

Investor Update

For the quarter ended 30th June, 2018



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

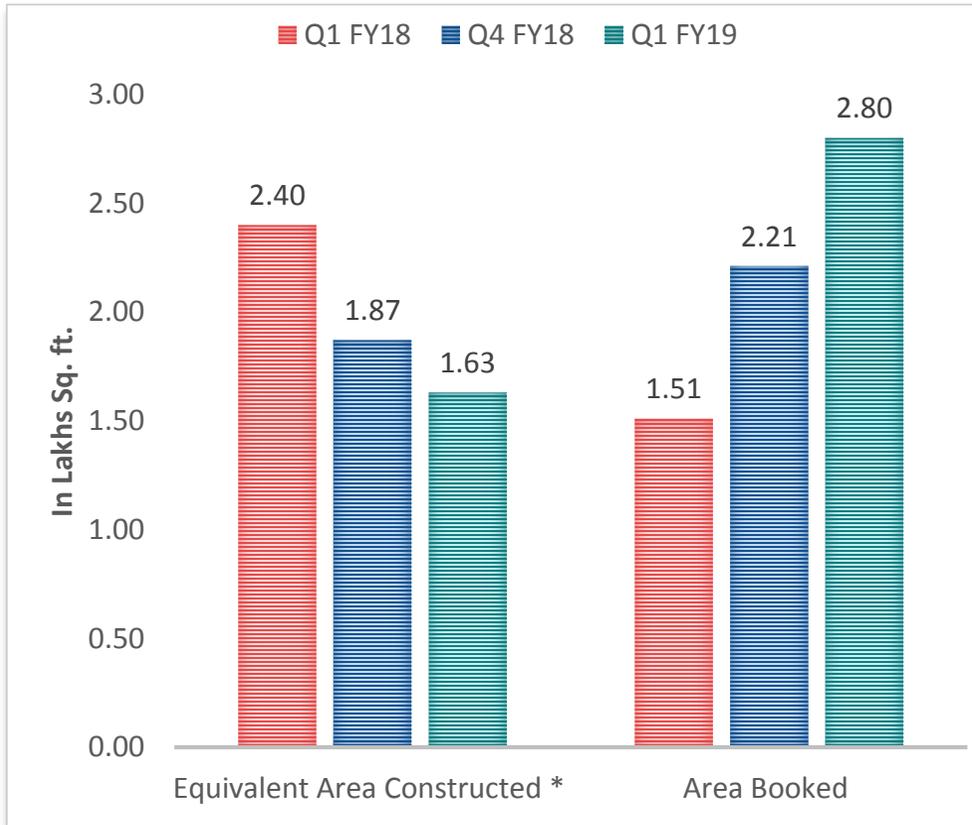
04 Quarterly Performance

05 Cash Flow Position



- Improvement in booking continued at 2.80 Lakhs Sq. ft.(Q1 FY19) vs. 2.21 Lakhs Sq. ft. (Q4FY18). Sales were at 1.51 Lakhs Sq. ft. (Q1FY18).
- Area constructed lower at 1.63 Lakhs Sq. ft. (Q1 FY19) vs 1.87 Lakhs Sq. ft. (Q4 FY18). Area Constructed was 2.40 Lakhs Sq. Ft. (Q1 FY18).Construction in line with our commitments.
- Pre-tax operating cash flows at negative INR 1.98 Crores (Q1FY19)
- Revenue recognized from completed projects of INR 124.59 Crores (Q1FY19) vs INR 62.69 Crores (Q1FY18).
- Partnership Income of INR 1.05 Crores (Q1FY19) vs INR 1.83 Crores (Q1FY18).
- Other Income of INR 15.91 Crores (Q1FY19) vs INR 12.99 Crores (Q1FY18). Other income included income from Maintenance, Hospitality and Income from Investments.
- Total Comprehensive Income of INR 16.83 Crores (Q1FY19) vs. INR 6.24 Crores (Q1FY18)
- Issued Non Convertible debentures of Rs. 100 crores to ICICI Prudential Regular Savings Plan (Mutual Fund) in the month of April, 2018

