



**WE  
ARE**



# WE ARE CHANGING

Welcome to a whole new  
way of life at Nestaway!

This is a special journey and  
you are part of the change.

**NESTAWAY:  
WHERE  
MOVING IS  
SIMPLE, LIVING  
IS EASY AND  
“NO CITY IS A  
STRANGER”**

**WE ARE  
CHANGING  
HOW INDIA  
LIVES**

As we grow into this millennium with technology, smart living and greater expectations, Nestaway sets out to be a catalyser of a lifestyle revolution.

**Let's make it happen!**

TODAY

**12+**  
CITIES

**20000+**  
HOMES ACROSS INDIA

**55000+**  
HAPPY NESTIES

**380100000+**  
SAVINGS ON BROKERAGE

Nestaway was started by four founders to make home finding and living more democratic for young people. Young migrants often face biases and discrimination while trying to rent a house. We aim to give people equal opportunities, and homes where essential needs are met with assurance of safety and quality.

We provide support by finding our customers a home of their choice, also helping in the process of settling down. Our offerings begin with beds and private rooms in shared homes, extending to full homes and student housing. Our hassle-free rentals are designed for simple quality living. These are minimal yet optimal, basic yet thoughtful.

Nestaway's core vision is to provide young people value-for-money spaces with convenient solutions and amenities. Since newcomers to a city or a locality have no networks to support them, we develop platforms for our Nesties through which they can find places of interest and common ground with others. Our presence has grown rapidly to 12 cities, servicing over 55,000 Nesties. We look forward to providing unique homes to our tenants in the future.

# OUR MANIFESTO



## AFFORDABLE LIVING

**We rent homes  
for easy, practical  
and affordable  
living**

We rent homes with convenient amenities defined by quality and simplicity. Homes come in flexible options – fully furnished, semi-furnished or unfurnished – and tenants can choose whichever type suits their needs.

Our approach is holistic with a wide gamut of offerings to make life easier for people who have arrived in a new city.

Our services are affordable and accessible for young people on a tight budget.



## SENSE OF BELONGING

**We make newcomers feel they belong**

We propose to give 'homes beyond houses', understanding that a sense of belonging goes beyond four walls. We are open to people of varied beliefs, cultures, traditions and religions. We believe in the beauty and honesty of diversity. We aim to be helpful and direct in our interactions. Starting with our welcome kit, we navigate the concerns of people and make them feel secure. We extend

support to our Nesties through platforms, to get familiar with the city and their new network of people. Our engagement platforms make it convenient to explore the city by providing starting points and handy information.



## SUPPORTIVE COMMUNITY

### We are a supportive community

Ours is an organisation with a multi-pronged intent - we look at numerous peripherals attached to our basic rental business.

Our Nesties automatically become a part of a greater and exclusive community at Nestaway. We create dynamic community platforms, which are constantly

evolving, allowing every Nestie to easily activate these towards his or her aspiration. With platforms as stepping stones, residents can reach out to other groups or individuals with common interests, and get involved in activities such as sports, music, hiking and tours.



**We solve new challenges with creative strategic approaches**

**DESIGN  
LED**

Our founders started this company with a clear purpose - to create ideal homes for people who migrate to cities from other places. Home rentals are our core focus, but we are dynamic and respond to changing needs by constantly evolving our business. Our homes aim to have functional and thoughtful spaces,

as well as navigable neighbourhoods, which require innovative thinking on our feet and rising to new challenges. Design is at the essence of our craft. Right from understanding our customers' needs to developing reliable solutions, we devise well-strategised systems for a balanced and holistic lifestyle.



## EMPATHY FIRST

**For us,  
relationships  
come first,  
business  
transactions  
later**

Our relationships are based on trust and goodwill and we place less importance on monetary transactions.

We are friendly and easy to approach, being direct and to the point in our response.

We do not sit on a high pedestal and act instructive or preachy.



# FUTURE READY

**We are  
future ready**

We are an organisation with a futuristic outlook and we largely engage through smart technology to service, interact and support our customers.

We want to ensure that Nesties feel both comfortable and safe in our communities. We do this by taking care of details, as little things can make a big difference.

# OUR OFFERINGS

# SERVICE MODELS

We offer the following housing options.

## Homes for everyone

Nestaway believes 'no city is a stranger'. We have homes for everyone - no matter where one comes from or what their budget is. At Nestaway, one can choose to live with co-tenants or opt to live independently. The co-living facility comes along with the choices of fully-furnished shared or private rooms, equipped with all amenities and appliances provided by Nestaway. In most cases amenities and furnishings include television, washing-machine, refrigerator, geyser, gas stove, sofas,

cupboards, dining table, DTH connection, Wi-Fi internet connection etc.

