

# BUILDING TOMORROW'S AFFORDABLE HOUSING TODAY

INVESTOR PRESENTATION

Q1 2026 Performance Review | Lucknow, India | April 2026

# EXECUTIVE SUMMARY

## From Startup to Scalable PropTech Platform in 4 Months

Oxy Estate has transformed from a traditional real estate sales model into a technology-enabled platform with remarkable growth metrics. In just four months (January–April 2026), we have demonstrated exceptional execution and scaling capabilities.

This presentation showcases our market opportunity, execution excellence, and scalable business model positioned for rapid growth.



### CONVERSION GROWTH

Improved from 2.18% (Jan) to **7.37% (Mar)** — a 238% improvement



### SALES PIPELINE

**₹5.69 Crore** in booked sales value with ₹42.88 Lakh confirmed business



### EXPANSION

Opened **two new offices** and launched sub-office in Itaunja



### TEAM SCALING

Built a **25-member** dedicated sales and operations team



### TECHNOLOGY INTEGRATION

Deployed CRM, WhatsApp API, AiSensy automation, and digital site visit tracking

# MARKET OPPORTUNITY

## Why Lucknow? Why Now?

The affordable housing segment in Lucknow represents a significant untapped market opportunity:



### Growing Urban Population

Lucknow's metropolitan area is expanding rapidly with increasing demand for residential properties.



### Affordability Gap

Limited supply of quality, affordable housing units in the ₹20-50 Lakh segment.



### Government Support

National Housing Mission and state-level incentives driving sector growth.



### Strategic Locations

Sarora IIM Road and Oxy Green City positioned in high-demand micro-markets.



Oxy Estate is capturing this opportunity with a customer-centric, technology-driven approach that reduces friction in the buying journey.

# OUR PROJECT PORTFOLIO

## Multi-Site Strategy Driving Diversified Revenue



### SARORA IIM ROAD

- ✓ Prime location with strong connectivity
- ✓ Established market presence
- ✓ Consistent booking momentum

### Oxy Green City

### OXY GREEN CITY

- ✓ New expansion launched Q1 2026
- ✓ Sub-office operational for localized engagement
- ✓ Early-stage traction with high growth potential



### BNCET SITE

- ✓ Highest performer: **23 bookings** (Jan-Mar)
- ✓ Proven market validation
- ✓ Strong repeat customer base



This portfolio approach reduces concentration risk and maximizes market penetration across multiple micro-markets.

# JANUARY 2026 – FOUNDATION PHASE

Establishing Market Presence and Sales Infrastructure

January marked our entry into the market with foundational activities:

320

SITE VISITS

Customers engaged

7

BOOKINGS

Units achieved

2.18%

CONVERSION

Initial baseline rate

## KEY ACHIEVEMENT

Established initial sales team and customer acquisition channels.

*"This baseline performance validated our business model and provided crucial learnings for operational optimization. The conversion rate, while modest, demonstrated customer interest and set the stage for improvement."*

# MARCH 2026 – BREAKTHROUGH PERFORMANCE

## Exceeding Targets Through Process Optimization

March 2026 represented a significant inflection point, showcasing the impact of our optimization efforts:



### Site Visits

244 customers (maintaining strong pipeline)



### Bookings Achieved

18 units (157% increase from January)



