

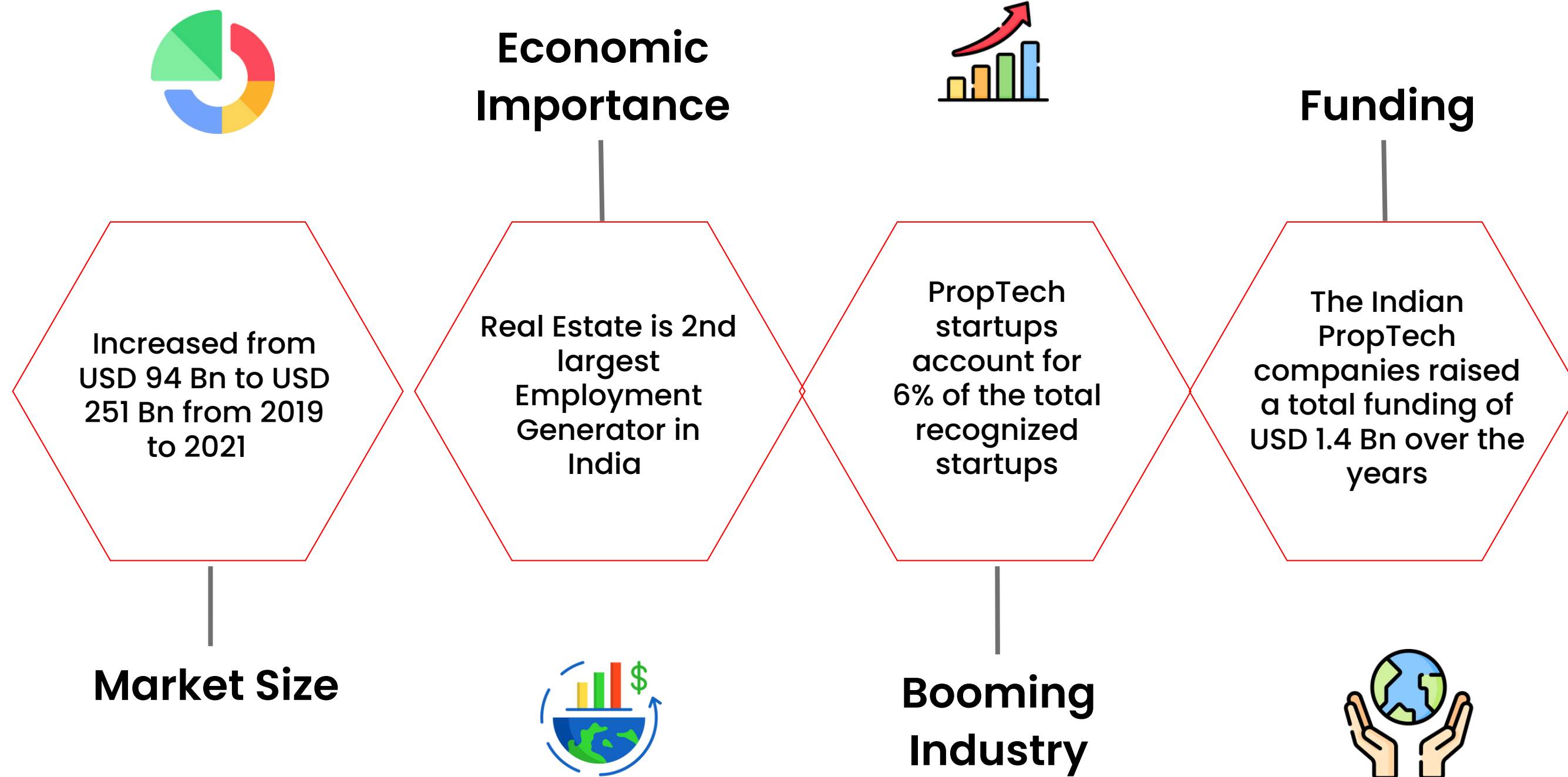
TEAM 66



NOBROKER



GROWTH OF PROPTECHS



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

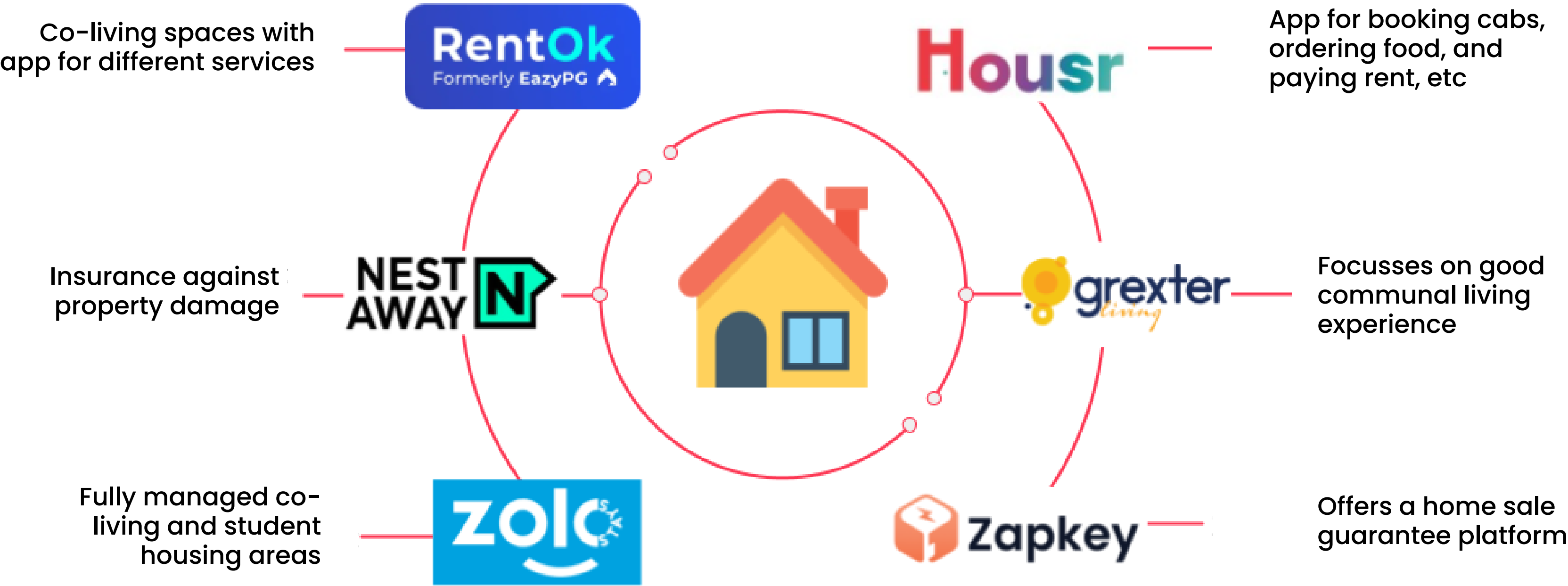


COMPETITIVE BENCHMARKING

				
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	✓	✓	✓	✗

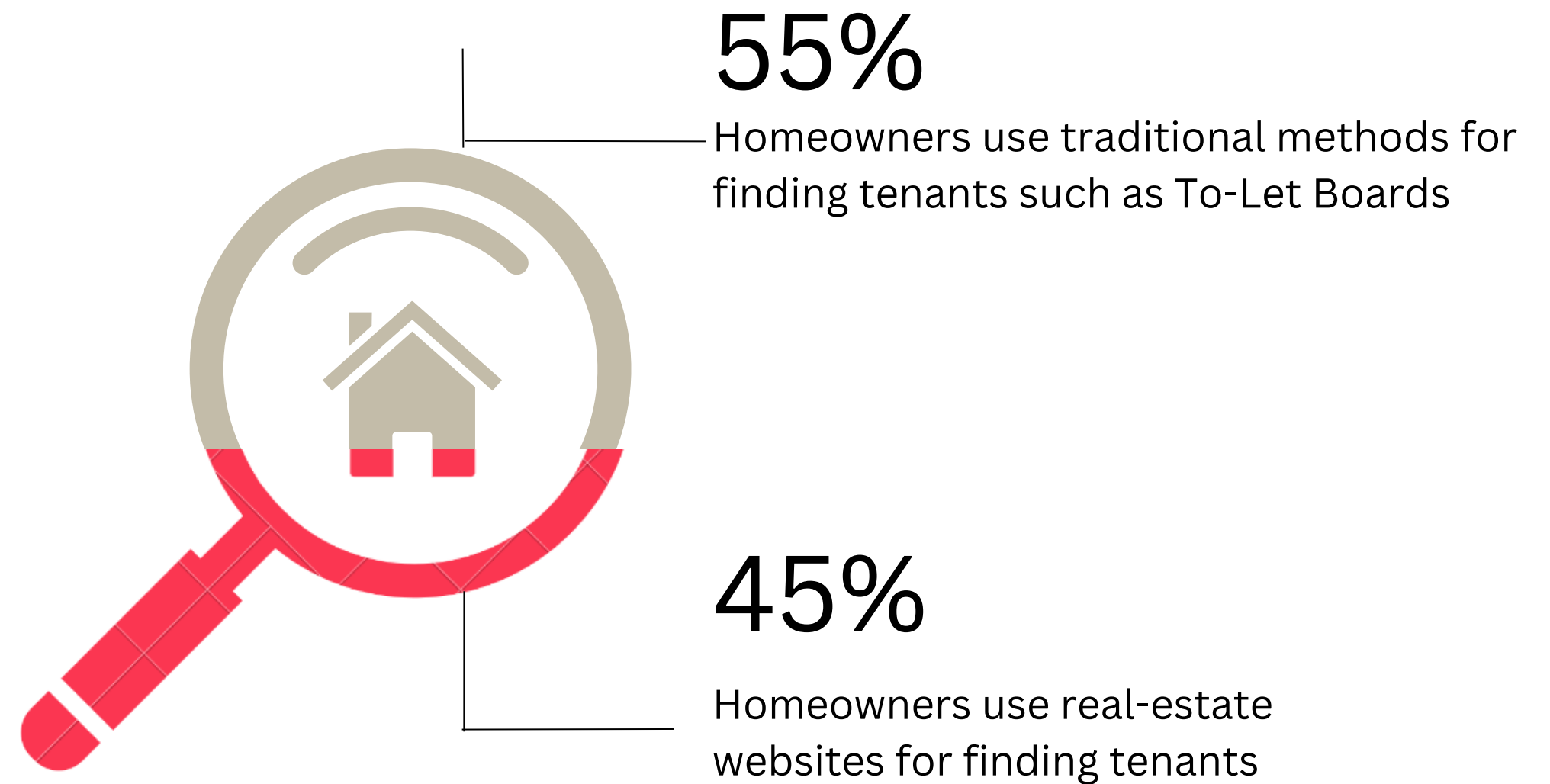


EMERGING STARTUPS IN PROPTECH



ABOUT RENTAL SPACE

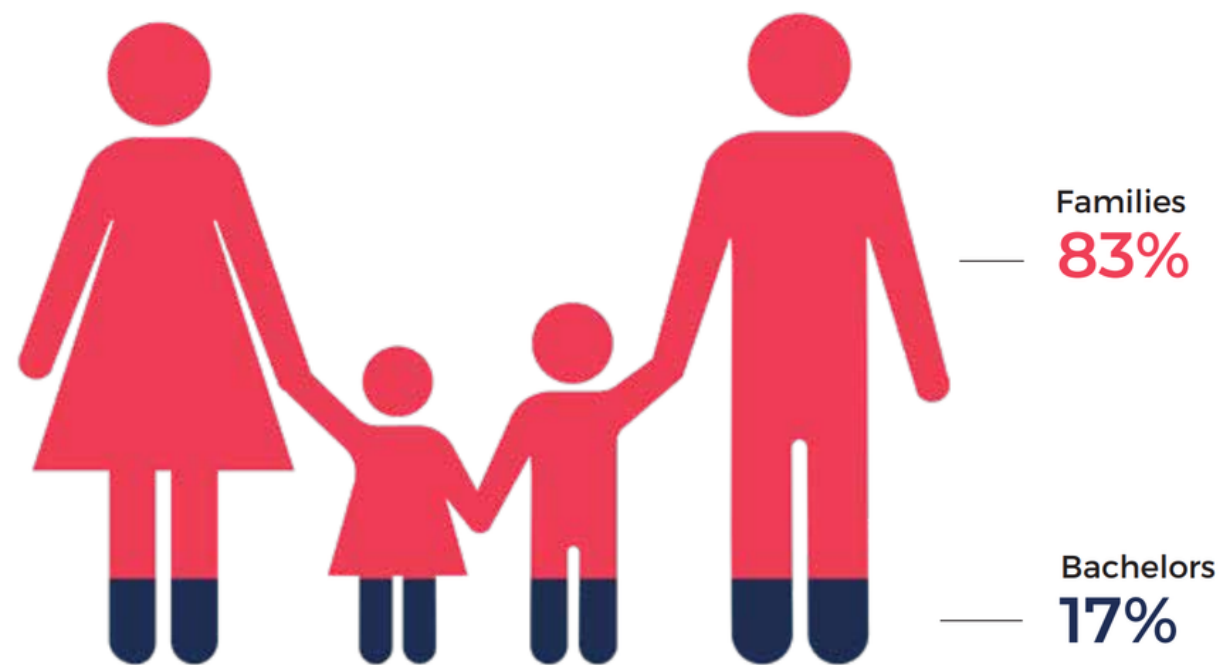
Rental Space – Owner Behavior



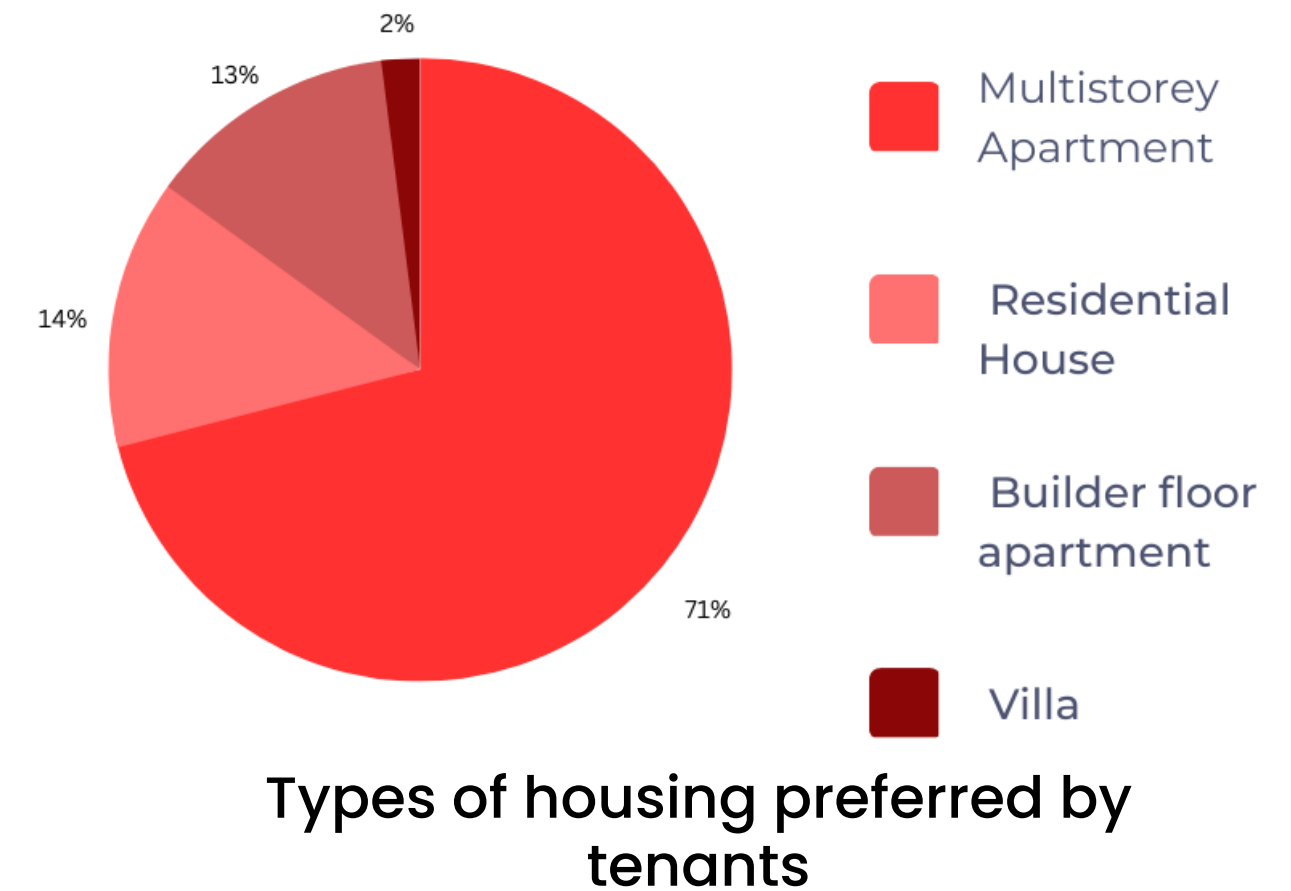
