

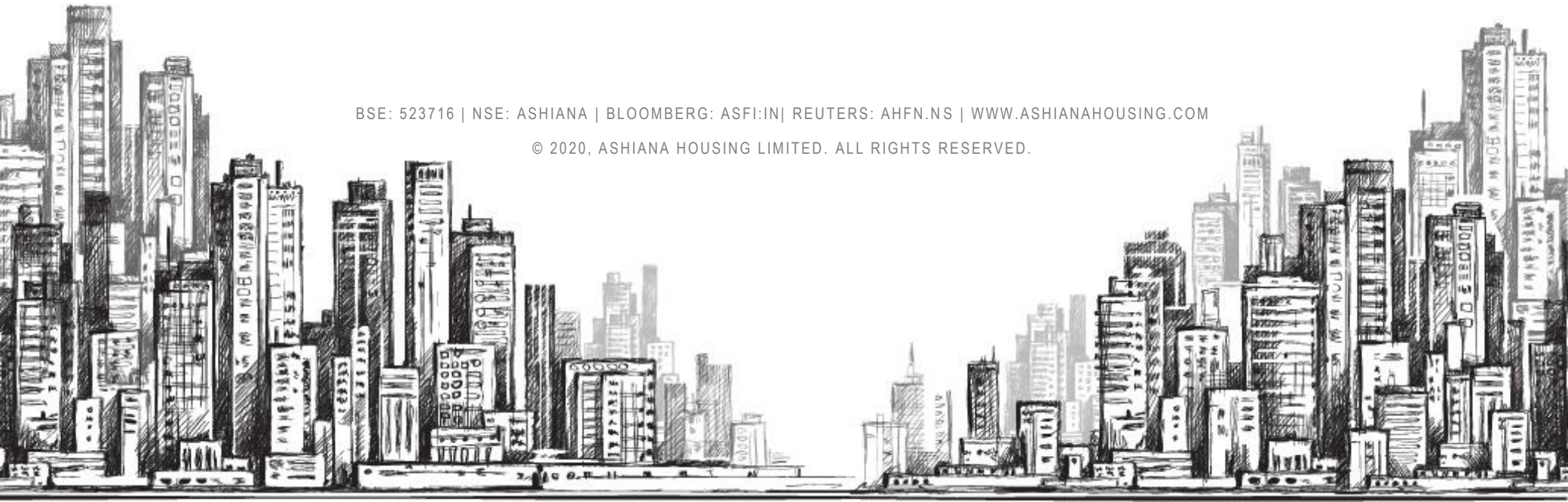


# Investor Update

For the Quarter ended 30<sup>th</sup> September 2021

BSE: 523716 | NSE: ASHIANA | BLOOMBERG: ASFI:IN | REUTERS: AHFN.NS | [WWW.ASHIANAHOUSING.COM](http://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

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## 02 Operational Overview

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## 04 Quarterly Performance

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## 05 Cash Flow Position

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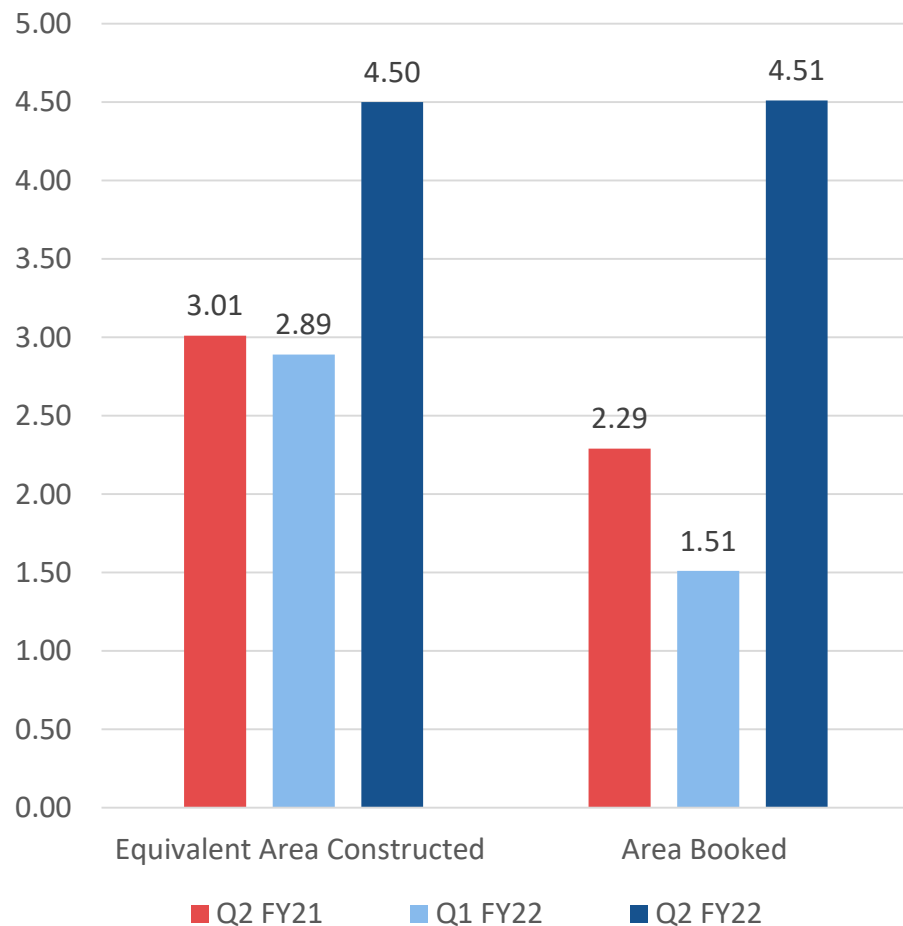


