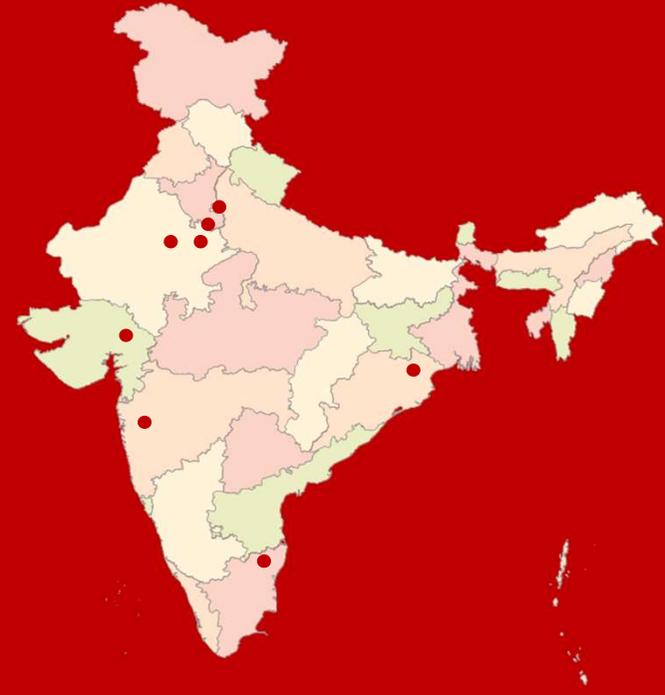


# *Investor Update*

Mar 2023



BHIWADI | GURUGRAM | PUNE | CHENNAI | JAIPUR | JAMSHEDPUR | JODHPUR | HALOL | NEEMRANA

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

© 2020, ASHIANA HOUSING LIMITED. ALL RIGHTS RESERVED.

*Happiness all around*



*Going Extra Mile*



*Transparency*



*Never give Up*

# Safe Harbor

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

## Saleable Area

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

## Ongoing Projects

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

## Future Projects

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

## Land available for Future Development

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

## Project

Project includes project phases

## 01 Highlights and Overview



## 02 Ongoing Projects



## 03 Financials



## 04 Future Outlook



## 05 Annexures



# Highlights and Overview

**01** Highlights

---

**02** Operational Overview

---

**03** Financial Overview

---

**04** Quarterly Performance

---

**05** Cash Flow Position

---



# Annual Highlights

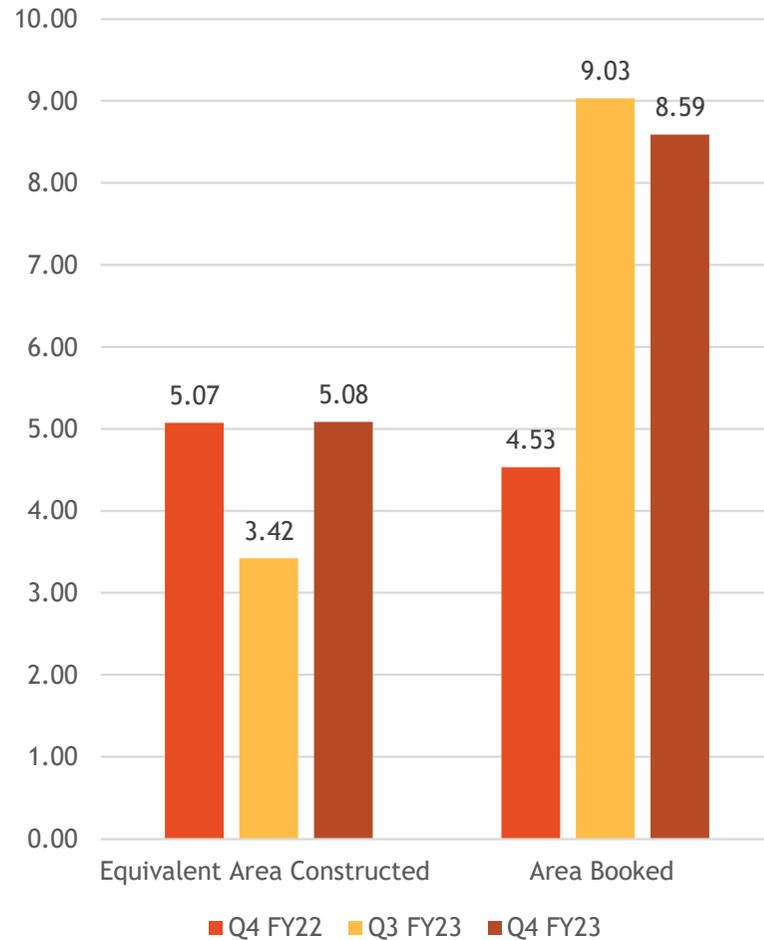
- Sales Value for FY23 was INR 1313.43 Crores vs INR 573.25 Crores for FY22, YoY increase of 129%.
- Booking increased by 75% from 14.76 Lakhs Sq. ft. (FY22) to 25.86 Lakhs Sq. ft. (FY23).
- Sales Price improved to INR 5,080 psf (FY23) vs 3,883 psf (FY22), an increase of 31% YoY, driven by increasing prices across projects and changing mix towards higher priced projects.
- Equivalent Area constructed(EAC) for the year was 16.73 Lakhs Sq. ft. (FY23) vs 16.20 Lakhs Sq. ft. (FY22).
- Pre-tax operating cash flows was positive at INR 84.84 Crores (FY23) vs positive at INR 165.05 Crores (FY22).
- Total Revenue increased to INR 425.19 Crores (FY23) vs INR 233.59 Crores (FY22), YoY increase of 82%.
- Total Comprehensive Income positive at INR 28.78 Crores (FY23) vs. negative INR 6.56 Crores (FY22) .
- 13 projects (new:5 and new phases of existing projects:8) to the tune of 29.46 lakhs square feet were launched in FY23.
- Two new land parcels acquired in Jaipur in FY23 – Ashiana Nitara in Village Bhankrota with an approximate saleable area of 6.5 lakhs sq ft and ‘The Amaltas by Ashiana’ in Jagatpura with approximate saleable area of 4.00 lakh sq. ft.
- One new land acquired in Manesar (Gurugram) admeasuring 43,708 sq.m. with an approximate saleable area of 10.30 lakh sq. ft.
- Received 351 Expression of Interest (EOIs) in phase 2 of “Ashiana Amarah” project at Gurugram (Haryana). This phase consisted of 224 units (saleable area 3.77 lakhs sq. ft.) having a sale value of around 283 Crs. All the 224 units were converted on 17th April 2023.

