



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

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Happiness all around







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Glossary



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

Contents





Highlights and Overview







Quarterly Highlights

- Ashiana Amarah's second phase launched in April and entire stock sold out on launch (224 units with a sale value of Rs 290 Crores).
- Handover commenced in Ashiana Daksh, Jaipur (Phase 2 2.35 lakhs sq ft).
- Value of Area Booked recorded at 436.20 Crores (Q1FY24) vs INR 435.82 Crores (Q4FY23)
- Area constructed at 4.35 lakhs square feet in Q1FY24 vs 5.08 lakhs sq ft in Q4FY23 and 3.85 lakh Sq. ft. (Q1FY23).
- Pre Tax Operating Cashflow was recorded at INR 83.15 Crores in Q1FY24 vs INR 22.59 Crores in Q4FY23 (FY23 at INR 84.85 Crores), aided by higher collection during the quarter.
- Total Revenue reported at INR 129.29 Crs (Q1FY24) vis a vis INR 116.94 Crs (Q4FY23).
- PAT increased to INR 10.87 Crores in Q1FY24 from INR 10.38 Crores in Q4FY23.
- TCI also improved to INR 11.20 Crores in Q1FY24 from 10.51 Crores in Q4FY23.



Quarterly Operational Overview





- Area booked was 6.53 lakh sq ft in Q1FY24 vs 8.59
 Lakh Sq Ft in Q4 FY23.
- EAC was 4.35 Lakh sq ft in Q1FY24 vs 5.08 Lakh Sq Ft in Q4 FY23

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

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Quarterly Financial Overview





- Sales and Other income was recorded at INR 129.29 Crores in Q1FY24 vis a vis INR 116.94 Crores in Q4FY23
- PAT was improved to INR 10.87 Crores for Q1FY24 from INR 10.38 Crores for Q4FY23
- Pre Tax Operating Cashflow was recorded at INR 83.15 Crores in Q1FY24 vs INR 22.59 Crores in Q4FY23

**Pre – Tax Operating Cashflow is a modified version of operating cashflows and not as per statutorily required AS-3* © Ashiana Housing Limited, All Rights Reserved.

Quarter wise Performance



		INR Crores	Lakhs Sq. ft.	Lakhs Sq. ft.	Lakhs Sq. ft.
Period	Entity	Value of Area Booked	Area Booked	Equivalent Area Constructed*	Area Delivered & Recognized for Revenue
	AHL	427.54	6.35	4.32	2.94
FY24 Quarter 1	Partnership	8.66	0.18	0.02	0.38
	Total	436.20	6.53	4.35	3.32
	AHL	1249.95	24.33	16.69	8.97
FY 23	Partnership	63.48	1.53	0.04	1.54
	Total	1313.43	25.86	16.73	10.51
	AHL	416.59	8.14	5.08	2.34
FY23 Quarter 4	Partnership	19.23	0.45	0.00	0.38
	Total	435.82	8.59	5.08	2.72
	AHL	470.02	8.66	3.42	3.24
FY23 Quarter 3	Partnership	15.26	0.37	0.00	0.36
	Total	485.29	9.03	3.42	3.60
	AHL	224.19	4.52	4.37	1.70
FY23 Quarter 2	Partnership	15.99	0.38	0.01	0.37
	Total	240.19	4.90	4.38	2.07
	AHL	139.14	3.01	3.82	1.68
FY23 Quarter 1	Partnership	12.99	0.33	0.02	0.43
	Total	152.14	3.34	3.85	2.11