# Quarterly Highlights

- Booking higher at 4.51 Lakhs Sq. ft.(Q2FY22) vs. 1.51 Lakhs Sq. ft (Q1FY22). The bookings in this quarter were higher due launch of Ashiana Nirmay Ph 4, Bhiwadi and higher sales in Dwarka Ph 4, Jodhpur, launched towards end of Q1. In Q1, bookings were low due to lockdown in the country. |
- Area constructed higher at 4.5 Lakhs Sq. ft. (Q2FY22) vs 2.9 Lakhs Sq. ft. (Q1FY22). Our construction commitments were in line with the deliveries scheduled.
- Pre-tax operating cash flows (modified and before any land payments) was positive at INR 28.18 Crores (Q2FY22) vs positive at INR 29.60 Crores (Q1FY22). However, the half yearly cashflows reported (As per IND AS-7) stood at negative Rs 121.64 Crores. This was primarily due to new Gurgaon project (Ashiana Amarah) land acquisition related payment of Rs 178 Crores.
- Revenue recognized from completed projects of INR 45.60 Crores (Q2FY22) vs INR 24.47 Crores (Q1FY22). The area delivered in AHL in Q2FY22 was higher at 1.37 Lac Sq. ft. vis a vis in Q1FY22 at 0.65 Lac Sq. ft.
- The income from Partnerships was at negative INR 0.26 Crores (Q2FY22) vs positive INR 1.55 Crores (Q1FY22).
- Other Income of INR 15.35 Crores (Q2FY22) vs INR 14.42 Crores (Q1FY22). 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 6.36 Crores (Q2FY22) vs. negative INR 6.14 Crores (Q1FY22)
- A new land parcel of 15.64 acres has been acquired in Chennai for senior living project development.



# Quarterly Operational Overview

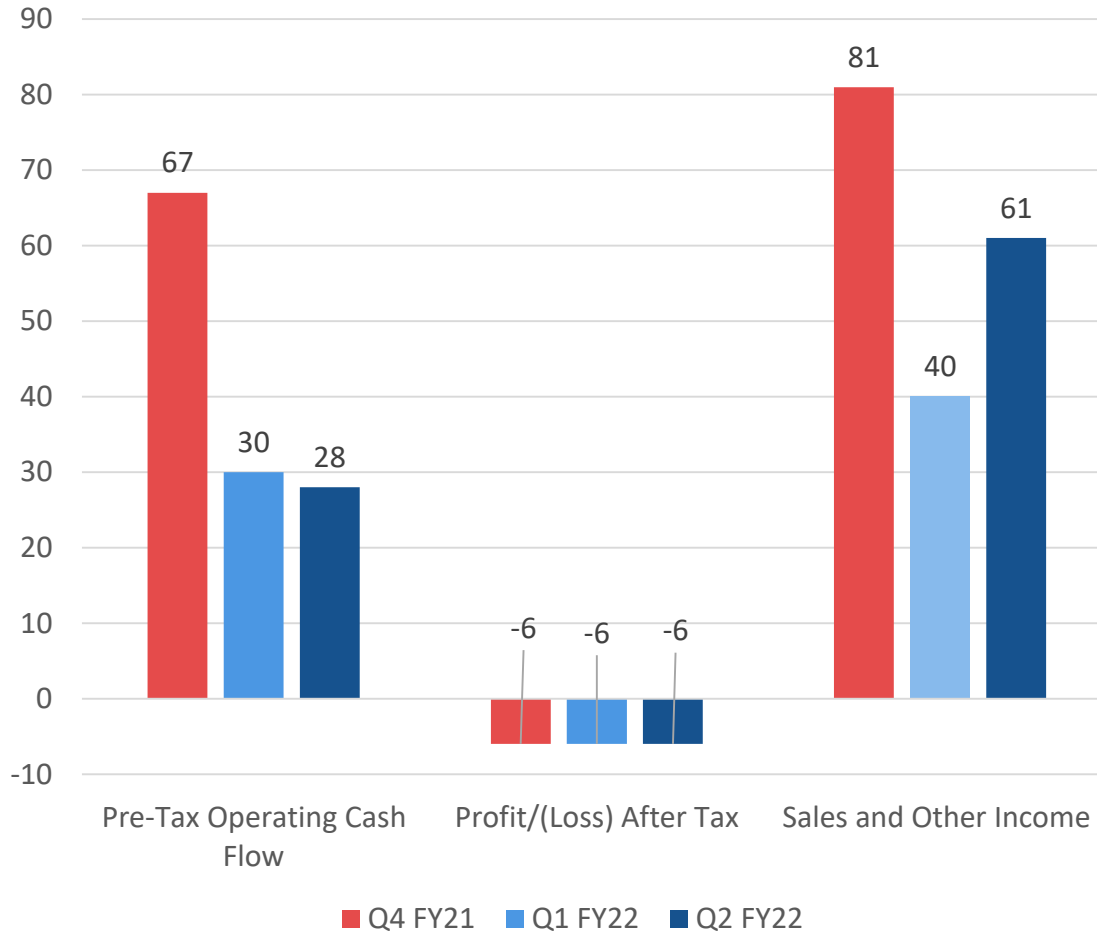


- Area booked was 4.51 Lakh Sq Ft in Q2 FY22 vs. 1.51 Lakhs Sq. ft in Q1FY22 as compared to previous quarter.

*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 28.18 Crores for Q2FY22 aided by healthy collections.





# 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
FY22 Quarter 2	AHL	146.01	3.95	3.52	1.37
	Partnership	19.71	0.55	0.98	0.08
	<b>Total</b>	<b>165.72</b>	<b>4.51</b>	<b>4.50</b>	<b>1.45</b>
FY22 Quarter 1	AHL	42.51	1.23	2.20	0.65
	Partnership	9.69	0.28	0.70	0.16
	<b>Total</b>	<b>52.20</b>	<b>1.51</b>	<b>2.89</b>	<b>0.81</b>
<b>FY 21</b>	AHL	458.63	12.73	8.76	5.63
	Partnership	76.05	2.24	2.90	2.93
	<b>Total</b>	<b>534.68</b>	<b>14.97</b>	<b>11.66</b>	<b>8.55</b>
FY21 Quarter 4	AHL	278.36	7.67	3.12	1.94
	Partnership	21.33	0.64	0.78	0.73
	<b>Total</b>	<b>299.69</b>	<b>8.30</b>	<b>3.90</b>	<b>2.67</b>
FY21 Quarter 3	AHL	112.40	3.07	2.77	1.80
	Partnership	19.17	0.50	0.78	2.14
	<b>Total</b>	<b>131.57</b>	<b>3.57</b>	<b>3.54</b>	<b>3.94</b>
FY21 Quarter 2	AHL	44.11	1.29	2.09	1.06
	Partnership	31.95	0.99	0.92	0.03
	<b>Total</b>	<b>76.05</b>	<b>2.29</b>	<b>3.01</b>	<b>1.10</b>

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



# Quarterly Sales Trend

Project	Location	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3FY21	Q4FY21	Q1FY22	Q2FY22
<b>AHL (Area in Sq. Ft. )</b>									
Aangan Neemrana	Neemrana	-	(251)	-	(690)	3,750	(1,199)	1,450	1,450
Anmol	Gurgaon	5,015	2,088	1,515	350	38,055	60,895	2,550	28,495
Tarang	Bhiwadi	8,729	2,502	5,873	14,692	5,536	20,494	16,713	15,561
Ashiana Town	Bhiwadi	18,530	2,800	9,900	27,945	20,595	26,990	5,340	17,210
Surbhi	Bhiwadi	(545)	(255)	(845)	1,355	14,635	-	(1,100)	4,265
THR	Bhiwadi	3,307	-	6,614	-	-	-	9,921	9,921
Nirmay	Bhiwadi	61,001	22,607	(2,787)	38,221	44,270	34,343	14,817	74,074
Dwarka	Jodhpur	3,850	5,650	1,490	5,340	15,150	18,070	3,280	48,000
Utsav Jaipur	Jaipur	-	3,660	-	-	-	-	-	-
Umang	Jaipur	16,935	16,220	3,525	10,115	2,665	1,63,460	19,232	49,640
Ashiana Daksh	Jaipur	4,11,975	73,285	13,844	18,978	79,280	35,840	7,600	11,968
Ashiana Amantran	Jaipur	-	2,15,740	18,380	(35,025)	32,510	42,095	13,185	63,350
Navrang	Gujarat	6,075	3,645	-	10,230	2,685	5,370	1,470	1,470
Shubham	Chennai	23,311	38,695	9,069	15,166	33,279	75,751	18,082	42,124
Utsav Lavasa	Pune	(9,340)	(2,210)	(880)	3,535	2,190	2,210	-	-
Ashiana Sehar	Jamshedpur	12,413	13,680	4,764	19,253	12,129	7,736	10,107	27,885
Ashiana Aditya	Jamshedpur	3,54,750	-	-	-	-	2,74,700	-	-
<b>Total - Ashiana Housing Limited</b>		<b>9,16,006</b>	<b>3,97,856</b>	<b>70,462</b>	<b>1,29,465</b>	<b>3,06,729</b>	<b>7,66,755</b>	<b>1,22,647</b>	<b>3,95,413</b>
<b>Partnership (Area in Sq. Ft. )</b>									
Vrinda Gardens	Jaipur	42,279	5,921	5,031	72,023	35,156	49,408	26,655	56,829
Gulmohar Gardens	Jaipur	18,990	10,306	5,622	27,377	15,100	10,510	1,569	(1,695)
Rangoli Gardens Plaza	Jaipur	1,070	-	-	-	-	3,680	-	-
<b>Total - Partnership</b>		<b>62,339</b>	<b>16,227</b>	<b>10,653</b>	<b>99,400</b>	<b>50,256</b>	<b>63,598</b>	<b>28,224</b>	<b>55,134</b>
<b>Grand Total</b>		<b>9,78,345</b>	<b>4,14,083</b>	<b>81,115</b>	<b>2,28,865</b>	<b>3,56,985</b>	<b>8,30,353</b>	<b>1,50,871</b>	<b>4,50,547</b>



# Project wise Cash Flow Position in Ongoing Projects

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.)
<b>AHL</b>							
Bhiwadi	Nirmay	3	2.35	2.13	77.37	56.54	1.75
Bhiwadi	Nirmay	4	2.09	0.44	16.46	2.40	0.36
Bhiwadi	Tarang	3	1.14	0.18	5.21	1.16	0.36
Chennai	Shubham	3	1.78	1.77	71.71	48.90	1.47
Chennai	Shubham	4	2.46	1.10	50.34	12.52	0.62
Jaipur	Daksh	1 & Plaza	3.26	3.16	105.60	90.63	2.52
Jaipur	Daksh	2	2.35	2.31	75.00	64.41	1.15
Jaipur	Daksh	3	1.17	1.05	37.02	25.28	0.42
Jaipur	Amantran	1	3.58	2.44	91.60	53.48	2.16
Jaipur	Amantran	2	1.20	1.06	40.12	17.24	0.18
Jaipur	Umang	5 & Plaza	4.17	2.17	69.76	17.55	0.61
Jodhpur	Dwarka	4	1.28	0.44	11.52	0.76	0.18
Jamshedpur	Sehar	1	3.44	2.03	74.84	49.79	2.11
Jamshedpur	Aditya	1	3.55	3.55	120.70	93.85	2.29
Jamshedpur	Aditya	2	2.75	2.75	98.49	31.45	0.43
Pune	Utsav - Lavasa**	4	0.63				0.62
<b>AHL Total</b>			<b>37.19</b>	<b>26.59</b>	<b>945.75</b>	<b>565.97</b>	<b>17.22</b>
<b>Partnership</b>							
Jaipur	Gulmohar Gardens	4	0.64	0.60	15.95	14.15	0.61
Jaipur	Gulmohar Gardens	Villas	1.25	1.21	41.38	36.95	1.38
Jaipur	Gulmohar Gardens	Shops	0.04	0.04	3.34	1.15	0.02
Jaipur	Vrinda Gardens	4	1.61	0.82	28.97	19.37	1.61
Jaipur	Vrinda Gardens	5	3.20	1.37	44.07	28.70	2.93
<b>Partnership Total</b>			<b>6.74</b>	<b>4.04</b>	<b>133.70</b>	<b>100.32</b>	<b>6.54</b>
<b>AHL Total</b>			<b>43.93</b>	<b>30.62</b>	<b>1,079.45</b>	<b>666.29</b>	<b>23.76</b>

\*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.)
AHL	37.19	26.59	945.75	565.97	17.22
Partnership	6.74	4.04	133.70	100.32	6.54
<b>Grand Total</b>	<b>43.93</b>	<b>30.62</b>	<b>1079.45</b>	<b>666.29</b>	<b>23.76</b>

- Out of a total saleable area of 43.93 Lakhs Sq. ft., 23.76 Lakhs Sq. ft. (55%) has already been constructed
- Out of the total area booked so far, an amount of around INR 413.17 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

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**02** Ongoing Projects Summary

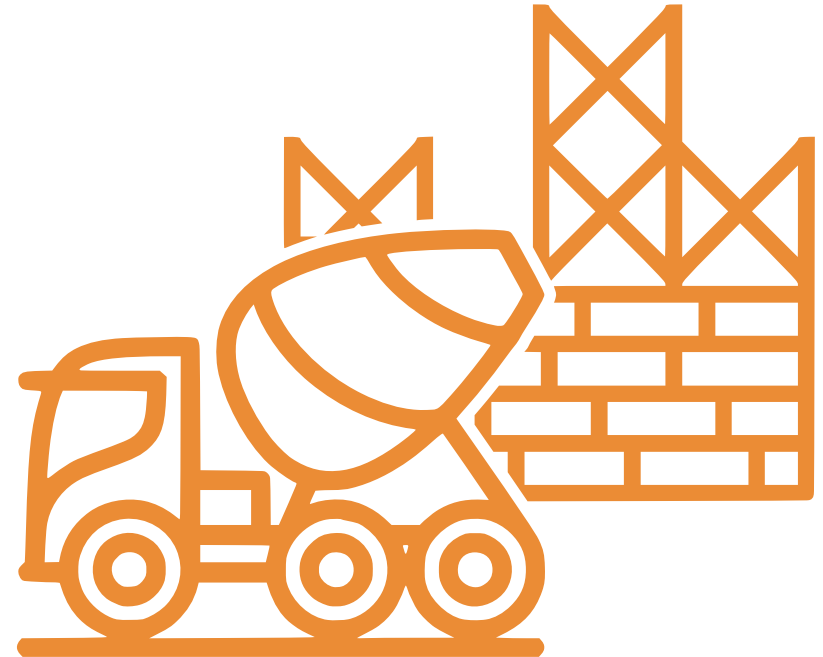
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**03** Break up of Area Booked

