

**IN THE NATURE OF ABRIDGED PROSPECTUS-MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS**

This is an abridged prospectus containing salient features of the Red Herring Prospectus (the “RHP”). You are encouraged to read greater details available in the RHP available at [www.propequity.in](http://www.propequity.in).

**THIS ABRIDGED PROSPECTUS CONSISTS 8 PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.**

# PROPEQUITY

## P. E. ANALYTICS LIMITED

CIN: U70102DL2008PLC172384,

Date of Incorporation: January 08, 2008

Registered Office	Corporate Office	Contact Person	Email and Telephone	Website
D-4 Commercial Complex, Paschimi Marg, Vasant Vihar, New Delhi-110057, India	Plot No. 348, Udyog Vihar, Phase II, Gurugram-122016, Haryana	Ms. Chetna Company Secretary & Compliance Officer	chetna.mann@propequity.in 0124 452 2786	<a href="http://www.propequity.in">www.propequity.in</a>

**THE PROMOTER OF OUR COMPANY IS MR. SAMIR JASUJA**

### Details of Offer to Public

Type of Issue	Fresh Issue Size	OFS Size	Total Issue Size	Issue Under	Share Reservation			
					QIB	NII	RII	Market Maker
Fresh Issue & Offer For Sale	14,52,000 Equity Shares	13,20,000 Equity Shares	27,72,000 Equity Shares	The Issue is being made pursuant to Regulation 229 (2) of SEBI (ICDR) Regulations.	Not more than 13,15,200 Equity Shares	At least 3,96,000 Equity Shares	At least 9,21,600 Equity Shares	Upto 1,39,200 Equity Shares

These equity shares are proposed to be listed on NSE Emerge (i.e SME Platform of National Stock Exchange of India Limited).

OFS: Offer for sale

### Details of OFS by Promoter(s)/ Promoter Group/ Other Selling Shareholders

Name	Type	No of Shares offered/ Amount in Rs	WACA in Rs per Equity
Mr. Samir Jasuja	Promoter	13,20,000 Equity Shares	15.31

### Price Band, Minimum Bid Lot & Indicative Timelines

Price Band*	₹ 111.00 to ₹ 114.00 Per Equity Share of Face Value of ₹ 10/- each.
Minimum Bid Lot Size	1200 Equity Shares
Bid/Offer Open On	March 22, 2022
Bid/Closes Open On	March 25, 2022
Finalisation of Basis of Allotment	On or about March 30, 2022
Initiation of Refunds	On or about March 31, 2022
Credit of Equity Shares to Demat accounts of Allottees	On or about April 01, 2022
Commencement of trading of Equity Shares	On or about April 04, 2022

\*For details of *price band* and *basis of offer price*, please refer to price band advertisement and page 199 of RHP.

### Details of WACA of all shares transacted over the trailing eighteen months from the date of RHP

Period	Weighted Average Cost of Acquisition (in ₹)	Upper End of the Price Band is 'X' times the WACA	Range of acquisition price Lowest Price- Highest Price (in ₹)
September 16, 2020 to March 15, 2022	Nil	N/A	Lowest Price-0 Highest Price-0

**RISKS IN RELATION TO THE FIRST OFFER**

The face value of the Equity Shares is ₹ 10.00 each. The Floor Price, Cap Price and Offer Price determined by our Company and the Selling Shareholder, in consultation with the BRLM, on the basis of the assessment of market demand for the Equity Shares by way of the Book Building Process, as stated under “Basis for Offer Price” on page 73 should not be considered to be indicative of the market price of the Equity Shares after listing. No assurance can be given regarding frequency of trading in the Equity Shares nor regarding the price at which the Equity Shares will be traded after listing.

**GENERAL RISKS**

Investment in equity & equity-related securities involve a degree of risk and investors should not invest any funds in this Offer unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Offer. For taking an investment decision, investors must rely on their own examination of the Issuer and this Offer, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India (“SEBI”), nor does, SEBI guarantee the accuracy or adequacy of the contents of the RHP. Specified attention of the investors is invited to the section titled “Risk Factors” at page 20 of the RHP and on page 7 of this Abridged Prospectus.

**PROCEDURE**

You may obtain a physical copy of the Bid-cum-Application Form and the RHP from the stock exchange, syndicate members, registrar to the offer, share transfer agents, depository participants, stock brokers, underwriters, Banker to the offer, investors’ associations or Self Certified Syndicate Banks.

