

Property Management Concerns?

More Hassles and Less RoI?

Where to dial?

propdial
Property Management Services

https://www.propdial.com

Problem Statement



100+ Lakhs Residential Properties Available for Rent

20+ Lakhs Service Partners

10+ Lakhs Registered Brokers

Need to Organize | Large Unorganized & Highly Fragmented Space

Solution Envisaged – Propdial Platform | Technical View

Propdial's Tech Platform Addresses Key Pain Points of Home Owners



Backed by on ground/offline support facilitated through a network of dedicated property managers

Solution Envisaged – Propdial Platform | Value Proposition

Handover Your Property and Stress



Tenant Discovery
Own portal | Partners portals | Offline | Brokers | Referrals

Tenant Onboard
Paperwork | Physical move-in/move-out support | Rent Management

On-demand Maintenance Services
Propdial authorized Service Providers, Quality work, Competitive price

Personalised Dashboard For Owner & Tenant
Online data access | Personalised dashboard | Integrated payment system

Property Inspection & Reports
Move-in & Move-out Inspection | Quarterly Inspections

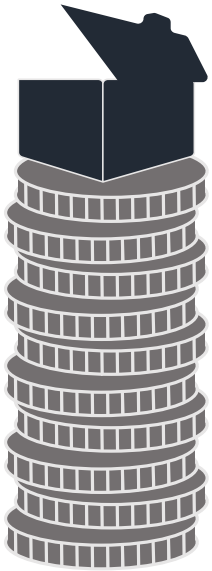
Dedicated Property Manager with a Promise of

- **Zero Hassles**
- **Lower Management Charges**
- **Higher ROI**

Market Size

Indian Real Estate Market (2022): >$200Bn | Expected Market Size (2030): $1.0Tn (~13% of India GDP)

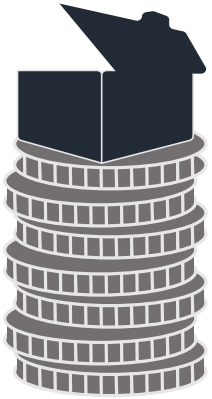
Our Context



Total Vacant Residential Units
11.5 million

Mkt. Size:
$23.0 Bn

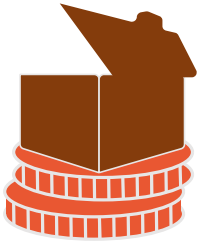
TAM



 # Units in Top 20 Urban Cities
8.0 million
(~70%)

Mkt. Size:
$16.0 Bn

SAM



 # Units for Property Mgmt Service
1.0 million
(~12%)

Mkt. Size:
$2.0 Bn

SOM

Reference: https://www.knightfrank.co.in/research/india-topical-reports-institutionalising-the-rental-housing-market-in-india-2019-6718.aspx

Business & Revenue Model

Blend of Subscription & Commission Fee Model

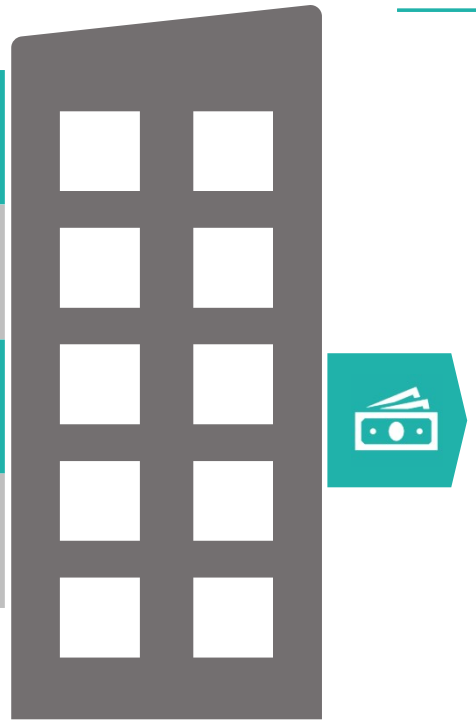
From Home Owners

PMS
Annual Subscription

Maintenance
Commission

Long-term Rental
Commission
(brokerage on tenant rotation)

Short-term Rental
Commission
(revenue sharing model)



