

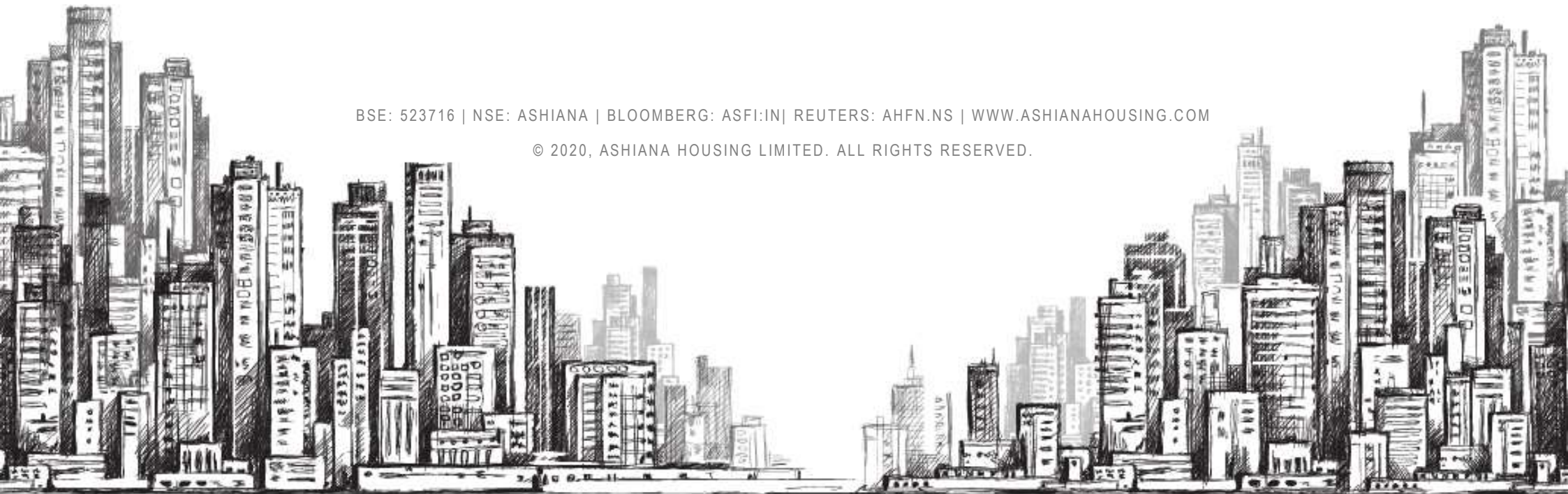


Investor Update

For the Quarter ended 31st Dec 2022

BSE: 523716 | NSE: ASHIANA | BLOOMBERG: ASFI:IN | REUTERS: AHFN.NS | WWW.ASHIANAHOUSING.COM

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Safe Harbor

Except for the historical information contained herein, statements in this presentation and the subsequent discussions, which include words or phrases such as "will", "aim", "will likely result", "would", "believe", "may", "expect", "will continue", "anticipate", "estimate", "intend", "plan", "contemplate", "seek to", "future", "objective", "goal", "likely", "project", "should", "potential", "will pursue", and similar expressions of such expressions may constitute "forward-looking statements". These forward looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion plans, obtain regulatory approvals, our provisioning policies, technological changes, investment and business income, cash flow projections, our exposure to market risks as well as other risks. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.



Saleable Area

Total saleable area of the entire project corresponding to 100% economic interest of all parties

Ongoing Projects

Projects in respect of which (i) all title, development rights or other interest in the land is held either directly by our Company and/or our Subsidiaries and/or other entities in which our Company and/or our Subsidiaries have a stake; (ii) wherever required, all land for the project has been converted for intended land use; and (iii) construction development activity has commenced.

Future Projects

Projects in respect of which (i) all title, development rights or other interest in the land is held either directly by our Company and/or our Subsidiaries and/or other entities in which our Company and/or our Subsidiaries have a stake; and (ii) our management has commenced with the formulation of development plans.

Land available for Future Development

Lands in which we have obtained any right or interest, or have entered into agreements to sell/memorandum of understanding with respect to such rights or interest, as the case may be, and which does not form part of our Completed, Ongoing and Future Projects

Project

Project includes project phases



01 Highlights and Overview



02 Ongoing Projects



03 Financials



04 Future Outlook



05 Annexures



Highlights and Overview

01 Highlights

02 Operational Overview

03 Financial Overview

04 Quarterly Performance

05 Cash Flow Position



Financial Highlights Q3FY23

- Total Revenue increased to INR 135.31 Crs (Q3FY23) from INR 91.72 Crs in Q2FY23 due to higher deliveries in AHL (3.24 lsft vs 1.70 lsft)
- TCI improved to positive INR 9.29 Crs (Q3FY23) from negative INR 1.31 Crs in Q2FY23 due to higher revenues
- Pre-tax operating cash flows was positive at INR 35.6 Crores (Q3FY23) vs negative at INR 1.05 Crores (Q2FY23)
- Credit Rating of the company was reaffirmed at **“A Stable” by CARE**



Financial Highlights 9MFY23

- Total Revenue increased to INR 308.25 Crs (9MFY23) from INR 155.31 Crs in 9MFY22
- TCI improved to positive INR 18.27 Crs (9MFY23) from negative INR 15.78 Crs in 9MFY22
- Pre-tax operating cash flows was positive at INR 62.26 Crores (9MFY23) vs positive at INR 137.56 Crores (9MFY22)