### Conversion Rate

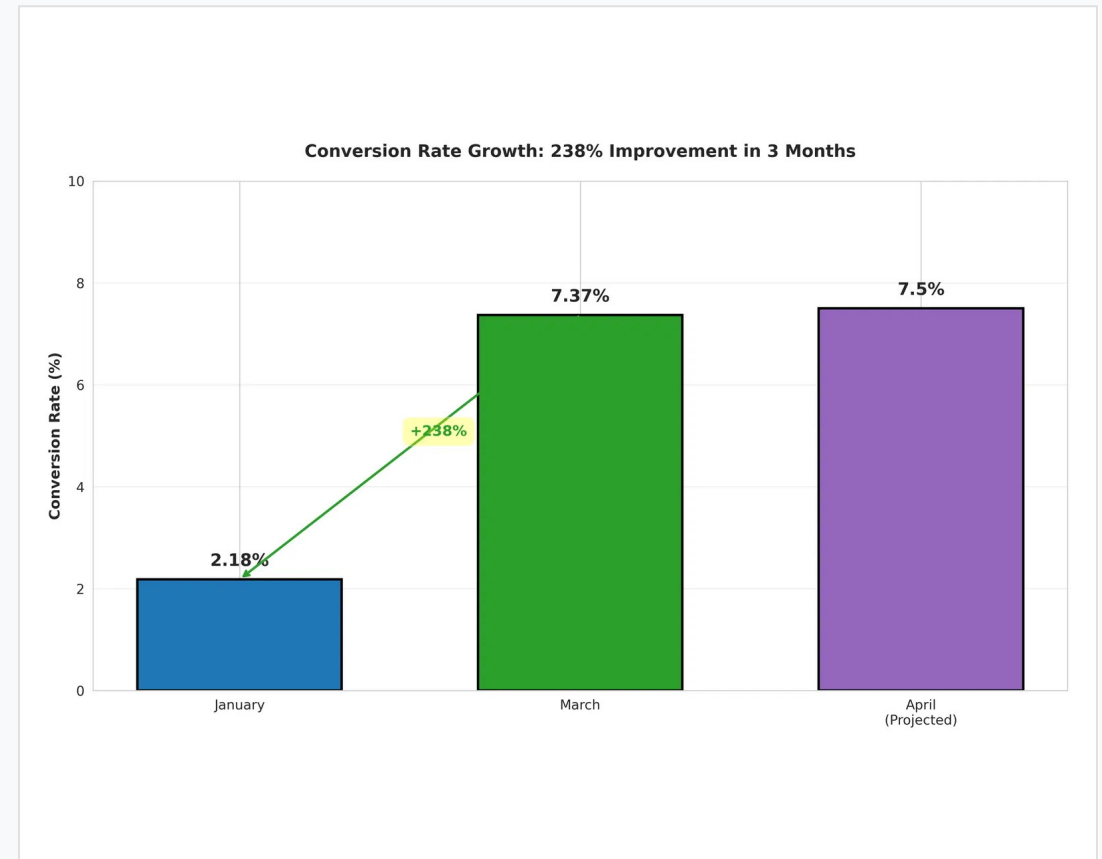
7.37% (238% improvement from January)



### Target Achievement

Exceeded booking targets with 18 vs. expected performance

The dramatic improvement in conversion rate demonstrates the effectiveness of our enhanced sales processes, improved customer experience, and team training initiatives. This performance validates our scalable model.



# APRIL 2026 – SCALING IN PROGRESS

## Maintaining Momentum While Expanding Capacity

April 2026 shows continued strong performance with significant growth runway. With only the first week complete, we are positioned to achieve our most ambitious monthly targets.

### Site Visits

130+

Target: 400

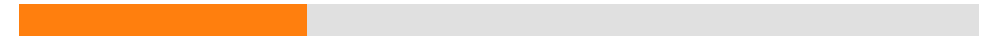


32.5% ACHIEVED (WEEK 1)

### Bookings

9

Target: 30



30.0% ACHIEVED (WEEK 1)

### PACE ANALYSIS

On track to achieve or exceed monthly targets based on current run rate and pipeline strength.

### KEY INSIGHT

Demonstrates consistent execution capability and team maturity in handling increased lead volume.

Signaling strong operational scaling and validation of our technology-enabled sales model.

# CUMULATIVE PERFORMANCE

Q1 2026 Overview: Strong Foundation for Accelerated Growth

Aggregated performance across January–April 2026 demonstrates consistent execution and scalable growth:



**694+**

**TOTAL SITE VISITS**

With April projections: 1,094+



**34+**

**TOTAL BOOKINGS**

With April projections: 64+



**4.9%**

**AVERAGE CONVERSION RATE**

Demonstrating an improving trajectory



**High**

**OPERATIONAL EFFICIENCY**

Scaling team and processes without quality degradation



This cumulative performance establishes Oxy Estate as a credible, execution-focused real estate sales organization with proven ability to convert leads into customers.

