

Ashiana Housing Limited



Update for Quarter Ending Sep 30th 2010



Suncity, Jamshedpur



Agenda

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



Highlights (Q2 FY11)

- + Ashiana was the only Indian real estate developer to get listed under Forbes' Asia's Best Under a Billion 200 list of companies 2010.
- + Area Booked increased by 121% YoY to 3.40 lsf from 1.54 lsf corresponding quarter last year and 4% QoQ from 3.26 lsf in Q1FY11.
- + Sales and Other Income increased by 16% YoY to Rs. 2941 lakhs in Q2FY11 from Rs. 2527 lakhs in Q2FY10.
- + Profit after Tax increased by 19% YoY to Rs. 795 lakhs in Q2FY11 from Rs. 669 lakhs in Q2FY10.

Ongoing Projects

Project Name	Location	Type	Saleable Area (Isf)	Area Launched (Isf)	Area Booked Till 30/09/10 (Isf)	Expected Completion Time
Ashiana Aangan	Bhiwadi	Group Housing	20.62	16.48	12.05	Handed Over Phase I and about to complete handing over of Phase II , Phase III will be handed over in CY 2010, and Phase IV and V in CY 2012.
Utsav	Jaipur	Retirement Resort	3.88	2.51	1.07	Started handing over Phase I, Phase II will be handed over in CY 2010 and Other Phases CY 2011 and 2012.
Ashiana Greenwoods	Jaipur	Group Housing	3.62	3.62	2.50	Started handing over Phase I, Phase II will be handed over in CY 2010
Ashiana Brahmananda	Jamshedpur	Group Housing	4.79	2.32	1.46	Phase I in CY 2011 and Other Phases in CY 2012
Ashiana Amarbagh	Jodhpur	Group Housing	5.33	3.42	2.50	Started handing over Phase I, Phase IA and Phase II to be delivered in CY 2010, Phase III in CY2011 and rest in CY 2012.
Utsav	Lavasa (Pune)	Retirement Resort	6.87	2.87	1.79	Phase I in CY 2011 and Other Phases in CY 2012 and CY 2013
Rangoli Gardens	Jaipur	Group Housing	25.00	4.34	1.80	Launched the first phase of Rangoli Gardens
Total			70.11	35.56	23.18	

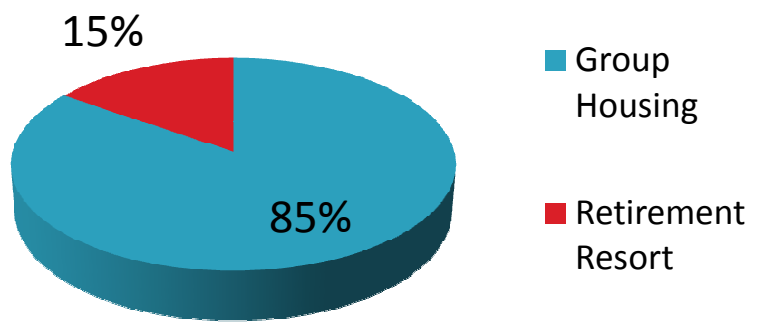


Ongoing Projects Cont...

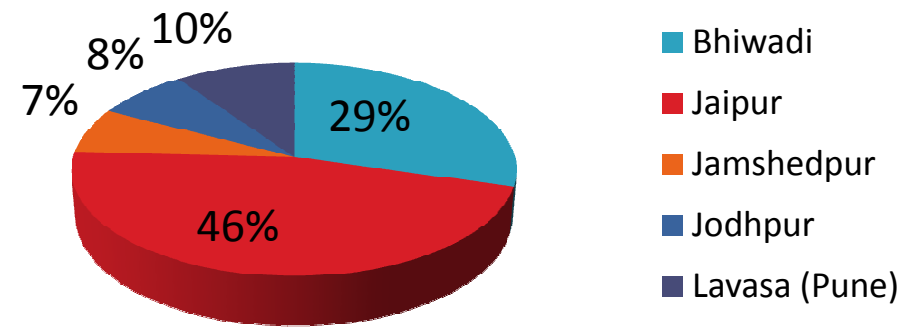


Break up of Saleable Area of Ongoing Projects

Type of Project



Geographically





Ongoing Projects Cont....

