

# Investor Update

For the quarter ended 30<sup>th</sup> September, 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

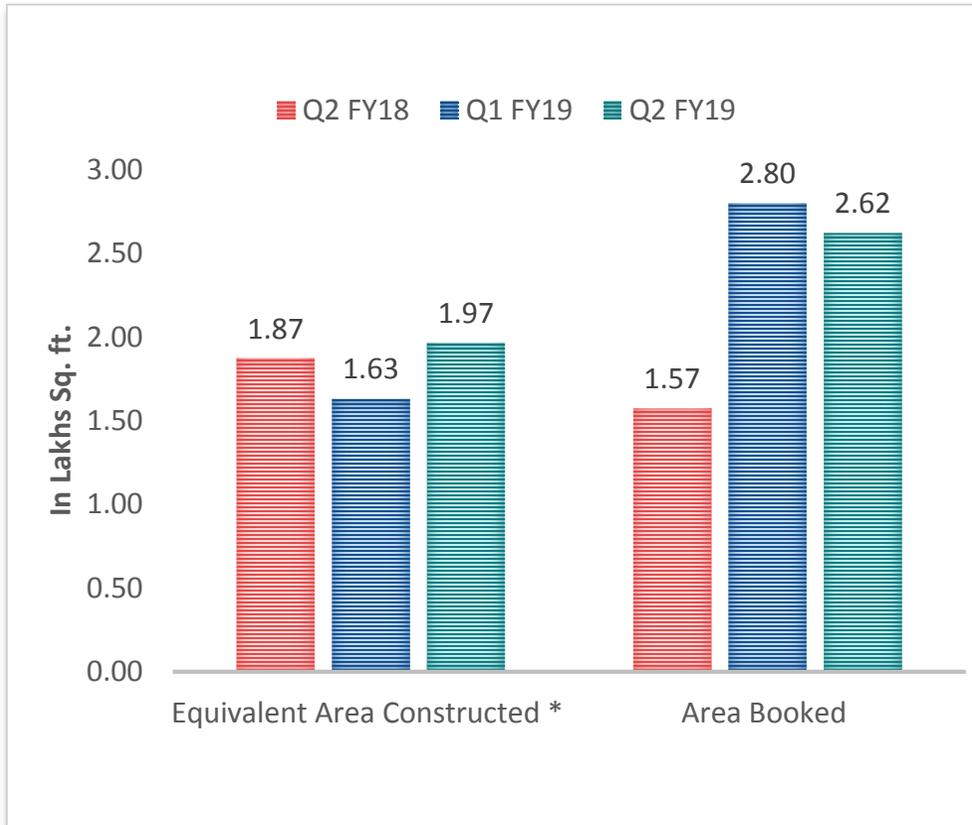
**03** Financial Overview

**04** Quarterly Performance

**05** Cash Flow Position



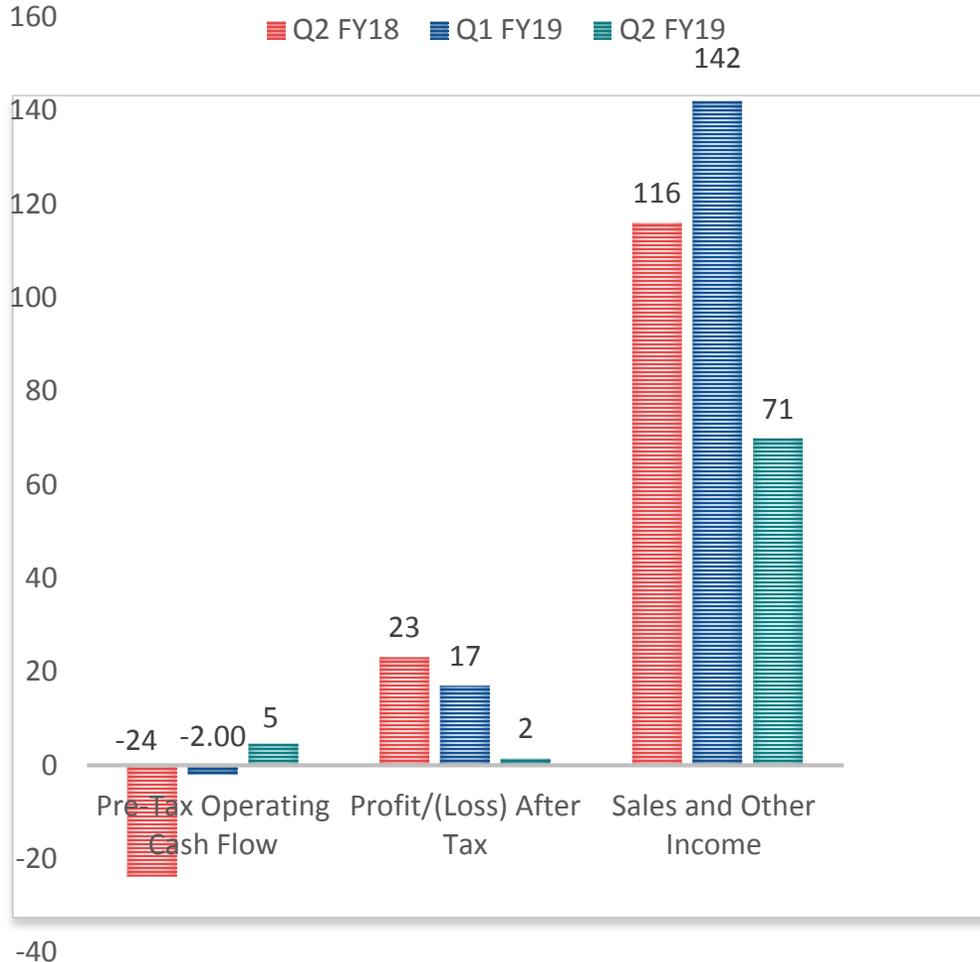
- Improvement in booking continued at 2.62 Lakhs Sq. ft.(Q2 FY19) and sales 2.80 Lakhs Sq. ft. (Q1 FY19). Sales were at 1.57 Lakhs Sq. ft. (Q2FY18).
- Area constructed higher at 1.97 Lakhs Sq. ft. (Q2 FY19) vs 1.63 Lakhs Sq. ft. (Q1 FY19). Area Constructed was 1.87 Lakhs Sq. Ft. (Q2 FY18). Construction in line with our commitments.
- Pre-tax operating cash flows at positive INR 4.50 Crores (Q2FY19) vis-a-vis negative INR 1.98 Crores (Q1FY19)
- Revenue recognized from completed projects of INR 55.34 Crores (Q2FY19) vs INR 124.59 Crores (Q1FY19)
- Partnership Income of INR 0.61 Crores (Q2FY19) vs INR 1.05 Crores (Q1FY19)
- Other Income of INR 15.44 Crores (Q1FY19) vs INR 15.91 Crores (Q1FY19). Other income included income from Maintenance, Hospitality and Income from Investments
- Total Comprehensive Income of INR 2.67 Crores (Q2FY19) vs. INR 16.82 Crores (Q1FY19)
- First tranche of IFC investment (18.74 Crores through NCDs) received, for project Ashiana Daksh, Jaipur
- Launched Ashiana Umang Phase-4 in Jaipur
- Delivered Ashiana Surbhi Block V and Ashiana Tarang Phase I in Bhiwadi



- Area booked decreased by 7% compared to previous quarter and increased by 67% compared to corresponding quarter of previous year.
- Area Constructed increased by 21% 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 Operational Overview



- Pre-Operating Cash Flows of the company positive at INR 4.5 Crores

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 also been excluded as it has been constructed with an intention to let out.

