

Corporate Presentation July 2013



We've
EVOLVED



Agenda

- **Company Overview**
- **Business Review**





- **About Ashiana**
- **History & Milestones**
- **Accolades**
- **Promoters**
- **Management Team**
- **Business Model**
- **Geographical Presence**



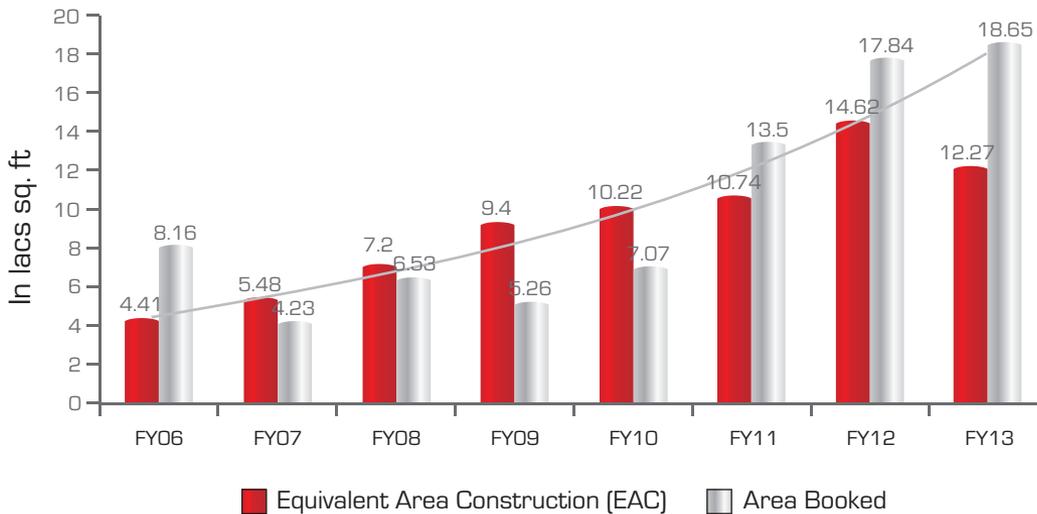
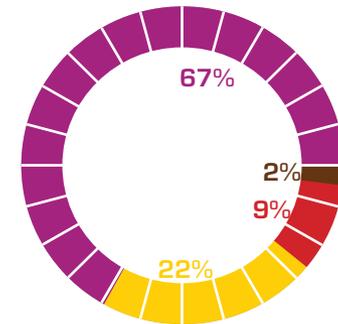
About Ashiana

Key Statistics

- FY 13 Networth - ₹ 268.07 Crores
- FY 13 Revenues - ₹ 161.42 Crores
- FY 13 Net Income - ₹ 33.15 Crores
- Market Cap (31st Mar 2013) - ₹ 466.46 Crores
- Employees (31st Mar 2013) - 597

Shareholding Patten

- Promoters
- Individuals
- Non Institutions
- FII



Business Presence





History & Milestones

1979

- Established in Patna
- First organized Developer in Patna

1985

- Started Jamshedpur operations
- First organised Developer in Jamshedpur

1986

- Incorporation of Ashiana Housing & Finance (India) Ltd.

1992

- Shifted head office in Delhi
- Started operations in Bhiwadi
- First organised Developer in Bhiwadi
- Went Public

1996

- Started facility management of Ashiana properties

1998

- First organised Developer in Neemrana

2006

- Started Jaipur operations

2007

- Started Jodhpur operations
- Completed India's first Utsav in Bhiwadi
- Treehouse - hotel & club started in Bhiwadi

2008

- Started Lavasa (Pune) operations as Lavasa's second client
- Issued bonus shares in the ratio of 5:2

2010

- Launched Rangoli Gardens in Jaipur - the largest project of company till date
- Got listed under Forbes Asia's Best Under a Billion 200 list of companies.

2011

- Launched Utsav Care Homes.