Quarterly Sales Trend



Location	Projects	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23	Q4FY23	a in Sq. Ft. Q1FY24
				AHL					
Neemrana	Aangan Neemrana	1,450	-	-					1,450
Gurgaon	Anmol	28,495	85,788	58,126	1,04,384	1,81,226	1,28,714	69,121	59,177
Gurgaon	Ashiana Amarah				-	-	3,95,360	-	3,76,880
Bhiwadi	Tarang	15,561	9,493	5,873	27,374	47,695	17,316	42,666	22,988
Bhiwadi	Ashiana Town	17,210	-	8,890	13,335	11,060	4,715	2,115	1,220
Bhiwadi	Surbhi	4,265	1,100	-845	2,200	1,945	1,100	2,200	
Bhiwadi	THR	9,921	-	3,307					
Bhiwadi	Nirmay	74,074	38,165	84,713	27,104	5,632	1,553	1,843	1,553
Bhiwadi	Ashiana Advik						1,28,953	20,363	17,667
Bhiwadi	Utsav Bhiwadi	-	1,420	-					
Jodhpur	Dwarka	48,000	24,340	14,530	13,660	8,010	37,940	2,980	4,470
Jaipur	Umang	49,640	47,352	33,907	15,917	28,885	68,222	18,016	36,713
Jaipur	Ashiana Daksh	11,968	19,584	3,264	2,176	-	-	-	
Jaipur	Ashiana Amantran	63,350	48,370	1,29,515	60,637	47,125	38,285	23,210	12,065
Jaipur	Ashiana Ekansh							2,34,226	11,666
Gujarat	Navrang	1,470	1,470	-					
Chennai	Shubham	42,124	47,059	42,445	18,959	17,086	590	95,349	63,120
Pune	Lavasa	0	3090	3125		-915			
Pune	Ashiana Malhar				-	93,828	26,369	38,393	22,889
Jamshedpur	Ashiana Prakriti							2,57,170	
Jamshedpur	Ashiana Sehar	27,885	27,655	32,048	15,409	10,580	16,587	6,085	2,677
AHL Total		3,95,413	3,54,886	4,18,898	3,01,155	4,52,157	8,65,704	8,13,737	6,34,535
				Partnership					
Jaipur	Vrinda Gardens	56,829	63,569	28,463	34,033	28,439	27,734	39,913	10,027
-	Gulmohar Gardens	-1,695	614	5,300	-1,325	9,183	8,926	4,463	6,276
Jaipur	Rangoli Gardens Plaza	-	2,333	736	-	-	798	652	1,757
Partnership		55,134	66,516	34,499	32,708	37,622	37,458	45,028	18,060
		4,50,547	4,21,402	4,53,397	3,33,863	4,89,779	9,03,162	8,58,765	6,52,595

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Project wise Cash Flow Position in Ongoing Projects

Ownership	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	1.82	68.87	43.06	1.84
	Bhiwadi	Tarang	Phase 3	1.14	0.94	29.98	20.35	1.14
	Bhiwadi	Tarang	Phase 4A	0.65	0.65	27.99	8.15	0.25
	Bhiwadi	Tarang	Phase 4B	0.76	0.33	11.19	1.31	0.16
	Bhiwadi	Advik	Phase 1	3.55	1.67	83.07	35.01	1.17
	Chennai	Shubham	Phase 4	2.46	2.43	113.10	86.94	1.69
	Chennai	Shubham	Phase 4B	1.77	1.51	78.05	26.23	0.75
	Gurugram	Anmol	Phase 2	2.83	2.82	149.85	88.11	1.98
	Gurugram	Anmol	Phase 3	4.47	3.92	245.45	57.36	0.77
	Gurugram	Amarah	Phase 1	3.95	3.95	243.01	71.33	1.26
	Gurugram	Amarah	Phase 2	3.77	3.77	290.05	68.22	0.32
	Jaipur	Umang	Phase 5	4.45	3.77	126.09	105.00	3.90
	Jaipur	Umang	Phase 6	2.26	0.77	29.47	13.02	0.92
AHL	Jaipur	Daksh	Phase 3	1.17	1.17	41.68	37.59	1.12
	Jaipur	Amantran	Phase 1	3.58	3.32	129.56	109.72	3.58
	Jaipur	Amantran	Phase 2	1.20	1.20	46.02	38.32	1.17
	Jaipur	Amantran	Phase 3	3.79	2.49	109.10	65.61	2.04
	Jaipur	Amantran	Shops	0.09	0.09	6.12	3.23	0.00
	Jaipur	Ekansh	Phase 1	3.16	1.41	71.62	11.61	0.65
	Jaipur	Ekansh	Phase 2	1.60	1.05	47.29	7.49	0.01
	Jamshedpur	Aditya	Phase 1	3.55	3.55	120.95	113.65	3.55
	Jamshedpur	Aditya	Phase 2	2.75	2.75	98.64	85.28	2.33
	Jamshedpur	Prakriti	Phase 1	2.57	2.57	136.13	7.83	0.19
	Jodhpur	Dwarka	Phase 4	1.28	1.14	31.85	26.14	1.08
	Jodhpur	Dwarka	Phase 5	2.00	0.34	10.52	3.55	0.22
	Pune	Malhar	Phase 1	2.62	1.81	96.70	39.72	0.85
	Pune	Utsav Lavasa	Phase 4					0.62
AHL Total				63.51	51.24	2,442.36	1,173.85	33.55
Grand Tota				63.51	51.24	2,442.36	1,173.85	33.55



- Out of a total saleable area of 63.51 Lakhs Sq. ft., 33.55 Lakhs Sq. ft. (53%) has already been constructed
- Out of the total area booked so far, an amount of around INR 1,268.51 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

