

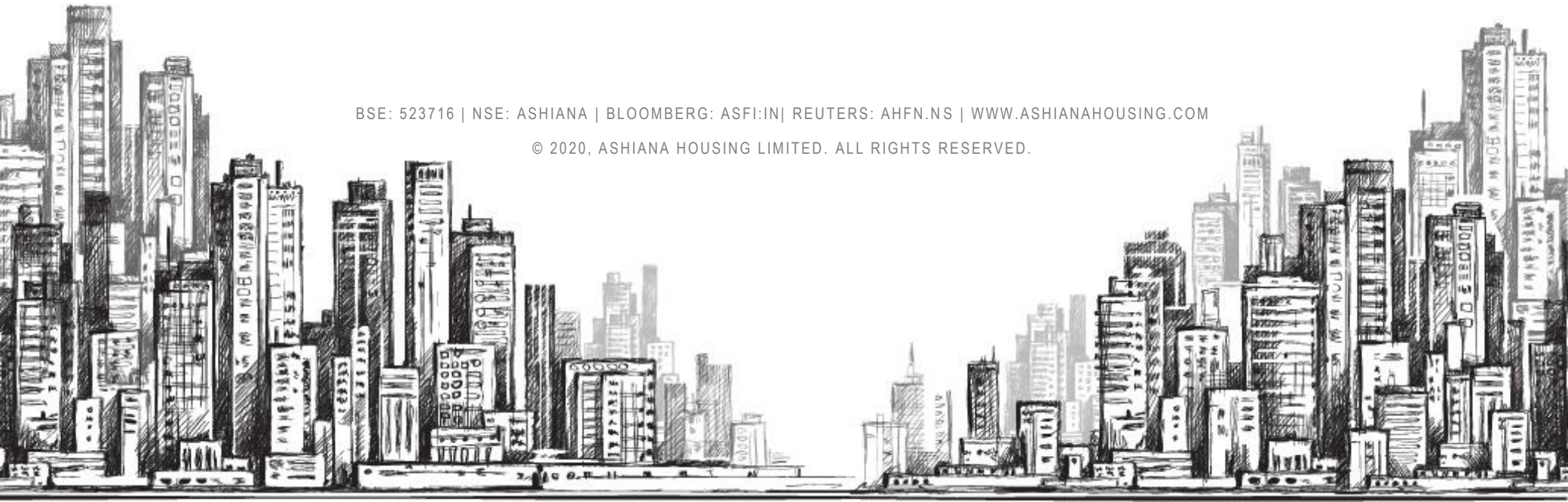


Investor Update

For the Quarter ended 30th June 2021

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

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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



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Highlights and Overview

01 Highlights

02 Operational Overview

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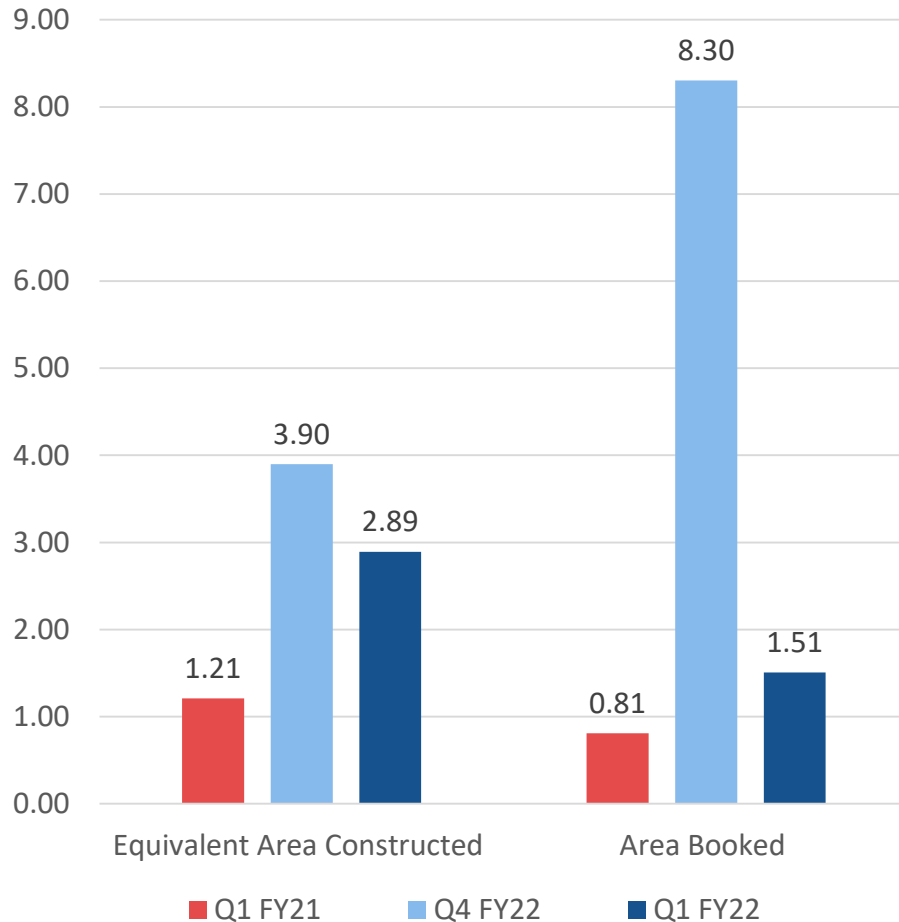