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

# Quarterly Highlights

- Ashiana Ekansh in Jaipur and Ashiana Prakriti in Jamshedpur were launched under Premium Homes category. Ashiana Prakriti was fully sold at launch comprising of 162 units (2.57 lakhs sq. ft.).
- Tarang Phase 4B was launched in Bhiwadi (Premium Homes).
- Phase 4B launched in Shubham in Chennai (Senior Living) .
- Handover commenced in Ashiana Sehar, Jamshedpur (Phase 1 - 3.44 lakhs sq ft).
- Value of Area Booked recorded at INR 435.82 Crores (Q4FY23) vs 485.29 Crores (Q3FY23).
- Area constructed was 5.08 lakhs sq ft in Q4FY23 vs 3.42 lakh Sq. ft. (Q3FY23) and 5.07 lakh Sq. ft. (Q4FY22).
- Total Revenue reported at INR 116.94 Crs (Q4FY23) vis a vis INR 135.31 Crs in Q3FY23.
- PAT increased to INR 10.38 Crores in Q4FY23 from INR 9.05 Crores in Q3FY23.
- TCI also improved to INR 10.51 Crores in Q4FY23 from INR 9.29 Crores in Q3FY23 .

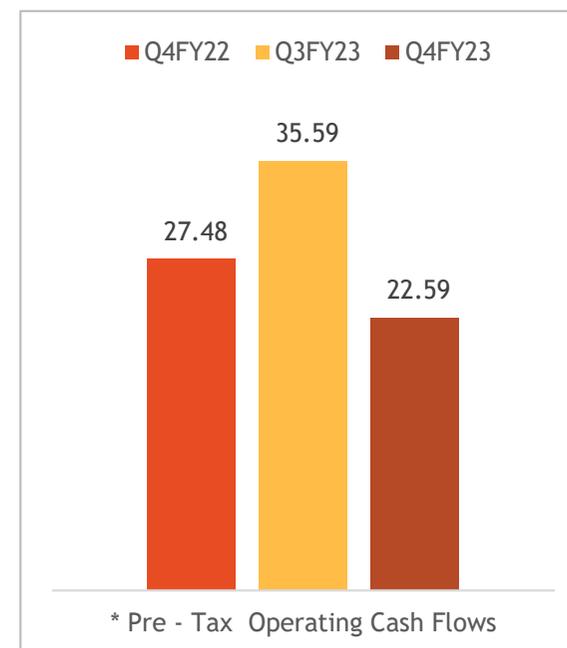
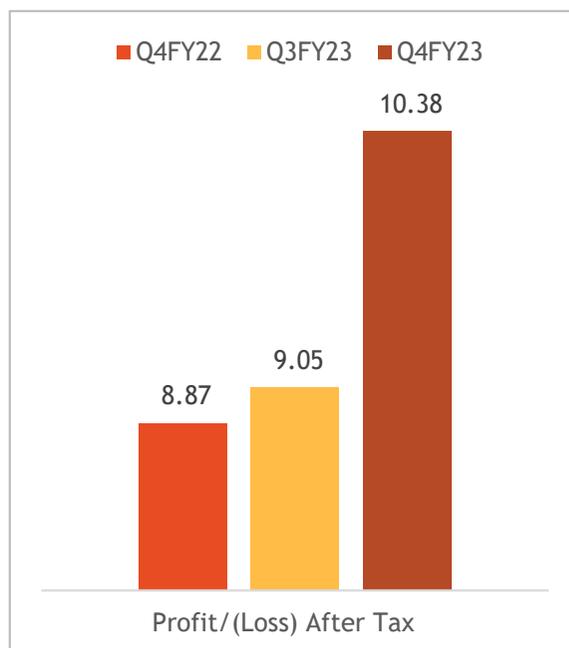
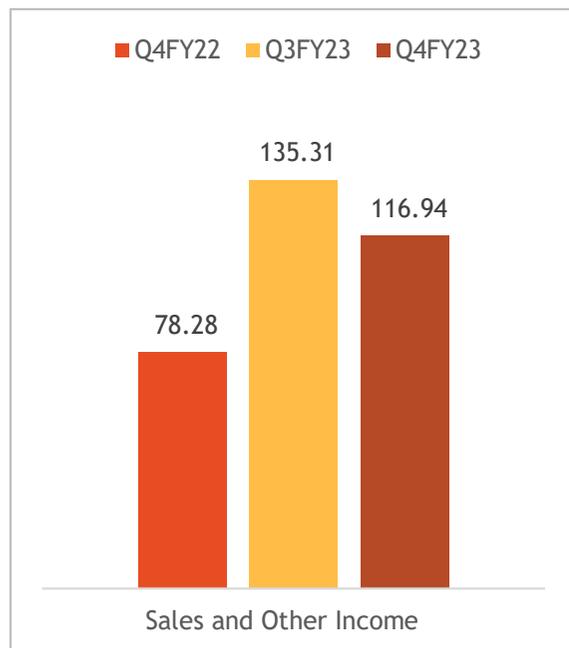
# Quarterly Operational Overview



- Area booked was 8.59 Lakh Sq Ft in Q4 FY23 vs 9.03 Lakhs Sq. ft in Q3FY23
- EAC was 5.08 Lakh Sq Ft in Q4 FY23 vs 3.42 lakhs Sq ft in Q3 FY23

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

# Quarterly Financial Overview



- Sales and Other income was recorded at INR 116.94 Crores in Q4FY23 vis a vis INR 135.31 Crores in Q3FY23
- PAT was improved to INR 10.38 Crores for Q4FY23 from INR 9.05 Crores in Q3FY23
- Pre – Tax Operating Cashflow was recorded at INR 22.59 Crores in Q4FY23 vis a vis INR 35.59 Crores in Q3FY23

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

# Quarter wise Performance

Period	Entity	INR Crores	Lakhs Sq. ft.	Lakhs Sq. ft.	Lakhs Sq. ft.
		Value of Area Booked	Area Booked	Equivalent Area Constructed*	Area Delivered & Recognized for Revenue
FY 23	AHL	1249.95	24.33	16.69	8.97
	Partnership	63.48	1.53	0.04	1.54
	<b>Total</b>	<b>1313.43</b>	<b>25.86</b>	<b>16.73</b>	<b>10.51</b>
FY23 Quarter 4	AHL	416.59	8.14	5.08	2.34
	Partnership	19.23	0.45	0.00	0.38
	<b>Total</b>	<b>435.82</b>	<b>8.59</b>	<b>5.08</b>	<b>2.72</b>
FY23 Quarter 3	AHL	470.02	8.66	3.42	3.24
	Partnership	15.26	0.37	0.00	0.36
	<b>Total</b>	<b>485.29</b>	<b>9.03</b>	<b>3.42</b>	<b>3.60</b>
FY23 Quarter 2	AHL	224.19	4.52	4.37	1.70
	Partnership	15.99	0.38	0.01	0.37
	<b>Total</b>	<b>240.19</b>	<b>4.90</b>	<b>4.38</b>	<b>2.07</b>
FY23 Quarter 1	AHL	139.14	3.01	3.82	1.68
	Partnership	12.99	0.33	0.02	0.43
	<b>Total</b>	<b>152.14</b>	<b>3.34</b>	<b>3.85</b>	<b>2.11</b>
FY 22	AHL	506.57	12.92	13.91	4.10
	Partnership	66.68	1.84	2.29	4.77
	<b>Total</b>	<b>573.25</b>	<b>14.76</b>	<b>16.20</b>	<b>8.86</b>
FY22 Quarter 4	AHL	172.46	4.19	4.93	1.14
	Partnership	13.11	0.34	0.14	3.33
	<b>Total</b>	<b>185.57</b>	<b>4.53</b>	<b>5.07</b>	<b>4.47</b>
FY22 Quarter 3	AHL	145.59	3.55	3.26	0.94
	Partnership	24.16	0.67	0.47	1.20
	<b>Total</b>	<b>169.76</b>	<b>4.21</b>	<b>3.73</b>	<b>2.13</b>
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>2.90</b>	<b>0.81</b>