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*** Projects in partnerships were fully executed at the year ending 31st 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	Туре	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	2.08	1.82	Q3FY25	Q3FY24
Bhiwadi	Tarang	Phase 3	Premium Homes	100% Ownership	1.14	0.94	Q2FY25	Q2FY24
Bhiwadi	Tarang	Phase 4A	Premium Homes	100% Ownership	0.65	0.65	Q3FY26	Q2FY25
Bhiwadi	Tarang	Phase 4B	Premium Homes	100% Ownership	0.76	0.33	Q1FY27	Q4FY25
Bhiwadi	Advik	Phase 1	Senior Living	100% Ownership	3.55	1.67	Q1FY27	Q4FY25
Chennai	Shubham	Phase 4	Senior Living	73.75% of Revenue Share	2.46	2.43	Q4FY24	Q4FY24
Chennai	Shubham	Phase 4B	Senior Living	73.75% of Revenue Share	1.77	1.51	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	3.92	Q3FY29	Q3FY26
Gurugram	Amarah	Phase 1	Kid Centric Homes	100% Ownership	3.95	3.95	Q1FY27	Q1FY26
Gurugram	Amarah	Phase 2	Kid Centric Homes	100% Ownership	3.77	3.77	Q3FY28	Q1FY27
Jaipur	Amantran	Phase 1	Premium Homes	75% of Revenue Share	3.58	3.32	Q3FY25	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	2.49	Q2FY26	Q4FY25
Jaipur	Amantran	Shops	Premium Homes	75% of Revenue Share	0.09	0.09	Q2FY26	Q4FY25
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	1.41	Q3FY27	Q4FY26
Jaipur	Ekansh	Phase 2	Premium Homes	77.25% Revenue Share	1.60	1.05	Q4FY27	Q1FY27
Jaipur	Umang	Phase 5	Kid Centric Homes	100% Ownership	4.45	3.77	Q3FY25	Q4FY24
Jaipur	Umang	Phase 6	Kid Centric Homes	100% Ownership	2.26	0.77	Q1FY27	Q3FY25
Jamshedpur	Aditya	Phase 1	Premium Homes	74% of Revenue Share	3.55	3.55	Q1FY24	Q2FY24
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	1.14	Q3FY25	Q3FY24
Jodhpur	Dwarka	Phase 5	Premium Homes	100% Ownership	2.00	0.34	Q2FY27	Q2FY26
Pune	Utsav Lavasa	Phase 4	Senior Living	100% Ownership			0C/C	C Pending
Pune	Malhar	Phase 1	Premium Homes	65% Revenue Share	2.62	1.81	Q3FY27	Q4FY25
					63.51	51.24		

Year wise Delive

eries	Year	Location	Projects	Phase	Salable Area (Lakhs sq ft)	Expected Customer Handover Date	e ashiana you are in safe hands
		Bhiwadi	Tarang	Phase 3	1.14	Q2FY24	
		Bhiwadi	Nirmay	Phase 4	2.08	Q3FY24	
		Chennai	Shubham	Phase 4	2.46	Q4FY24	
		Jaipur	Amantran	Phase 1	3.58	Q2FY24	
		Jaipur	Amantran	Phase 2	1.20	Q3FY24	
	FY24	Jaipur	Daksh	Phase 2	2.35	Q1FY24	Handover
		Jaipur	Daksh	Phase 3	1.17	Q2FY24	Completed
		Jaipur	Umang	Phase 5	4.45	Q4FY24	
		Jamshedpur	Aditya	Phase 1	3.55	Q2FY24	
		Jamshedpur	Aditya	Phase 2	2.75	Q3FY24	
		Jodhpur	Dwarka	Phase 4	1.28	Q3FY24	
					26.02		
		Bhiwadi	Tarang	Phase 4A	0.65	Q2FY25	
		Bhiwadi	Tarang	Phase 4B	0.76	Q4FY25	
		Bhiwadi	Advik	Phase 1	3.55	Q4FY25	
		Chennai	Shubham	Phase 4B	1.77	Q4FY25	
	FY25	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	
					18.32		
		Gurugram	Amarah	Phase 1	3.95	Q1FY26	
	FY26	Gurugram	Anmol	Phase 3	4.47	Q3FY26	
	F120	Jaipur	Ekansh	Phase 1	3.16	Q4FY26	
		Jodhpur	Dwarka	Phase 5	2.00	Q2FY26	
					13.59		
	FY27	Jaipur	Ekansh	Phase 2	1.60	Q1FY27	
	F127	Jamshedpur	Prakriti	Phase 1	2.57	Q1FY27	
		Gurugram	Amarah	Phase 2	3.77	Q1FY27	
					7.94		
		Pune	Utsav Lavasa	Phase 4		OC/CC Pending	
erved.	AHL Total				65.86		15

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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	Q1FY24
Equivalent Area Constructed*	Lakhs Sq. ft.	3.90	2.89	4.50	3.73	5.07	3.85	4.38	3.42	5.08	4.35
Area Booked	Lakhs Sq. ft.	8.30	1.51	4.51	4.21	4.53	3.34	4.90	9.03	8.59	6.53
Value of Area Booked	INR Lakhs	29,969	5,220	16,572	16,976	18,557	15,214	24,019	48,529	43,582	43,620
Average Realization	INR/ Sq. ft.	3,609	3,460	3,678	4,028	4,093	4,557	4,904	5,373	5,075	6,684

*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.