From Tenants

Long-term Rental
Commission

Upcoming Revenue Verticals

- **Commission on Buy/Sell**
- **Commission on Monthly Rental Transactions**
- **Commission on Home Loans**

Customer Acquisition & Growth

In-house



Partner Driven Growth

Existing Partnerships

HOUSING.COM

MyGate

ADDA

APNACOMPLEX

ICICI Bank

Partnerships Under Discussion

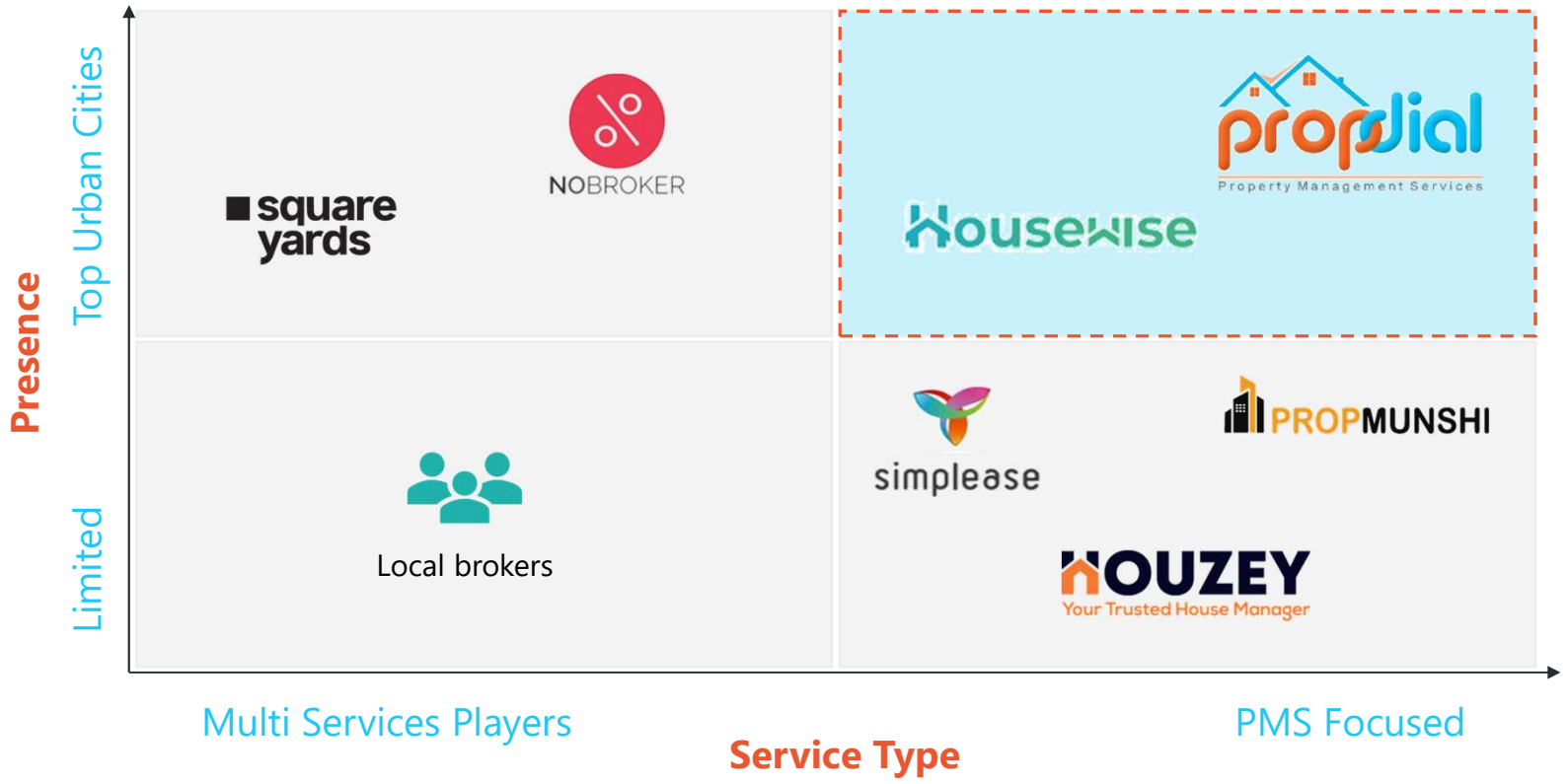
99acres

magicbricks

HomeLane

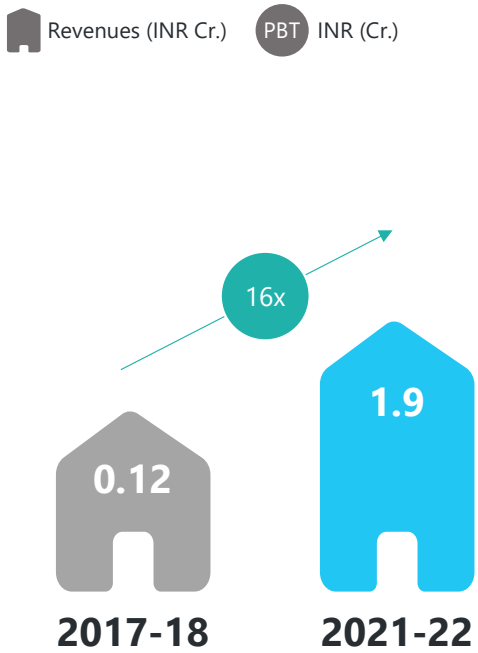
AXIS BANK

Competitive Landscape

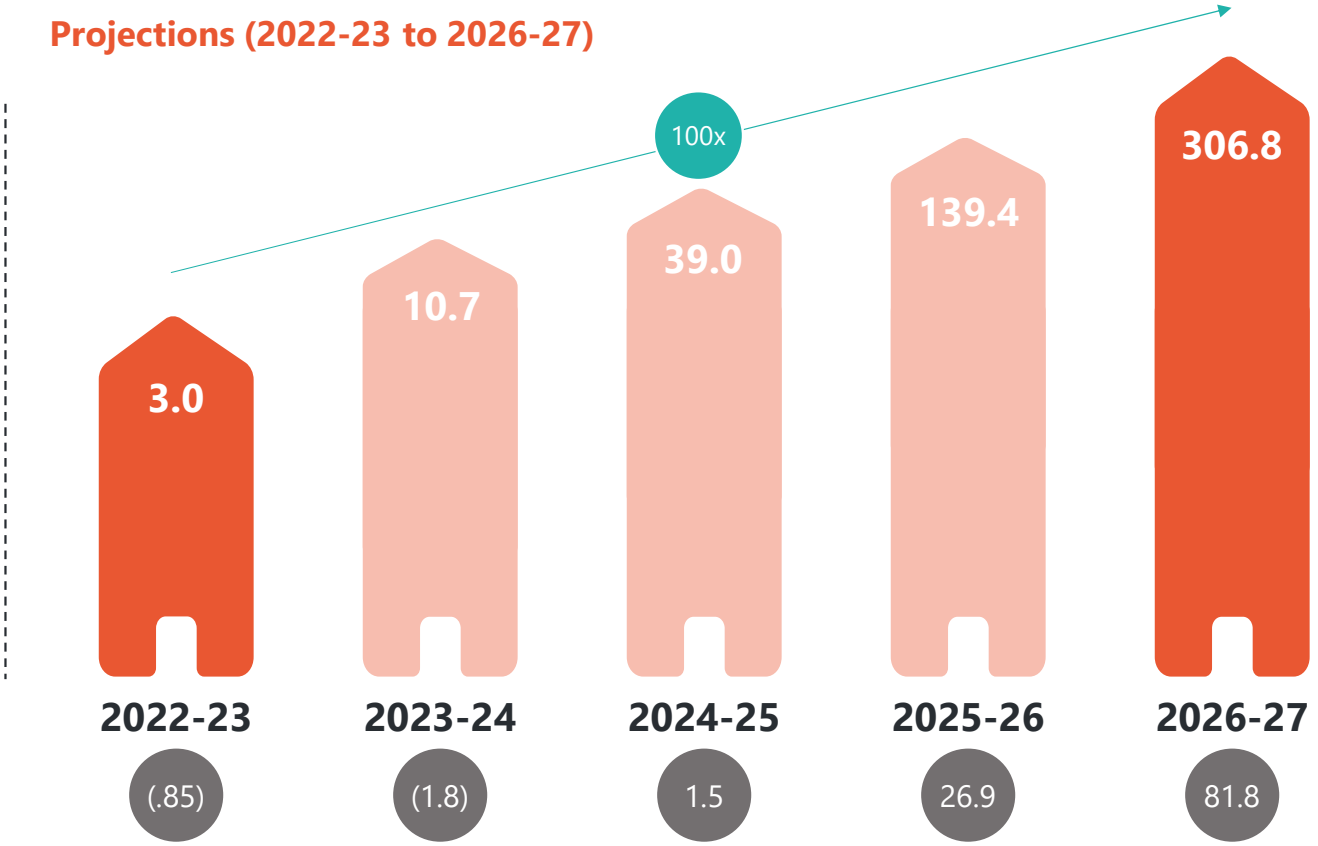


Revenue Achieved & Projections

Revenues Achieved



Projections (2022-23 to 2026-27)



Fund Requirement, Purpose & Deployment

Funds Already Raised

Seed/Angel Round

INR 5.0 Cr.
Raised over 2 rounds

INR 30.0 Cr.
