

NEOLIV FOUNDATION RESTS ON THREE KEY PILLARS

FINANCIALLY SECURE

- FUND BACKED MODEL
- SEBI APPROVED CAT II DOMESTIC EQUITY AIF
- 360 ONE AS EQUITY INVESTOR

PROFESSIONALLY BUILT

- FOUNDED BY MOHIT MALHOTRA (EX MD&CEO OF GODREJ PROPERTIES)
- 100+ YEARS OF CUMULATIVE INDUSTRY EXPERIENCE
- EQUITY PARTNERSHIP FOR KEY MANAGEMENT PERSONNEL

CUSTOMER CENTRIC

- TECH ENABLED
- PRODUCT AND SERVICE EXCELLENCE
- RELATIONSHIP MINDSET
- CONTINUED COMMITMENT POST POSSESSION

CEO LETTER

Mumbai, November 2023

Dear Stakeholders,

As our platform continues to expand, I'd like to share the progress we're making in establishing India's leading residential real estate platform. Additionally, I'll highlight the opportunities we're discovering in the vibrant Indian residential real estate market.

MARKET UPDATE

HOUSING SALES REACH HIGHEST LEVEL IN PAST DECADE:

Leading Indian real estate consultant AnaRock reported that the Indian housing market's bullish trend continued during the second quarter of 2023. Quarterly housing sales reached their highest level in the past decade, recording a **36% year-on-year growth across the top 7 cities.**

PROJECT PIPELINE

273 RESIDENTIAL PROJECTS EVALUATED: NeoLiv's extensive network has sourced 273 (off-market) development opportunities in targets markets (Delhi NCR, Mumbai MMR). As of now, **11 projects have been shortlisted** and are undergoing a comprehensive review and due diligence.

TEAM

DESIGN LEADER JOINS PARTNERSHIP: As the project pipeline expands, the demand for comprehensive and streamlined execution increases. **Tej Ashok Ingle**, a respected architect & design thinker with 09 years as Head of Design at Raymond Realty, has recently joined NeoLiv as a Partner. This addition has expanded the team to seven partners.



BRAND BUILDING

FUTURE CUSTOMERS: Thinking ahead to the first project launch, NeoLiv is actively building its brand amongst its target consumers. In September, a high-profile campaign was launched at the main airports in Mumbai and Delhi.



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DOMESTIC FUNDRAISING

US\$ 150 MN FUND RAISE ON TRACK : NeoLiv launched its first domestic AIF fund (Target of US\$ 150 Mn including a green shoe option of US\$ 60 Mn). Road shows across key markets of Delhi, Kolkata, Mumbai, Lucknow, Kanpur, Udaipur & Gurugram are being conducted. We are well on track to announce our first close within the fiscal year.

DISTRIBUTION DEVELOPMENT



NeoLiv sales organization has launched a unique channel engagement platform **“Great Minds”** to discuss challenges and develop visible action plan in the product and service excellence space. 02 such events were concluded in Delhi NCR region and was well attended by industry thought leaders.



GLOBAL RECOGNITION

In October 2023, we have been featured in **“Most Influential CEOs”** who are shaping the future of the world by The Wall Street Journal. This special recognition was bestowed upon us along with other inspirational global leaders.

THE WALL STREET JOURNAL

CEO Council

The World’s Most Influential Decision Makers

A network of chief executives driving the future of business.

WSJ | September 2023

Thomas Laird, Gilbane Building Company
Jason Peterson, GoDigital Media Group

Mohit Malhotra

Hayes Barnard, GoodLeap
Mike Xu, GrubMarket Inc.
Dame Emma Walmsley, GSK

Mr. Mohit Malhotra
featured among the top CEOs.

Karan Bhagat

Ann Jenkins, AARP
Robert Ford, Abbott Julie
Sweet, Accenture
Manish Sharma, Accenture North America
Suzanne Winter, Accuray

Mr. Karan Bhagat
featured among the top CEOs.

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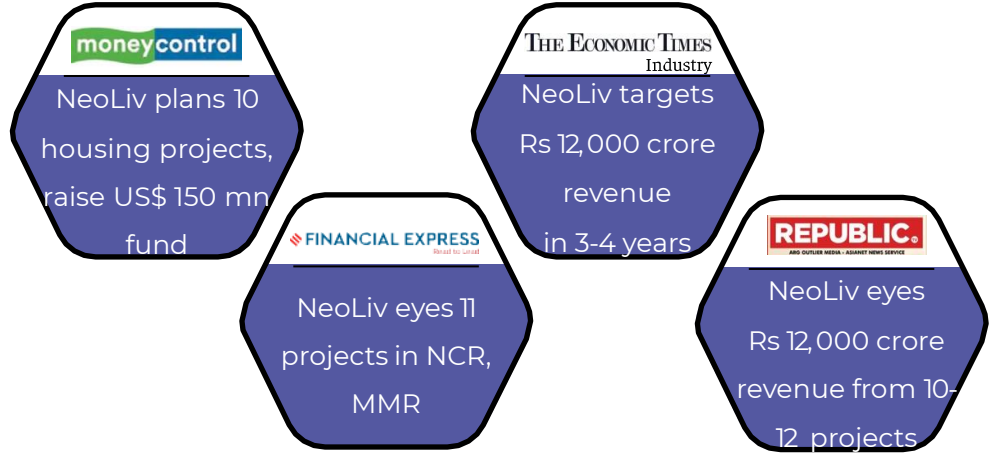
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MEDIA AND INDUSTRY COVERAGE

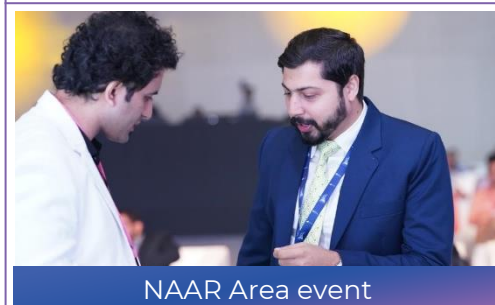
NeoLiv has been consistently covered in reputed media houses and industry forums and continues to garner strong interest from industry during its build up stage.



GRI



GRI



NAAR Area event



NAAR Area event

We look forward to working with a broad array of partners across the industry as we further institutionalise the Indian residential real estate market and reignite the joy of home ownership and living.

I look forward to engaging with you to share ideas, suggestions and feedback.

All the very best,

Mohit Malhotra
Founder & CEO
NeoLiv
mohit.malhotra@neoliv.in