# REVENUE GENERATION & PIPELINE

Building Sustainable Revenue Streams

## BOOKED SALES VALUE

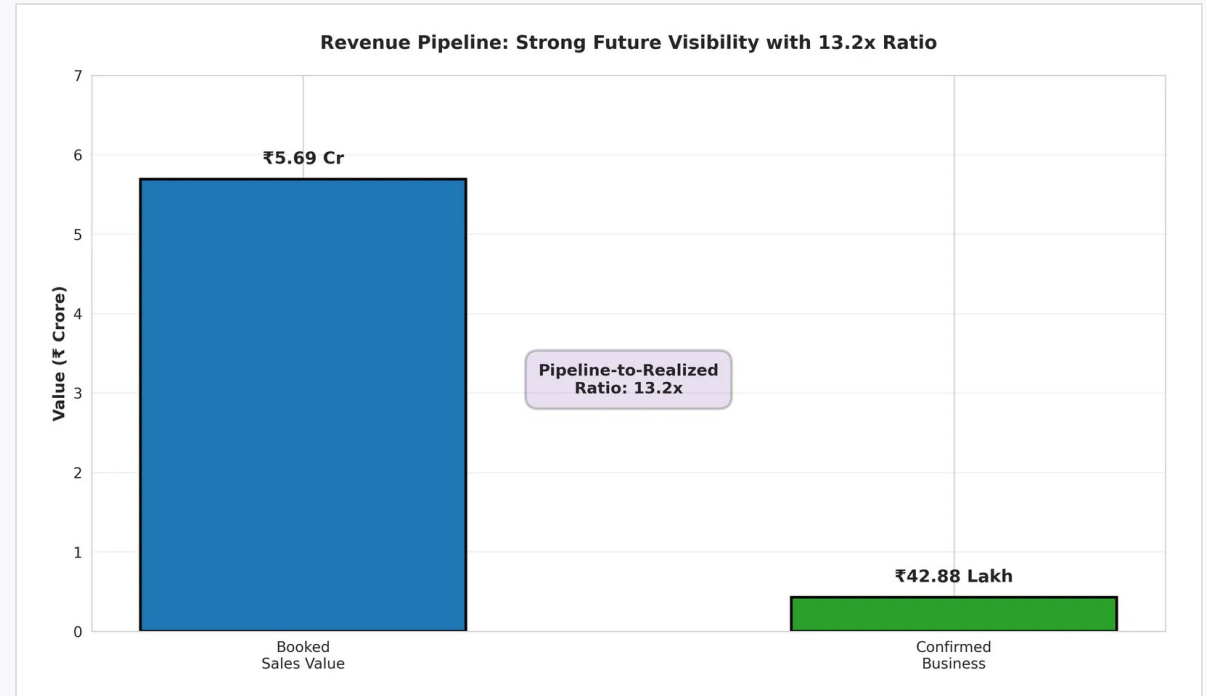
**₹5.69 Crore**

- Represents committed customer bookings across all projects
- Strong pipeline visibility for upcoming quarters
- Demonstrates customer confidence in our offerings

## CONFIRMED BUSINESS

**₹42.88 Lakh**

- Represents completed transactions and realized revenue
- Validates our business model and customer satisfaction



**Key Metric:** Pipeline-to-Realized Ratio of **13.2x** indicates strong future revenue visibility and customer commitment. This ratio demonstrates our ability to convert bookings into confirmed business.