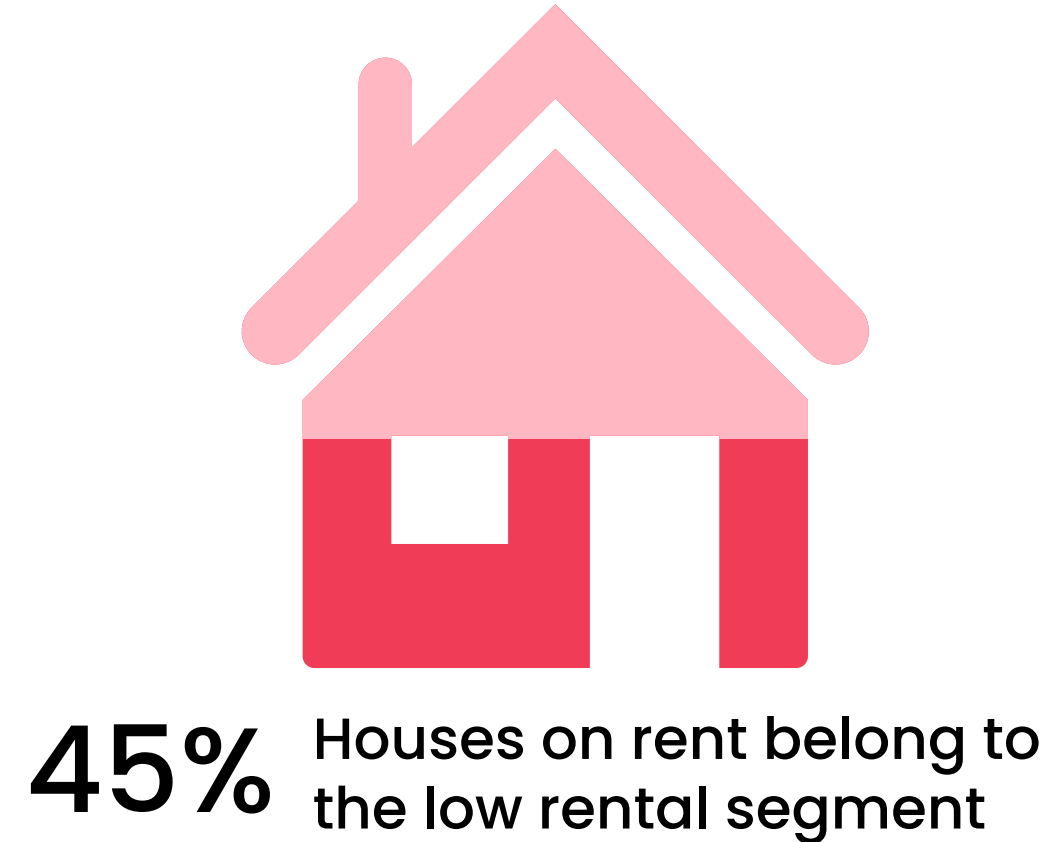
WEBSITES VS. TRADITIONAL CHANNELS

ABOUT RENTAL SPACE

Rental Space – Tenant Behavior



Homeowners prefer families over bachelors

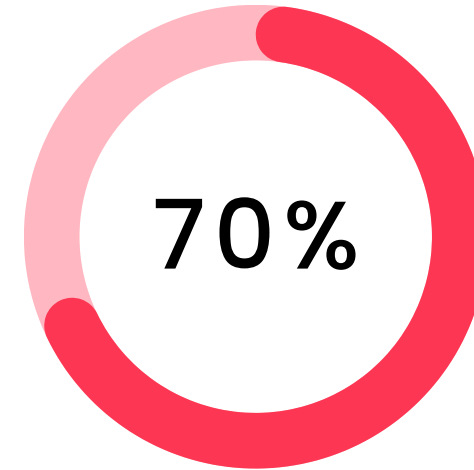


Types of housing preferred by tenants

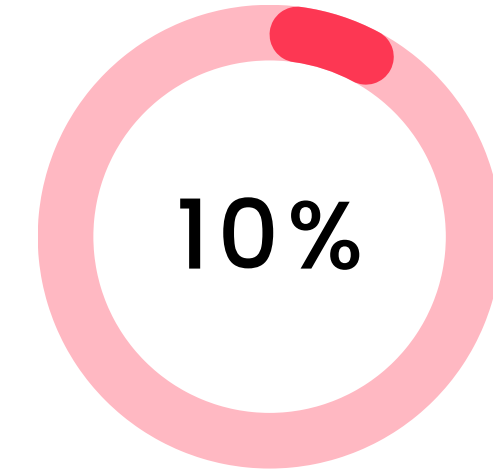
TESTIMONIALS

80

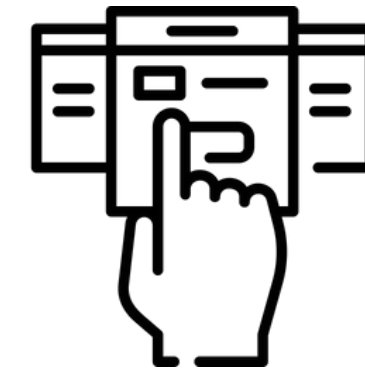
Interviews conducted



People belonging to low rental segment



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.”