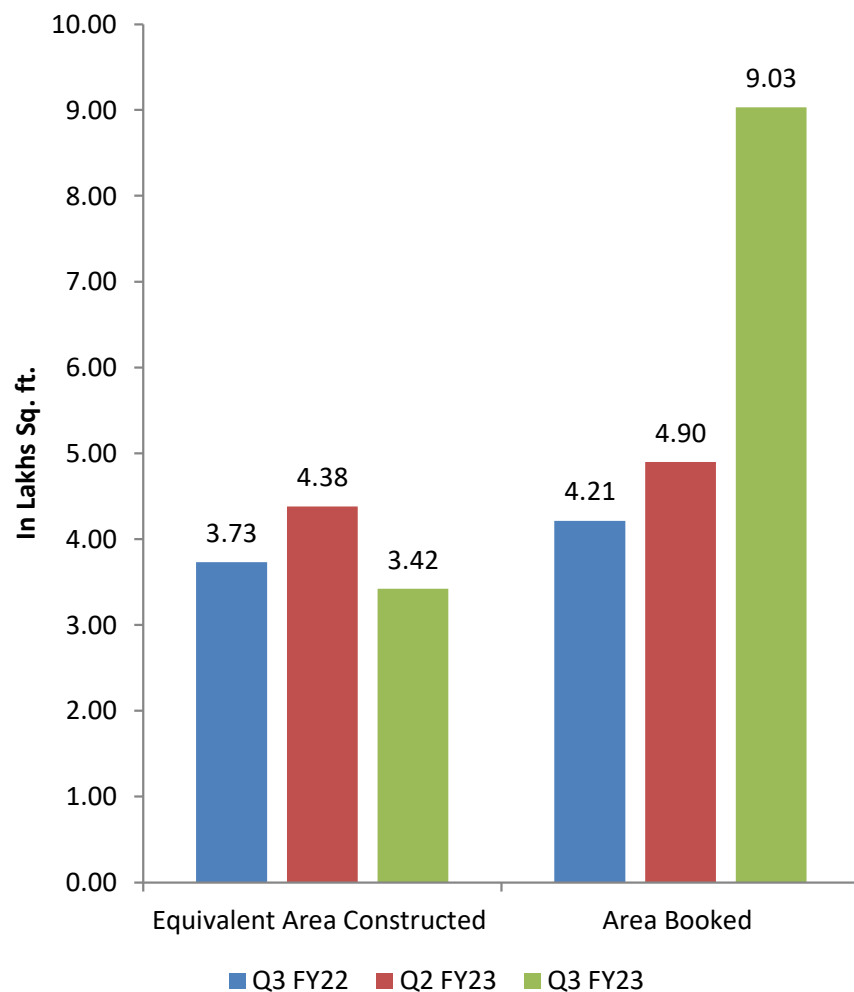
Operational Highlights Q3FY23

- Value of Area Booked recorded at INR 485.29 Crores (Q3FY23) vs 240.19 Crores (Q2FY23)
- Improvement in realization price at Rs 5,373 per sq. ft. in Q3FY23 as compared to 4,904 Rs per sq. ft. in Q2FY23
- Ashiana Advik was launched in Bhiwadi under Senior Living category
- Ashiana Amarah was launched in Gurugram in Oct 22 under Kid Centric category. All the 224 units(3.95 lakhs sq ft) sold on launch
- Last phase of Umang was launched in Jaipur (Kid Centric Homes)
- Last phase launched in Ashiana Dwarka (Phase 5) in Jodhpur
- Ashiana Daksh, Jaipur started handover with 2.99 lakhs sq ft delivered in Phase 1
- Area constructed was 3.42 lakhs sq ft in Q3FY23 vs 4.38 lakh Sq. ft. (Q2FY23) and 3.73 lakh Sq. ft. (Q3FY22)



Quarterly Operational Overview

Quarterly Operational Overview

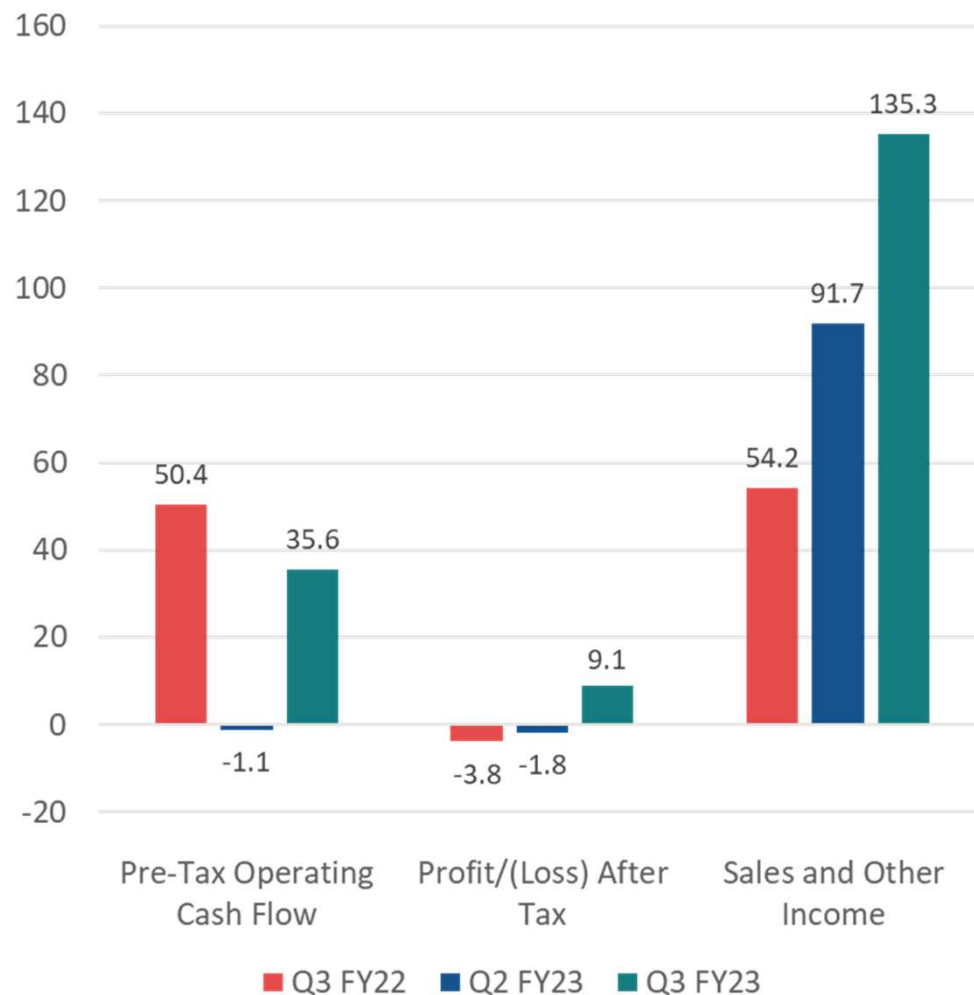


- Area booked was 9.03 Lakh Sq Ft in Q3 FY23 vs 4.90 Lakhs Sq. ft in Q2FY23
- EAC was 3.42 Lakh Sq Ft in Q3 FY23 vs 4.38 lakhs Sq ft in Q2 FY23

*Note : * Equivalent Area Constructed (EAC) excludes EWS/LIG area as it is not a business activity of the company.*



Quarterly Financial



- Sales and Other income increased to INR 135.31 Crores in Q3FY23 vis a vis INR 91.72 Crores in Q2FY23
- PAT was recorded at positive INR 9.05 Crs for Q3FY23 vis a vis negative INR 1.81 Crs for Q2FY23
- *Pre-Tax Operating Cash Flow was at positive INR 35.59 Crs for Q3FY23 vs negative INR 1.05 Crs for Q2FY23



**Pre – Tax Operating Cashflow is a modified version of operating cashflows and not as per statutorily required AS-3*

Quarter wise Performance

Period	Entity	INR Crores	Lakhs Sq. ft.	Lakhs Sq. ft.	Lakhs Sq. ft.
		Value of Area Booked	Area Booked	Equivalent Area Constructed*	Area Delivered & Recognized for Revenue
FY23 Quarter 3	AHL	470.02	8.66	3.42	3.24
	Partnership	15.26	0.37	0.00	0.36
	Total	485.29	9.03	3.42	3.60
FY23 Quarter 2	AHL	224.19	4.52	4.37	1.70
	Partnership	15.99	0.38	0.01	0.37
	Total	240.19	4.90	4.38	2.07
FY23 Quarter 1	AHL	139.14	3.01	3.82	1.68
	Partnership	12.99	0.33	0.02	0.43
	Total	152.14	3.34	3.85	2.11
FY 22	AHL	506.57	12.92	13.91	4.10
	Partnership	66.68	1.84	2.29	4.77
	Total	573.25	14.76	16.20	8.86
FY22 Quarter 4	AHL	172.46	4.19	4.93	1.14
	Partnership	13.11	0.34	0.14	3.33
	Total	185.57	4.53	5.07	4.47
FY22 Quarter 3	AHL	145.59	3.55	3.26	0.94
	Partnership	24.16	0.67	0.47	1.20
	Total	169.76	4.21	3.73	2.13
FY22 Quarter 2	AHL	146.01	3.95	3.52	1.37
	Partnership	19.71	0.55	0.98	0.08
	Total	165.72	4.51	4.50	1.45
FY22 Quarter 1	AHL	42.51	1.23	2.20	0.65
	Partnership	9.69	0.28	0.70	0.16
	Total	52.20	1.51	2.90	0.81

*Equivalent Area Constructed (EAC) excludes EWS/LIG area as it is not a business activity of the company.



