PROPTECH IN INDIA:
THE CASE STUDY OF

GROWTH OF PROPTECHS

Economic Importance

Funding

Increased from USD 94 Bn to USD 251Bn from 2019 to 2021

Real Estate is 2nd largest Employment Generator in India

PropTech startups account for 6% of the total recognized startups

The Indian PropTech companies raised a total funding of USD 1.4 Bn over the years

Market Size

Booming Industry
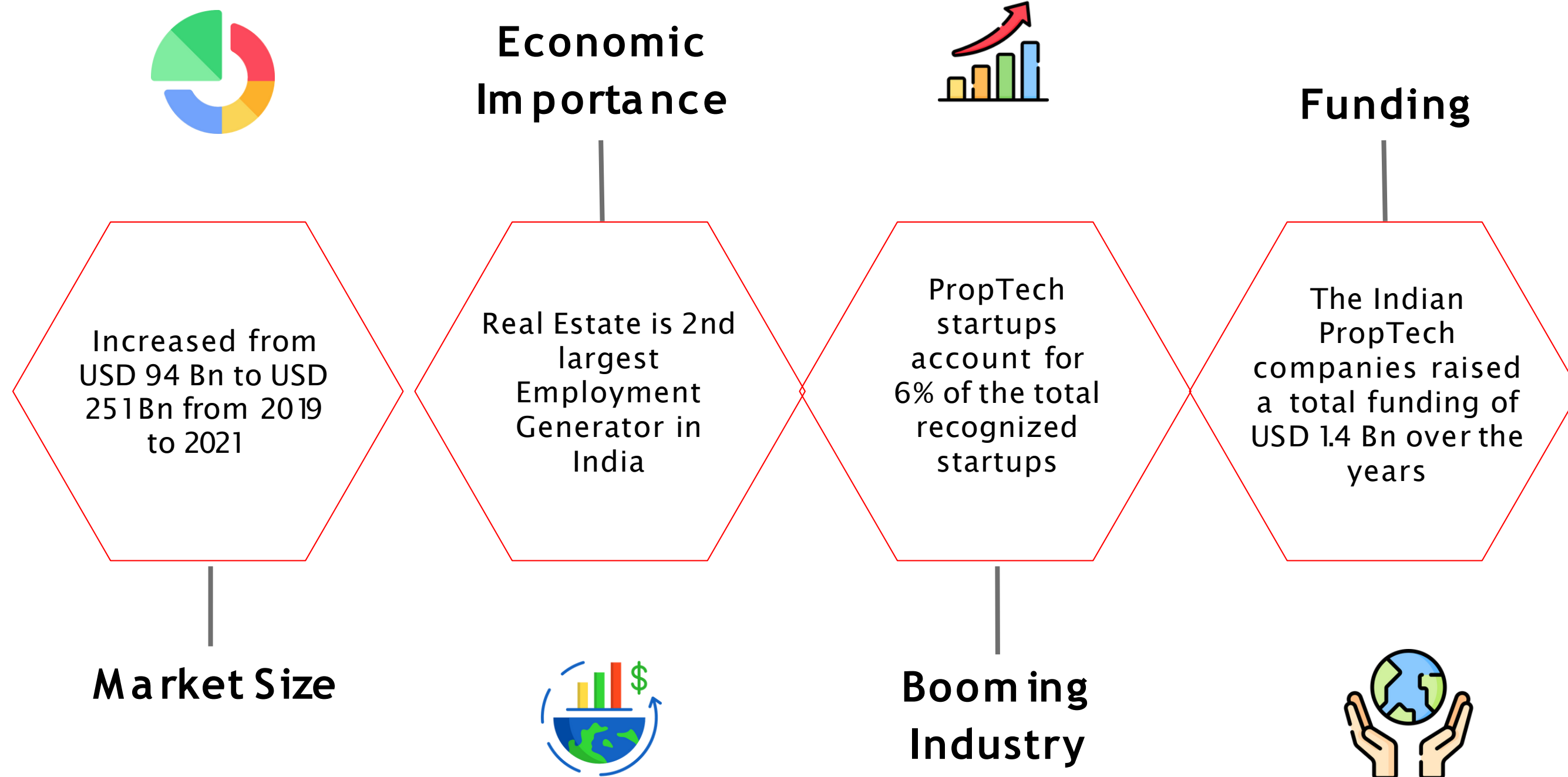
COMPETITORS ANALYSIS

NOBROKER

BOST

Paid plans based on services

11 Cities

Relationship Managers

HOUSING.COM

BOST, Brokers

Paid plans or Agents based on listings

100+ Cities

RNPL, Locality Expert

magicbricks.com

BOST, Brokers, Estate Builders

Commission, Paid plans based on increasing visibility

500+ cities

Ad in Property Times

99acres

BOST

Paid plans based on increasing property visibility and services

600+ cities

Property Insights

*BOST : Buyer, Owner, Seller, Tenant

COMPETITIVE BENCHMARKING

	NOBROKER	HOUSING.COM	magicbricks	99acres
Projects	✗	✓	✓	✓
Revenue from Ads	✗	✗	✓	✗
Price Trends	✓	✗	✓	✓
Rent Pay	✓	✓	✓	✓
Painting and Cleaning	✓	✗	✗	✗
Movers and Packers	✓	✗	✓	✗
Services for NRI	✓	✓	✓	✗
Rent Reciepts	✓	✓	✓	✗
Live Support	✓	✓	✓	✓
Pest Control	✓	✗	✓	✗
Discussion Forum	✓	✗	✓	✓
Community Management App	✓	✓	✗	✗
Property Lawyers	✓	✓	✓	✗

EMERGING STARTUPS IN PROPTECH

Co-living spaces with app for different services

App for booking cabs, ordering food, and paying rent, etc

Insurance against property damage

Focusses on good communal living experience

Fully managed co-living and student housing areas

Offers a home sale guarantee platform

ABOUT RENTAL SPACE

Rental Space - Owner Behavior

60% Homeowners we interviewed reported that the subscription prices are high

40% Homeowners we interviewed reported that free-listings was good enough

55% Homeowners use traditional methods for finding tenants such as To-Let Boards

45% Homeowners use real-estate websites for finding tenants
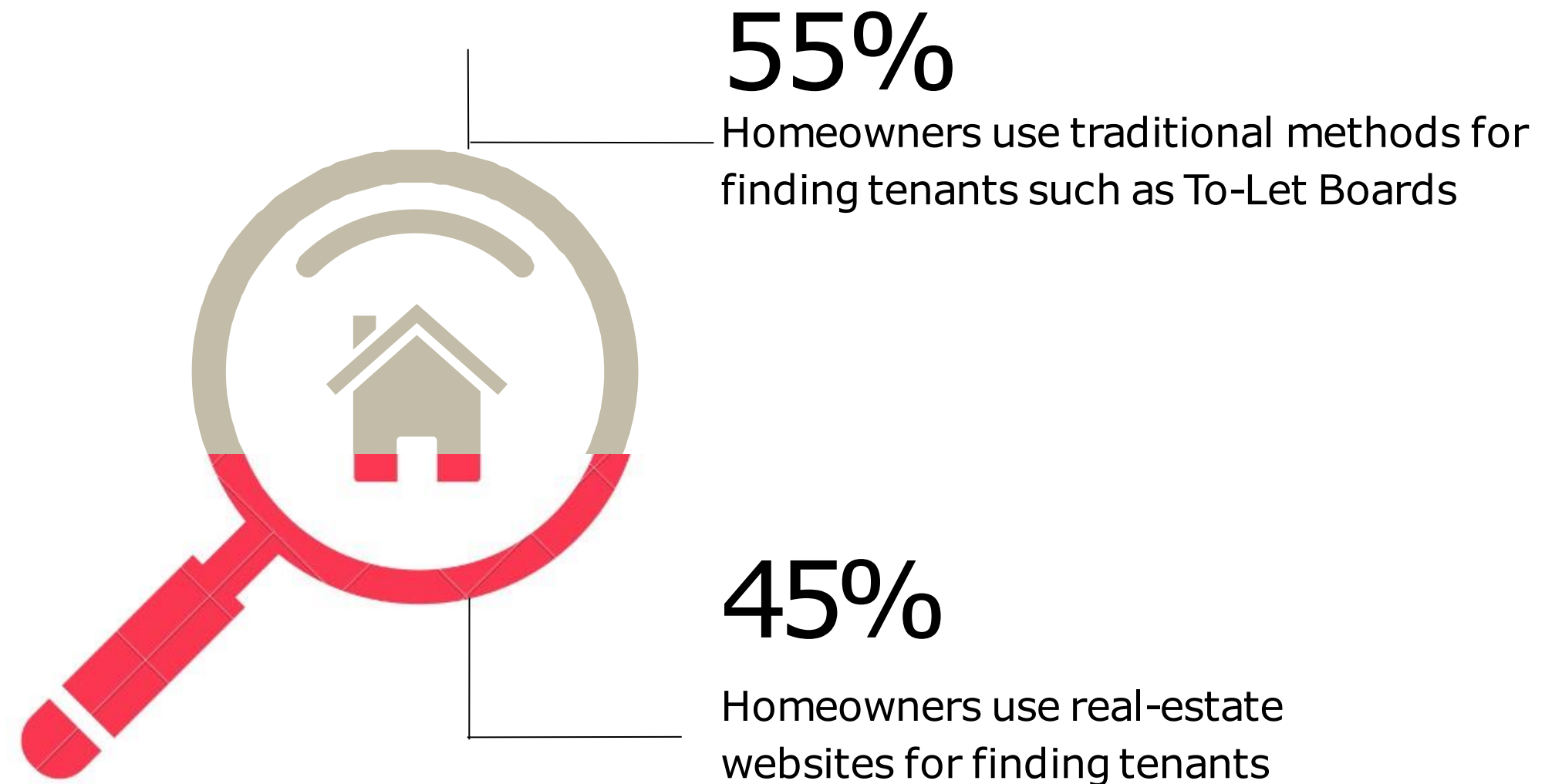
WEBSITES VS. TRADITIONAL CHANNELS

Rental Space - Tenant Behavior

Families
83%

Bachelors
17%

Homeowners prefer families over bachelors

45% Houses on rent belong to the low rental segment

2%

13%

14%

71%

Multistorey Apartment

Residential House

Builder floor apartment
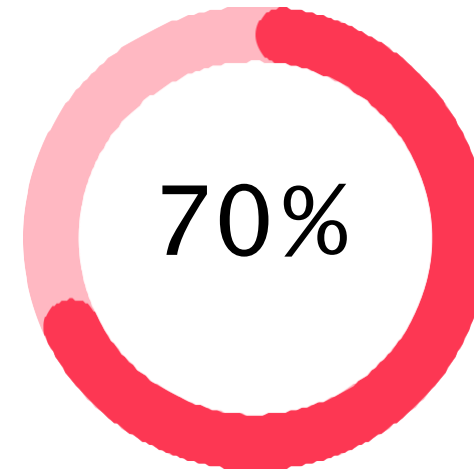
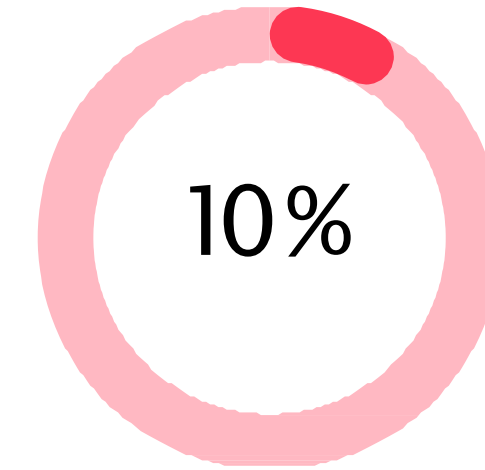Villa