# Quarterly Sales Trend

Location	Projects	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23	Q4FY23
<b>AHL</b>									
Neemrana	Aangan Neemrana	1,450	1,450	-	-				
Gurgaon	Anmol	2,550	28,495	85,788	58,126	1,04,384	1,81,226	1,28,714	69,121
Gurgaon	Ashiana Amarah					-	-	3,95,360	-
Bhiwadi	Tarang	16,713	15,561	9,493	5,873	27,374	47,695	17,316	42,666
Bhiwadi	Ashiana Town	5,340	17,210	-	8,890	13,335	11,060	4,715	2,115
Bhiwadi	Surbhi	-1,100	4,265	1,100	-845	2,200	1,945	1,100	2,200
Bhiwadi	THR	9,921	9,921	-	3,307				
Bhiwadi	Nirmay	14,817	74,074	38,165	84,713	27,104	5,632	1,553	1,843
Bhiwadi	Ashiana Advik							1,28,953	20,363
Bhiwadi	Utsav Bhiwadi	-	-	1,420	-				
Jodhpur	Dwarka	3,280	48,000	24,340	14,530	13,660	8,010	37,940	2,980
Jaipur	Umang	19,232	49,640	47,352	33,907	15,917	28,885	68,222	18,016
Jaipur	Ashiana Daksh	7,600	11,968	19,584	3,264	2,176	-	-	-
Jaipur	Ashiana Amantran	13,185	63,350	48,370	1,29,515	60,637	47,125	38,285	23,210
Jaipur	Ashiana Ekansh								2,34,226
Navrang	Gujarat	1,470	1,470	1,470	-				
Chennai	Shubham	18,082	42,124	47,059	42,445	18,959	17,086	590	95,349
Pune	Lavasa	0	0	3090	3125		-915		
Pune	Ashiana Malhar					-	93,828	26,369	38,393
Jamshedpur	Ashiana Prakriti								2,57,170
Jamshedpur	Ashiana Sehar	10,107	27,885	27,655	32,048	15,409	10,580	16,587	6,085
<b>AHL Total</b>		<b>1,22,647</b>	<b>3,95,413</b>	<b>3,54,886</b>	<b>4,18,898</b>	<b>3,01,155</b>	<b>4,52,157</b>	<b>8,65,704</b>	<b>8,13,737</b>
<b>Partnership</b>									
Jaipur	Vrinda Gardens	26,655	56,829	63,569	28,463	34,033	28,439	27,734	39,913
Jaipur	Gulmohar Gardens	1,569	-1,695	614	5,300	-1,325	9,183	8,926	4,463
Jaipur	Rangoli Gardens Plaza	-	-	2,333	736	-	-	798	652
<b>Partnership Total</b>		<b>28,224</b>	<b>55,134</b>	<b>66,516</b>	<b>34,499</b>	<b>32,708</b>	<b>37,622</b>	<b>37,458</b>	<b>45,028</b>
		<b>1,50,871</b>	<b>4,50,547</b>	<b>4,21,402</b>	<b>4,53,397</b>	<b>3,33,863</b>	<b>4,89,779</b>	<b>9,03,162</b>	<b>8,58,765</b>

# Project wise Cash Flow Position in Ongoing Projects

Location	Projects	Phase	Salable 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)
Bhiwadi	Nirmay	Phase 4	2.08	1.81	68.22	42.10	1.50
	Ashiana Advik	Phase 1	3.55	1.49	74.24	23.74	0.92
	Tarang	Phase 3	1.14	0.80	24.90	17.14	1.10
	Tarang	Phase 4A	0.65	0.61	25.67	5.35	0.23
	Tarang	Phase 4B	0.76	0.28	9.39	0.72	0.11
Chennai	Shubham	Phase 4	2.46	2.32	107.21	78.52	1.58
	Shubham	Phase 4B	1.77	0.99	50.53	10.24	0.65
Gurugram	Anmol	Phase 2	2.83	2.82	149.85	72.92	1.81
	Anmol	Phase 3	4.47	3.33	203.12	41.11	0.52
	Ashiana Amarah	Phase 1	3.95	3.95	243.10	66.44	1.03
Jaipur	Ashiana Amantran	Phase 1	3.58	3.22	124.60	107.28	3.55
	Ashiana Amantran	Phase 2	1.20	1.20	46.02	37.81	1.05
	Ashiana Amantran	Phase 3	3.79	2.47	108.06	46.29	1.65
	Ashiana Amantran	Shops	0.09	0.09	6.12	1.82	0.00
	Ashiana Daksh	Phase 2	2.35	2.35	76.30	69.00	2.35
	Ashiana Daksh	Phase 3	1.17	1.17	41.68	37.59	1.08
	Ashiana Ekansh	Phase 1	3.16	1.28	64.56	5.20	0.39
	Ashiana Ekansh	Phase 2	1.60	1.06	47.77	4.10	0.00
	Umang	Phase 5	4.45	3.57	118.38	99.61	3.34
	Umang	Phase 6	2.26	0.61	22.83	5.07	0.69
Jamshedpur	Ashiana Aditya	Phase 1	3.55	3.55	120.95	111.79	3.55
	Ashiana Aditya	Phase 2	2.75	2.75	98.64	84.47	2.23
	Ashiana Prakriti	Phase 1	2.57	2.57	136.16	0.81	0.07
Jodhpur	Dwarka	Phase 4	1.28	1.12	30.83	23.17	0.95
	Dwarka	Phase 5	2.00	0.32	9.89	0.73	0.17
Pune	Ashiana Malhar	Phase 1	2.62	1.59	83.95	24.76	0.60
	Utsav Lavasa	Phase 4					0.62
<b>AHL Total</b>			<b>62.09</b>	<b>47.30</b>	<b>2,092.97</b>	<b>1,017.77</b>	<b>31.72</b>
<b>Grand Total</b>			<b>62.09</b>	<b>47.30</b>	<b>2,092.97</b>	<b>1,017.77</b>	<b>31.72</b>

- Out of a total saleable area of 62.09 Lakhs Sq. ft., 31.72 Lakhs Sq. ft. (51%) has already been constructed
- Out of the total area booked so far, an amount of around INR 1075.2 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.

