

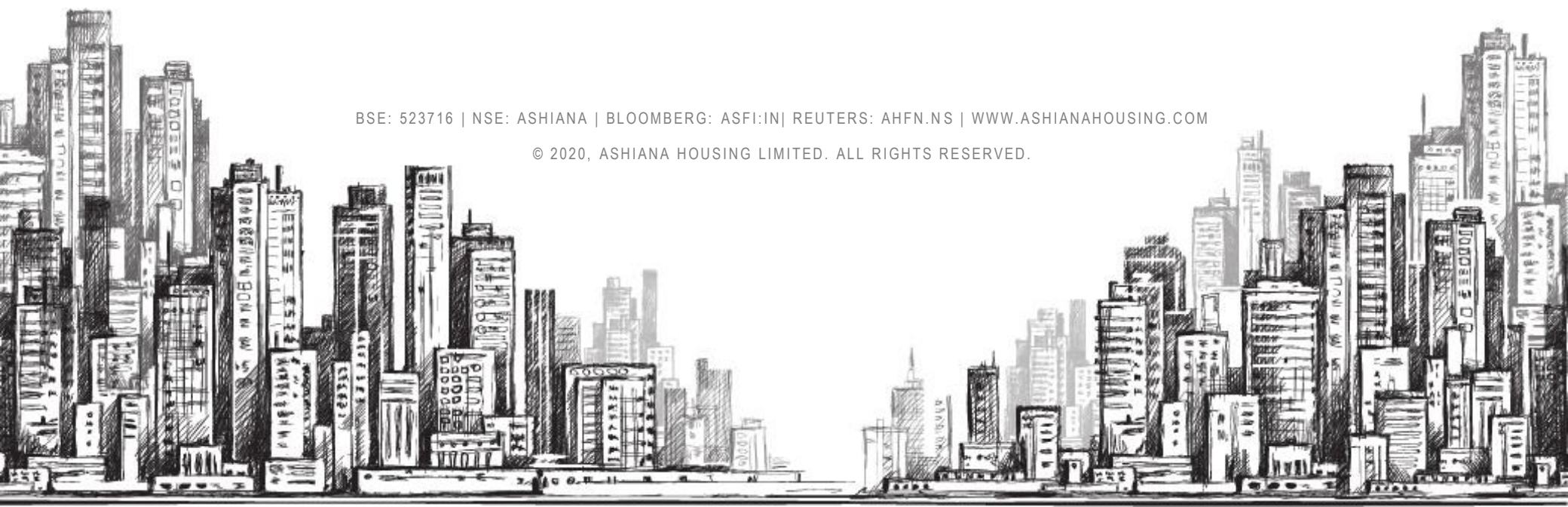


Investor Update

For the quarter ended 31st December 2020

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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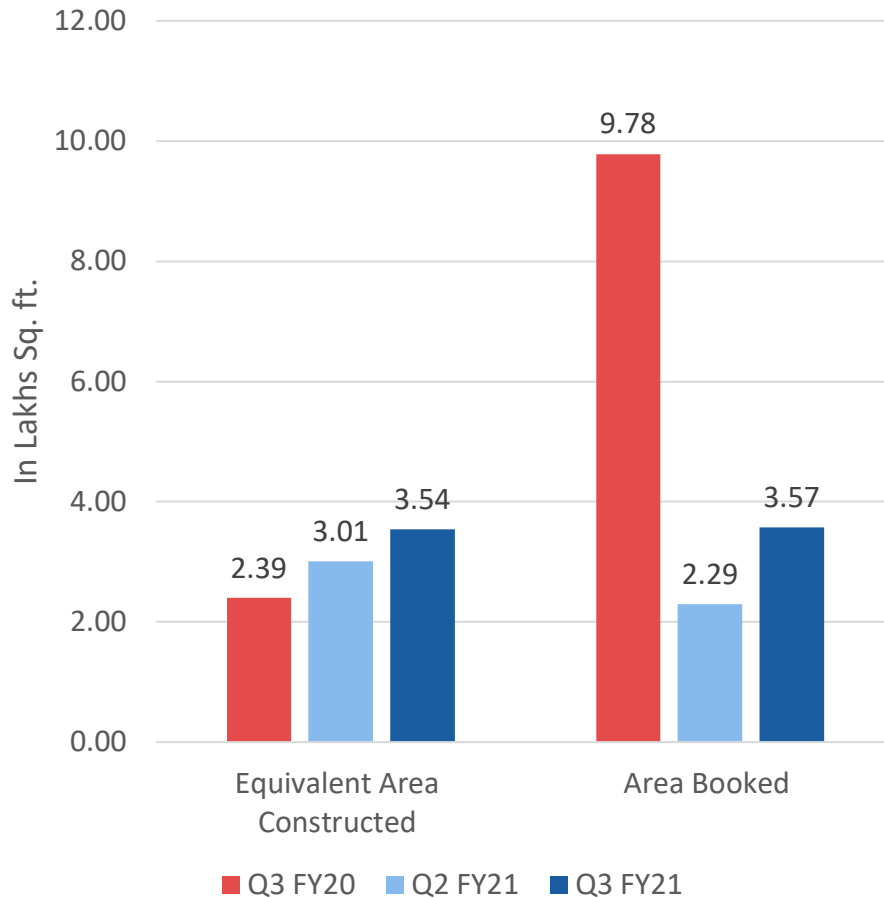