If you wish to know about processes and procedures applicable to this offer, you may request for a copy of the RHP and/or the General Information Document (GID) from the BRLM or download it from the websites of the Stock Exchange i.e. [www.nseindia.com](http://www.nseindia.com); and the BRLM [www.sarthiwm.in](http://www.sarthiwm.in)

**PRICE INFORMATION OF BRLM**

Issue Name	Name of Merchant Banker	+/- % change in closing price, (+/- % change in closing benchmark)- 30th calendar days from listing	+/- % change in closing price, (+/- % change in closing benchmark)- 90th calendar days from listing	+/- % change in closing price, (+/- % change in closing benchmark) - 180th calendar days from listing
Arvee Laboratories (India) Limited	Sarthi Capital Advisors Private Limited	-2.24[-3.70]	-10.24[0.46]	-16.96[11.44]
Marvel Décor Limited		-2.33[8.76]	-3.28[4.73]	-1.04[-6.12]
Mittal Life Style Limited		1.19[5.73]	8.10[0.70]	7.14[-7.90]
Five Core Electronics Limited*		-12.71[-2.55]	-	-
Marshall Machines Limited		-3.31[-5.35]	-18.58[-2.54]	-28.75[-4.69]
Bonlon Industries Limited		17.44[3.23]	-23.26[10.63]	16.28[34.27]
Vivo Collaboration Solutions Limited		19.53[.081]	-	-

\*Trading in Equity Shares of the Company has been suspended in accordance with the NSE Circular dated June 18, 2019 vide reference no. NSE/CML/41337.

Name of BRLM and contact details (telephone and email id) of BRLM	Sarthi Capital Advisors Private Limited Contact : +91 22 2652 8671/72 Email Id : <a href="mailto:compliance@sarthiwm.in">compliance@sarthiwm.in</a>
Name of the Market Maker	Rikhav Securities Limited
Name of Registrar to the Issue and contact details (telephone and email id)	Bigshare Services Private Limited Contact : +91 22 6263 8200 Email Id : <a href="mailto:ipo@bigshareonline.com">ipo@bigshareonline.com</a>
Name of Statutory Auditor	Singhi Chugh & Kumar Chartered Accountants
Name of Credit Rating Agency and the rating or grading obtained, if any	NA
Name of Debenture trustee, if any.	NA
Self-Certified Syndicate Banks	The list of banks is available on <a href="https://www.sebi.gov.in/sebiweb/home/list/5/33/0/0/Intermediaries">https://www.sebi.gov.in/sebiweb/home/list/5/33/0/0/Intermediaries</a>
Non Syndicate Registered Brokers	You can submit Bid cum Application Forms in the Offer to Non Syndicate Registered Brokers at the Non Syndicate Broker Centres. For further details, see section titled “Offer Procedure” beginning at page 210 of the RHP
Details regarding website address(es)/ link(s) from which the investor can obtain list of registrar to offer and share transfer agents, depository participants and stock brokers who can accept application from investor (as applicable)	<a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes</a>

**PROMOTER OF THE ISSUER COMPANY**

Sr. No.	Name	Individual/Corporate	Experience & Educational Qualification
1.	Mr. Samir Jasuja	Individual	<b>Mr. Samir Jasuja</b> is the Promoter and Managing Director of our Company since inception. He did his diploma in Business Management (Specialization in finance) from Fore school of Management in the year 1996. He has been very active throughout his career Due to his dynamic and competitive business approach, he has been able to establish and expand his business. He has a vast experience of more than two decades. Currently Samir Jasuja has been honored to represent PropEquity as a panelist in the "GLOBAL CONCLAVE for Indian Real Estate" hosted at the UK Parliament House, London on 9 July 2018 By Network 18.

**BUSINESS OVERVIEW AND STRATEGY**

**Company Overview:** Our Company Incorporated in the year 2008, PropEquity is engaged in providing proprietary Real Estate Business Intelligence and Analytics platform on B2B business model to various users such as Developers, construction industry, Investors, Banks, Housing finance companies, Equity research firms, real estate PE funds, REIT's, financial institutions, Mortgage Insurers, HNIs, Lenders and Investors in real estate. Due to company's in depth research, authentic data base and years of experience, unbiased and credible data, the company has quickly transformed itself into India's most comprehensive Business Intelligence platform for real estate in India. Our company provides authenticate real estate data, analytics and market research reports available on various formats and pricing on annual subscription basis and ad hoc reports as per requirement of users.