Quarterly Sales Trend

Project	Location	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY22	Q3FY23
AHL (Area in Sq. Ft.)									
Aangan Neemrana	Neemrana	(1,199)	1,450	1,450	-	-	-	-	-
Anmol	Gurgaum	60,895	2,550	28,495	85,788	58,126	1,04,384	1,81,226	1,28,714
Amarah	Gurgaum								3,95,360
Tarang	Bhiwadi	20,494	16,713	15,561	9,493	5,873	27,374	47,695	17,316
Ashiana Town	Bhiwadi	26,990	5,340	17,210	-	8,890	13,335	11,060	4,715
Surbhi	Bhiwadi	-	(1,100)	4,265	1,100	(845)	2,200	1,945	1,100
THR	Bhiwadi	-	9,921	9,921	-	3,307	-		
Nirmay	Bhiwadi	34,343	14,817	74,074	38,165	84,713	27,104	5,632	1,553
Advik	Bhiwadi								1,28,953
Utsav Bhiwadi	Bhiwadi	-	-	-	1,420	-	-		
Dwarka	Jodhpur	18,070	3,280	48,000	24,340	14,530	13,660	8,010	37,940
Utsav Jaipur	Jaipur	-	-	-	-	-	-		
Umang	Jaipur	1,63,460	19,232	49,640	47,352	33,907	15,917	28,885	68,222
Ashiana Daksh	Jaipur	35,840	7,600	11,968	19,584	3,264	2,176		
Ashiana Amantran	Jaipur	42,095	13,185	63,350	48,370	1,29,515	60,637	47,125	38,285
Navrang	Gujarat	5,370	1,470	1,470	1,470	-	-		
Shubham	Chennai	75,751	18,082	42,124	47,059	42,445	18,959	17,086	590
Utsav Lavasa	Pune	2,210	-	-	3,090	3,125	-	(915)	
Ashiana Malhar	Pune							93,828	26,369
Ashiana Sehar	Jamshedpur	7,736	10,107	27,885	27,655	32,048	15,409	10,580	16,587
Ashiana Aditya	Jamshedpur	2,74,700	-	-	-	-	-		
Total - Ashiana Housing Limited		7,66,755	1,22,647	3,95,413	3,54,886	4,18,898	3,01,155	4,52,157	8,65,704
Partnership (Area in Sq. Ft.)									
Vrinda Gardens	Jaipur	49,408	26,655	56,829	63,569	28,463	34,033	28,439	27,734
Gulmohar Gardens	Jaipur	10,510	1,569	(1,695)	614	5,300	(1,325)	9,183	8,926
Rangoli Gardens Plaza	Jaipur	3,680	-	-	2,333	736	-	-	798
Total - Partnership		63,598	28,224	55,134	66,516	34,499	32,708	37,622	37,458
Grand Total		8,30,353	1,50,871	4,50,547	4,21,402	4,53,397	3,33,863	4,89,779	9,03,162



Project wise Cash Flow Position in Ongoing Projects

Entity	Location	Project	Phase	Saleable Area (Lakhs Sq. ft.)	Area Booked (Lakhs Sq. ft.)	Sale Value of Area Booked (INR Crores)	Amount Received (INR Crores)	Equivalent Area Constructed * (Lakhs Sq. ft.)
AHL								
AHL	Bhiwadi	Nirmay	4	2.09	1.79	67.43	40.58	1.24
	Bhiwadi	Advik	1	3.54	1.29	64.12	6.42	0.54
	Bhiwadi	Tarang	3	1.14	0.73	22.39	13.42	0.90
	Bhiwadi	Tarang	4A	0.65	0.54	21.90	3.11	0.18
	Chennai	Shubham	4	2.46	2.36	109.04	73.48	1.50
	Gurgugram	Anmol	2	2.83	2.82	149.92	58.95	1.57
	Gurgugram	Anmol	3	4.50	2.64	155.77	23.94	0.31
	Gurgugram	Amarah	1	3.95	3.95	242.64	54.89	0.75
	Jaipur	Daksh	2	2.35	2.35	76.30	68.89	2.33
	Jaipur	Daksh	3	1.17	1.17	41.68	37.58	0.93
	Jaipur	Amantran	1	3.58	3.16	122.20	100.16	3.49
	Jaipur	Amantran	2	1.20	1.18	45.15	37.09	0.94
	Jaipur	Amantran	3	3.79	2.31	100.15	29.80	1.13
	Jaipur	Amantran	Shops	0.09	0.09	6.12	1.70	
	Jaipur	Umang	5	4.45	3.42	112.86	93.85	2.84
	Jaipur	Umang	6	2.26	0.57	21.31	1.32	0.38
	Jodhpur	Dwarka	4	1.28	1.09	29.97	21.95	0.81
	Jodhpur	Dwarka	5	2.00	0.31	9.70	0.58	0.07
	Jamshedpur	Sehar	1	3.44	3.05	115.63	93.30	3.43
	Jamshedpur	Aditya	1	3.55	3.55	120.95	109.34	3.55
	Jamshedpur	Aditya	2	2.75	2.75	98.64	83.48	1.92
	Pune	Ashiana Malhar	1	2.62	1.20	62.97	10.63	0.45
	Pune	Utsav - Lavasa**	4	0.63				0.62
AHL Total				56.32	42.31	1,796.82	964.47	29.90
Partnership								
Partnership								
Partnership Total	Partnership Total			-	-	-	-	-
Grand Total	AHL Total			56.32	42.31	1,796.82	964.47	29.90

*Equivalent Area Constructed (EAC) excludes EWS/LIG area as it is not a business activity of the company.

** Construction for Phase-4 Ashiana Utsav, Lavasa is complete and OC has been applied for, it is yet to be launched for sales

*** Projects in partnerships were fully executed at the year ending 31st Mar 2022



Cash Flow Position in Ongoing Projects

Entity	Saleable Area (Lakhs Sq. ft.)	Area Booked (Lakhs Sq. ft.)	Sale Value of Area Booked (INR Crores)	Amount Received (INR Crores)	Equivalent Area Constructed* (Lakhs Sq. ft.)
AHL	56.32	42.31	1,796.82	964.47	29.90
Partnership	0.00	0.00	0.00	0.00	0.00
Grand Total	56.32	42.31	1,796.82	964.47	29.90

- Out of a total saleable area of 56.32 Lakhs Sq. ft., 29.90 Lakhs Sq. ft. (53%) has already been constructed
- Out of the total area booked so far, an amount of around INR 832.35 Crores is to be received in due course in future

*Equivalent Area Constructed (EAC) excludes EWS/LIG area as it is not a business activity of the company.