Quarterly Highlights

- Booking lower at 1.51 Lakhs Sq. ft.(Q1FY22) vs. 8.30 Lakhs Sq. ft (Q4FY21). The bookings in this quarter were lower due to lockdown and higher sales in Q4 FY21 due to launch of Ashiana Aditya Ph 2 and Ashiana Umang Ph 5
- Area constructed lower at 2.90 Lakhs Sq. ft. (Q1FY22) vs 3.90 Lakhs Sq. ft. (Q4FY21). Our construction commitments were in line with the deliveries scheduled.
- Pre-tax operating cash flows was positive at INR 29.60 Crores (Q1FY22) vs positive at INR 67.16 Crores (Q4FY21)
- Revenue recognized from completed projects of INR 24.47 Crores (Q1FY22) vs INR 64.90 Crores (Q4FY21). The area delivered in AHL in Q1FY22 was lower at 0.65 Lac Sq. ft. vis a vis in Q4FY21 at 1.94 Lac Sq. ft.
- The income from Partnerships was at INR 1.55 Crores (Q1FY22) vs INR 2.07 Crores (Q4FY21) as the area delivered in Q1FY22 was lower at 0.16 Lac Sq. ft. vs Q4FY21 at 0.73 Lac Sq. ft.
- Other Income of INR 14.42 Crores (Q1FY22) vs INR 14.39 Crores (Q4FY21). Other income includes income from Maintenance, Hospitality and Income from Investments (i.e. all incomes other than revenue from completed projects and partnership income)
- Total Comprehensive Income negative at INR 6.14 Crores (Q1FY22) vs. negative INR 5.13 Crores (Q4FY21)
- Launched Ph-3 of Ashiana Tarang in Bhiwadi and Ph-4 of Ashiana Dwarka, Jodhpur during the quarter.
- Phase 3 of Ashiana Dwarka, Jodhpur, has been delivered during the quarter.



Quarterly Operational Overview

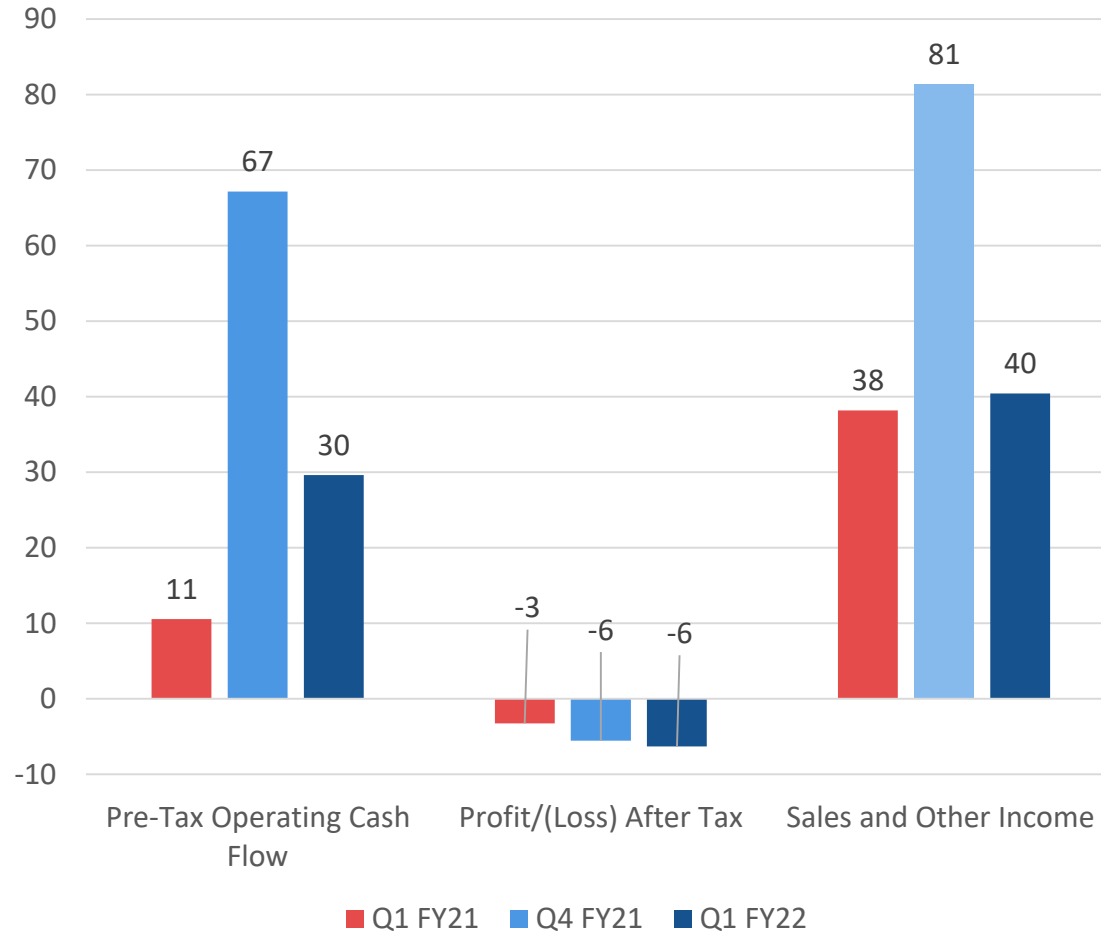


- Area booked was lower in Q1 FY22 as compared to previous quarter.