Tenants can opt for a full house if they choose to live independently with their family or friends. Full houses can be rented out with or without furnishings, as per the tenant's choice and convenience. We also provide semi-furnished homes. No matter which option the tenant chooses, with Nestaway, one can avail on-demand maintenance services.

## Homes for students

Nestaway offers multi-sharing rooms or dorms exclusively designed for students. These facilities and services are designed for student needs, supporting minimal lifestyles at an affordable budget. Our student housing provides everything that students need, relieving them from the pressures of managing their daily lives and helping them focus on their education, while away from home.

## Property Management Services (PMS)

Property Management Services are offered, to homeowners with existing tenants. In addition to having a dedicated property manager, our services include timely rent collection and end-to-end property maintenance for owners.

Under this model, tenants can raise all the maintenance related service requests, through their dashboard on the Nestaway App.

# ENGAGEMENT TOOLS

Entertainment and practical content collections

## Nesting

Nesting, our Nestaway blog offers simple tips on how to make life easier in a new city, eating out, exploring cities and community – literally everything Nesties need to know as they explore their adult life. Nestaway also uses this site as a platform to raise awareness, share reviews, provide tips, etc.

<https://www.nestaway.com/blog/>

## Talkies

Nestaway Talkies is a repository of all video content generated by Nestaway. This includes our television ads, informational videos explaining our policies, videos related to problems faced by youth regarding housing, videos documenting community activities and special events.

Log on to YouTube and search for Nestaway Talkies

## One Fine Afternoon

One Fine Afternoon is a graphic chronicle of everyday happenings in India, sometimes extending to world affairs. It portrays the lifestyle of youth, and musings on politics, current affairs, culture and other interesting topics in a humorous, engaging and youthful style.

# COMMUNITY PLATFORMS

Platforms for Nesties to come together and do activities

## Nestaway Startup Labs

This initiative aims to give back to the start-up community by helping bootstrapped startups transform their ventures into successful businesses. Under this program, Nestaway aims to provide

home-cum-office spaces for 6 months to selected start-ups along with robust support, mentorship, networking, access to audiences for beta tests & investors.

## Nestaway Music Labs

This is a great platform for Nesties who are passionate about music. It encourages them to follow their passion by reviving their enthusiasm and giving them a whole new direction. Nestaway Music Labs transforms novice musicians into seasoned performers, by grooming and training them under industry

experts. Post-training, their music videos are shot and premiered on Nestaway Talkies - Nestaway's YouTube Channel, giving them access to a worldwide audience.

# SALES CHANNELS

Direct, Tie-ups and Affiliates

## Direct

We connect with the customer through varied online and offline channels. Prospective tenants can browse our site and look for the kind of homes they desire, without a broker or any third-party engagement.

[nestaway.com](http://nestaway.com)

## Tie-ups

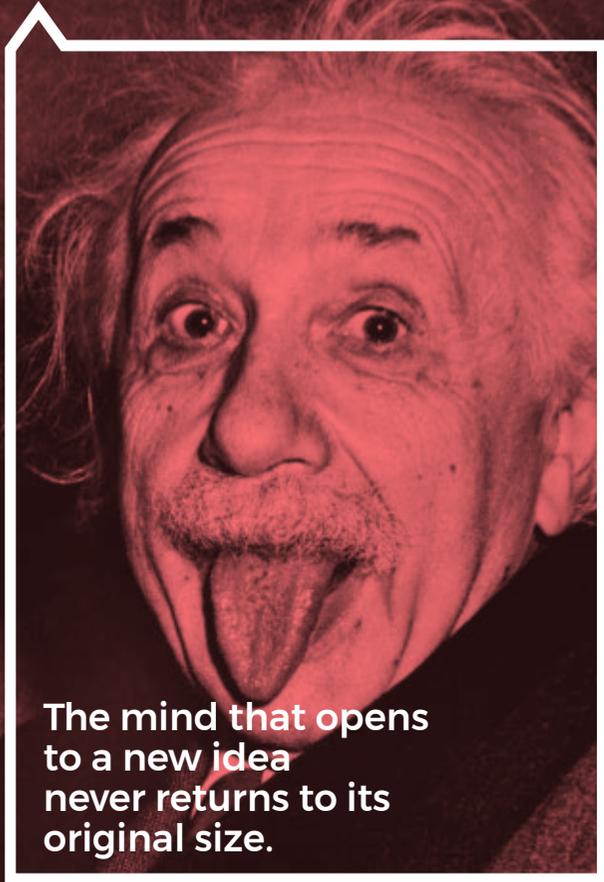
Nestaway ties up to become the housing partner for large organizations like corporates, education institutes and builders. Corporates and institutions benefit from having all of their employees' housing-related requirements taken care of by us. Builders partner with us as we manage their entire property end-to-end. We rent out units as per Nestaway regulations, while adhering to the society norms.