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

\*\*\* Projects in partnerships were fully executed at the year ending 31<sup>st</sup> Mar 2022

# Ongoing Projects

**01** Geographical Presence

---

**02** Ongoing Projects Summary

---

**03** Break up of Area Booked

---

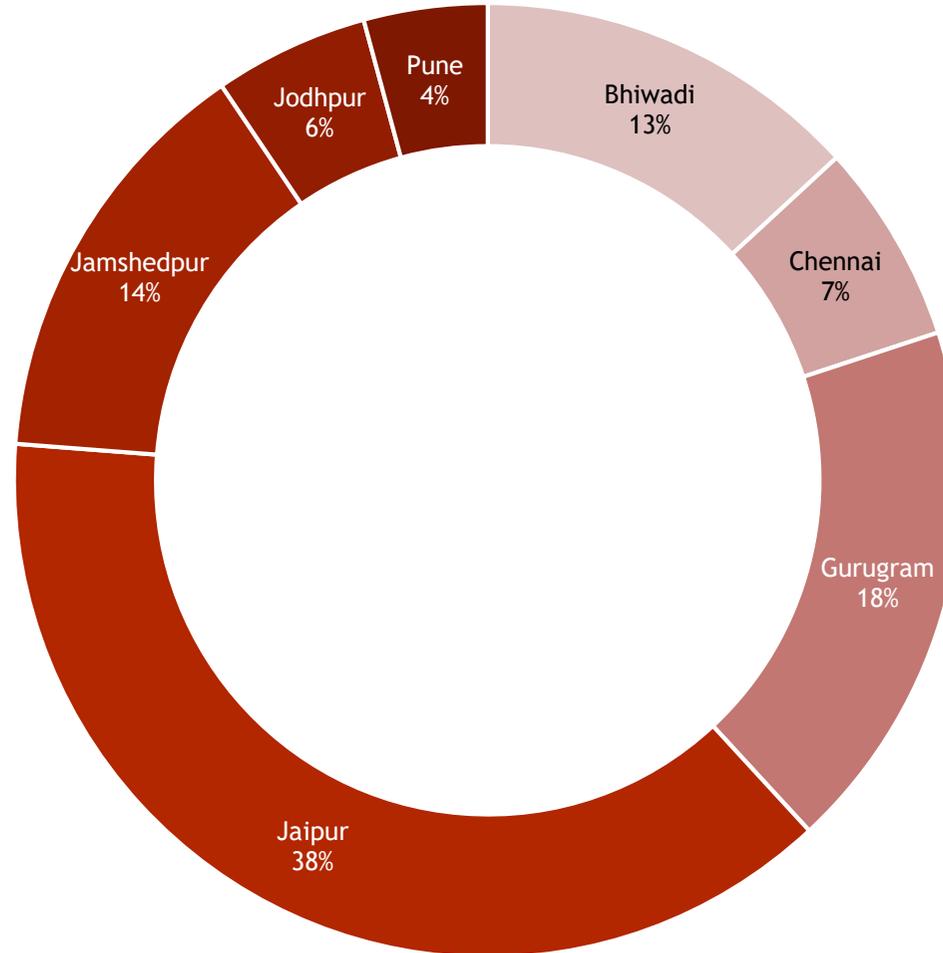
**04** Operational data - Yearly  
- Quarterly

---



# Geographical Presence

## Saleable Area of Ongoing Projects



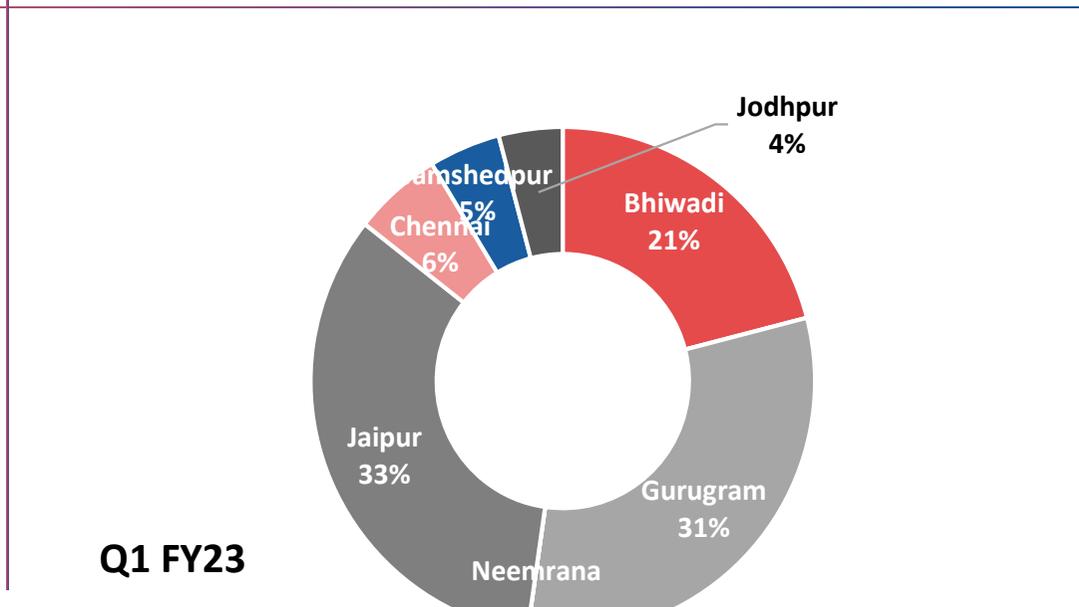
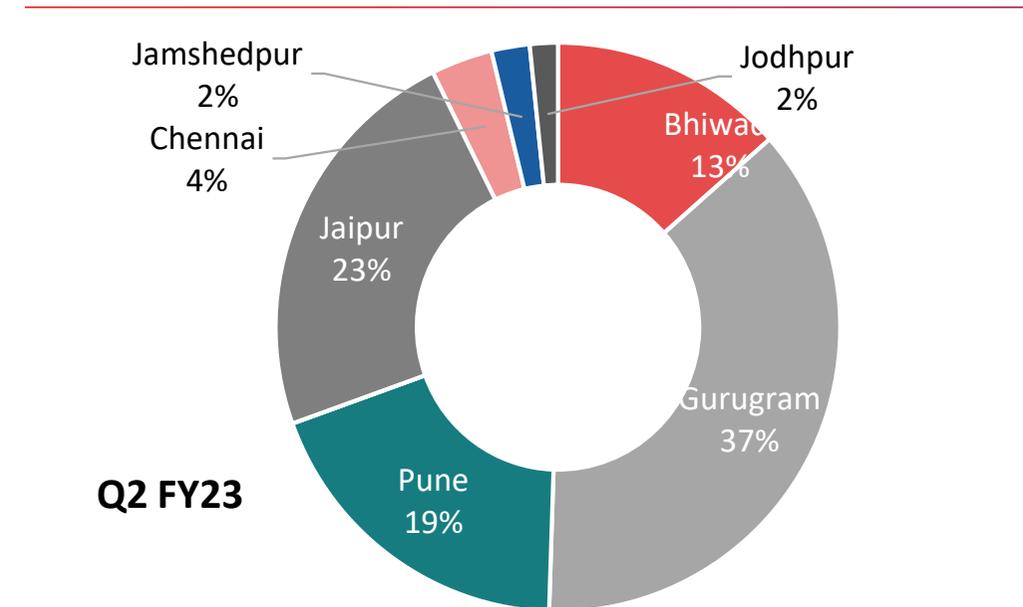
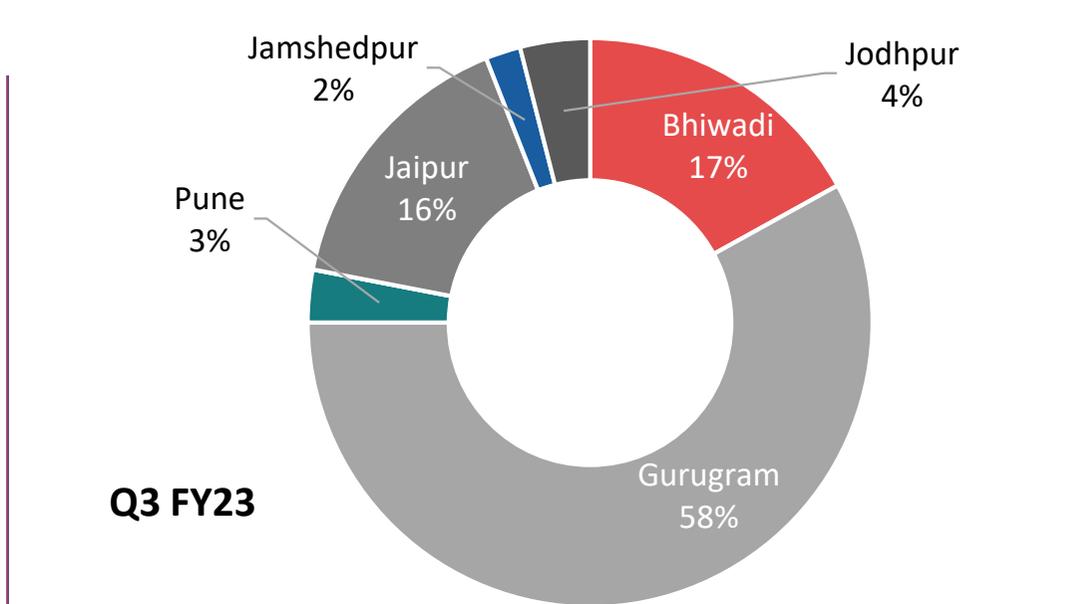
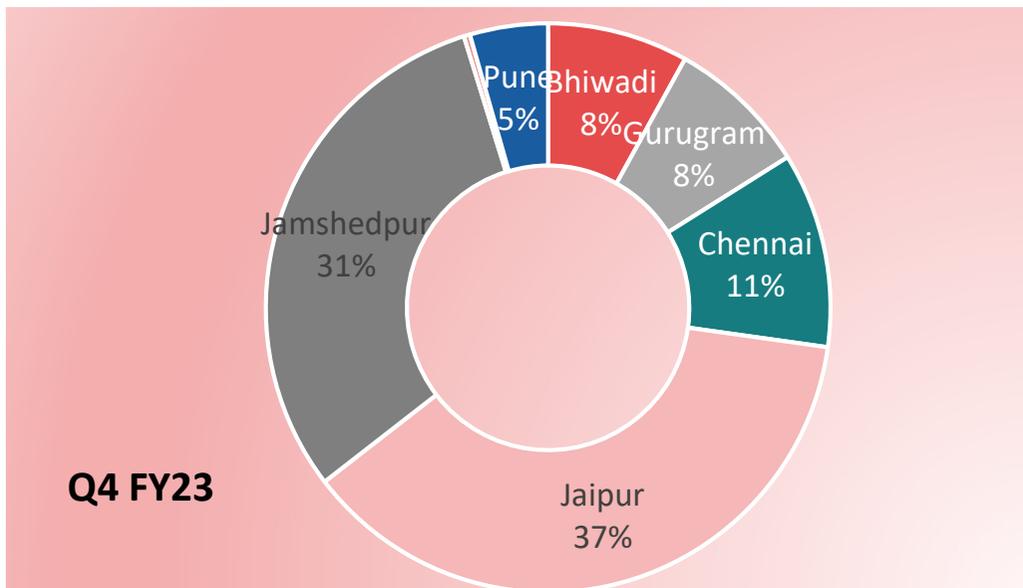
# Ongoing Projects Summary – Expected Completion Timeline