Quarterly Highlights

- Booking higher at 3.57 Lakhs Sq. ft.(Q3FY21) vs. 2.29 Lakhs Sq. ft (Q2FY21). The bookings in this quarter were higher due to launch of Ph-3 of Ashiana Daksh in Jaipur and launch of Ph-4 Ashiana Shubham, Chennai.
- Area constructed higher at 3.54 Lakhs Sq. ft. (Q3FY21) vs 3.01 Lakhs Sq. ft. (Q2FY21). Our construction commitments are in line with the deliveries scheduled.
- Pre-tax operating cash flows was positive at INR 63.90 Crores (Q3FY21) vs positive at INR 30.04 Crores (Q2FY21)
- Revenue recognized from completed projects of INR 62.42 Crores (Q3FY21) vs INR 36.22 Crores (Q2FY21). The area delivered in AHL in Q3FY21 was higher at 1.80 Lac Sq. ft. vis a vis in Q2FY21 at 1.06 Lac Sq. ft.
- The income from Partnerships was at INR 6.75 Crores (Q3FY21) vs INR 0.25 Crores (Q2FY21) as the area delivered in Q3FY21 was higher at 2.14 Lac Sq. ft. vs Q2FY21 at 0.03 Lac Sq. ft. due to delivery of Ph-3B of Vrinda Gardens.
- Other Income of INR 20.54 Crores (Q3FY21) vs INR 13.57 Crores (Q2FY21). This income includes the profit on sale of fixed assets of INR 6.95 Crores in this quarter. 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 positive at INR 13.26 Crores (Q3FY21) vs. negative INR 1.74 Crores (Q2FY21)
- Launched Ph-4 of Ashiana Shubham in Chennai and Ph-3 of Ashiana Daksh and Gulmohar Gardens Saarthi Shops in Jaipur during the quarter.



Quarterly Operational Overview

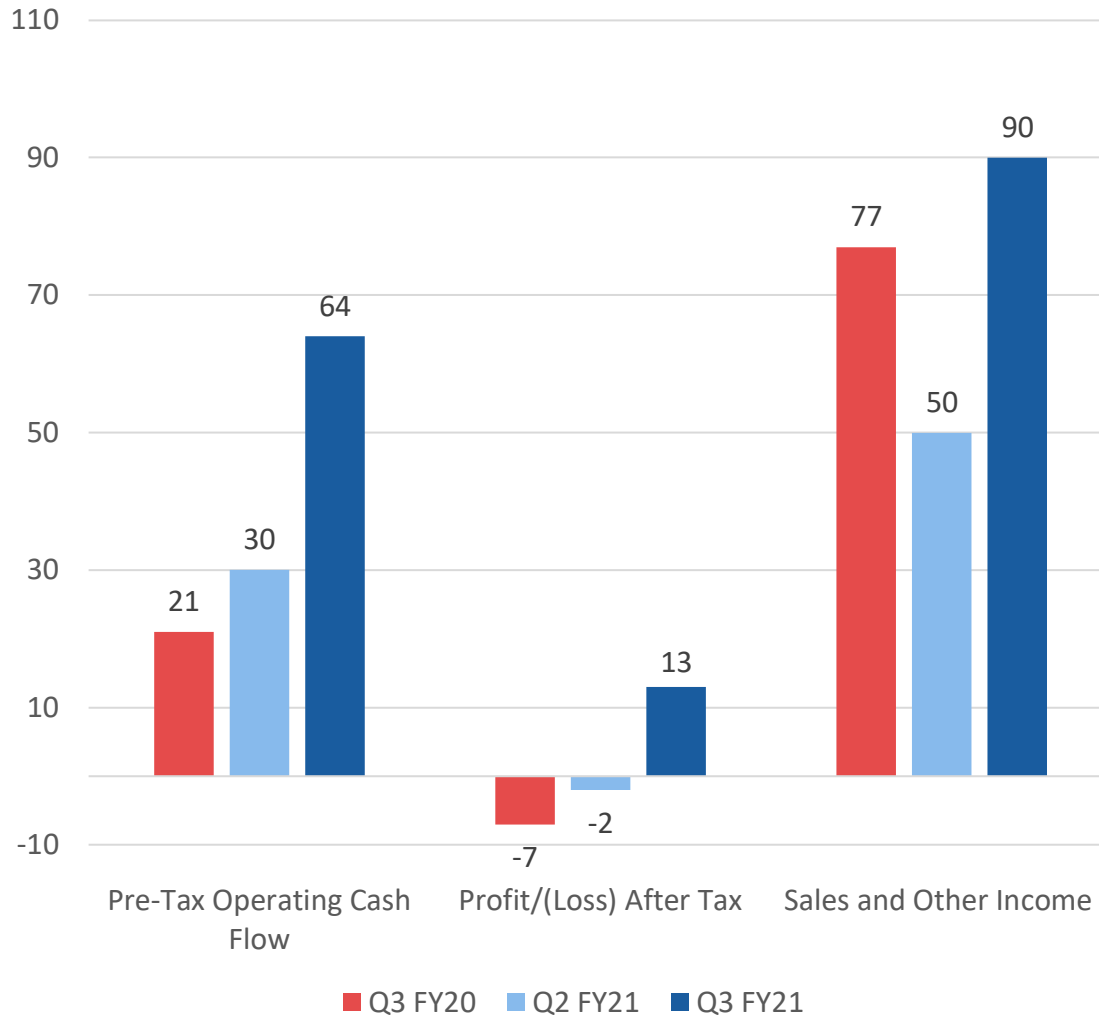


- Area booked as well as area constructed has improved in this quarter as compared to previous quarter. Area booked is lower as compared to corresponding quarter of previous year on account of Q3FY20 having many newly launched projects

*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 positive at INR 64 Crores for Q3FY21 vs positive at INR 30 Crores for Q2FY21 due to increase in collections



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 |
| 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 |
| FY20 Quarter 4 | AHL | 140.43 | 3.98 | 2.19 | 2.69 |
| | Partnership | 5.53 | 0.16 | 1.08 | 1.36 |
| | Total | 145.96 | 4.14 | 3.27 | 4.06 |
| FY20 Quarter 3 | AHL | 306.79 | 9.16 | 1.40 | 1.45 |
| | Partnership | 20.83 | 0.62 | 0.99 | 0.05 |
| | Total | 327.63 | 9.78 | 2.39 | 1.50 |
| FY20 Quarter 2 | AHL | 59.93 | 1.71 | 1.55 | 1.51 |
| | Partnership | 20.64 | 0.65 | 0.49 | 0.14 |
| | Total | 80.58 | 2.37 | 2.04 | 1.65 |