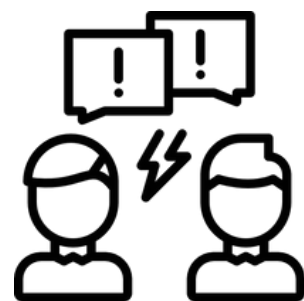
PROBLEMS IN LOW RENTAL SEGMENT



PROBLEMS FACED BY PG OWNERS

25%

Reported conflict between
Owners and Tenants
regarding rent



60%

Owners prefer a rent
management service

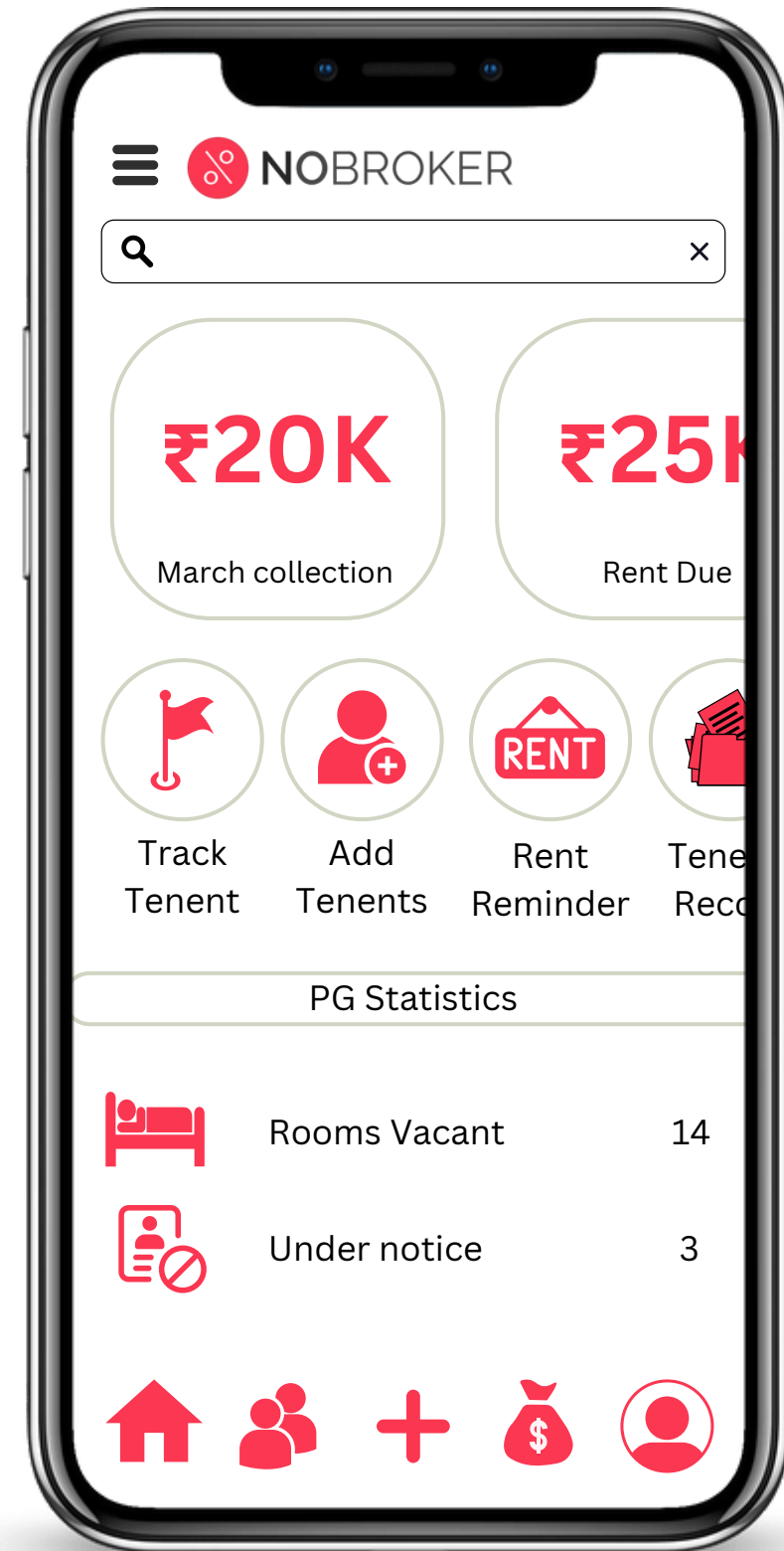


40%

Owners reported problems
in finding new tenant



NOBROKER PG



Property Management
Feature

View Availability of
rooms

Special Subscription
for PGs

App Features

Allowing Multiple Payment Methods

Maintenance Request Tracking

Built-In Communication Tool

Legal Document Management

Automated Rent Reminder

Tenant Screening

Property Performance Analysis

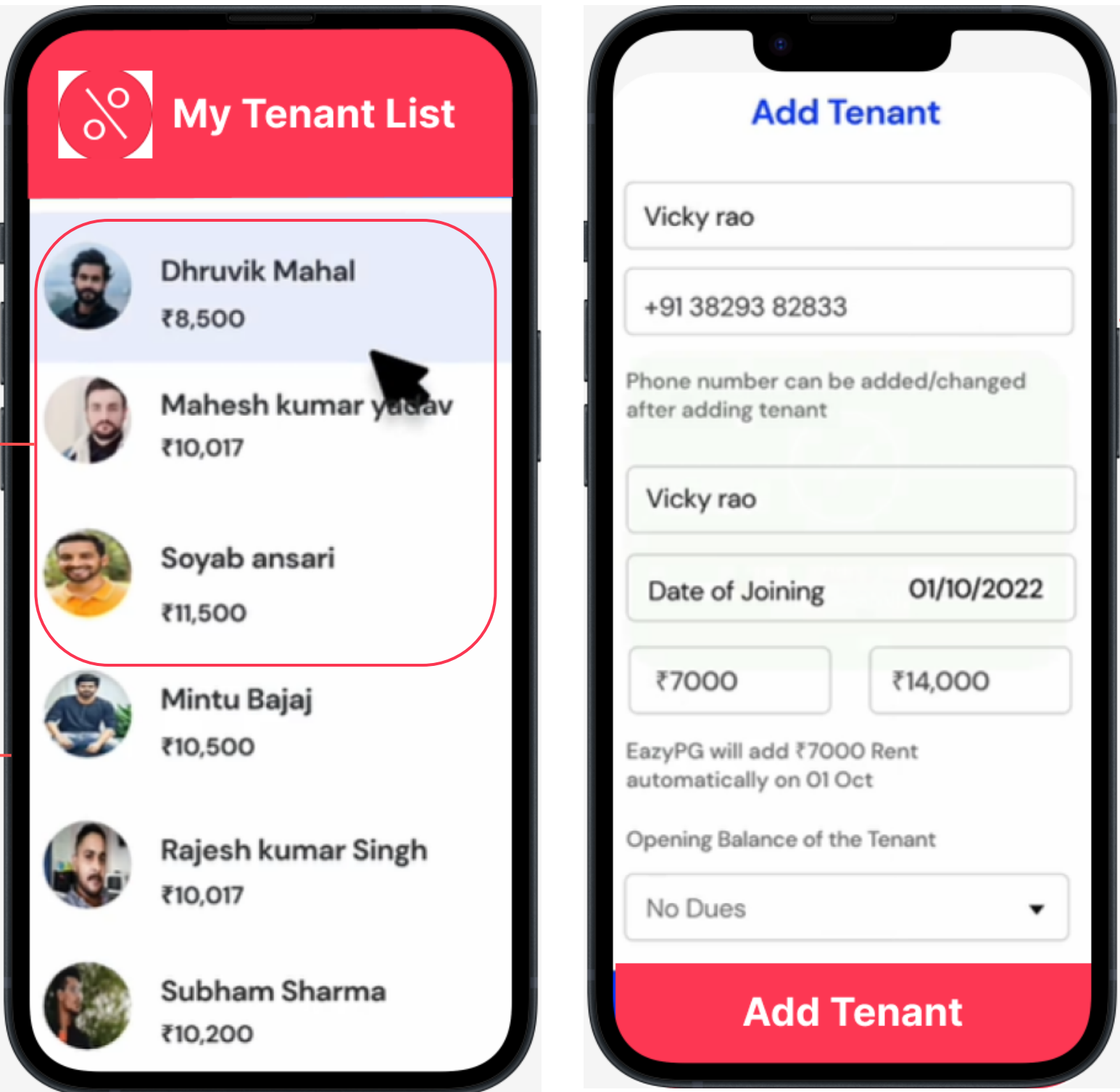


NOBROKER PG

Maintain your tenant list digitally at your fingertips

All your tenants in one place

Add tenant as simple as adding a new contact



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

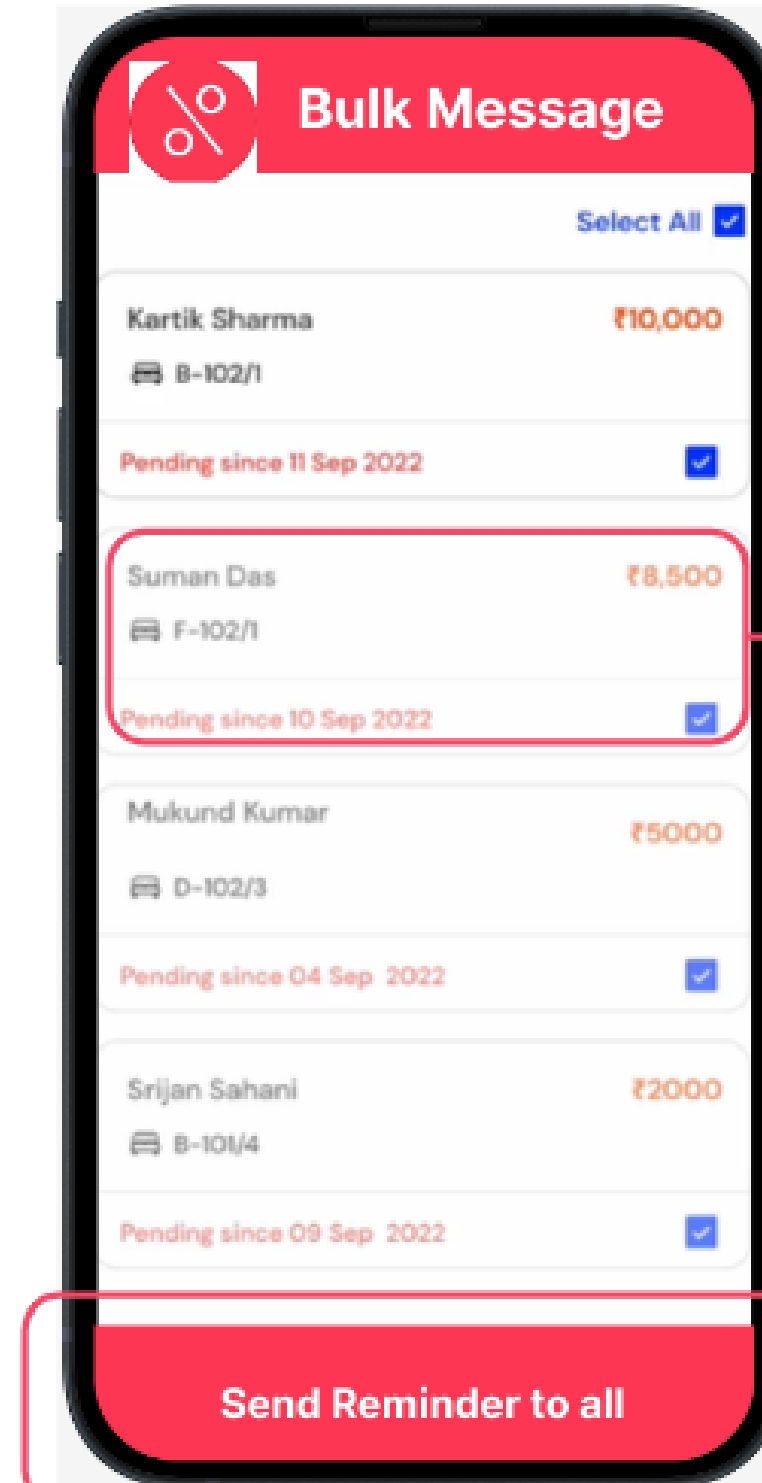
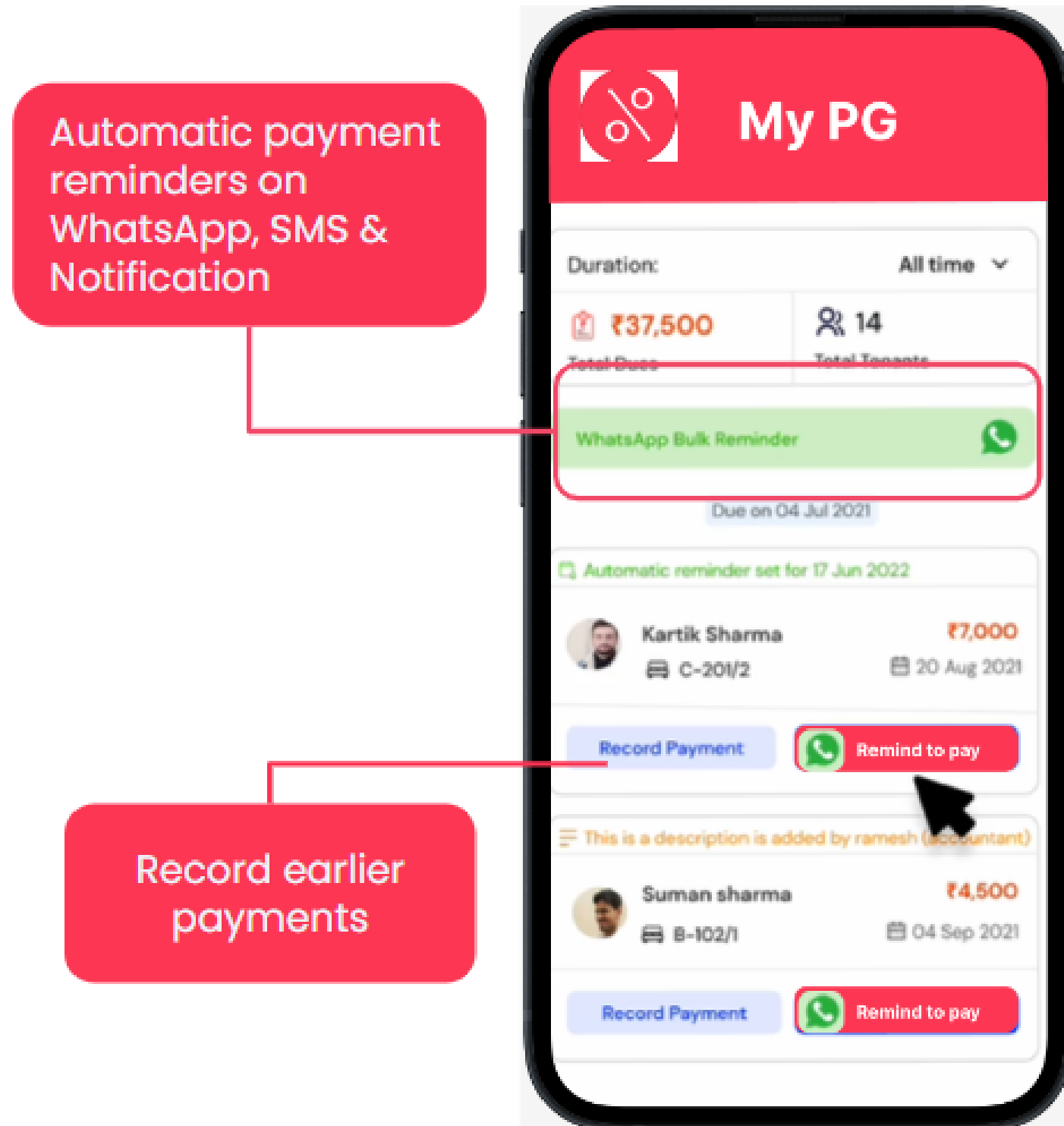
Opening Balance of the Tenant