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



Quarterly Financial



- Pre-Operating Cash Flows were positive at INR 29.6 Crores for Q1FY22.



Quarter wise Performance

Particulars		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
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	2.89	0.81
FY 21	AHL	458.63	12.73	8.76	5.63
	Partnership	76.05	2.24	2.90	2.93
	Total	534.68	14.97	11.66	8.55
FY21 Quarter 4	AHL	278.36	7.67	3.12	1.94
	Partnership	21.33	0.64	0.78	0.73
	Total	299.69	8.30	3.90	2.67
FY21 Quarter 3	AHL	112.40	3.07	2.77	1.80
	Partnership	19.17	0.50	0.78	2.14
	Total	131.57	3.57	3.54	3.94
FY21 Quarter 2	AHL	44.11	1.29	2.09	1.06
	Partnership	31.95	0.99	0.92	0.03
	Total	76.05	2.29	3.01	1.10
FY21 Quarter 1	AHL	23.76	0.70	0.78	0.82
	Partnership	3.61	0.11	0.43	0.03
	Total	27.36	0.81	1.21	0.85
FY 20	AHL	592.74	17.32	6.65	6.98
	Partnership	78.89	2.50	3.20	1.78
	Total	671.63	19.82	9.85	8.76

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



Quarterly Sales Trend

Project	Location	FY19 Q4	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY22 Q1
AHL (Area in Sq. Ft.)											
Aangan	Neemrana	-	-	-	-	(251)	-	(690)	3,750	(1,199)	1,450
Anmol	Gurgaon	14,660	7,650	17,020	5,015	2,088	1,515	350	38,055	60,895	2,550
Tarang	Bhiwadi	10,035	19,323	14,531	8,729	2,502	5,873	14,692	5,536	20,494	16,713
Town	Bhiwadi	25,295	13,275	25,245	18,530	2,800	9,900	27,945	20,595	26,990	5,340
Surbhi	Bhiwadi	11,255	-	5,500	(545)	(255)	(845)	1,355	14,635	-	(1,100)
THR	Bhiwadi	3,307	-	-	3,307	-	6,614	-	-	-	9,921
Nirmay	Bhiwadi	19,325	20,199	19,264	61,001	22,607	(2,787)	38,221	44,270	34,343	14,817
Utsav	Bhiwadi	-	1,420	-	-	-	-	-	-	-	-
Dwarka	Jodhpur	11,550	35,330	2,980	3,850	5,650	1,490	5,340	15,150	18,070	3,280
Utsav	Jaipur	-	-	-	-	3,660	-	-	-	-	-
Umang	Jaipur	58,400	27,645	38,255	16,935	16,220	3,525	10,115	2,665	1,63,460	19,232
Daksh	Jaipur	-	-	-	4,11,975	73,285	13,844	18,978	79,280	35,840	7,600
Amantran	Jaipur	-	-	-	-	2,15,740	18,380	(35,025)	32,510	42,095	13,185
Navrang	Gujarat	-	4,860	(1,470)	6,075	3,645	-	10,230	2,685	5,370	1,470
Shubham	Chennai	35,076	41,475	23,973	23,311	38,695	9,069	15,166	33,279	75,751	18,082
Utsav	Lavasa	4,900	7,025	(1,705)	(9,340)	(2,210)	(880)	3,535	2,190	2,210	-
Sehar	Jamshedpur	-	68,925	27,503	12,413	13,680	4,764	19,253	12,129	7,736	10,107
Aditya	Jamshedpur	-	-	-	3,54,750	-	-	-	-	2,74,700	-
Total - Ashiana Housing Limited		193,803	2,47,127	1,71,096	9,16,006	3,97,856	70,462	1,29,465	3,06,729	7,66,755	1,22,647
Partnership (Area in Sq. Ft.)											
Vrinda Gardens	Jaipur	56,914	39,544	29,568	42,279	5,921	5,031	72,023	35,156	49,408	26,655
Gulmohar Gardens	Jaipur	31,800	66,897	35,839	18,990	10,306	5,622	27,377	15,100	10,510	1,569
Rangoli Gardens Plaza	Jaipur	-	-	-	1,070	-	-	-	-	3,680	-
Total - Partnership		88,714	1,06,441	65,407	62,339	16,227	10,653	99,400	50,256	63,598	28,224
Grand Total		282,517	3,53,568	2,36,503	9,78,345	4,14,083	81,115	2,28,865	3,56,985	8,30,353	1,50,871