Quarterly Sales Trend

| Project | Location | FY19 Q2 | FY19 Q3 | FY19 Q4 | FY20 Q1 | FY20 Q2 | FY20 Q3 | FY20 Q4 | FY21 Q1 | FY21 Q2 | FY21 Q3 |
|--|------------|----------------|----------------|----------------|-----------------|-----------------|-----------------|-----------------|---------------|-----------------|-----------------|
| AHL (Area in Sq. Ft.) | | | | | | | | | | | |
| Aangan | Neemrana | - | - | - | - | - | - | (251) | - | (690) | 3,750 |
| Anmol | Gurgaon | 22,950 | 10,260 | 14,660 | 7,650 | 17,020 | 5,015 | 2,088 | 1,515 | 350 | 38,055 |
| Tarang | Bhiwadi | (2,519) | 25,705 | 10,035 | 19,323 | 14,531 | 8,729 | 2,502 | 5,873 | 14,692 | 5,536 |
| Town | Bhiwadi | 16,290 | 25,880 | 25,295 | 13,275 | 25,245 | 18,530 | 2,800 | 9,900 | 27,945 | 20,595 |
| Surbhi | Bhiwadi | 7,350 | 10,745 | 11,255 | - | 5,500 | (545) | (255) | (845) | 1,355 | 14,635 |
| THR | Bhiwadi | - | 3,307 | 3,307 | - | - | 3,307 | - | 6,614 | - | - |
| Nirmay | Bhiwadi | 21,148 | 28,393 | 19,325 | 20,199 | 19,264 | 61,001 | 22,607 | (2,787) | 38,221 | 44,270 |
| Utsav | Bhiwadi | - | - | - | 1,420 | - | - | - | - | - | - |
| Dwarka | Jodhpur | 13,290 | 15,710 | 11,550 | 35,330 | 2,980 | 3,850 | 5,650 | 1,490 | 5,340 | 15,150 |
| Utsav | Jaipur | - | - | - | - | - | - | 3,660 | - | - | - |
| Umang | Jaipur | 104,985 | 35,870 | 58,400 | 27,645 | 38,255 | 16,935 | 16,220 | 3,525 | 10,115 | 2,665 |
| Daksh | Jaipur | - | - | - | - | - | 4,11,975 | 73,285 | 13,844 | 18,978 | 79,280 |
| Amantran | Jaipur | - | - | - | - | - | - | 2,15,740 | 18,380 | (35,025) | 32,510 |
| Navrang | Gujarat | 1,215 | 5,370 | - | 4,860 | (1,470) | 6,075 | 3,645 | - | 10,230 | 2,685 |
| Shubham | Chennai | 19,258 | 23,184 | 35,076 | 41,475 | 23,973 | 23,311 | 38,695 | 9,069 | 15,166 | 33,279 |
| Utsav | Lavasa | (7,055) | (915) | 4,900 | 7,025 | (1,705) | (9,340) | (2,210) | (880) | 3,535 | 2,190 |
| Sehar | Jamshedpur | - | - | - | 68,925 | 27,503 | 12,413 | 13,680 | 4,764 | 19,253 | 12,129 |
| Aditya | Jamshedpur | - | - | - | - | - | 3,54,750 | - | - | - | - |
| Total - Ashiana Housing Limited | | 196,912 | 183,509 | 193,803 | 2,47,127 | 1,71,096 | 9,16,006 | 3,97,856 | 70,462 | 1,29,465 | 3,06,729 |
| Partnership (Area in Sq. Ft.) | | | | | | | | | | | |
| Vrinda Gardens | Jaipur | 36,107 | 33,448 | 56,914 | 39,544 | 29,568 | 42,279 | 5,921 | 5,031 | 72,023 | 35,156 |
| Gulmohar Gardens | Jaipur | 29,150 | 37,620 | 31,800 | 66,897 | 35,839 | 18,990 | 10,306 | 5,622 | 27,377 | 15,100 |
| Rangoli Gardens Plaza | Jaipur | - | - | - | - | - | 1,070 | - | - | - | - |
| Total - Partnership | | 65,257 | 71,068 | 88,714 | 1,06,441 | 65,407 | 62,339 | 16,227 | 10,653 | 99,400 | 50,256 |
| Grand Total | | 262,169 | 254,577 | 282,517 | 3,53,568 | 2,36,503 | 9,78,345 | 4,14,083 | 81,115 | 2,28,865 | 356,985 |