Types of housing preferred by tenants
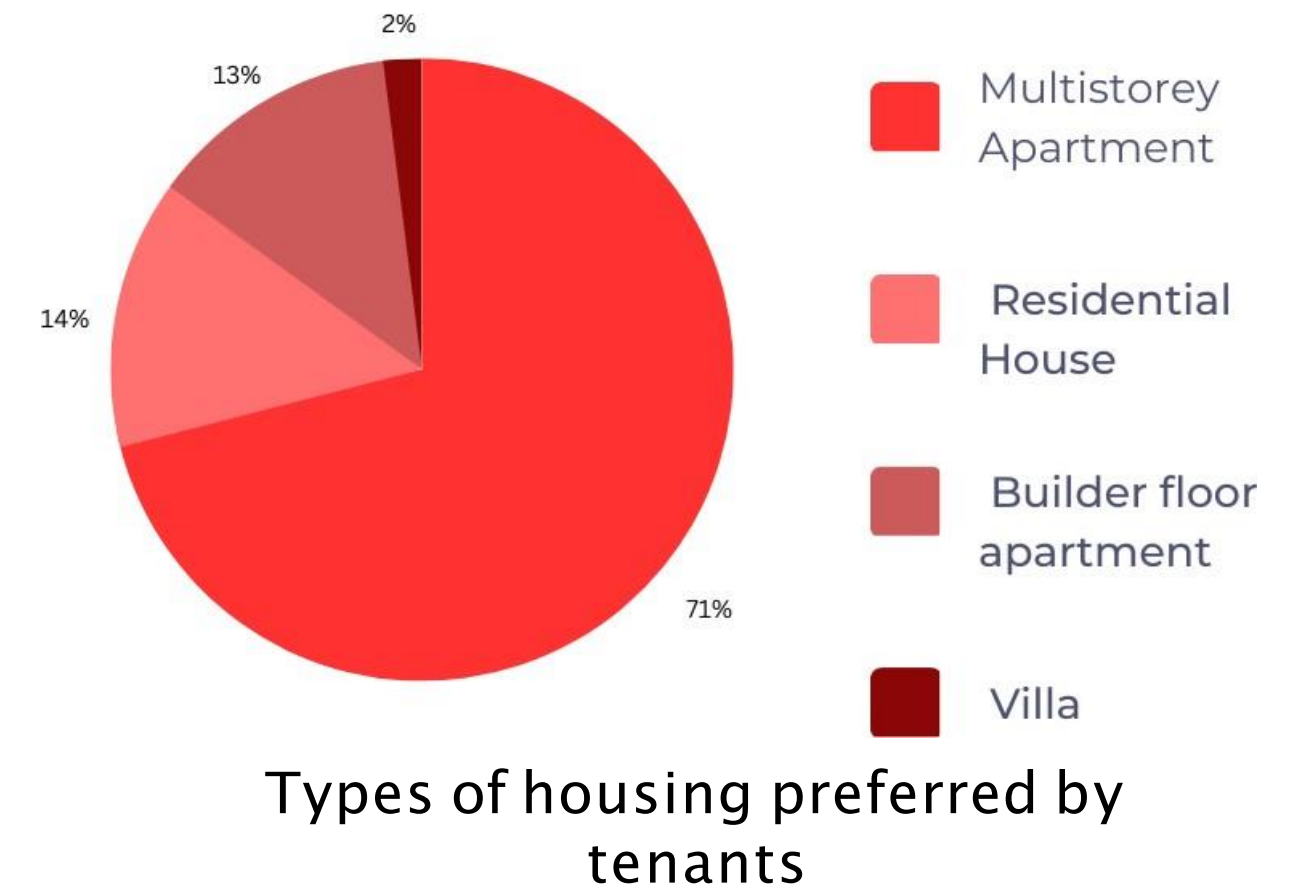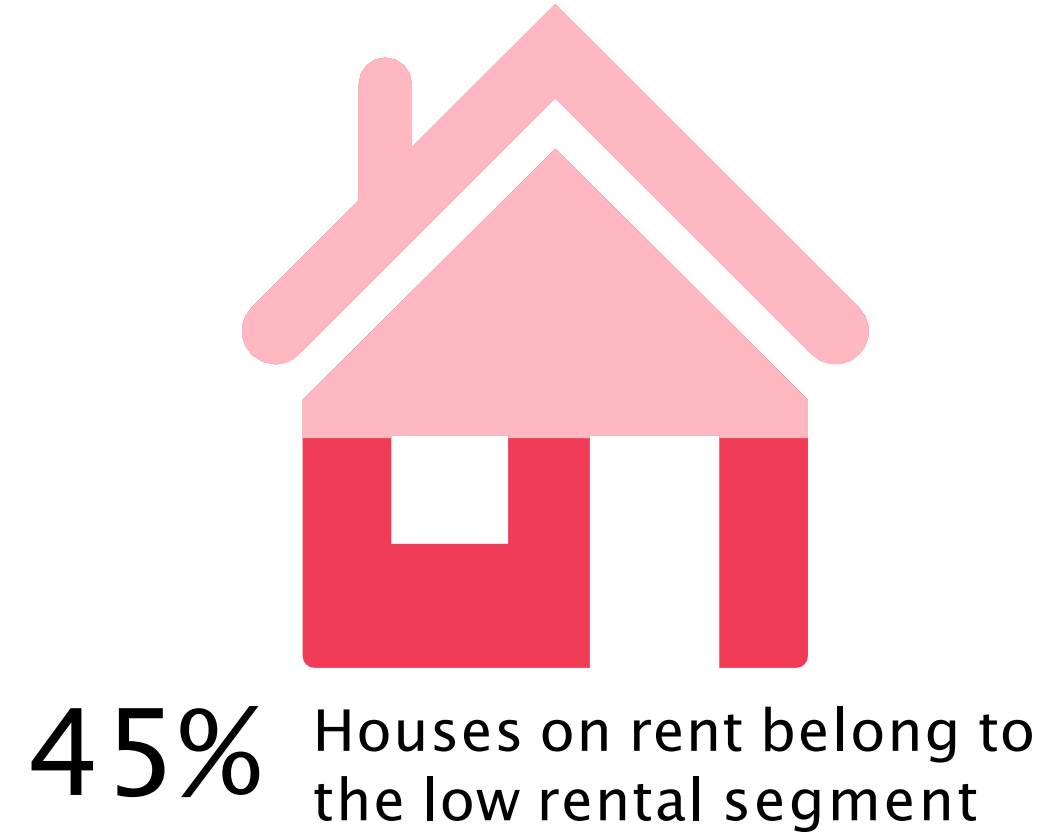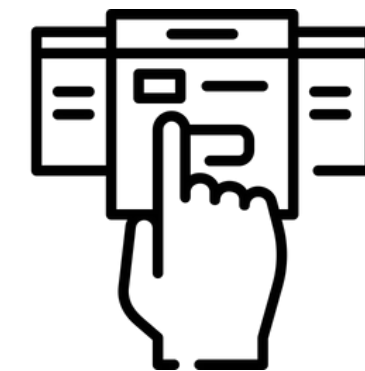
TESTIMONIALS

80

Interviews conducted

70%

People belonging to low rental segment

10%

People who bought subscription plans

TESTIMONIALS

Jyoti Patel
Green Park, Delhi

Channel – NoBroker, offline
Rent – 25,000 per person
Property – 1BHK
Preference – Bachelors
Offline > Online

"I would like to rent my apartment to one or more students or employees. I listed my property on online platforms two years ago and still receive continuous annoying calls from the company, and few are from actual tenants. Hence I listed myself as not interested in both."

Venkateshwara
Mahadevpura, Bengalru

Channel – NoBroker, offline
Rent – 25,000 per person
Property – 1BHK
Preference – Bachelors
Offline > Online

"I own a 1BHK apartment in Bengaluru and listed my property two years ago. Until then, I have received multiple calls from tenants, of which a few worked out. I am facing problems with frequent sales calls regarding NoBroker Premium plans and fake tenant calls."

Rajni Gupta
Chandni Chowk, Delhi

Channel – NoBroker, offline
Rent – 25,000 per person
Property – 1BHK
Preference – Bachelors
Offline > Online

"I own a 2BHK Flat in Chandni Chowk, Delhi, and I listed my property on NoBroker and JustDail a while ago on NoBroker under the free plan and on JustDail for a year. I get my most customers via JustDail, and it's been more helpful than NoBroker till now."
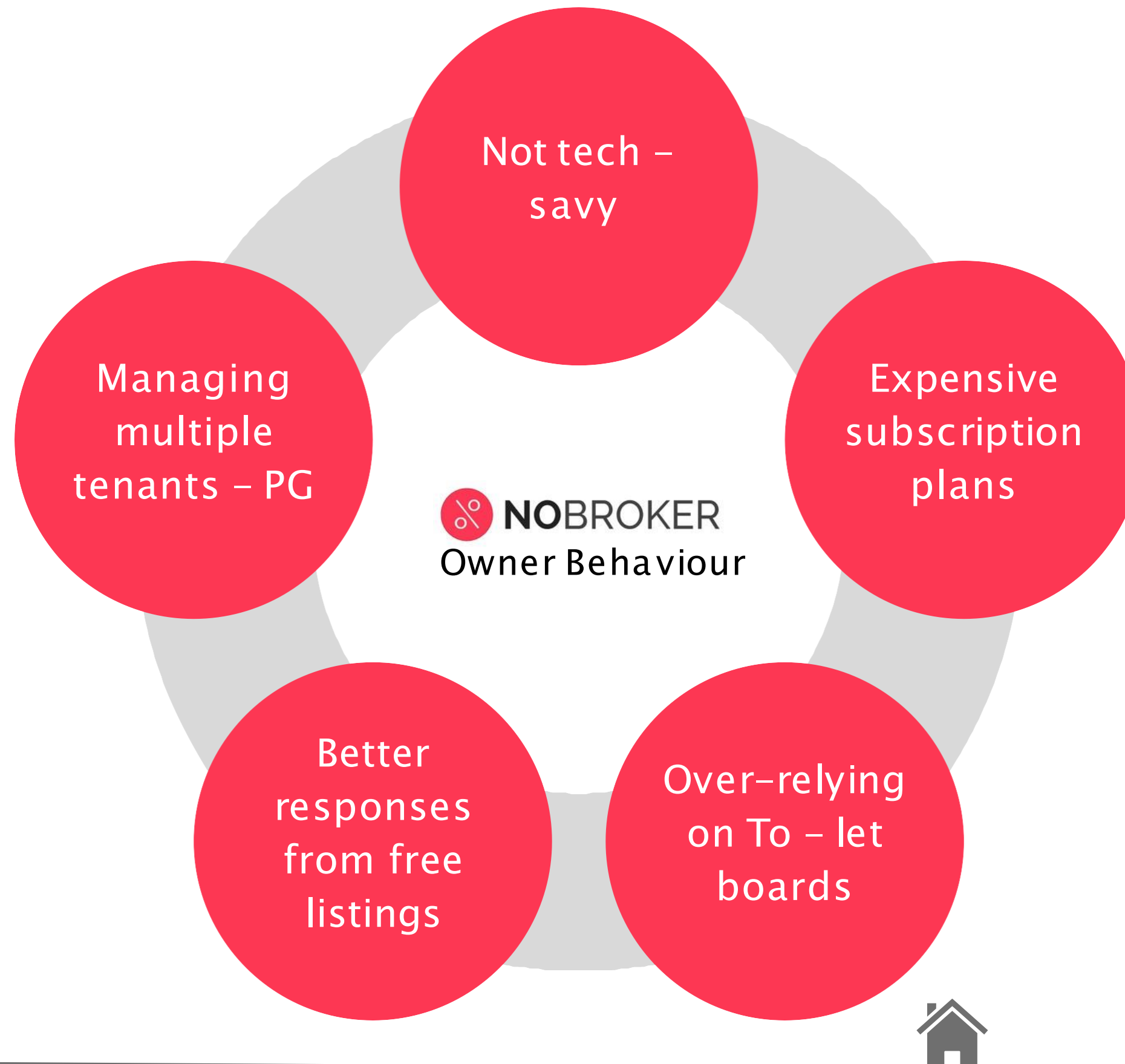
PROBLEMS IN LOW RENTAL SEGMENT

