

Ashiana Housing Limited



Update for Quarter Ending Mar 31st 2011



Ashiana Residency Greens, Jamshedpur



Agenda

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



Highlights FY11

- ✦ Area booked during the year 2010-11 was 13.50 lakhs sq. ft., 91% higher than 2009-10.
- ✦ Village Centre, the commercial complex having shops for retail, office space and hotel rooms became fully operational in the Q1 of FY11 (total Built Up Area of 1 Lakh sq. ft.)
- ✦ Sales and Other Income for FY11 increased by 27% to Rs. 15,412 lakhs from Rs. 12,103 lakhs in FY10.
- ✦ Profit after Tax for FY11 increased by 19% to Rs. 4,386 lakhs from Rs. 3,677 lakhs in FY10.
- ✦ Recommended dividend Rs. 1.75 per share for the year 2010-11.



Highlights (Q4 FY11)

- ✦ Area Booked increased by 50% YoY to 3.79 Isf in Q4FY11 from 2.52 Isf corresponding quarter last year in Q4FY10. QoQ increase was 24% for the quarter.
- ✦ Sales and Other Income increased by 110% QoQ to Rs. 5,549 lakhs in Q4FY11 from Rs. 2,638 lakhs in Q3FY11 and by 38% YoY from Rs. 4,009 lakhs in Q4FY10.
- ✦ Profit after Tax increased by 134% QoQ to Rs. 1,696 lakhs in Q4FY11 from Rs. 724 lakhs in Q3FY11 and by 11% YoY from Rs. 1,532 lakhs in Q4FY10.
- ✦ Another office was leased in New Delhi in the same building.
- ✦ Bhiwadi office shifted from Ashiana Aangan complex to Village Center having more space & better infrastructure.

Ongoing Projects

Project Name	Location	Type	Saleable Area (Isf)	Area Launched (Isf)	Area Booked Till 31/03/11 (Isf)	Expected Completion Time
Ashiana Aangan	Bhiwadi	Group Housing	20.62	20.52	14.41	Handed over first three phases, Phase IV and V in CY 2012.
Utsav	Jaipur	Active Senior Living	3.88	2.98	1.45	Phase I handed over, Phase II in May 2011, Other Phases in 2012.
Ashiana Greenwoods	Jaipur	Group Housing	3.62	3.62	3.24	Phase I handed over, started handing over Phase II.
Ashiana Brahmananda	Jamshedpur	Group Housing	4.79	3.55	2.32	Phase I in CY 2011 and Other Phases in CY 2012.
Ashiana Amarbagh	Jodhpur	Group Housing	5.33	3.49	3.04	Started handing over Phase I, IA and II, Phase III to be delivered in CY 2011, and Other Phases in CY 2012.
Utsav	Lavasa (Pune)	Active Senior Living	6.87	3.91	2.02	Phase I in CY 2012 and Other Phases between CY 2012 and CY 2013.
Rangoli Gardens	Jaipur	Group Housing	25.00	7.84	3.50	Phase I in CY 2012 & Other Phases between CY 2012 and CY 2016.
Total			70.11	45.91	29.98	

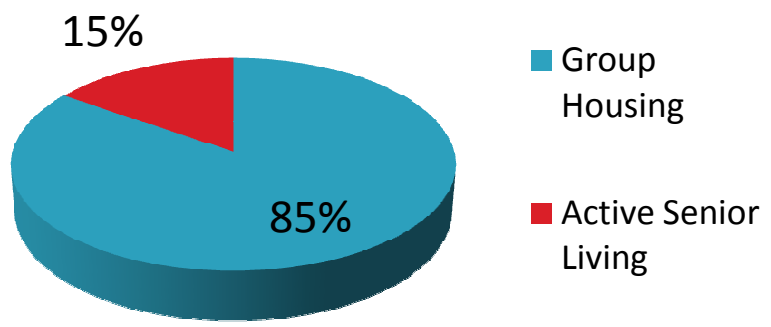


Ongoing Projects Cont...

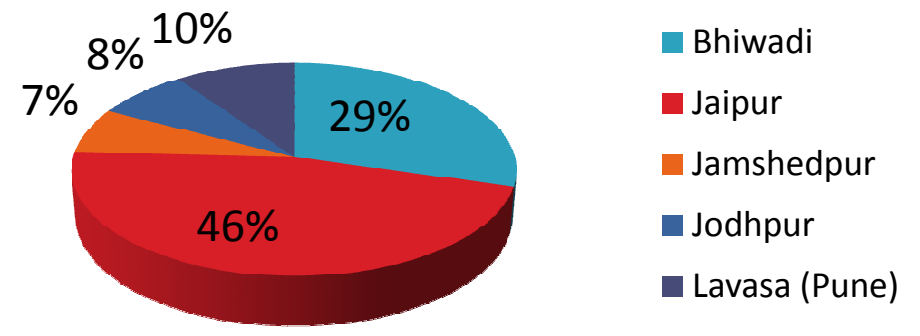


Break up of Saleable Area of Ongoing Projects

Type of Project



Geographically





Ongoing Projects Cont....