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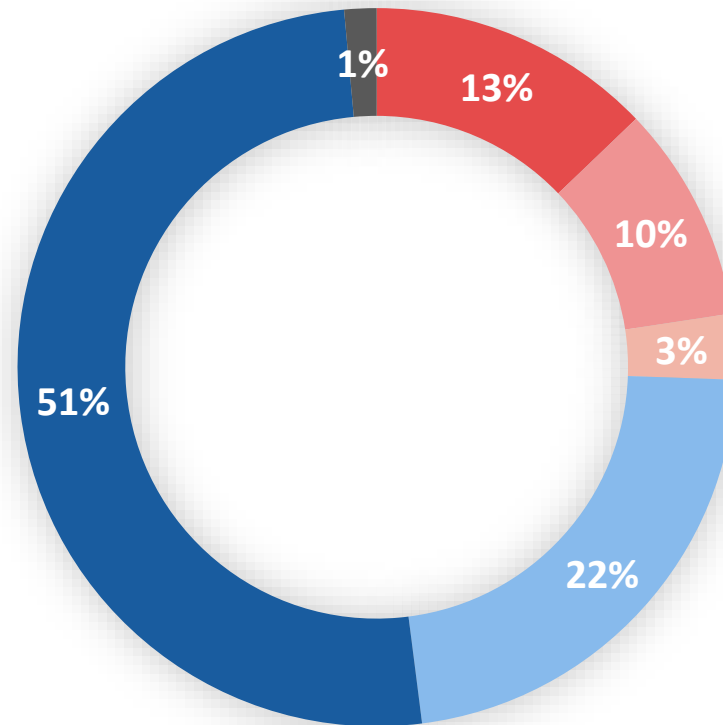
**04** Operational data - Yearly  
- Quarterly

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# 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	2.13	Q3FY23	Q4FY22
Bhiwadi	Nirmay	4	100%	Senior Living	2.09	0.44	Q3FY25	Q1FY24
Bhiwadi	Tarang	3	100%	Comfort Homes	1.14	0.18	Q2FY25	Q4FY23
Chennai	Shubham	3	73.75% of Revenue Share	Senior Living	1.78	1.77	Q3FY23	Q4FY22
Chennai	Shubham	4	73.75% of Revenue Share	Senior Living	2.46	1.10	Q4FY24	Q4FY23
Jaipur	Gulmohar Gardens	4	50% of Profit Share	Comfort Homes	0.64	0.60	Q1FY23	Q3FY22
Jaipur	Gulmohar Gardens	Villas	50% of Profit Share	Comfort Homes	1.25	1.21	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	0.82	Q3FY23	Q4FY22
Jaipur	Vrinda Gardens	5	50% of Profit Share	Comfort Homes	3.20	1.37	Q3FY23	Q4FY22
Jaipur	Daksh	1 & Plaza	100%	Comfort Homes	3.26	3.16	Q2FY24	Q1FY23
Jaipur	Daksh	2	100%	Comfort Homes	2.35	2.31	Q3FY24	Q2FY23
Jaipur	Daksh	3	100%	Comfort Homes	1.17	1.05	Q2FY25	Q4FY23
Jaipur	Amantran	1	75% of Revenue Share	Comfort Homes	3.58	2.44	Q3FY24	Q4FY23
Jaipur	Amantran	2	75% of Revenue Share	Comfort Homes	1.20	1.06	Q1FY25	Q1FY24
Jaipur	Umang	5 & Plaza	100%	Kid Centric Homes	4.17	2.17	Q3FY25	Q3FY24
Jodhpur	Dwarka	4	100%	Comfort Homes	1.28	0.44	Q3FY25	Q2FY24
Jamshedpur	Sehar	1	76.75% of Revenue Share	Comfort Homes	3.44	2.03	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	
<b>Total</b>					<b>43.93</b>	<b>30.62</b>		

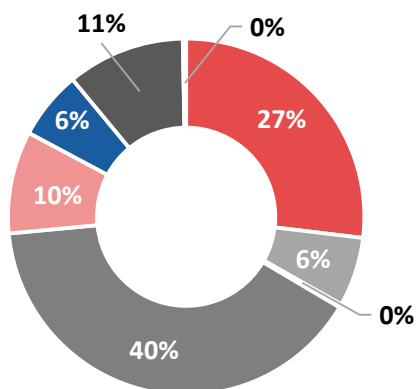
\*Phase-4 Ashiana Utsav, Lavasa Construction is complete and OC has been applied for. The Phase is yet to be launched for sales

\*\* 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



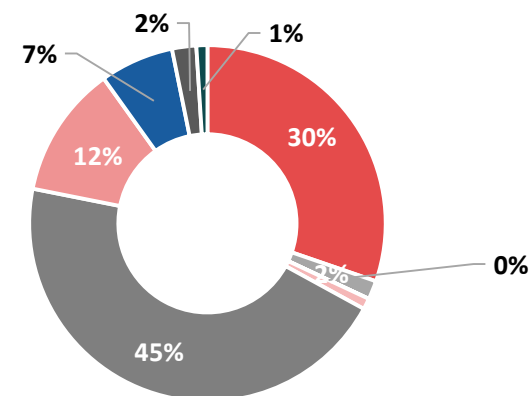
# Break Up of Area Booked (QoQ)

**Q2 FY22**



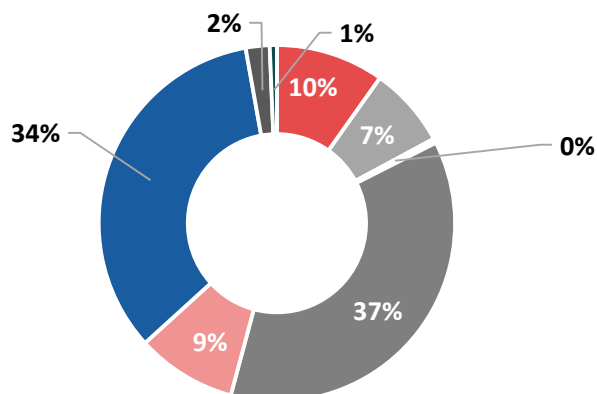
■ Bhiwadi ■ Gurgaon ■ Pune  
■ Neemrana ■ Jaipur ■ Chennai  
■ Jamshedpur ■ Jodhpur ■ Gujarat

**Q1 FY22**



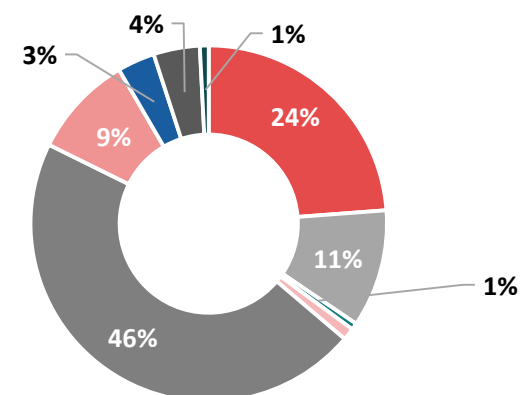
■ Bhiwadi ■ Gurgaon ■ Pune  
■ Neemrana ■ Jaipur ■ Chennai  
■ Jamshedpur ■ Jodhpur ■ Gujarat

**Q4 FY21**



■ Bhiwadi ■ Gurgaon ■ Pune  
■ Neemrana ■ Jaipur ■ Chennai  
■ Jamshedpur ■ Jodhpur ■ Gujarat

**Q3 FY21**



■ Bhiwadi ■ Gurgaon ■ Pune  
■ Neemrana ■ Jaipur ■ Chennai  
■ Jamshedpur ■ Jodhpur ■ Gujarat





# Yearly Operational Data

Particulars	Unit	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21
Equivalent Area Constructed*	Lakhs Sq. ft.	12.27	17.87	22.8	23.44	17.39	8.16	7.68	9.85	11.66
Area Booked	Lakhs Sq. ft.	18.65	22.13	18.12	8.63	6.96	6.93	10.79	19.82	14.97
Value of Area Booked	INR Lakhs	50,335	64,756	54,772	28,421	22,508	21,736	33,262	67,163	53,468
Average Realization	INR/Sq. ft.	2,699	2,926	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	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3FY21	Q4FY21	Q1FY22	Q2FY22
Equivalent Area Constructed*	Lakhs Sq. ft.	2.39	3.27	1.21	3.01	3.54	3.90	2.89	4.50
Area Booked	Lakhs Sq. ft.	9.78	4.14	0.81	2.29	3.57	8.30	1.51	4.51
Value of Area Booked	INR Lakhs	32,763	14,596	2,736	7,605	13,157	29,969	5,220	16,572
Average Realization	INR/ Sq. ft.	3,349	3,525	3,373	3,323	3,686	3,609	3,460	3,678

*\*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

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## 02 Financial Summary QoQ

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# Financial Summary YoY (Consolidated)

Particulars	Unit	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21
Sales and 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 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 Flows	INR Crores	72.58	(10.89)	(32.90)	(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



# Financial Summary QoQ (Consolidated)

Particulars	Unit	Q3FY20	Q4FY20	Q1FY21	Q2FY21	Q3FY21	Q4FY21	Q1FY22	Q2FY22
Sales and Other Income	INR Crores	76.82	98.59	38.19	50.05	89.71	81.36	40.43	60.69
Operating Expenditure	INR Crores	76.73	89.55	36.98	49.24	71.23	83.66	44.10	63.33
EBITDA	INR Crores	0.09	9.05	1.21	0.81	18.48	(2.30)	(3.66)	(2.65)
Profit/(Loss) After Tax	INR Crores	(7.11)	(8.12)	(3.27)	(2.29)	12.86	(5.57)	(6.32)	(5.74)
Total Comprehensive Income	INR Crores	(6.39)	(8.63)	(2.30)	(1.74)	13.26	(5.13)	(6.14)	(6.36)
Pre - Tax Operating Cash Flows	INR Crores	21.35	5.14	10.56	30.04	63.90	67.16	29.60	28.18
EBITDA Margin	%	0.12%	9.18%	3.17%	1.63%	20.60%	-2.83%	-9.05%	-4.36%
Net Profit /(Net Loss) Margin	%	-9.26%	-8.23%	-8.57%	-4.57%	14.33%	-6.85%	-15.63%	-9.47%
TCI Margin	%	-8.32%	-8.75%	-6.01%	-3.48%	14.78%	-6.31%	-15.18%	-10.49%



## 01 Future Projects Summary

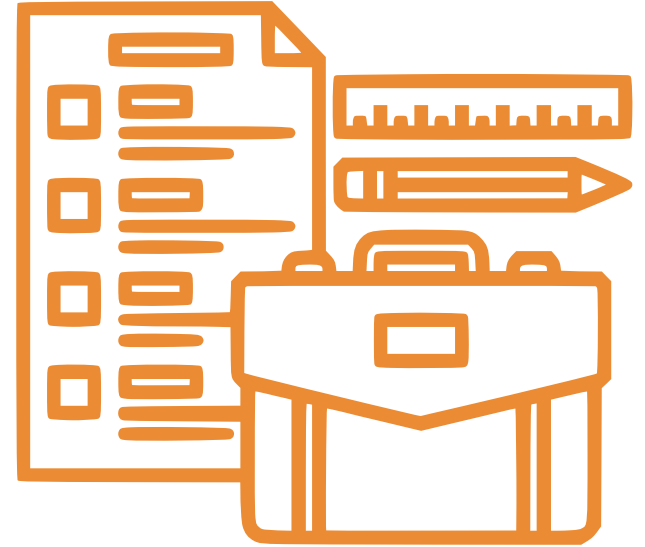
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## 02 Land available for Future Development

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## 03 Completed Projects having Inventory

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# Future Projects Summary

Location	Project	Phase	Economic Interest	Saleable Area (Lakhs Sq. ft.)
Bhiwadi	Ashiana Tarang	4,5 & 6	100%	7.51
Bhiwadi	Ashiana Gamma	1	100%	14.00
Bhiwadi	Ashiana Nirmay	5	100%	0.30
Jaipur	Ashiana Umang	6	100%	2.12
Jaipur	Ashiana Amantran	3	75% of Revenue	3.52
Gurgaon	Ashiana Anmol	2 & 3	65% of Revenue	7.33
Chennai	Ashiana Shubham	5	73.75% of Revenue	2.33
Jodhpur	Ashiana Dwarka	5	100%	2.00
Neemrana	Angan Neemrana	2	100%	4.37
Lavasa	Utsav	5	100%	0.84
<b>Total</b>				<b>44.30</b>



# Land available for Future Development

Location	Land	Estimated Area (Acres)	Estimated Saleable Area (Lakhs Sq. ft)	Economic Interest	Proposed Development
Bhiwadi	Milakpur	40.63	31.00	100%	Comfort Homes/ Senior Living
Pune	Ashiana Malhar	11.34	11.80	68% Revenue Share	Comfort Homes
Pune	Varale	11.93	8.90	80% Revenue Share	Senior Living
Gurgaon	Amarah	22.10	21.00	100%	Kid Centric Homes
Kolkata	Ashiana Maitri/Nitya	19.72	14.88	85% Revenue Share	Comfort Homes /Senior Living
Chennai	Mahindra World City	15.64	12.00	100%	Senior Living
<b>Total</b>		<b>121.36</b>	<b>99.58</b>		

*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

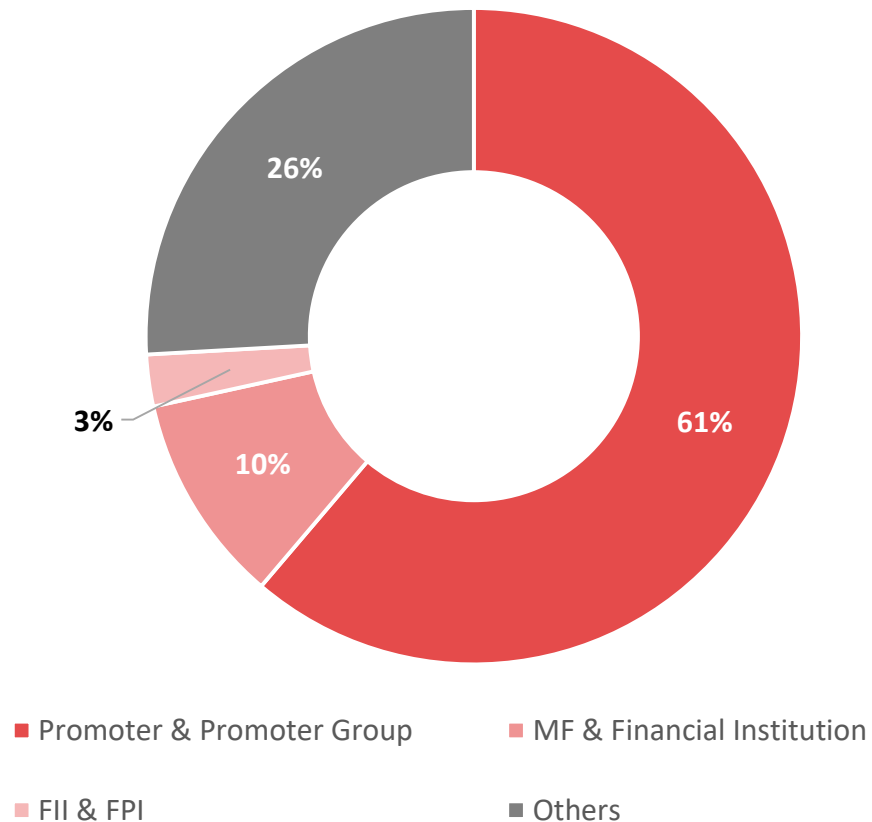
Location	Projects	Phase	Share in Project	Type	Saleable Area (Lakhs Sq. ft.)	Booked Area (Lakhs Sq. ft.)	Area Recognised For Revenue (Lakhs Sq. ft.)	Area Booked & Unrecognised For Revenue (Lakhs Sq. ft.)	Unbooked Area (Lakhs Sq. ft.)
Bhiwadi	Ashiana Tarang	1,2 & Plaza	100%	Comfort Homes	2.97	2.97	2.90	0.07	(0.00)
Bhiwadi	Ashiana Town	1, 2, & 3	100%	Kid Centric	15.33	13.49	13.36	0.13	1.84
Bhiwadi	Surbhi	1-5 & Plaza	100%	Comfort Homes	4.02	3.51	3.43	0.08	0.52
Bhiwadi	THR	1 & Plaza	100%	Comfort Homes	1.28	1.25	1.08	0.17	0.03
Bhiwadi	Utsav	2 & 3	100%	Senior Living	4.92	4.91	4.90	0.00	0.01
Chennai	Shubham	2	73.75% of Revenue	Senior Living	1.47	1.47	1.46	0.01	-
Gurgaon	Anmol	1 & Plaza	65% of Revenue	Kid Centric	4.18	4.05	3.83	0.23	0.13
Gujarat	Navrang	1, 2 & 3	81 % of Revenue	Comfort Homes	3.27	3.24	3.22	0.03	0.03
Neemrana	Aangan	1 & Plaza	100%	Comfort Homes	4.24	4.21	4.18	0.03	0.03
Jodhpur	Dwarka*	1,2&3	Area Share	Comfort Homes	3.33	3.28	3.05	0.23	0.05
Jaipur	Rangoli Gardens	Plaza	50% of Profit	Comfort Homes	0.69	0.52	0.52	-	0.17
Jaipur	Umang	1,2,3 & 4	100%	Kid Centric	12.43	12.35	12.31	0.04	0.08
Jaipur	Vrinda Gardens	1, 2, 3A & 3B	50 % of Profit	Comfort Homes	10.28	10.26	10.23	0.03	0.01
Pune	Utsav Lavasa	1, 2 & 3	100%	Senior Living	4.51	4.23	4.19	0.04	0.28
<b>Grand Total</b>					<b>72.91</b>	<b>69.73</b>	<b>68.66</b>	<b>1.07</b>	<b>3.18</b>



- Only AHL's share of saleable and unsold area shown in above table.
- Revenue pending for recognition in AHL is approx. INR 32.9 Crs and in Partnership is approx. INR 0.1 Crs

# Shareholding Pattern as on 30<sup>th</sup> September 2021

## Shareholding Pattern



## Institutional Holding above 1%

Rank	Fund / Institution	No. of Shares	% Holding
1	ICICI Prudential Equity & Debt Fund	49,94,079	4.88%
2	SBI Small Cap Fund	34,16,516	3.34%
3	PGIM India Flexi Cap Fund	21,70,656	2.12%





**For Any  
Queries, Contact**



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## 01 About Ashiana

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## 02 Business Model

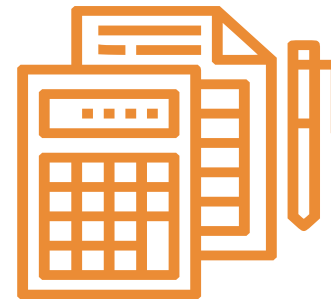
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## 03 Accolades

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## 04 Abbreviations

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## 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

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



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