Not tech – savy

Expensive subscription plans

Managing multiple tenants – PG

NOBROKER
Owner Behaviour

Better responses from free listings

Over–relying on To – let boards
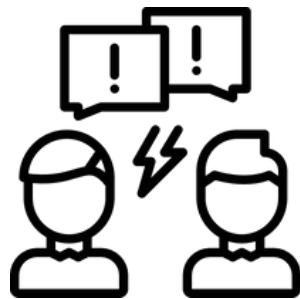
PROBLEMS FACED BY PG OWNERS

25%

Reported conflict between
Owners and Tenants
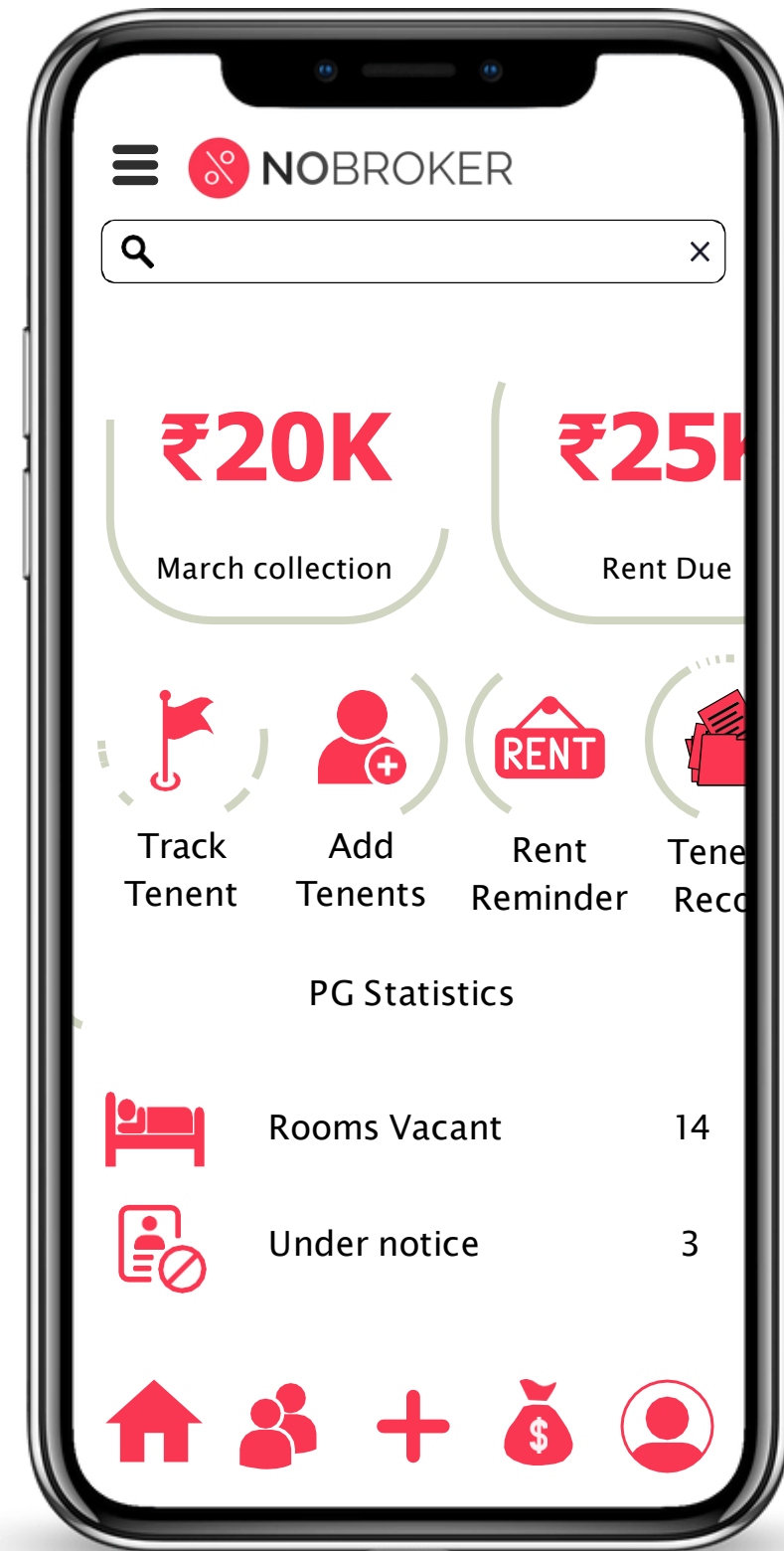regarding rent

60%

Owners prefer a rent
management service

40%

Owners reported problems
in finding new tenant

NOBROKER PG

App Features

Property Management Feature

View Availability of rooms

Special Subscription for PGs

Allowing Mulitple Payment Methods

Maintainance Request Tracking

Built-In Communication Tool
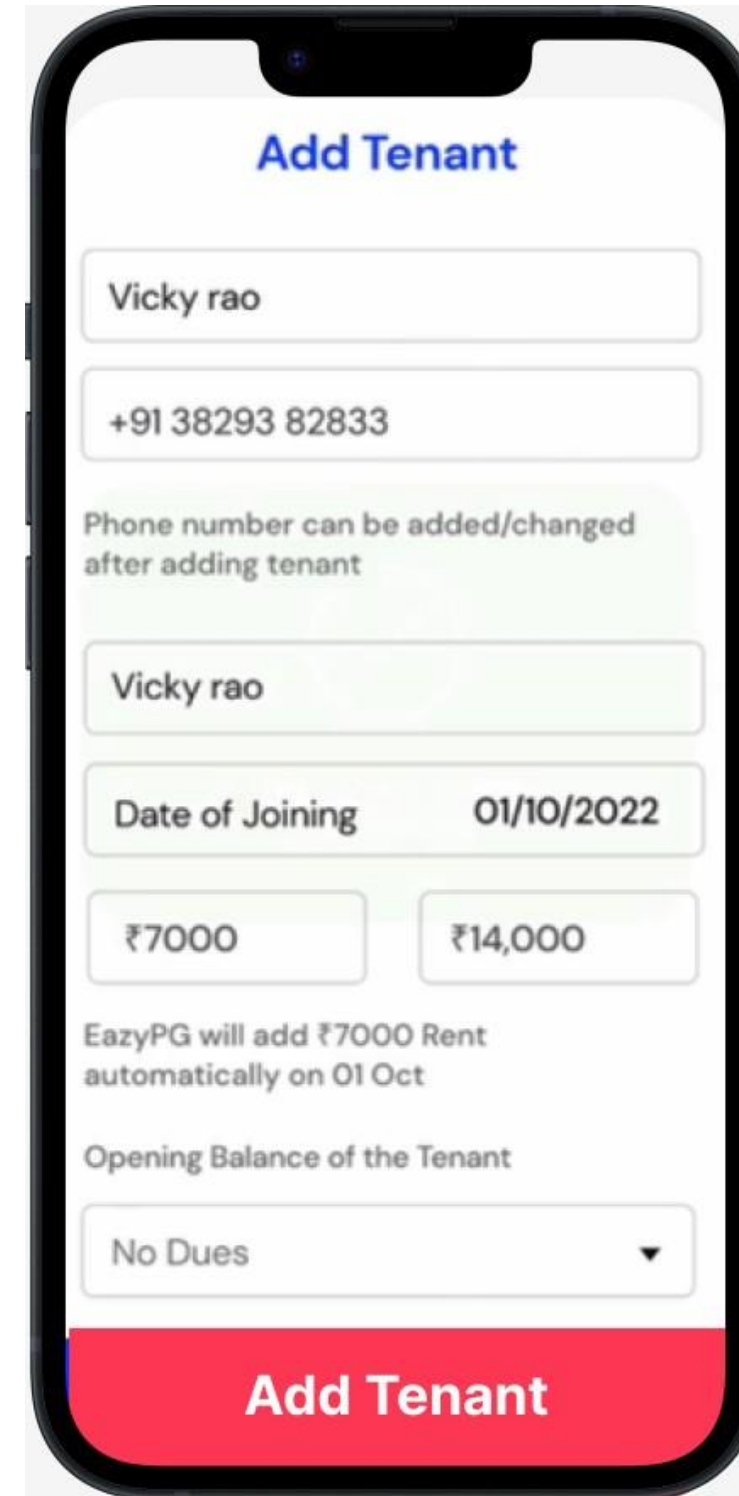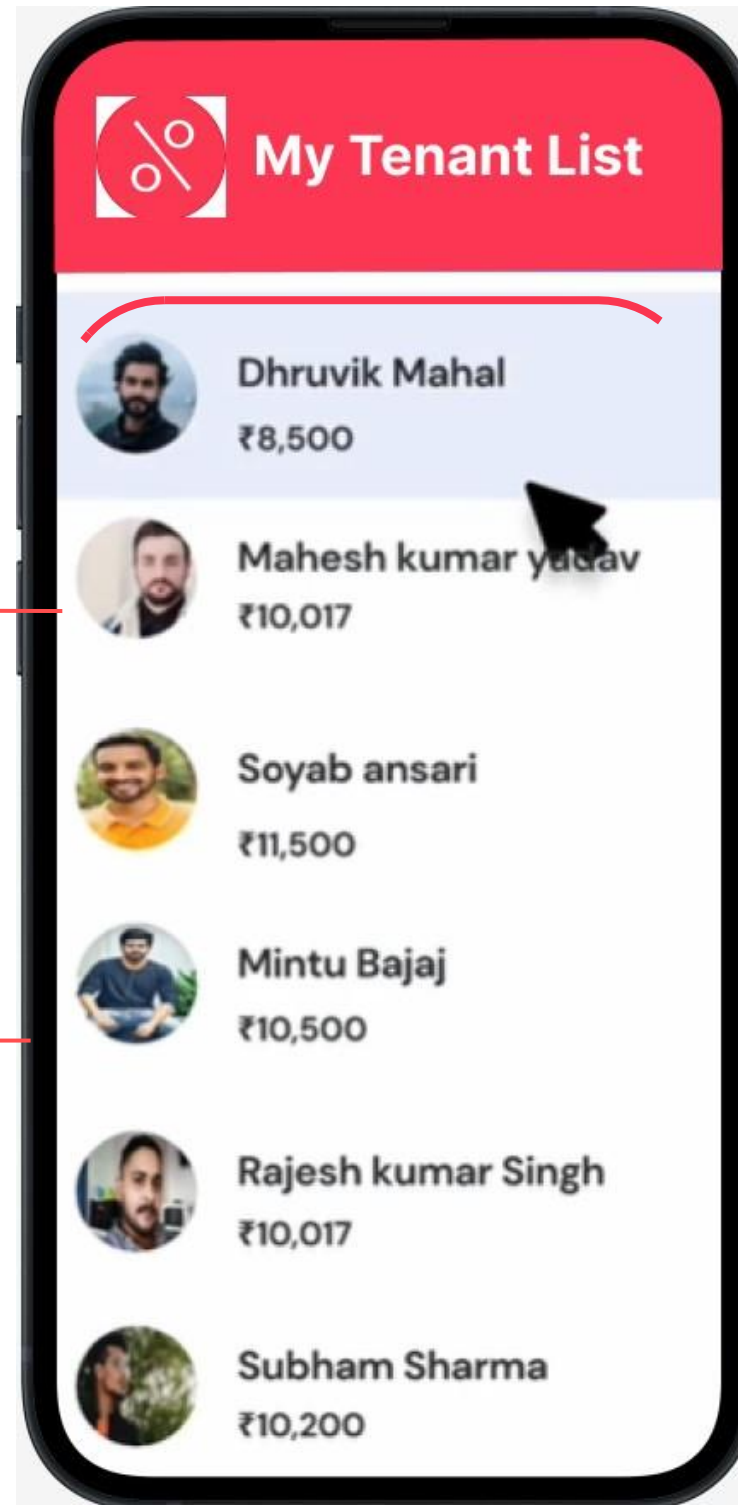
Legal Document Management