**Product/Service Offering:** The Company is engaged in providing proprietary Real Estate Business Intelligence and Analytics platform on B2B business model to various users such as Developers, construction industry, Investors, Banks, Housing finance companies, Equity research firms, real estate PE funds, REIT's, financial institutions, Mortgage Insurers, HNIs, Lenders and Investors in real estate. Our product and services includes 1. (a) Real Estate Business Intelligence – Residential, (b) Real Estate Business Intelligence –Commercial 2. Research & Consulting 3. Collateral Risk Management (CRM)

**Revenue segmentation by product/service offering** Company is operating in a single segment, hence revenue segmentation by product is not applicable

**Geographies Served**

**Revenue segmentation by geographies:**

Our Company tracks over 1,36,000 projects over 97,00,000 units and over 42,000 developers across 44 cities in India through a real-time search for commercial, residential and retail sectors.

**Key Performance Indicators:**

1. Experienced Promoter with sound market knowledge
2. Research and Development
3. Efficient and Talented Team
4. Client Engagement

**Client Profile or Industries Served:** Our company clientele includes various Private Equity Funds, banks and FIs and Real Estate clients.

**Revenue segmentation in terms of top 5 clients:** The top five clients of the Company accounted for approx 25% from operations for the F.Y. ended March 31, 2021

**Intellectual Property, if any:** As on the date of Red Herring Prospectus, the Company owns 4 trademarks which are registered with the Registrar of Trademarks in its own name.

**Market Share:** Not available

**Manufacturing plant, if any:** Not available

**Employee Strength:** Our Company has total of 212 full time employees as on January 31, 2022 at various levels of the organisation.

**IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS**

BOARD OF DIRECTORS				
Sr. No.	Name	Designation (Independent / Whole time / Executive / Nominee)	Experience & Educational Qualification	Other Directorships
1.	Mr. Samir Jasuja	Managing Director	<b>Experience:</b> He is a well-organized, experienced professional with strong analytical and interpersonal skills <b>Qualification:</b> Business Management (Specialization in finance)	<b>Indian Companies:</b> 1. Topaz IT Services Private Limited 2. Wedwise Events Private Limited 3. E-Realty Dotcom Private Limited <b>Foreign Companies:</b> Nil
2.	Ms. Vaishali Jasuja	Director	<b>Experience:</b> She has played an integral role in the creation and development of PropEquity, P E Analytics' advanced online search platform for data and analytics covering the Indian Real Estate Industry. <b>Qualification:</b> Master of Management Studies	<b>Indian Companies:</b> Nil <b>Foreign Companies:</b> Nil
3.	Ms. Pooja Verma	Director	<b>Experience:</b> Industry experience comprising data management, operations, people management and transactions. <b>Qualification:</b> Master of Business Administration (MBA)	<b>Indian Companies:</b> 1. Wedwise Events Private Limited 2. E-Realty Dotcom Private Limited <b>Foreign Companies:</b> Nil
4.	Mr. Sachin Sandhir	Additional Non-Executive Independent Director	<b>Experience:</b> He was the Global Managing Director – Emerging Business for RICS a global professional body <b>Qualification:</b> Business Management	<b>Indian Companies:</b> Genleap Ecosystem Private Limited <b>Foreign Companies:</b> Nil
5.	Mr. Satish Gordhan Mehta	Additional Non-Executive Independent Director	<b>Experience:</b> experience spanning over 40 years in the areas of housing finance, consumer finance, business development, training, credit information and management consultancy <b>Qualification:</b> Chartered Accountant	<b>Indian Companies:</b> 1. Pahal Financial Services Private Limited 2. Athena Partners Private Limited 3. Athena Education Initiatives Private limited <b>Foreign Companies:</b> Nil
6.	Mr. Ajay Kalayil Chacko	Additional Non-Executive Independent Director	<b>Experience:</b> He has Spent over a decade at Network18 Group <b>Qualification:</b> Business Administration (MBA)	<b>Indian Companies:</b> U Digital Content Private Limited <b>Foreign Companies:</b> Nil

**OBJECTS OF THE OFFER**

**Details of means of finance -**

The fund requirements for each of the objects of the Offer are stated as follows: (₹ in lakhs)

Sr. No.	Objects of the Offer	Total estimate cost	Amount deployed till February 16, 2022	Amount to be financed from Net Proceeds	Estimated Net Proceeds Utilization
					Fiscal 2022-23
1	Expenditure for Technological upgradation	216.00	-	216.00	216.00
2	Retail Initiative (B2C Expansion plan);	925.46	-	925.46	925.46
3	General Corporate purposes*	[•]	NIL	[•]	[•]
4	Issue Expenses**	[•]	3.66	[•]	[•]
	<b>Total</b>	[•]	[•]	[•]	[•]

\*The amount to be utilized for general corporate purposes shall not exceed 25.00% of the Gross Proceeds. To be determined upon finalisation of the Offer Price and updated in the Prospectus prior to filing with the RoC.