## Affiliates

Nestaway ties up with experts who have a deep knowledge of the local area and aspire to be professionals in the home-rental market. Our partners, called Affiliates, are responsible for acquiring homeowners as well as tenants.

**WHAT ARE  
WE LIKE?**

# open



The mind that opens to a new idea never returns to its original size.

Albert Einstein

We are open in our thinking and embrace people of all kinds.

### Sai Baba Borra

Operations  
Hyderabad

Sai Baba realised that the foreign tenant was not comfortable sharing appliances with co-tenants. She was homesick and felt out of place in a strange new city and culture.

Understanding her predicament and discomfort, Sai Baba went way beyond what was expected of him. Though it was not part of the contract,

he arranged for a separate set of appliances, within a day, exclusively for the foreign tenant's personal use. The tenant was really happy about getting her own set of new appliances.

*We accept people and understand their needs will vary. We do our best to make them comfortable.*

# humane



Mother Teresa

We shall never know  
all the good that a  
simple smile can do.

We always look at the human side to any situation rather than just business.

### Abhishek Pilania

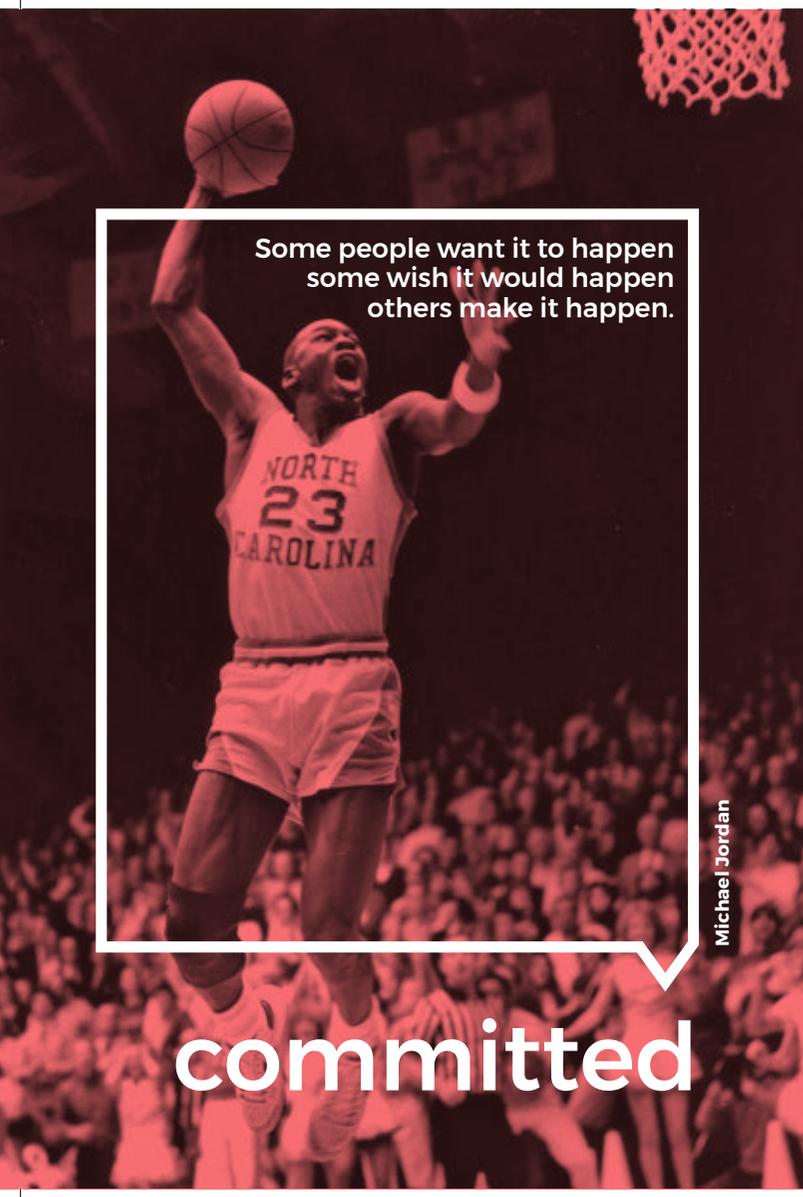
Operations  
Bangalore

The young couple from Orissa had recently arrived in Bangalore for their child's treatment. Realizing the family needed help beyond moving in, Abhishek Pilania gave them his personal mobile number and told them they could call him any time.