2012

- Awarded for Best affordable housing in India & NCR by CNBC Awaaz Real Estate awards 2012
- Utsav Bhiwadi awarded Best Theme Project non metro by CREDAI India Real Estate Awards 2012

2013

- Unveiled new identity of Ashiana



Accolades



Awarded as Best Affordable Housing in all INDIA & also in NCR category **ASHIANA AANGAN** by CNBC AWAAZ REAL ESTATE AWARDS 2012



Awarded as India's Best Theme Based Township **UTSAV - BHIWADI** by CREDAI REAL ESTATE AWARDS 2012 (Non-metro Category)



Received BMA - Siegwark Award for **Corporate Social Responsibility** 2010 & 2012



FORBES' rates **ASHIANA** among Asia's 200 Best Under a Billion Dollar Companies twice in a row (2010 & 2011)



Awarded as India's Best Residential Project **NORTH - ASHIANA AANGAN** **EAST - ASHIANA WOODLANDS** by ZEE-BUSINESS RICS AWARDS 2011



Promoters



Vishal Gupta (Managing Director)

A graduate from Sydenham College (Mumbai) and an MBA from FORE School of Management (Delhi), he is acknowledged for his in depth understanding of the real estate business, customer psychology and market behavior. He is associated with Ashiana for the last 18 years and actively involved in finance, marketing, project execution and general administration.



Ankur Gupta (Joint Managing Director)

He is a Bachelor in Business Administration from Fairleigh Dickinson University (USA) and an MS in Real Estate from New York University (USA) where he focused on residential projects for senior citizens during his research work. His experience was put to good use at Utsav and currently he leads Marketing, HR, IT, Hotel and Facilities Management segments of the Company. He has around 13 years experience and is actively associated with Ashiana for the last 11 years.