No Dues

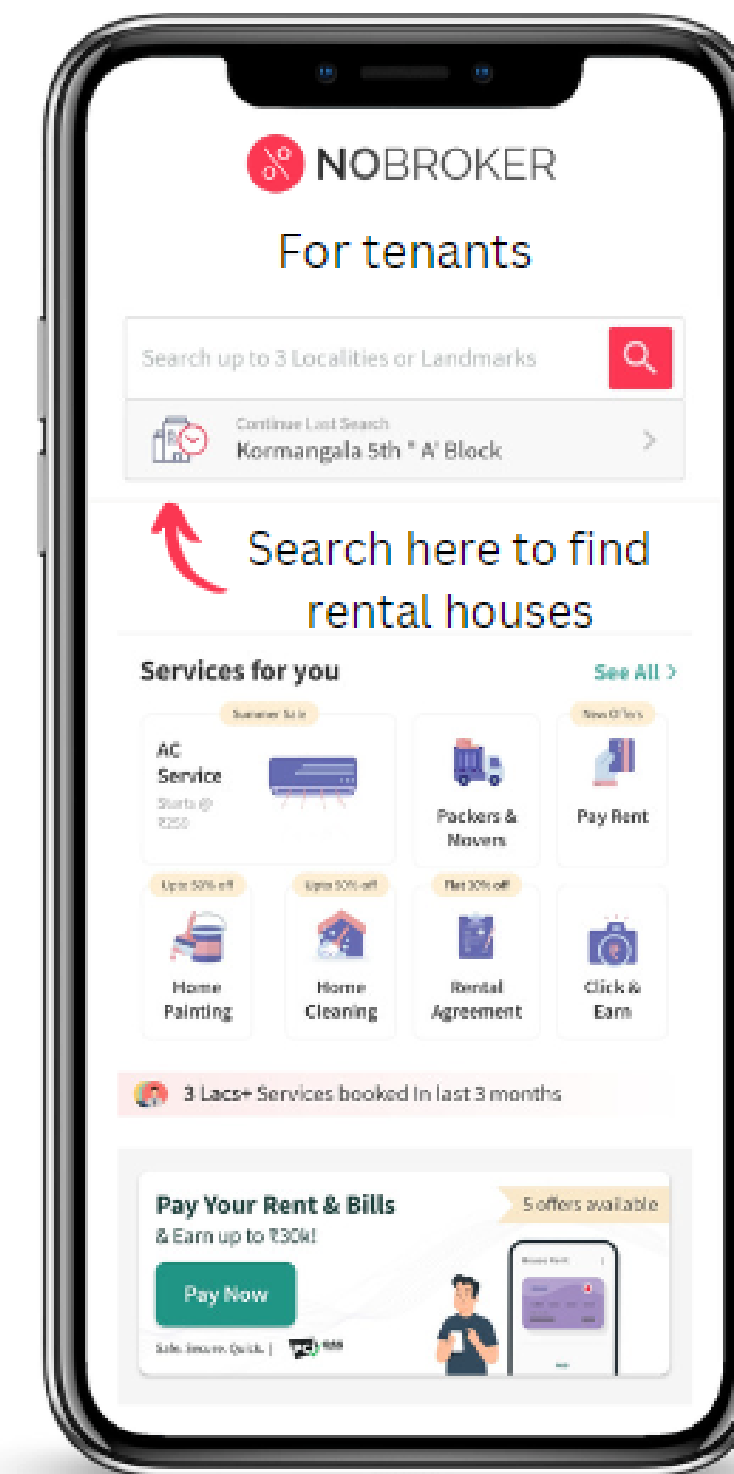
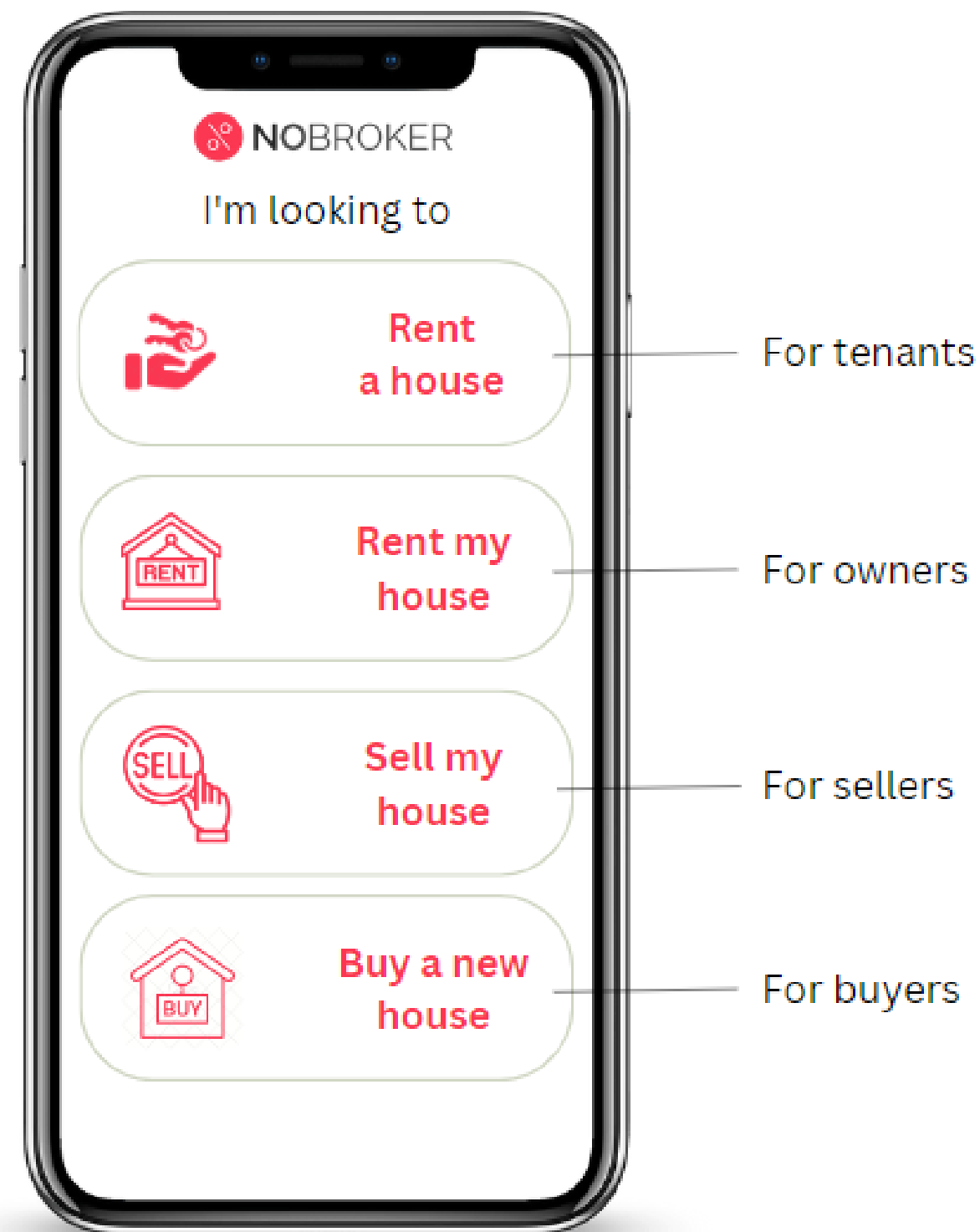
Add Tenant



