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Online realty player Housing.com in talks to buy 2 more startups

By Aditi Shrivastava, ET Bureau | 31 Mar, 2015, 06.12AM IST 0 comments | Post a Comment

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BENGALURU: Real estate portal [Housing.com](#) is in talks to acquire two more startups as it looks to increase its technology and [data analytic](#) capability. The Mumbai-based company is negotiating terms with Realty Business Intelligence, an information portal focused on the realty industry and Nestaway Technologies, an online marketplace for shared accommodation for singles, according to two people directly involved in the discussions.



Real estate portal Housing.com is in talks to acquire two more startups as it looks to increase its technology and data analytic capability.

"Housing is willing to pay upwards of Rs 18 crore to acquire Realty Business. With Nestaway, however talks are at a very early stage and no deal value has been negotiated as yet," said one person involved in the discussions.

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Last week, ET reported that Housing.com acquired online discussion forum Indian Real Estate Forum for about Rs 7 crore and was looking to buy real estate analytics firm PropEquity for Rs 80 crore.

Backed by Japan's Softbank, Housing.com has set aside about Rs 200 crore this year to spend on acquisitions according to company executives.

quisitions, Housing.com's

spokesperson Azim Zaidi said, "As a company policy, we do not comment on speculations." Realty Business Intelligence and Nestaway Technologies did not respond to emails seeking comment.

Bengaluru-based Nestaway Technologies earlier this month raised about Rs 8 crore (\$1.25 million) from IDG Ventures and a string of angel investors including InMobi co founder Naveen Tewari. The other startup, Realty Business Intelligence, tracks real estate trends and creates collateral risk management tools through the use of technology.

According to experts, portals with the best analytics can help consumers and investors the most in making informed decisions. "The predictive power of the analytical models thus made based on these data can sometimes be excellent and can help better decision

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making. Also, the transparency will lead to less potential bubbles — for data on prices for a neighborhood, one will not depend on the broker alone," said Sumchit Anand, managing director of Acquisory Consulting.

Housing.com was founded in 2012 by 12 fellow classmates at IIT-Bombay. In its most recent funding round in late 2014, the company received \$90 million led by Softbank, and has so far raised a total of \$121 million in venture funding. Other investors in Housing.com include Helion Venture Partners, Nexus Venture Partners and Qualcomm Ventures. Housing competes with Common-Floor, Info Edge, the owner of 99Acres, and MagicBricks, owned by the publisher of this paper, competes in the same market.

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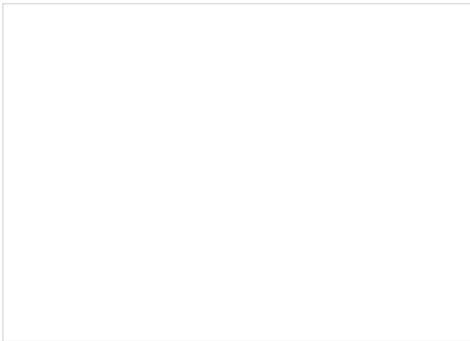
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