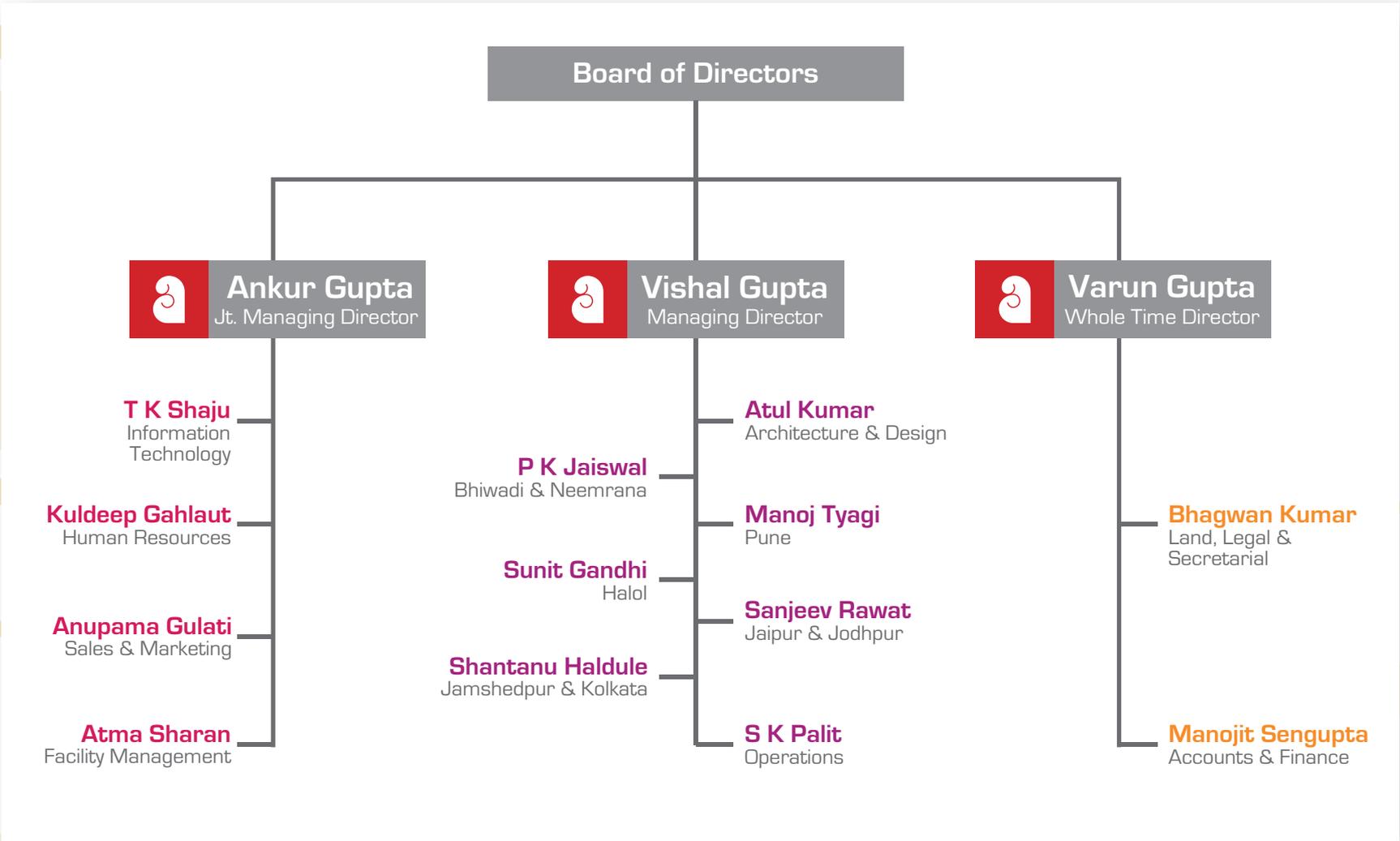


Varun Gupta (Whole Time Director)

He is a Bachelor in Science from Stern School of Business, New York University (USA). He majored in Finance and Management and graduated with the high academic distinction, 'Magna Cum Laude'. He then joined Citigroup in Commercial Mortgage Backed Securities where he was underwriting commercial real estate. After a year and a half of this rich experience, he has joined Ashiana where he is looking after Land and Finance for the last five years.



Management Team





Business Model



Low Capital Employed

- Joint development model lowers investment requirements.
- Operate in locations where land is a smaller component of total cost.



Facilities Management

- Selling a quality life style rather than just a house.
- Provides inputs to development team to improve quality over the long-term.



Land is Raw Material

- Execution focused model instead of a land-banking model.
- Targeted land inventory of 5-7 year of current year's execution plan.



In-House Construction Capabilities

- Allows cost and quality control.
- Flexibility in execution with faster adaptation to changing industry dynamics.



Direct Sales Team

- In-house team selling to actual users and long-term investors instead of a broker driven model selling to speculative investors.
- Provides better market insights in an industry starved of quality information.



Geographical Presence

Our Projects

ASHIANA AT BHIWADI

Greens
Bageecha
Gulmohar Park
Gardens
Villas
Rangoli
Aangan
Treehouse Residences
Town
Ashiana Utsav - Active Senior Living
Ashiana Utsav - Care Homes
The Treehouse - Hotel & Club
Arcade
Village Centre
Aangan Plaza

ASHIANA AT NEEMRANA

Greenhill
Aangan

ASHIANA AT PATNA

Adharshila Apartment
Ashiana Nagar
Ashiana Plaza
GKP College
Harniwas
Kaveri Apartment
Rajsheela Apartment
Regency Garden
Shantiniketan
Sangam Vihar
Tata Ward

Anjali
Ansuia
Ashiana Towers (Exhibition Road)
Avadh Apartments
Ganga apartments
Ganga Towers
Gangotri
Gulmohar
Jamuna
Jhalem
Narmada
Saraswati Towers (SP Verma Road)
Shivam
Triveni
Vrindavan

ASHIANA AT JAMSHEDPUR

Trade Centre
Gardens
Enclave
Suncity
Residency Greens
Woodlands
Brahmananda
Anantara
Marine Plaza

ASHIANA AT JAIPUR

Ashiana Manglam
Greenwood
Ashiana Utsav - Active Senior Living
Rangoli Gardens
Gulmohar Gardens