** Projects in partnerships were fully executed at the year ending 31st Mar 2022



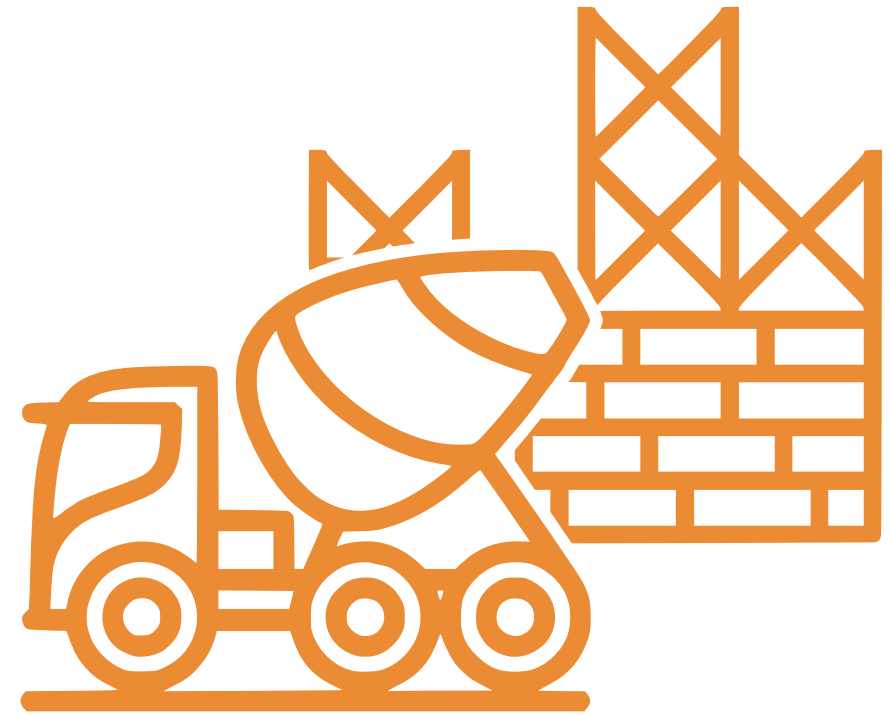
Ongoing Projects

01 Geographical Presence

02 Ongoing Projects Summary

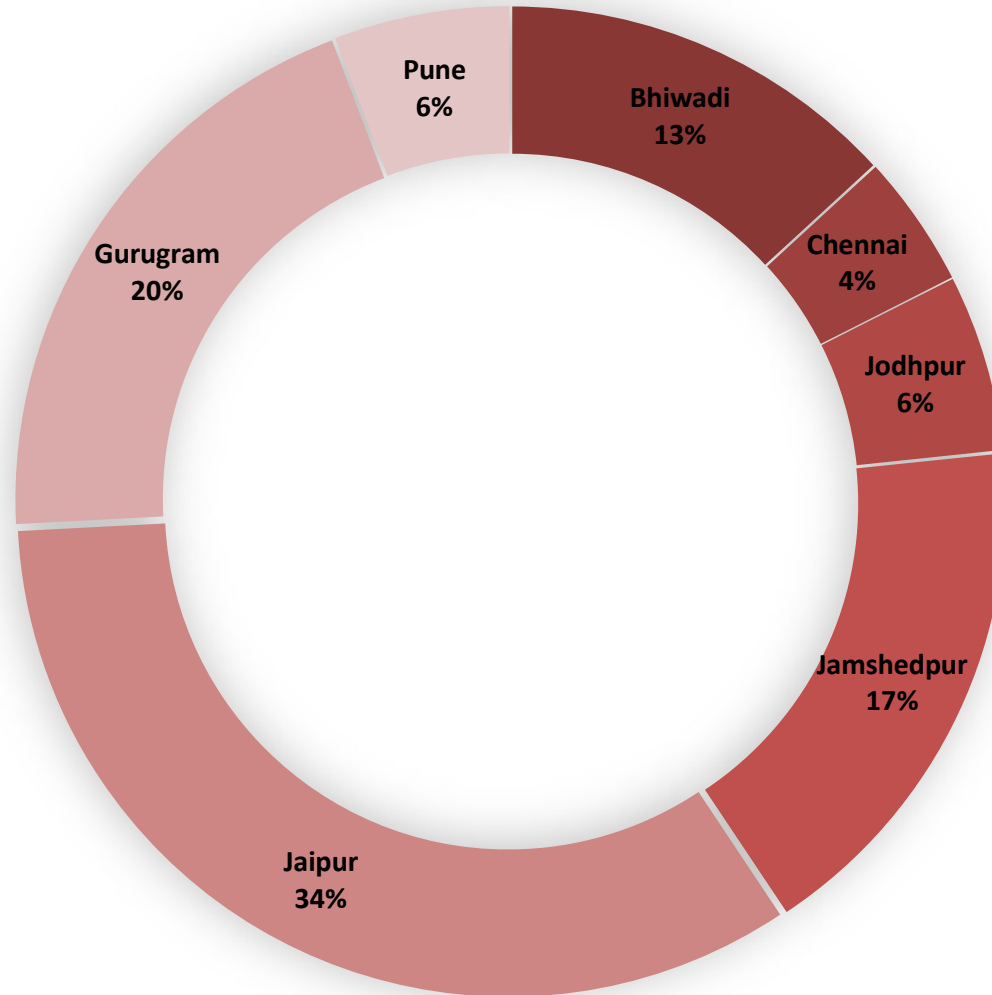
03 Break up of Area Booked

04 Operational data - Yearly
- Quarterly



Geographical Presence

Saleable Area of Ongoing Projects



Ongoing Projects Summary – Expected Completion Timeline

Location	Project	Phase	Economic Interest	Project Type	Saleable Area (Lakhs Sq. ft.)	Area Booked (Lakhs Sq. ft.)	Timeline as per RERA**	Expected Customer Handover Date
Bhiwadi	Nirmay	4	100%	Senior Living	2.09	1.79	Q3FY25	Q3FY24
Bhiwadi	Advik	1	100%	Senior Living	3.54	1.29	Q1FY27	Q4FY25
Bhiwadi	Tarang	3	100%	Premium Homes***	1.14	0.73	Q2FY25	Q2FY24
Bhiwadi	Tarang	4A	100%	Premium Homes	0.65	0.54	Q3FY26	Q4FY25
Chennai	Shubham	4	73.75% of Revenue Share	Senior Living	2.46	2.36	Q4FY24	Q3FY24
Gurugram	Anmol	2	65% of Revenue Share	Kid Centric Homes	2.83	2.82	Q1FY27	Q3FY25
Gurugram	Anmol	3	65% of Revenue Share	Kid Centric Homes	4.50	2.64	Q3FY28	Q3 FY 26
Gurugram	Amarah	1	100%	Kid Centric Homes	3.95	3.95	Q4FY27	Q1FY26
Jaipur	Daksh	2	100%	Premium Homes	2.35	2.35	Q3FY24	Q1FY24
Jaipur	Daksh	3	100%	Premium Homes	1.17	1.17	Q2FY25	Q1FY24
Jaipur	Amantran	1	75% of Revenue Share	Premium Homes	3.58	3.16	Q3FY24	Q1FY24
Jaipur	Amantran	2	75% of Revenue Share	Premium Homes	1.20	1.18	Q1FY25	Q3FY24
Jaipur	Amantran	3	75% of Revenue Share	Premium Homes	3.79	2.31	Q2FY26	Q4FY25
Jaipur	Amantran	Shops	75% of Revenue Share	Premium Homes	0.09	0.09	Q2FY26	Q4FY25
Jaipur	Umang	5	100%	Kid Centric Homes	4.45	3.42	Q3FY25	Q4FY24
Jaipur	Umang	6	100%	Kid Centric Homes	2.26	0.57	Q1FY27	Q3FY25
Jodhpur	Dwarka	4	100%	Premium Homes	1.28	1.09	Q3FY25	Q3FY24
Jodhpur	Dwarka	5	100%	Premium Homes	2.00	0.31	Q2FY27	Q2FY26
Jamshedpur	Sehar	1	76.75% of Revenue Share	Premium Homes	3.44	3.05	Q2FY24	Q4FY23
Jamshedpur	Aditya	1	74% of Revenue Share	Premium Homes	3.55	3.55	Q1FY24	Q4FY23
Jamshedpur	Aditya	2	74% of Revenue Share	Premium Homes	2.75	2.75	Q2FY25	Q2FY24
Pune	Ashiana Malhar	1	65% of Revenue Share****	Premium Homes	2.62	1.20	Q3FY26	Q4FY25
Pune	Utsav - Lavasa*	4	100%	Senior Living	0.63	0.00	OC/CC Pending	
Total					56.32	42.31		

