

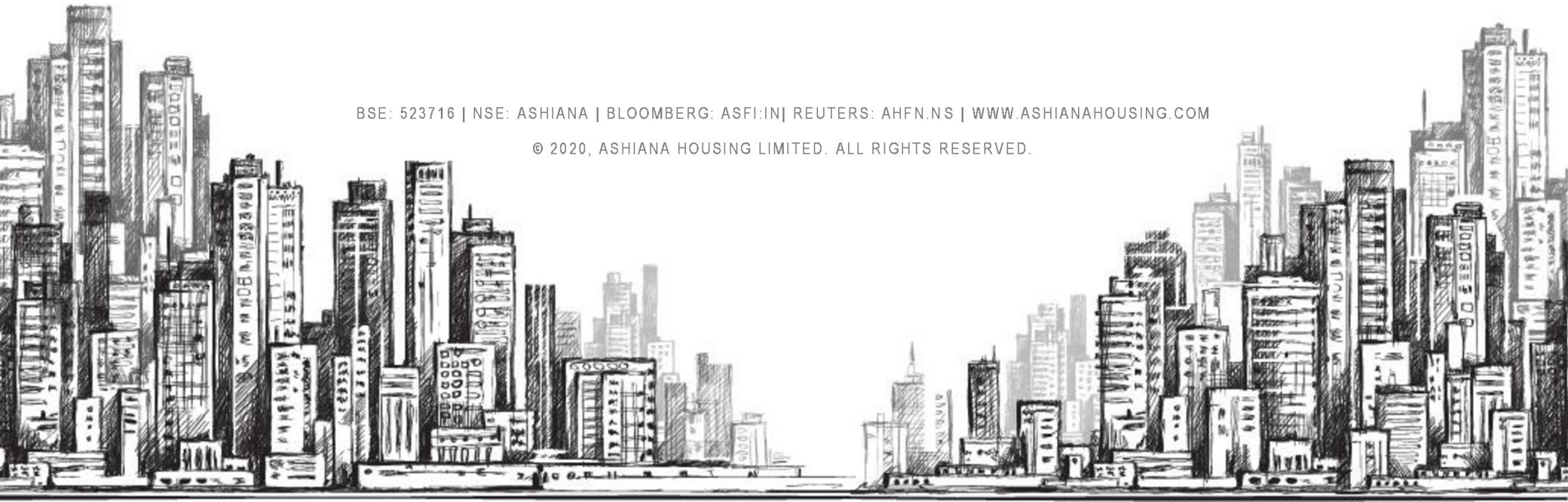


Investor Update

For the quarter ended 30th June, 2020

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

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



Saleable Area

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

Ongoing Projects

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

Future Projects

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

Land available for Future Development

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

Project

Project includes project phases



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Highlights and Overview

01 Highlights

02 Operational Overview

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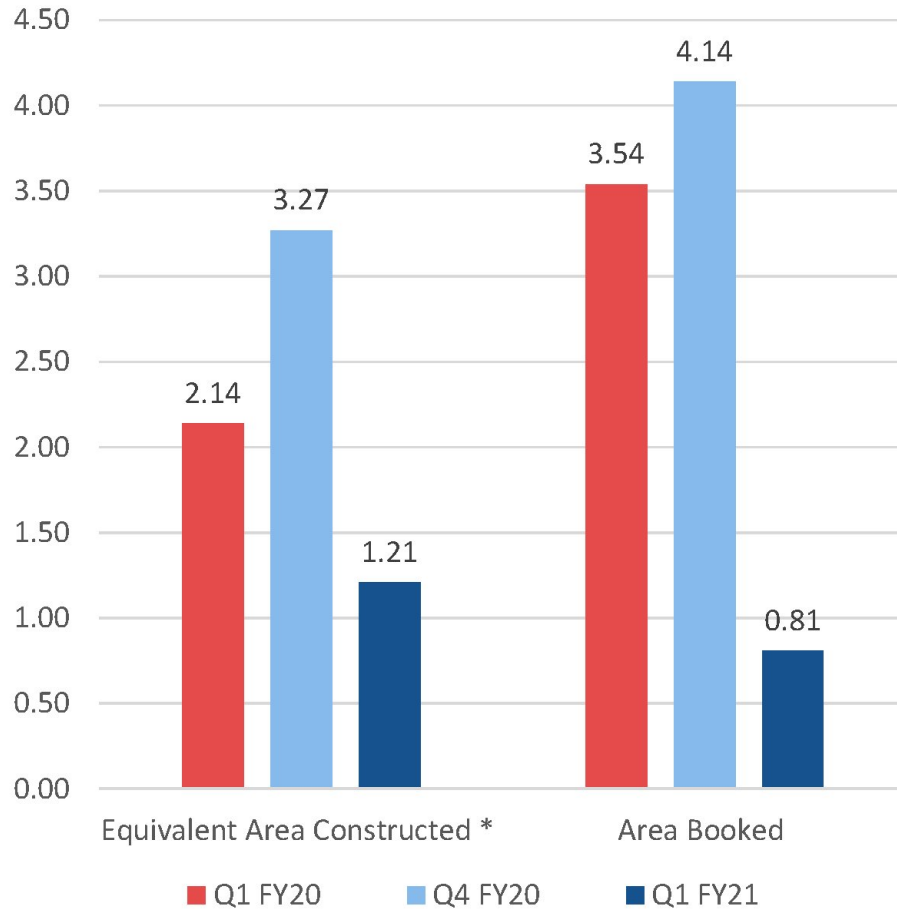