ASHIANA AT JODHPUR

Amarbagh
Dwarka

ASHIANA AT LAVASA, PUNE

Ashiana Utsav - Active Senior Living

ASHIANA AT GREATER NOIDA

Black Gold Apartment for Oil India
Orchids

ASHIANA AT VAISHALI

Ashiana Heritage





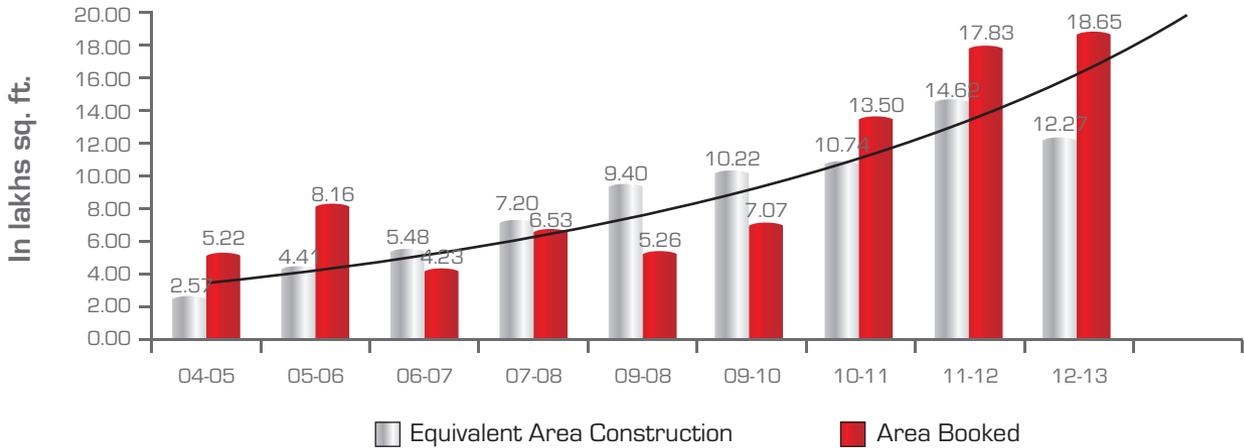
Business Review

- Operational Review
- Ongoing Projects
- Future Projects
- Financial Review

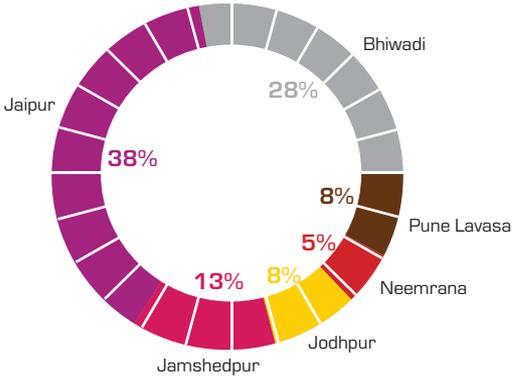




Operational Review



Saleable Area of Ongoing Projects





Operational Review (FY 2012-13)

Branding

Ashiana launched new logo and unveiled its new identity on 27.01.2013

ACQUISITIONS

- Bhiwadi - 1.03 Acres
- Neemrana, Rajasthan – 9.67 Acres
- Mango, Jamshedpur - 4.026 Acres
- Bhatawala, Jaipur – 31 Acres
- Jagatpura, Jaipur – 20 Acres
- Jodhpur - 8.56 acres

RECOGNITIONS

- Best Affordable Housing in NCR and India for Ashiana Aangan by CNBC Awards
- “Best Theme Based Township Non-Metros” for Ashiana Utsav in Bhiwadi, from CREDAI Real Estate Awards -2012

LAUNCHES

- "Ashiana Aangan" in Neemrana
- "Anantara" in Jamshedpur
- "Treehouse Residences" in Bhiwadi

APPROVALS

- 90A - Ashiana Town, Bhiwadi
- NA - Ashiana Navrang, Halol
- 90 A - Gulmohar Gardens, Jaipur
- 90A - Ashiana Dwarka in Jodhpur



Ongoing Projects

As on Mar 31, 2013

Project Name	Location	Type	Saleable Area	Area Launched	Area Booked	Expected Completion Time
Aangan	Comfort Homes	Bhiwadi	20.56	20.56	20.56	Handed over first five phases, phase VI in Q1FY14
Aangan Neemrana	Comfort Homes	Neemrana	4.20	4.20	4.19	Construction has commenced. Handing over in CY15
Amarbagh	Comfort Homes	Jodhpur	5.95	5.95	5.87	Handed over first five phases, phase VI in Q1FY14
Anantara	Comfort Homes	Jamshedpur	4.69	2.51	2.05	Construction has commenced. Handing over in two years
Brahmananda	Comfort Homes	Jamshedpur	4.80	4.80	4.75	Handed over Phase I, started handing over Phase II, Phase III in CY13
Marine Plaza	Retail	Jamshedpur	0.83	0.82	0.19	Construction has commenced. Handing over in two years
Rangoli Gardens	Comfort Homes	Jaipur	26.06	23.53	18.78	Handed over Phase I, Phase II & III in CY13 & Other Phases between CY14 and CY15
Treehouse Residencies	Comfort Homes	Bhiwadi	1.28	1.20	0.46	Construction has commenced. Handing over in two years
Utsav Jaipur	Senior Living	Jaipur	3.70	3.70	2.82	Phase I, II & III handed over, started handing over phase IV
Utsav Lavasa	Senior Living	Pune	6.22	3.90	2.70	Started handing over first phase, Other Phases between CY13 and CY15
Tota			78.29	71.16	62.36	