\*\*To be determined upon finalisation of the Offer Price and updated in the Prospectus prior to filing with the RoC

\*\*As on February 16, 2022, Company has incurred ₹3.66 lakhs towards offer expenses

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Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues / rights issue, if any, of the Company in the preceding 10 years.- NIL

Name of monitoring agency, if any- NA

Terms of Issuance of Convertible Security, if any- NA

Shareholding Pattern:

Sr. No.	Particulars	Pre Issue number of shares	% Holding of Pre issue
1.	Promoter and Promoter Group	86,78,499	96.11%
2.	Public	3,51,605	3.89%
	<b>Total</b>	<b>90,30,104</b>	<b>100.00%</b>

Number/amount of equity shares proposed to be sold by selling shareholder, if any. – 13,20,000 Equity shares

**RESTATED AUDITED FINANCIALS**

(₹ In Lakhs)

Particulars	As at 30 <sup>th</sup> September, 2021	2020-21	2019-20	2018-19
Total income from operations (Net)	1,136.75	1,801.25	1,562.04	1,488.76
Net Profit/(Loss) before tax and extraordinary items	562.59	928.34	151.00	479.76
Net Profit / (Loss) after tax and extraordinary items	410.63	692.19	117.03	347.74
Equity Share Capital	3.20	3.20	4.25	4.25
Reserves and Surplus	3,089.99	2,679.37	2,558.27	2,441.25
Net worth	3,093.20	2,682.57	2562.53	2,445.50
Basic earnings per share (₹)	1,282.24	2,161.47	365.44	1,085.88
Diluted earnings per share (₹)	1,194.72	2,013.94	340.55	1,011.81
Return on net worth (%)	13.28%	25.80%	4.57%	14.22%
Net asset value per share (₹)	9,659.00	8,376.75	8001.89	7636.45

**INTERNAL RISK FACTORS**

**Business Risks/Company Specific Risk:**

- 1) A significant portion of our revenue is generated from key clients, and if our key clients do not renew their agreements, issue statement of work, or expand the scope of services, we provide to them, or if our long-term relationships with our key clients are impaired or terminated, our business, financial condition and results of operations could be adversely impacted.
- 2) Our failure to manage our growth and scalability or adapt to technological developments or industry trends could affect the performance and features of our services and reduce our attractiveness to users and paid advertisers.
- 3) The proper functioning of our website is essential to our business.
- 4) Our Company and its Promoter are involved in certain legal proceeding(s). Any adverse decision in such proceeding(s) may render us/them liable to liabilities/penalties and may adversely affect our business and results of operations.
- 5) We are dependent on a number of key personnel, including our Promoter and senior management team, and on our sales team and the loss of, or our inability to hire, retain, train, and motivate such qualified and skilled personnel could adversely affect our business, financial condition and results of operations.

## SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

A. Total number of outstanding litigations against/by the company and amount involved

Sr. No.	Types of Proceedings	No. of Cases	Amount to the extent quantifiable (in Lakhs)
<b>LITIGATIONS INVOLVING OUR COMPANY</b>			
<u>Litigation matters against our Company</u>			
	Tax matters	01	0.38
<u>Litigation matters filed by our Company</u>			
	Civil matters	04	29.64
<b>LITIGATION INVOLVING OUR PROMOTER</b>			
<u>Cases Filed by Promoter:</u>			
	Civil Matter	02	200.00
	Criminal Matter (Section 138 of Negotiable Instruments Act, 1881)	01	100.00
<u>Cases Filed against Our Promoter</u>			
1)	Nil	Nil	Nil
<b>LITIGATION INVOLVING OUR SUBSIDIARIES</b>			
	Nil	Nil	N.A

B. Brief details of top 5 material outstanding litigations against the company and amount involved: NIL

C. Regulatory Action, if any - disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any Nil

D. Brief details of outstanding criminal proceedings against Promoters - NIL

## ANY OTHER IMPORTANT INFORMATION AS PER BRLM / ISSUER COMPANY

### DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act, 1956, the Companies Act, 2013 and the guidelines/regulations issued by the Government of India or the guidelines/regulations issued by the Securities and Exchange Board of India, established under Section 3 of the Securities and Exchange Board of India Act, 1992, as the case may be have been complied with and no statement made in the Red Herring Prospectus is contrary to the provisions of the Companies Act, 1956, the Companies Act, 2013, the Securities and Exchange Board of India Act, 1992 or rules made or guidelines or regulation issued there under, as the case may be. We further certify that all statements in the Red Herring Prospectus are true and correct.

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