



FORSYTE

A home construction aggregator platform to ease
the construction journey

George C Kuriakose
CEO



Team



George C Kuriakose, CEO
Over 25 years of exp in Real Estate (EPC), Banking and Technology
Expertise in Procurement & Finance
Triver, SCB, Citi, ICICI
MBA (IIM-Lucknow), B.Tech



K Ram Narayan, Director
Over 30 years of exp in Real Estate (EPC), Financial Services and Sales
Expertise in Sales & marketing
Triver, SCB, IDFC, ICICI
MBA



C V Shaji, Director
Over 40 years of exp in Real Estate (EPC)
Expertise in Project Mgmt
Triver, ICICI



M B Kiran Kumar, Director
Over 15 years of exp in Real Estate (EPC), Operations and Procurement
Expertise in Ops and Procurement
HCL, Wipro
MBA, B.Tech

Over 75 years of combined experience in Real Estate, Construction and Interiors
Triver has executed over 500,000 sqft of interiors for corporates in last 5 years

Problems



COST

- Villa cost 40% higher - **Rs 40 Lacs**

TIME

- Project over run (20-50%): **3 - 9 months**
- Time spent on discovery, negotiation, logistics : **1 -2 month**
- Managing multiple vendors

RESEARCH

- Multiple alternates for vendor and materials
- Quality vs budget

RISK

- Liability
- Non-performance

ASSUMPTIONS

- 3000 sqft house
- Budget of Rs 1 crore
- 18 months of construction



Solution & Revenue Streams



Aggregation Platform

- Architects, Contractors & service providers
- Curated and pre-verified

Savings of 30-40% on Villa cost

5-15 % Margins

Procurement and Logistics

- Managing multiple vendors and suppliers
- Best price and logistics

Savings of 10-20% on cost

5-10 % Margins

Project Management

- Scheduling and Project Management
- Quality Checks
- Budgeting and Accounting
- Documentation - Drawings, invoices, etc

No Project over runs saving 3-9 months
Efficient tracking of expenses against Budget

Fixed monthly charges

The Market



\$700B

CONSTRUCTION & INTERIORS
BUSINESS IN INDIA

TAM

\$100B

CONSTRUCTION &
INTERIORS BUSINESS IN
INDIA (UPTO RS 25CR)

SAM

\$20B

CONSTRUCTION &
INTERIORS BUSINESS
IN BENGALURU (UPTO
RS 25CR)

SOM

SOURCE: IBEF, BUSINESS WIRE

The Competition



Plot Purchase	Squareyards / Brokers				Forsyte (Full Services)
Construction		Brick&Bolt, JSW OneHome		Architects / Contractors	
Interiors			LivSpace / Homelane		
Utilities					
Target Group	All	Middle	Middle	Middle - Upper	Upper
Ticket Size	Any	Rs 50 Lacs	Rs 10 Lacs	Any	> Rs 1 Cr
Ancillary Services	NIL	PMC	NA	NA	PMC, Procurement, Accounting

Traction - Early Stage (founded in May 2022)



