. It describes a movement driving a mentality change within the real estate industry and its consumers regarding technology-driven innovation in data assembly, transactions, and the design of buildings and cities. The bar chart shows the segment wise share of proptech sector in India.

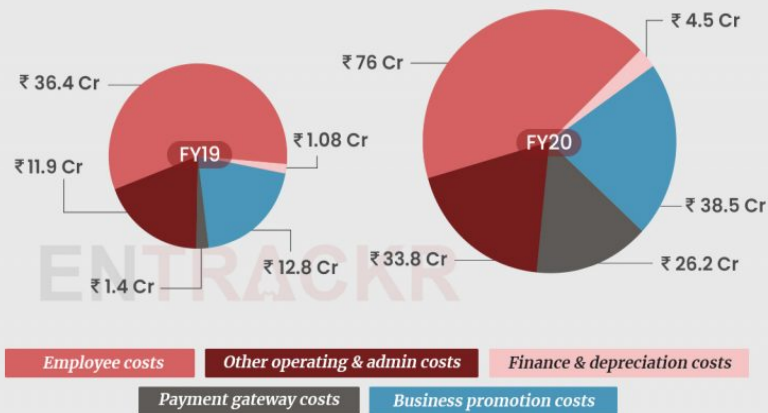


Demand for residential properties has surged due to increased urbanization and rising household income. India is among the top 10 price appreciating housing markets internationally. Driven by increasing transparency and returns, there's a surge in private investment in the sector. The growth of this sector is well complemented by the growth in the corporate environment and the demand for office space as well as urban and semi-urban accommodation.. Bengaluru is expected to be the most favored property investment destination for NRIs, followed by Ahmedabad, Pune, Chennai, Goa, Delhi and Dehradun.



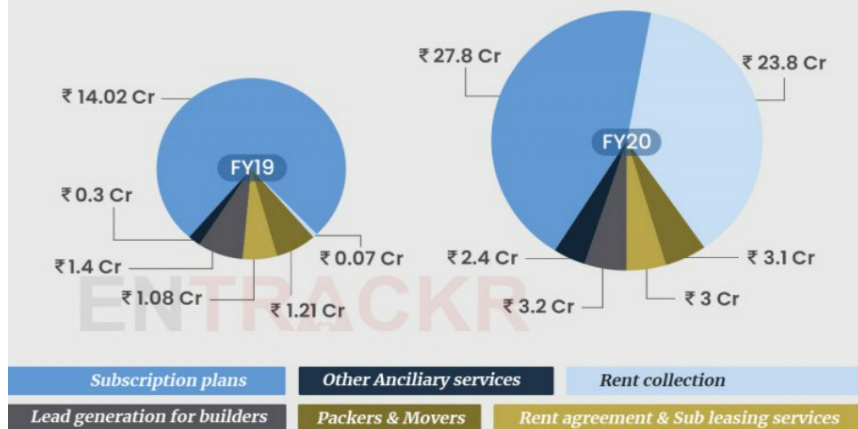
Nobroker Technologies Solutions Private Limited is an unlisted private company incorporated on 08 December, 2014. It is classified as a private limited company and is located in Bangalore, Karnataka. It's authorized share capital is INR 2.41 cr and the total paid-up capital is INR 70.48 lac. Nobroker Technologies Solutions's operating revenues range is INR 100 cr - 500 cr for the financial year ending on 31 March, 2021. It's EBITDA has decreased by -113.00 % over the previous year. At the same time, it's book network has decreased by -22.77 %.

NoBroker Expenses Breakdown



FINTRACKR

NoBroker Revenue Breakdown



FINTRACKR

	NoBroker	Housing.com	Magicbricks	99 acres	squareyard
Active since	2013	2012	2006	2005	2014
Funding	\$430million	\$147.8 million	\$3.62 million	\$1 Million	\$ 97.8 million
Site Traffic	13.8M	13.5M	18.5M	14.9M	5.3M
Investors	Google, General Atlantic, SAIF Partners, Tiger Global, Moore Capital Management etc	SoftBank, Helion Venture Partners, Nexus Venture Partners, Qualcomm Ventures etc	Times Internet		
Strength	Quick and Fast Delivery system, Strong Distribution Network, Reliable Suppliers.	Geographic presence, Strong balance sheet, Experienced and successful leadership time			
Technical advantage	Interest free payment, hassel free payment processing, automated rent receipt.	360-degree virtual tool, QR code convenience.	larger marketing budget, user-friendly interface, higher-quality listings	currency converter feature, offers rental yield calculator	provides real estate market analysis.
Competitive advantage	NB cash login benefit, exciting offer and discounts, no-brokerage approach.	range of property options.	rate versus trends analysis, real estate guide section.	customized solutions, pricing plans.	
Bounce rate	48.14%	0.76%	0.63%	0.56%	0.73%

Pricing Structure

NoBroker	Housing.com	MagicBricks	99Acres	Square Yards
1)Refer and earn- earn up to Rs120 per every refer 2)Post your property-Free 3)Rental Agreement - Depends on the property Normal 4) Tenant's plan : (i)Freedom - Rs1499 (ii)Relax - Rs 3499 (iii)Moneyback - Rs 5499 5)Owner's Plan : (i)Relax-Rs2999 (ii)MoneyBack-Rs6499 (iii)Superrelex-Rs5499 (iv)SupermoneyBack-Rs9999 6)Buyer's Plan : (i)Power-Rs1399 (ii)Property Expert-Rs1499 (iii)Property Expert Moneyback-Rs4999 7)Seller's Plan : (i)Relax-Rs7499 (ii)MoneyBack-Rs16499 (iii)Superrelex-Rs11499 (iv)SupermoneyBack-Rs20999 Commercial plans : 4) Tenant's plan : (i)Commercial Freedom Plan - Rs 999 (ii)Commercial Relax Plan - Rs 2999 (iii) Commercial Moneyback - Rs 5499	1) Home Loan-Bank Information (i) HSBC- Interest(8.55%),Years(0-25),Price(Rs10000+GST) (ii) Bajaj Housing Finance- Interest(8.6%), Years(1-20), Price(0.3%+GST) (iii) Bank of India- Interest(8.6%), Years(0-60), Price(0+GST) (iv) HomeNxt- Interest(8.95%-10.95%), Years(1-35), Price(Rs10000+GST) (v) UBI- Interest(8.75%-9.45%), Years(1-30), Price(0+GST) (vi) Tata Capital Housing Finance- Interest(8.6%), Years(5-30), Price(Rs999+GST) 2) Rent Now Pay Later	1) Property Services (i) Basic-Property Valuation, Rs3000 + 20% Discount (ii) Combo - Basic+Home Loan, Rs4900 + 100% Refundable	Owner's Plan - (i) Advanced - Rs1198 (ii) Advanced Plus - Rs5898 (iii) Assist - Rs11,999 (iv) Assist Plus - Rs17998 Buyer's Plan - (i) Free (ii) Advanced	Litigation Services 1)Documents Review : Free 2)Legal power attorney-Rs5500 3)Property Complaints-Rs27500 4)Lease Agreement-Rs2750 5)Sale Agreement-5500 6)Comprehensive Due Diligence-Rs11000 7)Title Search - Rs5500 8)Litigation Search-Rs1650 Monitoring and Valuation 1)Project Monitoring Report-Rs5500

Importance of Competitive Benchmarking:

