

INTEGRATED RESIDENTIAL REAL ESTATE PLATFORM

NeoLiv is building India's foremost residential real estate platform by bringing JOY back to the home ownership experience.

We partner with our stakeholders throughout the life-cycle of their investment.

Our Integrated investment management, development and property management capabilities ensure control and accountability during each step of the journey.

[NEOLIV.IN](https://neoliv.in)

MUMBAI

Level 7, The Capital,
70, G Block Rd, BKC
Mumbai, Maharashtra 400051
India

DELHI NCR

Level 6, Two Horizon Centre
Golf Course Road, DLF Phase 5
Gurugram, Haryana-122002
India

CEO LETTER

Mumbai, July 2023

Dear Stakeholders,

In continuation of my previous update in April 2023, I am pleased to share NeoLiv's progress of key milestones which have been achieved well ahead of its initially envisioned schedule.

Apr-June 2023:

US\$ 150 MN AIF LAUNCH : NeoLiv launched its first domestic AIF fund (Target of US\$ 150 Mn including a green shoe option of US\$ 60 Mn) in an event on June 30th 2023 at the Four Seasons in Mumbai. The event was attended by well-respected Ultra HNI's, Finance and Banking Industry stalwarts, Real Estate conglomerates and Media.

360 ONE AS MINORITY EQUITY INVESTOR : NeoLiv has secured additional funding by **360 ONE**, founded by **Karan Bhagat**, India's leading wealth and alternates focussed asset firm with more than USD 40Bn of AUM. 360 One will also market NeoLiv's AIF. It is in fact the first real estate offering they are taking to their clients which is a testament to NeoLiv's strong credentials.



PARTNERSHIP GROWING : NeoLiv is built in partnership. Senior leadership team members join as Partners with an ownership interest in business. 06 Partners have joined the firm including NCR CEO and additional Partners confirmed to be on-boarded in the coming quarters.



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BRAND PROMISE : NeoLiv revealed its new brand promise and identity with a unique Insignia reflecting our promise of "Partnering for Life". In the consumer focus groups we ran in the past months it became evident that the experience of buying a home is seen as stressful and is far from being joyous. The relationship between customer and developer is plagued with distrust & conflict. NeoLiv's vision is to fundamentally change that experience, and in doing so, become India's foremost residential platform.

▪ TRUST

Fund-backed model with commitment to global Environmental, Social and Governance standards to ensure timely delivery of quality homes.

▪ EXPERTISE

100+ years of collective experience in corporate finance, business development, governance, execution, and customer satisfaction.

▪ PARTNERING FOR LIFE

Transparent, accountable & collaborative approach with our customers throughout their home owning and living experience.

BUSINESS DEVELOPMENT & PROJECT PIPELINE : NeoLiv continues to evaluate projects in Delhi NCR and Mumbai MMR with focus on targeting healthy returns with measured equity risk. At present the team is in advanced discussion on 07 sites for residential development in partnership with reputed landowners in Delhi NCR and Mumbai MMR regions.

MEDIA COVERAGE : NeoLiv AIF Launch garnered prime time headlines with all prominent media houses covering the launch

The graphic features the NeoLiv logo at the top, followed by the text: "NeoLiv makes sweeping headlines post securing SEBI approval and launches AIF (Cat II) fund of USD 150 Mn in a glittering event attended by well-respected & prominent industrialists, financial institutions, Ultra HNI's and media on 30th June 2023." Below this is a grid of logos for media outlets including ET, Business Standard, BW, BusinessWorld, VCCircle, ET Newspaper, CNBC, ET, PLUNGE, Mumbai News Express, News on Bharat, TH, LATESTLY, THE ECONOMIC TIMES, and others. At the bottom, the URL <https://neoliv.in/> is displayed.

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LAUNCH EVENT : Here are few glimpses of the mesmerising evening celebrated with industry stalwarts, friends and well-wishers.



In general terms I am encouraged by the strong start we have made in building our platform, and the depth of pipeline we have been able to secure. With a clear roadmap and strong partnerships in place we are making solid progress.

On our journey we very much value your ideas, comments, and suggestions. I look forward to continuing our dialogue.

All the very best,

Mohit Malhotra
Founder & CEO
NeoLiv
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