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## Quikr India

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### About Quikr

Founded in 2005, Quikr is India's one of the top players in the e-classifieds business. The Company owns 'Quikr.com' website and mobile application (together the platform), which is a classified advertising platform.

The platform allows buyers and sellers to independently connect online. Quikr's classified platform allows any person (buyers or sellers) to post free advertisements under different categories of services such as **real estate, jobs, automobiles, electronics, education** etc.

### Acquisitions led growth by the Quikr:

In the FY 2017-18, the Quikr had acquired two subsidiaries of HDFC Group i.e. HDFC Realty Limited and HDFC Red platform. HDFC Realty Ltd operates the brokerage business, while HDFC Developers Ltd owns the HDFC Red platform for online real estate classifieds.

*“ As per HDFC Group, the future of real estate is digital, and Quikr has built a robust technology platform for consumers with products for developers and brokers who stand to benefit in the post-RERA (Real Estate Regulation and Development Act) regime. The HDFC group is hoping to derive value from Quikr’s diversified customer base, while offering their strength in the real estate sector”*

The Quikr had acquired **HDFC Developers Limited** for Rs. 101 Cr and **HDFC**

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**Realty Limited** for Rs. 254 Cr. However, the deal did not involve any cash and the deal was done by issuing 3,87,013 Compulsory Convertible Debentures at Rs. 9224 per share to HDFC Group for this deal. After the acquisition, the name of both entities changed to Quikr Red Limited and Quikr Realty Limited.

Over the years, along with above acquisitions, the company has added verticals such as real estate, automobiles and online recruitment, largely by acquiring smaller rivals such as **Salosa**, **Stayglad** and **ZapLuk** in the home services segment, **Commonfloor** and **Grabhouse** in the real estate segment, **Hiree** in the recruitment segment and **Stepni** in the automobile services segment. At home Diva, provide home and beauty products, With <https://www.athomediva.com/>, a web-based platform, on which customers can book on-demand in-home beauty and styling services from trained and certified stylists.

Latest acquisition is Zefo in 2019. It has acquired Zefo for Rs. 70 Cr.

<https://www.thehindubusinessline.com/info-tech/quikr-acquires-zefo-for-30-m/article26945367.ece>

## Detail of Subsidiaries, businesses and Revenue:

1. **Quikr Realty Limited**- Provide service in real estate advisory services.

Website: <http://quikrrealty.com/careers>

Following is the snapshot taken from the website to check what all services the company is providing. As you can see, they are providing services such as search of residential flats, affordable homes, land details, Valuation service of real estate assets, and research reports on real estate in India so that we can get the sense of what is the latest going in the sector.



In FY 18-19, this company made a turnover of Rs. 14 Cr and a **loss of 25 Cr.**

**2. Quikr Red Limited-** Provide service in real estate advisory services.

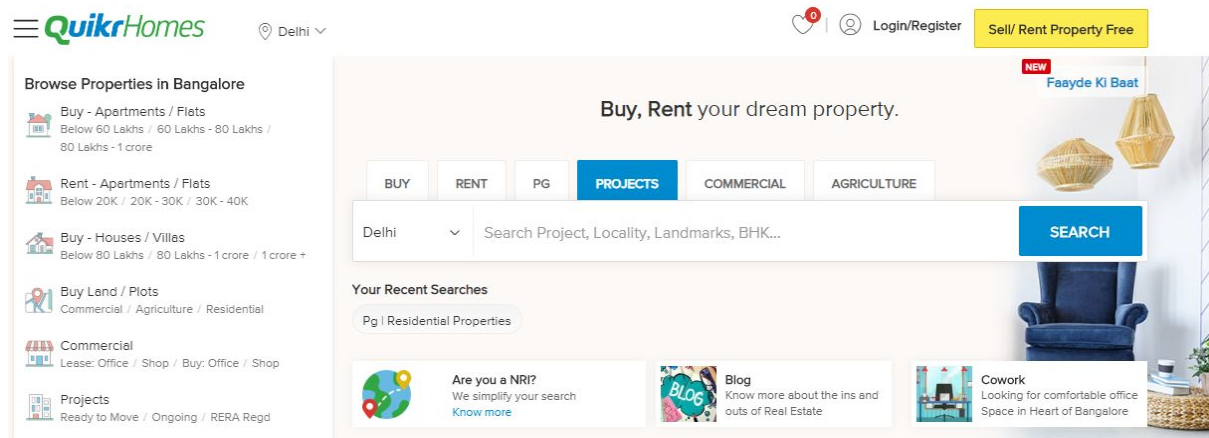
In FY 18-19, this company made a turnover of Rs. 13 Lakh and a **loss of 2.38 Cr.**

**3. Cryptopy technologies Private Limited-** Cryptopy Technologies Pvt. Ltd. operates an online portal that enables to find flats for rent, and roommates. It was acquired by Quikr in 2016 for an undisclosed amount of ~70 Cr.