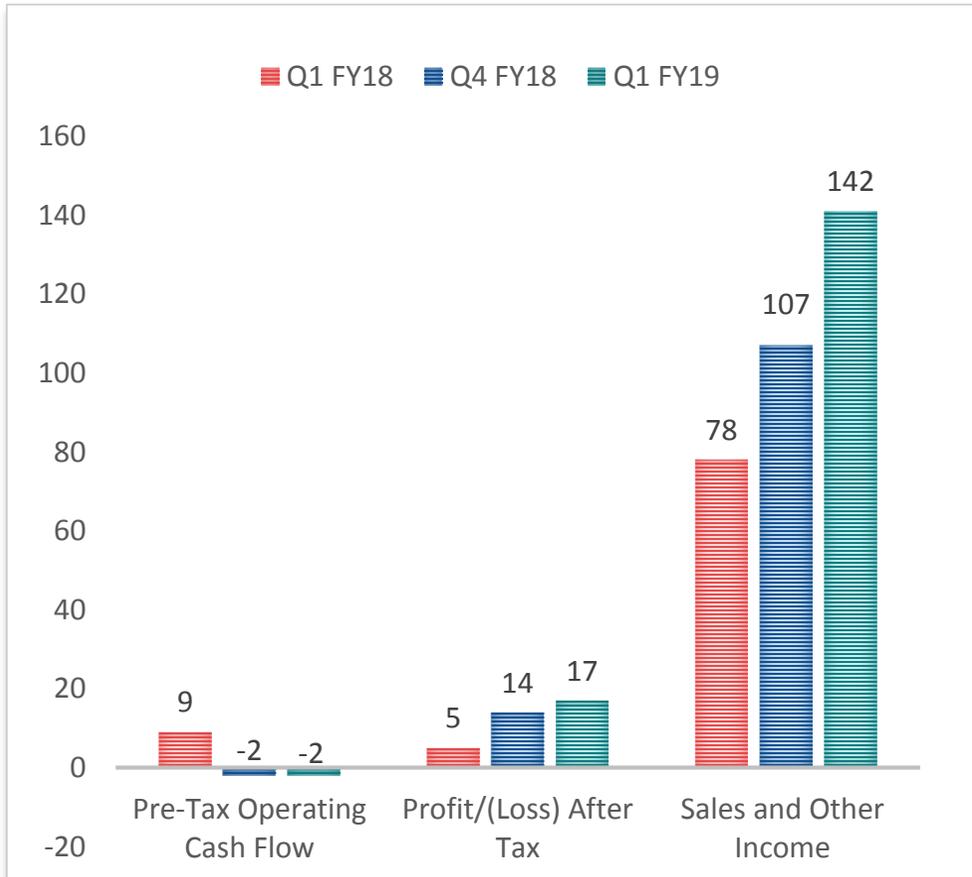
Quarterly Operational Overview



- Area booked increased by 27% compared to previous quarter and increased by 85% compared to corresponding quarter of previous year.
- Area Constructed decreased by 13% compared to previous quarter. Our construction has been generally as per our committed timelines.

Note : * Equivalent Area Constructed excludes EWS/LIG area as it is not a business activity of the company. Equivalent Area Constructed of The Ashiana School has been excluded as it has been constructed with an intention to let out.

Quarterly Financial Overview



- Sales and other Income increased by 132% compared to previous quarter

** Pre-tax operating cash flows from ongoing projects is not a statutory statement but a modified calculation as per the company. The company reports this number every quarter and a detailed statement in the annual report*

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 |
| FY19 Quarter 1 | AHL | 49.09 | 1.45 | 1.12 | 3.83 |
| | Partnership | 38.02 | 1.35 | 0.51 | 0.21 |
| | Total | 87.11 | 2.80 | 1.63 | 4.04 |
| FY 18 | AHL | 154.21 | 4.77 | 6.39 | 8.91 |
| | Partnership | 63.15 | 2.17 | 1.77 | 3.78 |
| | Total | 217.36 | 6.93 | 8.16 | 12.69 |
| FY18 Quarter 4 | AHL | 59.26 | 1.76 | 1.40 | 2.62 |
| | Partnership | 11.80 | 0.46 | 0.47 | 1.46 |
| | Total | 71.05 | 2.21 | 1.87 | 4.08 |
| FY18 Quarter 3 | AHL | 37.74 | 1.17 | 1.52 | 0.72 |
| | Partnership | 13.86 | 0.46 | 0.50 | 0.44 |
| | Total | 51.60 | 1.64 | 2.02 | 1.16 |
| FY18 Quarter 2 | AHL | 29.29 | 0.98 | 1.51 | 3.47 |
| | Partnership | 16.70 | 0.59 | 0.36 | 1.28 |
| | Total | 45.99 | 1.57 | 1.87 | 4.75 |
| FY18 Quarter 1 | AHL | 27.93 | 0.85 | 1.96 | 2.10 |
| | Partnership | 20.79 | 0.66 | 0.44 | 0.60 |
| | Total | 48.72 | 1.51 | 2.40 | 2.70 |