Project wise Cash Flow Position in Ongoing Projects

Location	Project	Phases	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.)*
Ashiana Housing Limited							
Bhiwadi	Nirmay	3	2.35	1.82	66.04	42.64	1.57
Bhiwadi	Tarang	3	1.14	0.11	3.10	0.22	0.25
Chennai	Shubham	3	1.78	1.69	68.60	38.29	1.26
Chennai	Shubham	4	2.46	0.76	34.18	5.49	0.26
Jaipur	Daksh	1 & Plaza	3.26	3.10	103.18	85.82	2.25
Jaipur	Daksh	2	2.35	2.31	74.91	61.26	0.99
Jaipur	Daksh	3	1.17	1.00	34.97	12.26	0.23
Jaipur	Amantran	1	3.24	1.89	69.32	41.03	1.76
Jaipur	Amantran	2	1.03	0.98	36.61	7.18	0.07
Jaipur	Umang	5 & Plaza	4.17	1.76	56.28	7.15	0.22
Jodhpur	Dwarka**	4	1.28	0.04	1.20	0.02	0.09
Jamshedpur	Sehar	1	3.44	1.75	64.37	40.95	1.85
Jamshedpur	Aditya	1	3.55	3.55	120.70	84.46	1.95
Jamshedpur	Aditya	2	2.75	2.75	98.43	13.54	0.17
Pune	Utsav - Lavasa*	4	0.63				0.62
Total - Ashiana Housing Limited			34.59	23.51	831.89	440.32	13.53
Partnership							
Jaipur	Gulmohar Gardens	4	0.64	0.61	16.32	13.92	0.55
Jaipur	Gulmohar Gardens	Villas	1.25	1.22	41.43	36.04	1.15
Jaipur	Gulmohar Gardens	Shops	0.04	0.04	3.34	0.68	0.01
Jaipur	Vrinda Gardens	4	1.61	0.62	21.62	15.51	1.50
Jaipur	Vrinda Gardens	5	3.20	1.06	33.65	20.43	2.39
Total – Partnership			6.74	3.55	116.35	86.59	5.60
Grand Total			41.33	27.06	948.24	526.91	19.13

*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



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.)
Ashiana Housing Limited	34.59	23.51	831.89	440.32	13.53
Partnership	6.74	3.55	116.35	86.59	5.60
Grand Total	41.33	27.06	948.24	526.91	19.13

- Out of a total saleable area of 41.33 Lakhs Sq. ft., 19.13 Lakhs Sq. ft. (46%) has already been constructed
- Out of the total area booked so far, an amount of around INR 421.33 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.