**Read this:**

<https://www.livemint.com/Companies/J70jV6lHABxIh44422z89M/Quikr-buys-Grabhouse-in-allstock-deal.html>

Website: <https://www.quikr.com/homes>



In FY 18-19, this company made a turnover of Rs. 13 Lakh and a loss of 2.38 Cr.

**4. Vitruvian Technologies Private Limited-** Incepted in 2008 and founded by Mayank Vora, Nirav Gosalia and Harish Patel, Vitruvian Technologies Pvt. Ltd. provides real estate IT products and solutions. With its headquarters in Mumbai and with its presence in Delhi, the company has a product [Realty Redefined](#) which is used by realtors all over India to automate their business.

In FY 18-19, this company made a turnover of Rs. 6.91 Cr and a loss of 7.85 Cr.

### **5. Flat DOT to Technologies Private Limited:**

In FY 18-19, this company made a turnover of Rs. 0 Cr and a loss of 10 lakh.

### **How does it earn Revenue?**

a) The main income is coming from Quikr India. In 2018-19, it contributed 81% in total revenue and the rest came from the above subsidiaries.

Quikr India earns money by providing advertisement space on its platform to customers on a chargeable basis. They list different ads on its platform for the period of 90 days.

b) The Company provides leads (customer referrals) to intended users of such leads, including leads to real estate builders, developers, agents and others to buy, sell or rent property through its online platform named "Commonfloor".

c) Further, the Company through its various subsidiaries earns from commission income and various services it provides through different online platforms it has acquired over the years.

### **Revenue Contribution ( Cr )**

<b>Particulars</b>	<b>2018</b>	<b>2019</b>
<b>Sale of Advertisement</b>	48	50
<b>Lead referral fee</b>	40	26
<b>Commission</b>	63	50

<b>Marketing and management service fee from home rental solutions</b>	7.52	85
<b>Beauty services</b>	11	25
<b>Other services</b>	17	45

## Some amazing stats

- a) 3 Cr unique users per month
- b) 9 Cr users per month
- c) 50+ Category to choose from
- d) Presence in 1000 cities

## Investment in Quikr

It has a holding company in Mauritius named **Quikr Mauritius Holding Private Limited**. Quikr has raised all the money from its holding company by issuing equity to them. The holding company in turn raised money from investors such as **Tiger Global Management, Kinnevik, Warburg Pincus, Matrix Partners India, Norwest Venture Partners, NGP Capital, Steadview Capital, and Omidyar Network**, among others.

<b>Year</b>	<b>Investors</b>	<b>Equity Shares/CCD</b>	<b>Premium Price</b>
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2006	<b>Quikr Mauritius Holding Private Limited</b>	4,42,900	10
2008	<b>Quikr Mauritius Holding Private Limited</b>	3,33,466	NA
2009	<b>Quikr Mauritius Holding Private Limited</b>	4,38,405	390
2010	<b>Quikr Mauritius Holding Private Limited</b>	4,43,950	560
2011	<b>Quikr Mauritius Holding Private Limited</b>	2.76,125	582
2012	<b>Quikr Mauritius Holding Private Limited</b>	22,35,280	615
2014	<b>Quikr Mauritius Holding Private Limited</b>	7,38,098	2493
2014	<b>Quikr Mauritius Holding Private Limited</b>	12,20,517	2500
2015	<b>Quikr Mauritius Holding Private Limited</b>	12,92,296	2510
2018	<b>HDFC Limited</b>	3,87,013(CCD)	9214

2019	<b>Quikr Mauritius Holding Private Limited</b>	30,775	9300
2019	<b>Quikr Mauritius Holding Private Limited</b>	1,78,828	9871
2020	<b>Oris Venture Partners</b>	6330( CCD)	9864

**\*Apart from this Quikr has also raised 20 Cr via NCD from Trifecta Venture Debt Fund-I.**

## **Source: ROC filing**

**From the above table it is estimated** Quikr has raised close to Rs.1500 Cr in capital till date and has made 15 acquisitions, including Zefo, Babajob, Zimmer, Grabhouse, StayGlad, CommonFloor, Stepni, and a few others.

Let us now check how much a company is making in revenue, the biggest problem with all these internet startups is they burnt a lot of investor money for literally producing nothing in profit or cash.

## **Consolidated Financials of Quikr (Cr)**

<b>Year</b>	<b>Revenue</b>	<b>Employee Expense</b>	<b>Other Expense</b>	<b>PAT</b>	<b>FV</b>	<b>Share</b>	<b>EPS</b>
2017	130	238	200	-324	10	1.10967	-291.979
2018	136	213	140	-237	10	1.10967	-213.577
2019	201	197	190	-230	10	1.11275	-206.695

**The revenue is growing at a healthy pace but due to very high employee cost and Other expenses, the company is still in loss. Though company is planning to go public in 2022, it would be interesting to see whether they can come in profit in coming years.**

Those who are interested in buying Quikr India can contact Mr. Dinesh Gupta, by sending whatsapp at 08010009625 or drop email at [sales@unlistedzone.com](mailto:sales@unlistedzone.com).