



Homexchange is India's first home sale and upgrade proptech platform. The Mumbai-based start-up, backed by HDFC Capital, Oberoi Realty, and Anarock group, tackles bottlenecks in the secondary housing market, enabling homeowners to quickly and seamlessly upgrade from their current residential properties to new homes from partnered developers, which include some of the industry's biggest names like

L&T Realty, Rustomjee, Oberoi Realty, Puravankara, Assetz, and others. Homexchange's proprietary process unlocks the equity stuck in existing homes of customers providing instant liquidity to fund the purchase of an upgraded property from one of their reputed developers' partners. Customers get an offer in just five days, and the entire transaction can be completed in 30 days, eliminating the hassles and uncertainty of selling an existing property and upgrading to a new home. It currently operates in Mumbai, Thane and Bengaluru and has executed a little over Rs120 crore in transactions. "Selling a home to buy a new one is stressful, uncertain and takes months," says **Jesal Sanghvi**, co-founder & CEO, Homexchange. "Our vision is to simplify it and provide a quick, transparent, and seamless experience through our technology platform." ♦