Automated Rent Reminder

Tenant Screening

Property Performance Analysis

NOBROKER PG

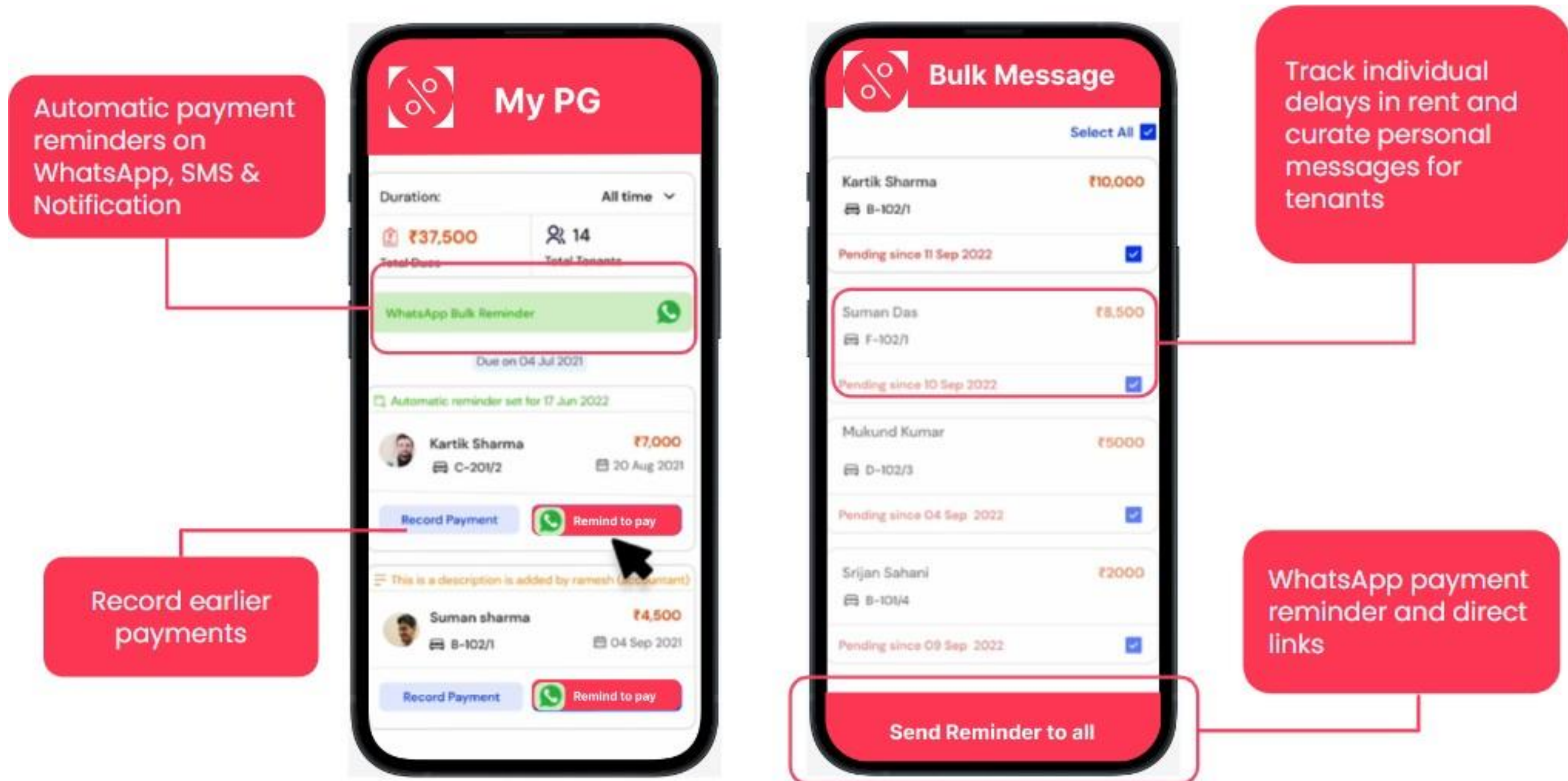Maintain your tenant list digitally at your fingertips

Add tenant as simple as adding a new contact

All your tenants in one place

My Tenant List

Dhruvik Mahal
₹8,500

Mahesh kumar yadav
₹10,017

Soyab ansari
₹11,500

Mintu Bajaj
₹10,500

Rajesh kumar Singh
₹10,017

Subham Sharma
₹10,200

Add Tenant

Vicky rao

+91 38293 82833

Phone number can be added/changed after adding tenant

Vicky rao

Date of Joining   01/10/2022

₹7000   ₹14,000

EazyPG will add ₹7000 Rent automatically on 01 Oct

Opening Balance of the Tenant

No Dues ▼

Add Tenant

NOBROKER PG

Automatic payment reminders on WhatsApp, SMS & Notification

Record earlier payments

Track individual delays in rent and curate personal messages for tenants
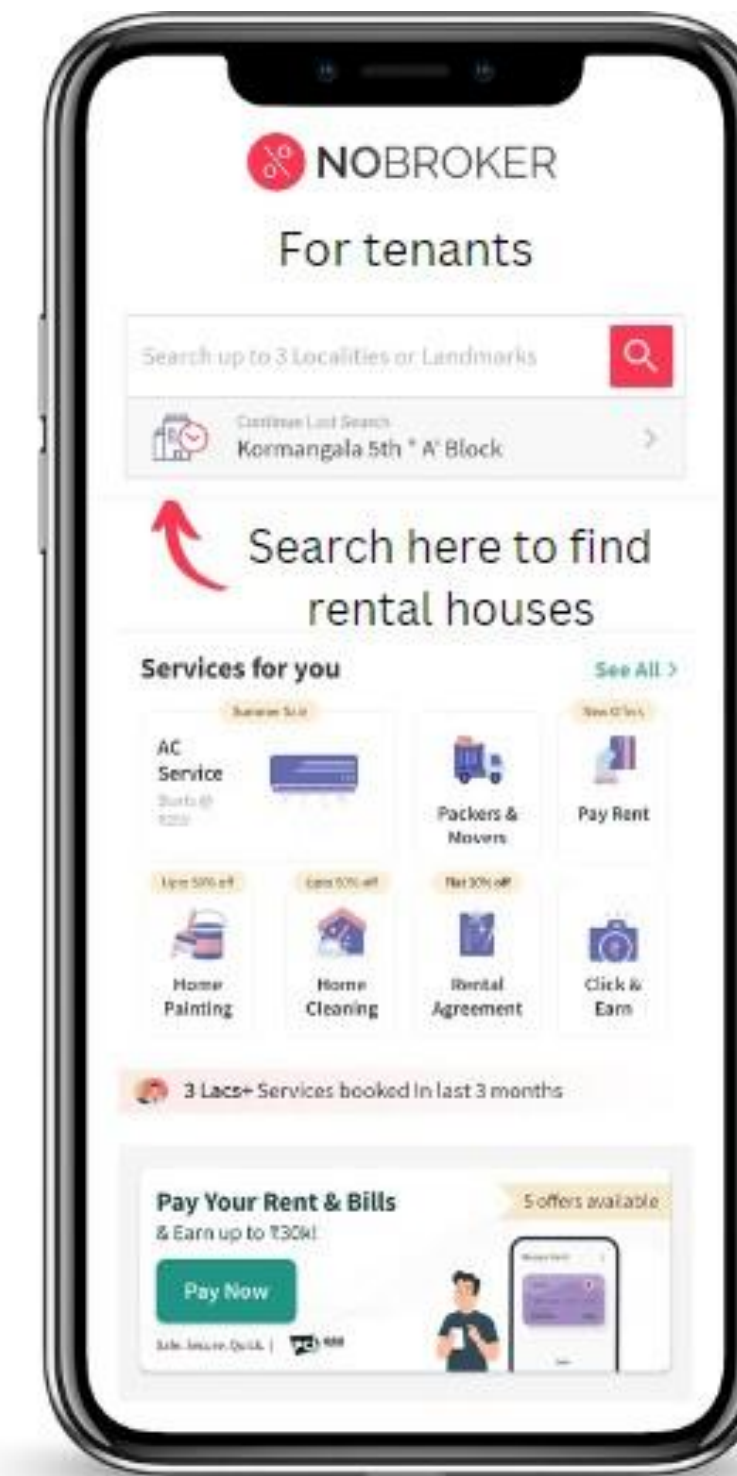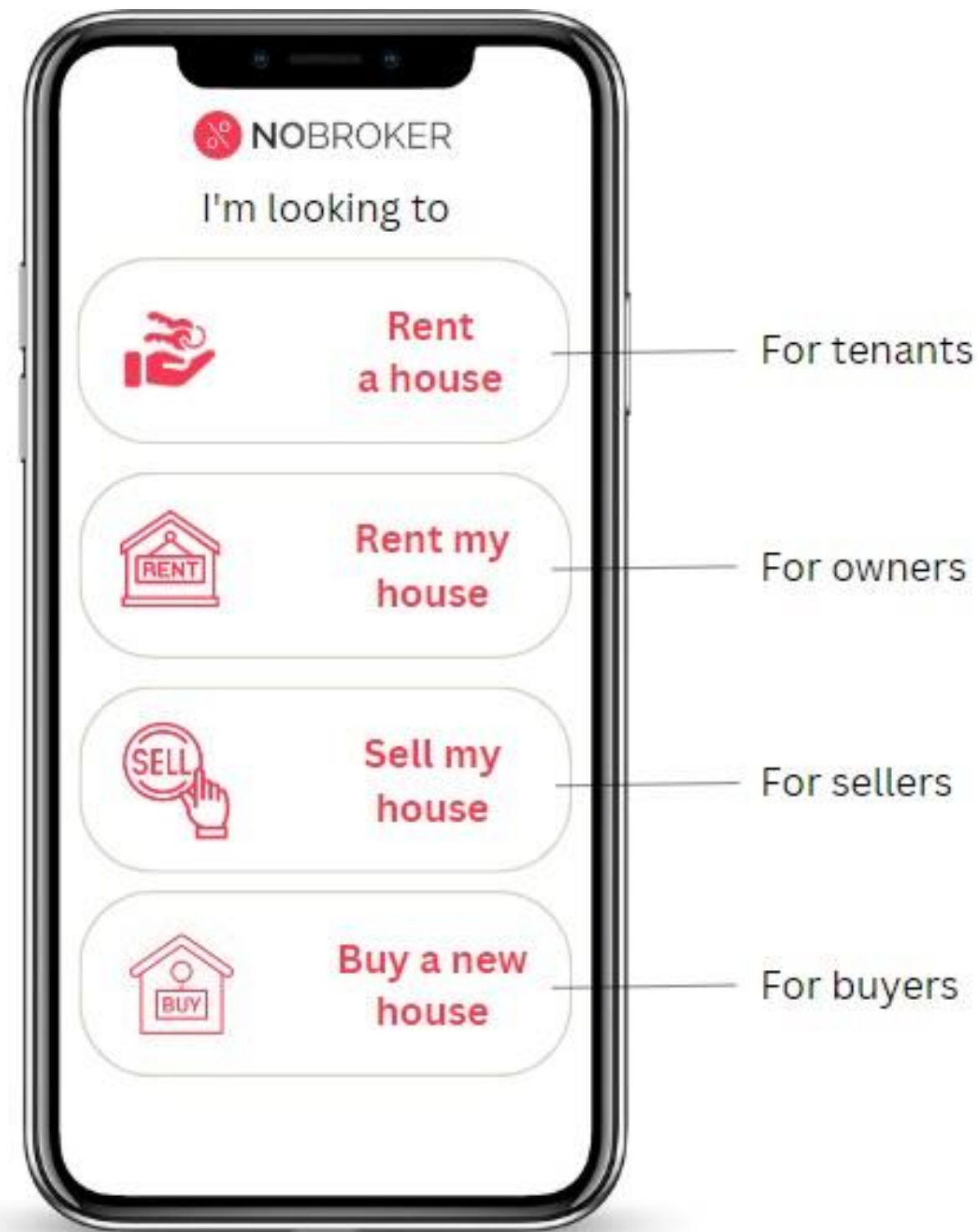
WhatsApp payment reminder and direct links