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 | 1.33 | 48.21 | 22.94 | 1.32 |
| Bhiwadi | Tarang | 2 | 0.66 | 0.33 | 10.00 | 6.75 | 0.58 |
| Chennai | Shubham | 3 | 1.78 | 1.39 | 56.21 | 23.60 | 0.93 |
| Chennai | Shubham | 4 | 2.46 | 0.16 | 7.15 | 0.37 | 0.00 |
| Jaipur | Daksh | 1 & Plaza | 3.26 | 2.92 | 97.42 | 66.03 | 1.65 |
| Jaipur | Daksh | 2 | 2.35 | 2.32 | 75.26 | 30.50 | 0.41 |
| Jaipur | Daksh | 3 | 1.17 | 0.73 | 25.11 | 2.11 | - |
| Jaipur | Amantran | 1 | 3.24 | 1.44 | 52.26 | 15.21 | 1.00 |
| Jaipur | Amantran | 2 | 1.03 | 0.87 | 32.22 | 4.52 | - |
| Jodhpur | Dwarka*** | 3 | 0.86 | 0.56 | 14.40 | 10.09 | 1.08 |
| Jamshedpur | Sehar | 1 | 3.44 | 1.59 | 58.48 | 29.88 | 1.40 |
| Jamshedpur | Aditya | 1 | 3.55 | 3.55 | 120.68 | 49.58 | 1.14 |
| Lavasa | Utsav ** | 4 | 0.63 | - | - | - | 0.62 |
| Total - Ashiana Housing Limited | | | 26.78 | 17.20 | 597.40 | 261.57 | 10.14 |
| Partnership | | | | | | | |
| Jaipur | Gulmohar Gardens | 4 | 0.64 | 0.56 | 14.80 | 11.55 | 0.36 |
| Jaipur | Gulmohar Gardens | Villas | 1.25 | 1.15 | 39.15 | 25.73 | 0.71 |
| Jaipur | Gulmohar Gardens | Shops | 0.04 | 0.03 | 3.11 | 0.26 | 0.00 |
| Jaipur | Vrinda Gardens | 4 | 1.61 | 0.40 | 14.03 | 8.69 | 1.18 |
| Jaipur | Vrinda Gardens | 5 | 3.20 | 0.62 | 19.46 | 5.26 | 1.81 |
| Total – Partnership | | | 6.74 | 2.77 | 90.55 | 51.48 | 4.07 |
| Grand Total | | | 33.52 | 19.96 | 687.95 | 313.05 | 14.20 |

*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 ***Saleable area was revised as per renegotiation with the JDA partner.



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 | 26.78 | 17.20 | 597.40 | 261.57 | 10.14 |
| Partnership | 6.74 | 2.77 | 90.55 | 51.48 | 4.07 |
| Grand Total | 33.52 | 19.96 | 687.95 | 313.05 | 14.20 |

- Out of a total saleable area of 33.52 Lakhs Sq. ft., 14.20 Lakhs Sq. ft. (42%) has already been constructed
- Out of the total area booked so far, an amount of around INR 374.90 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

