



Proclaim-iQ Research Report

Solving Professional's Identity Misuse in RERA Compliance.

A Comprehensive Research & Advisory Report for Professional Wellness Associated with RERA Registered Projects.

Stage: Pre-Revenue

Seeking: Co-Founder & Angel Investment.

Presented by:

Punith Kumar ,

RERA Consultant & Author



RERA Overview

About RERA – Real Estate (Regulation and Development) Act, 2016

- Landmark Legislation Aimed At Transparency And Accountability In India's Real Estate Sector.
- Mandatory Registration Of Real Estate Projects And Agents.
- Protects Homebuyers And Ensures Timely Project Delivery.

Core Objectives of RERA



Promote Fair Practices And Reduce Fraud In Real Estate Transactions.



Create A Centralized Database of Registered Projects And Professionals.



Ensure Legal Accountability And Professional Certification Compliance.

Role of Professionals in RERA Projects.



Chartered Accountants (CAs)

- Certify fund utilization & compliance under (Form 1 & 4).
- Ensure Financial Discipline In Withdrawals From Project Bank Accounts.



Civil Engineers

- Certify percentage completion of construction (Form 3 & 6).
- Validate technical progress for financial disbursement.



Architects

- Certify completion of layout and architectural components (Form 2 & 5).
- Play a key role in project planning and regulatory submissions.



Why Proclaim-iQ Matters:



These professionals are legally accountable under RERA.

But Found Misuse of their identity on fraudulent or unauthorized projects leads to legal liability, disciplinary actions, and professional damage—often without their knowledge.



What's Broken in RERA Compliance?



01

Thousands Of Professionals Are Unknowingly Listed on RERA-Registered Projects Without Their Consent.

02

Rampant Misuse of Professional Identities, Including Forged or Unauthorized Certifications.

03

No Centralized System For CAs, Engineers, And Architects To Monitor or Track The Misuse of Their Credentials.

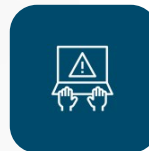
04

Significant Legal Exposure, Reputational Damage, And Erosion of Professional Trust And Credibility.

Proclaim-iQ Research Report



Monitors The Presence And Usage Of Professional Credentials Across RERA - Registered Projects.



Identifies Unauthorized or Fraudulent Listings of Professionals.



Delivers Clear, Evidence-backed Reports To Support Corrective Actions.



Enhances transparency and safeguards professionals within compliance workflows.

ProclaimiQ Report Features

Cross-verified With Official RERA Records And Trusted Third-party Sources.

Personalized Reports Highlighting Potential Misuse Of Professional Identity.

Ongoing Alerts And Monitoring Available Through Subscription.

Legally Viable Documentation For Professional, Disciplinary, Or Legal Proceedings.

Product Status:

- Functional prototype developed
- Official launch scheduled for August 2025



Market Opportunity

Initial Focus: RERA Karnataka.



8000+ Real Estate Projects (As On May 2025 Available Data)

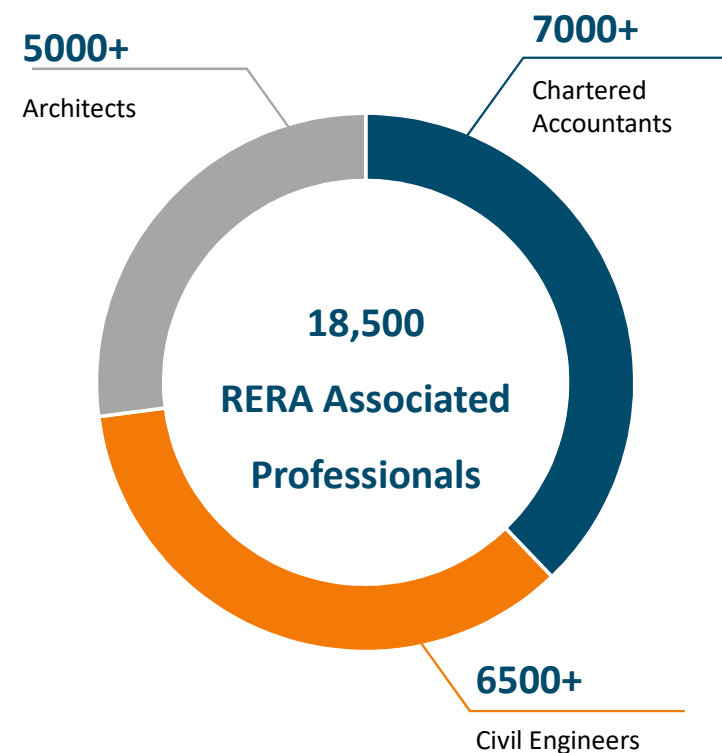


₹92.5 Cr – ₹185 Cr Annual Market Potential

BUSINESS MODEL

- ₹1,999 – ₹2,999 /- One-Time Report
- ₹4,999 – ₹10,000 /- Annual Subscription

Revenue Projections at 1–5% Adoption: ₹92.5 Lakhs – ₹9.25 Cr



Target Users

Primary Users:

- Chartered Accountants.
- Civil Engineers.
- Architects.
- Legal and Compliance Officers.