Quarterly Highlights

- Booking lower at 0.81 Lakhs Sq. ft.(Q1FY21) vs. 4.14 Lakhs Sq. ft (Q4FY20). The fall in bookings was largely attributable to the lockdown implemented due to the spread of Covid-19 pandemic. Out of the 0.81 Lakhs Sq. Ft. booked area, documentation regarding cancellation of 41 units (0.72 Lsft.) in Ashiana Amantran is pending completion in the system
- Area constructed lower at 1.21 Lakhs Sq. ft. (Q1FY21) vs 3.27 Lakhs Sq. ft. (Q4FY20). Construction got hampered due to the lockdown
- Pre-tax operating cash flows positive at INR 10.56 Crores (Q1FY21) vis-a-vis positive INR 5.14 Crores (Q4FY20)
- Revenue recognized from completed projects of INR 25.19 Crores (Q1FY21) vs INR 80.37 Crores (Q4FY20)
- Partnership Income of INR 0.18 Crores (Q1FY21) vs INR 3.84 Crores (Q4FY20)
- Other Income of INR 12.82 Crores (Q1FY21) vs INR 14.37 Crores (Q4FY20). 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 of negative at INR 2.30 Crores (Q1FY21) vs. negative INR 8.63 Crores (Q4FY20)
- We were ranked as North India's No. 1 Developer and No.5 in India by Track2Realty for this year
- Prepaid NCDs of Rs. 10 Crs held by ICICI Prudential MF and Rs. 7 Crs held by Aditya Birla Capital in this quarter



Quarterly Operational Overview

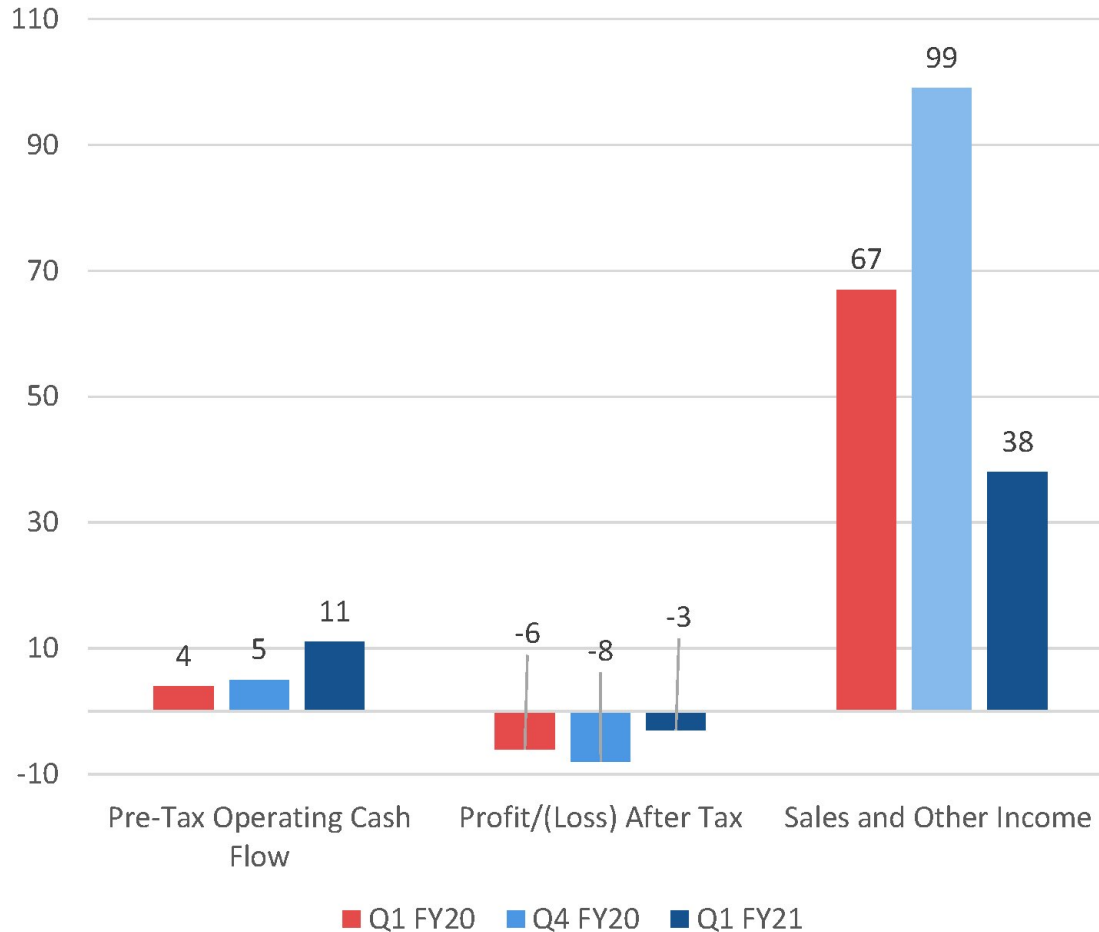


- Area booked as well as area constructed was lower as compared to previous quarter & corresponding quarter of last year due to lockdown