# Quarter wise Performance

Particular		(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 2	AHL	60.53	1.97	1.51	1.95
	Partnership	18.88	0.65	0.46	0.16
	<b>Total</b>	<b>79.42</b>	<b>2.62</b>	<b>1.97</b>	<b>2.11</b>
FY19 Quarter 1	AHL	49.09	1.45	1.12	3.83
	Partnership	38.02	1.35	0.51	0.21
	<b>Total</b>	<b>87.11</b>	<b>2.80</b>	<b>1.63</b>	<b>4.04</b>
FY 18	AHL	154.21	4.77	6.39	8.91
	Partnership	63.15	2.17	1.77	3.78
	<b>Total</b>	<b>217.36</b>	<b>6.93</b>	<b>8.16</b>	<b>12.69</b>
FY18 Quarter 4	AHL	59.26	1.76	1.40	2.62
	Partnership	11.80	0.46	0.47	1.46
	<b>Total</b>	<b>71.05</b>	<b>2.21</b>	<b>1.87</b>	<b>4.08</b>
FY18 Quarter 3	AHL	37.74	1.17	1.52	0.72
	Partnership	13.86	0.46	0.50	0.44
	<b>Total</b>	<b>51.60</b>	<b>1.64</b>	<b>2.02</b>	<b>1.16</b>
FY18 Quarter 2	AHL	29.29	0.98	1.51	3.47
	Partnership	16.70	0.59	0.36	1.28
	<b>Total</b>	<b>45.99</b>	<b>1.57</b>	<b>1.87</b>	<b>4.75</b>
FY18 Quarter 1	AHL	27.93	0.85	1.96	2.10
	Partnership	20.79	0.66	0.44	0.60
	<b>Total</b>	<b>48.72</b>	<b>1.51</b>	<b>2.40</b>	<b>2.70</b>

# Quarterly Sales Trend

Project	Location	FY17 Q3	FY17 Q4	FY18 Q1	FY18 Q2	FY18 Q3	FY18 Q4	FY19 Q1	FY19 Q2
<b>AHL</b>									
Aangan Neemrana	Neemrana	-1,450					(1,150)		
Anantara	Jamshedpur	11,940							
Anmol	Gurgaon	7,745	7,745	3,585	9,370	3,825	12,845	15,600	22,950
Tarang	Bhiwadi	3,886	5,590	2,768	2,502	2,536		1,384	(2,519)
Ashiana Town	Bhiwadi	6,930	-2,960	14,670	16,780	15,510	35,925	30,745	16,290
Surbhi	Bhiwadi		-3,890	(335)	5,835	1,355	3,635	4,355	7,350
THR	Bhiwadi					830	16,535		
Nirmay	Bhiwadi	25,422	7,850	13,179	1,253	17,255	16,146	25,211	21,148
Utsav Bhiwadi	Bhiwadi	1,480	1,420		(1,420)	1,420			
Dwarka	Jodhpur	6,910	6,530	3,330	6,020	15,350	6,840	14,190	13,290
Umang	Jaipur	21,740	15,910	15,910	30,495	27,745	20,330	28,430	1,04,985
Navrang	Gujarat	10,740	15,090	11,445	6,585	4,155	255	705	1,215
Shubham	Chennai	12,251	11,040	15,690	8,958	20,913	55,845	16,679	19,258
Utsav Lavasa	Pune	2,710	4,160	5,205	11,535	6,520	8,595	7,470	(7,055)
<b>Total - Ashiana Housing Limited</b>		<b>1,10,304</b>	<b>68,485</b>	<b>85,447</b>	<b>97,913</b>	<b>1,17,414</b>	<b>1,75,801</b>	<b>1,44,769</b>	<b>1,96,912</b>
<b>Partnership</b>									
Vrinda Gardens	Jaipur	15,862	16,212	33,101	28,759	27,697	12,908	1,12,552	36,107
Gulmohar Gardens	Jaipur	12,810	18,045	31,288	29,809	18,536	33,739	22,743	29,150
Gulmohar Gardens - Studio Apartment (GG Plaza)	Jaipur								
Rangoli Gardens	Jaipur			1,230					
Rangoli Gardens Plaza	Jaipur		2,261		798		(1,070)		
<b>Total - Partnership</b>		<b>28,672</b>	<b>36,518</b>	<b>65,619</b>	<b>59,366</b>	<b>46,233</b>	<b>45,577</b>	<b>1,35,295</b>	<b>65,257</b>
<b>Grand Total</b>		<b>1,38,976</b>	<b>1,05,003</b>	<b>1,51,066</b>	<b>1,57,279</b>	<b>1,63,647</b>	<b>2,21,378</b>	<b>2,80,064</b>	<b>2,62,169</b>