Last Valuation (pre-money)

Funds Requirement & Purpose

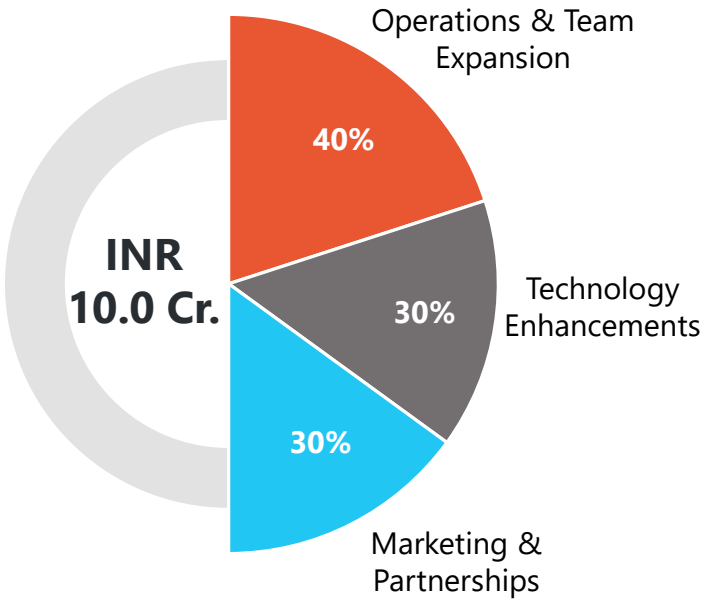
INR 10.0 Cr.
Funds to be raised

INR 50.0 Cr.
Valuation (pre-money)

Purpose

- Scaling to MRR of INR 1 Cr (4x)
  - Current MRR: 25 Lakhs
    - In 12-15 months

Deployment



Core Team | Building Propdial

Co-Founder and CEO



Vinay Prajapati

Co-Founder and COO



Gopal Mishra

Early Investor & Advisor



Vinay Bhatia

Propdial is a 40+ strong team

We Are Making News



Property management company Propdial to expand to Mumbai, Chennai and Kolkata

Property management and maintenance company Propdial is in talks to raise Rs two crore to expand its operation to Mumbai, Chennai and Kolkata as demand for property management has increased with NRIs unable to come to India due to COVID...

Read more...



This Gurugram-based startup is helping property owners remotely manage real estate

Managing a property is no easy task, especially when you are sitting miles away. The list of tasks includes repairs and maintenance, collection of bills, finding a tenant...



Housing.com dials into the property management services game:

In a move that would help India's leading real-estate portal, Housing.com, further expand its footprint; the portal has announced a partnership with Gurugram-based property.

Read more...

Join us and be part of **Prop-tech Revolution**

Be part of **100x Growth story** unfolding over **next 4 years**



Thank You

https://www.propdial.com

gopal@propdial.com

+91 9621206625