# PROJECT PERFORMANCE

BNCET Site: Highest-Performing Asset Validating Market Demand

**23** UNITS BOOKED  
(JAN-MARCH)

## MARKET VALIDATION

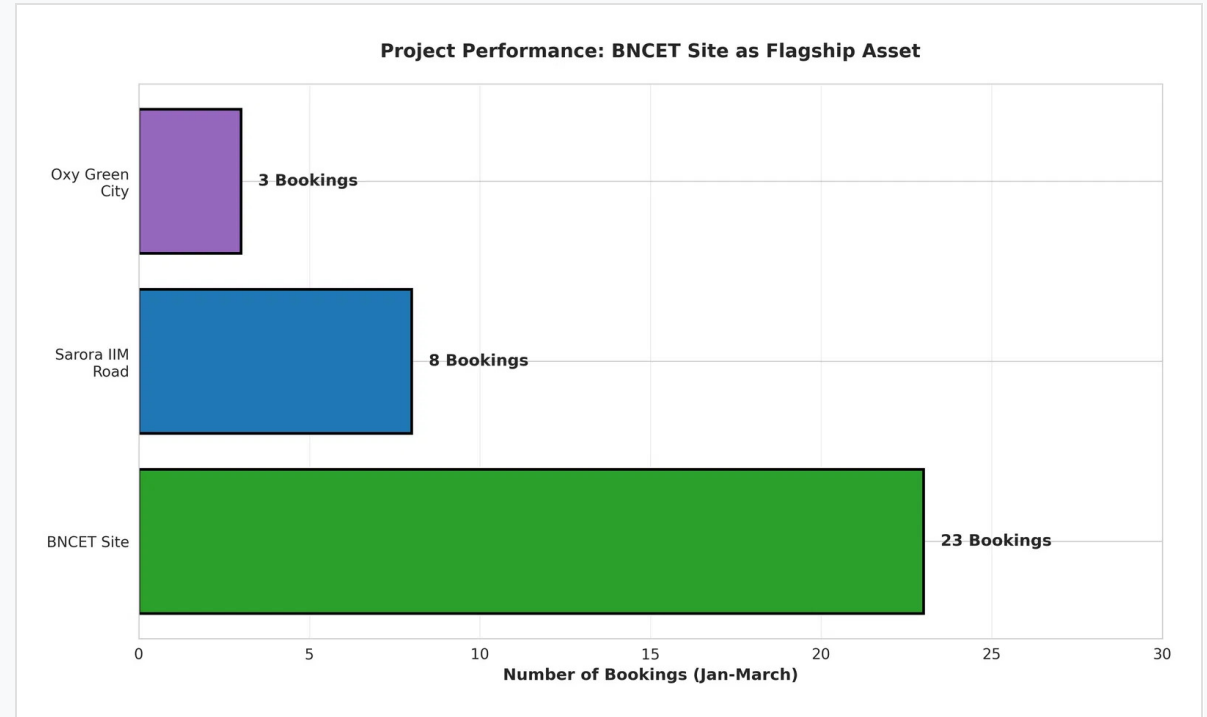
Strongest performer across the entire portfolio, proving high demand.

## CUSTOMER SATISFACTION

High repeat and referral rates driving organic growth.

## REVENUE CONTRIBUTION

Significant portion of the ₹5.69 Crore total booked value.



BNCET's success provides a replicable blueprint for scaling across other projects. The strong performance validates our target market, pricing strategy, and sales execution model.

# OPERATIONAL EXPANSION

## Building Scalable Physical and Human Infrastructure

Our expansion strategy focuses on proximity to customers and operational efficiency:

### **New Office – Flat No. 32**

- > Increased capacity for sales team
- > Enhanced customer experience center

### **Sub-Office Launch – Itaunja**

- > Localized customer engagement
- > Reduced travel friction for site visits

### **Team Strength: 25 Members**

- > Structured sales organization
- > Dedicated operations support



This infrastructure positions us for **2-3x growth** without major capital expenditure.

# TECHNOLOGY ENABLEMENT

## From Manual Sales to Automated PropTech Platform

Oxy Estate is fundamentally different from traditional real estate sales organizations through technology integration:



### CRM SYSTEM

Centralized lead management, real-time sales pipeline visibility, and customer interaction logging.



### WHATSAPP API INTEGRATION

Instant customer communication, automated follow-ups, reducing response time from hours to minutes.



### AISENSY AUTOMATION

Intelligent lead nurturing, automated qualification and routing, significantly reducing manual touchpoints.