# 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.)
<b>Ashiana Housing Limited</b>							
Bhiwadi	Nirmay	2	1.17	0.32	10.38	3.76	0.36
Chennai	Shubham	2	1.47	0.59	20.45	8.42	0.50
Gujarat	Navrang	3	0.19	0.02	0.46	0.21	0.10
Gurgaon	Anmol	1	4.16	2.17	103.30	81.63	3.40
Jodhpur	Dwarka * * *	2	1.09	0.68	16.57	11.85	1.24
Jaipur	Umang	4	2.56	0.82	22.20	1.52	0.50
Pune	Utsav Lavasa * *	4	0.63	-	-	-	0.58
<b>Total - Ashiana Housing Limited</b>			<b>11.27</b>	<b>4.60</b>	<b>173.36</b>	<b>107.39</b>	<b>6.69</b>
<b>Partnership</b>							
Jaipur	Gulmohar Gardens	7	1.01	0.95	23.16	19.56	1.01
Jaipur	Gulmohar Gardens	8	1.43	0.81	19.32	7.69	0.67
Jaipur	Vrinda Gardens	3A	0.80	0.75	23.67	20.18	0.79
Jaipur	Vrinda Gardens*	3B	3.06	1.15	32.39	8.31	0.70
<b>Total - Partnership</b>			<b>6.30</b>	<b>3.66</b>	<b>98.54</b>	<b>55.73</b>	<b>3.17</b>
<b>Grand Total</b>			<b>17.57</b>	<b>8.26</b>	<b>271.90</b>	<b>163.13</b>	<b>9.86</b>

\*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 also 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	11.27	4.60	173.36	107.39	6.69
Partnership	6.30	3.66	98.54	55.73	3.17
<b>Grand Total</b>	<b>17.57</b>	<b>8.26</b>	<b>271.90</b>	<b>163.13</b>	<b>9.86</b>

- Out of a total saleable area of 17.57 Lakhs Sq.ft., 9.86 Lakhs Sq. ft. (56%) has already been constructed
- Out of the total area booked so far, an amount of around INR 108.77 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 also been excluded as it has been constructed with an intention to let out.