Quarterly Sales Trend

| Project | Location | FY17 Q2 | FY17 Q3 | FY17 Q4 | FY18 Q1 | FY18 Q2 | FY18 Q3 | FY18 Q4 | FY19 Q1 |
|--|------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| AHL | | | | | | | | | |
| Aangan Neemrana | Neemrana | 251 | -1,450 | | | | | (1,150) | |
| Anantara | Jamshedpur | 1,180 | 11,940 | | | | | | |
| Anmol | Gurgaon | 8,190 | 7,745 | 7,745 | 3,585 | 9,370 | 3,825 | 12,845 | 15,600 |
| Tarang | Bhiwadi | 15,332 | 3,886 | 5,590 | 2,768 | 2,502 | 2,536 | | 1,384 |
| Ashiana Town | Bhiwadi | 5,665 | 6,930 | -2,960 | 14,670 | 16,780 | 15,510 | 35,925 | 30,745 |
| Surbhi | Bhiwadi | 3,635 | | -3,890 | (335) | 5,835 | 1,355 | 3,635 | 4,355 |
| THR | Bhiwadi | | | | | | 830 | 16,535 | |
| Nirmay | Bhiwadi | 10,253 | 25,422 | 7,850 | 13,179 | 1,253 | 17,255 | 16,146 | 25,211 |
| Utsav Bhiwadi | Bhiwadi | | 1,480 | 1,420 | | (1,420) | 1,420 | | |
| Dwarka | Jodhpur | 5,360 | 6,910 | 6,530 | 3,330 | 6,020 | 15,350 | 6,840 | 14,190 |
| Umang | Jaipur | 44,730 | 21,740 | 15,910 | 15,910 | 30,495 | 27,745 | 20,330 | 28,430 |
| Navrang | Gujarat | 2,685 | 10,740 | 15,090 | 11,445 | 6,585 | 4,155 | 255 | 705 |
| Shubham | Chennai | 19,075 | 12,251 | 11,040 | 15,690 | 8,958 | 20,913 | 55,845 | 16,679 |
| Utsav Lavasa | Pune | 3,140 | 2,710 | 4,160 | 5,205 | 11,535 | 6,520 | 8,595 | 7,470 |
| Total - Ashiana Housing Limited | | 1,19,496 | 1,10,304 | 68,485 | 85,447 | 97,913 | 1,17,414 | 1,75,801 | 1,44,769 |
| Partnership | | | | | | | | | |
| Vrinda Gardens | Jaipur | 47,938 | 15,862 | 16,212 | 33,101 | 28,759 | 27,697 | 12,908 | 1,12,552 |
| Gulmohar Gardens | Jaipur | 43,220 | 12,810 | 18,045 | 31,288 | 29,809 | 18,536 | 33,739 | 22,743 |
| Gulmohar Gardens - Studio Apartment (GG Plaza) | Jaipur | | | | | | | | |
| Rangoli Gardens | Jaipur | | | | 1,230 | | | | |
| Rangoli Gardens Plaza | Jaipur | | | 2,261 | | 798 | | (1,070) | |
| Total - Partnership | | 91,158 | 28,672 | 36,518 | 65,619 | 59,366 | 46,233 | 45,577 | 1,35,295 |
| Grand Total | | 2,10,654 | 1,38,976 | 1,05,003 | 1,51,066 | 1,57,279 | 1,63,647 | 2,21,378 | 2,80,064 |

ProjectWise 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 | 2 | 1.17 | 0.21 | 6.81 | 1.13 | 0.25 |
| Bhiwadi | Surbhi | 5 & plaza | 0.29 | 0.13 | 3.48 | 1.84 | 0.26 |
| Bhiwadi | Tarang | 1 | 2.28 | 1.57 | 41.93 | 37.43 | 2.18 |
| Chennai | Shubham | 2 | 1.47 | 0.48 | 16.51 | 4.43 | 0.34 |
| Gujarat | Navrang | 3 | 0.19 | 0.02 | 0.48 | 0.17 | 0.08 |
| Gurgaon | Anmol | 1 | 4.16 | 1.94 | 92.54 | 72.24 | 2.86 |
| Jodhpur | Dwarka * * * | 2 | 1.09 | 0.55 | 13.50 | 9.62 | 1.08 |
| Pune | Utsav Lavasa * * | 4 | 0.63 | - | - | - | 0.58 |
| Total - Ashiana Housing Limited | | | 11.28 | 4.90 | 175.25 | 126.86 | 7.62 |
| Partnership | | | | | | | |
| Jaipur | Gulmohar Gardens | 7 | 1.01 | 0.90 | 21.85 | 14.84 | 0.90 |
| Jaipur | Gulmohar Gardens | 8 | 1.43 | 0.57 | 13.48 | 1.79 | 0.51 |
| Japur | Vrinda Gardens | 3A | 0.80 | 0.70 | 22.13 | 18.47 | 0.74 |
| Jaipur | Vrinda Gardens | 3B | 3.06 | 0.98 | 27.48 | 2.90 | 0.56 |
| Total - Partnership | | | 6.30 | 3.15 | 84.94 | 42.84 | 2.71 |
| Grand Total | | | 17.58 | 8.05 | 260.19 | 169.70 | 10.33 |

Equivalent Area Constructed excludes EWS/LIG area as it is not a business activity of the company. Equivalent Area Constructed of The Ashiana School has been excluded as it has been constructed with an intention to let out. | ** Phase-4 Ashiana Utsav, Lavasa Construction has started, yet to be launched for sales | *** Only AHL's share of saleable and sold area shown in above table.