He checked in at the hospital regularly and helped with purchasing food and medicines. He even rushed to assist the family late at night to handle an emergency.

When the doctors referred them to AIIMS in Delhi, Abhishek assured them they could leave immediately. He personally organised for all their household items to be packed and transported to their new destination.

*What matters is that our heart is in the right place. We put people first, going beyond the call of duty, if required.*



Some people want it to happen  
some wish it would happen  
others make it happen.

Michael Jordan

committed

We take ownership and see things through, delivering our promise.

### Prashanth J

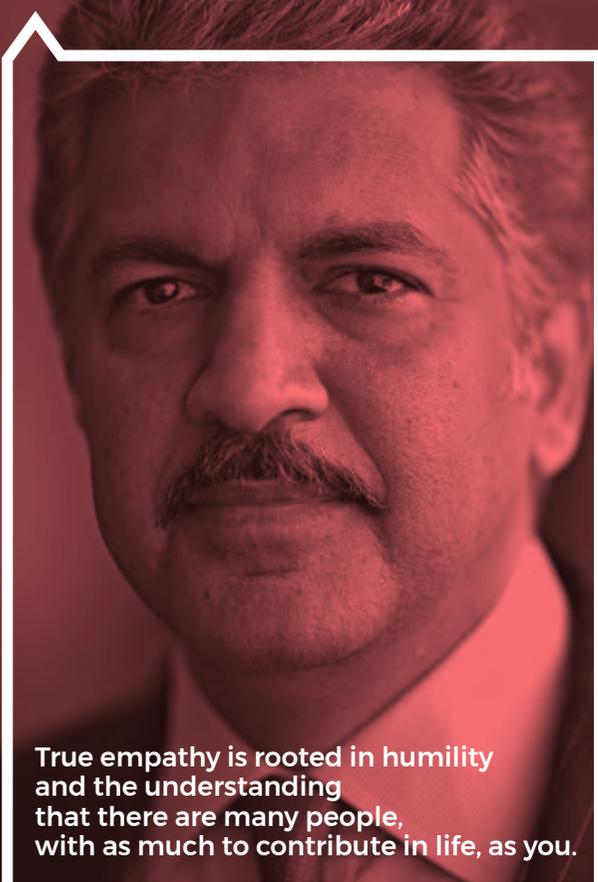
Operations  
Bangalore

Prashanth J was in two minds, looking at the state of the property. It was in shambles. The owner had just approached Nestaway as he was having a hard time fixing and renting it out. Prashanth decided to take it on and help the owner. He and his team wrestled with seepage, carpentry, plumbing and electrical issues. Prashanth did not give up; not even when he had to deal with a six-foot cobra in the compound. He assured the owner, Nestaway would transform the property.

Eventually, he did just that and successfully rented it out.

*We stay with a problem and see it through. Journeys matter to us and endings reward us.*

# empathetic

A portrait of Anand Mahindra, a man with a mustache, wearing a suit and tie. The image is framed by a white outline that resembles a speech bubble or a callout box. The background of the entire page is a dark red color.

True empathy is rooted in humility  
and the understanding  
that there are many people,  
with as much to contribute in life, as you.

Anand Mahindra

We always look at the other person's point of view and put ourselves in their shoes.

## **Barnali Dutta**

Customer Champion  
Bangalore

Barnali Dutta realised the tenant had a genuine financial problem. The tenant was forced to move out within a month as the current house was being off-boarded, which meant it was no longer available with Nestaway. Being low on funds, she was moving to a non-Nestaway home. Understanding her predicament, Barnali got her deposit refunded within 3 days and even helped find a mover and packer, even though the tenant was leaving the Nestaway circuit.

Further, she got her moving-packing charges refunded, making an exception to the policy. The tenant left Nestaway feeling that she had been truly valued.

*We rise to the situation going the extra mile. We don't let it shape us. We shape the situation.*

**HOW DO  
WE SOUND?**

# simple

Live simply  
so others may  
simply live.

Mahatma Gandhi

We like to keep things simple and uncomplicated as far as possible.

