



## Backed by Credvest, Graham, a first-of-its-kind real estate advisory platform launched in Bengaluru

- Graham is a real estate advisory platform built on a **consumer-first model**, metamorphosing the **home-buying experience**
- Provides **personalised solutions, expert guidance, financial and legal assistance**, and comprehensive **post-purchase support** all at **zero cost to buyers**
- Aims to capture **10% of the residential market share** in the **next three years**

**April 09, 2025 Bengaluru** – **Graham**, a first-of-its-kind real estate player, announced its official launch in Bengaluru today. Backed by Credvest, a real estate management solutions firm handling transactions valued at Rs 8000 crore, Graham aims to reshape the home-buying experience by bridging the gap between buyers, builders, and lenders with a one-stop advisory platform.

Graham offers an end-to-end, user-friendly platform that provides expert guidance, personalised solutions, financial and legal support, and comprehensive post-purchase support, all at zero cost. With a commitment to redefining the customer experience, Graham introduces a unique assisted model to residential real estate buyers. From property searches to paper documentation, financing, and post-sale services, Graham aims to ensure a seamless, transparent and informed home-buying process for customers.

Graham has onboarded 100+ developers and partnered with 350+ projects in Bengaluru already. It is also looking to tap into seven additional high-transaction cities, including Delhi NCR, Mumbai, Hyderabad, Pune, Ahmedabad, Jaipur, and Lucknow. Graham aims to capture 10% of the residential real estate market share over the next three years, accounting for over Rs 50,000 crores in transactions.

On the launch, Ankit Shah, COO & CMO of Graham, said, “We are thrilled to launch Graham, starting from Bengaluru. Owning a dream home is an aspirational goal and we want to make the experience smooth and hassle-free. We are driven by relationships and offer India’s first holistic, personalised, end-to-end advisory in residential real estate at zero cost to customers. We are committed to making property transactions simpler, seamless, and streamlined which helps customers choose a home that fits their needs.”

He adds, “We are creating a new category and are keen on positively disrupting the industry. We aim to capture 1% of the total residential real estate market, equivalent to 5000 crores, by the end of the year and 10% in 3 years.”

Suman Naidu, Founder, Credvest Group, said, “The idea of Graham was born out of a deep understanding of the homebuyer’s journey and the gaps that often make it overwhelming. Credvest is already working with the top property builders in Bengaluru. These partnerships will help us tap the broader network, and offer customers a sharp, comprehensive one-stop real estate solution



At Credvest, we've spent the last six years building an integrated ecosystem that supports every aspect of the real estate experience. With Graham, from identifying the right property to AiTi, interiors, our customers gain access to a wide range of benefits, exclusive partnerships, and curated lifestyle solutions. Our goal is to offer more than just real estate advice, we're building a connected, future-ready community that connects with our customers long after they have moved in."

As part of its expansion plans, Graham is looking to hire 300 employees by the end of the year. The company is keen on expanding its team of advisors, who will be crucial in guiding customers through the purchase process.

Graham's mission is to create an ecosystem for buyers where they can function as one unit. The company wants to create a first-of-its-kind and the largest community of real-estate buyers in the country. It plans to create and nurture a community of like-minded homeowners with access to amenities, security, financial guidance, medical aid, hobbies and much more, creating lasting value for customers, developers, and communities. Once they are a part of this community, all their home and lifestyle-related needs will be addressed through tailor-made solutions.

**About Graham:**

Founded in 2024, Graham is India's first and only real estate platform built on a consumer-first model, revolutionizing the home-buying experience. Backed by the Credvest Group, Graham is a category creator, bridging critical gaps in the market. With a commitment to transparency, trust, and affordability, Graham provides personalized, unbiased, and zero-cost end-to-end advisory services in residential real estate, empowering homebuyers with expert guidance at every step. With a consumer-first approach, Graham provides expert guidance, financial and legal assistance, and comprehensive post-purchase support all at zero cost. By simplifying the home-buying process, Graham ensures a transparent, efficient, and stress-free experience for every homebuyer.

Graham stands out with its unique, relationship-driven approach. It eliminates hidden fees and prioritizes buyers' needs over sales-driven commissions. From property selection to post-purchase support, every step is designed to be effortless and rewarding. By bridging the gap between buyers, builders, and lenders, Graham is redefining real estate with a consumer-first model centered on integrity, accessibility, and excellence.

Visit: <https://www.grahmrealty.com/>

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