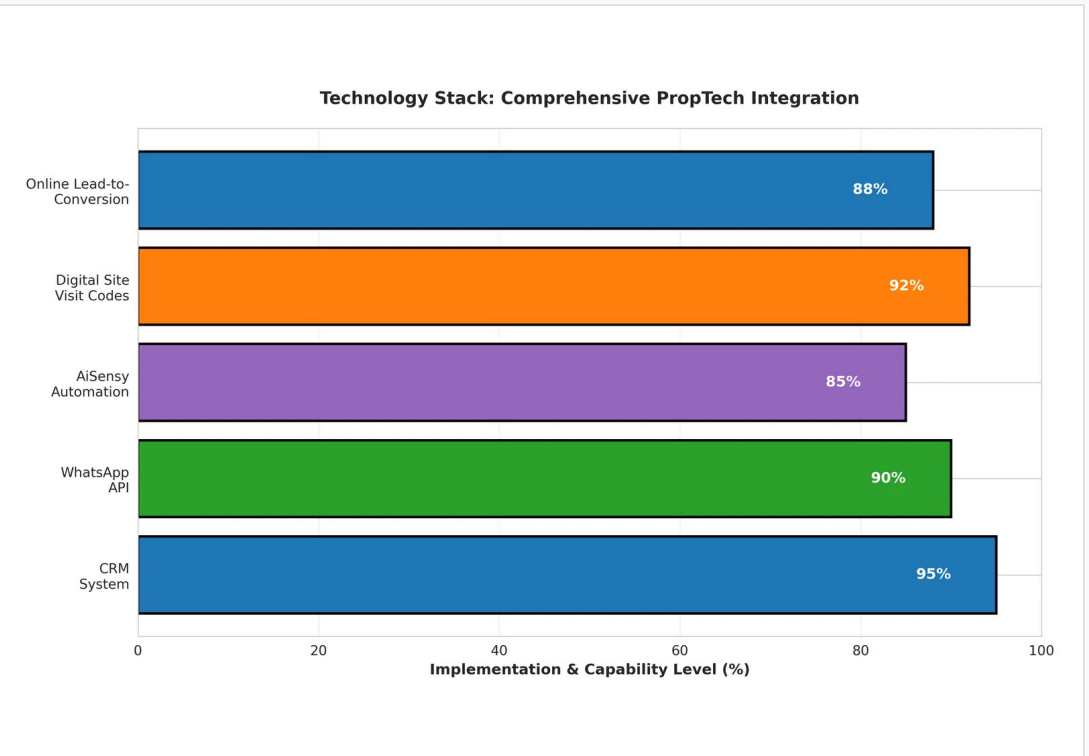
### DIGITAL SITE VISIT CODES

Unique tracking codes for property visits, real-time verification, and data-driven insights on customer journey.



### ONLINE LEAD-TO-CONVERSION

Seamless digital experience from inquiry to booking, enabling scalability without proportional cost increase.



This technology stack **reduces our cost per acquisition**, improves conversion rates, and enables rapid scaling.

# SALES MODEL & TEAM STRUCTURE

Hybrid Approach: Field Execution + Digital Efficiency

Our sales organization combines traditional real estate expertise with modern digital tools:



## SALES STRUCTURE

- ✓ Field sales team for on-ground customer engagement
- ✓ Digital sales team for online lead management
- ✓ Team leaders and supervisors for quality control



## COMMISSION MODEL

- ✓ Performance-based incentives (80%-20% split structure)
- ✓ Team leader incentives for team performance
- ✓ Aligned incentives driving both individual and team success



## SCALABILITY

- ✓ Current 25-member team can manage 50+ bookings per month
- ✓ Modular team structure allows rapid expansion
- ✓ Proven training and onboarding processes



This hybrid model combines the relationship-building strength of field sales with the efficiency and scalability of digital operations.

# GROWTH TRAJECTORY & FUTURE TARGETS

## Clear Roadmap to Market Leadership

Our strategic vision for the next 12–24 months focuses on rapid scaling and market penetration:



### NEAR-TERM

Next 6 Months

- **Monthly site visits:** Scale to 400+ (from current 130+)
- **Monthly bookings:** Achieve 30+ (from current 9)
- **Team expansion:** Grow to 40–50 members
- **New office locations:** Open 3–5 additional sub-offices



### MEDIUM-TERM

6–12 Months

- **Geographic expansion:** 20–25 sub-offices across Lucknow and adjacent cities
- **Sales volume:** Achieve 50+ monthly bookings
- **Portfolio growth:** Launch 2–3 new project partnerships
- **Brand positioning:** Establish Oxy Estate as top-3 real estate brand in Lucknow



### STRATEGIC

Ongoing Initiatives

- **Marketing:** Enhanced digital marketing and lead generation
- **Partnerships:** Expanded project portfolio partnerships
- **Monetization:** Technology platform monetization (CRM-as-a-Service)
- **Development:** Team training and capability development

# COMPETITIVE ADVANTAGES

## Why Oxy Estate Wins in the Market

### 01 TECHNOLOGY-FIRST APPROACH

- ✓ Competitors still rely on manual processes; we're fully automated
- ✓ Faster response times and better customer experience
- ✓ Data-driven decision making

### 02 AFFORDABLE HOUSING FOCUS

- ✓ Underserved market segment with high demand
- ✓ Less competition than premium segment
- ✓ Strong customer loyalty and repeat business

### 03 PROVEN EXECUTION MODEL

- ✓ Demonstrated ability to scale from 2% to 7%+ conversion rates
- ✓ Replicable processes across multiple projects
- ✓ Strong team with real estate expertise