Future Expansion:

- Strategic partnerships with regulatory bodies (e.g., ICAI, COA, GST, IT Department).
- Engagement with real estate law firms, project management consultants, and compliance-focused SaaS platforms.



Market Size & Growth Potential

Karnataka – A Sleeping Giant for RERA Compliance Tech



CURRENT REGULATORY LANDSCAPE.

193+ Urban & Town Planning Authorities under Karnataka's Urban Development Department



Only ~10% Currently Enforce RERA Registration Consistently.

Focus is limited to Tier-1 & Tier-2 cities like Bengaluru, Mysuru, Hubballi, Ballari, Mangaluru....

193 Current Regulatory Landscape



10%

Currently enforce RERA registration consistently

What's Ahead?

- With Full Enforcement, The State Can See 2,500+ New RERA-Registered Projects Annually.
- **Trigger:** Legal Directives And Streamlined Approvals From RERA Authority.
- These Projects Mandate Certification From Professionals (CAs, Engineers, Architects).

Growth Impact for Lexora



10x increase in compliance needs = 10x addressable users



Proclaim-iQ & future tools become indispensable as the ecosystem scales.



Strong First-mover Advantage In A Currently Under-digitized Regulatory Environment.

Mind Behind Proclaim-IQ



Punith Kumar

- Karnataka's First RERA Consultant.
- **1,000+** Real Estate Projects Consulted Successfully.
- Published Author on **RERA Comprehensive Guide Book**.
- Domain Expert in Legal-Tech & Regulatory Intelligence

Current Ownership: 100%

Looking for: Tech/Business Co-Founder + Angel Investment

Competitive Advantage



First-mover In Niche Legal-tech Problem.



Access To Full RERA Project And Professional Registry.



Founder's authority in Domain – Strong Trust Factor



No Comparable B2C Monitoring/Reporting Product Exists In Market.



Scalable Report-based Platform (Tech-driven Future).



Business Model

Revenue Streams:

- One-Time Purchase – Per Report: ₹2,000 avg
- Annual Subscription – Alerts + Ongoing Monitoring: ₹5,999 avg
- Future B2B SaaS Licensing – Legal/CA firms

Go-To-Market Strategy:



Pilot testing with 20 professionals (July 2025).



Webinar Series & LinkedIn Campaigns.



Soft launch August 2025



Partnership With Legal-tech Incubators.

Financial Projection

| Metric | Conservative | Optimistic |
|---|--------------|------------|
| 1 st Year Users. (By March 2026) | 250 | 1,000 |
| Avg Revenue/User | ₹5,000 | ₹8,000 |
| Gross Revenue | ₹12.5 Lakhs | ₹80 Lakhs |
| CAC (Est.) | ₹500 | ₹1,000 |
| Gross Margin | 70% | 80% |

Valuation & Funding

Pre-Launch Valuation Range:

₹1.5 Cr – ₹2.5 Cr

(USD ~\$180K – \$300K)

Use of Funds:



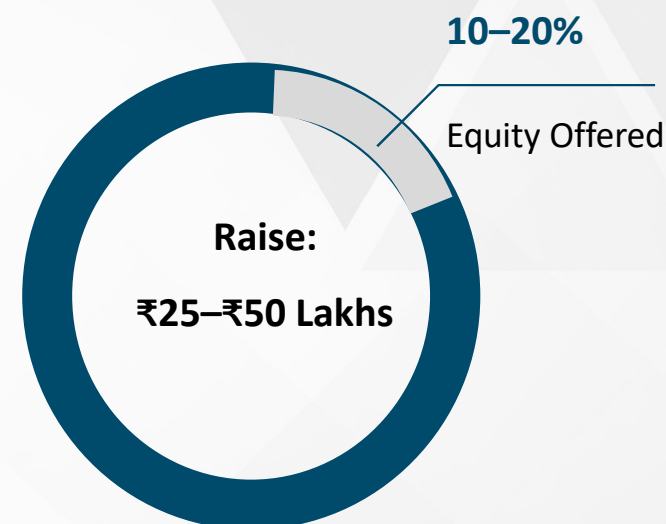
Platform Automation.
(AI/Data matching)



Legal Tools integration



Sales, Marketing &
Compliance



Co-Founder Strategy

Who We're Looking For:



Option A: Tech Co-Founder – Data/AI, backend platform, Automation



Option B: BizDev Co-Founder – B2B Sales, Partnerships, legal-tech Growthq

Equity Offer:

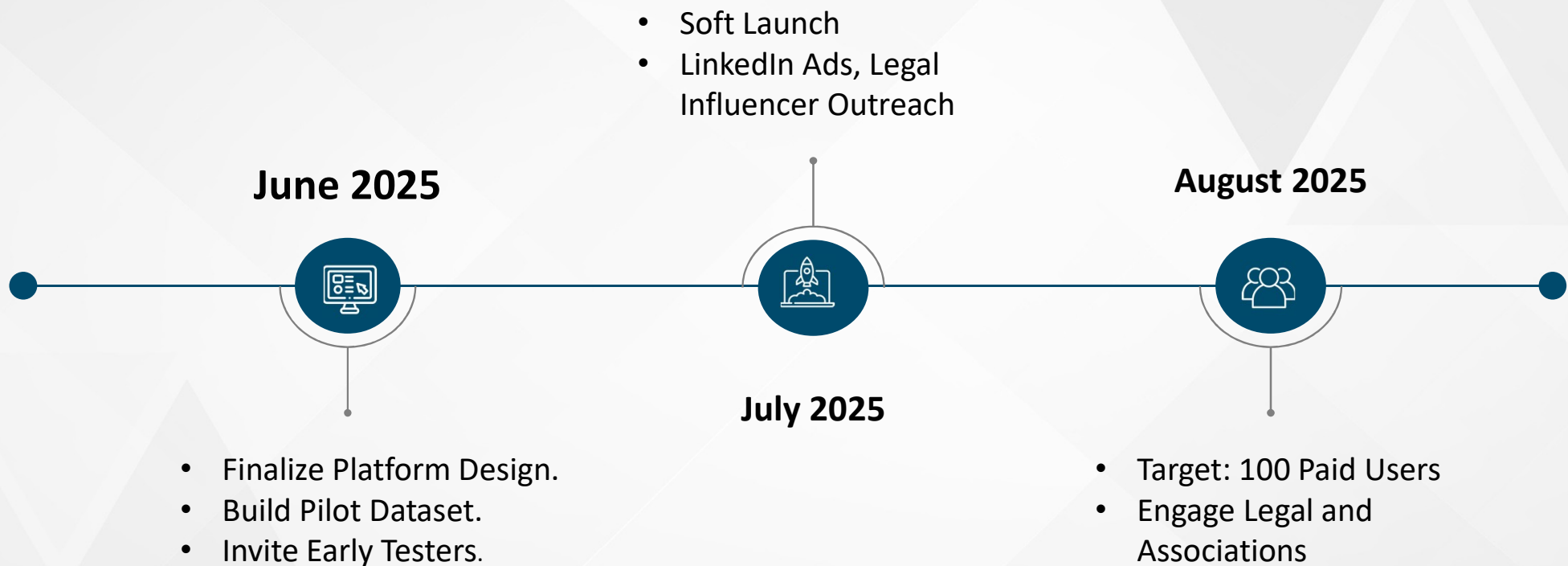


10–15% with 2–3-year vesting



Performance Milestone.
(e.g., MVP, 100 paid users)

Go-To-Market Timeline



Equity Structure (Post-Funding Plan)



60–70%

Founder (Punith Kumar)



10-15%

Co-Founder



10–20%

Seed Investors



5–10%

ESOP Pool

The Ask



Co-Founder Collaboration

Looking For A Tech Or Business
Co-founder To Help Drive Product
And Business Growth.



Seed Funding

Raising ₹25–₹50 Lakhs to support
product development, market
entry, and early operations.



Mentorship & Incubation

Open To Strategic Guidance,
Mentorship, And Incubation
Partnerships To Accelerate
Progress.

Contact



Punith Kumar.

Founder, Lexora Intelligence and Legal Studies LLP

Email: punith@bluebirdgroups.com

Mobile: +91-9620665656 , office : 080-23401123

Website: www.lexoraNetwork.com , www.lilsIndia.com

LinkedIn: www.linkedin.com/in/punithkumar-bluebirdgroups

Future Products & Expansion by Lexora



Lexora's Vision:

Building A Full-stack Legal-tech Ecosystem For Transparency, Trust, And Intelligence In India's Real Estate Regulatory Space.

Strategic Vision:

Position Lexora as India's go-to platform for Regulatory Intelligence in Real Estate.

1.



Public-facing Platform
Showcasing &
Connecting Homebuyers
With RERA-verified
Projects.

2.



India's First Exclusive
RERA Professional
Community -only
Network for CAs,
Engineers, Architects,
Advocates and RERA
Agents.

3.



Real Estate Intelligence
Platform-deep-dive
Analytics On Project
Progress, Approvals,
Land Title Status.

Thank You.



**Karnataka's First and Only Independent & Unbiased Real Estate
Research Company.**

Focused entirely on data-driven insights
No brokerage, No affiliations, Just Pure Real Estate Intelligence.