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 | 11.28 | 4.90 | 175.25 | 126.86 | 7.62 |
| Partnership | 6.30 | 3.15 | 84.94 | 42.84 | 2.71 |
| Grand Total | 17.58 | 8.05 | 260.19 | 169.70 | 10.33 |

- Out of a total saleable area of 17.58 Lakhs Sq.ft., 10.33 Lakhs Sq. ft. (58.81%) has already been constructed
- Out of the total area booked so far, an amount of around INR 90.49 Crores is to be received in due course in future

* Equivalent Area Constructed excludes EWS/LIG area as it is not a business activity of the company. Equivalent Area Constructed of The Ashiana School has been excluded as it has been constructed with an intention to let out.

Ongoing Projects

01 Geographical Presence

02 Ongoing Projects Summary

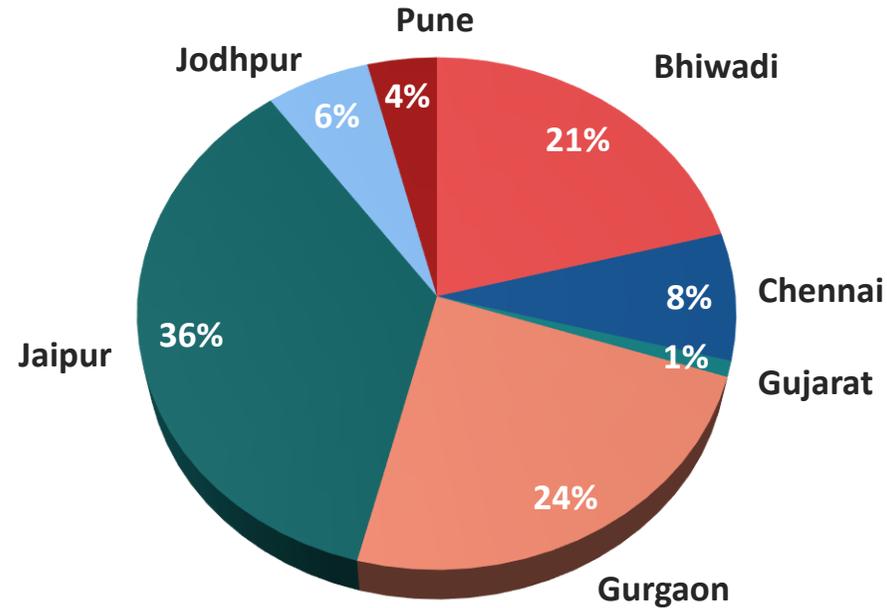
03 Break up of Area Booked

04 Yearly Data and Projections

05 Quarterly Data



Saleable Area of Ongoing Projects



- Target market is middle income group in towns and cities with population of more than 10 lakhs and in upcoming industrial areas
- People over 55 years of age in middle income cities who are in magnets or satellites of metros form an important target segment