GUIDED ONBOARDING
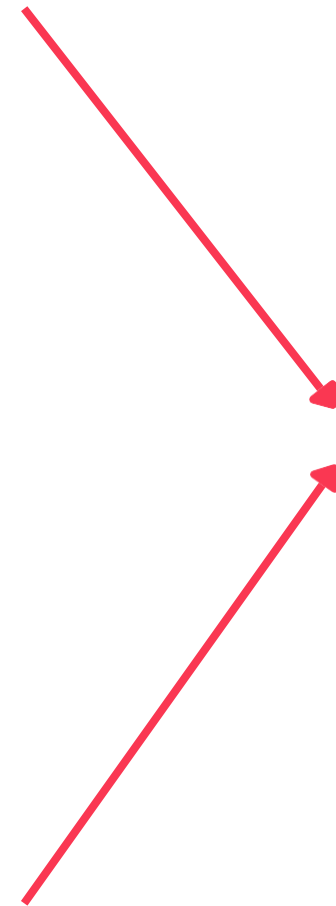
PROJECTED REVENUE - NB PG

1.3M

Number of PGs in tier 1 cities

X

5%

Assumed percentage of people captured in first year

X

₹1500

Weighted subscription price

=

₹9.6 Cr /Annum

Revenue

Revenue Growth (y-axis)

Year (x-axis)

₹ 95.6 M — Year 1
₹ 248.6 M — Year 2
₹ 650.3 M — Year 3

THE TRADITIONAL MINDSET

42%

To-Lets and word of mouth are better than online services

60%

Owners prefer free listings over subscriptions

35%

Rent prices comparable subscription plans

NOBROKER TO-LET

Individual To-Let Board

TO-LET — NOBROKER
BOHOT JAGAH HAI!

- Visibility
- Call forwarding facility
- Availability Status
- Exact Location Tapping

Locality To-Let Board

MALVIYA NAGAR
Scan QR to rent homes
NOBROKER

- Visibility
- NB assurance
- Exact location tapping
- Nearby rental houses

FINTECH FEATURE

Rent'nSure

20-30% tenants find it difficult to pay rent **on time**

Delayed Paycheck

1

Customer Pain Points

3

Unexpected Expenses

2

Lack of Budgeting Skills

Solution

Owner

Tenant

Claim upto **once** & within **1 year**

Tenant will pay back **later**

Packaged with **Relax** & **Money Back** Plan
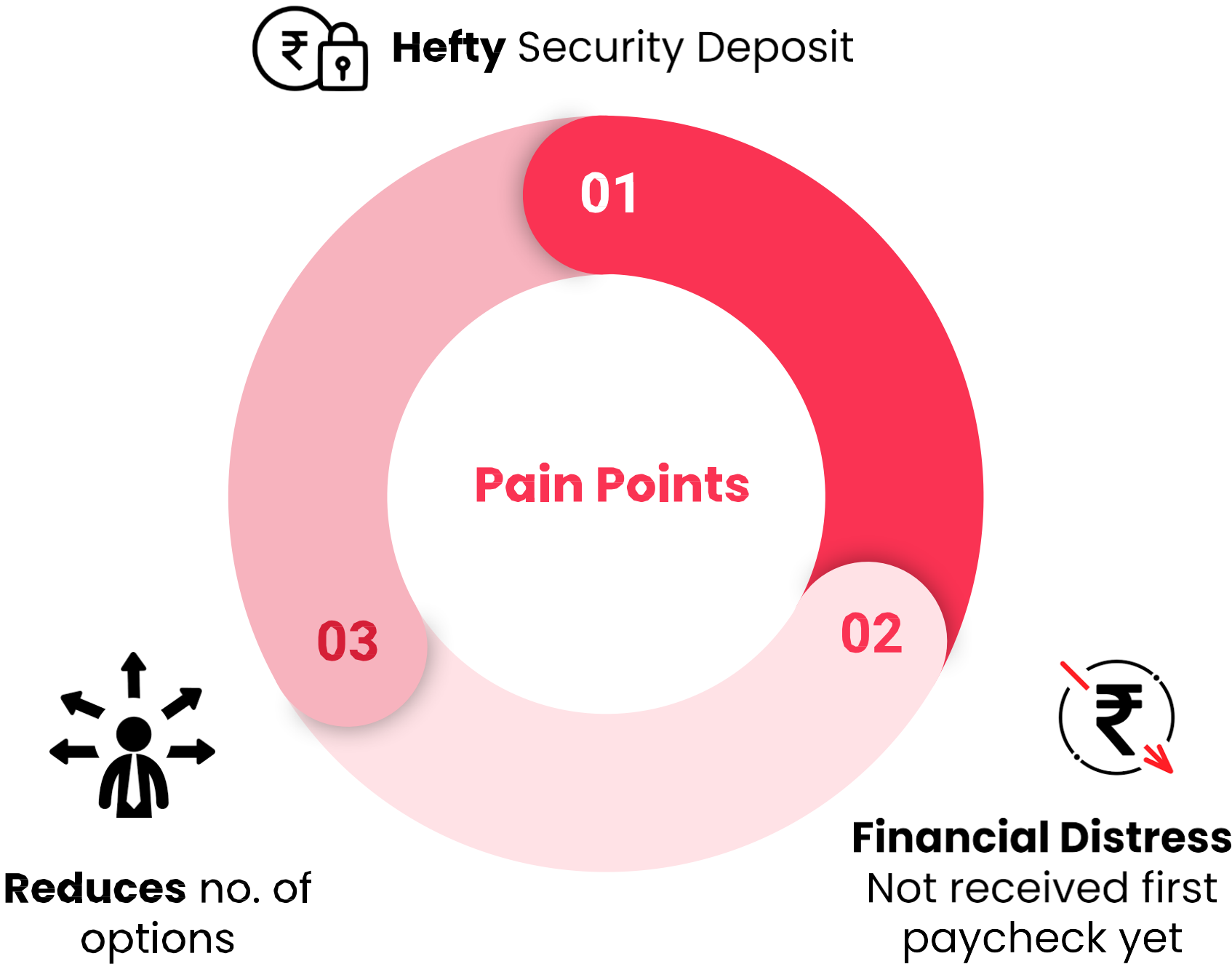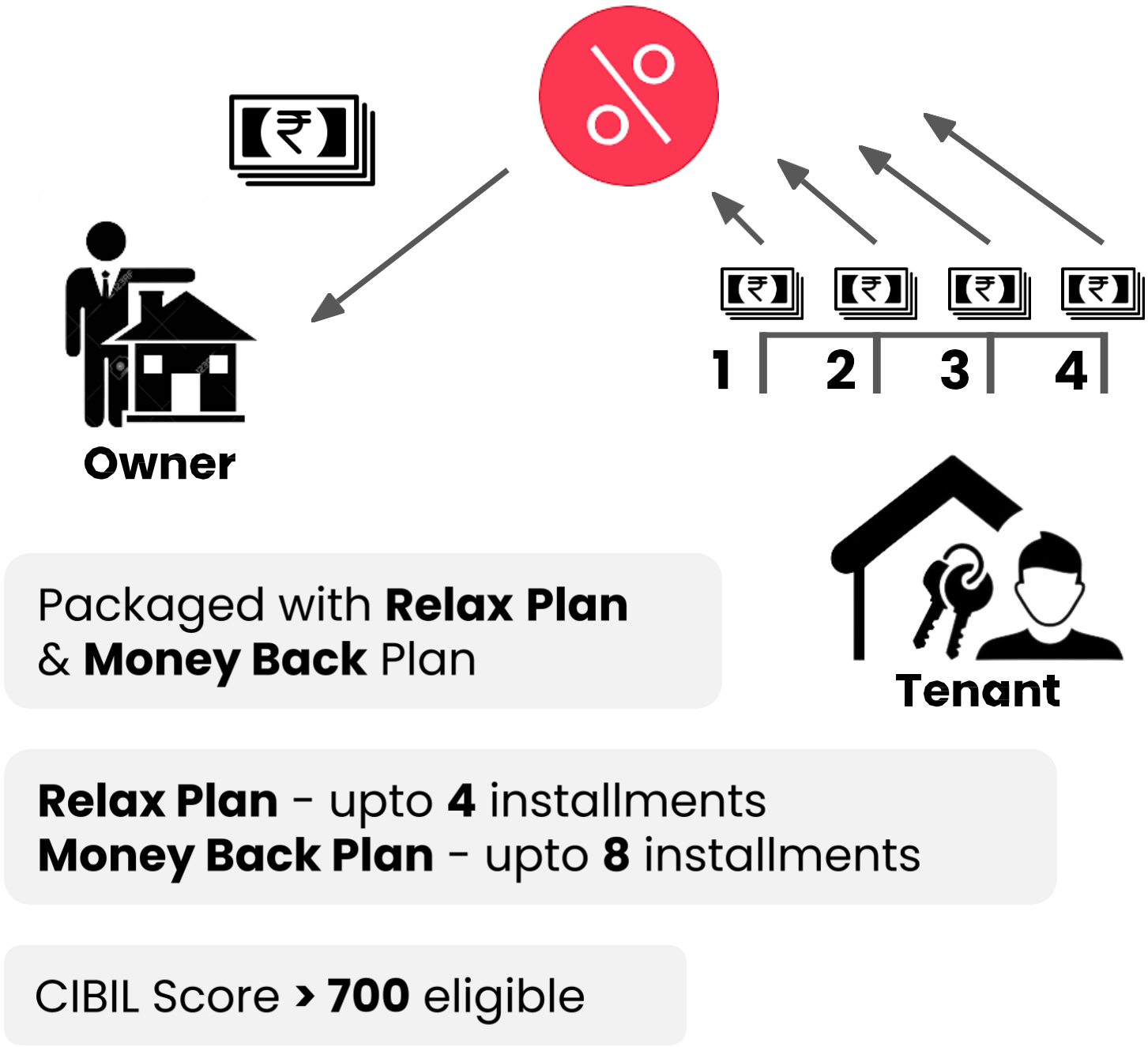
CIBIL Score **> 700** eligible
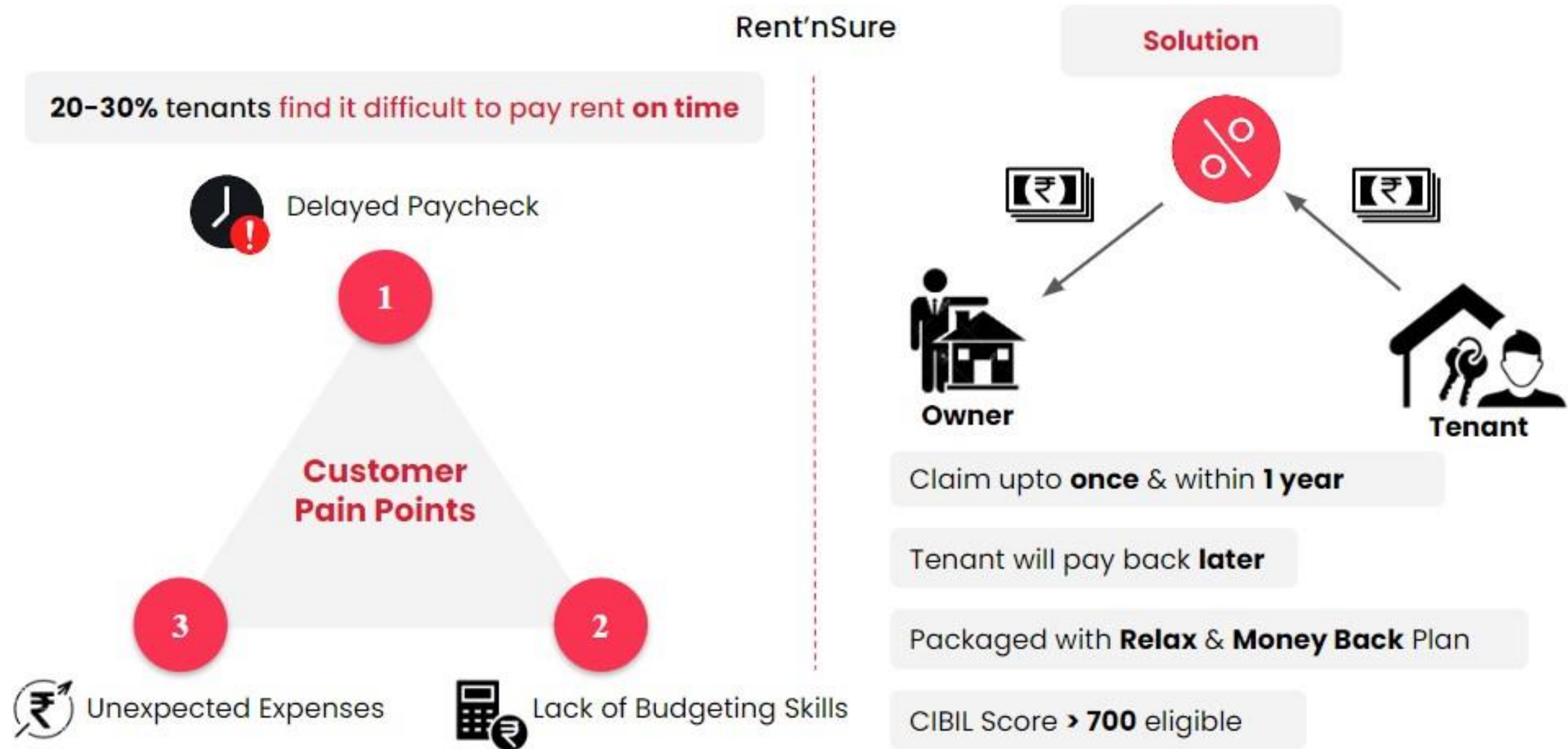
PROJECTED REVENUE - FINTECH

