

Ashiana Housing Limited



Update for Quarter Ending June 30th 2011



Ashiana Aangan, Bhiwadi



Agenda

- + Highlights
- + Ongoing Project Details
- + Financial Summary
- + Future Projects
- + Future Outlook



Highlights (Q1 FY12)

- ✚ Ashiana got listed on National Stock Exchange (NSE) on June 29, 2011.
- ✚ Hotel management agreement signed with Hyatt Place™ for Marine Plaza, Jamshedpur.
- ✚ Retail segment of Marine Plaza, Jamshedpur launched for bookings.
- ✚ Acquired 40 acres of Land situated at village Thada, Bhiwadi.



Highlights (Q1 FY12)

- + Area Booked increased by 17% YoY to 3.81 Isf in Q1FY12 from 3.26 Isf corresponding quarter last year in Q1FY11.
- + Equivalent Area Constructed increased by 13% YoY to 2.70 Isf in Q1FY12 from 2.39 Isf corresponding quarter last year in Q1FY11
- + Profit after Tax increased by 11% YoY to Rs. 1304 lakhs in Q1FY12 from Rs. 1,171 lakhs in Q1FY11.

Ongoing Projects

Project Name	Location	Type	Saleable Area (Isf)	Area Launched (Isf)	Area Booked Till 30/06/11 (Isf)	Expected Completion Time
Ashiana Aangan	Bhiwadi	Group Housing	20.62	20.52	15.70	Handed over first three phases, Phase IV and V in CY 2012.
Utsav	Jaipur	Active Senior Living	3.88	2.98	1.56	Phase I handed over, Phase II in CY 2011, Other Phases in 2012.
Ashiana Greenwoods	Jaipur	Group Housing	3.62	3.62	3.38	Completed construction and handing over in progress.
Ashiana Brahmananda	Jamshedpur	Group Housing	4.79	4.04	2.69	Phase I in CY 2011 and Other Phases in CY 2012.
Ashiana Amarbagh	Jodhpur	Group Housing	5.33	3.96	3.30	Started handing over Phase I, IA , II & III, Other Phases in CY 2012.
Utsav Lavasa	Lavasa	Active Senior Living	6.87	3.91	2.03	Will be updated once the environmental clearance is received.
Rangoli Gardens	Jaipur	Group Housing	25.00	7.84	4.92	Phase I in CY 2012 & Other Phases between CY 2012 and CY 2016.
Marine Plaza	Jamshedpur	Retail and Hotel	1.87	0.83	0.18	Marine Plaza consists of Hotel (1.04 Isf area) and Retail (0.83 Isf area) segments. Expected timelines will be updated in next quarter.
Total			71.98	47.70	33.76	

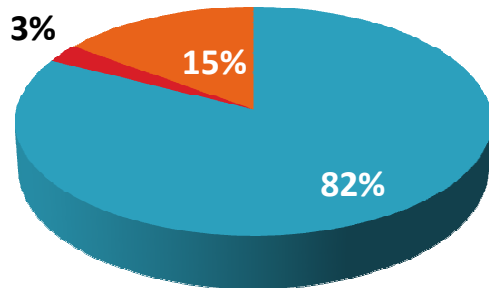


Ongoing Projects Cont...

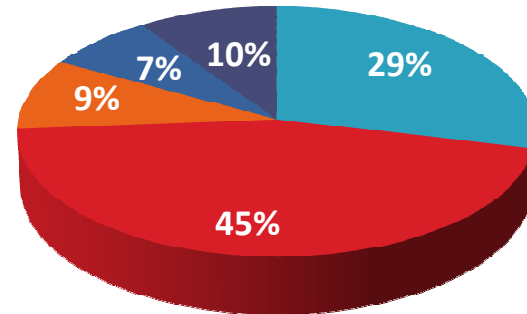


Break up of Saleable Area of Ongoing Projects

Type of Project



Geographically



■ Group Housing ■ Retail and Hotel ■ Active Senior Living

■ Bhiwadi ■ Jaipur ■ Jamshedpur ■ Jodhpur ■ Lavasa

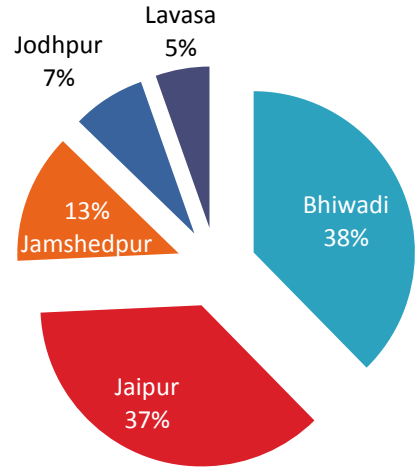


Ongoing Projects Cont....