*Phase-4 Ashiana Utsav, Lavasa Construction is complete and OC has been applied for. The Phase is yet to be launched for sales

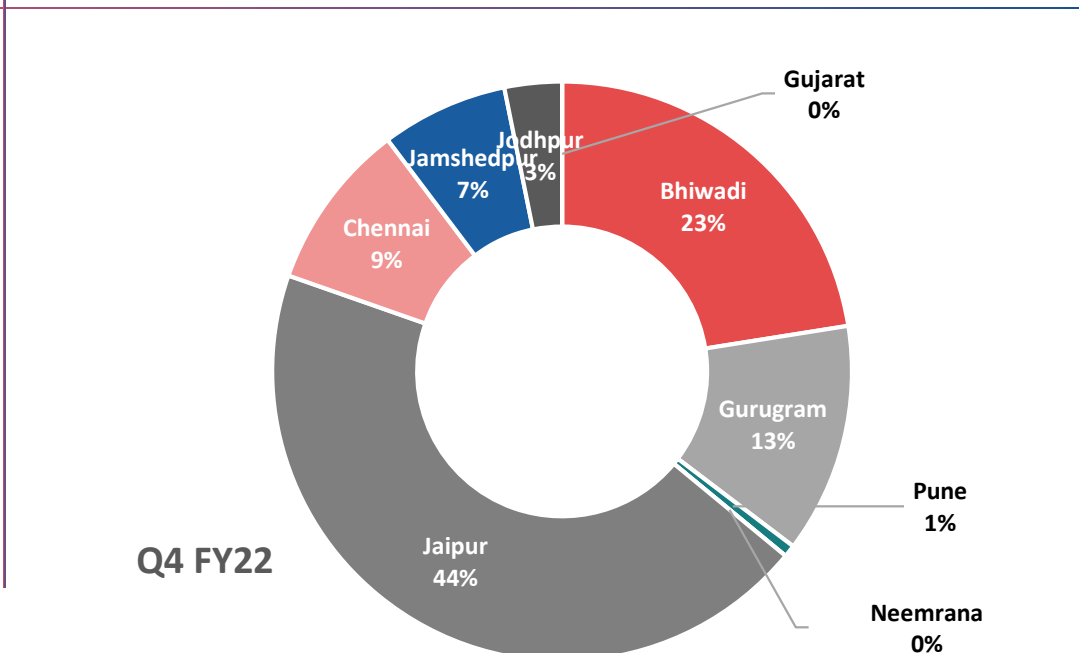
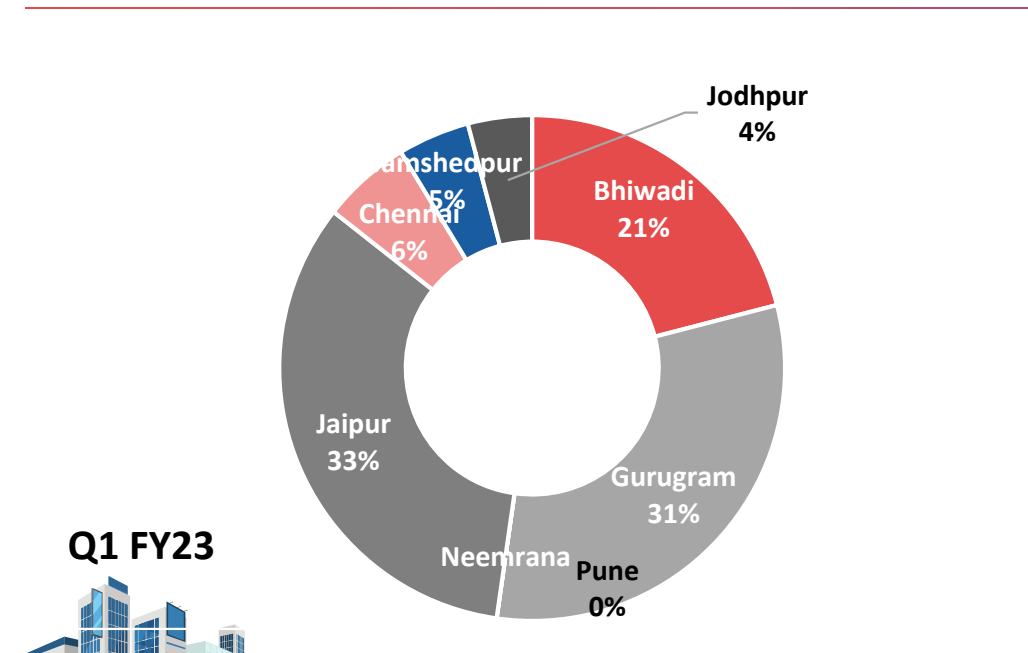
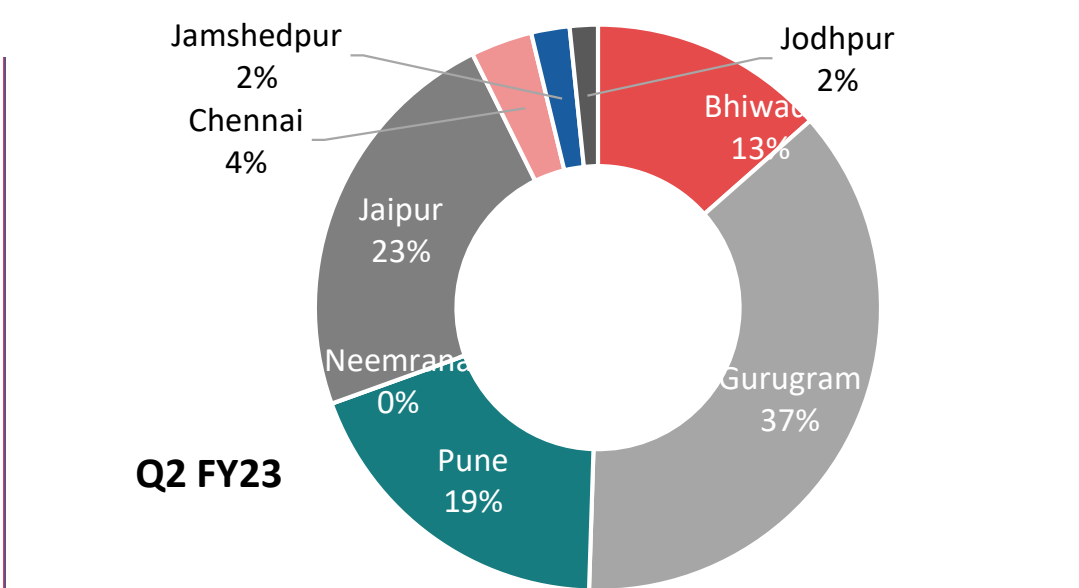
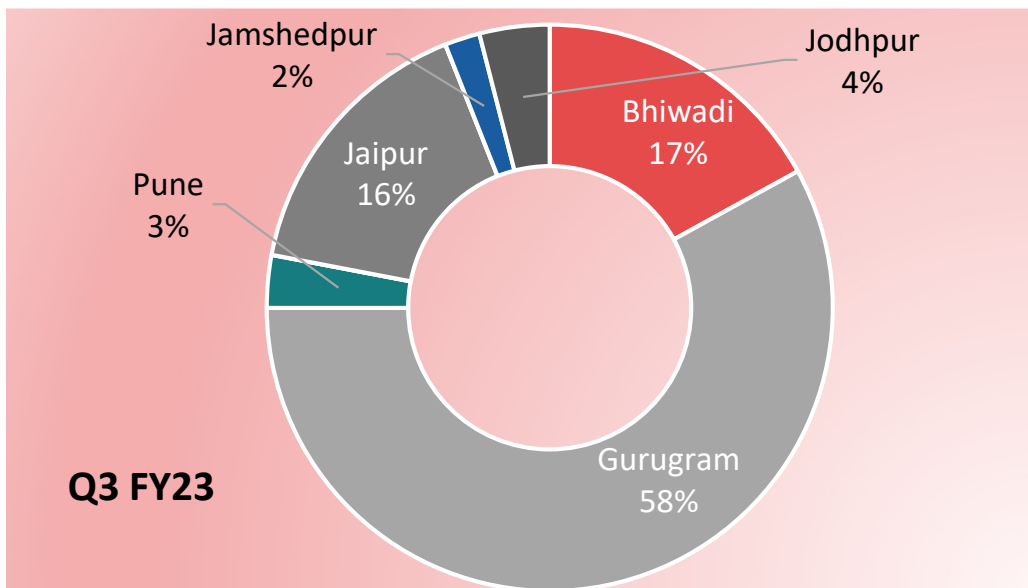
** Timeline as per RERA are the original dates but the timelines have been extended by 6 months to one year by RERA authorities due to Covid-19

