

magicbricks

India's No.1 Property Site

The history of Magicbricks goes back to 2006 when The Times Group – India's largest Publishing House – launched an aggregation platform for real estate in India. Since then, Magicbricks has quickly become the No. 1 property site in India. With a monthly traffic exceeding 22 million visits and a base of over 1.4 million active property listings, Magicbricks is the largest and one-stop platform for buyers and sellers. The platform offers the largest scale in the country – with more than 70,000 properties added and 1,500 physically verified every day, with the largest suite of products and services offered to its millions of customers and has been at the forefront of innovation in the category.

Market

"Buy land, they are not making it anymore" said Mark Twain.

Acquiring land and building upon it has been at the center of civilizations since time immortal. What were once palaces and castles, forts and monuments, have now been replaced by houses, offices, market squares, movie theaters, malls and so on. Much has changed in the way properties get discovered, acquired and sold. Technology has enabled the ease of discovery, transparency and has empowered both buyers and sellers to generate larger economic value.

The Indian real estate sector contributes significantly to the country's GDP and is one of the largest employment generators in the country. The category is largely unorganised, mired in uncertainties and highly fragmented with multiple

Magicbricks has over **1.4 MILLION** active property listings

players entering and exiting the market everyday, making the category intensely competitive. One brand that stood strong through the test of time for more than a decade is Magicbricks.

Magicbricks.com is India's No.1 property site (Source: comScore UV Dec'18 to May'19). With a monthly traffic exceeding 22 million visits and with an active base of over 14 lakh property listings, Magicbricks provides the largest platform for buyers and sellers of property to connect with each other in a clear, transparent manner. With this in mind, Magicbricks has innovated several product features, content and research services, which have helped it build the largest audience pool.

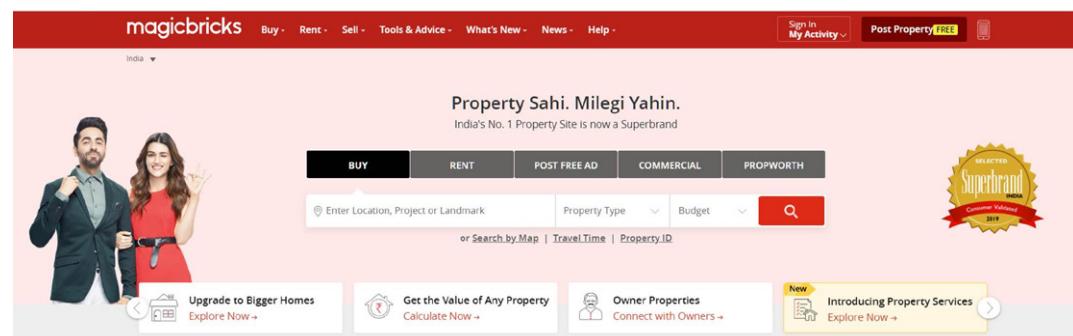
With its consistent performance and breadth of services, Magicbricks has built some serious momentum and managed to stay ahead of the competition as can be seen below:



In the online real estate classified space, it occupies more than 45% market share. (Source for all: comScore)

Achievements

Since its inception, Magicbricks has made continuous efforts to become the one-stop



destination for all property related needs of consumers. From not only buying, selling, renting, PGs, commercial properties but also offering services like insights, analysis, opinions and news on the real estate industry. And this is the main reason why most consumers prefer Magicbricks over competition.

Magicbricks has recently won Best Campaign in E-commerce category for its latest #PataBadloLifeBadlo campaign from Exchange4media's PrimeTime Awards, 2019. Over the years, many awards have been given – Foxglove Award in 2017 for Magicbricks' unique initiative -Magic Bags where the company recycled flex from old hoardings to make specially designed sleeping bags for the homeless during the harsh North Indian winter in Delhi NCR. This campaign ran for two consecutive years since its inception.

Other notable awards are – Property Portal of the Year, 2018 by RE/MAX Estate Award; Outdoor Advertising Award (Gold) in 2017 from Exchange4Media NEONS; Most Admired Real Estate Website of the year at Real Estate Awards by NAREDCO in 2015; Best Property Portal Award by NAREDCO in 2014.

The platform witnesses a monthly traffic of 22 million and leads the way in connecting 8 million unique buyers annually with sellers. The Magicbricks Android app has been downloaded over 5 million times and has a high rating of 4.4 on the Play Store.

History

In 2006, Magicbricks was launched with 5,000 brokers and 25,000 listings and it crossed the five million page-views per month in the same year.

In 2007, Magicbricks became the first amongst all the online property portals to integrate SMS with the portal and to launch a property mobile app.

2012 witnessed Magicbricks breaching the three million visits per month benchmark.

Over the years, Magicbricks has become known for its industry-first innovations such as – India's first Experience Centre; benchmarking property prices with the PropWorth App; launch of Auctions Platform by tying up with multiple renowned banks like HDFC, PNB, Axis Bank, SBI etc.; featuring exclusive properties by home owners.

Today Magicbricks has more than 1,500 employees, working in 43 offices across India. It has more than 1.4 million properties listed on its website and 2.8 lakh exclusive listings, satisfying more than 8 million buyers.

**UPGRADED
OUR ADDRESS.
MOVED UP
IN STATURE!**

PATA BADLO LIFE BADLO

magicbricks
Property Sahi. Milegi Yahan.

An address is much more than just where you live in! It's the testimony of your progress in life. It defines you and your stature, and tells the world that you've arrived. That's why we give you luxury residences, prime locations, bigger homes and premium amenities. So that your lifestyle rises notches higher, and so do you.

