

ANACITY Founder, Aayush Puri, talks about first-of-its-kind PropTech powering 8,000 households in Dubai

Aayush Puri is an Indian origin, UAE based entrepreneur and Founder of ANACITY - a PropTech-driven community management solution.



Dubai, United Arab Emirates Jan 21, 2022 ([Issuewire.com](https://www.issuewire.com)) - Community Automation, PropTech, and SaaS – these words precisely represent ANACITY, a gated community management software that is specially designed to add convenience to the residents.

Having completed a Bachelor's degree in the United States of America, Puri moved to a gated community in London to continue his studies, post which moved back to New York, USA to work with Mphasis, a Blackstone Group subsidiary. Through this journey of travel and settlement, there were glaring challenges during his housing - no communication platform among residents and managing committees of communities and heavy manual dependence on the financial management, not to

mention security concerns. Faced with these challenges, Aayush soon came up with a community management solution - thus was born ANACITY.

Launched at the beginning of this year, ANACITY is already disrupting the way gated communities operate in the UAE, and we must say, the concept of Community Technology has gone global with the emergence of this PropTech company.

“Being a SaaS, ANACITY deploys the best and latest technology. From raising invoices to getting overdue reminders, everything is automated. Through Community Automation, we aim to significantly better the experience of the residents in a gated community and make community management a cakewalk for the OAM (Owner Association Management) companies”, says Aayush Puri.

Aayush Puri noted that though there are millions of gated communities and apartment buildings are there almost every country, the concept of community management through technology is yet to take root, and Puri believes that ANACITY will play a vital instrument in bringing gated communities, residents, and management companies closer across the globe.

The solutions ANACITY offer through their software are truly innovative at their best. Speaking about it Aayush said, “the modules developed by us were created after extensive research. We studied more than 17,000 gated communities before perfecting our software making it the only matured solution in the market today. Certain features, like the ability to raise complaints against an asset (lift, equipment, etc) by simply scanning the QR code assigned to it, are unique to ANACITY and cannot be found with other software”.

ANACITY is designed in such a way that it can be effortlessly integrated with both the OAM concept, which is familiar to the UAE, and the Management Committee concept, which is familiar to India.

In the OAM module, flat owners living in a gated community join together and hire a gated community management company via a bidding process to handle their everyday affairs. The Management Company levies service charges that are collected from every unit. In the Management Committee module that is mainly followed by countries like India and Indonesia, owners in a gated community form a Committee via elections and handle their community’s affairs. Residents are levied “Maintenance Charges” which are used to manage their gated community.

Since it is hosted on the cloud, every action performed on the application by anyone can be viewed in real-time. The company, which is currently headquartered in Dubai, is also looking to expand to the rest of the GCC and African markets such as Kuwait, Qatar, Oman, Bahrain, Saudi Arabia, Abu Dhabi, Nigeria, Kenya, and South Africa. Thenceforth, expanding across Europe, South-East Asia, and the United Kingdom.

ANACITY is the international arm of ApnaComplex, an Indian community management software that caters to more than 6,000 gated communities that have 6,00,000+ units across 80+ cities. At the beginning of the year, ApnaComplex was bought by ANAROCK Property Consultants, India’s leading tech-led real-estate firm. Post the acquisition, ANACITY was launched to take the concept of Community Automation to the global community.

About ANAROCK

ANAROCK is India's leading independent real estate services company with a presence across India and the Middle East. The Company has diversified interests across the real estate lifecycle and deploys its proprietary technology platform to accelerate marketing and sales. The ANAROCK services suite includes Residential Broking & Technology, Retail (in partnership with Vindico), Commercial, Investment Banking, Hospitality (in partnership with HVS), Land Services, Industrial and Logistics (in partnership with Binswanger), Investment Management, Flexible Workspaces (in partnership with Upflex) Research, Strategic Advisory & Valuations and Project Management Services (in partnership with Mace). ANAROCK has a team of over 1800 certified and experienced real estate professionals who operate across all major Indian and Middle East markets. ANAROCK also manages over 80,000 established channel partners to ensure global business coverage.

For more information, please visit www.anarock.com.

About ApnaComplex

ApnaComplex is one of India's largest and fastest-growing PropTech disruptors within the Society & Apartment Management business. The SaaS-based B2C platform is headquartered out of India's tech start-up hub, Bangalore, with branches in 8 other cities. It currently empowers 6,000 Societies, managing over 6.0 Lakh Households across over 80 Indian cities to effortlessly manage all aspects of running large complexes seamlessly. The organisation was also amongst the top ten solutions launched at the Product Launchpad at the NASSCOM Product Conclave in 2010. Over the last 11 years, ApnaComplex has been offering state-of-the-art technical solutions and has become the perfect solution that it is today for gated communities.

For more information, please visit www.apnacomplex.com.

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