*** Formerly called Comfort Homes

**** Reduced from 68% due to selling price hitting a higher slab



Break Up of Area Booked (QoQ)



Yearly Operational Data

Particulars	Unit	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	FY 22
Equivalent Area Constructed*	Lakhs Sq. ft.	17.87	22.8	23.44	17.39	8.16	7.68	9.85	11.66	16.20
Area Booked	Lakhs Sq. ft.	22.13	18.12	8.63	6.96	6.93	10.79	19.82	14.97	14.76
Value of Area Booked	INR Lakhs	64,756	54,772	28,421	22,508	21,736	33,262	67,163	53,468	57,325
Average Realization	INR/Sq. ft.	2,926	3,023	3,293	3,234	3,137	3,082	3,388	3,571	3,883



**Equivalent Area Constructed (EAC) does not include EWS/LIG area as it is not a business activity of the company. EAC of The Ashiana School has been excluded in this data as it was constructed with an intention to let out.*

Quarterly Operational Data

Particulars	Unit	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23
Equivalent Area Constructed*	Lakhs Sq. ft.	3.90	2.89	4.50	3.73	5.07	3.85	4.38	3.42
Area Booked	Lakhs Sq. ft.	8.30	1.51	4.51	4.21	4.53	3.34	4.90	9.03
Value of Area Booked	INR Lakhs	29,969	5,220	16,572	16,976	18,557	15,214	24,019	48,529
Average Realization	INR/ Sq. ft.	3,609	3,460	3,678	4,028	4,093	4,557	4,904	5,373



**Equivalent Area Constructed (EAC) does not include EWS/LIG area as it is not a business activity of the company. EAC of The Ashiana School has been excluded in this data as it was constructed with an intention to let out.*

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01 Financial Summary YoY

02 Financial Summary QoQ



Financial Summary YoY (Consolidated)

Particulars	Unit	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	FY 22
Sales and Other Income	INR Crores	542.67	397.02	334.92	350.63	317.55	259.31	233.59
Operating Expenditure	INR Crores	385.47	291.00	266.92	303.37	316.84	241.11	230.71
EBITDA	INR Crores	157.20	106.02	68.00	47.26	0.72	18.20	2.89
Profit After Tax	INR Crores	105.81	67.01	38.23	13.78	(30.24)	1.72	(7.04)
Other Comprehensive Income	INR Crores	4.99	5.77	7.98	5.33	1.29	2.36	0.50
Total Comprehensive Income	INR Crores	110.80	72.78	46.21	19.10	(28.95)	4.08	(6.56)
* Pre - Tax Operating Cash Flows	INR Crores	(10.89)	(32.90)	(20.21)	16.41	34.22	171.65	165.04
EBITDA Margin	%	28.97%	26.70%	20.30%	13.48%	0.23%	7.02%	1.24%
Net Profit /(Net Loss) Margin	%	19.50%	16.88%	11.42%	3.93%	(9.52%)	0.66%	(3.01%)
TCI Margin	%	20.42%	18.33%	13.80%	5.45%	(9.12%)	1.57%	(2.81%)
Return on Average Net Worth	%	17.60%	10.60%	6.21%	2.47%	(3.78%)	0.53%	(0.86%)
Debt to Equity Ratio		0.09	0.12	0.16	0.20	0.17	0.07	0.21

**Pre – Tax Operating Cashflow is a modified version of operating cashflows and not as per statutorily required AS-3*



Financial Summary QoQ (Consolidated)

Particulars	Unit	Q3FY21	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23
Sales and Other Income	INR Crores	89.71	81.36	40.43	60.69	54.19	78.28	81.22	91.72	135.31
Operating Expenditure	INR Crores	71.23	83.66	44.10	63.33	55.08	68.19	65.24	91.63	119.67
EBITDA	INR Crores	18.48	(2.30)	(3.66)	(2.65)	(0.90)	10.09	15.98	0.09	15.65
Profit/(Loss) After Tax	INR Crores	12.86	(5.57)	(6.32)	(5.74)	(3.84)	8.87	10.26	(1.81)	9.05
Total Comprehensive Income	INR Crores	13.26	(5.13)	(6.14)	(6.36)	(3.28)	9.22	10.29	(1.31)	9.29
* Pre - Tax Operating Cash Flows	INR Crores	63.90	67.16	29.60	57.58	50.38	27.48	27.72	(1.05)	35.59
EBITDA Margin	%	20.60%	(2.83%)	(9.05%)	(4.36%)	(1.66%)	12.89%	19.68%	0.10%	11.57%
Net Profit /(Net Loss) Margin	%	14.33%	(6.85%)	(15.63%)	(9.47%)	(7.09%)	11.33%	12.63%	(1.97%)	6.69%
TCI Margin	%	14.78%	(6.31%)	(15.18%)	(10.49%)	(6.05%)	11.78%	12.67%	(1.43%)	6.87%