Particulars	Q1 FY10	Q2 FY10	Q3 FY10	Q4 FY10	Q1FY11	Q2FY11
Equivalent Area Constructed (In Isf)	2.49	2.34	2.65	2.74	2.39	2.36
Area Booked (In Isf)	1.18	1.54	1.83	2.52	3.26	3.40
Average Realizations (In Rs./Sq.Ft.)	2040	1944	2084	2160	2198	2050



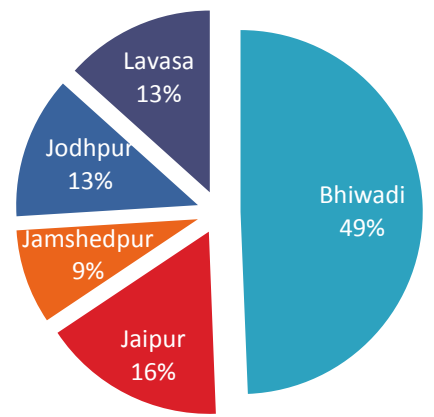
Ongoing Projects Cont....

- ✚ Village Centre, the first organized shopping complex in Bhiwadi became fully operational along with 53 hotel rooms (expansion of the existing Treehouse hotel and club).
- ✚ Launched Rangoli Gardens Phase II and Aangan phase V for bookings.
- ✚ Started handing over of Ashiana's second Retirement Resort – Utsav Jaipur, Phase I (1.48 Isf).
- ✚ Started handing over of Greenwoods Phase I (2.17 Isf) , Group Housing in Jaipur.

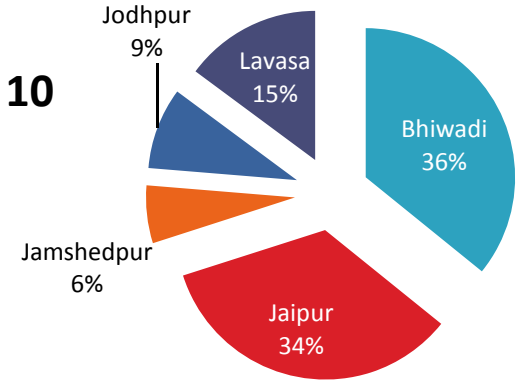


Ongoing Projects Cont....

Oct 09 - Dec 09

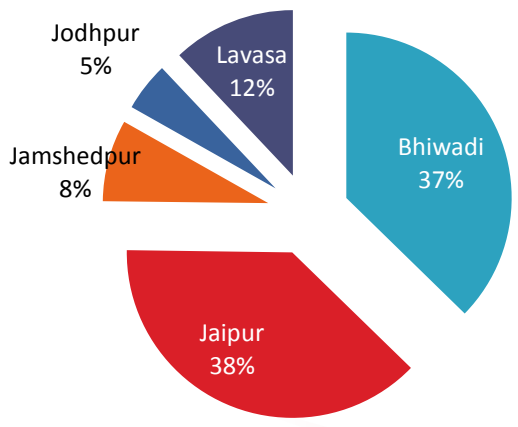


Apr 10 - Jun 10

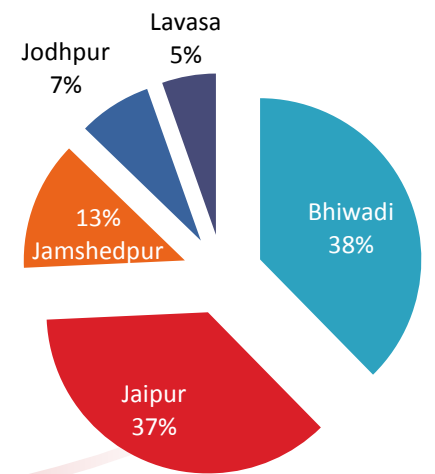


Break up of Area Booked (Geographically)

Jan 10 - Mar 10



Jul 10 - Sep 10

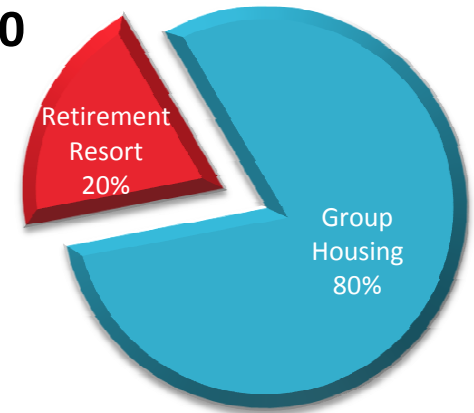
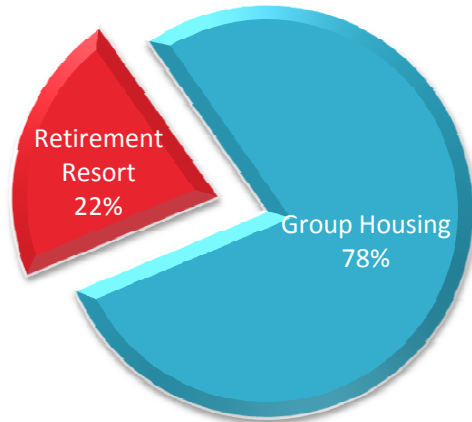