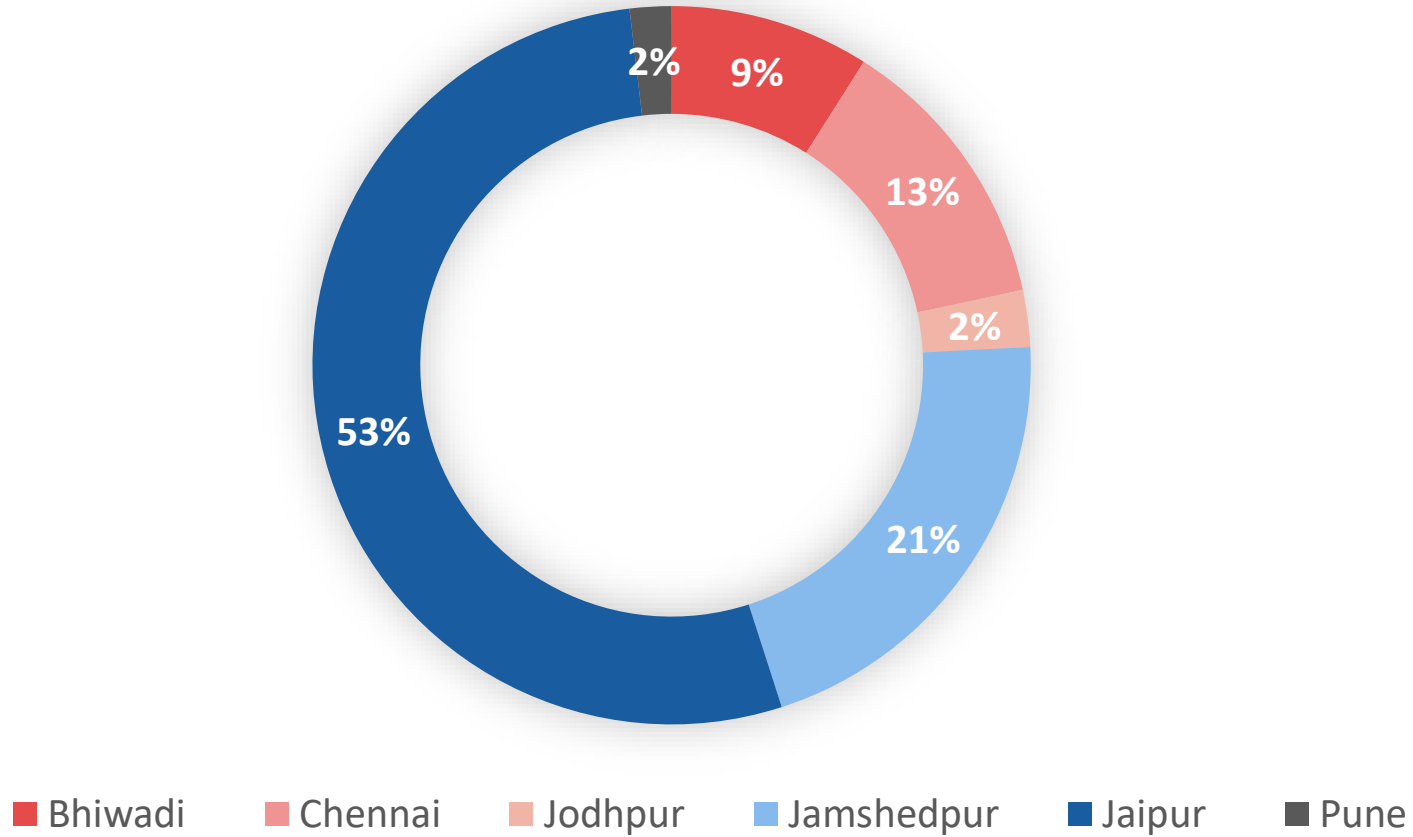
03 Break up of Area Booked

04 Operational data - Yearly
- Quarterly



Geographical Presence

Saleable Area of Ongoing Projects



Ongoing Projects Summary – Expected Completion Timeline

| Location | Project | Phase | Economic Interest | Project Type | Saleable Area (Lakhs Sq. ft.) | Area Booked (Lakhs Sq. ft.) | Expected Completion Time |
|--------------|------------------|-----------|-------------------------|---------------|-------------------------------|-----------------------------|--------------------------|
| Bhiwadi | Nirmay | 3 | 100% | Senior Living | 2.35 | 1.33 | Q3FY23 |
| Bhiwadi | Tarang | 2 | 100% | Comfort Homes | 0.66 | 0.33 | Q1FY23 |
| Chennai | Shubham | 3 | 73.75% of Revenue Share | Senior Living | 1.78 | 1.39 | Q3FY23 |
| Chennai | Shubham | 4 | 73.75% of Revenue Share | Senior Living | 2.46 | 0.16 | Q4FY24 |
| Jaipur | Gulmohar Gardens | 4 | 50% of Profit Share | Comfort Homes | 0.64 | 0.56 | Q1FY23 |
| Jaipur | Gulmohar Gardens | Villas | 50% of Profit Share | Comfort Homes | 1.25 | 1.15 | Q3FY23 |
| Jaipur | Gulmohar Gardens | Shops | 50% of Profit Share | Comfort Homes | 0.04 | 0.03 | Q3FY24 |
| Jaipur | Vrinda Gardens | 4 | 50% of Profit Share | Comfort Homes | 1.61 | 0.40 | Q3FY23 |
| Jaipur | Vrinda Gardens | 5 | 50% of Profit Share | Comfort Homes | 3.20 | 0.62 | Q3FY23 |
| Jaipur | Daksh | 1 & Plaza | 100% | Comfort Homes | 3.26 | 2.92 | Q2FY24 |
| Jaipur | Daksh | 2 | 100% | Comfort Homes | 2.35 | 2.32 | Q3FY24 |
| Jaipur | Daksh | 3 | 100% | Comfort Homes | 1.17 | 0.73 | Q2FY25 |
| Jaipur | Amantran | 1 | 75% of Revenue Share | Comfort Homes | 3.24 | 1.44 | Q3FY24 |
| Jaipur | Amantran | 2 | 75% of Revenue Share | Comfort Homes | 1.03 | 0.87 | Q1FY25 |
| Jodhpur | Dwarka** | 3 | 100% | Comfort Homes | 0.86 | 0.56 | Q1FY23 |
| Jamshedpur | Sehar | 1 | 76.75% of Revenue Share | Comfort Homes | 3.44 | 1.59 | Q2FY24 |
| Jamshedpur | Aditya | 1 | 74% of Revenue Share | Comfort Homes | 3.55 | 3.55 | Q3FY23 |
| Lavasa | Utsav * | 4 | 100% | Senior Living | 0.63 | 0.00 | Q3FY20 |
| Total | | | | | 33.52 | 19.96 | |

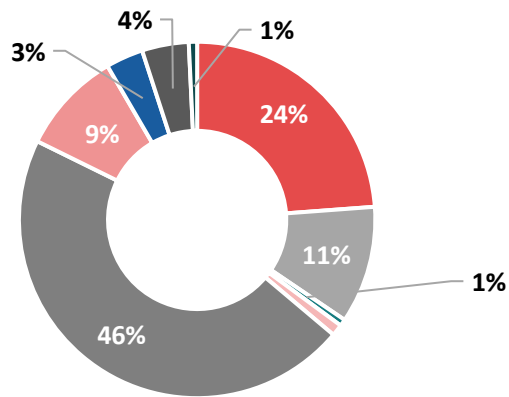
*Phase-4 Ashiana Utsav, Lavasa Construction is complete and OC has been applied for. The Phase is yet to be launched for sales

** The saleable area was revised as per renegotiation with the JDA partner

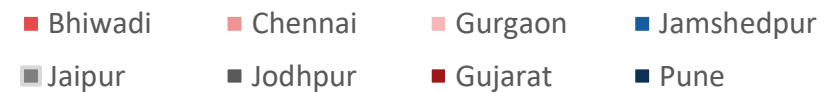
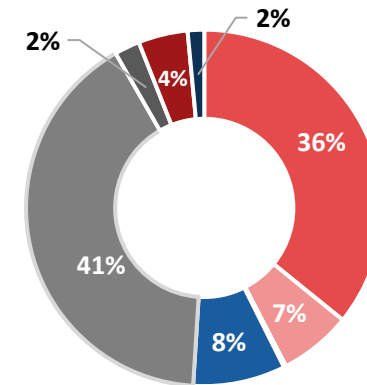


Break Up of Area Booked (QoQ)

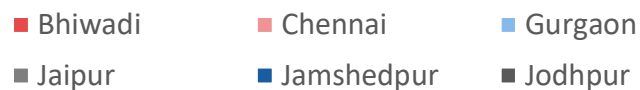
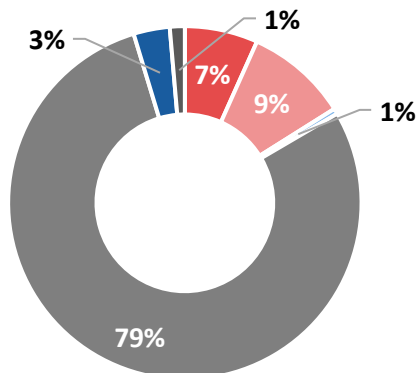
Q3 FY21



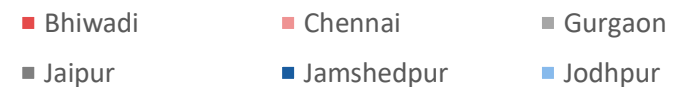
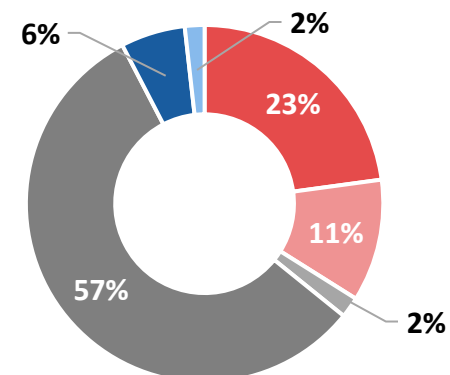
Q2 FY21