### 04 MULTI-PROJECT PORTFOLIO

- ✓ Diversified revenue streams reduce risk
- ✓ Cross-selling opportunities
- ✓ Flexibility to pivot based on market demand

### 05 LOCAL MARKET EXPERTISE

- ✓ Deep understanding of Lucknow micro-markets
- ✓ Strong relationships with developers and customers
- ✓ Ability to identify emerging opportunities



**POSITIONED FOR  
MARKET LEADERSHIP**

# FINANCIAL PROJECTIONS

12-Month Outlook: Path to ₹50+ Crore Annual Revenue

**Q2 2026**

## SCALING OPERATIONS

Target: 100+ Bookings | ₹15 Cr Pipeline

**Q3 2026**

## MARKET EXPANSION

Target: 150+ Bookings | ₹25 Cr Pipeline

**Q4  
2026**

## PEAK PENETRATION

Target: 200+ Bookings | ₹35 Cr Pipeline

**Q1 2027**

## MARKET LEADERSHIP

Target: 250+ Bookings | ₹50+ Cr Pipeline

## KEY REVENUE DRIVERS

- 🎯 **Volume Growth:** Scaling monthly site visits to 1,000+ through targeted digital campaigns and expanded sub-office network.
- 🔄 **Conversion Optimization:** Maintaining 7%+ conversion rate at scale via AiSensy and WhatsApp API automation.
- 📈 **Portfolio Expansion:** Adding higher-ticket inventory and new project partnerships to increase average booking value.



# INVESTOR VALUE PROPOSITION

## Why Invest in Oxy Estate Now?



### PROVEN TRACTION & REVENUE

Demonstrated market demand with **₹5.69 Crore** in booked sales value and **₹42.88 Lakh** in confirmed business within just Q1 2026. A highly predictable and growing revenue pipeline.



### SCALABLE TECH-DRIVEN MODEL

Proprietary integration of CRM, WhatsApp API, and AiSensy automation has driven conversion rates up by **238%**, significantly lowering Customer Acquisition Cost (CAC) compared to traditional peers.



### MASSIVE MARKET OPPORTUNITY

Strategic focus on the underserved affordable housing segment in high-growth micro-markets (e.g., Sarora IIM Road, BNCET). High demand, lower competition, and strong customer loyalty.



### EXPANDING INFRASTRUCTURE

A highly trained **25-member team** and new operational hubs (Flat No. 32, Itaunja sub-office) provide the physical and human infrastructure to handle 3x the current volume without major CapEx.



**A RARE OPPORTUNITY TO BACK A PROFITABLE, TECH-ENABLED REAL ESTATE INNOVATOR**

# USE OF FUNDS

## Strategic Deployment of Investment Capital

Investment capital will be strategically deployed to accelerate growth, enhance our technology platform, and expand our market presence across the region.

### 30%

#### TECHNOLOGY & PLATFORM

- ✓ Enhance CRM and automation capabilities
- ✓ Develop proprietary customer mobile app

### 30%

#### INFRASTRUCTURE & EXPANSION

- ✓ Open 5+ new strategic sub-offices
- ✓ Upgrade customer experience centers

### 25%

#### MARKETING & LEAD GEN

- ✓ Aggressive digital marketing campaigns
- ✓ Brand building and market positioning

### 15%

#### TEAM & OPERATIONS

- ✓ Hire top-tier sales and tech talent
- ✓ Leadership team expansion



This allocation strategy ensures balanced investment across key growth drivers while maintaining strong operational foundations for sustainable scaling.

# RISK MITIGATION

## Prepared for Market Challenges



### MARKET FLUCTUATION

#### MITIGATION STRATEGY

Focus exclusively on the affordable housing segment, which demonstrates resilience during downturns. Diversified portfolio across multiple micro-markets reduces localized exposure.



### REGULATORY COMPLIANCE

#### MITIGATION STRATEGY

Strict adherence to RERA and local regulations with dedicated legal oversight for partnerships and documentation to ensure transparency and compliance.



### EXECUTION & SCALING

#### MITIGATION STRATEGY

Heavy reliance on an automated tech stack ensures consistent customer experience at scale. Modular teams allow controlled expansion without compromising quality.



### INCREASED COMPETITION

#### MITIGATION STRATEGY

First-mover advantage in adopting a fully digital, tech-enabled sales process. Strong brand loyalty, high referrals, and exclusive partnerships create barriers to entry.