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



Quarterly Financial



- Pre-Operating Cash Flows positive at INR 10.6 Crores for Q1FY21 vs positive at INR 5 Crores for Q4FY20



Quarter wise Performance

Particulars		INR Crores	Lakhs Sq. ft.	Lakhs Sq. ft.	Lakhs Sq. ft.
		Value of Area Booked	Area Booked	Equivalent Area Constructed*	Area Delivered & Recognized for Revenue
FY21 Quarter 1	AHL	23.76	0.70	0.78	0.82
	Partnership	3.61	0.11	0.43	0.03
	Total	27.36	0.81	1.21	0.85
FY20	AHL	592.74	17.32	6.65	6.98
	Partnership	78.89	2.50	3.20	1.78
	Total	671.63	19.82	9.85	8.76
FY20 Quarter 4	AHL	140.43	3.98	2.19	2.69
	Partnership	5.53	0.16	1.08	1.36
	Total	145.96	4.14	3.27	4.06
FY20 Quarter 3	AHL	306.79	9.16	1.40	1.45
	Partnership	20.83	0.62	0.99	0.05
	Total	327.63	9.78	2.39	1.50
FY20 Quarter 2	AHL	59.93	1.71	1.55	1.51
	Partnership	20.64	0.65	0.49	0.14
	Total	80.58	2.37	2.04	1.65
FY20 Quarter 1	AHL	85.59	2.47	1.50	1.33
	Partnership	31.88	1.06	0.64	0.22
	Total	117.47	3.54	2.14	1.55
FY 19	AHL	231.21	7.19	5.31	9.44
	Partnership	101.41	3.60	2.37	2.34
	Total	332.62	10.79	7.68	11.78



Quarterly Sales Trend

Project	Location	FY18 Q4	FY19 Q1	FY19 Q2	FY19 Q3	FY19 Q4	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY21 Q1
AHL (Area in Sq. Ft.)											
Aangan	Neemrana	(1,150)	-	-	-	-	-	-	-	(251)	-
Anmol	Gurgaon	12,845	15,600	22,950	10,260	14,660	7,650	17,020	5,015	2,088	1,515
Tarang	Bhiwadi	-	1,384	(2,519)	25,705	10,035	19,323	14,531	8,729	2,502	5,873
Town	Bhiwadi	35,925	30,745	16,290	25,880	25,295	13,275	25,245	18,530	2,800	9,900
Surbhi	Bhiwadi	3,635	4,355	7,350	10,745	11,255	-	5,500	(545)	(255)	(845)
THR	Bhiwadi	16,535	-	-	3,307	3,307	-	-	3,307	-	6,614
Nirmay	Bhiwadi	16,146	25,211	21,148	28,393	19,325	20,199	19,264	61,001	22,607	(2,787)
Utsav	Bhiwadi	-	-	-	-	-	1,420	-	-	-	-
Dwarka	Jodhpur	6,840	14,190	13,290	15,710	11,550	35,330	2,980	3,850	5,650	1,490
Utsav	Jaipur	-	-	-	-	-	-	-	-	3,660	-
Umang	Jaipur	20,330	28,430	104,985	35,870	58,400	27,645	38,255	16,935	16,220	3,525
Daksh	Jaipur	-	-	-	-	-	-	-	4,11,975	73,285	13,844
Amantran	Jaipur	-	-	-	-	-	-	-	-	2,15,740	*18,380
Navrang	Gujarat	255	705	1,215	5,370	-	4,860	(1,470)	6,075	3,645	-
Shubham	Chennai	55,845	16,679	19,258	23,184	35,076	41,475	23,973	23,311	38,695	9,069
Utsav	Lavasa	8,595	7,470	(7,055)	(915)	4,900	7,025	(1,705)	(9,340)	(2,210)	(880)
Sehar	Jamshedpur	-	-	-	-	-	68,925	27,503	12,413	13,680	4,764
Aditya	Jamshedpur	-	-	-	-	-	-	-	3,54,750	-	-
Total - Ashiana Housing Limited		175,801	144,769	196,912	183,509	193,803	2,47,127	1,71,096	9,16,006	3,97,856	70,462
Partnership (Area in Sq. Ft.)											
Vrinda Gardens	Jaipur	12,908	112,552	36,107	33,448	56,914	39,544	29,568	42,279	5,921	5,031
Gulmohar Gardens	Jaipur	33,739	22,743	29,150	37,620	31,800	66,897	35,839	18,990	10,306	5,622
Rangoli Gardens Plaza	Jaipur	(1,070)	-	-	-	-	-	-	1,070	-	-
Total - Partnership		45,577	135,295	65,257	71,068	88,714	1,06,441	65,407	62,339	16,227	10,653
Grand Total		221,378	280,064	262,169	254,577	282,517	3,53,568	2,36,503	9,78,345	4,14,083	81,115