### Jitendra Chhatwani

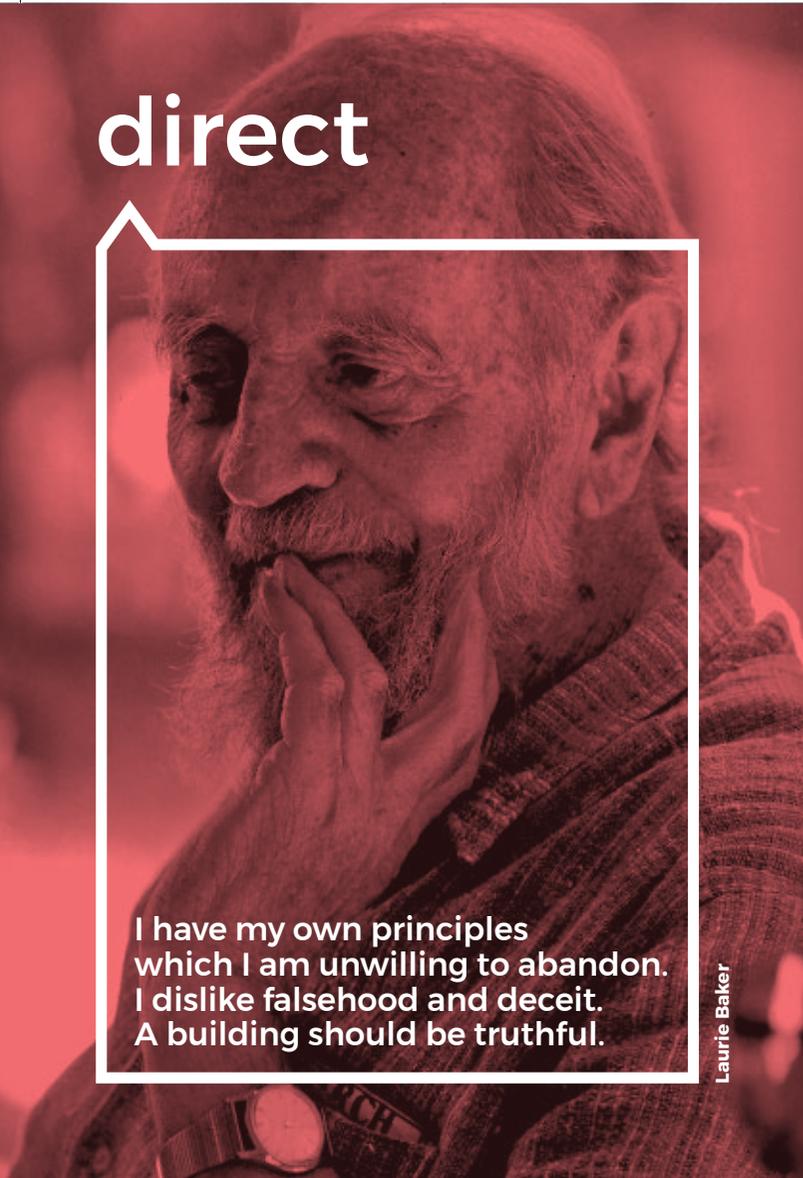
Area Manager  
Mumbai

One Mumbai morning, Jitendra Chhatwani decided to send a Whatsapp message to every lead he got. He kept it simple yet detailed, putting down all sorts of useful information a user would need - Nestaway's USPs, booking amount, the customer care number, and steps to the website. His personalized message was attached to the property the potential client had viewed but not booked, serving as a reminder. It also empowered the customer as it had all the necessary details.

Since Whatsapp is accessed easily, it was extremely convenient for the customer. Jitendra right away set the correct expectation, making a great start through a straightforward piece of communication.

*We communicate in a way that is easy to understand. We are uncomplicated.*

# direct



I have my own principles  
which I am unwilling to abandon.  
I dislike falsehood and deceit.  
A building should be truthful.

Laurie Baker

We do not fuss or go about in circles, instead, we come to the point directly without being offensive.

### **Shashank Saurabh**

Business Acquisition  
Bangalore

A high-end studio apartment property, a new concept at its time, was getting high rent in Bangalore. Three years later, with many similar properties becoming available, the studio apartment was not able to command the same rent. The owners refused to understand the logic of supply and demand, and were adamant, wanting the same rent as before. Eventually, they decided they wanted to off-board the property.

Shashank Saurabh called the owners in the US and clearly explained why the rent had to be brought down, without sugarcoating facts. He also suggested a new model for the changed scenario with better maintenance and steady occupancy. The owners soon came around.

*Our direct speak makes an honest connect with our clients. They know they can trust us.*





Thank you,  
I like risks.

Dipa Karmakar

youthful

We are a young organisation and we are peppy with fresh ideas. We are energetic and always on the go.