# Ongoing Projects

**01**

**Geographical Presence**

**02**

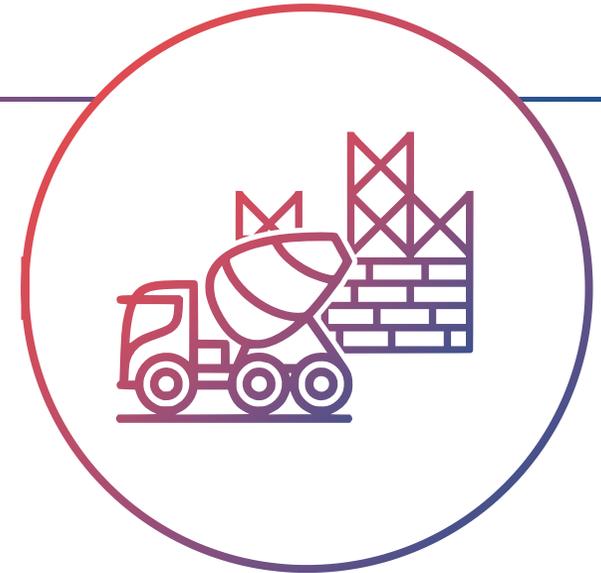
**Ongoing Projects Summary**

**03**

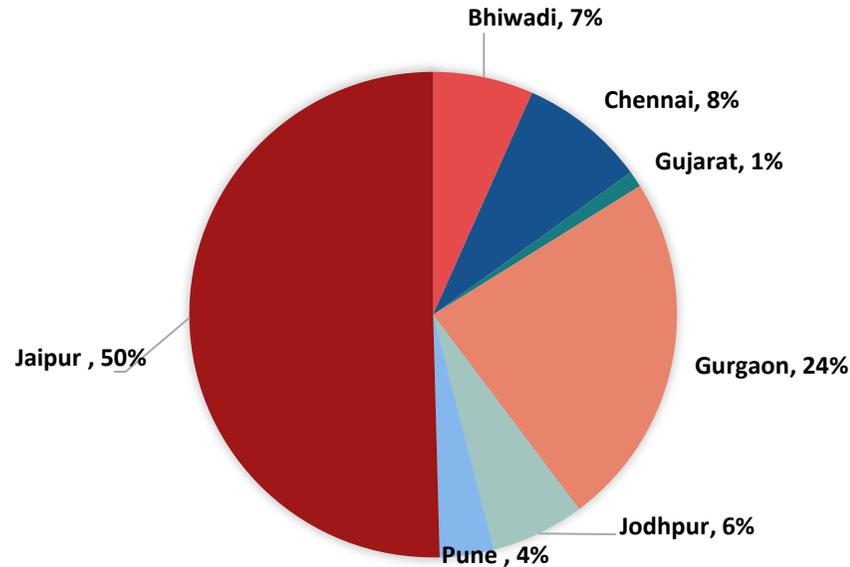
**Break up of Area Booked**

**04**

**Operational data-Yearly  
-Quarterly**



## 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

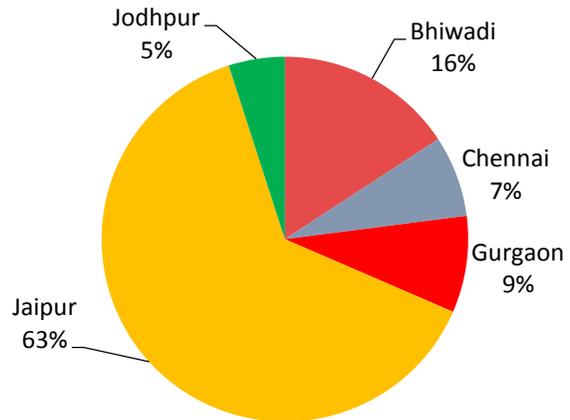
# Ongoing Projects Summary

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
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	Kids 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
Jaipur	Umang	4	100%	Comfort Homes	2.56	0.82	Q3FY21
Pune	Utsav – Lavasa *	4	100%	Senior Living	0.63	0.00	Q2FY19
<b>Total</b>					<b>17.57</b>	<b>7.17</b>	

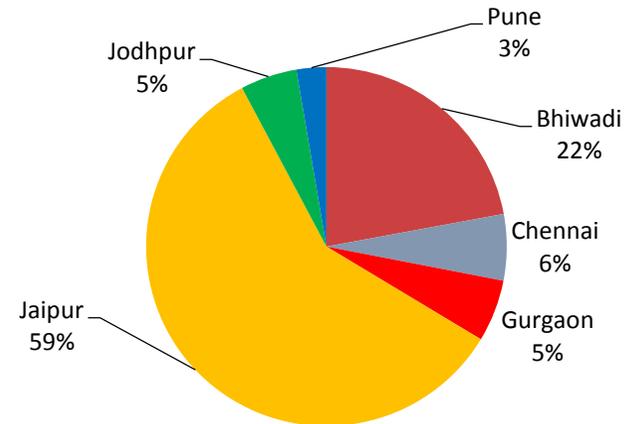
\* Phase-4 Ashiana Utsav, Lavasa Construction has started but has not been launched for sales | \*\* Only AHL's share of saleable and sold area shown in above table.