* Out of this, documentation regarding cancellation of 71,566 Sq. Ft. is pending for up-dation in the system as on 30th June

Project wise Cash Flow Position in Ongoing Projects

Location	Project	Phases	Saleable Area (Lakhs Sq. ft.)	Area Booked (Lakhs Sq. ft.)	Sale Value of Area Booked (INR Crores)	Amount Received (INR Crores)	Equivalent Area Constructed (Lakhs Sq. ft.)*
Ashiana Housing Limited							
Bhiwadi	Nirmay	3	2.35	0.52	18.82	9.55	0.86
Bhiwadi	Tarang	2	0.66	0.18	5.32	3.51	0.45
Chennai	Shubham	2	1.47	1.32	47.91	40.25	1.38
Chennai	Shubham	3	1.78	1.18	47.63	13.89	0.61
Jaipur	Daksh	1 & Plaza	3.26	2.73	90.67	23.56	0.76
Jaipur	Daksh	2	2.35	2.26	73.10	12.59	-
Jaipur	Amantran	1	3.24	1.59	56.54	3.45	0.38
Jaipur	Amantran	2	1.03	0.75	27.37	1.56	-
Jodhpur	Dwarka***	3	0.86	0.37	9.46	6.95	0.84
Jamshedpur	Sehar	1	3.44	1.27	47.66	18.06	0.60
Jamshedpur	Aditya	1	3.55	3.55	120.41	24.68	0.42
Lavasa	Utsav **	4	0.63	-	-	-	0.62
Total - Ashiana Housing Limited			24.61	15.71	544.87	158.04	6.92
Partnership							
Jaipur	Gulmohar Gardens	4	0.64	0.47	12.30	8.22	0.28
Jaipur	Gulmohar Gardens	Villas	1.25	0.87	29.57	16.46	0.36
Jaipur	Vrinda Gardens	3B	3.06	2.61	75.50	65.63	2.86
Jaipur	Vrinda Gardens	4	1.61	0.23	7.87	4.68	0.95
Total – Partnership			6.56	4.19	125.24	94.99	4.45
Grand Total			31.17	19.90	670.11	253.03	11.37

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

** Construction for Phase-4 Ashiana Utsav, Lavasa is complete and OC has been applied for, it is yet to be launched for sales ***Saleable area was revised as per renegotiation with the JDA partner.



Cash Flow Position in Ongoing Projects

Entity	Saleable Area (Lakhs Sq. ft.)	Area Booked (Lakhs Sq. ft.)	Sale Value of Area Booked (INR Crores)	Amount Received (INR Crores)	Equivalent Area Constructed * (Lakhs Sq. ft.)
Ashiana Housing Limited	24.61	15.71	544.87	158.04	6.92
Partnership	6.56	4.19	125.24	94.99	4.45
Grand Total	31.17	19.90	670.11	253.03	11.37

- Out of a total saleable area of 31.17 Lakhs Sq. ft., 11.37 Lakhs Sq. ft. (36%) has already been constructed
- Out of the total area booked so far, an amount of around INR 417.08 Crores is to be received in due course in future