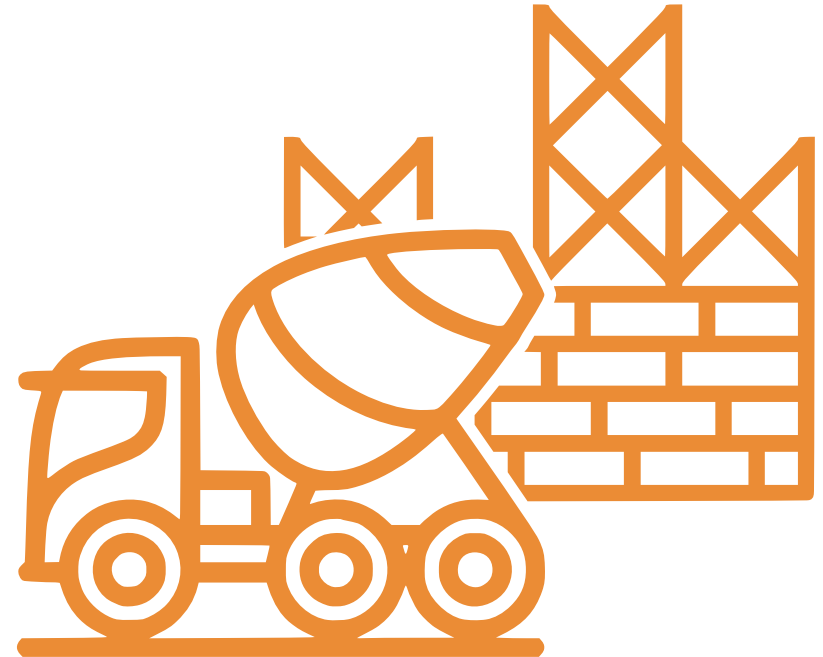
Ongoing Projects

01 Geographical Presence

02 Ongoing Projects Summary

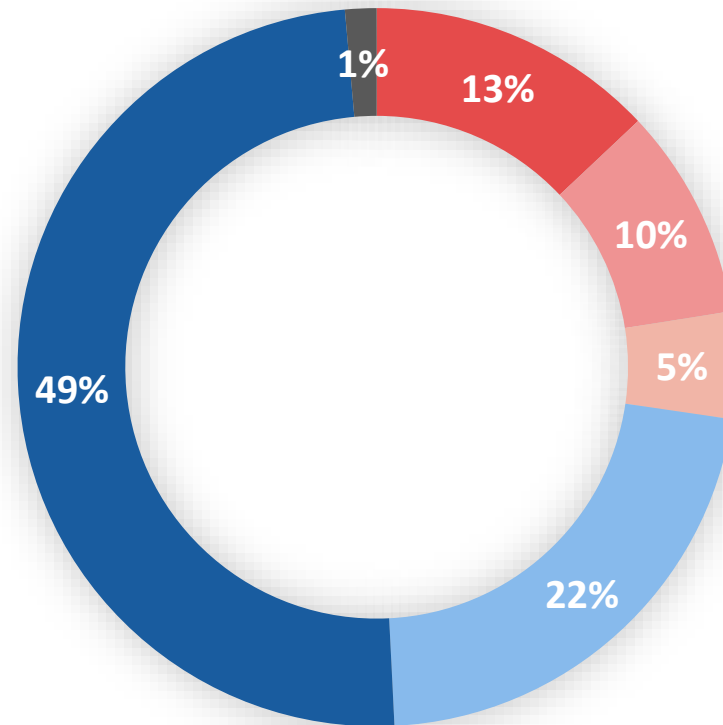
03 Break up of Area Booked

04 Operational data - Yearly
- Quarterly



Geographical Presence

Saleable Area of Ongoing Projects



■ Bhiwadi ■ Chennai ■ Jodhpur ■ Jamshedpur ■ Jaipur ■ Pune



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	3	100%	Senior Living	2.35	1.82	Q3FY23	Q4FY22
Bhiwadi	Tarang	3	100%	Comfort Homes	1.14	0.11	Q2FY25	Q4FY23
Chennai	Shubham	3	73.75% of Revenue Share	Senior Living	1.78	1.69	Q3FY23	Q4FY22
Chennai	Shubham	4	73.75% of Revenue Share	Senior Living	2.46	0.76	Q4FY24	Q4FY23
Jaipur	Gulmohar Gardens	4	50% of Profit Share	Comfort Homes	0.64	0.61	Q1FY23	Q3FY22
Jaipur	Gulmohar Gardens	Villas	50% of Profit Share	Comfort Homes	1.25	1.22	Q3FY23	Q3FY22
Jaipur	Gulmohar Gardens	Shops	50% of Profit Share	Comfort Homes	0.04	0.04	Q3FY24	Q3FY23
Jaipur	Vrinda Gardens	4	50% of Profit Share	Comfort Homes	1.61	0.62	Q3FY23	Q4FY22
Jaipur	Vrinda Gardens	5	50% of Profit Share	Comfort Homes	3.20	1.06	Q3FY23	Q4FY22
Jaipur	Daksh	1 & Plaza	100%	Comfort Homes	3.26	3.10	Q2FY24	Q1FY23
Jaipur	Daksh	2	100%	Comfort Homes	2.35	2.31	Q3FY24	Q2FY23
Jaipur	Daksh	3	100%	Comfort Homes	1.17	1.00	Q2FY25	Q4FY23
Jaipur	Amantran	1	75% of Revenue Share	Comfort Homes	3.24	1.89	Q3FY24	Q4FY23
Jaipur	Amantran	2	75% of Revenue Share	Comfort Homes	1.03	0.98	Q1FY25	Q1FY24
Jaipur	Umang	5 & Plaza	100%	Kid Centric Homes	4.17	1.75	Q3FY25	Q3FY24
Jodhpur	Dwarka	4	100%	Comfort Homes	1.28	0.04	Q3FY25	Q2FY24
Jamshedpur	Sehar	1	76.75% of Revenue Share	Comfort Homes	3.44	1.77	Q2FY24	Q2FY23
Jamshedpur	Aditya	1	74% of Revenue Share	Comfort Homes	3.55	3.55	Q3FY23	Q3FY23
Jamshedpur	Aditya	2	74% of Revenue Share	Comfort Homes	2.75	2.75	Q2FY25	Q1FY24
Pune	Utsav - Lavasa*	4	100%	Senior Living	0.63	0.00	OC/CC Pending	
Total					41.33	27.06		

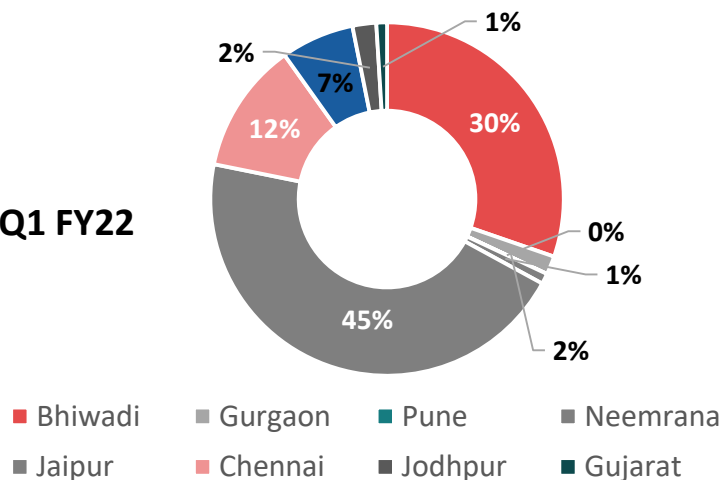
*Phase-4 Ashiana Utsav, Lavasa Construction is complete and OC has been applied for. The Phase is yet to be launched for sales

** 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

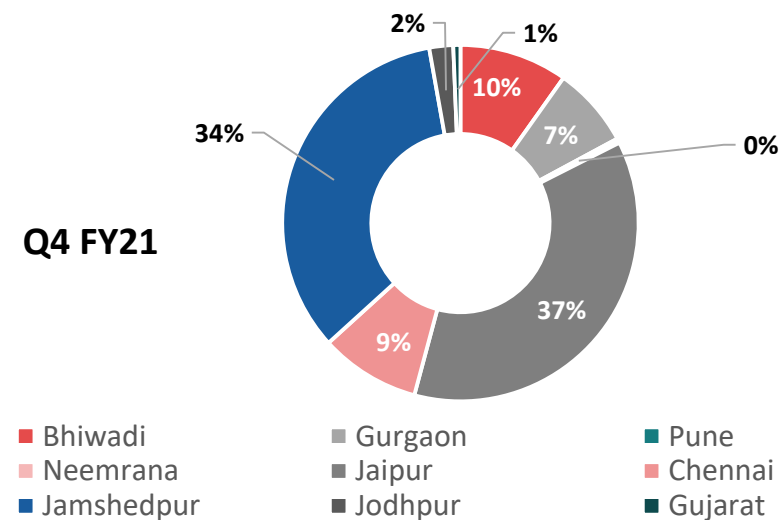


Break Up of Area Booked (QoQ)