Location	Projects	Phase	Type	Economic Interest	Salable Area (Lakhs sq ft)	Area Booked (Lakhs sq ft)	Possession Timeline as per RERA	Expected Customer Handover Date
Bhiwadi	Nirmay	Phase 4	Senior Living	100% Ownership	2.09	1.81	Q3FY25	Q3FY24
Bhiwadi	Tarang	Phase 3	Premium Homes	100% Ownership	1.14	0.80	Q2FY25	Q2FY24
Bhiwadi	Tarang	Phase 4A	Premium Homes	100% Ownership	0.65	0.61	Q3FY26	Q1FY25
Bhiwadi	Tarang	Phase 4B	Premium Homes	100% Ownership	0.76	0.28	Q1FY27	Q4FY25
Bhiwadi	Advik	Phase 1	Senior Living	100% Ownership	3.55	1.49	Q1FY27	Q4FY25
Chennai	Shubham	Phase 4	Senior Living	73.75% of Revenue Share	2.46	2.32	Q4FY24	Q4FY24
Chennai	Shubham	Phase 4B	Senior Living	73.75% of Revenue Share	1.77	0.99	Q3FY26	Q4FY25
Gurugram	Anmol	Phase 2	Kid Centric Homes	65% of Revenue Share	2.83	2.82	Q1FY27	Q3FY25
Gurugram	Anmol	Phase 3	Kid Centric Homes	65% of Revenue Share	4.47	3.33	Q3FY29	Q3FY26
Gurugram	Amarah	Phase 1	Kid Centric Homes	100% Ownership	3.95	3.95	Q1FY27	Q1FY26
Jaipur	Amantran	Phase 1	Premium Homes	75% of Revenue Share	3.58	3.22	Q3FY25	Q1/Q2FY24
Jaipur	Amantran	Phase 2	Premium Homes	75% of Revenue Share	1.20	1.20	Q1FY26	Q3FY24
Jaipur	Amantran	Phase 3	Premium Homes	75% of Revenue Share	3.79	2.47	Q2FY26	Q4FY25
Jaipur	Amantran	Shops	Premium Homes	75% of Revenue Share	0.09	0.09	Q2FY26	Q4FY25
Jaipur	Daksh	Phase 2	Premium Homes	100% Ownership	2.35	2.35	Q3FY25	Q1FY24
Jaipur	Daksh	Phase 3	Premium Homes	100% Ownership	1.17	1.17	Q2FY25	Q2FY24
Jaipur	Ekansh	Phase 1	Premium Homes	77.25% Revenue Share	3.16	1.28	Q3FY27	Q4FY26
Jaipur	Ekansh	Phase 2	Premium Homes	77.25% Revenue Share	1.60	1.06	Q4FY27	Q1FY27
Jaipur	Umang	Phase 5	Kid Centric Homes	100% Ownership	4.45	3.57	Q3FY25	Q4FY24
Jaipur	Umang	Phase 6	Kid Centric Homes	100% Ownership	2.26	0.61	Q1FY27	Q3FY25
Jamshedpur	Aditya	Phase 1	Premium Homes	74% of Revenue Share	3.55	3.55	Q1FY24	Q1FY24
Jamshedpur	Aditya	Phase 2	Premium Homes	74% of Revenue Share	2.75	2.75	Q2FY25	Q3FY24
Jamshedpur	Prakriti	Phase 1	Premium Homes	73.61% Revenue Share	2.57	2.57	Q3FY28	Q1FY27
Jodhpur	Dwarka	Phase 4	Premium Homes	100% Ownership	1.28	1.12	Q3FY25	Q3FY24
Jodhpur	Dwarka	Phase 5	Premium Homes	100% Ownership	2.00	0.32	Q2FY27	Q2FY26
Pune	Utsav Lavasa	Phase 4	Senior Living	100% Ownership			OC/CC Pending	
Pune	Malhar	Phase 1	Premium Homes	65% Revenue Share	2.62	1.59	Q3FY27	Q4FY25
					<b>62.09</b>	<b>47.30</b>		

