



PropEquity

Intelligent Strides

PropEquity Intelligence envisions to be at the core of every real estate decision in India. The company is India's Gold Standard for real estate intelligence today, and provides data and analytical tools to more than 120 B2B clients ranging from P E funds to Developers, Equity Research to Banking and Finance, and from Government to Industries on a subscription basis and commands a market share of 90%



At the heart of P E Analytics is the ownership and operation of PropEquity, which is India's largest and most comprehensive residential and commercial online database of over 65,000 projects of more than 16,000 developers across 42 cities in India. This database is re-engineered through an application of proprietary schema, analytics and software to generate significant value in the form of customized analysis, business intelligence and directional insights that the customers use for informed decision making on a daily basis. This combination of data and analytics is the key differentiator that P E Analytics offers to its customers and is, thus, in a leadership position in the category of Real Estate Data and Analytics covering the Indian real estate market.

THOUGHT LEADERSHIP PROGRAMS

Thought leadership is its top brand driver, and the key initiative in this direction is the knowledge partnership that PropEquity shares with NDTV Prime for its two shows 'The Property Show' and 'Property India'.

PropEquity's leadership team engages with the fraternity through conferences and seminars often hosted by the clients themselves in which the company representatives are invited to share knowledge and know-how on the sector.

GOVERNMENT INITIATIVES

PropEquity has worked on an exclusive basis with the RBI and the Ministry of Housing and Urban Poverty Alleviation as their data validation and technology partner for building the country's first Housing Start Up Index that acts as a lead indicator for the country's GDP growth. The index was successfully launched in February 2014.

PropEquity is also endeavoring to work with the real estate regulator on the Real Estate Regulator Bill. The company has also worked with CCI on a regular basis.

SECTOR REPORTS AND EQUITY RESEARCH CITATION

The PropEquity data and analysis is widely used, and is cited in reports that the clients generate as a part

of their information memorandums, Equity Research Advisory reports as well as sector-specific white papers and articles. These reports are widely disseminated and read within the fraternity as well as outside by individuals tracking the sector. The dissemination is usually at a global level. The frequency of these reports varies from monthly to quarterly.

MEDIA REPORTS AND WHITE PAPERS

PropEquity periodically releases reports to the media on pertinent and topical issues related to the real estate industry. The reports are focused on bringing transparency to the sector through information that spreads awareness about the industry performance through frank data and granular analysis.

The value of the PropEquity brand has increased rapidly over the past seven years. It is perceived as the most credible and trusted company for online real estate data and analytics, which is endorsed by the fact that it commands over 90% of the market share in this category.

With its client portfolio of P E Funds, top developers, equity research companies and the government, and consistent media engagement, it has continuously improved its brand awareness and its brand value has only gone up from strength to strength.

PropEquity assesses B2B consumer perception through consumer surveys that are conducted on product performance and servicing. The appraisal of the client representatives are based on the customer experience and feedback as well as the renewal rate through client retention. PropEquity's retention over the last five years has been upwards of 90%, while its wallet retention has been over 95%.

PropEquity's customers have developed an addiction for its products and services, because they trust and value the delivery it makes on its brand promise to them.



CERTITUDES

- PropEquity believes in a vision of change through innovation and this has energized it to demystify a challenging, unregulated and opaque market of real estate in India.
- PropEquity pioneered the effort to make the Indian Real estate industry transparent.

BEACON OF TOMORROW

- 90% of all institutional investments being made in the real estate space in India are using PropEquity data and analysis to make informed decisions.
- In numeric terms, the PropEquity Brand is influencing investments of billions of dollars annually in India.