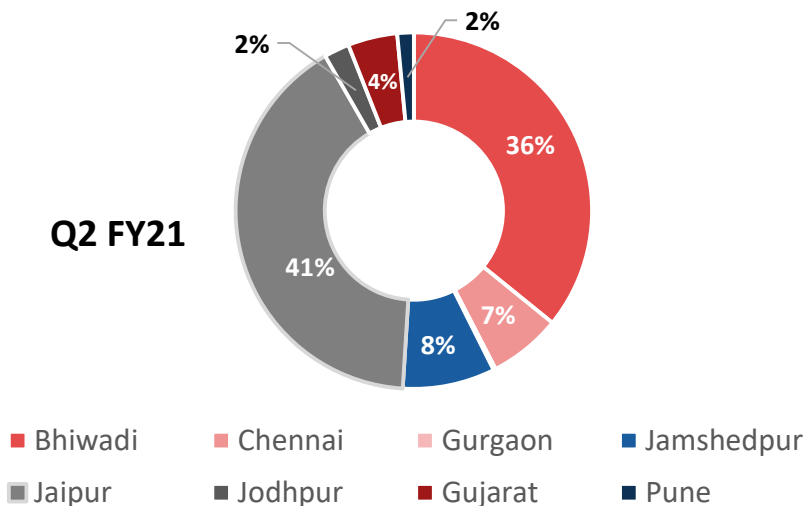
Q1 FY22



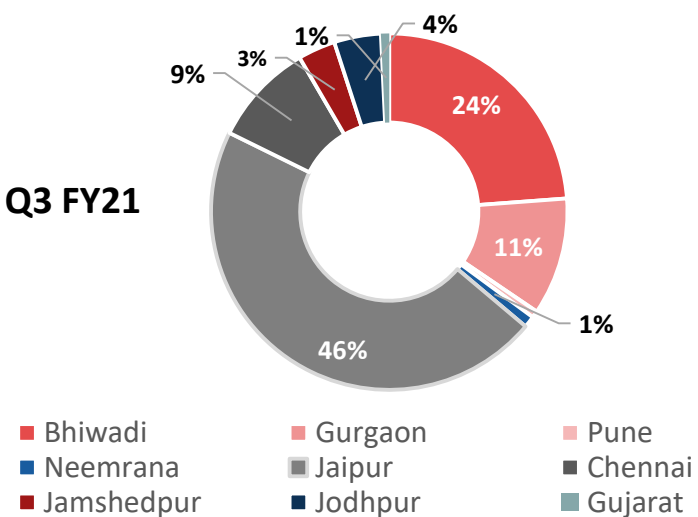
Q4 FY21



Q2 FY21



Q3 FY21



Yearly Operational Data

Particulars	Unit	FY 15	FY 16	FY 17	FY 18	FY 19	FY20	FY21
Equivalent Area Constructed*	Lakhs Sq. ft.	22.80	23.44	17.39	8.16	7.68	9.85	11.66
Area Booked	Lakhs Sq. ft.	18.12	8.63	6.96	6.93	10.79	19.82	14.97
Value of Area Booked	INR Lakhs	54,772	28,421	22,508	21,736	33,262	67,163	53,468
Average Realizations	INR/ Sq. ft.	3,022	3,293	3,234	3,135	3,082	3,388	3,571

**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	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21	Q1 FY22
Equivalent Area Constructed*	Lakhs Sq.ft.	2.04	2.39	3.27	1.21	3.01	3.54	3.90	2.89
Area Booked	Lakhs Sq.ft.	2.37	9.78	4.14	0.81	2.29	3.57	8.30	1.51
Value of Area Booked	INR Lakhs	8,058	32,763	14,596	2,736	7,605	13,157	29,969	5,220
Average Realizations	INR/ Sq. ft.	3,407	3,349	3,525	3,373	3,323	3,686	3,609	3,460

*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.



01 Financial Summary YoY

02 Financial Summary QoQ



Financial Summary YoY (Consolidated)

Particulars	Unit	FY 15	FY 16	FY 17	FY 18	FY 19	FY20	FY21
Sales & Other Income	INR Crores	164.44	542.67	397.02	334.92	350.63	317.55	259.31
Operating Expenditure	INR Crores	105.42	385.47	291.00	266.92	303.37	316.84	241.11
EBITDA	INR Crores	59.02	157.20	106.02	68.00	47.26	0.72	18.20
Profit/(Loss) After Tax	INR Crores	46.49	105.81	67.01	38.23	13.78	(30.24)	1.72
Other Comprehensive income	INR Crores	N.A	4.99	5.77	7.98	5.33	1.29	2.36
Total Comprehensive income	INR Crores	N.A	110.80	72.78	46.21	19.10	(28.95)	4.08
Pre - Tax Operating Cash Flow	INR Crores	72.58	(10.89)	(32.9)	(20.21)	16.41	34.22	171.65
EBITDA Margin	%	35.46%	28.97%	26.70%	20.30%	13.48%	0.23%	7.02%
Net Profit/ (Net loss) Margin	%	27.99%	19.50%	16.88%	11.42%	3.93%	-9.52%	0.66%
TCI Margin	%	N.A	20.42%	18.33%	13.80%	5.45%	-9.12%	1.57%
Return on Average Net worth	%	14.03%	17.60%	10.60%	6.21%	2.47%	-3.78%	0.53%
Debt to Equity Ratio		0.06	0.09	0.12	0.16	0.20	0.17	0.07

Note: Figures from FY 2015-16 onwards are according to Ind AS



Financial Summary QoQ (Consolidated)