Q4 FY20



Q1 FY21



Yearly Operational Data

| Particulars | Unit | FY 14 | FY 15 | FY 16 | FY 17 | FY 18 | FY 19 | FY20 |
|------------------------------|---------------|--------|--------|--------|--------|--------|--------|--------|
| Equivalent Area Constructed* | Lakhs Sq. ft. | 17.87 | 22.80 | 23.44 | 17.39 | 8.16 | 7.68 | 9.85 |
| Area Booked | Lakhs Sq. ft. | 22.13 | 18.12 | 8.63 | 6.96 | 6.93 | 10.79 | 19.82 |
| Value of Area Booked | INR Lakhs | 64,756 | 54,772 | 28,421 | 22,508 | 21,736 | 33,262 | 67,163 |
| Average Realizations | INR/ Sq. ft. | 2,926 | 3,022 | 3,293 | 3,234 | 3,135 | 3,082 | 3,388 |

**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 | Q4 FY19 | Q1 FY20 | Q2 FY20 | Q3 FY20 | Q4 FY20 | Q1 FY21 | Q2 FY21 | Q3 FY21 |
|------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Equivalent Area Constructed* | Lakhs Sq.ft. | 2.46 | 2.14 | 2.04 | 2.39 | 3.27 | 1.21 | 3.01 | 3.54 |
| Area Booked | Lakhs Sq.ft. | 2.83 | 3.54 | 2.37 | 9.78 | 4.14 | 0.81 | 2.29 | 3.57 |
| Value of Area Booked | INR Lakhs | 8,917 | 11,747 | 8,058 | 32,763 | 14,596 | 2,736 | 7,605 | 13,157 |
| Average Realizations | INR/ Sq. ft. | 3,156 | 3,322 | 3,407 | 3,349 | 3,525 | 3,373 | 3,323 | 3,686 |

*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 14 | FY 15 | FY 16 | FY 17 | FY 18 | FY 19 | FY20 |
|--------------------------------|------------|--------|--------|---------|--------|---------|--------|---------|
| Sales & Other Income | INR Crores | 122.80 | 164.44 | 542.67 | 397.02 | 334.92 | 350.63 | 317.55 |
| Operating Expenditure | INR Crores | 90.91 | 105.42 | 385.47 | 291.00 | 266.92 | 303.37 | 316.84 |
| EBITDA | INR Crores | 31.89 | 59.02 | 157.20 | 106.02 | 68.00 | 47.26 | 0.72 |
| Profit/(Loss) After Tax | INR Crores | 21.86 | 46.49 | 105.81 | 67.01 | 38.23 | 13.78 | (30.24) |
| Other Comprehensive income | INR Crores | N.A | N.A | 4.99 | 5.77 | 7.98 | 5.33 | 1.29 |
| Total Comprehensive income | INR Crores | N.A | N.A | 110.80 | 72.78 | 46.21 | 19.10 | (28.95) |
| Pre - Tax Operating Cash Flow | INR Crores | 125.90 | 72.58 | (10.89) | (32.9) | (20.21) | 16.41 | 34.22 |
| EBITDA Margin | % | 25.97% | 35.46% | 28.97% | 26.70% | 20.30% | 13.48% | 0.23% |
| Net Profit/ (Net loss) Margin | % | 17.80% | 27.99% | 19.50% | 16.88% | 11.42% | 3.93% | -9.52% |
| TCI Margin | % | N.A | N.A | 20.42% | 18.33% | 13.80% | 5.45% | -9.12% |
| Return on Average Net worth | % | 7.91% | 14.03% | 17.60% | 10.60% | 6.21% | 2.47% | -3.78% |
| Debt to Equity Ratio | | 0.03 | 0.06 | 0.09 | 0.12 | 0.16 | 0.20 | 0.17 |

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



Financial Summary QoQ (Consolidated)

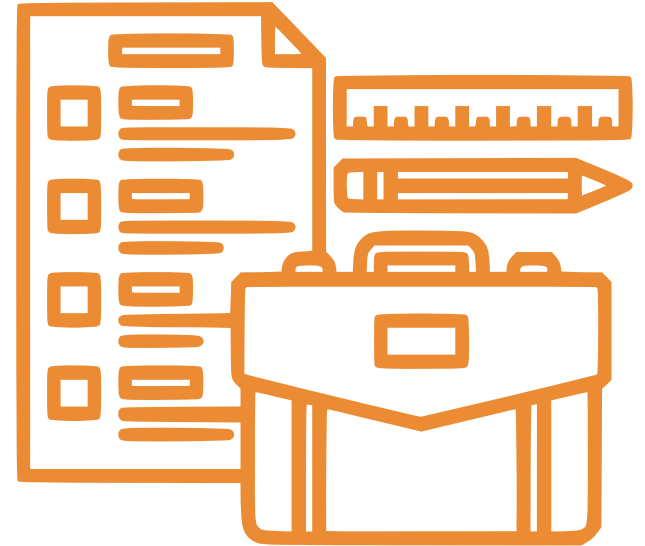
| Particulars | Unit | Q4FY19 | Q1FY20 | Q2FY20 | Q3FY20 | Q4FY20 | Q1FY21 | Q2FY21 | Q3FY21 |
|--------------------------------|------------|---------|--------|---------|--------|--------|--------|--------|--------|
| Sales & Other Income | INR Crores | 66.81 | 66.76 | 75.38 | 76.82 | 98.59 | 38.19 | 50.05 | 89.71 |
| Operating Expenditure | INR Crores | 69.24 | 69.82 | 80.74 | 76.73 | 89.55 | 36.98 | 49.24 | 71.23 |
| EBITDA | INR Crores | (2.43) | (3.06) | (5.36) | 0.09 | 9.05 | 1.21 | 0.81 | 18.48 |
| Profit/(Loss) After Tax | INR Crores | (7.88) | (5.50) | (9.51) | (7.11) | (8.12) | (3.27) | (2.29) | 12.86 |
| Total Comprehensive income | INR Crores | (6.25) | (4.87) | (9.05) | (6.39) | (8.63) | (2.30) | (1.74) | 13.26 |
| Pre - Tax Operating Cash Flow | INR Crores | 9.95 | 4.42 | 3.32 | 21.35 | 5.14 | 10.56 | 30.04 | 63.90 |
| EBITDA Margin | % | -3.64% | -4.58% | -7.11% | 0.12% | 9.18% | 3.17% | 1.63% | 20.60% |
| Net Profit/ (Net loss) Margin | % | -11.79% | -8.24% | -12.62% | -9.26% | -8.23% | -8.57% | -4.57% | 14.33% |
| TCI Margin | % | -9.35% | -7.30% | -12.01% | -8.32% | -8.75% | -6.01% | -3.48% | 14.78% |