Particulars	Q3 FY10	Q4 FY10	Q1FY11	Q2FY11	Q3FY11	Q4FY11
Equivalent Area Constructed (In Isf)	2.65	2.74	2.39	2.36	3.17	2.82
Area Booked (In Isf)	1.83	2.52	3.26	3.40	3.05	3.79
Average Realizations (In Rs./Sq.Ft.)	2084	2160	2198	2050	1954	2005

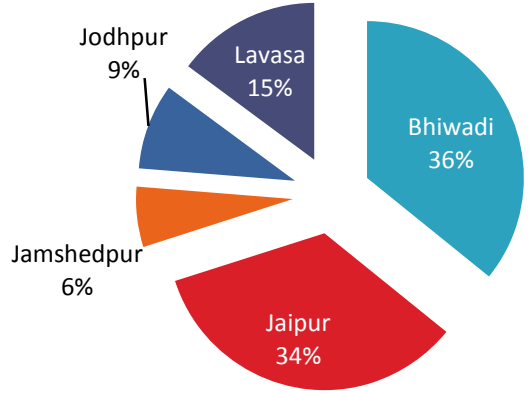


Ongoing Projects Cont....

- ✚ Delivered Phase III of Ashiana Aangan, Bhiwadi comprising of 280 units (4 lakhs sq. ft.).
- ✚ Started handing over Ashiana Greenwood Phase II, Jaipur with 80 units and saleable area of 1.45 lakhs sq. ft.
- ✚ Launched Rangoli Gardens, Phase II for bookings.

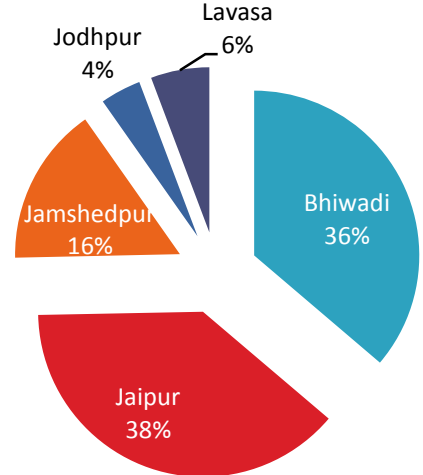


Ongoing Projects Cont....

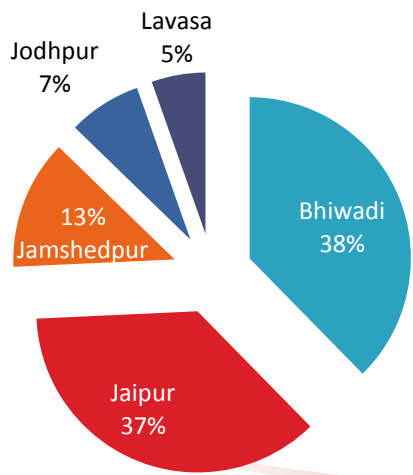


Apr 10 – Jun 10

Oct 10 – Dec 10

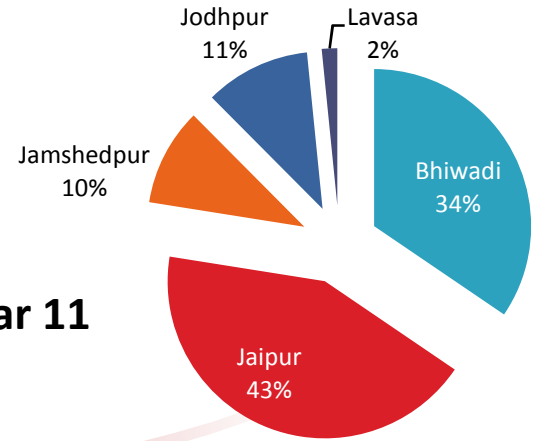


Break up of Area Booked (Geographically)