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



Ongoing Projects

01 Geographical Presence

02 Ongoing Projects Summary

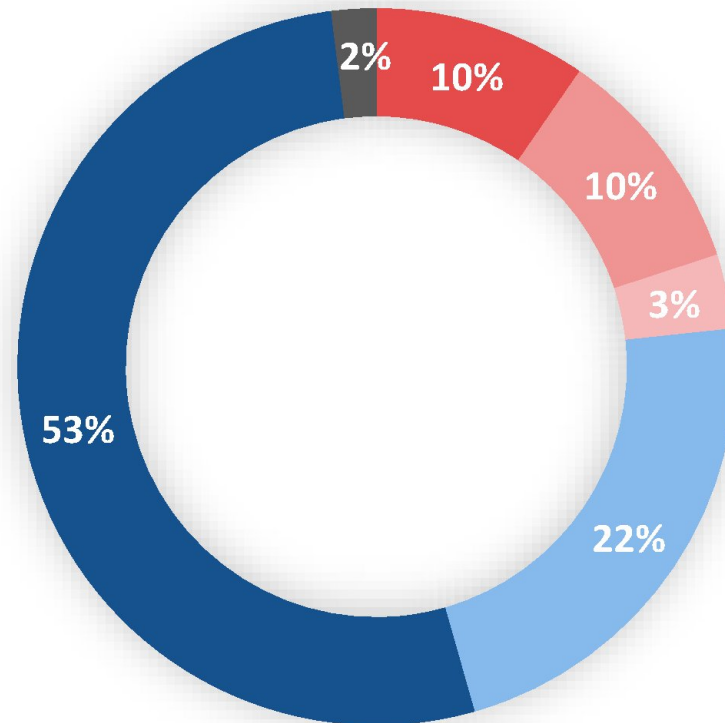
03 Break up of Area Booked

04 Operational data - Yearly
- Quarterly



Geographical Presence

Saleable Area of Ongoing Projects



■ Bhiwadi

■ Chennai

■ Jodhpur

■ Jamshedpur

■ Jaipur

■ Pune



Ongoing Projects Summary

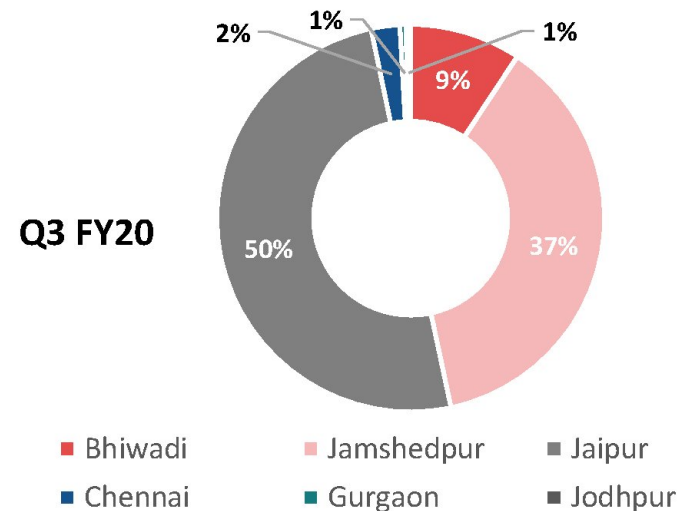
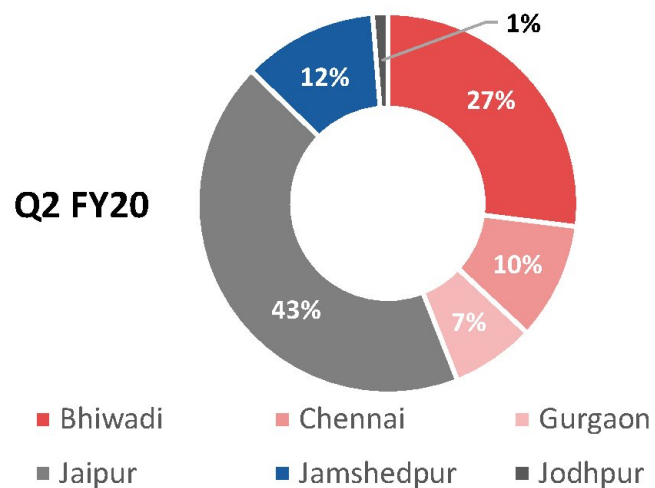
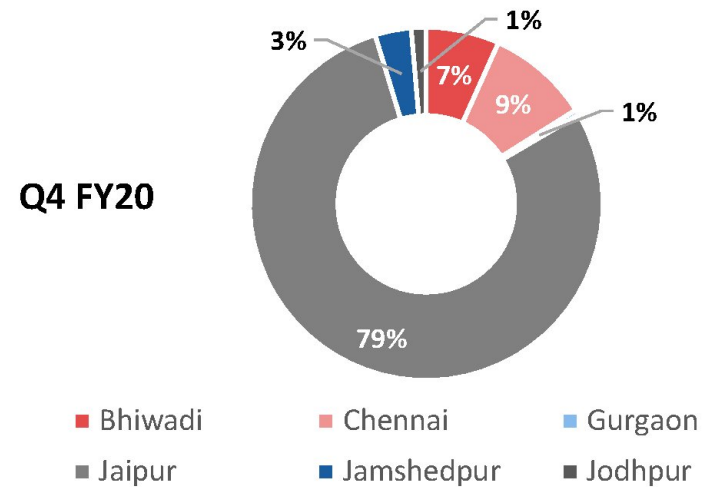
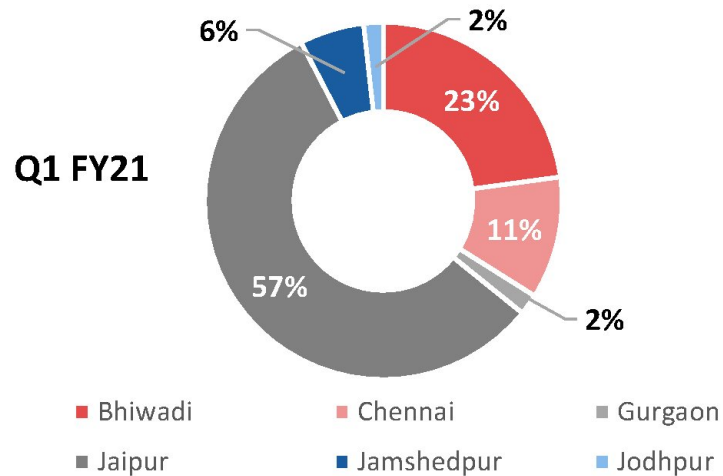
Location	Project	Phase	Economic Interest	Project Type	Saleable Area (Lakhs Sq. ft.)	Area Booked (Lakhs Sq. ft.)	Expected Completion Time
Bhiwadi	Nirmay	3	100%	Senior Living	2.35	0.52	Q3FY23
Bhiwadi	Tarang	2	100%	Comfort Homes	0.66	0.18	Q1FY23
Chennai	Shubham	2	73.75% of Revenue Share	Senior Living	1.47	1.32	Q4FY21
Chennai	Shubham	3	73.75% of Revenue Share	Senior Living	1.78	1.18	Q3FY23
Jaipur	Gulmohar Gardens	4	50% of Profit Share	Comfort Homes	0.64	0.47	Q1FY23
Jaipur	Gulmohar Gardens	Villas	50% of Profit Share	Comfort Homes	1.25	0.87	Q3FY23
Jaipur	Vrinda Gardens	3B	50% of Profit Share	Comfort Homes	3.06	2.61	Q1FY22
Jaipur	Vrinda Gardens	4	50% of Profit Share	Comfort Homes	1.61	0.23	Q3FY23
Jaipur	Daksh	1 & Plaza	100%	Comfort Homes	3.26	2.73	Q2FY24
Jaipur	Daksh	2	100%	Comfort Homes	2.35	2.26	Q3FY24
Jaipur	Amantran	1	75% Revenue Share	Comfort Homes	3.24	1.59	Q3FY24
Jaipur	Amantran	2	75% Revenue Share	Comfort Homes	1.03	0.75	Q1FY25
Jodhpur	Dwarka**	3	100%	Comfort Homes	0.86	0.37	Q1FY23
Jamshedpur	Sehar	1	76.75% Revenue Share	Comfort Homes	3.44	1.27	Q2FY24
Jamshedpur	Aditya	1	74% Revenue Share	Comfort Homes	3.55	3.55	Q3FY23
Lavasa	Utsav *	4	100%	Senior Living	0.63	0.00	-
Total					31.17	19.90	