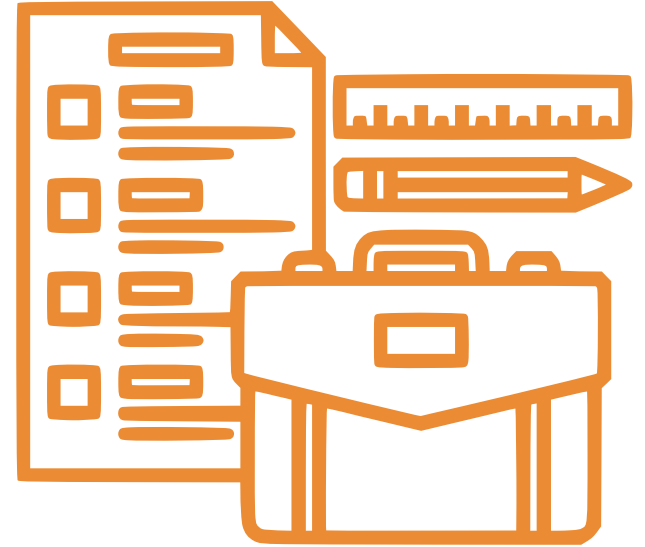
Particulars	Unit	Q2FY20	Q3FY20	Q4FY20	Q1FY21	Q2FY21	Q3FY21	Q4FY21	Q1 FY22
Sales & Other Income	INR Crores	75.38	76.82	98.59	38.19	50.05	89.71	81.36	40.43
Operating Expenditure	INR Crores	80.74	76.73	89.55	36.98	49.24	71.23	83.66	44.10
EBITDA	INR Crores	(5.36)	0.09	9.05	1.21	0.81	18.48	(2.30)	(3.66)
Profit/(Loss) After Tax	INR Crores	(9.51)	(7.11)	(8.12)	(3.27)	(2.29)	12.86	(5.57)	(6.32)
Total Comprehensive income	INR Crores	(9.05)	(6.39)	(8.63)	(2.30)	(1.74)	13.26	(5.13)	(6.14)
Pre - Tax Operating Cash Flow	INR Crores	3.32	21.35	5.14	10.56	30.04	63.90	67.16	29.60
EBITDA Margin	%	-7.11%	0.12%	9.18%	3.17%	1.63%	20.60%	-2.83%	-9.05%
Net Profit/ (Net loss) Margin	%	-12.62%	-9.26%	-8.23%	-8.57%	-4.57%	14.33%	-6.85%	-15.63%
TCI Margin	%	-12.01%	-8.32%	-8.75%	-6.01%	-3.48%	14.78%	-6.31%	-15.18%



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	Tarang	4 ,5 & 6	100%	7.51
Bhiwadi	Ashiana Gama	1	100%	14.00
Bhiwadi	Nirmay	4 & 5	100%	2.41
Jaipur	Umang	6	100%	2.12
Jaipur	Ashiana Amantran	3	75% of Revenue Share	3.52
Gurgaon	Anmol	2 & 3	65% of Revenue Share	7.33
Chennai	Shubham	5	73.75% of Revenue Share	2.33
Jodhpur	Dwarka	5	100%	2.00
Neemrana	Angan Neemrana	2	100%	4.37
Lavasa	Utsav	5	100%	0.84
Total				46.42



Land available for Future Development

Location	Land	Estimated Land Area (Acres)	Estimated Saleable Area (Lakhs Sq. ft)	Economic Interest	Proposed Development
Bhiwadi	Milakpur Land	40.63	31.00	100%	Comfort Homes/ Senior Living
Pune	Ashiana Malhar	11.34	11.80	68% Revenue Share	Comfort Homes
Pune	Varale Land	11.93	8.9	80% Revenue Share	Senior Living
Gurgaon	Amarah	22.34	21.00	100%	Kid Centric Homes
Kolkata	Ashiana Maitri/Nitya	19.72	14.88	85% Revenue Share	Comfort Homes /Senior Living
Total		105.96	87.58		