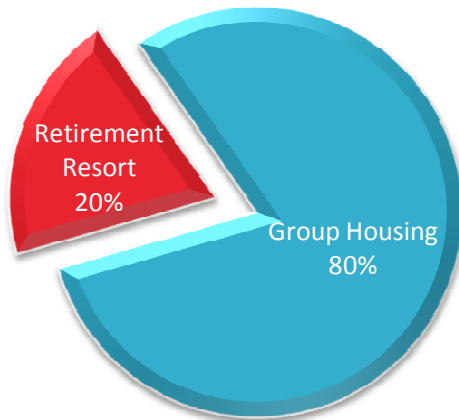
Ongoing Projects Cont....

Oct 09 - Dec 09

Apr 10 - Jun 10

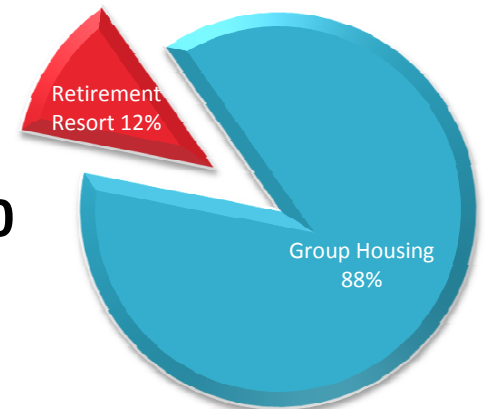


**Break up of
Area Booked
(Category-wise)**



Jan 10 - March 10

Jul10 - Sep 10



Note: We own Village Centre and therefore no bookings have taken place in retail and hotel.



Financial Summary (Consolidated)

Particulars	Q1 FY10	Q2 FY10	Q3 FY10	Q4 FY10	Q1 FY11	Q2 FY11
Sales and Other Income	2,923	2,527	2,644	4,009	4,285	2941
Operating Expenditure	1,795	1,673	1,886	2,057	2,794	1962
EBITDA	1,128	853	759	1952	1,491	979
Profit After Tax	890	669	587	1532	1171	795
EBITDA Margin	38.60%	33.80%	28.70%	48.68%	34.80%	33.30%
Net Profit Margin	30.40%	26.50%	22.20%	38.21%	27.33%	27.04%



Financial Highlights

- + Sales and Other Income increased by 16% YoY to Rs. 2941 lakhs in Q2FY11 from Rs. 2527 lakhs in Q2FY10.
- + Profit after Tax increased by 19% YoY to Rs. 795 lakhs in Q2FY11 from Rs. 669 lakhs in Q2FY10.
- + As substantial number of bookings during the quarter were in those phases, where the threshold of revenue recognition has not been surpassed, Revenues and PAT have declined QoQ , even though area booked has increased QoQ .



Future Projects

Land Name and Location	Land Area (Acres)	Estimated Saleable Area (Isf)	Proposed Development
Milakpur Land, Bhiwadi	40.63	31.0	Group Housing/Retirement Resort
Tanawada Land, Village Tanawada, Jodhpur	10.92	4.70	Group Housing
Marine Paza, Village Sonari, Jamshedpur	1.95	1.70	Retail & Hotel
AshianaAmar Infrastructure, Pali Road, Jodhpur	4.02	1.00	Group Housing & Retail
Total	57.52	38.40	



Future Outlook

- With bookings of 6.66 lsf till Sep 10, we have revised the target of bookings from 12 to 12.5 lsf in FY11.

In lsf	2006-07	2007-08	2008-09	2009-10	2010-11 E
Area Booked	4.23	6.53	5.26	7.07	12.5

- Construction slowed in first half of the year. The construction momentum has picked up, however we have revised the target for the year to 13 lsf.

In lsf	2006-07	2007-08	2008-09	2009-10	2010-11 E
Equivalent Area Constructed	5.48	7.20	9.40	10.22	13



Future Outlook

- ✚ Ready to launch, awaiting for approvals under process.

Name of Project	Location	Saleable Area (Isf)	Expected Completion Time
Marine Plaza	Jamshedpur	1.7	3 years



Abbreviations

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



Thank You

For Any Queries

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