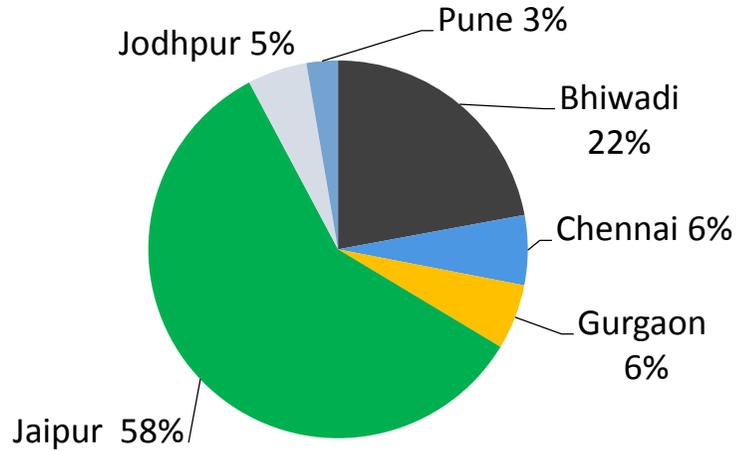
Ongoing Projects Summary

| Location | Project | Phase | Economic Interest | Project Type | Saleable Area Lakhs Sq. ft. | Area Booked Lakhs Sq. ft. | Expected Completion Time |
|--------------|------------------|-----------|-------------------------|---------------|--------------------------------|------------------------------|-----------------------------|
| Bhiwadi | Nirmay | 2 | 100% | Senior Living | 1.17 | 0.21 | Q1FY22 |
| Bhiwadi | Surbhi | 5 & Plaza | 100% | Comfort Homes | 0.29 | 0.13 | Q1FY20 |
| Bhiwadi | Tarang | 1 | 100% | Comfort Homes | 2.28 | 1.57 | Q1FY20 |
| Chennai | Shubham | 2 | 73.75% of Revenue Share | Senior Living | 1.47 | 0.48 | Q4FY21 |
| Gujarat | Navrang | 3 | 81% of Revenue Share | Comfort Homes | 0.19 | 0.02 | Q4FY20 |
| Gurgaon | Anmol | 1 | 65% of Revenue Share | Kid Centric | 4.16 | 1.94 | Q3FY20 |
| Jaipur | Gulmohar Gardens | 7 | 50% of Profit Share | Comfort Homes | 1.01 | 0.90 | Q1FY20 |
| Jaipur | Gulmohar Gardens | 8 | 50% of Profit Share | Comfort Homes | 1.43 | 0.57 | Q3FY21 |
| Jaipur | Vrinda Gardens | 3A | 50% of Profit Share | Comfort Homes | 0.80 | 0.70 | Q2FY20 |
| Jaipur | Vrinda Gardens | 3B | 50% of Profit Share | Comfort Homes | 3.06 | 0.98 | Q1FY22 |
| Jodhpur | Dwarka ** | 2 | Area Share | Comfort Homes | 1.09 | 0.55 | Q1FY20 |
| Pune | Utsav – Lavasa * | 4 | 100% | Senior Living | 0.63 | - | Q2FY19 |
| Total | | | | | 17.58 | 8.05 | |

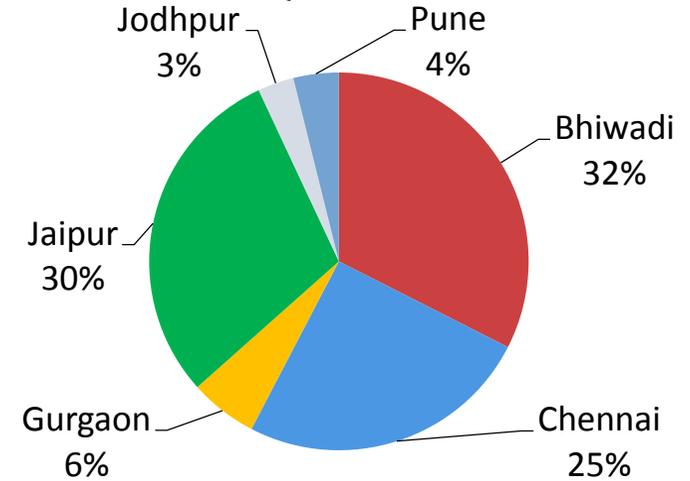
* Phase-4 Ashiana Utsav, Lavasa Construction has started, yet to be launched for sales | ** Only AHL's share of saleable and sold area shown in above table.

Break-Up of Area Booked (QoQ)