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

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



Break Up of Area Booked (QoQ)



Yearly Operational Data

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

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



Quarterly Operational Data

Particulars	Unit	Q2 FY19	Q3 FY19	Q4 FY19	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21
Equivalent Area Constructed*	Lakhs Sq.ft.	1.97	1.62	2.46	2.14	2.04	2.39	3.27	1.21
Area Booked	Lakhs Sq.ft.	2.62	2.55	2.83	3.54	2.37	9.78	4.14	0.81
Value of Area Booked	INR Lakhs	7,942	7,692	8,917	11,747	8,058	32,763	14,596	2,736
Average Realizations	INR/ Sq. ft.	3,029	3,022	3,156	3,322	3,407	3,349	3,525	3,373

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



01 Financial Summary YoY

02 Financial Summary QoQ



Financial Summary YoY (Consolidated)

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

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



Financial Summary QoQ (Consolidated)

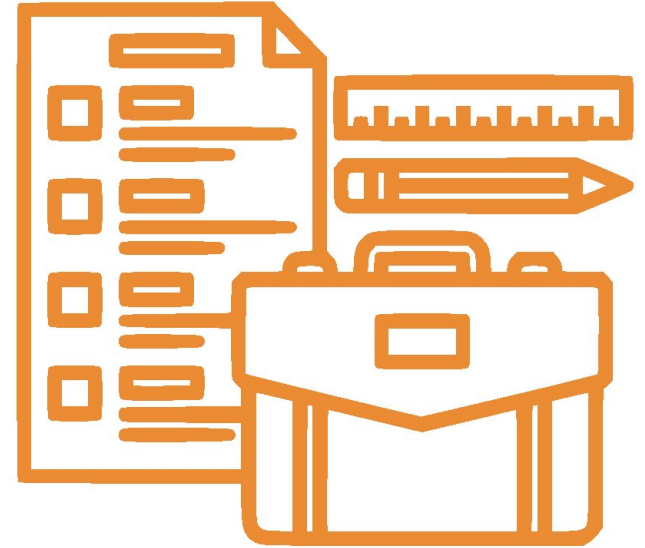
Particulars	Unit	Q2FY19	Q3FY19	Q4FY19	Q1FY20	Q2FY20	Q3FY20	Q4FY20	Q1FY21
Sales & Other Income	INR Crores	71.39	70.88	66.81	66.76	75.38	76.82	98.59	38.19
Operating Expenditure	INR Crores	63.10	59.96	69.24	69.82	80.74	76.73	89.55	36.98
EBITDA	INR Crores	8.29	10.93	(2.43)	(3.06)	(5.36)	0.09	9.05	1.21
Profit/(Loss) After Tax	INR Crores	2.06	3.44	(7.88)	(5.50)	(9.51)	(7.11)	(8.12)	(3.27)
Total Comprehensive income	INR Crores	2.68	5.84	(6.25)	(4.87)	(9.05)	(6.39)	(8.63)	(2.30)
Pre - Tax Operating Cash Flow	INR Crores	4.50	3.94	9.95	4.42	3.32	21.35	5.14	10.56
EBITDA Margin	%	11.61%	15.41%	-3.64%	-4.58%	-7.11%	0.12%	9.18%	3.17%
Net Profit/ (Net loss) Margin	%	2.89%	4.85%	-11.79%	-8.24%	-12.62%	-9.26%	-8.23%	-8.57%
TCI Margin	%	3.75%	5.72%	-9.35%	-7.30%	-12.01%	-8.32%	-8.75%	-6.01%