**Nafisa S Ansari**  
Operations  
Mumbai

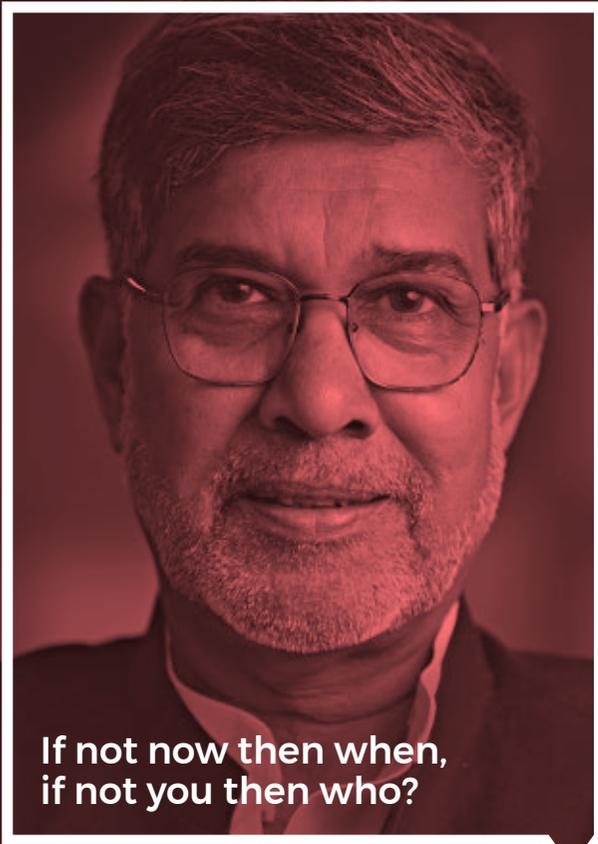
Nafisa rose to the need of the hour, enthusiastically helping the tenant move 10 heavy suitcases. She got the room cleaned and the bed set up. Then, she wrote out a small note, welcoming the tenant to her new home, and placed it on the pillow. The tenant was happy walking into a clean room all set-up, but what made her

move-in memorable was that special personalised note from Nafisa, on behalf of Nestaway. Now, the tenant is not just a Nestaway client but also a good friend of Nafisa.

*We are enthusiastic, friendly and professional. We act relevant to the times.*

**HOW DO  
WE COME  
ACROSS?**

Kailash Satyarthi



If not now then when,  
if not you then who?

proactive

We do not wait for a situation to simmer and boil; we act immediately. We are always vigilant, looking for glitches much before they turn up in the system.