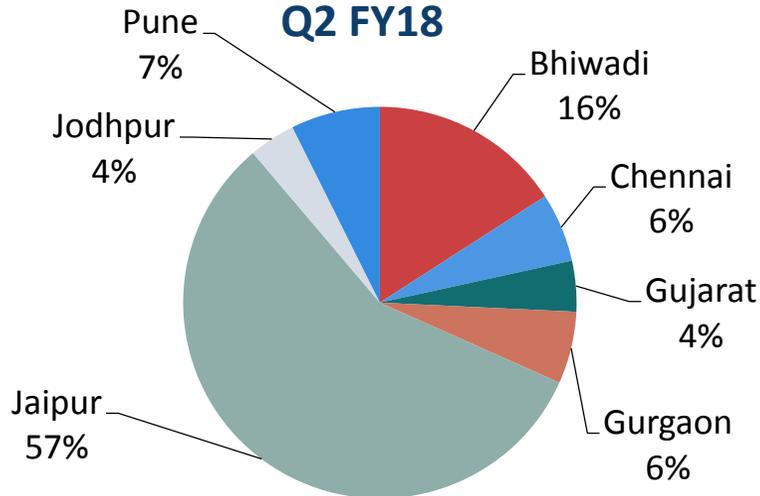
Q1 FY 19



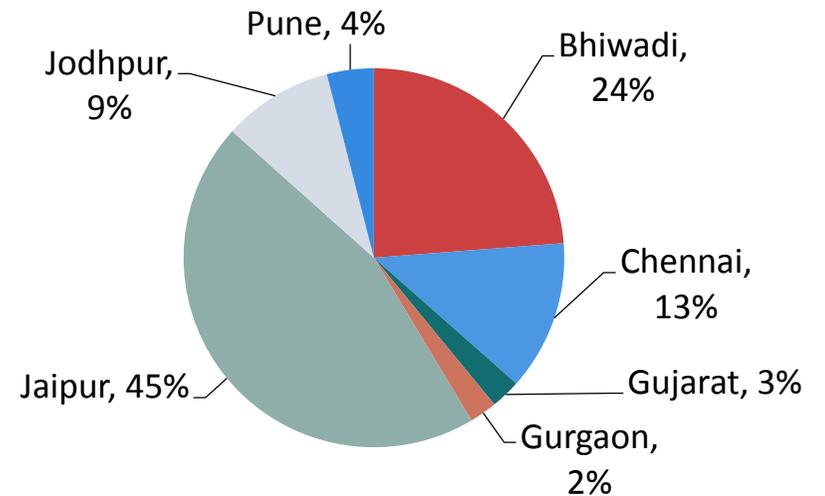
Q4 FY18



Q2 FY18



Q3 FY18



Yearly Operational Data

| Particulars | Unit | FY 13 | FY 14 | FY 15 | FY 16 | FY 17 | FY 18 |
|------------------------------|---------------|--------|--------|--------|--------|--------|--------|
| Equivalent Area Constructed* | Lakhs Sq. ft. | 12.27 | 17.87 | 22.80 | 23.44 | 17.39 | 8.16 |
| Area Booked | Lakhs Sq. ft. | 18.65 | 22.13 | 18.12 | 8.63 | 6.96 | 6.93 |
| Value of Area Booked | INR Lakhs | 50,335 | 64,756 | 54,772 | 28,421 | 22,508 | 21,736 |
| Average Realizations | INR/ Sq. ft. | 2,699 | 2,926 | 3,022 | 3,293 | 3,234 | 3,135 |

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

Quarterly Operational Data

| Particulars | Unit | Q3 FY17 | Q4 FY17 | Q1 FY18 | Q2 FY18 | Q3 FY18 | Q4 FY18 | Q1 FY19 |
|------------------------------|---------------|---------|---------|---------|---------|---------|---------|---------|
| Equivalent Area Constructed* | Lakhs Sq. ft. | 4.66 | 4.38 | 2.40 | 1.87 | 2.02 | 1.87 | 1.63 |
| Area Booked | Lakhs Sq. ft. | 1.39 | 1.05 | 1.51 | 1.57 | 1.64 | 2.21 | 2.80 |
| Value of Area Booked | INR Lakhs | 4,579 | 3,251 | 4,872 | 4,599 | 5,160 | 7,105 | 8,711 |
| Average Realizations | INR/ Sq. ft. | 3,295 | 3,096 | 3,226 | 2,924 | 3,153 | 3,210 | 3,111 |

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

Financials

01 Financial Summary YoY

02 Financial Summary QoQ



Financial Summary YoY (Consolidated)

| Particulars | Unit | FY 12 | FY 13 | FY 14 | FY 15 | FY 16 | FY 17 | FY 18 |
|--|------------|--------|--------|--------|--------|---------|--------|---------|
| Sales & Other Income | INR Crores | 248.98 | 161.42 | 122.80 | 164.44 | 542.67 | 397.02 | 334.92 |
| Operating Expenditure | INR Crores | 159.30 | 113.75 | 90.91 | 105.42 | 385.47 | 291.00 | 266.92 |
| EBITDA | INR Crores | 89.67 | 47.67 | 31.89 | 59.02 | 157.20 | 106.02 | 68.00 |
| Profit/(Loss) After Tax | INR Crores | 69.55 | 33.15 | 21.86 | 46.49 | 105.81 | 67.01 | 38.23 |
| Other Comprehensive income | INR Crores | | N.A | N.A | N.A | 4.99 | 5.77 | 7.98 |
| Total Comprehensive income | INR Crores | | N.A | N.A | N.A | 110.80 | 72.78 | 46.21 |
| Pre - Tax Operating Cash Flows generated from Ongoing Projects | INR Crores | 109.67 | 83.81 | 125.90 | 72.58 | (10.89) | (32.9) | (20.21) |
| EBITDA Margin | % | 36.02% | 29.53% | 25.97% | 35.46% | 28.97% | 26.70% | 20.30% |
| Net Profit/ (Net loss) Margin | % | 27.94% | 20.53% | 17.80% | 27.99% | 19.50% | 16.88% | 11.42% |
| TCI Margin | % | | N.A | N.A | N.A | 20.42% | 18.33% | 13.80% |
| Return on Average Net worth | % | 34.00% | 13.00% | 7.91% | 14.03% | 17.60% | 10.60% | 6.21% |
| Debt to Equity Ratio | | 0.04 | 0.04 | 0.03 | 0.06 | 0.09 | 0.12 | 0.16 |

Note: Figures of 2015-16, 2016-17 & 2017-18 are according to Ind AS | * Pre-tax operating cash flow for 2015-16 is same as published last year and has not been restated for Ind AS adjustments