Customers

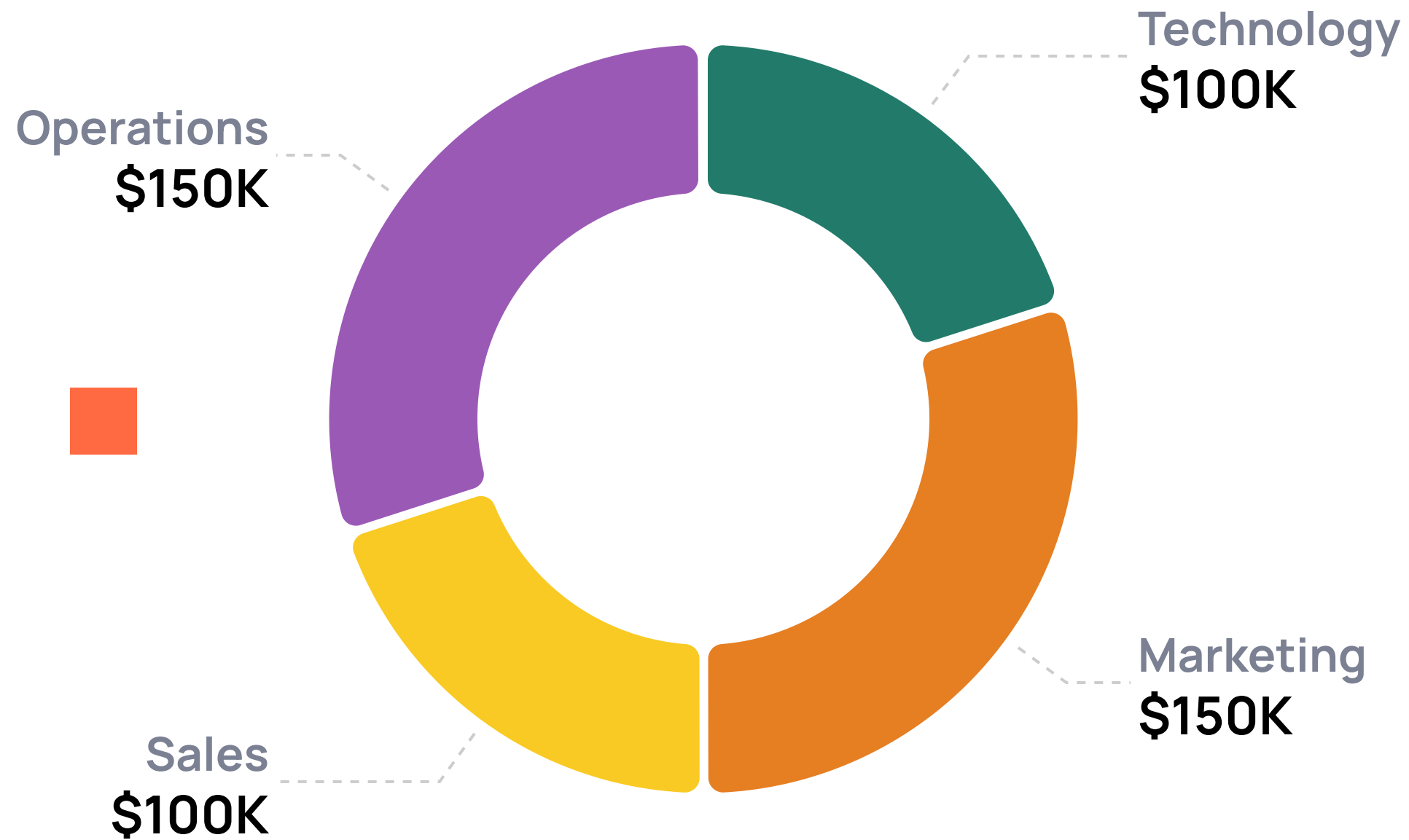
- Home builders in gated communities : 10
- Freelance Architects : 5
- SME Builders / Contractors: 3

Service Provider / Manufacturers

- Architects
- Contractors
- Distributors



Ask - USD 500K

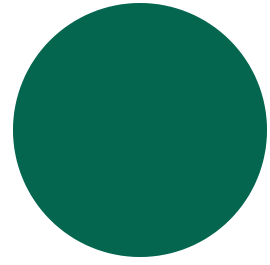


Growth - USD 5Mn

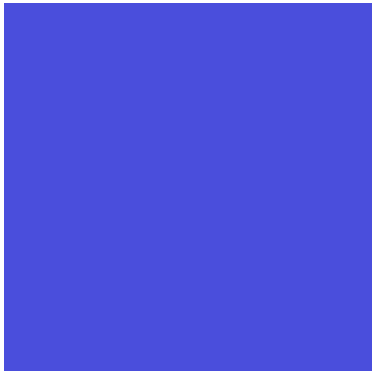


	2022-23	2023-24	2024-25
No of Customers	25	200	500
Avg Rev Per Cust (USD)	4000	10,000	10,000
Annual Rev (USD)	100,000	2,000,000	5,000,000





Thank you



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