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

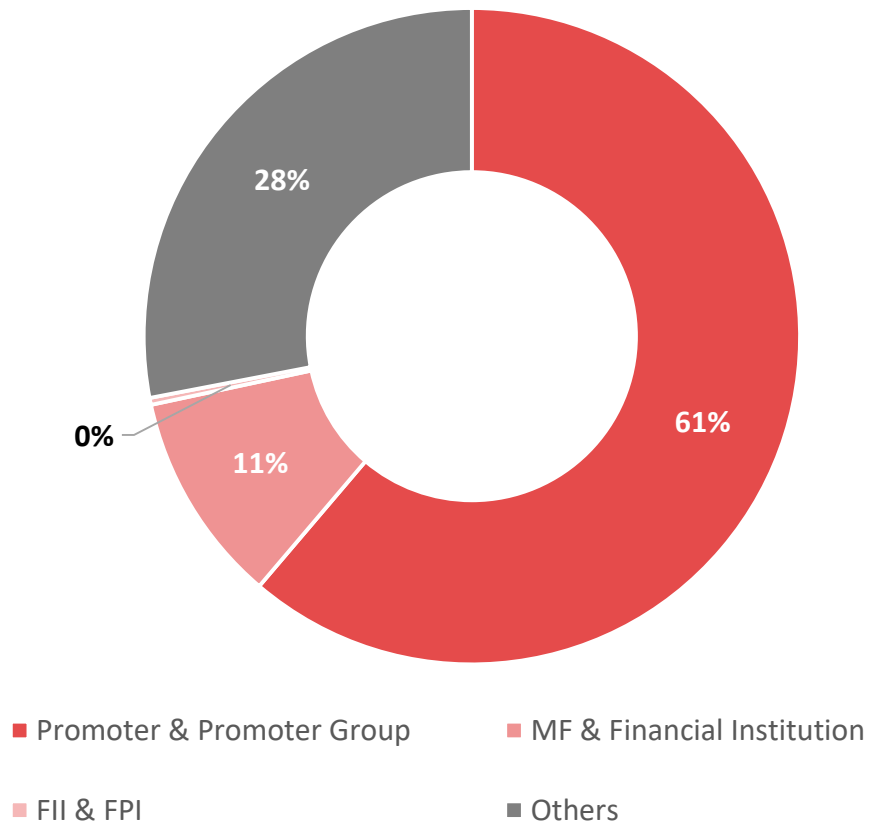
Location	Project	Phases	Share in Project	Type	Total Saleable Area (Lakhs Sq. ft.)	Booked Area (Lakhs Sq. ft.)	Area Recognised for Revenue (Lakhs Sq. ft.)	Area Booked and Unrecognised for Revenue (Lakhs Sq. ft.)	Unbooked Area (Lakhs Sq. ft.)
Bhiwadi	Ashiana Tarang	Phase-1,2 & Plaza	100%	Comfort Homes	2.97	2.88	2.76	0.12	0.08
Bhiwadi	Ashiana Town	Phase-1, 2, & 3	100%	Kid Centric	15.33	13.32	13.32	-	2.01
Bhiwadi	Surbhi	Phase-1 to 5	100%	Comfort Homes	4.02	3.47	3.40	0.06	0.56
Bhiwadi	THR	Phase-1 & Plaza	100%	Comfort Homes	1.28	1.15	1.08	0.07	0.13
Bhiwadi	Utsav Bhiwadi	Phase-2 & 3	100%	Senior Living	4.92	4.91	4.90	0.00	0.01
Chennai	Shubham	Phase- 2	73.75% of Revenue Share	Senior Living	1.47	1.47	1.44	0.03	-
Gurgaon	Anmol	Phase-1 & Plaza	65% of Revenue Share	Kid Centric	4.18	3.77	3.48	0.29	0.41
Gujarat	Navrang	Phase-1, 2 & 3	81 % of Revenue Share	Comfort Homes	3.27	3.23	3.19	0.04	0.04
Neemrana	Aangan Neemrana	Phase-1 & Plaza	100%	Comfort Homes	4.24	4.19	4.18	0.01	0.05
Jodhpur	Dwarka*	Phase- 1,2&3	Area Share	Comfort Homes	3.33	3.19	2.43	0.76	0.13
Jaipur	Gulmohar Gardens	Phase- 3, 6 & 8	50 % of Profit Share	Comfort Homes	3.62	3.62	3.62	-	-
Jaipur	Rangoli Gardens	Plaza	50% of Profit Share	Comfort Homes	0.69	0.52	0.52	-	0.17
Jaipur	Umang	Phase-1,2,3 & 4	100%	Kid Centric	12.43	12.27	12.16	0.11	0.16
Jaipur	Vrinda Gardens	Phase-1, 2, 3A & 3B	50 % of Profit Share	Comfort Homes	10.28	10.20	10.16	0.04	0.07
Pune	Utsav Lavasa	Phase-1, 2 & 3	100%	Senior Living	4.51	4.23	4.19	0.04	0.28
	Total				76.53	72.41	70.83	1.58	4.12



- Only AHL's share of saleable and unsold area shown in above table.
- Revenue pending for recognition in AHL is approx. INR 47.4 Crs and in Partnership is approx. INR 1.3 Crs

Shareholding Pattern as on 30th June 2021

Shareholding Pattern



Institutional Holding above 1%

Rank	Fund / Institution	No. of Shares	% Holding
1	ICICI Prudential Equity & Debt Fund	60,50,976	5.91%
2	PGIM India Flexi Cap Fund	12,00,000	1.17%
3	SBI Small Cap Fund	34,16,516	3.34%





**For Any
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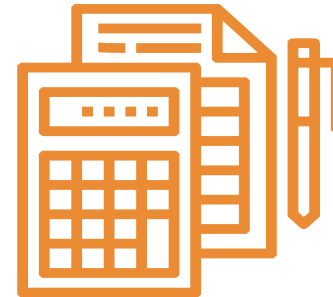
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01 About Ashiana

02 Business Model

03 Accolades

04 Abbreviations





Incorporation / Headquarters

- 1979 in Patna, New Delhi



Industry

- Real Estate with focus on residential apartments



Business Segments

- Comfort Homes, Senior Living & Kid Centric Homes



Areas of Operation

- Jaipur, Bhiwadi, Jodhpur, Jamshedpur, Neemrana, South of Gurgaon (Sohna), Lavasa, Halol, Chennai and Kolkata



Key Metrics

- 248.77 lakhs sq. ft. constructed
- Operations in 10 Locations
- 14,975 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 <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 	2011 <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 	2012 <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 	2013 <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 	2014 <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 	2015 <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 <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. 	2017 <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 	2018 <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 	2019 <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 	2020 <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. 	2021 <ul style="list-style-type: none"> Ranked as India's No. 1 Senior Living Brand 4 times in a row by Track2 Realty



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