Financial Summary QoQ (Consolidated)

| Particulars | Unit | Q2FY17 | Q3FY17 | Q4FY17 | Q1FY18 | Q2FY18 | Q3FY18 | Q4FY18 | Q1FY19 |
|--|------------|--------|--------|--------|--------|---------|---------|--------|--------|
| Sales & Other Income | INR Crores | 124.60 | 54.12 | 193.98 | 77.66 | 116.01 | 34.21 | 107.04 | 141.55 |
| Operating Expenditure | INR Crores | 88.33 | 34.54 | 141.06 | 67.82 | 78.27 | 35.18 | 85.65 | 111.08 |
| EBITDA | INR Crores | 35.38 | 19.58 | 53.81 | 9.84 | 37.74 | (0.97) | 21.39 | 30.48 |
| Profit/(Loss) After Tax | INR Crores | 20.69 | 15.93 | 34.10 | 4.54 | 23.07 | (3.55) | 14.17 | 16.15 |
| Total Comprehensive income | INR Crores | 20.69 | 15.93 | 39.86 | 6.24 | 24.55 | (2.90) | 18.32 | 16.83 |
| Pre - Tax Operating Cash Flows generated from Ongoing Projects | INR Crores | (1.44) | (5.61) | (8.39) | 9.40 | (23.80) | (3.58) | (2.23) | (1.98) |
| EBITDA Margin | % | 28.39% | 36.18% | 27.74% | 12.67% | 32.53% | -2.84% | 19.99% | 21.53% |
| Net Profit/ (Net loss) Margin | % | 16.61% | 29.44% | 17.58% | 5.85% | 19.89% | -10.38% | 13.24% | 11.41% |
| TCI Margin | % | 16.60% | 29.45% | 20.55% | 8.04% | 21.16% | -8.48% | 17.11% | 11.89% |

Future Outlook

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 | 2,3 & 4 | 100% | 9.32 |
| Bhiwadi | Gamma | 1 | 100% | 18.45 |
| Bhiwadi | Nirmay | 3,4 & 5 | 100% | 4.77 |
| Chennai | Shubham | 3,4 & 5 | 73.75% of Revenue Share | 6.57 |
| Gurgaon | Anmol | 2 & 3 | 65% of Revenue Share | 7.33 |
| Gujarat | Navrang | 4,5,6,7&8 | 81% of Revenue Share | 3.44 |
| Neemrana | Aangan Neemrana | 2 | 100% | 4.37 |
| Jamshedpur | Aditya ** | 1 & 2 | 74% of Revenue Share | 6.23 |
| Jodhpur | Dwarka * | 3,4, & 5 | Area Share | 3.61 |
| Jaipur | Gulmohar Gardens | 4 | 50% of Profit Share | 0.74 |
| Jaipur | Umang | 4 | 100% | 2.56 |
| Jaipur | Vrinda Gardens | 4 & 5 | 50% of Profit Share | 4.81 |
| Lavasa | Utsav | 5 | 100% | 0.84 |
| Total | | | | 73.04 |

* Only AHL's share of saleable and sold area shown in above table. | ** Ashiana Anand's name changed to Ashiana Aditya, Jamshedpur

Land available for Future Development

| Location | Land | Estimated Land Area (Acres) | Estimated Saleable Area (Lakhs Sq. ft) | Proposed Development |
|--------------|----------------------------------|-----------------------------|--|------------------------------|
| Bhiwadi | Milakpur Land | 40.63 | 31.00 | Comfort Homes/ Senior Living |
| Jaipur | Ashiana Amantran | 8.84 | 9.00 | Comfort Homes/ Senior Living |
| Jaipur | Ashiana Daksh | 6.67 | 6.15 | Comfort homes |
| Jaipur | Extension of Gulmohar Garden | 6.25 | 1.54 | Comfort Homes |
| Jaipur | Umang Extension | 7.20 | 6.50 | Comfort Homes/ Senior Living |
| Pune | Marunji | 19.27 | 15.50 | Comfort Homes /Senior Living |
| Kolkata | Ashiana Maitri/ Ashiana Nitya | 19.72 | 14.88 | Comfort Homes /Senior Living |
| Jamshedpur | Ashiana Sehar | 3.50 | 3.25 | Comfort Homes |
| Total | | 112.08 | 87.82 | |

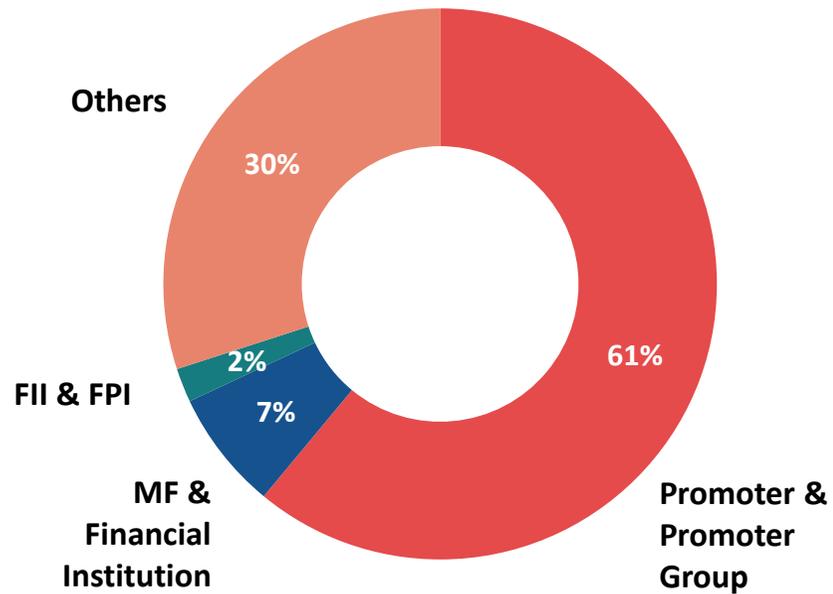
Note: Milakpur Land is under acquisition and company's writ petition is pending before the Hon'ble High Court of Rajasthan against acquisition