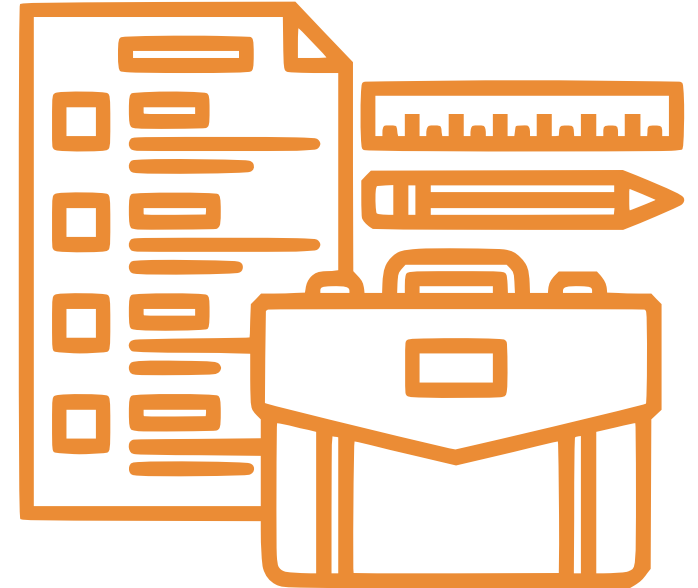
**Pre – Tax Operating Cashflow is a modified version of operating cashflows and not as per statutorily required AS-3 Q1FY23 Numbers have been reinstated due to some error in reporting last quarter*



01 Future Projects Summary

02 Land available for Future Development

03 Completed Projects having Inventory



Future Projects Summary

Location	Project	Phase	Economic Interest	Saleable Area (Lakhs Sq. ft.)
Bhiwadi	Ashiana Tarang	4,5 & 6	100%	6.86
Bhiwadi	Ashiana Advik	2,3,4 & 5	100%	10.57
Jaipur	Ashiana Ekaansh	All	77.25% Revenue Share	9.65
Gurugram	Ashiana Amarah	2,3,4 & 5	100%	16.73
Chennai	Ashiana Shubham	5	73.75% of Revenue	2.33
Chennai	Ashiana Vatsalya	All	100%	13.28
Chennai	Ashiana Swarang*	All	50% of the Profits	5.55
Jamshedpur	Ashiana Prakriti	All	73.61% Revenue Share	4.43
Neemrana	Ashiana Aangan	2	100%	4.37
Pune	Ashiana Malhar	2, 3 and 4	65% Revenue Share**	9.18
Pune	Ashiana Amodh	All	80% Revenue Share	8.95
Lavasa	Utsav	5	100%	0.84
Total				92.73

- **Ashiana Swarang is acquired by Kairav Developers Ltd. (a joint venture company with equal economic interest of Ashiana Housing Ltd. and Arihant Foundations.)*
- *** Reduced from 68% due to selling price hitting a higher slab*



Land available for Future Development

Location	Land/ Project Name	Estimated Area (Acres)	Estimated Saleable Area (Lakhs Sq. ft)	Economic Interest	Proposed Development
Bhiwadi	Milakpur	40.63	31.00	100%	Premium Homes*/ Senior Living
Kolkata	Ashiana Maitri/Nitya	19.72	14.88	85% Revenue Share	Premium Homes /Senior Living
Jaipur	Bhankrota Land	8.08	6.50	80.20% Revenue Share	Premium Homes
Jaipur	Murlipura, Jagatpura	3.62	4.00	77.40% Revenue Share	Premium Homes
Total		72.05	56.38		

**Formerly called Comfort Homes*

Note: Milakpur Land is under acquisition and company's writ petition is pending before the Hon'ble High Court of Rajasthan against acquisition



Completed Projects having Inventory

Location	Projects	Phase	Share in Project	Type	Saleable Area	Booked Area	Unbooked Area
Bhiwadi	Ashiana Town	1, 2, & 3	100%	Kid Centric Homes	15.33	13.87	1.46
Bhiwadi	Surbhi	1-5 & Plaza	100%	Premium Homes	4.02	3.56	0.46
Gujarat	Navrang	1, 2 & 3	81 % of Revenue	Premium Homes	3.27	3.26	0.01
Neemrana	Aangan	1 & Plaza	100%	Premium Homes	4.24	4.21	0.03
Jodhpur	Dwarka	1,2&3	Area Share	Premium Homes	3.33	3.30	0.03
Jaipur	Rangoli Gardens	Plaza	50% of Profit	Premium Homes	0.69	0.56	0.13
Jaipur	Umang	1,2,3 & 4	100%	Kid Centric Homes	12.43	12.42	0.01
Jaipur	Umang	Plaza	100%	Shops	0.08	0.05	0.03
Jaipur	Vrinda Gardens	1, 2, 3A & 3B, 4 & 5	50 % of Profit	Premium Homes	15.09	14.28	0.81
Jaipur	Gulmohar Gardens	4	50 % of Profit	Premium Homes	0.66	0.65	0.01
Jaipur	Gulmohar Gardens	Villas	50 % of Profit	Premium Homes	1.48	1.39	0.09
Pune	Utsav Lavasa	1, 2 & 3	100%	Senior Living	4.51	4.28	0.23
Grand Total					65.13	61.82	3.32



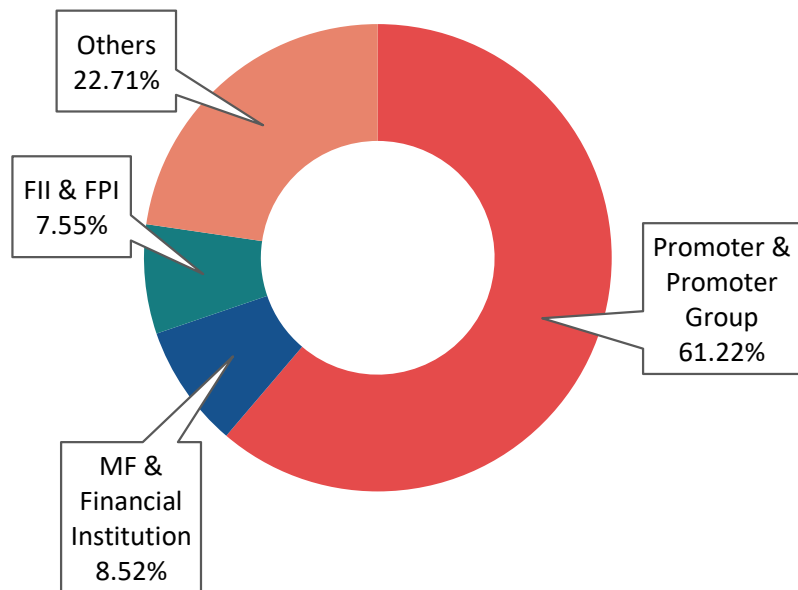
* Formerly called Comfort Homes

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Shareholding Pattern as on 31st Dec 2022

Shareholding Pattern

Shareholding Pattern as on 31st Dec, 2022



Institutional Holding above 1%

Rank	Fund / Institution	No. of Shares	% Holding
1	India Capital Fund Limited	72,40,964	7.07%
2	SBI Contra Fund	50,27,871	4.91%
3	ICICI Prudential Equity & Debt Fund	36,04,258	3.52%