**Raghuma Reddy**

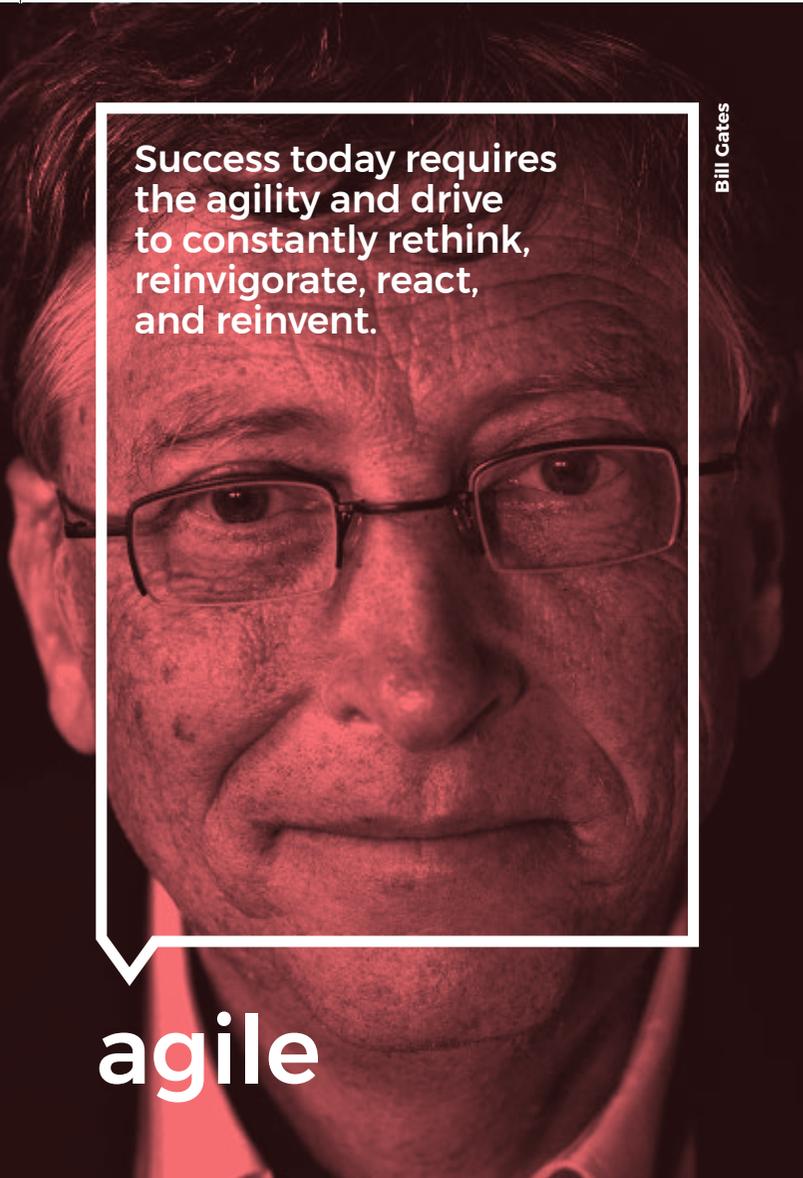
Operations  
Hyderabad

Raghuma Reddy got a call late in the evening. The parking in one of our buildings was flooded due to heavy rains. The tenants' cars and bikes were submerged.

into the night. There were no cleaners available, so he cleaned the area himself. Raghuma stayed till the end and even helped to take out the cars and bikes.

Raghuma reached the building immediately and assessed the situation. He then hired a water suction pump at his own expense rather than incur delay getting the money from our offices. Draining the water out took almost 8 hours. By this time it was 2 AM late

*We do not wait for problems to get solved. We take charge and act immediately.*



Success today requires the agility and drive to constantly rethink, reinvigorate, react, and reinvent.

Bill Gates

agile

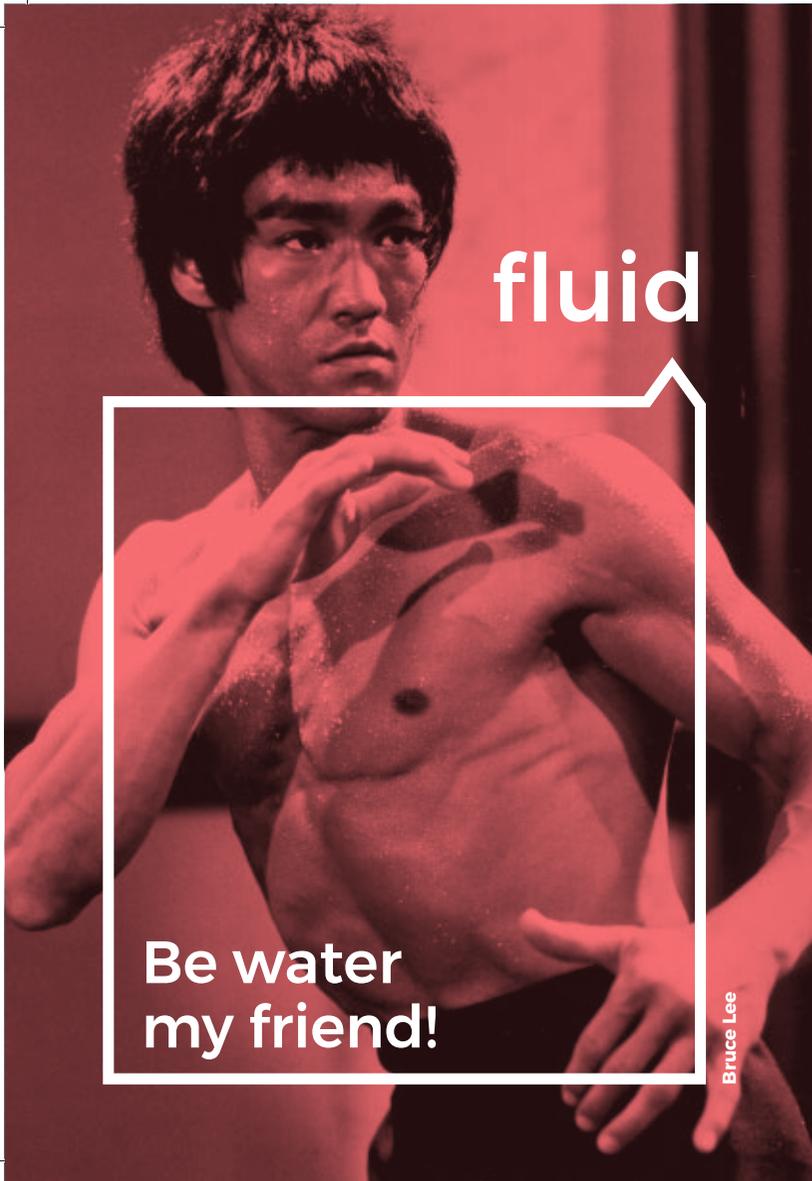
We are always on our feet, ready for action and quick to move ahead.