2.2M

Number of people facing issues in timely payment of rent

X

5%

Assumed percentage of people captured in first year

X

₹4000

Average cost of the subscription plan

=

₹44 Cr /Annum

Revenue

Revenue Growth (y-axis)

₹ 3012.9 M

₹ 1152.1 M

₹ 443.1 M

Year 1   Year 2   Year 3

Year (x-axis)
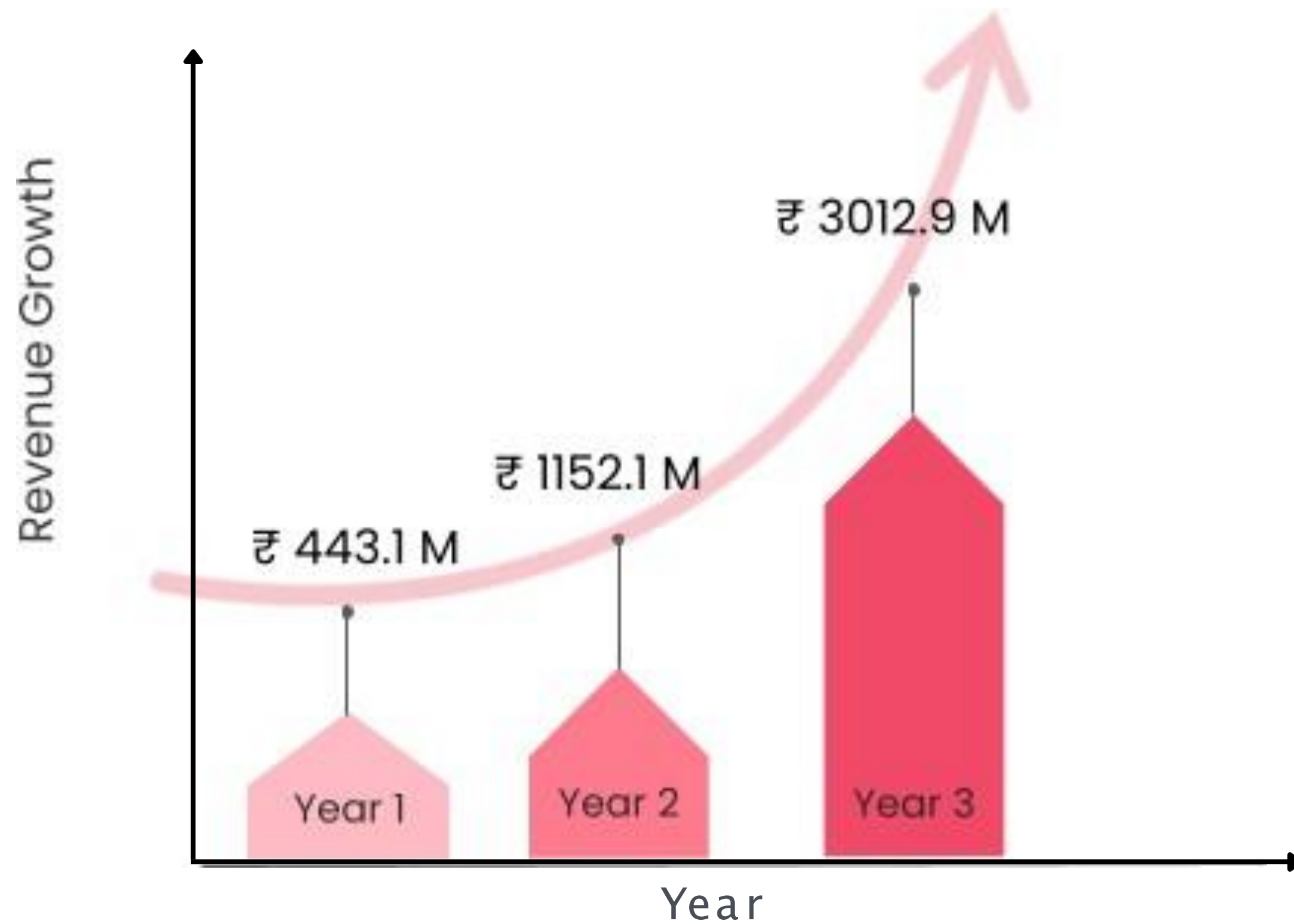
GEOGRAPHICAL EXPANSION

Deciding Factors

Competition

Market Size

Segment

Example

	Kota	Patna
Xm	4.75	5.24
Xc	-0.75	-0.75
Xi	0.267	0.35
Weighted Score	**1.7551**	**1.976**

$$Weighted\ Score = (W_m * Xm) + (Wc * Xc) + (Wi * Xi)$$
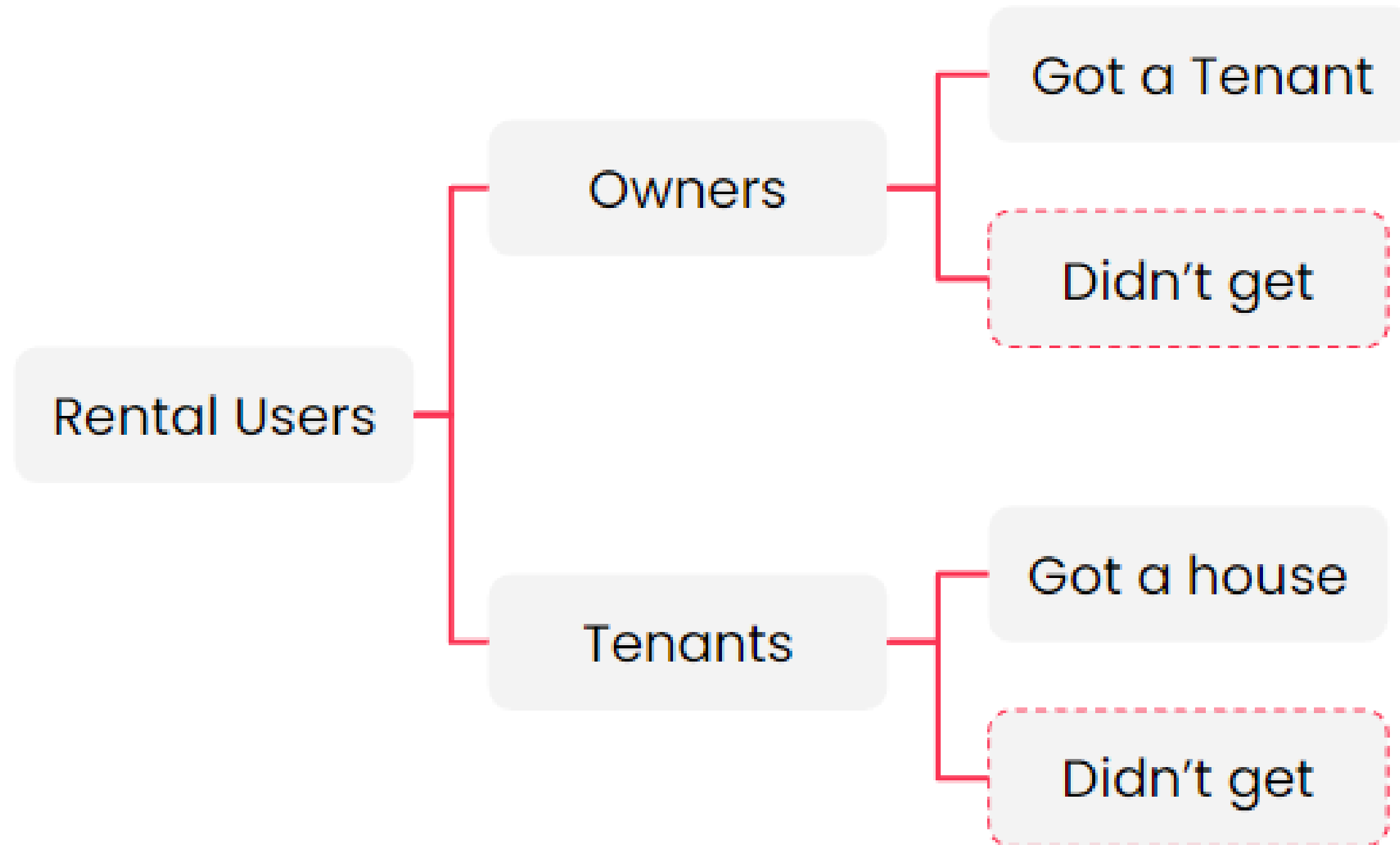
$X = Score$ $W = Weight$