**For Any
Queries, Contact**



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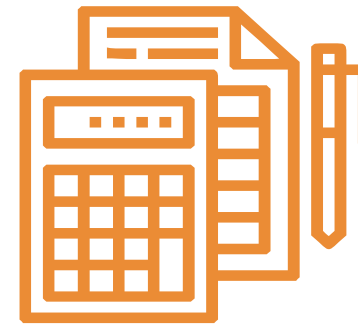
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01 About Ashiana

02 Business Model

03 Accolades

04 Abbreviations



 Incorporation / Headquarters	<ul style="list-style-type: none">● 1979 in Patna, New Delhi
 Industry	<ul style="list-style-type: none">● Real Estate with focus on residential apartments
 Business Segments	<ul style="list-style-type: none">● Premium Homes, Senior Living & Kid Centric Homes
 Areas of Operation	<ul style="list-style-type: none">● Jaipur, Bhiwadi, Jodhpur, Jamshedpur, Neemrana, Gurugram, Lavasa, Halol, Chennai and Kolkata
 Key Metrics	<ul style="list-style-type: none">● 264.97 lakhs sq. ft. constructed● Operations in 10 Locations● 15,881 units under maintenance

Note: Key Metrics are updated on annual basis at the end of each Financial Year



Business Model

High quality in-house construction

- In house end-to-end construction capabilities – Ensure higher control over cost and quality and flexibility in execution
- Focus on use of high quality and efficient construction methodologies & techniques to help reduce time and cost

In-house sales and marketing

- Instead of broker-driven model, Ashiana has in-house sales and marketing team
- Ensures greater ownership of customers and helps in selling projects to them in future
- High proportion of customer referral sales to overall sales due to established brand and high customer satisfaction level

In-house Facility Management Services

- Services provided to some of the projects of Ashiana through its wholly owned subsidiary
- Other than facility management and maintenance facilities, resale and renting services also provided
- This acts as a continuous direct customer feedback channel

Land is Raw Material

- Execution based model instead of land banking model
- Target land inventory of 5-7 times of current year execution plan



Accolades

Awards & Recognitions

2010	2011	2012	2013	2014	2015
<ul style="list-style-type: none"> Rated by FORBES' among Asia's 200 Best Under a Billion Dollar Companies Received BMA - Siegwark award for Corporate Social Responsibility 	<ul style="list-style-type: none"> Ashiana Aangan Bhiwadi awarded as India's Best Residential Project (North) by ZEE - Business RICS Awards Ashiana Woodlands, Jamshedpur awarded as India's Best Residential Project (East) by ZEE - Business RICS Awards Rated by FORBES' among Asia's 200 Best Under a Billion Dollar Companies twice in a row 	<ul style="list-style-type: none"> Ashiana Aangan, Bhiwadi awarded as India's Best Affordable Housing by CNBC Awaaz Ashiana Aangan, Bhiwadi awarded as NCR's Best Affordable Housing by CNBC Awaaz Received BMA - Siegwark award for Corporate Social Responsibility 	<ul style="list-style-type: none"> Received Bhamashah award for Contribution made in the field of Education by Govt. of Rajasthan Think Media Award for Outstanding Corporate Social Responsibility work in Real Estate Sector Honored by Bharat Vikas Parishad Rajasthan for Corporate Social Responsibility activities 	<ul style="list-style-type: none"> Awarded as Realty Giants North India by Realty Kings North India Received Bhamashah award for Contribution made in the field of Education by Govt. of Rajasthan Ashiana Utsav, Lavasa awarded as Senior Living Project of the Year in India by Realty Excellence Award 	<ul style="list-style-type: none"> CNBC Awaaz felicitated Ashiana Housing Limited with One of the Most Promising Company of the Next Decade Rangoli Gardens, Jaipur awarded as The Best Budget Apartment Project of the Year by NDTV PROFIT
2015	2017	2018	2019	2020	2021
<ul style="list-style-type: none"> Received Bhamashah award for Contribution made in the field of Education by Govt. of Rajasthan Received FICCI "Category" - CSR Award for Small & Medium Enterprises (SME) with turnover upto 200 crores p.a. 	<ul style="list-style-type: none"> NDTV Property Awards 2016 felicitated "Ashiana Dwarka" as "Budget Apartment Project of the Year" in Tier 2 cities 2017 Received CIDC Vishwakarma Awards 2017 under the category "Achievement Award for Construction Skill Development" 2017 Received CREDAI CSR Award 16-17 under the category "Education (Establishing of schools, educational institutions and creating educational facilities)" 2017 	<ul style="list-style-type: none"> Awarded Themed Project of the Year for Ashiana Umang, Kid Centric Homes by Realty+ Excellence Awards (North) Awarded Real-Estate Website of the Year for being user friendly, visually aesthetic with easy navigation by Realty+ Excellence Awards (North) 2018 	<ul style="list-style-type: none"> Recognised for Digital Campaign of the year "Behatar Parvarish ka Pata" by ABP News Ranked as India's No. 1 Senior Living Brand 3 times in a row by Track2 Realty 	<ul style="list-style-type: none"> Recognised as Best Theme based Project "Ashiana Anmol-Kid Centric" by Realty+ Excellence Awards (North) 2019 Ranked as No. 1 Developer in North India and No. 5 in India by Track2 Realty. 	<ul style="list-style-type: none"> Ranked as India's No. 1 Senior Living Brand 4 times in a row by Track2 Realty
2022	<ul style="list-style-type: none"> Ranked as India's No. 1 Senior Living Brand 5th time in a row by Track2 Realty Ashiana Amantran awarded as best "Residential Project – in High-end (Non-Metro: Ongoing)" category by ET Realty Awards 2022 				

These awards are a great acknowledgement of our work. However, our satisfaction comes from delivering value and differentiated product to you.



Abbreviations

- Sq. ft.: Square Feet
- EAC: Equivalent Area Constructed
- PAT : Profit after Tax
- EBITDA: Earning before Interest, Tax, Depreciation and Amortization
- TCI: Total Comprehensive Income



Saleable Area

Total saleable area of the entire project corresponding to 100% economic interest of all parties

Ongoing Projects

Projects in respect of which (i) all title, development rights or other interest in the land is held either directly by our Company and/or our Subsidiaries and/or other entities in which our Company and/or our Subsidiaries have a stake; (ii) wherever required, all land for the project has been converted for intended land use; and (iii) construction development activity has commenced.

Future Projects

Projects in respect of which (i) all title, development rights or other interest in the land is held either directly by our Company and/or our Subsidiaries and/or other entities in which our Company and/or our Subsidiaries have a stake; and (ii) our management has commenced with the formulation of development plans.

Land available for Future Development

Lands in which we have obtained any right or interest, or have entered into agreements to sell/memorandum of understanding with respect to such rights or interest, as the case may be, and which does not form part of our Completed, Ongoing and Future Projects

Project

Project includes project phases



Safe Harbor

Except for the historical information contained herein, statements in this presentation and the subsequent discussions, which include words or phrases such as "will", "aim", "will likely result", "would", "believe", "may", "expect", "will continue", "anticipate", "estimate", "intend", "plan", "contemplate", "seek to", "future", "objective", "goal", "likely", "project", "should", "potential", "will pursue", and similar expressions of such expressions may constitute "forward-looking statements". These forward looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion plans, obtain regulatory approvals, our provisioning policies, technological changes, investment and business income, cash flow projections, our exposure to market risks as well as other risks. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