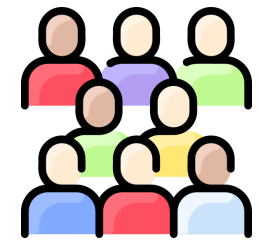
NOBROKER PG



GUIDED ONBOARDING



PROJECTED REVENUE – NB PG



1.3M

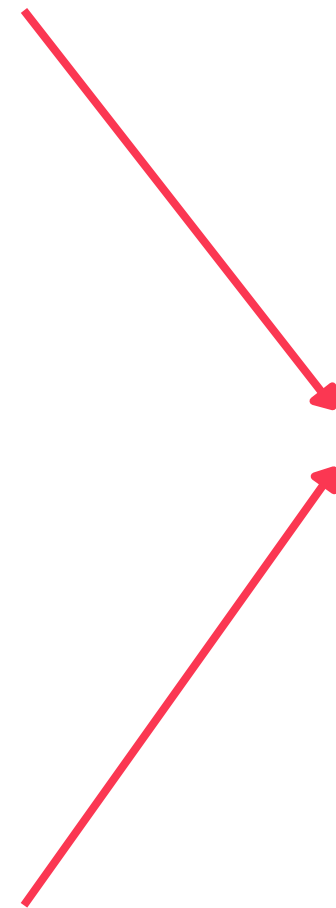
Number of
PGs in tier 1
cities

X

5%



Assumed
percentage of
people captured in
first year



X



₹1500

Weighted
subscription
price

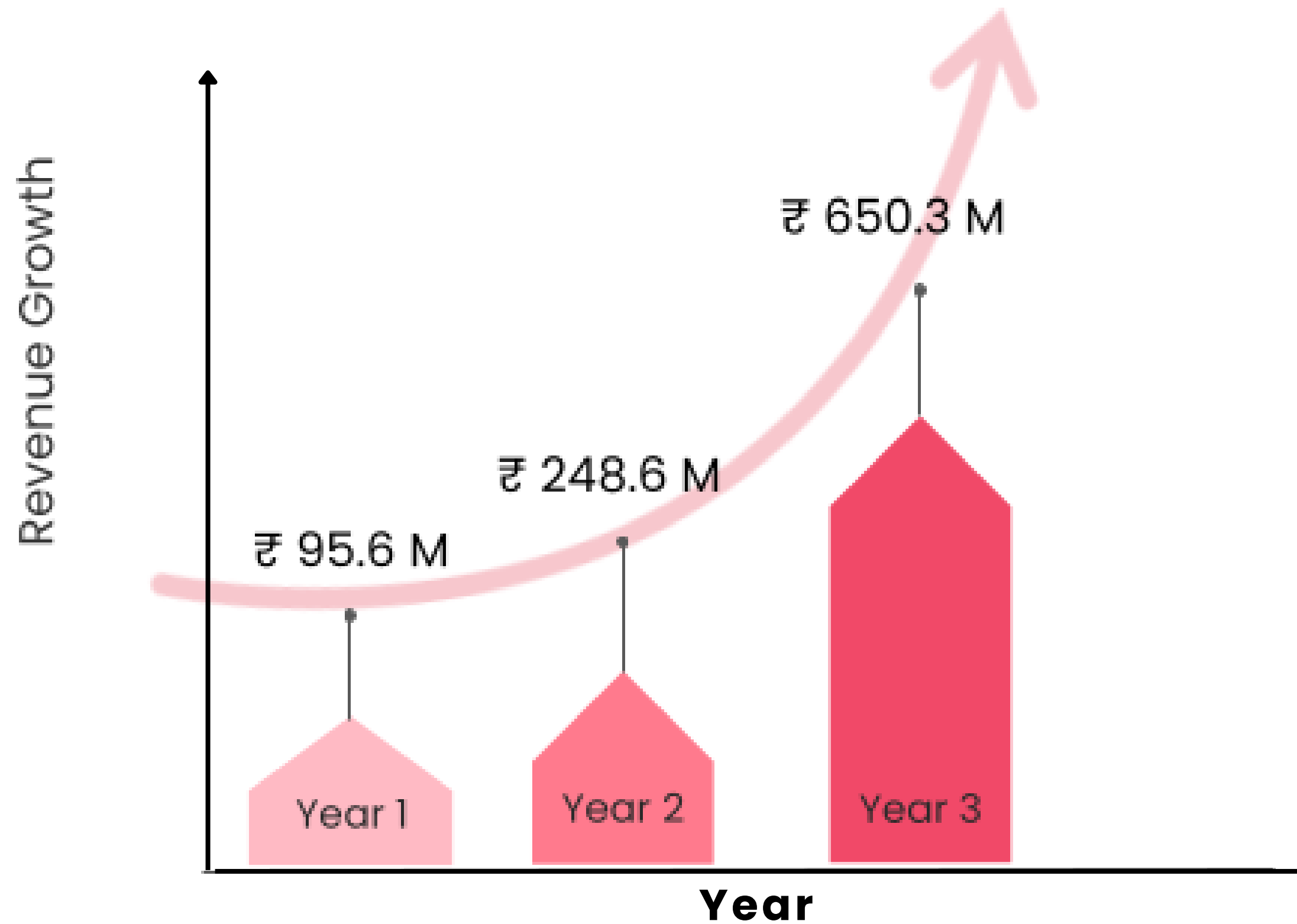
=

₹9.6 Cr /Annum

Revenue



PROJECTED REVENUE – NB PG



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



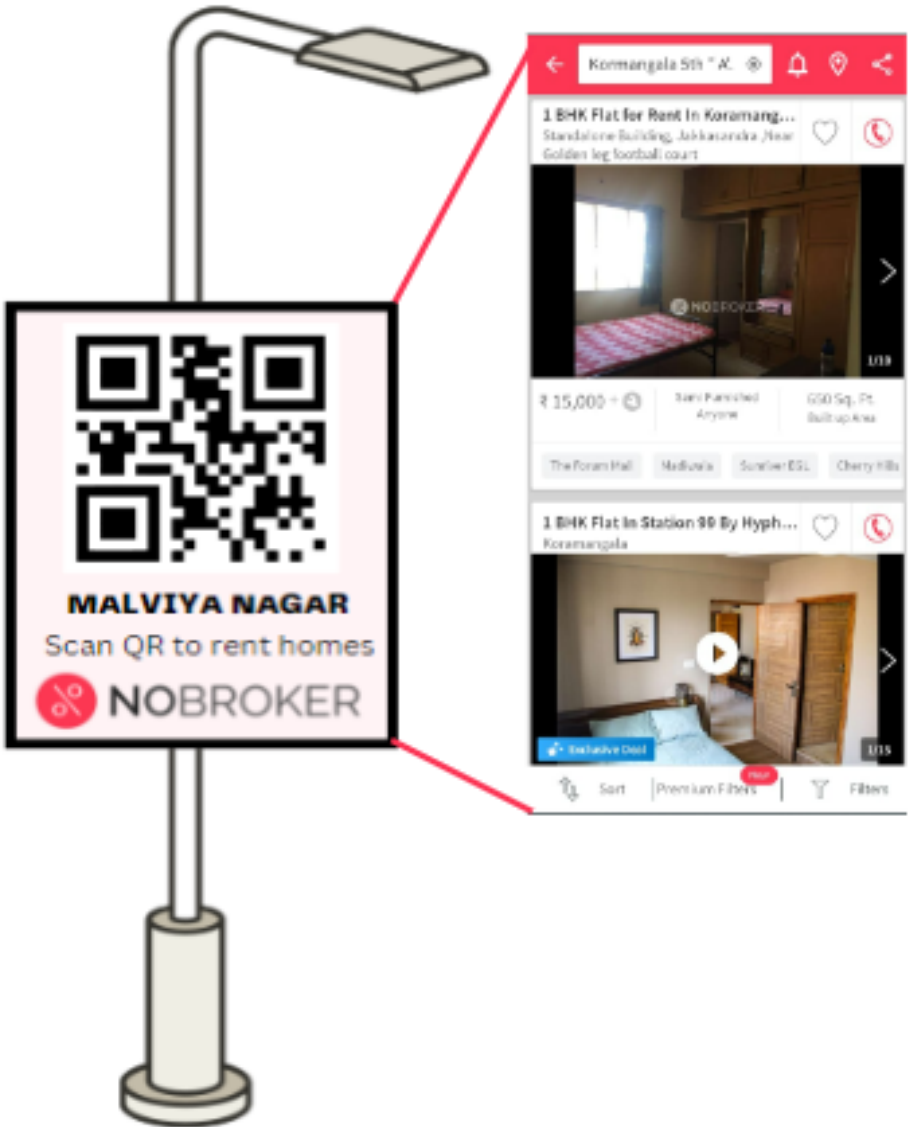
NOBROKER TO-LET





Individual To-Let Board



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

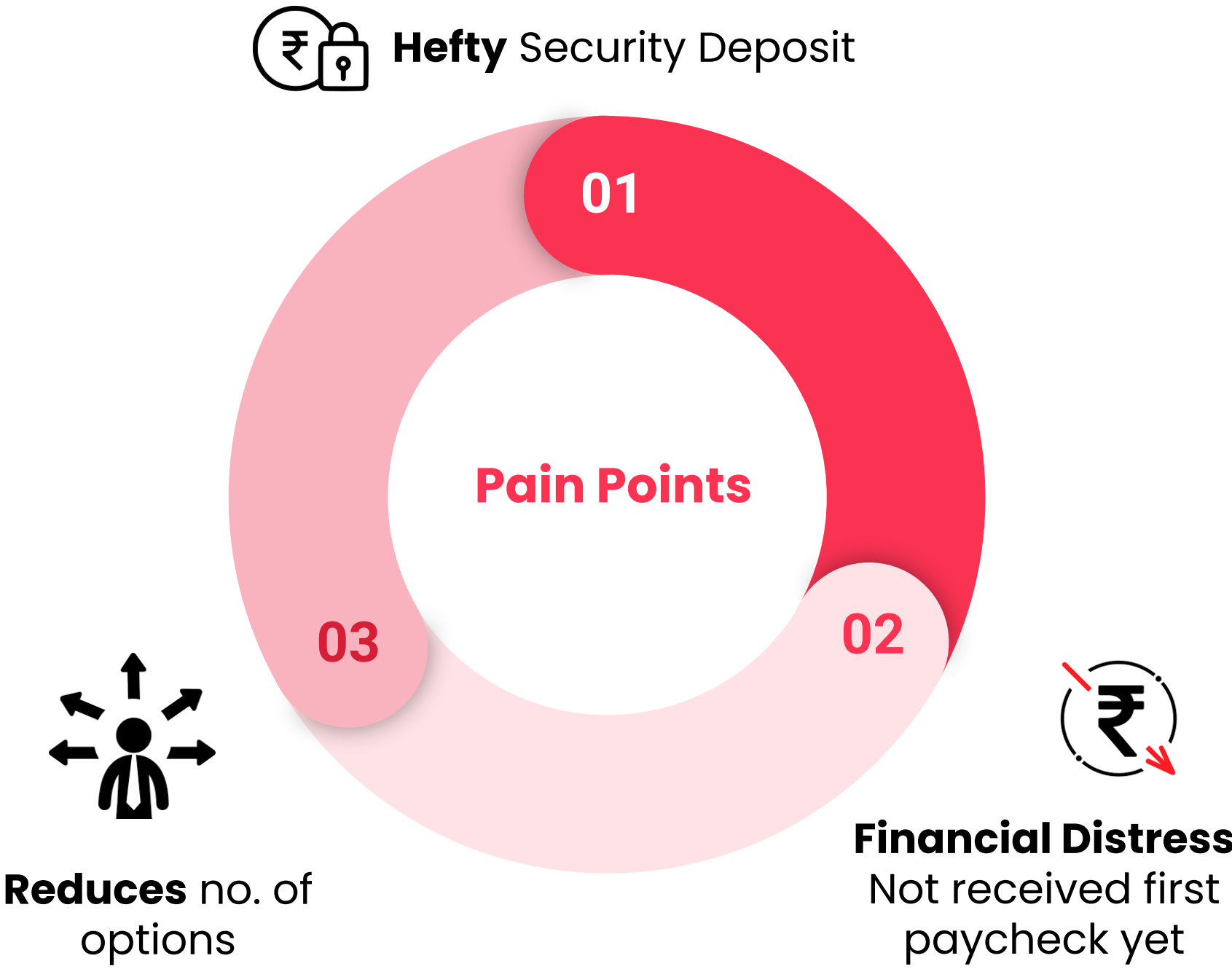
Locality To-Let Board



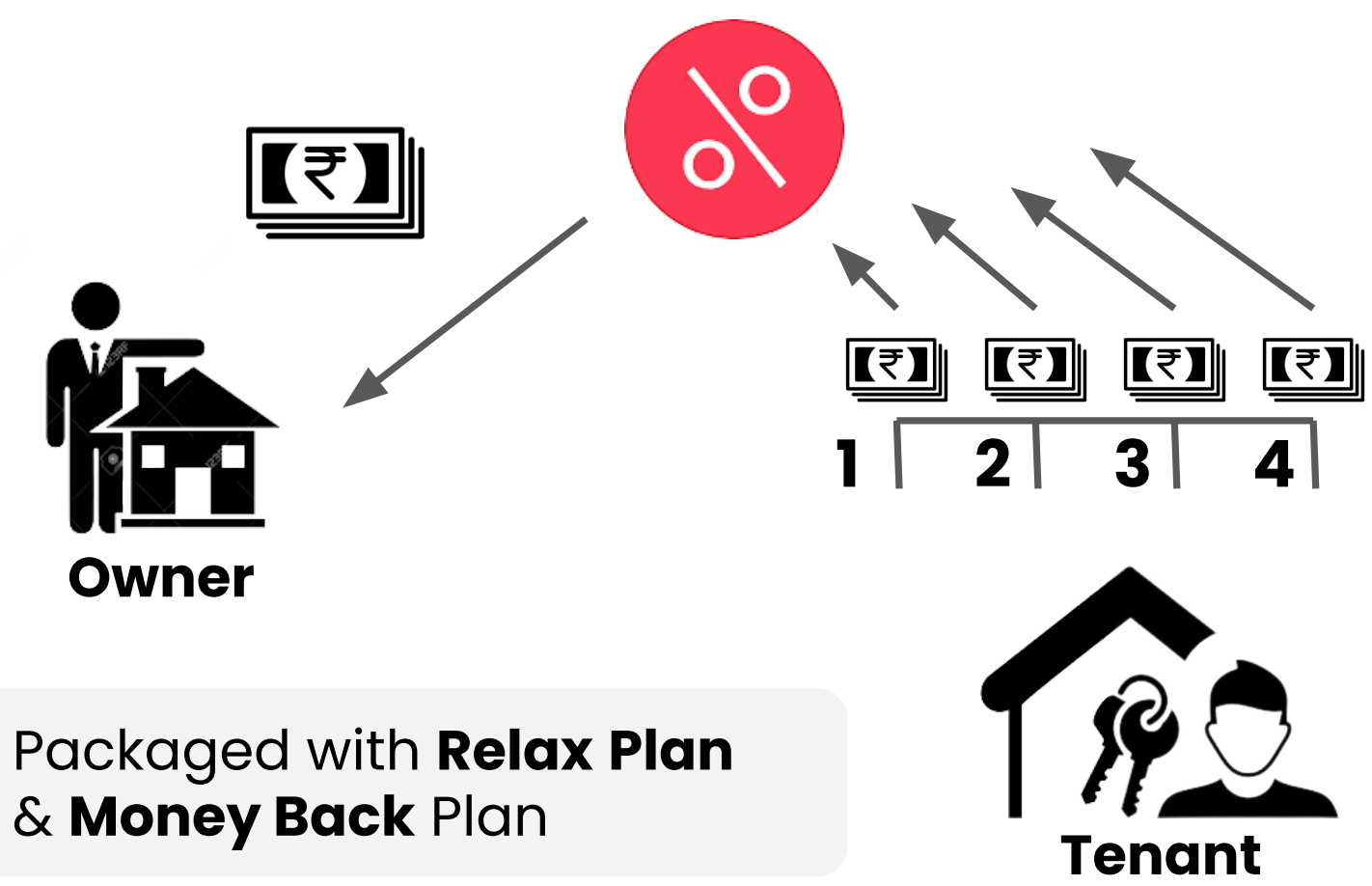
-  Visibility
-  NB assurance
-  Exact location tapping
-  Nearby rental houses

FINTECH FEATURE

SNPL (Secure Now Pay Later)



