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REA India Finalises Sale of PropTiger to Aurum PropTech

July 24, 2025

– Categories: Finance, Real Estate



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REA India has signed a definitive agreement to divest its PropTiger platform to Aurum PropTech Limited, acquiring a 5.5% equity stake in return. This strategic move allows REA India to sharpen its operational focus on Housing.com, one of the country's leading digital real estate platforms, while enabling PropTiger to evolve under new ownership with a deeper integration into India's rapidly digitising property landscape.

Aurum PropTech Limited, a prominent technology-driven real estate firm listed in India, manages a range of consumer- and business-facing platforms that span the property

lifecycle. Its portfolio includes rental solutions like HelloWorld and NestAway, along with automation and analytics offerings such as Aurum Analytica and Sell. Do. The acquisition of PropTiger strengthens Aurum's position in the property technology (proptech) sector, expanding its influence across marketing, sales, and residential services.

REA India Chief Executive Officer Praveen Sharma said the decision to align PropTiger with Aurum is aimed at “unlocking greater potential” for the platform. “This agreement is a decisive step in further sharpening our focus on Housing.com and its leading digital experiences,” Sharma noted, pointing to the platform's strong audience growth and increasing brand value.

Outgoing REA India executive and PropTiger founder Dhruv Agarwala expressed optimism about the transition, stating, “Aurum is the right partner for PropTiger, and I'm confident it will thrive under their stewardship.”

From Aurum's side, Founder and Chief Executive Officer Ashish Deora highlighted the shared commitment to digitisation. “This acquisition will expand Aurum's reach across the home buying value chain,” he remarked, noting the synergies that PropTiger will bring to Aurum's existing platforms.

Completion of the transaction remains subject to customary conditions, including shareholder approval from Aurum PropTech Limited. The deal is expected to close within the next two months. With this realignment, both companies are poised to build on their respective strengths and contribute meaningfully to India's evolving real estate sector through innovation, efficiency, and consumer-centric digital solutions.