Particulars	Q4 FY10	Q1FY11	Q2FY11	Q3FY11	Q4FY11	Q1FY12
Equivalent Area Constructed (In Isf)	2.74	2.39	2.36	3.17	2.82	2.70
Area Booked (In Isf)	2.52	3.26	3.40	3.05	3.79	3.81
Average Realizations (In Rs./Sq.Ft.)	2160	2198	2050	1954	2005	2187

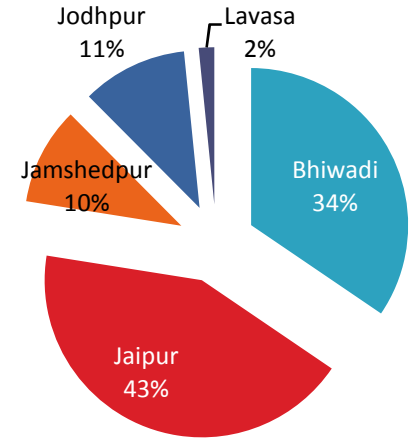


Ongoing Projects Cont....

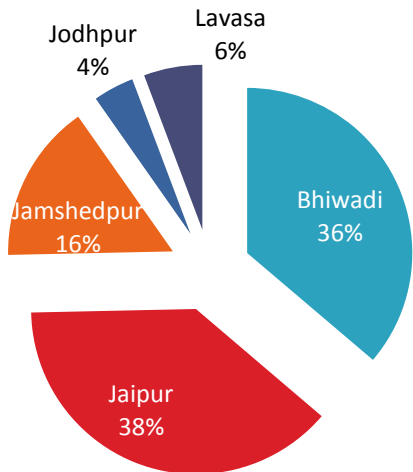


Jul 10 - Sep 10

Jan 11 - Mar 11

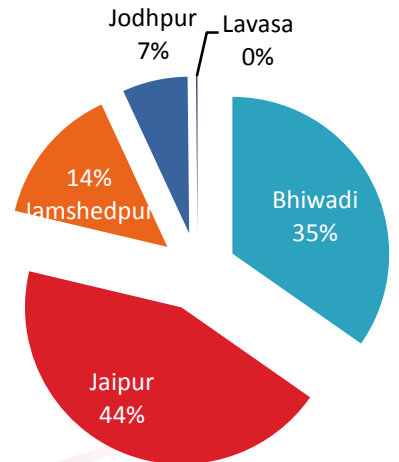


Break up of Area Booked (Geographically)