Solution



Packaged with **Relax Plan**
& **Money Back Plan**

Relax Plan - upto **4** installments
Money Back Plan - upto **8** installments

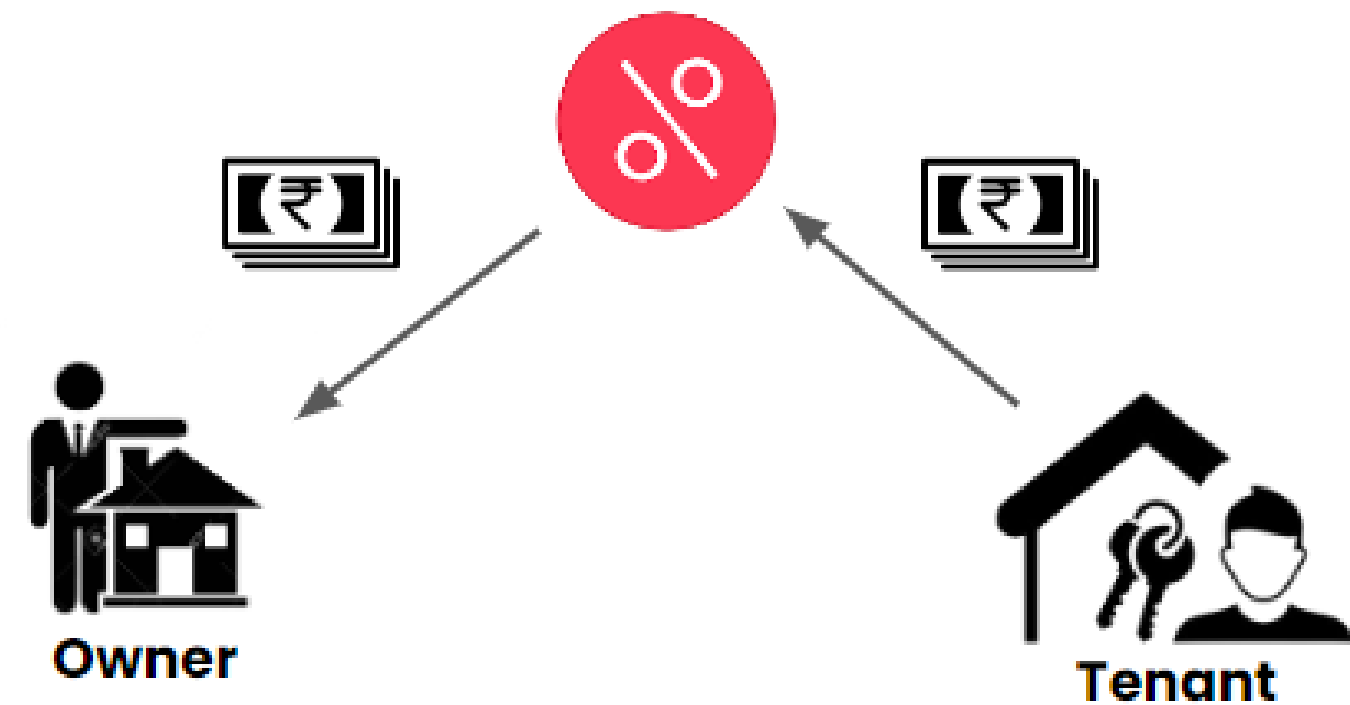
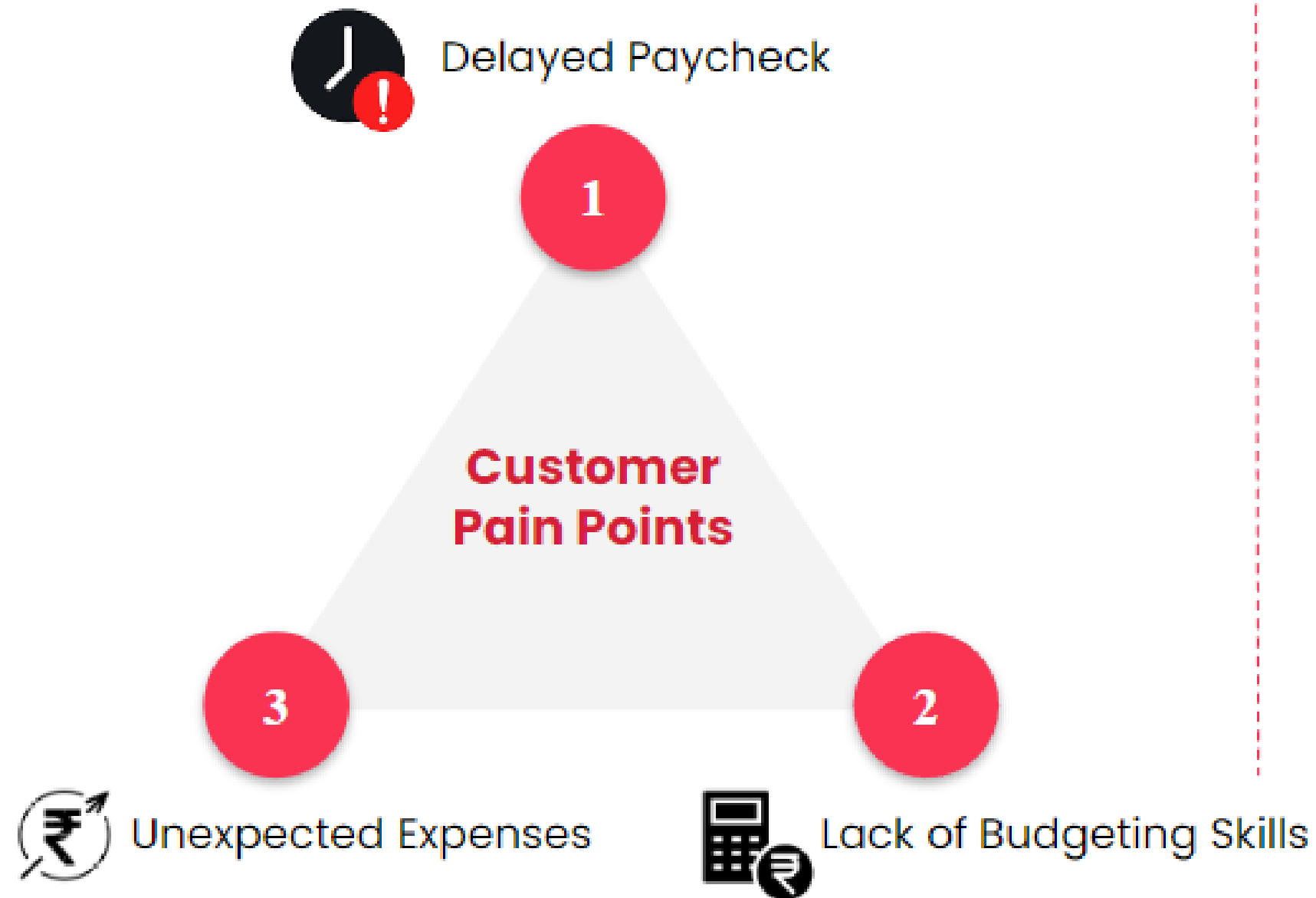
CIBIL Score > **700** eligible

FINTECH FEATURE

Rent'nSure

Solution

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



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



₹4000

Average cost of the subscription plan

X

=

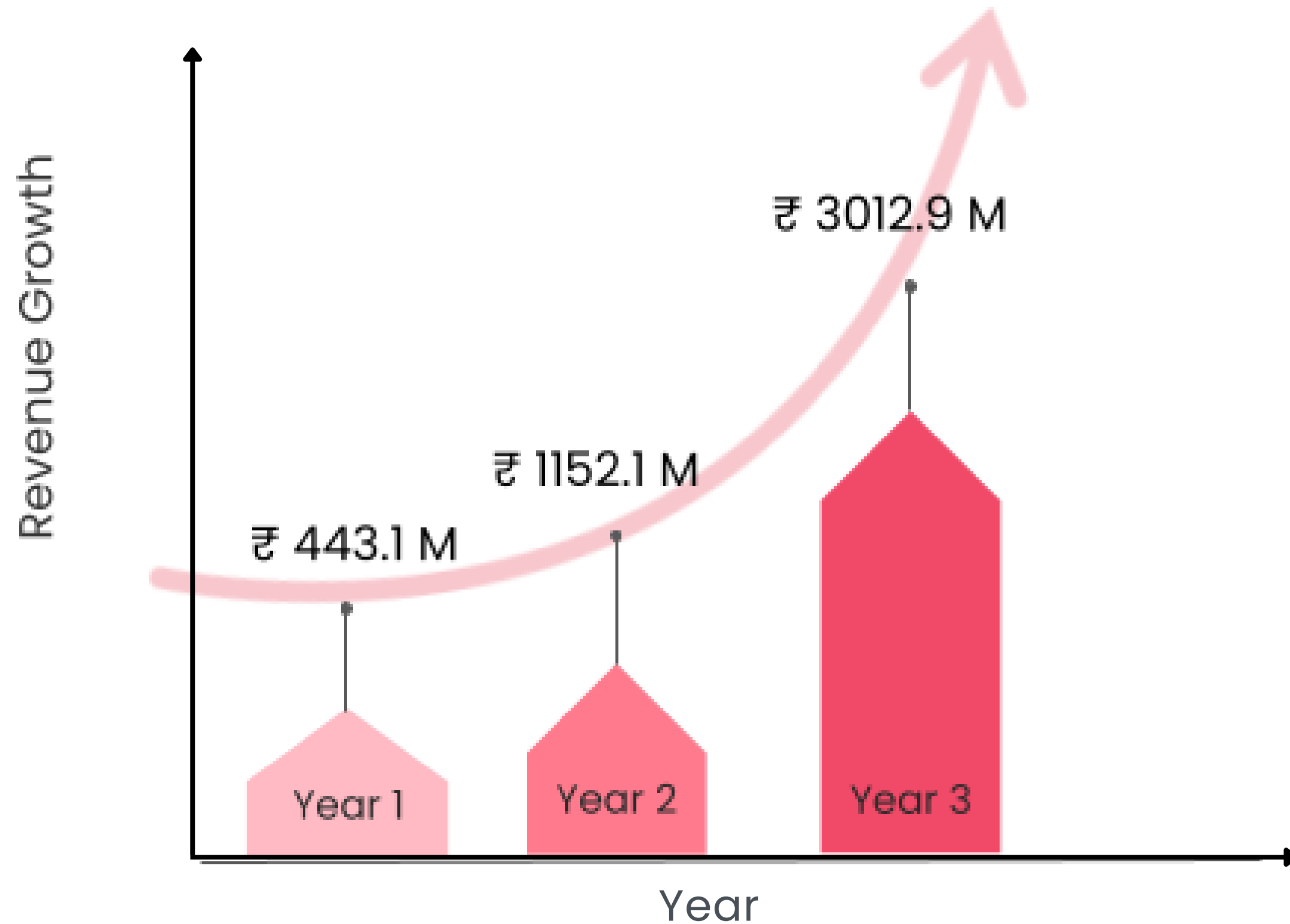


₹44 Cr /Annum

Revenue

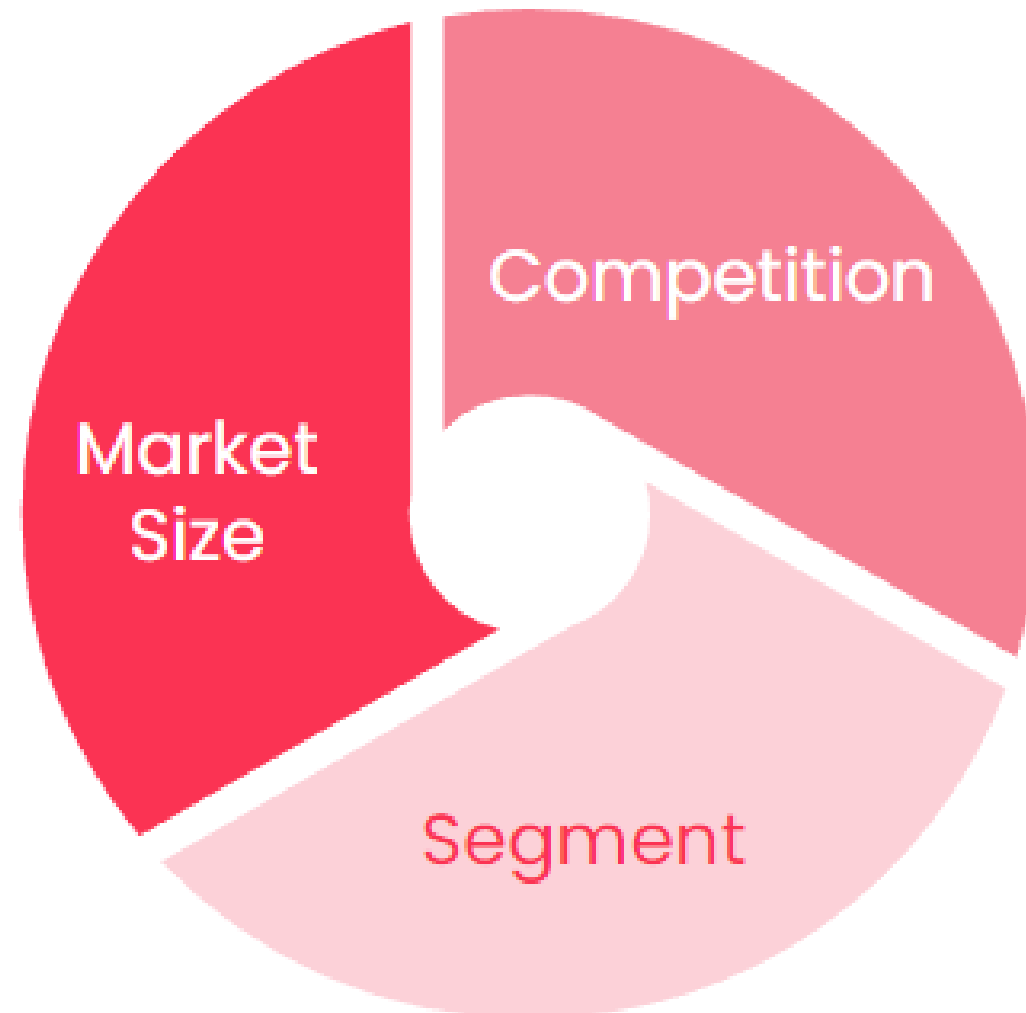


PROJECTED REVENUE – FINTECH



GEOGRAPHICAL EXPANSION

Deciding Factors



Example

	Kota	Patna
X_m	4.75	5.24
X_c	-0.75	-0.75
X_i	0.267	0.35
Weighted Score	1.7551	1.976

