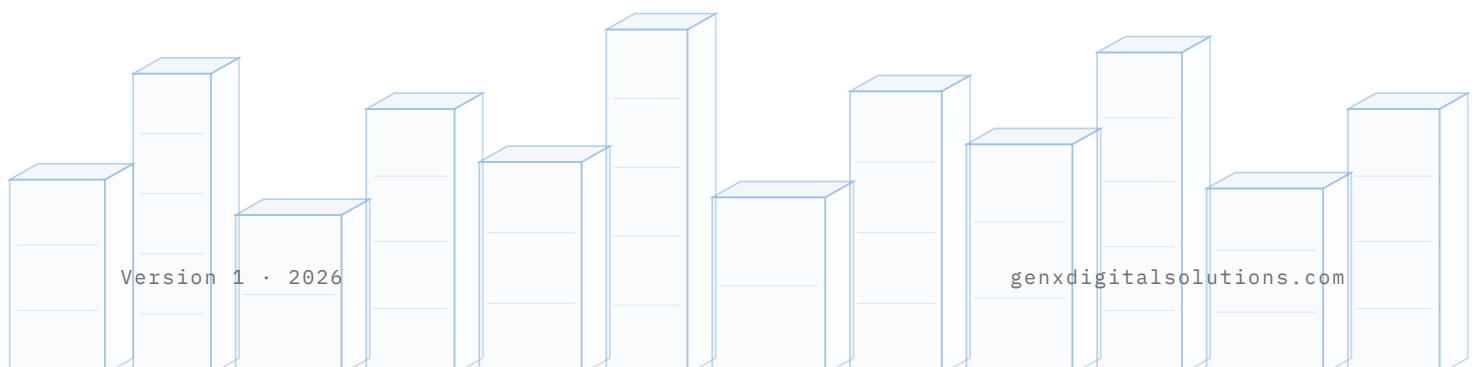


COMPANY · INTRODUCTION

A real-estate company, built entirely in software.

Who GenX Digital Solutions is, the decade-long thesis behind it, and the way we build.
MadhyamConnect is the first product of many.



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1 What GenX Digital Solutions is

GenX Digital Solutions is a digital-solutions company built around a single category: **real estate**. Rather than spread across many industries, we go deep into one — the buying, selling, renting, broking, financing and managing of property in India — and build the software that the people inside that industry actually use every day.

We are a house of products. Over the coming decade we intend to ship one carefully-built real-estate solution after another, each solving a real, specific problem for a real group of users — brokers first, then the wider chain around them. **MadhyamConnect**, a broker-to-broker network and operating system, is the first of these products; more are on the roadmap.

In one line. GenX Digital Solutions is a focused, long-horizon software house for Indian real estate — a company whose entire output is the digital infrastructure of one industry.

1.1 Why one category

Real estate is one of India's largest and least-digitised sectors. The workflows are fragmented, the trust problems are real, and the tools that exist are either generic or built for a different market. A company that commits to this one category — and stays — can build software with the depth, the local correctness and the compounding advantage that a generalist never will. Focus is the strategy, not a limitation.

2 The thesis — a decade, one category

Our operating thesis is simple to state and demanding to execute: **spend the next ten years building the software layer of Indian real estate, one honest product at a time.**

That means we do not chase every trend or launch a dozen half-built apps. We pick the next real problem, build a product that solves it to a genuine standard, put it in front of the people who have that problem, and improve it with their feedback — then move to the next. Products that earn their place stay and compound; the house grows around them.

HORIZON

A decade

Long enough to build depth and trust, not a quick flip.

FOCUS

One category

Real estate — end to end, done properly.

CADENCE

One product at a time

Ship, prove, improve, then the next.

The result we are working toward is a coherent family of real-estate products that share a design language, a standard of honesty, and a common backbone — so that using one feels like using all of them, and each new product makes the others stronger.

3 How we build — four principles

Every GenX product is built to the same four principles. They are what keep the quality consistent as the house grows.

3.1 Honest by default

We show what is real and say what is not. No fabricated data, no invented reviews, no feature claimed before it works. Where information is supplied by a third party and not independently verified, we say so plainly. Trust is the product; we do not spend it.

3.2 Built for the user's real day

We design around how a broker, an owner or a buyer actually works — on a phone, between calls, under time pressure. Clean, full-screen, systematic; nothing decorative that gets in the way of the job.

3.3 Owned, durable engineering

We build on infrastructure we control, with data kept in India, security designed in from the start, and an architecture meant to last years rather than a single funding cycle. Products are engineered to be maintained and extended, not rebuilt every eighteen months.

3.4 Compliance is a feature

Indian real estate sits inside real law — RERA, data-protection, consumer and tax rules. We treat correct handling of those obligations as part of the product, not an afterthought, and we are honest about where the platform's responsibility ends and the user's professional advisors begin.

4 What we build — the solution domains

The house is organised around the major areas of the real-estate journey. Some domains have a live product today; others are on the roadmap. We never present a product as available before it is.

DOMAIN	WHAT IT ADDRESSES	STATUS
Broker networks & tools	How brokers manage listings, leads and clients, and co-broke with each other.	Live — MadhyamConnect
Property intelligence	Searchable property information, dossiers and comparison for decision-making.	Live — inside MadhyamConnect
Owner & buyer tools	Helping owners and buyers manage a transaction and its paperwork.	Roadmap
Transaction & documentation	Organising the workflow around agreements, due diligence and handover.	Roadmap
Finance & advisory	Connecting the property journey to financing and professional advice.	Roadmap
Management & after-sale	Tools for the long life of a property after the deal closes.	Roadmap

Roadmap, honestly labelled. "Roadmap" means we intend to build it, not that it exists. The catalogue on our website shows only what is genuinely live as live.

5 MadhyamConnect — the first product

MadhyamConnect (माध्यम — the intermediary) is a broker-to-broker real-estate network and operating system: one clean workspace where a broker manages listings, leads, customers, collections and a shareable digital card, co-brokers and shares inventory with other brokers, and works inside a property-intelligence portal for search, dossiers, comparison, watchlists and alerts.

It is software for the broker's business — not a claim to replace the broker. The platform organises information and workflow; the deal, the relationship and the professional judgement stay with the broker. A separate **MadhyamConnect — Product Overview** and a full **Broker User Guide** cover it in depth.

WHAT IT IS

A broker OS + network

Manage the business; co-broke with peers.

MODEL

One broker, one workspace

Your data, your identity, your card.

INSIDE IT

The property portal

Search, dossiers, compare, watchlist, alerts.

6 Who this is for & how to engage

GenX Digital Solutions builds for the people inside Indian real estate — starting with brokers and the network around them, and widening over the decade to owners, buyers and the professionals who serve them.

To see the first product, explore MadhyamConnect from our website. To follow the house as it grows, the company documents — this Introduction, the **Solutions & Capabilities Overview**, and the **Vision** — set out what we are building and why.

Get in touch. Everything begins at genxdigitalsolutions.com. Product, company and policy documents are published there in the Resources section.

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