# Year wise Deliveries

Year	Location	Projects	Phase	Salable Area (Lakhs sq ft)	Expected Customer Handover Date
FY24	Bhiwadi	Tarang	Phase 3	1.14	Q2FY24
	Bhiwadi	Nirmay	Phase 4	2.08	Q3FY24
	Chennai	Shubham	Phase 4	2.46	Q4FY24
	Jaipur	Daksh	Phase 2	2.35	Q1FY24
	Jaipur	Amantran	Phase 1	3.58	Q1/Q2FY24
	Jaipur	Daksh	Phase 3	1.17	Q2FY24
	Jaipur	Amantran	Phase 2	1.20	Q3FY24
	Jaipur	Umang	Phase 5	4.45	Q4FY24
	Jamshedpur	Aditya	Phase 1	3.55	Q1FY24
	Jamshedpur	Aditya	Phase 2	2.75	Q3FY24
	Jodhpur	Dwarka	Phase 4	1.28	Q3FY24
				<b>26.02</b>	
FY25	Bhiwadi	Tarang	Phase 4A	0.65	Q1FY25
	Bhiwadi	Tarang	Phase 4B	0.76	Q4FY25
	Bhiwadi	Advik	Phase 1	3.55	Q4FY25
	Chennai	Shubham	Phase 4B	1.77	Q4FY25
	Gurugram	Anmol	Phase 2	2.83	Q3FY25
	Jaipur	Umang	Phase 6	2.26	Q3FY25
	Jaipur	Amantran	Phase 3	3.79	Q4FY25
	Jaipur	Amantran	Shops	0.09	Q4FY25
	Pune	Malhar	Phase 1	2.62	Q4FY25
				<b>18.32</b>	
FY26	Gurugram	Amarah	Phase 1	3.95	Q1FY26
	Gurugram	Anmol	Phase 3	4.47	Q3FY26
	Jaipur	Ekansh	Phase 1	3.16	Q4FY26
	Jodhpur	Dwarka	Phase 5	2.00	Q2FY26
				<b>13.59</b>	
FY27	Jaipur	Ekansh	Phase 2	1.60	Q1FY27
	Jamshedpur	Prakriti	Phase 1	2.57	Q1FY27
				<b>4.17</b>	
	Pune	Utsav Lavasa	Phase 4		OC/CC Pending
<b>AHL Total</b>				<b>62.09</b>	

# Break Up of Area Booked (QoQ)



# Yearly Operational Data

Particulars	Unit	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	FY 22	FY 23
Equivalent Area Constructed*	Lakhs Sq. ft.	22.8	23.44	17.39	8.16	7.68	9.85	11.66	16.20	16.73
Area Booked	Lakhs Sq. ft.	18.12	8.63	6.96	6.93	10.79	19.82	14.97	14.76	25.86
Value of Area Booked	INR Lakhs	54,772	28,421	22,508	21,736	33,262	67,163	53,468	57,325	1,31,343
Average Realization	INR/Sq. ft.	3,023	3,293	3,234	3,137	3,082	3,388	3,571	3,883	5,080

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

# Quarterly Operational Data

Particulars	Unit	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23	Q4FY23
Equivalent Area Constructed*	Lakhs Sq. ft.	3.90	2.89	4.50	3.73	5.07	3.85	4.38	3.42	5.08
Area Booked	Lakhs Sq. ft.	8.30	1.51	4.51	4.21	4.53	3.34	4.90	9.03	8.59
Value of Area Booked	INR Lakhs	29,969	5,220	16,572	16,976	18,557	15,214	24,019	48,529	43,582
Average Realization	INR/ Sq. ft.	3,609	3,460	3,678	4,028	4,093	4,557	4,904	5,373	5,075

*\*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 17	FY 18	FY 19	FY 20	FY 21	FY 22	FY 23
Sales and Other Income	INR Crores	397.02	334.92	350.63	317.55	259.31	233.59	425.19
Operating Expenditure	INR Crores	291.00	266.92	303.37	316.84	241.11	230.71	379.41
EBITDA	INR Crores	106.02	68.00	47.26	0.72	18.20	2.89	45.78
Profit After Tax	INR Crores	67.01	38.23	13.78	(30.24)	1.72	(7.04)	27.88
Other Comprehensive Income	INR Crores	5.77	7.98	5.33	1.29	2.36	0.50	0.91
Total Comprehensive Income	INR Crores	72.78	46.21	19.10	(28.95)	4.08	(6.56)	28.78
* Pre - Tax Operating Cash Flows	INR Crores	(32.90)	(20.21)	16.41	34.22	171.65	165.04	84.85
EBITDA Margin	%	26.70%	20.30%	13.48%	0.23%	7.02%	1.24%	10.77%
Net Profit / (Net Loss) Margin	%	16.88%	11.42%	3.93%	(9.52%)	0.66%	(3.01%)	6.56%
TCI Margin	%	18.33%	13.80%	5.45%	(9.12%)	1.57%	(2.81%)	6.77%
Return on Average Net Worth	%	10.60%	6.21%	2.47%	(3.78%)	0.53%	(0.86%)	3.78%
Debt to Equity Ratio		0.12	0.16	0.20	0.17	0.07	0.21	0.22

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

# Financial Summary QoQ (Consolidated)

Particulars	Unit	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23	Q4FY23
Sales and Other Income	INR Crores	81.36	40.43	60.69	54.19	78.28	81.22	91.72	135.31	116.94
Operating Expenditure	INR Crores	83.66	44.10	63.33	55.08	68.19	65.24	91.63	119.67	102.88
EBITDA	INR Crores	(2.30)	(3.66)	(2.65)	(0.90)	10.09	15.98	0.09	15.65	14.06
Profit/(Loss) After Tax	INR Crores	(5.57)	(6.32)	(5.74)	(3.84)	8.87	10.26	(1.81)	9.05	10.38
Total Comprehensive Income	INR Crores	(5.13)	(6.14)	(6.36)	(3.28)	9.22	10.29	(1.31)	9.29	10.51
* Pre - Tax Operating Cash Flows	INR Crores	67.16	29.60	57.58	50.38	27.48	27.72	(1.05)	35.59	22.59
EBITDA Margin	%	(2.83%)	(9.05%)	(4.36%)	(1.66%)	12.89%	19.68%	0.10%	11.57%	12.02%
Net Profit / (Net Loss) Margin	%	(6.85%)	(15.63%)	(9.47%)	(7.09%)	11.33%	12.63%	(1.97%)	6.69%	8.87%
TCI Margin	%	(6.31%)	(15.18%)	(10.49%)	(6.05%)	11.78%	12.67%	(1.43%)	6.87%	8.98%