$$\text{Weighted Score} = (W_m * X_m) + (W_c * X_c) + (W_i * X_i)$$

X = Score

W = Weight

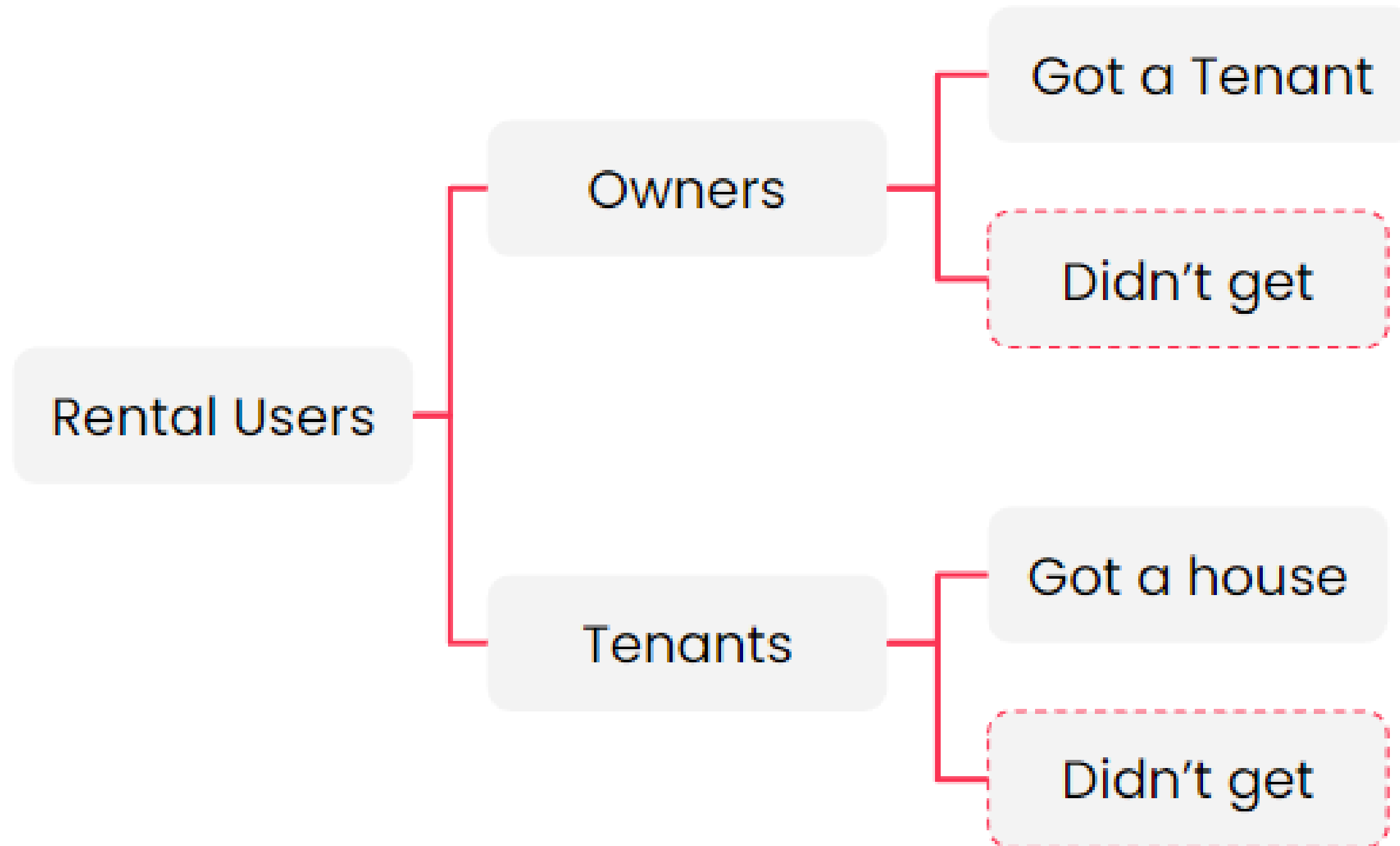
m : Market Size Factor

c : Competition factor

i : real estate infra growth

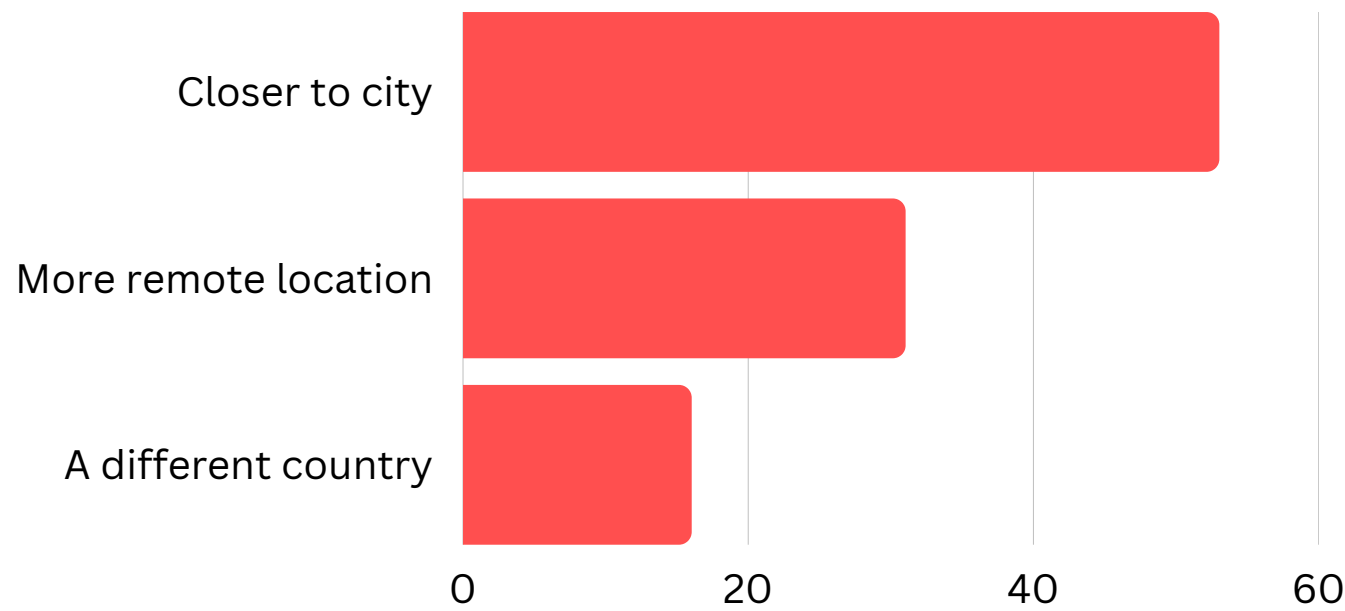
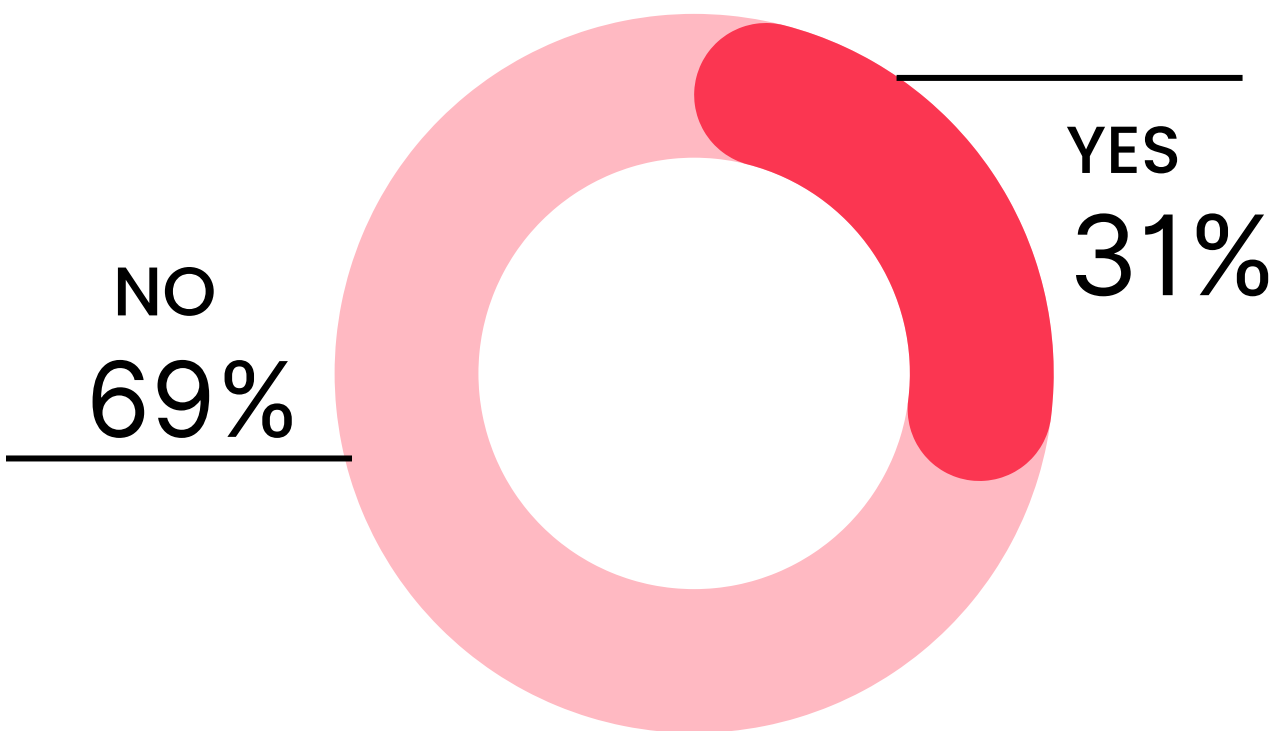