* All Areas mentioned in lakhs square feet



Ongoing Project



rangoli gardens

A joint project by



Project	:	Rangoli Gardens
Location	:	Near Vaishali Nagar, Jaipur
Project Type	:	Comfort Homes (G+4 and Stilt+12 Floors apartments with 2/3/4 BHK Units)
No. of Homes	:	1592
Delivered till date	:	226 Homes
Status	:	Handed over Phase I, Phase II & III in CY13 & Phase V & VI between CY14 and CY15
Saleable Area	:	2,6065,686 sq. ft.
Project Started	:	May 2010
Launch Price	:	₹ 1650 (Basic)
Current Price (psf)	:	₹ 2930 (Basic)
Expected Completion	:	June 2015



Ongoing Project



Artistic View



- Project** : Ashiana Aangan, Neemrana
- Project Type** : Comfort Homes (Stilt+12 Floors with 2/3/4 Bedroom Apartments)
- No. of Homes** : Ph I - 336
- Saleable Area** : 420,000 sq. ft.
- Launch Price** : Ph I - ₹ 2500 (basic)
- Current Price** : Ph I - ₹ 2600 (basic)
- Expected Launch Price:** Ph II - ₹ 3000(basic)
- Expected Completion** : June 2015
- Status** : Phase I launched for bookings last year with 336 homes – all booked. Phase II got 90A clearance on July 7, 2013



Future Projects

As on Mar 31, 2013

Land Name and Location	Land Area (In Acres)	Saleable Area (Lakhs sq ft)	Segment	Location
Ashiana Town, Thada Bhiwadi	55.00	39.00	Comfort Homes/ Active Senior Living	Bhiwadi
Utsav, Kolkata	10.13	7.50	Senior Living	Kolkata
Milakpur Land, Bhiwadi	40.63	31.49	Comfort Homes/ Senior Living	Bhiwadi
Ashiana Navrang, Halol	10.65	6.43	Comfort Homes	Gujarat
Gulmohar Gardens, Jaipur	31.25	11.25	Comfort Homes	Jaipur
Aangan Neemrana - II	5.27	4.00	Comfort Homes	Jamshedpur
Dwarka, Jodhpur	8.56	5.40	Comfort Homes	Jodhpur
Vista Gardens	19.78	15.00	Comfort Homes	Jaipur
Total	181.27	120.07		



Future Project



View of Ashiana Aangan, Bhiwadi

ashiana town COMFORT HOMES

- Project** : Ashiana Town, Bhiwadi
- Project Type** : Comfort Homes (2/3/4 Bedroom Apartments)
- Saleable Area** : 3,900,000 sq. ft.
- Project Started** : July 03, 2013
- Launch Price(psf)** : Ph I - ₹ 2500 (Basic)
Ph II - ₹ 2580 (Basic)
- Project Duration** : 7 Years
- Phases** : 7-8
- Status** : Phase I launched for bookings on 24th June with 448 homes.
- Booked as on 8 July'13** : 405 homes
Phase II launched for bookings



Financial Review at Glance

Particulars (in Lakhs Rs)	2008-09	2009-10	2010-11	2011-12	2012-13
Sales and Other Income	10,401	12,103	15,428	24,898	16,142
Operating Expenditure	7,027	7,411	9,578	15,930	11,375
EBITDA	3,374	4,692	5,850	8,967	4,767
Profit After Tax (PAT)	2,840	3,677	4,386	6,955	3,315
* Pretax operating cash flow generated from ongoing projects			5,345	10,967	8,381
EBITDA Margin	32.44%	38.77%	37.92%	36.02%	29.53%
Net Profit Margin	27.30%	30.38%	28.43%	27.94%	20.53%
Return on average Net Worth	35%	33%	29%	34%	13%
Debt to Equity Ratio	0.01	0.06	0.002	0.04	0.04



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Safe Harbour

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Thankyou