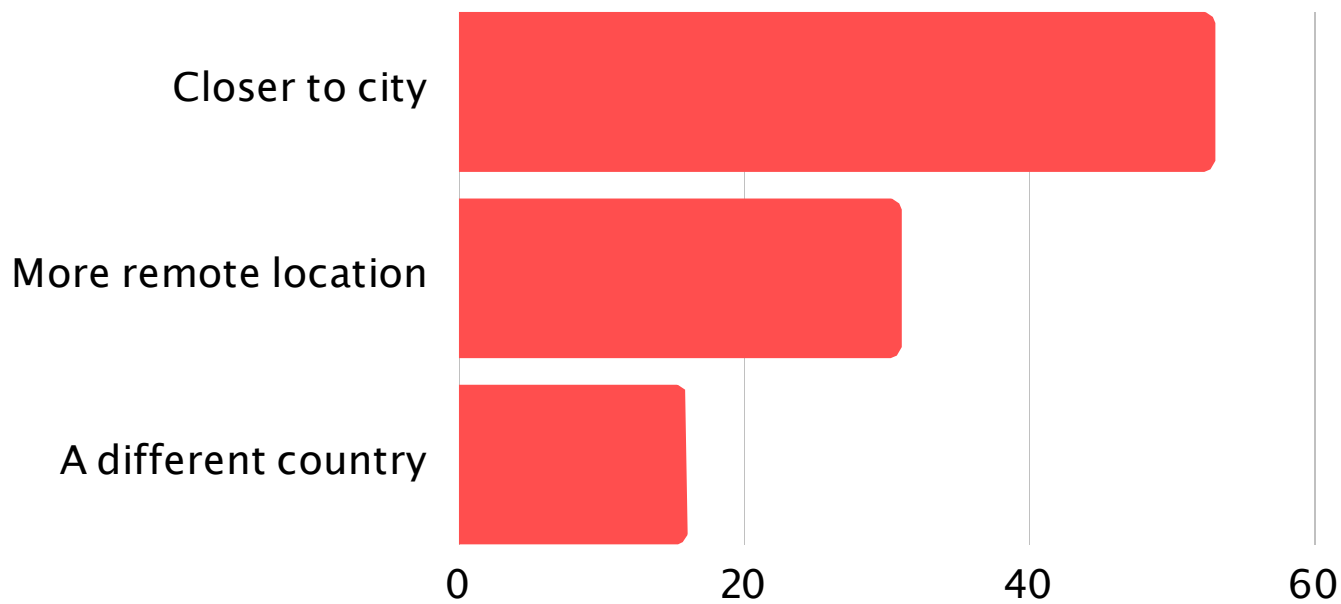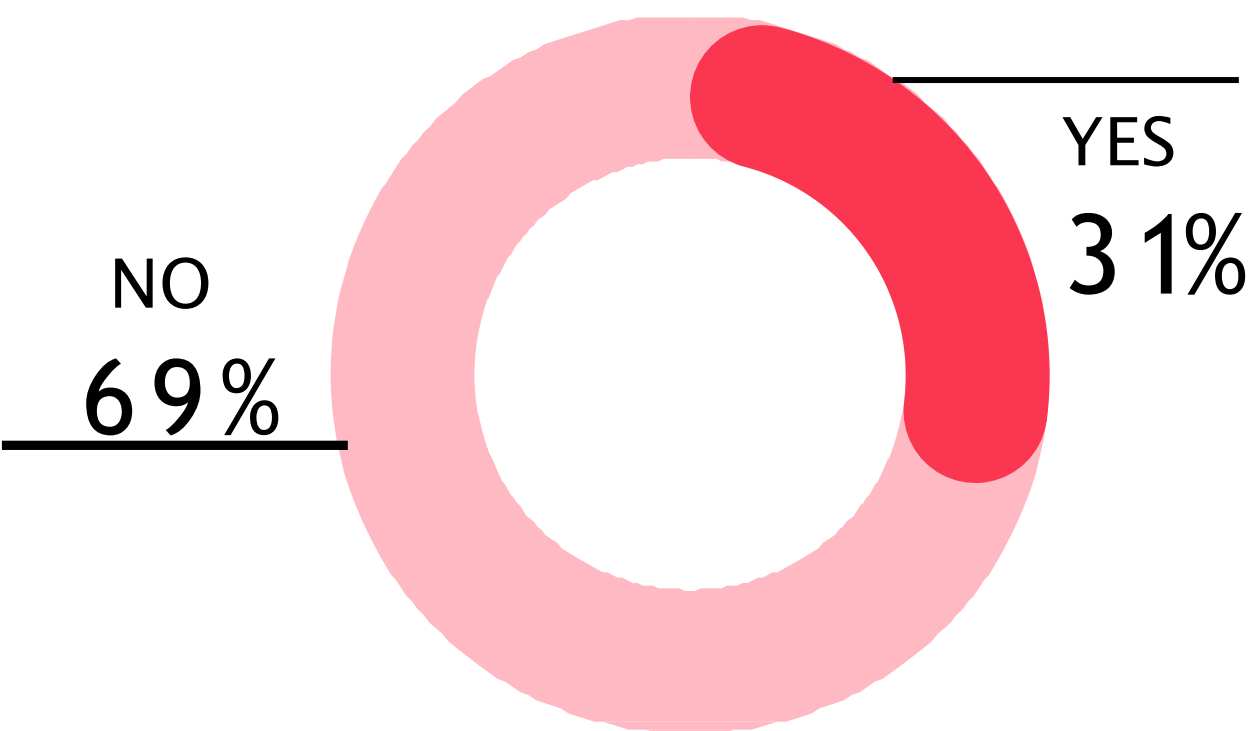m: Market Size Factor c: Competition factor i: real estate infra growth

USER RETENTION

Rental Users

Owners
- Got a Tenant
- Didn't get
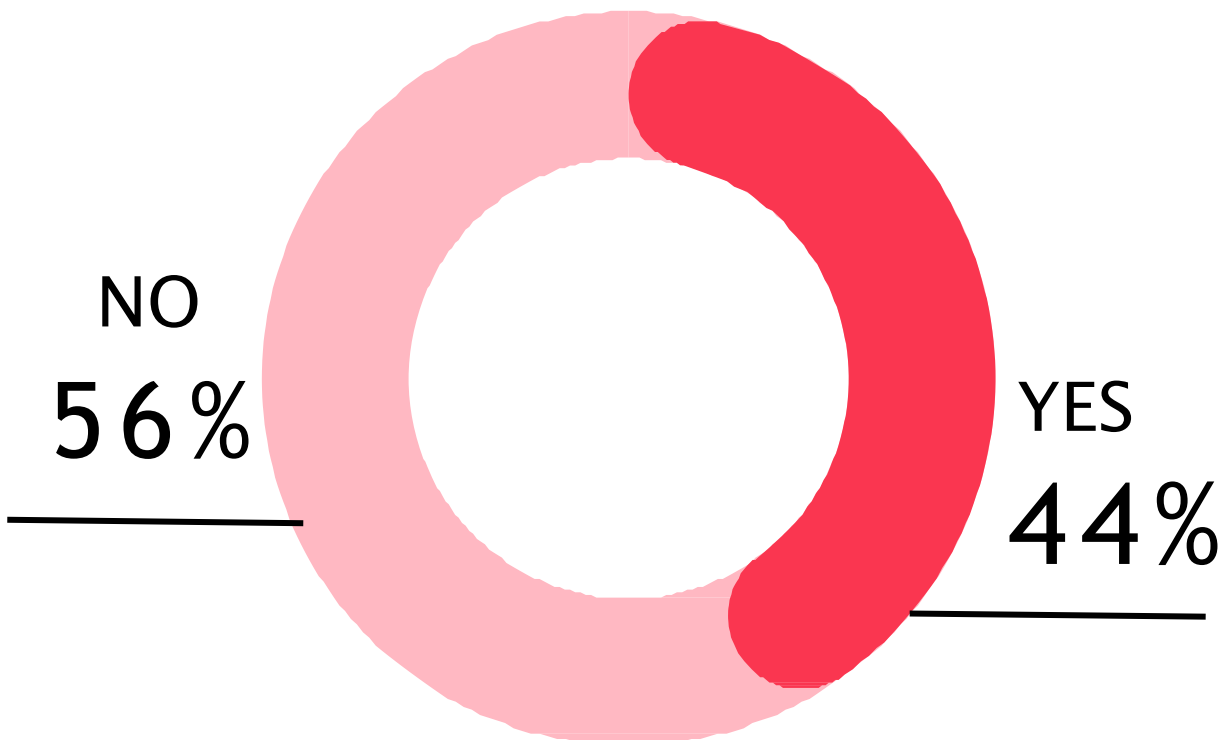
Tenants
- Got a house
- Didn't get
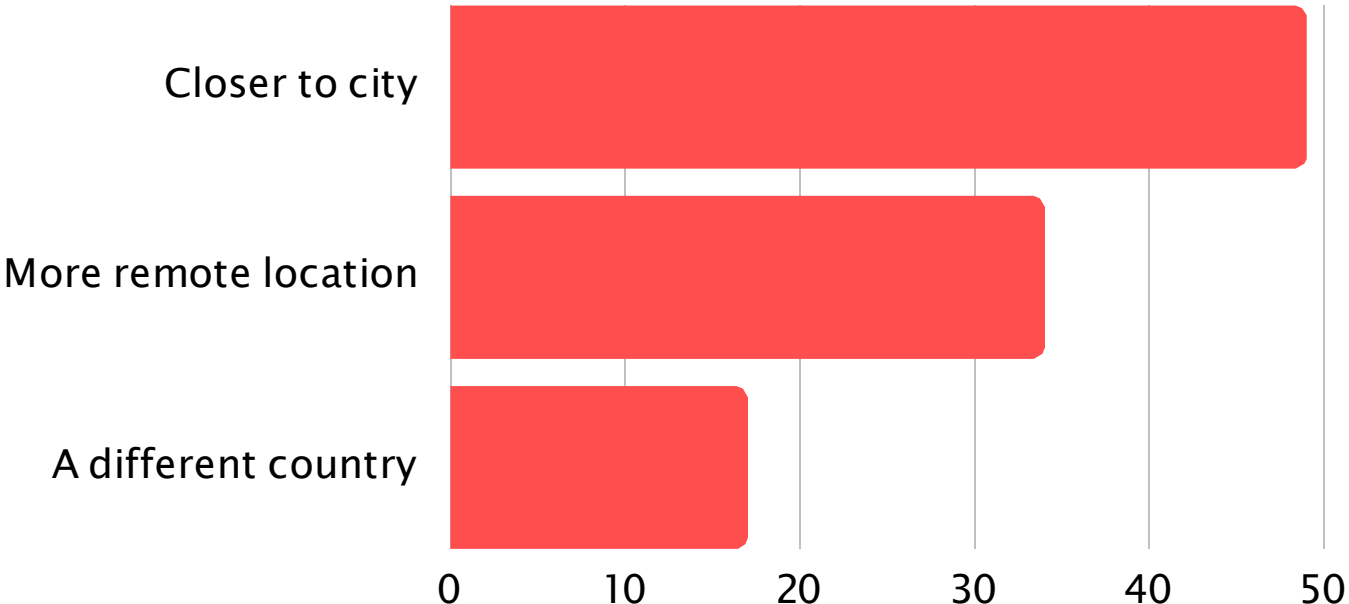
THANK YOU