More than 4 Lakh Options of 3BHK+ Flats, Builder floors & Villas

Download magicbricks app now

Product

Magicbricks uses billions of real time data points and the most advanced techniques of data science to bring in a superlative experience, meaningful solutions and more transparency for prospective home buyers and sellers. As a category leader, it has taken upon itself to drive the credibility of listings and weed out fakes. Magicbricks not only helps buyers define their exact needs with quick and advanced filters, but also offers free listings for home owners to sell their properties in just a few easy steps.

Magicbricks has moved beyond just being an aggregator to become a one-stop destination for all property related requirements. A few of the breakthrough products that Magicbricks has launched are:

PropWorth which helps users find the current property prices in major cities. It has evolved to become the de-facto price benchmark app for all buyers, sellers and agents across the country.

MB Chat, an intelligently designed tool, developed with the most secure, peer-to-peer technology so that customers can chat with multiple advertisers without sharing their number.

MBTV, the most popular and happening real estate channel on YouTube. It is also India's first channel dedicated to simplifying the property related issues of consumers through information, education, discussion, news and opinions. MBTV hand-holds them through the maze of complexities and challenges faced in their entire property related journey.

Auctions which was an industry-first move. Magicbricks, in a strategic partnership with India's leading housing finance bodies, conducted property auctions - Magicbricks Auctions. This transparent platform offers consumers the first chance to snap up some of the best properties at comparatively lower prices.

Magicbricks also recognises that not only are property consumers digitally savvy, but are also highly mobile. Hence it was the first one in the category to launch an on-the-go mobile app for Android and iOS.

Recent Developments

Retaining Magicbricks' core functions of buying, selling and renting properties, it has now expanding into newer categories to satisfy every consumer's property related needs - PG accommodation for students and working professionals, commercial leasing for corporates, plots and lands, legal services, décor, Vastu, home



and instant loans, rental furniture and appliances. These segments, although nascent, are showing tremendous growth and has helped the brand expand its portfolio of products and services to penetrate and engage with larger audiences across different demographics and geographies. Magicbricks intends to become a one-stop destination for smarter solutions for not only property but any property related needs.

In 2019, Magicbricks signed on Ayushmann Khurana and Kriti Sanon as brand ambassadors to drive differentiation and category leadership. With celebrities onboard, it raised the bar and launched an insightful, clutter breaking campaign in line with the category truth - #PataBadloLifeBadlo - reaching millions and touching hearts with a 360 degree multimedia campaign on TV, print, outdoors, cinema, digital, social, internal assets etc.

More recently, it has set up a new office in Bangalore - Bangalore Innovation Center (BIC) focusing on its new growth verticals like PG accommodation, commercial leases, ancillary services, etc. The fact that it is now foraying outside its corporate office location in Delhi NCR for the first time in the past fifteen years, shows its commitment towards new horizons.

Promotion

The online property category in India has so far focused on the transactional side of business across different platforms. Magicbricks, on the other hand, has taken a very different approach. It has always leveraged consumer insights to develop, advertise and promote itself.

Magicbricks launched its first campaign in 2014, addressing different need-gaps in buying property. After an immensely satisfying engagement with this campaign Magicbricks soon became No. 1 for total consumer recall vis-à-vis its competition.

In 2015, they launched the Do Deewane campaign which leveraged technology and interface to simplify the home buying process and make it easy, fun and engaging. Most importantly, it was to provide assurance at every step to their consumers that they were not alone. This helped them further climb the ladder of success and increase their penetration.

In 2016, they launched the Dhundte Hai campaign to establish the ease and comfort of finding a home with Magicbricks which also positioned Magicbricks as a leader in the category.

In 2017, Magicbricks launched a category-first musical television



commercial, Properties ka Supermarket, which fashioned Magicbricks as synonymous to a one-stop destination for all property needs.

By 2019, the category was locked in a duopoly and to up their edge and help the brand cut through, Magicbricks signed on Ayushmann Khurana and Kriti Sanon as brand ambassadors. It launched the #PataBadloLifeBadlo campaign with an industry-first digital campaign and with a 360 degree multimedia campaign across TV, print, radio, outdoor, cinema etc. Within three months of the launch Magicbricks saw an unprecedented growth in traffic, listings, brand score numbers, total awareness and consumer preference. The gap with its nearest competitor grew manifold and the brand got great responses from its consumers and business partners, in-line with its objective of breaking the stalemate within the industry.

Brand Values

Values form the DNA of Magicbricks' conscience. These brand values define its belief system, which guides its approach, forms its culture, reflects in its interactions with consumers and business partners and guides every decision. Keeping customers at the center of everything Magicbricks does or offers, makes customer centricity the core Magicbricks value. Magicbricks partners with its consumers and business associates, and gives them the same respect that it expects in return. The brand is flexible, open to learning and adapting to change. It is passionate, emotionally engaged and continuously improves its product and services. It believes in constant innovation to deliver effective solutions to make the property search easier. It is committed to making the lives of consumers simpler, and deliver positive results to its business partners.

Things you don't know about MAGICBRICKS

- * Magicbricks launched the world's first Real Estate Youtube channel - MBTV; to simplify the real estate journey of the consumer
- * The Magicbricks Deals section was India's first real estate marketplace
- * Magicbricks launched the industry-first Developer Lounge, a concept store for real estate players in the category
- * The Magicbricks Android app has been downloaded over 5 million times and has a high rating of 4.4 on the Play Store
- * It is the only private platform certified by The Standardisation Testing and Quality Certification (STQC) which is given for quality assurance services in the area of electronics and IT
- * It is the first brand to launch online property auctions