# Break Up of Area Booked (QoQ)

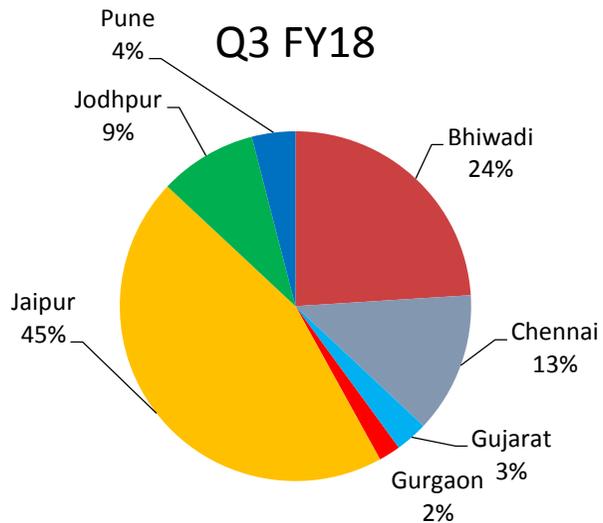
### Q2 FY19



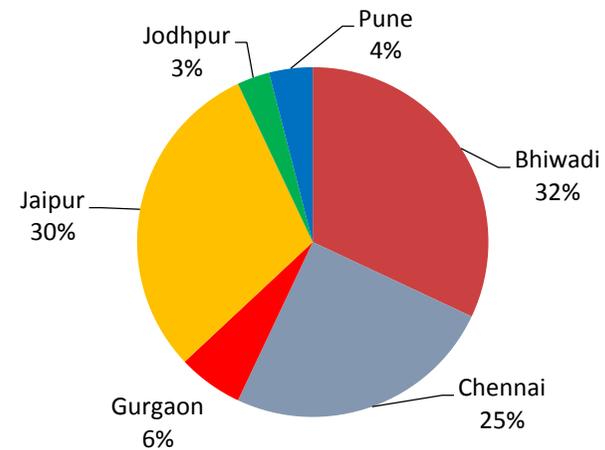
### Q1 FY19



### Q3 FY18



### Q4 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 also been excluded as it has been constructed with an intention to let out.

# Quarterly Operational Data

Particulars	Unit	Q4 FY17	Q1 FY18	Q2 FY18	Q3 FY18	Q4 FY18	Q1 FY19	Q2 FY19
Equivalent Area Constructed*	Lakhs Sq. ft.	4.38	2.40	1.87	2.02	1.87	1.63	1.97
Area Booked	Lakhs Sq. ft.	1.05	1.51	1.57	1.64	2.21	2.80	2.62
Value of Area Booked	INR Lakhs	3,251	4,872	4,599	5,160	7,105	8,711	7,942
Average Realizations	INR/ Sq. ft.	3,096	3,226	2,924	3,153	3,210	3,111	3,029

\*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 also 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

# Financial Summary QoQ (Consolidated)

Particulars	Unit	Q3FY17	Q4FY17	Q1FY18	Q2FY18	Q3FY18	Q4FY18	Q1FY19	Q2FY19
Sales & Other Income	INR Crores	54.12	193.98	77.66	116.01	34.21	107.04	141.55	71.39
Operating Expenditure	INR Crores	34.54	141.06	67.82	78.27	35.18	85.65	111.08	63.10
EBITDA	INR Crores	19.58	53.81	9.84	37.74	(0.97)	21.39	30.48	8.29
Profit/(Loss) After Tax	INR Crores	15.93	34.10	4.54	23.07	(3.55)	14.17	16.15	2.06
Total Comprehensive income	INR Crores	15.93	39.86	6.24	24.55	(2.90)	18.32	16.83	2.68
Pre - Tax Operating Cash Flows generated from Ongoing Projects	INR Crores	(5.61)	(8.39)	9.40	(23.80)	(3.58)	(2.23)	(1.98)	4.50
EBITDA Margin	%	36.18%	27.74%	12.67%	32.53%	-2.84%	19.99%	21.53%	11.61%
Net Profit/ (Net loss ) Margin	%	29.44%	17.58%	5.85%	19.89%	-10.38%	13.24%	11.41%	2.89%
TCI Margin	%	29.45%	20.55%	8.04%	21.16%	-8.48%	17.11%	11.89%	3.75%