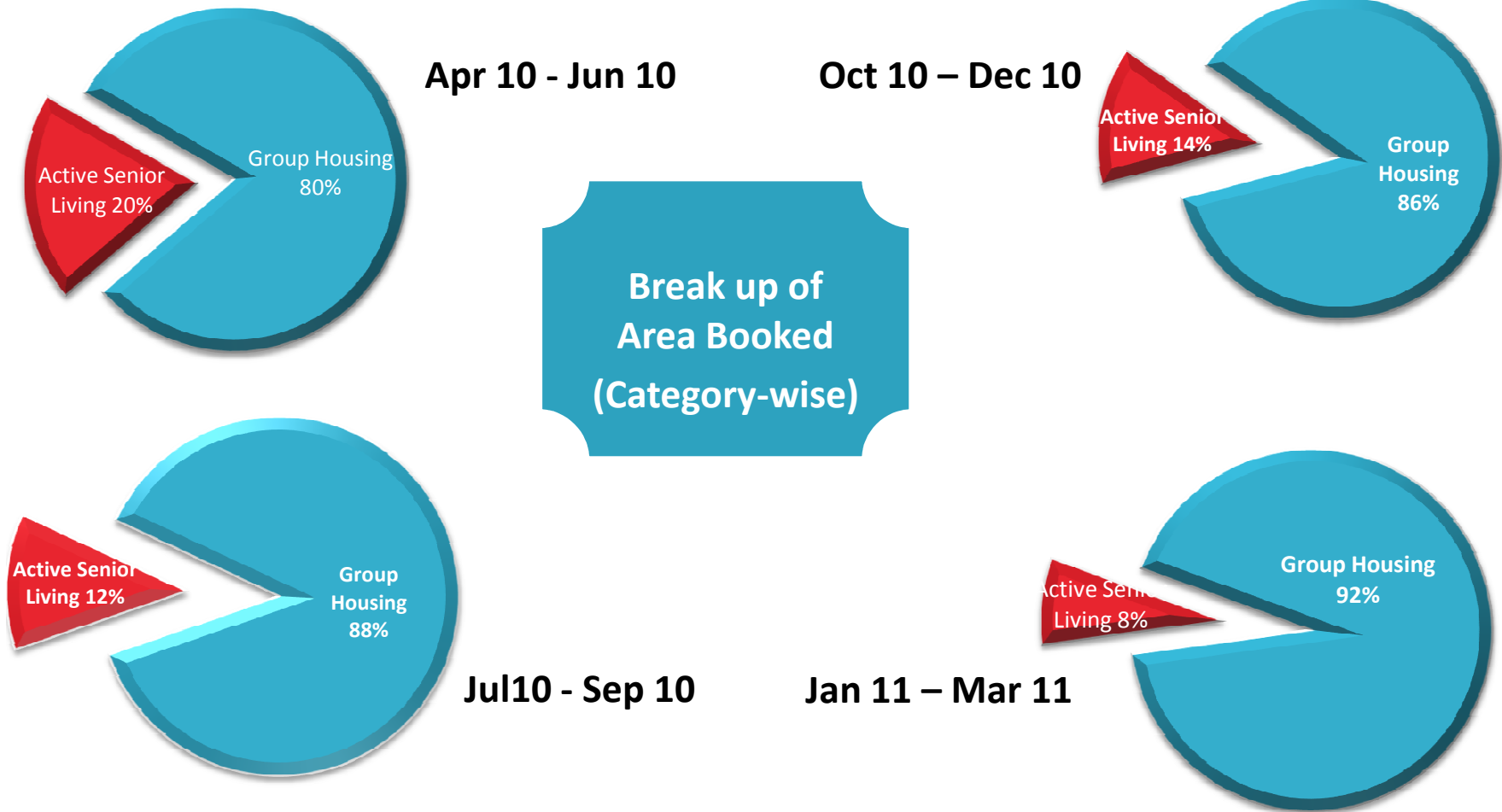
Jul 10 - Sep 10

Jan 11 – Mar 11





Ongoing Projects Cont....



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

Financial Summary (Consolidated)

Particulars	Q3 FY10	Q4 FY10	Q1 FY11	Q2 FY11	Q3 FY11	Q4 FY11
Sales and Other Income	2,644	4,009	4,285	2941	2,638	5,549
Operating Expenditure	1,886	2,057	2,794	1962	1,723	3,084
EBITDA	759	1952	1,491	979	915	2465
Profit After Tax	587	1532	1171	795	724	1696
EBITDA Margin	28.70%	48.68%	34.80%	33.30%	34.69%	44.42%
Net Profit Margin	22.20%	38.21%	27.33%	27.04%	27.44%	30.56%

Financial Summary (Consolidated)

Particulars (in Lakhs Rs.)	2006-07	2007-08	2008-09	2009-10	2010-11
Sales and Other Income	5,569	13,345	10,401	12,103	15,412
Operating Expenditure	4,447	8,861	7,027	7,411	9,562
EBITDA	1,122	4,484	3,374	4,692	5,850
Profit After Tax (PAT)	945	3,865	2,840	3,677	4,386
EBITDA Margin	20.15%	33.60%	32.44%	38.77%	37.96%
Net Profit Margin	16.96%	28.96%	27.30%	30.38%	28.46%
Return on average Net Worth	33%	77%	35%	33%	29%
Debt to Equity Ratio	0.10	0.04	0.01	0.06	0.004



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
Marine Plaza, Village Sonari, Jamshedpur	1.95	1.87	Retail & Hotel
Total	57.52	38.40	



Future Outlook

- Targets for the year overachieved by 104%. Next year target 16 lakhs sq. ft.

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



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



Thank You

For Any Queries

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