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

## 01 Future Projects Summary

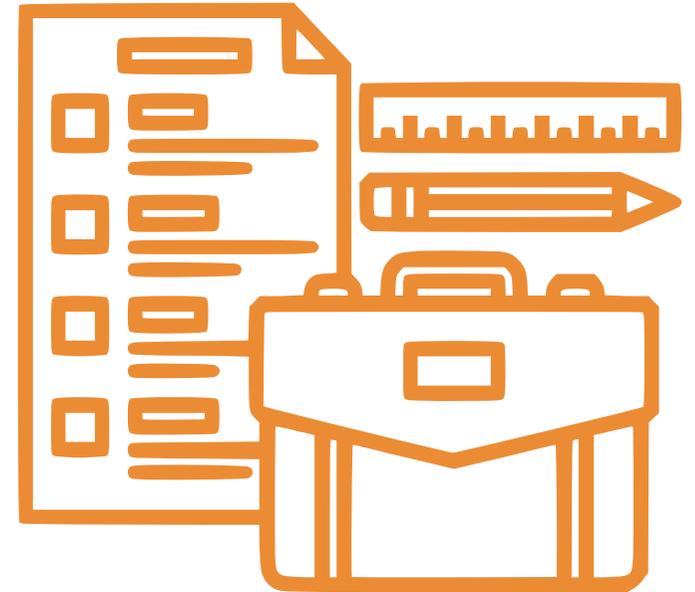
---

## 02 Land available for Future Development

---

## 03 Completed Projects having Inventory

---



# Future Projects Summary

Location	Project	Phase	Economic Interest	Saleable Area (Lakhs Sq. ft.)
Bhiwadi	Ashiana Tarang	5 & 6	100%	6.11
Bhiwadi	Ashiana Advik	2,3,4 & 5	100%	10.57
Jaipur	Ashiana Ekansh	3 & 4	77.25% Revenue Share	4.88
Jaipur	Ashiana Nitara	All	80.20% Revenue Share	6.50
Jaipur	The Amaltas by Ashiana	All	77.40% Revenue Share	4.00
Gurugram	Ashiana Amarah	2,3,4 & 5	100%	16.73
Chennai	Ashiana Shubham	5	73.75% of Revenue	2.33
Chennai	Ashiana Vatsalya	All	100%	13.28
Chennai	Ashiana Swarang*	All	50% of the Profits	5.55
Jamshedpur	Ashiana Prakriti	2	73.61% Revenue Share	1.86
Neemrana	Ashiana Aangan	2	100%	4.37
Pune	Ashiana Malhar	2, 3 and 4	65% Revenue Share	9.18
Pune	Ashiana Amodh	All	80% Revenue Share	8.10
Lavasa	Utsav	5	100%	0.84
<b>Total</b>				<b>94.29</b>

\* Swarang is acquired by Kairav Developers Ltd. (a joint venture company with equal economic interest of Ashiana Housing Ltd. and Arihant Foundations.)

# Land available for Future Development

Location	Land/ Project Name	Estimated Area (Acres)	Estimated Saleable Area (Lakhs Sq. ft)	Economic Interest	Proposed Development
Bhiwadi	Milakpur	40.63	31.00	100%	Premium Homes*/ Senior Living
Kolkata	Ashiana Maitri/Nitya	19.72	14.88	85% Revenue Share	Premium Homes /Senior Living
Gurgugram	HSI IDC Land	10.80	10.30	100%	Premium Homes/ Kid Centric Homes
<b>Total</b>		<b>71.15</b>	<b>56.18</b>		

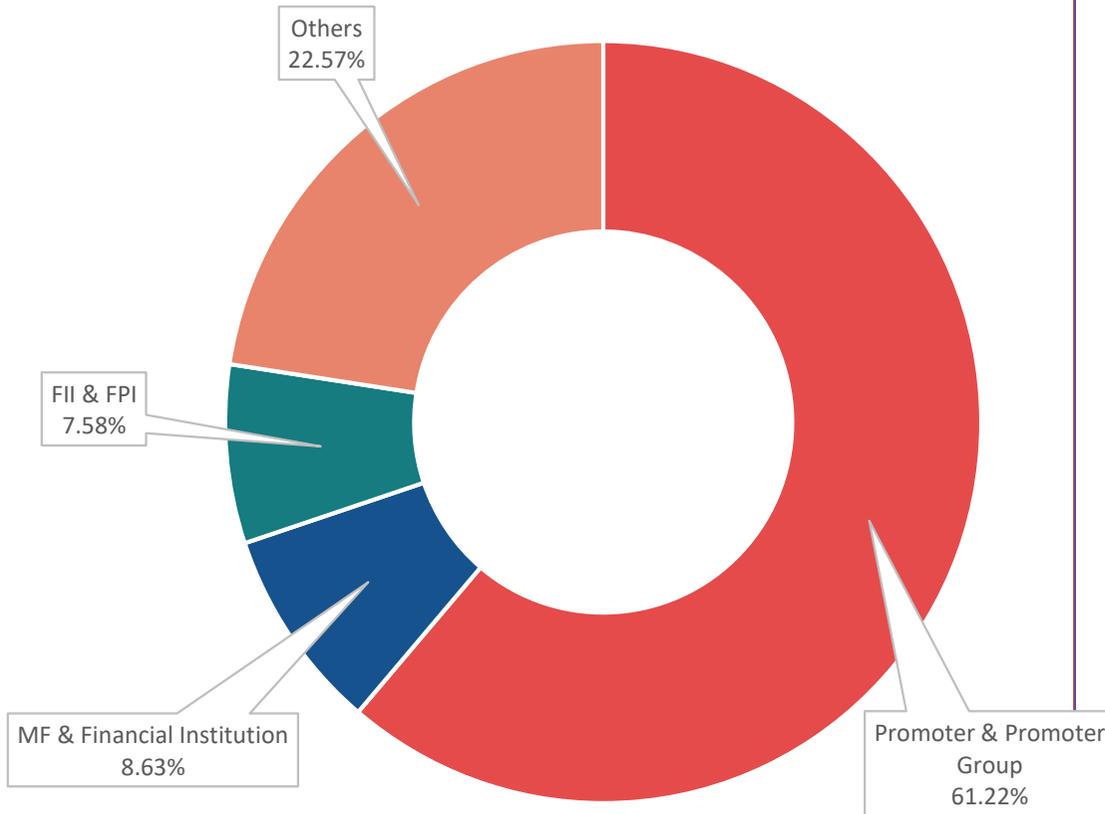
*Note: Milakpur Land is under acquisition and company's writ petition is pending before the Hon'ble High Court of Rajasthan against acquisition*