# 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	Ashiana Gamma	1	100%	18.45
Bhiwadi	Nirmay	3,4 & 5	100%	4.77
Jaipur	Gulmohar Gardens	4	50% of Profit Share	0.74
Jaipur	Vrinda Gardens	4 & 5	50% of Profit Share	4.81
Gurgaon	Anmol	2 & 3	65% of Revenue Share	7.33
Chennai	Shubham	3,4 & 5	73.75% of Revenue Share	6.57
Jamshedpur	Aditya **	1 & 2	100%	6.23
Gujarat	Navrang	4,5,6,7&8	81% of Revenue Share	3.44
Jodhpur	Dwarka *	3,4, & 5	Area Share	3.61
Neemrana	Angan Neemrana	2	100%	4.37
Lavasa	Utsav	5	100%	0.84
<b>Total</b>				<b>70.48</b>

\* Only AHL's share of saleable and sold area shown in above table. | \*\* Ashiana Anand 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/Nitya	19.72	14.88	Comfort Homes /Senior Living
Jamshedpur	Ashiana Sehar	3.50	3.25	Comfort Homes
<b>Total</b>		<b>112.08</b>	<b>87.82</b>	

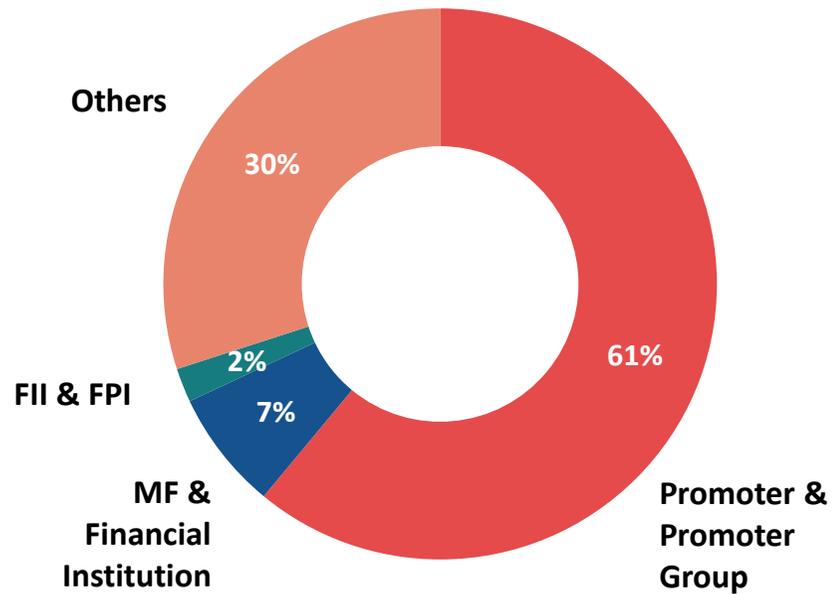
Note: Milakpur Land is under acquisition and company's writ petition is pending before the Hon'ble High Court of Rajasthan against acquisition

# Completed Projects having Inventory

Location	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	1.86	1.68	0.18	0.32
Bhiwadi	Tarang	1	100%	Comfort Homes	2.28	1.54	0.73	0.81	0.74
Chennai	Shubham	1	73.75% of Revenue Share	Senior Living	1.63	1.58	1.43	0.15	0.05
Bhiwadi	Ashiana Town	1,2 & 3	100%	Kid Centric	15.33	11.29	11.08	0.21	4.04
Bhiwadi	Surbhi	1,2,3, 4 & 5	100%	Comfort Homes	4.02	2.93	2.85	0.08	1.09
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	2.82	2.78	0.04	0.26
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	1.38	1.35	0.03	-
Jaipur	Gulmohar Gardens	1, 2, 3 & 6	50% of Profit Share	Comfort Homes	6.71	6.67	6.67	-	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	9.28	8.89	0.40	0.59
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	6.03	5.87	0.17	0.39
Pune	Utsav Lavasa	1, 2 & 3	100%	Senior Living	4.51	4.18	3.79	0.39	0.33
<b>Total</b>					<b>69.98</b>	<b>61.39</b>	<b>58.85</b>	<b>2.54</b>	<b>8.59</b>

# Shareholding Pattern as on 30th September, 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	20,28,022	1.98%



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

© 2018 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.

# 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