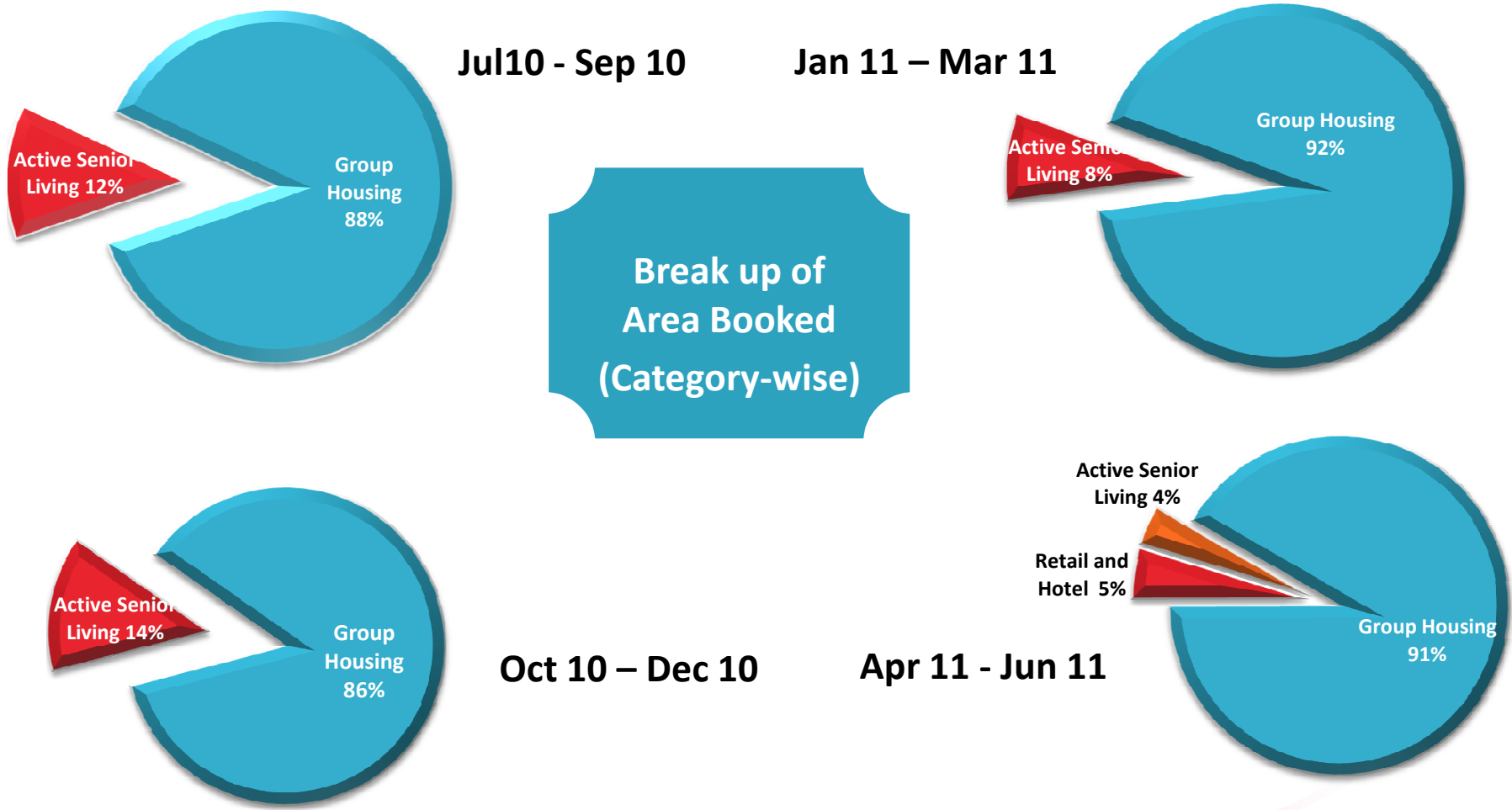
Oct 10 - Dec 10

Apr 11 - Jun 11





Ongoing Projects Cont....





Financial Summary (Consolidated)

Particulars	Q4 FY10	Q1 FY11	Q2 FY11	Q3 FY11	Q4 FY11	Q1 FY12
Sales and Other Income	4,009	4,285	2941	2,638	5,549	4,251
Operating Expenditure	2,057	2,794	1962	1,723	3,084	2,616
EBITDA	1952	1,491	979	915	2465	1635
Profit After Tax	1532	1171	795	724	1696	1304
EBITDA Margin	48.68%	34.80%	33.30%	34.69%	44.42%	38.46%
Net Profit Margin	38.21%	27.33%	27.04%	27.44%	30.56%	30.68%



Future Projects

Land Name and Location	Land Area (Acres)	Estimated Saleable Area (Isf)	Proposed Development
Milakpur Land, Bhiwadi	40.63	31.0	Group Housing/ Active Senior Living
Tanawada Land, Village Tanawada, Jodhpur	10.92	4.70	Group Housing
Thada Land, Bhiwadi	40.00	26.14	Group Housing
Total	91.55	61.84	



Future Outlook

- ✚ With bookings of 3.81 Isf this quarter, we are on track to achieve the target of bookings of 16 Isf in FY12.

In Isf	2007-08	2008-09	2009-10	2010-11	2011-12E
Area Booked	6.53	5.26	7.07	13.50	16

- ✚ Construction target for FY12 is 14 lakhs sq. ft.

In Isf	2007-08	2008-09	2009-10	2010-11	2011-12E
Equivalent Area Constructed	7.20	9.40	10.22	10.74	14



Abbreviations

- ✚ Isf : Lakhs square feet
- ✚ psf: Per square feet
- ✚ PAT : Profit after Tax
- ✚ Rs. : Indian National Rupees



Thank You

For Any Queries

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