**George Kinachai**  
Business Acquisition  
Bangalore

The house meant to go live was not ready. The date had been committed in a hurry by the ground staff without a complete assessment of the time plan. The owner was furious to see that furnishings, repairs and cleaning were incomplete, and was planning to off-board the house. George Kinachai assured him he would move mountains if need be, but everything would be ready for the next day, as promised.

APMs, ZPMs and George himself chipped in and got the furniture, repair work and cleaning organized. Simultaneously George got the tech-team working on making the house live. In the evening, the owner was surprised and ecstatic to see the finished home.

*We respond to challenges and make quick decisions, adapting to changing needs.*



fluid

Be water  
my friend!

Bruce Lee

We know that every situation is different and needs a unique response. We are flexible and go with the flow while keeping our principles intact.

### **Sandeep**

Business Acquisition  
Bangalore

Six young women were living at a Nestaway home, which was getting off-boarded. The tenants preferred to continue living in the same locality but there was nothing listed with us that matched their needs at that time. Sandeep, one of our property managers took ownership. He surveyed the neighbourhood thoroughly and found a To-let board. Sandeep got the owner's number from a security

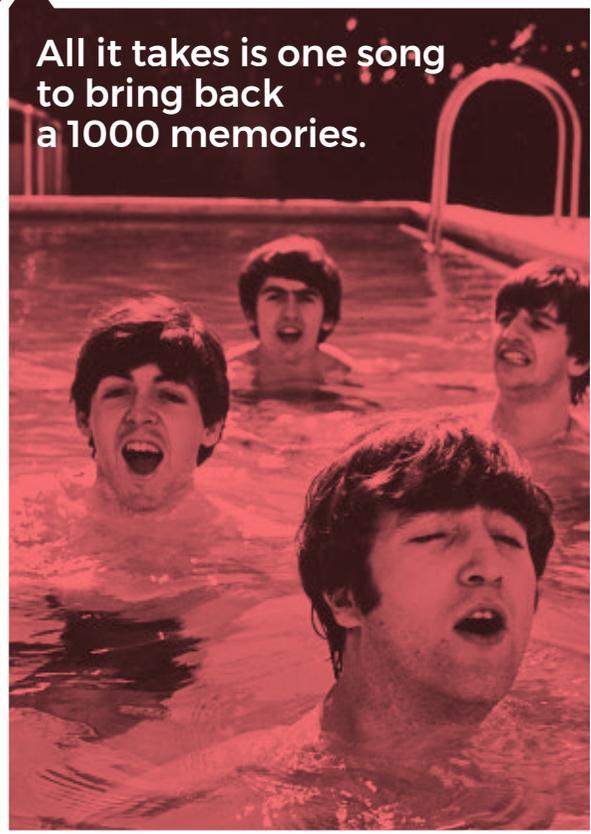
guard at the property, called them and on-boarded the property the very same day. To wrap-up the shift successfully, he took further initiative. He moved the tenants, ferrying them across in his own car, and also their luggage.

*We know every situation is unique and rise to the occasion by seeking out fresh possibilities.*

# relatable

All it takes is one song  
to bring back  
a 1000 memories.

The Beatles



We are always engaged with our customers, relating to them on a firm footing and communicating in a way to be clearly understood.

### **Kanishka Hallikeri**

Business Acquisition  
Bangalore

Kanishka Hallikeri realised property owners would be more inclined to do business with Nestaway if they understood our whole model. He explained the value of our Property Management System (PMS) demonstrating its advantages of getting timely rent and maintenance. By doing so, he enrolled many owners successfully.

Kanishka on-boarded properties with close to 80 tenants. Many tenants did not own a smartphone and had no idea how to use an app.

Not deterred, Kanishka met each tenant personally, helping them download and install the Nestaway app as well as training them to use the app and make payments. When tenants were unable to pay rent online, he arranged for offline rent collection.

*We engage warmly, communicating to a wide gamut of people.*

# HOMES FOR EVERY ONE

## MY PROMISE

### I PLEDGE TO

- Make everyone feel at home. Yes, everyone.
- Feel what the customer feels. Always.
- Set the right expectation. Every time.
- Deliver what was promised. No matter what.
- Be simple and genuine. As transparency builds trust.
- Be proactive, always. Because small surprises bring smiles.
- Smile, always! As it can move mountains.

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NAME & DATE



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