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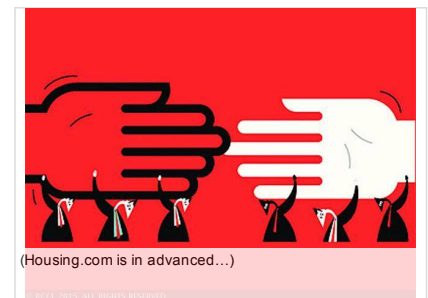
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Housing.com in talks to buy HomeBuy360 for Rs 5 crore

Aditi Shrivastava, ET Bureau Aug 4, 2015, 04.38AM IST

Tags: [Sumchit Anand](#) | [real estate](#) | [M&A](#) | [Housing.com](#) | [HomeBuy360](#) | [Funding](#)

BENGALURU: Real estate portal [Housing.com](#) is in advanced talks to buy HomeBuy360, a cloud-based real estate platform, for close to Rs 5 crore, people with knowledge of the matter said. Homebuy360 is an application specifically designed for the real estate industry to efficiently manage marketing, sales and customer connect operations including leads, booking, customisation and handover. Buyers, on the other hand, can use it to monitor progress and information relating to their home. The company operates on a pay-per-use model.



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"The platform helps bring in transparency and ease for the end users including agents, buyers and builders," said a Housing.com executive, who did not wish to be identified since the deal is yet to be closed. Housing.com did not respond to email queries by ET.

The firm received funding of about \$90 million (about Rs 576 crore) in December 2015 and set apart a corpus of Rs 200 crore for acquisitions. Experts said that portals that use analytics to help consumers make the right decision will have an edge in India's vast and unorganised real estate industry. "The transparency will lead to less potential bubbles. For data on prices for a neighbourhood, one will not have to depend on the broker alone," said Sumchit Anand, MD of Acquisory Consulting.

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