ATHUL (200220)
GOKUL (200389)
JAI (200462)
VARUN (201092)

ANNEXURE

27

Parameter	Value	Unit	Description	Source
Total Urban Rental Household	21.72	M	Total Number Of Rental Household	Rental Market NB
Tier 1 Rental Household	51	%	Tier 1 rental household is 51 % of total urban rental place	
	11.0772	M		
Segment of tenant facing Rent & Security deposit issues	20	%	20% tenant are facing issues in terms of high security and timely payment	
	2.21544	M		
Subscription Plan	4000	₹	A nominal subscription pricing based on market trends and competitors offering similar services	
Total available market	8861.76	M ₹	Total market value in million	
Assumed people to be captured by the end of year 1	5	%	Based on product adoption, innovators	
	443.088	M ₹		
Assumed people to be captured by the end of year 2	13	%	Early adoptors	
	1152.0288	M ₹		
Assumed people to be captured by the end of year 3	34	%	Early majority	
	3012.9984	M ₹		

Impact of NoBroker PG

Parameter	Value	Unit	Description	Source
Number of PGs in India	2.5	M	Total number of PGs in India	PGs
PGs in tier 1 cities	51%	%	Tier 1 PGs as NoBroker currently caters only to tier 1 cities	
	1.3	M		
Subscription plan for NoBroker PG	1500	₹	A nominal subscription pricing based on market trends and competitors offering similar services	
Total market NoBroker PG in tier 1 cities	1912.5	M ₹		
Assumed people to be captured by the end of year 1	5%	%	Based on product adoption, innovators	
	95.6	M ₹		
Assumed people to be captured by the end of year 2	13%	%	Early adoptors	
	248.6	M ₹		
Assumed people to be captured by the end of year 2	34%	%	Early majority	
	650.3	M ₹		

Xm Calculation:

$As = 0.3$
$Aj = 0.6$

	Kota	Patna
Ns	1.65 Lac	80,000
Nj	44,500	1,00,000

Xc calculation:

Company	Market Share
99 Acres	22%
MagicBricks	21%
Housing	32%

Xi Calculation:

City	Real Estate Growth
Kota	2.67%
Patna	3.5%

With all these figures we compute our final calculations as -

Final Calculation:

	Kota	Patna
Xm	4.75	5.24
Xc	-0.75	-0.75
Xi	0.267	0.35
Weighted Score	1.7551	1.976

Based on the Final Weighted Score, we suggest that Patna is a better choice to expand to as compared to Kota.

- Makes Informed decisions based on work location, budget, transportation, and amenities

- Use of AI to suggest the best housing options

- Saves time and effort for searching ideal housing location
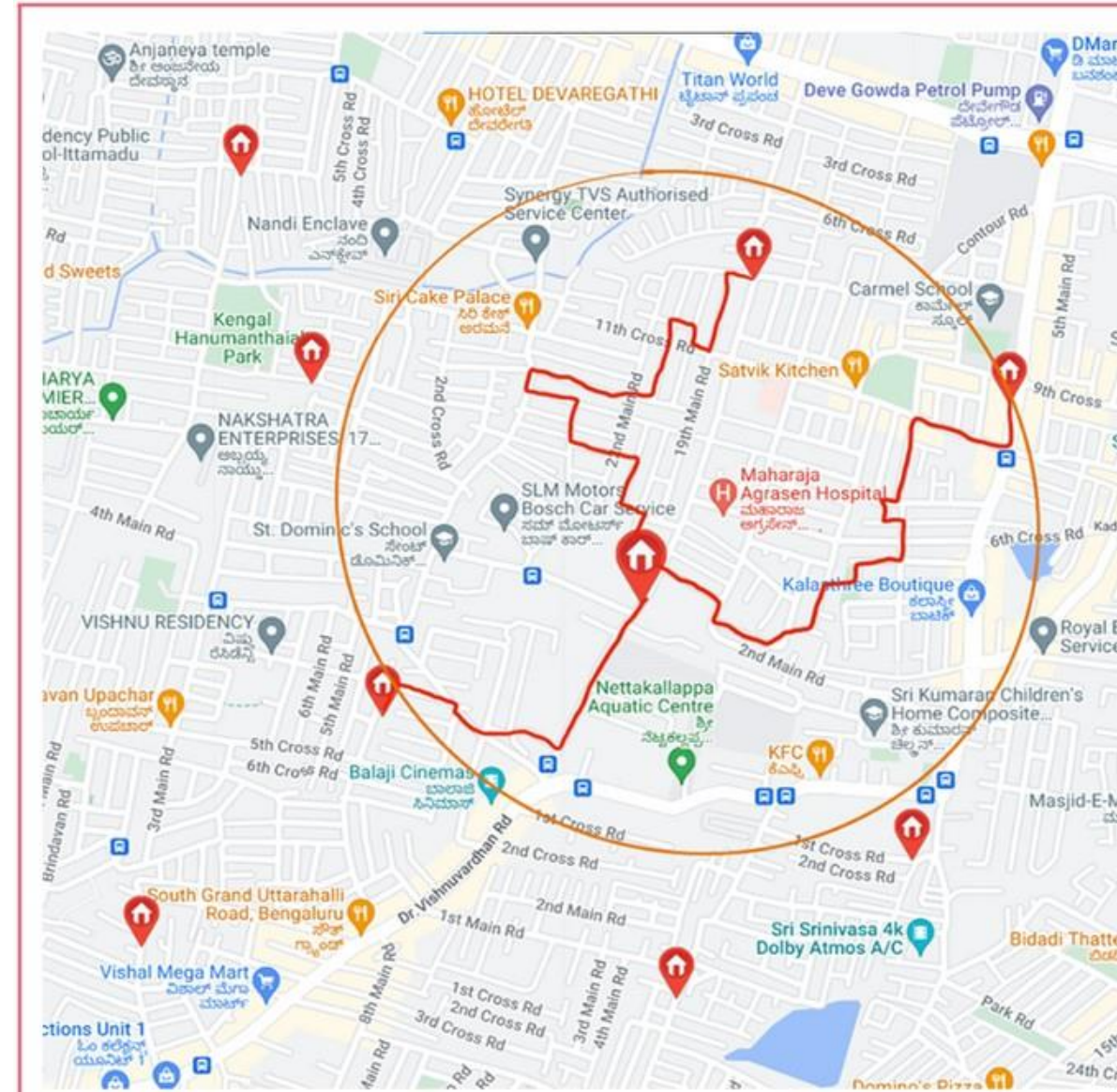
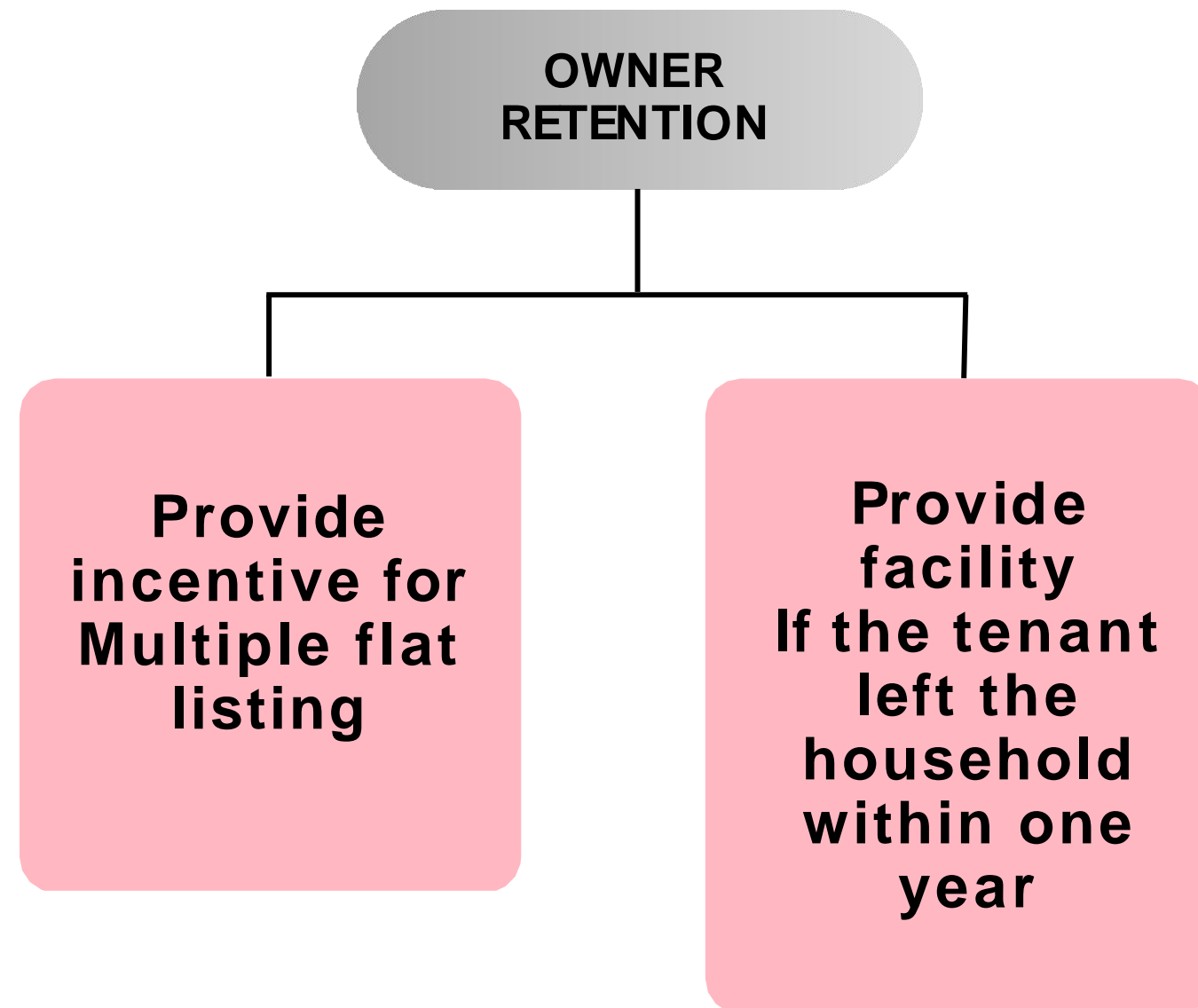

Transit	Residentials	Essentials	Utility
2 BHK Apartment In Shree Paranathi		14000 ₹ | 23 mins	
2 BHK Apartment In Galaxy Paradise		12000 ₹ | 18 mins	
2 BHK Apartment In Vasantha Nagar		16000 ₹ | 12 mins	
2 BHK Apartment In Shrada Nagar		10000 ₹ | 17 mins	

USER RETENTION

OWNER RETENTION

Provide incentive for Multiple flat listing

Provide facility If the tenant left the household within one year

Tenant Retention

Geography Switching

- Ensuring to get the data of which city the tenant is entering

- Giving more incentive to NoBroker coin and corresponding service add on

- Following up regarding rental availability in latter city

Inter City Switching

- Finding the reason for the switch:

  1- Rent Approach with Customized, low-rental property

  2- Quality Customized with high-quality rental property with a similar cost

32