



ReyAI

Bharat Ka Apna AI

MEDIA KIT · 2026

India's first property listing platform with a **marketing team built in.**

Photographs of a property go in. A cinematic film, a print-ready brochure and a live listing page with its own enquiry form come out — in ten minutes, in eleven Indian languages, with no prompt to write.

2026

launched

11

languages

10 min

photo to kit

4

industries

Press enquiries · rajat@reyai.in · We respond within 24 hours

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The company

Every portal sells the same buyer five times. We sell it once.

Every property portal in India runs on the same arithmetic: one buyer enquiry, sold to four or five brokers, who then compete for a lead one of them earned. The industry calls this distribution.

ReyAI does not do it. Every listing carries its own page and its own enquiry form, and that enquiry reaches one person. The company can afford this because its revenue is the marketing kit, not the lead – a portal cannot follow without dismantling its own model.

The platform converts ordinary property photographs into a cinematic film, a print-ready brochure and a live listing page in approximately ten minutes, in eleven Indian languages, without the user writing a prompt or needing English. The prompt library is written in advance; an AI reads each photograph, determines the camera movement and instructs the generation model itself.

ReyAI was founded in Delhi NCR in 2026 by Rajat Bindal, a second-generation property broker with eleven years in the market and no technical co-founder. The same engine now serves travel operators, architects, interior designers and hospitality businesses. The company is self-funded.

KEY FACTS

Founded	2026, Delhi NCR
Founder	Rajat Bindal — 11+ years in Delhi NCR real estate
Languages	Eleven Indian languages
Delivery	Photographs to complete marketing kit in ~10 minutes
Industries	Real estate, travel, architecture and interiors, hospitality
Funding	Self-funded
Generations	Second generation in Delhi NCR property

Story angles

Four things we can speak to on the record.

The death of lead leakage

Indian property portals monetise by selling one buyer enquiry to several brokers at once. The broker who sourced the property competes with strangers for a lead he generated. We can speak to how that model works, what it costs a broker, and why a different revenue model makes the opposite possible.

Access was democratised. Articulation was not.

Every generative AI tool assumes the user can describe what they want, in English, structured the way a model expects. That is a skill, and for most of India it is a skill in a second language. We removed the prompt entirely. We can speak to what vernacular-first AI product design actually requires.

A non-technical founder shipping production AI

Rajat Bindal cannot write code. ReyAI was built by directing AI coding tools across a full production stack — payments, a video generation pipeline, multi-tenant architecture. We can speak candidly about what that is capable of and where it fails.

One engine, four industries

A property listing, an architectural project, a travel package and a wedding venue turn out to be the same object with different labels. We can speak to how one pipeline came to serve four unrelated trades, and what that suggests about vertical SaaS in India.

Founder quotes

Cleared for publication, no approval needed.

ON LEAD OWNERSHIP

"Every portal in India sells the same buyer five times. We sell it once, to the person who earned it. We can afford to because our revenue is the marketing kit, not the lead — no portal can follow us there without dismantling itself."

— Rajat Bindal, Founder, ReyAI

ON VERNACULAR AI

"Access to AI was democratised three years ago. Articulation was not. Prompting is a skill, and for most people in this country it is a skill in a second language. Every tool built since has quietly assumed otherwise."

— Rajat Bindal, Founder, ReyAI

ON BUILDING IT ALONE

"I am not a technical founder. I cannot write code. I built it anyway, because nobody else was going to."

— Rajat Bindal, Founder, ReyAI

ON THE PRODUCT

"A developer can absorb what marketing costs. A broker with eight listings cannot. So one property gets the full treatment and seven get phone photos on WhatsApp. That gap was never about talent. It was about budget."

— Rajat Bindal, Founder, ReyAI

What it does

One upload. A complete marketing kit.

A broker or builder uploads photographs of a property. Roughly ten minutes later the platform returns:

- Live listing page
Its own URL and its own enquiry form. The lead routes to one owner alone — never shared.
- Cinematic film
16:9 and 9:16. Camera movement chosen per photograph by an AI reading the image.
- Luxury brochure
Print-ready PDF, seven layout styles, with RERA details where supplied.
- AI voiceover
Eleven Indian languages, six voices.
- Enhanced photographs
Ultra-HD, with clutter removal on paid tiers.
- Social media kit
Sized creatives for Instagram, WhatsApp Status and Facebook.

ONE ENGINE, FOUR INDUSTRIES

Real estate	A broker's listing becomes a film, a brochure and a live page
Travel	A tour operator's package becomes a film and a printable itinerary
Architecture and interiors	Renders become a client walkthrough without a render farm
Hospitality and events	A room type or a venue becomes something a customer can picture

Approved descriptions

Use any of these without checking with us.

SHORT — one line

ReyAI — India's first property listing platform with a marketing team built in.

MEDIUM — one paragraph

ReyAI turns property photographs into a cinematic film, a luxury brochure and a live listing page with its own enquiry form — in ten minutes, in eleven Indian languages, with no prompt to write. Unlike property portals, every enquiry routes to one broker alone. reyai.in

LONG — for profiles

ReyAI is an Indian property technology company founded in 2026 by Rajat Bindal, a second-generation property broker with eleven years in the Delhi NCR market. The platform converts ordinary property photographs into a complete marketing kit — a cinematic film, a print-ready brochure and a live listing page with its own enquiry form — in approximately ten minutes and in eleven Indian languages, without requiring the user to write a prompt or use English. Its distinguishing feature is lead exclusivity: unlike property portals, which sell a single buyer enquiry to multiple brokers, every ReyAI enquiry routes to one owner. The same engine also serves travel operators, architects, interior designers and hospitality businesses. The company is self-funded and based in Delhi NCR.

BRAND

Name	ReyAI — one word, capital R, capital A and I
Tagline	Bharat Ka Apna AI
Colours	Deep Navy #0A1628 · Saffron #F2A33C · Ivory #F7F3EC
Typefaces	Fraunces (display) · Manrope (body)
Please avoid	Rey AI, ReyAi, REYAI, or lowercase reyai in body text

PRESS CONTACT

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Press page reyai.in/press

LinkedIn linkedin.com/company/reyai

Instagram [@officialreyai](https://instagram.com/officialreyai)

YouTube [@ReyAI26](https://youtube.com/ReyAI26)

COVERAGE TOPICS

- Lead exclusivity and the economics of Indian property portals
- Vernacular-first AI product design for non-English users
- Building production AI software as a non-technical founder
- The Indian PropTech landscape
- Vertical SaaS: one engine serving four unrelated industries
- Real estate marketing costs, India versus global



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