

INDIA GOES MOBILE FOR PROPERTY SEARCH

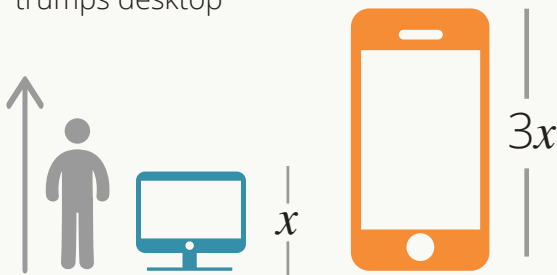


Gone are the days when the mobile phone was used only to call and send emergency text messages to our near and dear ones. Today, through the magic of technology, the mobile device has evolved into something which we cannot do without. It has literally shrunk the world and put it into your pocket.

One of the things that mobile technology has changed for the better, is the property search process. Over the years home search has evolved from traditionally being broker/word of mouth driven to online property search. Today mobile solutions are taking a revolutionary leap in helping buyers get home. Property search via mobile devices has witnessed a significant uplift in the last six quarters both in terms of traffic and leads. In January 2014 mobile search for homes constituted only 10% of the property seekers, which in May 2015 stood at 40%.

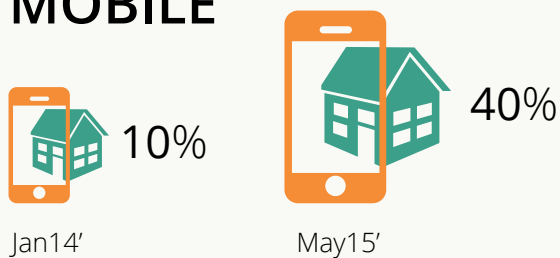
Here are some significant observations on how mobile devices are revolutionising property search:

Growth rate of **MOBILE** trumps desktop



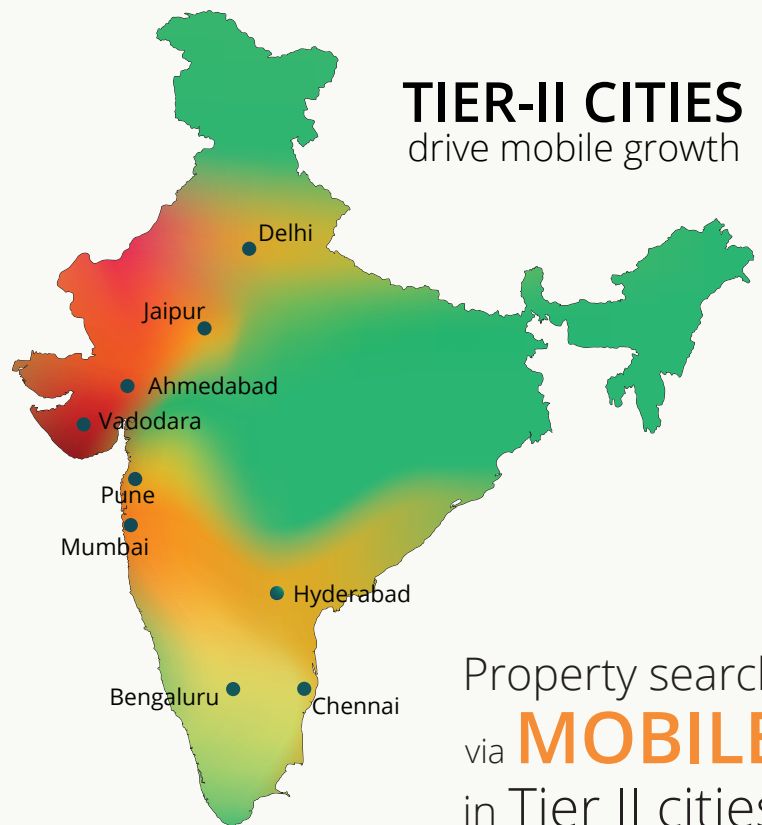
With the convenience of user friendly apps and responsive website designs, property search through mobile has grown 3 times faster than desktop

Property seekers take to **MOBILE**



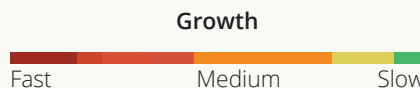
Property search via mobile has grown from 10% to 40% in the past one year with respect to traffic

THE GROWTH STORY



TIER-II CITIES drive mobile growth

Property search via **MOBILE** in Tier II cities has grown **1.3** times compared to national average

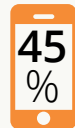
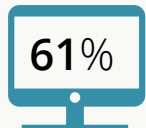


THE WHO, WHEN & HOW OF PROPERTY SEARCH IN INDIA VIA MOBILE

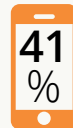
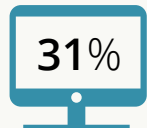
MID NIGHT - 9^AM



9^AM - 5^PM



5^PM - MID NIGHT



Properties on the go
ANYWHERE, ANYTIME
on mobile

60% of the property search on desktop is done during office hours (9 AM to 5 PM) while property search on mobile devices is consistent throughout the day, even after office hours contributing significantly

WEEKEND

searches higher on mobile compared to desktop



Weekdays



68%



Weekends



32%

Easy accessibility of internet on mobile devices has led to mobile gaining more traffic on the weekend than desktops.

Higher engagement by
FEMALE BUYERS
on mobile



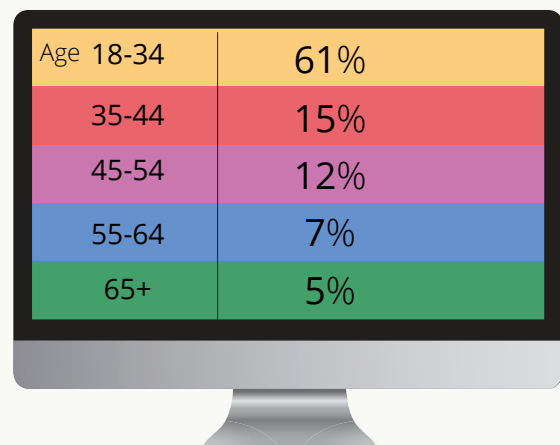
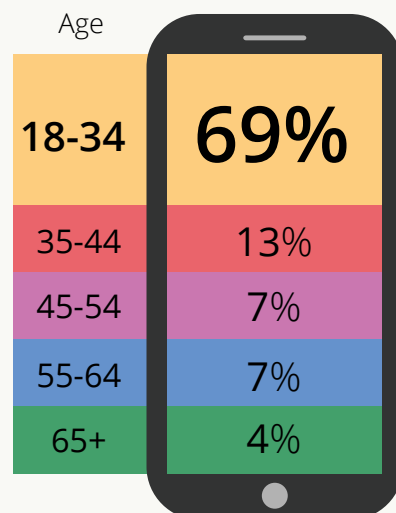
54%

46%

More women are searching for property on mobile and spending longer time on their phone in the process

YOUNG

property seekers active on mobile



Young property buyers aged between 18-34 years have higher preference for property search via mobile devices while majority of desktop users tend to fall in the 25-54 age bracket