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 | 3, 4 & 5 | 100% | 8.66 |
| Bhiwadi | Gamma | 1 | 100% | 18.45 |
| Bhiwadi | Nirmay | 4 & 5 | 100% | 2.41 |
| Jaipur | Umang | 5 & 6 | 100% | 6.28 |
| 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 |
| Jamshedpur | Aditya | 2 | 74% of Revenue Share | 2.75 |
| Jodhpur | Dwarka * | 4 & 5 | 100% | 3.28 |
| Neemrana | Aangan | 2 | 100% | 4.37 |
| Lavasa | Utsav | 5 | 100% | 0.84 |
| Total | | | | 60.21 |

* The terms have been renegotiated with the JDA partner and our share in Phase 4 & 5 now stands at 100%\



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 | 32% Revenue Share | Comfort Homes |
| Kolkata | Maitri/Nitya | 19.72 | 14.88 | 15% Revenue Share | Kid Centric Homes/Senior Living |
| Total | | 71.69 | 57.68 | | |

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 | Phase | 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 | Nirmay | 1 & 2 | 100% | Senior Living | 3.35 | 3.35 | 3.33 | 0.03 | - |
| Bhiwadi | Tarang | 1 & Plaza | 100% | Comfort Homes | 2.30 | 2.29 | 2.22 | 0.07 | 0.01 |
| Bhiwadi | Town | 1,2 & 3 | 100% | Kid Centric Homes | 15.33 | 12.99 | 12.65 | 0.34 | 2.33 |
| Bhiwadi | Surbhi | 1-5 & Plaza | 100% | Comfort Homes | 4.02 | 3.48 | 3.34 | 0.14 | 0.55 |
| Bhiwadi | THR | 1 & Plaza | 100% | Comfort Homes | 1.28 | 1.05 | 1.04 | 0.01 | 0.23 |
| Bhiwadi | Utsav | 2 & 3 | 100% | Senior Living | 4.92 | 4.91 | 4.89 | 0.01 | 0.01 |
| Chennai | Shubham | 2 | 73.75% of Revenue | Senior Living | 1.47 | 1.43 | 1.27 | 0.15 | 0.04 |
| Gurgaon | Anmol | 1 & Plaza | 65% of Revenue | Kid Centric Homes | 4.18 | 3.14 | 2.77 | 0.37 | 1.05 |
| Gujarat | Navrang | 1, 2 & 3 | 81% of Revenue | Comfort Homes | 3.27 | 3.16 | 3.11 | 0.05 | 0.11 |
| Neemrana | Aangan | 1 & Plaza | 100% | Comfort Homes | 4.24 | 4.19 | 4.13 | 0.06 | 0.05 |
| Jodhpur | Dwarka* | 1 & 2 | Area Share | Comfort Homes | 2.47 | 2.47 | 2.45 | 0.01 | - |
| Jaipur | Gulmohar Gardens | 3, 6 & 8 | 50% of Profit Share | Comfort Homes | 3.62 | 3.62 | 3.59 | 0.03 | - |
| Jaipur | Rangoli Gardens | Plaza | 50% of Profit Share | Comfort Homes | 0.69 | 0.48 | 0.47 | 0.01 | 0.21 |
| Jaipur | Umang | 1,2, 3 & 4 | 100% | Kid Centric Homes | 12.43 | 12.20 | 11.94 | 0.26 | 0.23 |
| Jaipur | Vrinda Gardens | 1, 2, 3A & 3B | 50% of Profit Share | Comfort Homes | 10.28 | 10.10 | 9.29 | 0.81 | 0.18 |
| Pune | Utsav | 1, 2 & 3 | 100% | Senior Living | 4.51 | 4.21 | 4.15 | 0.05 | 0.30 |
| | Total | | | | 78.36 | 73.06 | 70.65 | 2.40 | 5.30 |