# Completed Projects having Inventory

Location	Projects	Phase	Share in Project	Type	Saleable Area	Booked Area	Unbooked Area
Bhiwadi	Ashiana Town	1, 2, & 3	100%	Kid Centric Homes	15.33	13.89	1.44
Bhiwadi	Surbhi	1-5 & Plaza	100%	Premium Homes	4.02	3.59	0.44
Gujarat	Navrang	1, 2 & 3	81 % of Revenue	Premium Homes	3.27	3.26	0.01
Neemrana	Aangan	1 & Plaza	100%	Premium Homes	4.24	4.21	0.03
Jodhpur	Dwarka	1,2&3	Area Share	Premium Homes	3.33	3.30	0.03
Jaipur	Rangoli Gardens	Plaza	50% of Profit	Premium Homes	0.69	0.56	0.12
Jaipur	Umang	1,2,3 & 4	100%	Kid Centric Homes	12.43	12.42	0.01
Jaipur	Umang	Plaza	100%	Shops	0.08	0.05	0.03
Jaipur	Vrinda Gardens	1, 2, 3A & 3B, 4 & 5	50 % of Profit	Premium Homes	15.09	14.67	0.42
Jaipur	Gulmohar Gardens	Villas	50 % of Profit	Premium Homes	1.48	1.42	0.06
Jamshedpur	Sehar	Phase 1	76.75% of Revenue Share	Premium Homes	3.44	3.11	0.33
Pune	Utsav Lavasa	1, 2 & 3	100%	Senior Living	4.51	4.28	0.23
<b>Grand Total</b>					<b>67.91</b>	<b>64.76</b>	<b>3.15</b>

# Shareholding Pattern as on 31<sup>st</sup> Mar 2023

## Shareholding Pattern



## Institutional Holding above 1%

Rank	Fund / Institution	No. of Shares	% Holding
1	India Capital Fund Limited	72,80,406	7.11%
2	SBI Contra Fund	50,27,871	4.91%
3	ICICI Prudential Equity & Debt Fund	35,68,137	3.49%



**For Any  
Queries, Contact**



**[investorrelations@ashianahousing.com](mailto: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

© 2020 Ashiana Housing Limited., All Rights Reserved.

“Ashiana Housing Limited” and The Ashiana Logo are trademarks of Ashiana Housing Limited. In addition to Company data, data from market research agencies, Stock Exchanges and industry publications has been used for this presentation. This material was used during an oral presentation; it is not a complete record of the discussion. This work may not be used, sold, transferred, adapted, abridged, copied or reproduced in whole or in part in any manner or form or in any media without the prior written consent. All product names and company names and logos mentioned herein are the trademarks or registered trademarks of their respective owners.

## 01 About Ashiana

---

## 02 Business Model

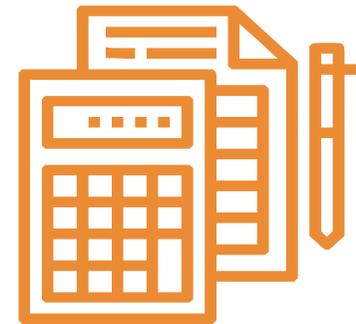
---

## 03 Accolades

---

## 04 Abbreviations

---





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

## High quality in-house construction

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

## In-house sales and marketing

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

## In-house Facility Management Services

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

## Land is Raw Material

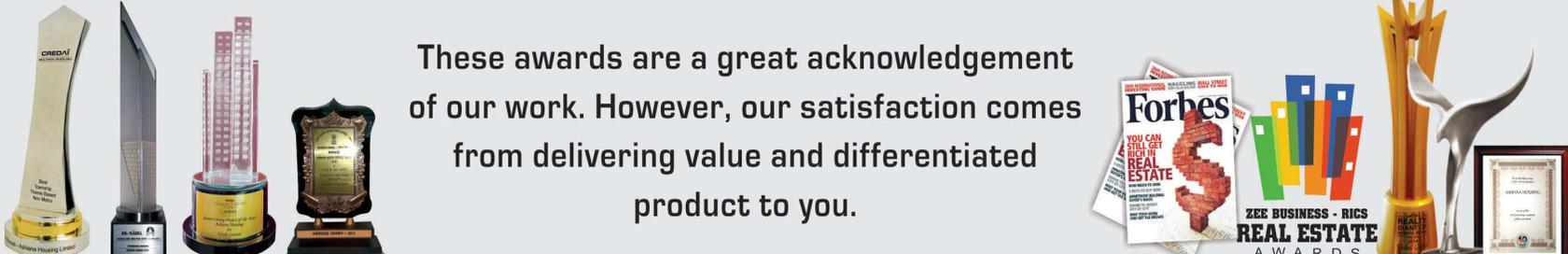
- Execution based model instead of land banking model
- Target land inventory of 5-7 times of current year execution plan

# Accolades

## Awards & Recognitions

2010	2011	2012	2013	2014	2015
<ul style="list-style-type: none"> <li>Rated by FORBES' among <b>Asia's 200 Best Under a Billion Dollar Companies</b></li> <li>Received <b>BMA - Siegwark</b> award for Corporate Social Responsibility</li> </ul>	<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 FORBES' among <b>Asia's 200 Best Under a Billion Dollar Companies</b> twice in a row</li> </ul>	<ul style="list-style-type: none"> <li>Ashiana Aangan, Bhiwadi awarded as <b>India's Best Affordable Housing</b> by CNBC Awaaz</li> <li>Ashiana Aangan, Bhiwadi awarded as <b>NCR's Best Affordable Housing</b> by CNBC Awaaz</li> <li>Received <b>BMA - Siegwark</b> award for Corporate Social Responsibility</li> </ul>	<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 Corporate Social Responsibility activities</li> </ul>	<ul style="list-style-type: none"> <li>Awarded as <b>Realty Giants North India</b> by Realty Kings North India</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 Realty Excellence Award</li> </ul>	<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>
2015	2017	2018	2019	2020	2021
<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 FICCI "Category" - CSR Award for Small &amp; Medium Enterprises (SME) with turnover upto 200 crores p.a.</li> </ul>	<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>	<ul style="list-style-type: none"> <li><b>Awarded Themed Project of the Year</b> for Ashiana Umang, Kid Centric Homes by Realty+ Excellence Awards (North)</li> <li><b>Awarded Real-Estate Website of the Year</b> for being user friendly, visually aesthetic with easy navigation by Realty+ Excellence Awards (North) 2018</li> </ul>	<ul style="list-style-type: none"> <li>Recognised for <b>Digital Campaign of the year</b> "Behatar Parvarish ka Pata" by ABP News</li> <li><b>Ranked as India's No. 1 Senior Living Brand 3 times in a row</b> by Track2 Realty</li> </ul>	<ul style="list-style-type: none"> <li>Recognised as <b>Best Theme based Project "Ashiana Anmol-Kid Centric"</b> by Realty+ Excellence Awards (North) 2019</li> <li>Ranked as <b>No. 1 Developer in North India and No. 5 in India</b> by Track2 Realty.</li> </ul>	<ul style="list-style-type: none"> <li><b>Ranked as India's No. 1 Senior Living Brand 5 times in a row</b> by Track2 Realty</li> </ul>
				2022	
				<ul style="list-style-type: none"> <li><b>Ranked as India's No. 1 Senior Living Brand 6th time in a row</b> by Track2 Realty</li> <li><b>Ashiana Amantran</b> awarded as best "Residential Project – in High-end (Non-Metro: Ongoing)" category by ET Realty Awards 2022</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

## Saleable Area

---

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

## Ongoing Projects

---

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

## Future Projects

---

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

## Land available for Future Development

---

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

## Project

---

Project includes project phases

# Safe Harbor

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