01 Future Projects Summary

02 Land available for Future Development

03 Completed Projects having Inventory



Future Projects Summary

Location	Project	Phase	Economic Interest	Saleable Area (Lakhs Sq. ft.)
Bhiwadi	Tarang	3, 4 & 5	100%	8.66
Bhiwadi	Gamma	1	100%	18.45
Bhiwadi	Nirmay	4 & 5	100%	2.41
Jaipur	Vrinda Gardens	5	50% of Profit Share	3.20
Jaipur	Ashiana Daksh	3	100%	1.17
Jaipur	Ashiana Amantran	3	75% of Revenue Share	3.52
Gurgaon	Anmol	2 & 3	65% of Revenue Share	7.33
Chennai	Shubham	4 & 5	73.75% of Revenue Share	4.79
Jamshedpur	Aditya	2	74% of Revenue Share	2.75
Jodhpur	Dwarka *	4 & 5	100%	3.28
Neemrana	Aangan	2	100%	4.37
Lavasa	Utsav	5	100%	0.84
Total				60.76

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



Land available for Future Development

Location	Land	Estimated Land Area (Acres)	Estimated Saleable Area (Lakhs Sq. ft)	Proposed Development
Bhiwadi	Milakpur Land	40.63	31.00	Comfort Homes/ Senior Living
Jaipur	Umang Extension	7.20	6.50	Comfort Homes/ Senior Living
Pune	Marunji	19.27	15.50	Comfort Homes /Senior Living
Kolkata	Maitri/Nitya	19.72	14.88	Kid Centric Homes/Senior Living
Total		86.82	67.88	

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



Completed Projects having Inventory

Location	Project	Phase	Share in Project	Type	Total Saleable Area (Lakhs Sq. ft.)	Booked Area (Lakhs Sq. ft.)	Area Recognised for Revenue (Lakhs Sq. ft.)	Area Booked and Unrecognised for Revenue (Lakhs Sq. ft.)	Unbooked Area (Lakhs Sq. ft.)
Bhiwadi	Nirmay	1 & 2	100%	Senior Living	3.36	3.34	2.99	0.35	0.02
Bhiwadi	Tarang	1 & Plaza	100%	Comfort Homes	2.30	2.24	2.19	0.04	0.06
Bhiwadi	Town	1,2 & 3	100%	Kid Centric Homes	15.33	12.51	12.35	0.16	2.82
Bhiwadi	Surbhi	1-5 & Plaza	100%	Comfort Homes	4.02	3.32	3.24	0.07	0.71
Bhiwadi	THR	1 & Plaza	100%	Comfort Homes	1.28	1.05	1.04	0.01	0.23
Bhiwadi	Utsav	2 & 3	100%	Senior Living	4.92	4.91	4.89	0.01	0.01
Chennai	Shubham	1	73.75% of Revenue	Senior Living	1.63	1.63	1.63	-	-
Gurgaon	Anmol	1 & Plaza	65% of Revenue	Kid Centric Homes	4.18	2.75	2.56	0.19	1.43
Gujarat	Navrang	1, 2 & 3	81% of Revenue	Comfort Homes	3.27	3.03	2.97	0.06	0.24
Neemrana	Aangan	1 & Plaza	100%	Comfort Homes	4.24	4.16	4.12	0.04	0.08
Jodhpur	Dwarka*	1 & 2	Area Share	Comfort Homes	2.47	2.45	2.45	0.00	0.01
Jaipur	Gulmohar Gardens	3, 6 & 8	50% of Profit Share	Comfort Homes	3.62	3.59	3.54	0.05	0.03
Jaipur	Rangoli Gardens	Plaza	50% of Profit Share	Comfort Homes	0.69	0.48	0.47	0.01	0.21
Jaipur	Umang	1,2, 3 & 4	100%	Kid Centric Homes	12.43	12.07	11.50	0.58	0.36
Jaipur	Vrinda Gardens	1, 2 & 3A	50% of Profit Share	Comfort Homes	7.22	7.21	7.17	0.03	0.01
Pune	Utsav	1, 2 & 3	100%	Senior Living	4.51	4.15	4.12	0.03	0.36
	Total				75.46	68.88	67.24	1.64	6.58