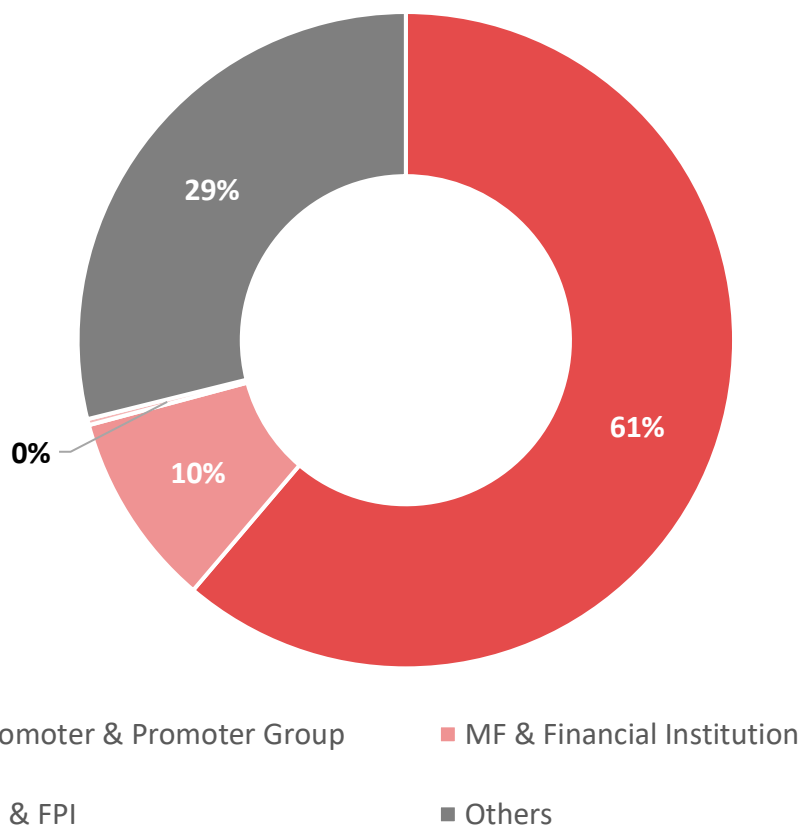


* Only AHL's share of saleable and unsold area shown in above table.

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Shareholding Pattern as on 31st December 2020

Shareholding Pattern



Institutional Holding above 1%

| Rank | Fund / Institution | No. of Shares | % Holding |
|------|-------------------------------------|---------------|-----------|
| 1 | ICICI Prudential Equity & Debt Fund | 6,351,192 | 6.21% |
| 2 | SBI Contra Fund | 3,483,811 | 3.40% |





**For Any
Queries, Contact**



investorrelations@ashianahousing.com



+91 11 4265 4265

Regd. Office: 11G Everest, 46/C, Chowringhee Road, Kolkata - 700 071. West Bengal, India. Ph: 033-4037860

Head Office: 304, Southern Park, Saket District Centre, Saket, New Delhi – 110017 Ph : 011-4265 4265

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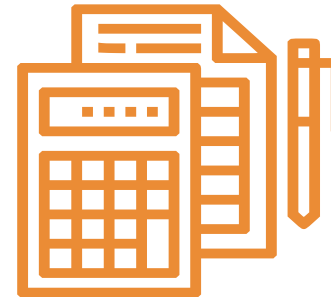
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01 About Ashiana

02 Business Model

03 Accolades

04 Abbreviations



About Ashiana



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

- 237.11 lakhs sq. ft. constructed
- Operations in 10 Locations
- 14,310 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

| | | | | | |
|---|--|--|---|--|--|
| <div>2010</div> <ul style="list-style-type: none">Rated by FORBES’ among Asia's 200 Best Under a Billion Dollar CompaniesReceived BMA - Siegwerk award for Corporate Social Responsibility | <div>2011</div> <ul style="list-style-type: none">Ashiana Aangan Bhiwadi awarded as India's Best Residential Project (North) by ZEE - Business RICS AwardsAshiana Woodlands, Jamshedpur awarded as India's Best Residential Project (East) by ZEE - Business RICS AwardsRated by FORBES’ among Asia's 200 Best Under a Billion Dollar Companies twice in a row | <div>2012</div> <ul style="list-style-type: none">Ashiana Aangan, Bhiwadi awarded as India's Best Affordable Housing by CNBC AwaazAshiana Aangan, Bhiwadi awarded as NCR's Best Affordable Housing by CNBC AwaazReceived BMA - Siegwerk award for Corporate Social Responsibility | <div>2013</div> <ul style="list-style-type: none">Received Bhamashah award for Contribution made in the field of Education by Govt. of RajasthanThink Media Award for Outstanding Corporate Social Responsibility work in Real Estate SectorHonored by Bharat Vikas Parishad Rajasthan for Corporate Social Responsibility activities | <div>2014</div> <ul style="list-style-type: none">Awarded as Realty Giants North India by Realty Kings North IndiaReceived Bhamashah award for Contribution made in the field of Education by Govt. of RajasthanAshiana Utsav, Lavasa awarded as Senior Living Project of the Year in India by Realty Excellence Award | <div>2015</div> <ul style="list-style-type: none">CNBC Awaaz felicitated Ashiana Housing Limited with One of the Most Promising Company of the Next DecadeRangoli Gardens, Jaipur awarded as The Best Budget Apartment Project of the Year by NDTV PROFIT |
| <div>2015</div> <ul style="list-style-type: none">Received Bhamashah award for Contribution made in the field of Education by Govt. of RajasthanReceived FICCI "Category" - CSR Award for Small & Medium Enterprises (SME) with turnover upto 200 crores p.a. | <div>2017</div> <ul style="list-style-type: none">NDTV Property Awards 2016 felicitated "Ashiana Dwarka" as "Budget Apartment Project of the Year" in Tier 2 cities 2017Received CIDC Vishwakarma Awards 2017 under the category "Achievement Award for Construction Skill Development" 2017Received CREDAI CSR Award 16-17 under the category "Education (Establishing of schools, educational institutions and creating educational facilities)" 2017 | <div>2018</div> <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 | <div>2019</div> <ul style="list-style-type: none">Recognised for Digital Campaign of the year “Behatar Parvarish ka Pata” by ABP NewsRanked as India’s No. 1 Senior Living Brand 3 times in a row by Track2 Realty | <div>2020</div> <ul style="list-style-type: none">Recognised as Best Theme based Project “Ashiana Anmol-Kid Centric” by Realty+ Excellence Awards (North) 2019Ranked as No. 1 Developer in North India and No. 5 in India 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

