

PRESS RELEASE

NoBroker.com Now in Pune

May 27th, 2015: We are very excited to announce that NoBroker.com begins operations in Pune. Say bye-bye to brokers and hello to easy and genuine house hunting.

Launch Highlights:

- Now **find a flat in Pune without a broker**
- Guarantee of genuine and **hassle free house hunting**
- Helped customers **save 35 crores of brokerage in less than a year**

Who we are?

As the name suggests, **NoBroker.com is a broker-free property search portal** that connects flat owners and tenants directly with each other by eliminating the middleman. NoBroker is all set to revolutionize house hunting not just by eliminating the broker but by making it convenient and hassle-free with the use of cutting edge technology and innovation. **Founded by IIT – IIM Ahmedabad graduates, Amit Kumar & Akhil Gupta**, NoBroker.com focuses on delivering genuine and broker free solution to both owners and customers. You'll love us if you value time and money. If you are an owner, list your property for free just by giving us a missed call or leave a WhatsApp message on 0-8107-555-666. For tenants, we have the largest verified listings with extensive information making it easy to shortlist a property. We also offer assistance for registration and paperwork.

What's our focus?

Our focus is to make your house hunting experience happy and hassle free. Although majority of the current online real estate players are working on B2C model, we believe that the timing is right for disruption through a Peer-to-Peer model. We have already helped our customers in Bangalore and Mumbai save more than 35 crores of brokerage in less than a year. There's definitely something that we are doing right. Our primary focus is on strengthening the non-broker ecosystem and on expanding to all major cities in India. By the end of this year we plan to be present in more than 20 cities.

How we'll do it?

We are trying to set order and transparency in an unorganized sector. This is where cutting edge technology and a positive customer experience brings us to the top. We are disrupting the rental market in India and this has enabled us to witness an explosive growth in our customers as well as transactions in the past one year. We have now become the biggest online P2P player in Mumbai flat-rentals. Our edge is the ecosystem of genuine owners & tenants that has been created through our proprietary technology which identifies and eliminates the brokers. **NoBroker.com was angel funded by Saurabh Garg** (co-founder of Four Fountains De-stress Spa) who also acts as a mentor. Early this year it had **raised Series-A funding of \$ 3 million from SAIF Partners and Fulcrum Ventures.**

Why Pune?

NoBroker has a lean, nimble, capital-efficient and scalable business model. Backed by marquee investors, who share the strategic vision of the founders, we have ambitions to grow aggressively and



Pune offers the perfect landscape to expand. It has a young population that is tech-savvy and understands how technology can disintermediate inefficiencies leading to savings and convenience.

The market size of residential rental brokerage in top 20 cities in India is \$4 bn which is estimated to grow to \$12 bn in next 5 years. We are all set to expand operations and improve the house hunting experience of customers across the country.

The challenge is huge but we are ready to take it head on.

Pune NoBroker.com has arrived.

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