USER RETENTION

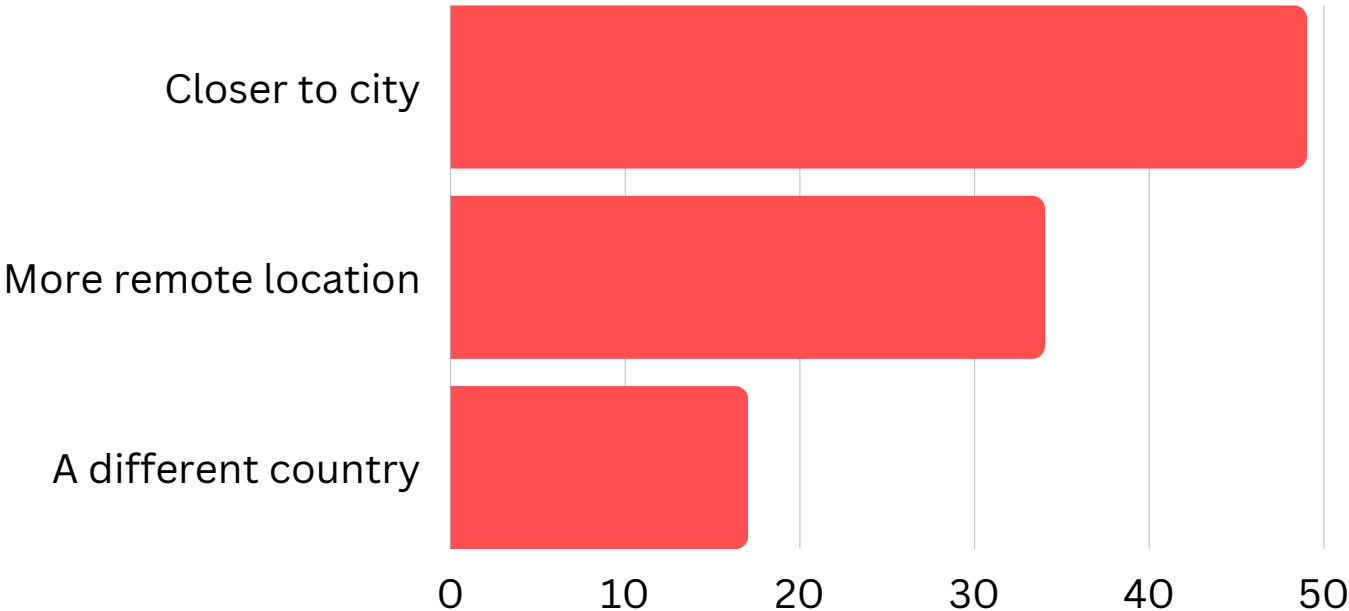
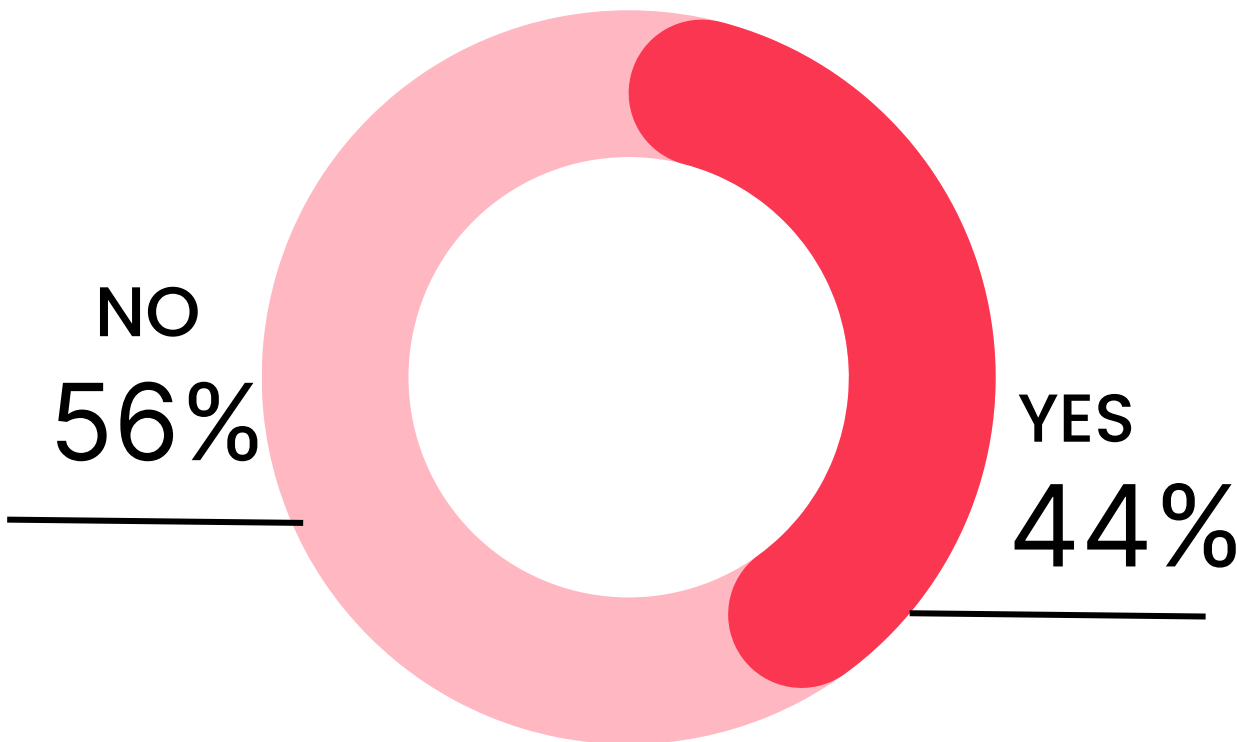


USER RETENTION – DATA

Have relocated in the past two years



Planning to relocated in the next two years



THANK YOU

ANNEXURE

IMPACT OF FINTECH ADD

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 ₹		

GEOGRAPHICAL EXPANSION CALCULATION

Xm Calculation:

$$A_s = 0.3$$

$$A_j = 0.6$$

	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 -

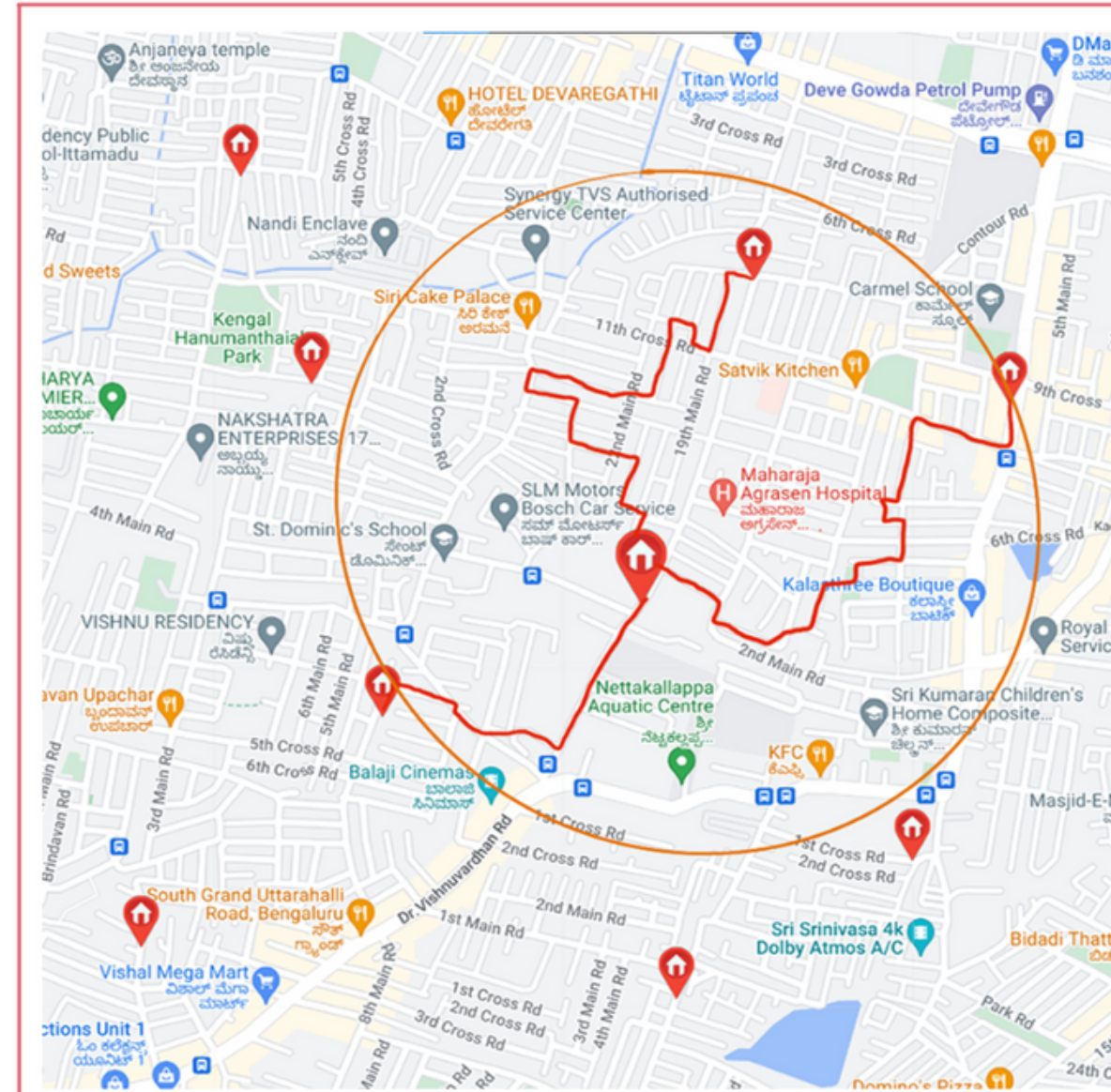
Final Calculation:

	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.

SUGGESTIVE HOUSING LOCATION

- 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

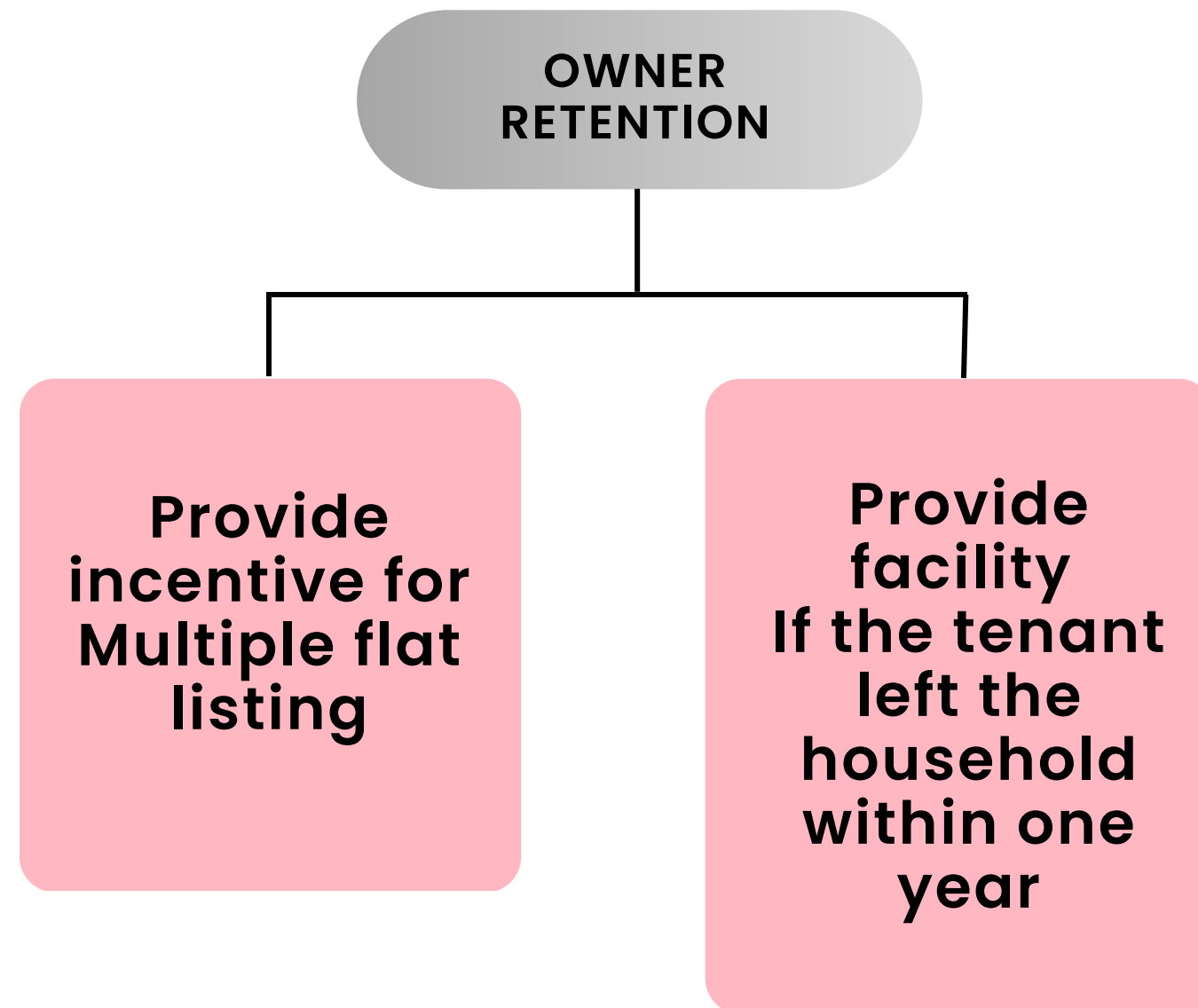
2 BHK Apartment
In Shree Paranathi 14000 ₹ | 23 mins

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



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