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 | 100% | Senior Living | 2.18 | 1.76 | 1.48 | 0.28 | 0.42 |
| Chennai | Shubham | 1 | 73.75% of Revenue Share | Senior Living | 1.63 | 1.50 | 1.37 | 0.13 | 0.13 |
| Bhiwadi | Town | 1,2 & 3 | 100% | Comfort Homes | 15.33 | 11.13 | 10.70 | 0.43 | 4.20 |
| Bhiwadi | Surbhi | 1,2,3, & 4 | 100% | Comfort Homes | 3.73 | 2.86 | 2.69 | 0.17 | 0.87 |
| Bhiwadi | THR | 1 & Plaza | 100% | Comfort Homes | 1.28 | 0.89 | 0.81 | 0.08 | 0.39 |
| Bhiwadi | Utsav Bhiwadi | 2 & 3 | 100% | Senior Living | 4.92 | 4.89 | 4.89 | - | 0.03 |
| Gujarat | Navrang | 1 & 2 | 81.0% of Revenue Share | Comfort Homes | 3.08 | 2.81 | 2.76 | 0.05 | 0.27 |
| Neemrana | Aangan Neemrana | 1 & Plaza | 100% | Comfort Homes | 4.24 | 4.16 | 4.16 | - | 0.08 |
| Jodhpur | Dwarka* | 1 | Area Share | Comfort Homes | 1.38 | 1.37 | 1.35 | 0.03 | - |
| Jaipur | Gulmohar Gardens | 1, 2, 3 & 6 | 50% of Profit Share | Comfort Homes | 6.71 | 6.67 | 6.64 | 0.03 | 0.04 |
| Jaipur | Rangoli Gardens | Plaza | 50% of Profit Share | Comfort Homes | 0.69 | 0.47 | 0.47 | - | 0.22 |
| Jaipur | Umang | 1,2 & 3 | 100% | Comfort Homes | 9.87 | 9.05 | 8.52 | 0.53 | 0.82 |
| Jaipur | Utsav Jaipur | 3 & 4 | 65% of Profit share | Senior Living | 1.44 | 1.40 | 1.40 | - | 0.04 |
| Jaipur | Vrinda Gardens | 1 & 2 | 50% of Profit Share | Comfort Homes | 6.42 | 5.89 | 5.74 | 0.15 | 0.53 |
| Pune | Utsav Lavasa | 1, 2 & 3 | 100% | Senior Living | 4.51 | 4.25 | 3.76 | 0.49 | 0.26 |
| Total | | | | | 67.41 | 59.10 | 56.74 | 2.36 | 8.30 |

Shareholding Pattern as on 30th June, 2018

Shareholding Pattern



Institutional Holding above 1%

| Rank | Fund / Institution | No. of Shares | % Holding |
|------|-------------------------------------|---------------|-----------|
| 1 | ICICI Prudential Equity & Debt Fund | 50,59,790 | 4.94% |
| 2 | SBI Small Cap Fund | 18,70,000 | 1.83% |



For Any
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Annexure

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



Areas of Operation

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



Key Metrics

- 219.58 lakhs sq. ft. constructed
- Operations in 10 Locations
- 12,824 units under maintenance

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
-

Awards & Recognitions

2016

Ashiana Dwarka, Jodhpur awarded as **Budget Project of the Year 2016** by **NDTV Property Awards**

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.

2015

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

2010

Rated by **FORBES** among **Asia's 200 Best Under a Billion Dollar Companies**

Received **BMA - Siegwark** award for **Corporate Social Responsibility**

2014

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

2013

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

2012

Ashiana Aangan, Bhiwadi awarded as **Best Affordable Housing (INDIA & as well as NCR)** by **CNBC Awaaz Real Estate Awards**

Ashiana Utsav - Senior Living, Bhiwadi awarded as **India's Best Theme Based Township** by **CREDAI Real Estate Awards (Non-metro Category)**

Received **BMA - Siegwark** award for **Corporate Social Responsibility**

2011

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



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



- Sq. ft.: Square Feet
- EAC: Equivalent Area Constructed
- PAT : Profit after Tax