Proactive risk management is embedded into our operational DNA, ensuring sustainable growth and capital protection across market cycles.

# INVESTMENT TERMS & EXIT

## Clear Path to Investor Returns

### PROPOSED TERMS

#### TARGET CAPITAL

Strategic Growth Round to fund technology enhancement and geographic expansion.

#### INVESTMENT STRUCTURE

Equity or Convertible Note (to be finalized with lead investor).

#### VALUATION BASIS

Pre-money valuation supported by current **₹5.69 Cr booked value** and projected ₹50+ Cr pipeline.

#### INVESTOR RIGHTS

Standard pro-rata rights, information rights, and board observation for lead investors.

### EXIT STRATEGY

#### TIME HORIZON

Targeted liquidity event within **36 to 60 months**.

#### TARGET RETURNS

Aiming for **25-30% IRR**, aligning with high-growth PropTech industry standards.

#### PRIMARY EXIT ROUTE

Strategic acquisition by a larger national PropTech platform or Tier-1 Real Estate Developer seeking regional market entry.

#### SECONDARY EXIT ROUTE

Secondary buyout during subsequent institutional funding rounds (Series A/B).



Our capital-efficient model ensures that funds are directly deployed into revenue-generating activities, accelerating the timeline to a profitable exit.

# CALL TO ACTION & NEXT STEPS

Join Us in Building India's Leading Affordable Housing Platform


We are actively seeking strategic partners who share our vision for tech-enabled, scalable real estate development.


**01 REVIEW FINANCIAL MODEL**  
Deep dive into our unit economics, CAC metrics, and 3-year projections.

**02 SCHEDULE SITE VISIT**  
Tour our high-performing BNCET or Sarora IIM Road projects.

**03 MEET THE LEADERSHIP**  
Discuss strategic alignment, governance, and growth execution plans.

## GET IN TOUCH

 **Oxy Estate Head Office**  
Flat No. 32, Lucknow

 **Regional Sub-Office**  
Itaunja (Oxy Green City)

 **Email**  
invest@oxyestate.com

 **Website**  
www.oxyestate.com

 Business Meeting

# APPENDIX

## Key Metrics Summary Table






METRIC CATEGORY	KEY INDICATOR	VALUE	CONTEXT / TIMELINE
Operational Performance	Total Site Visits	694+	Cumulative (Jan - Week 1 April 2026)
Sales Conversion	Total Bookings	34+	Cumulative (Jan - Week 1 April 2026)
Financial Pipeline	Booked Sales Value	₹5.69 Cr	Total committed value across all projects
Realized Revenue	Confirmed Business	₹42.88 Lakh	Completed transactions / realized revenue
Project Highlight	BNCET Site Bookings	23 Units	Highest performing asset (Jan - March 2026)
Growth Velocity	March Booking Growth	157%	Increase from January baseline
Infrastructure	Sales & Ops Team Size	25 Members	Supported by new Flat No. 32 & Itaunja offices



This data reflects a highly scalable, tech-enabled sales operation with strong conversion metrics and a rapidly growing revenue pipeline.

# APPENDIX – FINANCIAL SUMMARY

Cumulative Performance & Pipeline (Jan - Apr 2026)

KEY METRIC	VALUE	CONTEXT / NOTES
 <b>Booked Sales Value</b>	<b>₹5.69 Cr</b>	Total value of committed customer bookings across all active projects.
 <b>Confirmed Business</b>	<b>₹42.88 L</b>	Realized revenue from completed transactions. Pipeline-to-Realized ratio is 13.2x.
 <b>Total Bookings</b>	<b>34+ Units</b>	Includes 7 (Jan), 18 (Mar), and 9 (Apr W1). BNCET site contributed 23 units.
 <b>Total Site Visits</b>	<b>694+</b>	Includes 320 (Jan), 244 (Mar), and 130+ (Apr W1). Target for April is 400.
 <b>Avg. Conversion Rate</b>	<b>4.9%</b>	Grew from ~2.1% in Jan to 7.37% in March due to tech enablement.



**THE FUTURE OF REAL ESTATE IS  
DIGITAL, SCALABLE, AND CUSTOMER-  
CENTRIC**

Thank you for your time. We invite you to join us in transforming the affordable housing market in Lucknow and beyond.



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[www.oxyestate.com](http://www.oxyestate.com)