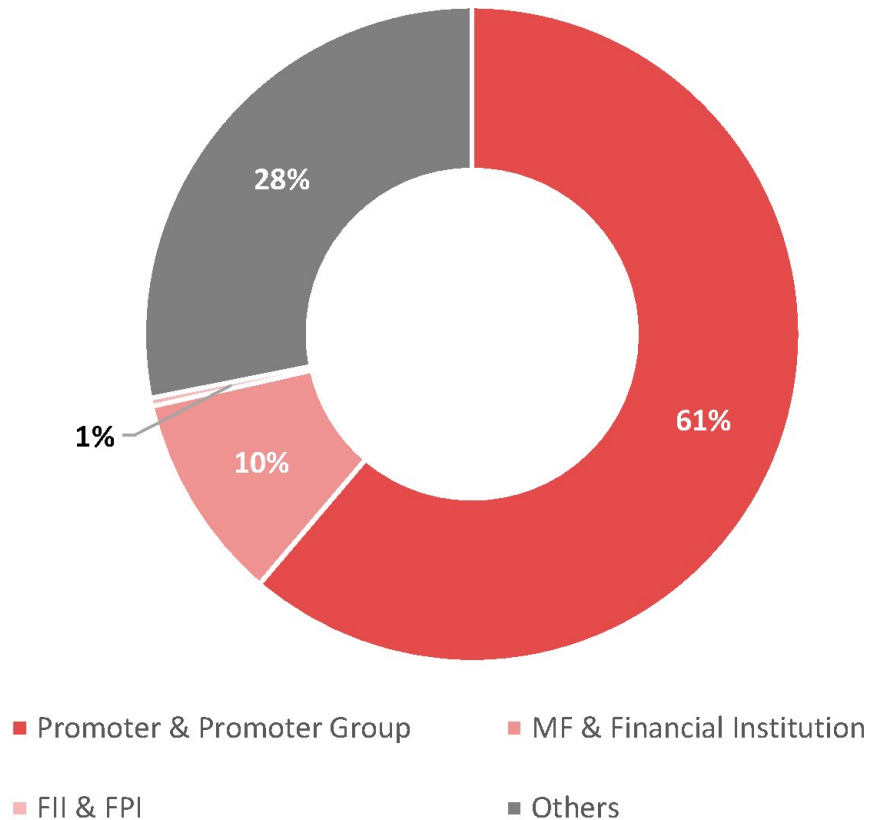


* Only AHL's share of saleable and unsold area shown in above table.

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Shareholding Pattern as on 30th June 2020

Shareholding Pattern



Institutional Holding above 1%

Rank	Fund / Institution	No. of Shares	% Holding
1	ICICI Prudential Equity & Debt Fund	76,57,693	7.48%
2	SBI Small Cap Fund	27,26,821	2.66%





**For Any
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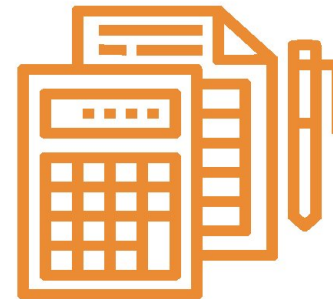
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01 About Ashiana

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 & Kid Centric Homes



Areas of Operation

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



Key Metrics

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

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



Business Model

High quality in-house construction

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

In-house sales and marketing

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

In-house Facility Management Services

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

Land is Raw Material

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



Accolades

Awards & Recognitions

2010	2011	2012	2013	2014	2015
<ul style="list-style-type: none">● Rated by FORBES' among Asia's 200 Best Under a Billion Dollar Companies● Received BMA - Siegwark award for Corporate Social Responsibility	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● Ashiana Aangan, Bhiwadi awarded as India's Best Affordable Housing by CNBC Awaaz● Ashiana Aangan, Bhiwadi awarded as NCR's Best Affordable Housing by CNBC Awaaz● Received BMA - Siegwark award for Corporate Social Responsibility	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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
2015	2017	2018	2019	2020	
<ul style="list-style-type: none">● 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.	<ul style="list-style-type: none">● NDTV Property Awards 2016 felicitated "Ashiana Dwarka" as "Budget Apartment Project of the Year" in Tier 2 cities 2017● Received CIDC Vishwakarma Awards 2017 under the category "Achievement Award for Construction Skill Development" 2017● Received CREDAI CSR Award 16-17 under the category "Education (Establishing of schools, educational institutions and creating educational facilities)" 2017	<ul style="list-style-type: none">● Awarded Themed Project of the Year for Ashiana Umang, Kid Centric Homes by Realty+ Excellence Awards (North)● Awarded Real-Estate Website of the Year for being user friendly, visually aesthetic with easy navigation by Realty+ Excellence Awards (North) 2018	<ul style="list-style-type: none">● Recognised for Digital Campaign of the year "Behatar Parvarish ka Pata" by ABP News● Ranked as India's No. 1 Senior Living Brand 3 times in a row by Track2 Realty	<ul style="list-style-type: none">● Recognised as Best Theme based Project "Ashiana Anmol-Kid Centric" by Realty+ Excellence Awards (North) 2019● Ranked as No. 1 Developer in North India and No. 5 in India by Track2 Realty.	



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



Abbreviations

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