Financials



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

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Financial Summary QoQ (Consolidated)



Particulars	Unit	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23	Q4FY23	Q1FY24
Sales and Other Income	INR Crores	40.43	60.69	54.19	78.28	81.22	91.72	135.31	116.94	129.29
Operating Expenditure	INR Crores	44.10	63.33	55.08	68.19	65.24	91.63	119.67	102.88	113.33
EBITDA	INR Crores	(3.66)	(2.65)	(0.90)	10.09	15.98	0.09	15.65	14.06	15.97
Profit/(Loss) After Tax	INR Crores	(6.32)	(5.74)	(3.84)	8.87	10.26	(1.81)	9.05	10.38	10.87
Total Comprehensive Income	INR Crores	(6.14)	(6.36)	(3.28)	9.22	10.29	(1.31)	9.29	10.51	11.20
* Pre - Tax Operating Cash Flows	INR Crores	29.60	57.58	50.38	27.48	27.72	(1.05)	35.59	22.59	83.15
EBITDA Margin	%	(9.05%)	(4.36%)	(1.66%)	12.89%	19.68%	0.10%	11.57%	12.02%	12.35%
Net Profit / (Net Loss) Margin	%	(15.63%)	(9.47%)	(7.09%)	11.33%	12.63%	(1.97%)	6.69%	8.87%	8.41%
TCI Margin	%	(15.18%)	(10.49%)	(6.05%)	11.78%	12.67%	(1.43%)	6.87%	8.98%	8.66%

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

Future Outlook

01 Future Projects Summary

02 Land available for Future Development

03	Completed Projects having
05	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	3,4 & 5	100%	12.96
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
	Tot	90.52		

* Ashiana 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	HSIIDC Land	10.80	10.30	100%	Premium Homes/ Kid Centric Homes	
Total		71.15	56.18			

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	Туре	Saleable Area	Booked Area	Unbooked Area
Bhiwadi	Ashiana Town	1, 2, & 3	100%	Kid Centric Homes	15.33	13.90	1.43
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	4.22	0.02
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	0.58	0.11
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	14.77	0.31
Jaipur	Gulmohar Gardens	Villas	50 % of Profit	Premium Homes	1.48	1.48	0.00
Jamshedpur	Sehar	Phase 1	76.75% of Revenue Share	Premium Homes	3.44	3.14	0.30
Pune	Utsav Lavasa	1, 2 & 3	100%	Senior Living	4.51	4.28	0.23
Grand Total					67.91	64.99	2.92

Shareholding Pattern as on 30th June 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	25,94,330	2.53%		







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01 About Ashiana

02 Business Model

03 Accolades



04 Abbreviations

About Ashiana



Incorporation / Headquarters	1979 in Patna, New Delhi
Industry	Real Estate with focus on residential apartments
Business Begments	Premium Homes, Senior Living & Kid Centric Homes
Areas of Operation	Jaipur, Bhiwadi, Jodhpur, Jamshedpur, Neemrana, Gurugram, Lavasa, Halol, Chennai and Kolkata
OF Key Metrics	282.23 lakhs sq. ft. constructed Operations in 9 Locations 16,568 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	
 Rated by FORBES' among Asia's 200 Best Under a Billion Dollar Companies Received BMA - Siegwerk award for Corporate Social Responsibility 	 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 	 Ashiana Aar Bhiwadi awar India's Best Aff Housing by CNB Ashiana Aar Bhiwadi awar NCR's Best Aff Housing by CNB Received Bl Siegwerk awa Corporate S Responsib 	rded as fordable BC Awaaz ngan, rded as fordable BC Awaaz MA - ard for Social	 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 Awarded as Realty North India Received Bhamasha for Contribution m the field of Educa Govt. of Rajast Ashiana Utsav, L awarded as Senio Project of the Year 		 Awarded as Realty G North India by Realty North India Received Bhamashah for Contribution mad the field of Educatio Govt. of Rajasthai Ashiana Utsav, Lav awarded as Senior Li Project of the Year in by Realty Excellence A 	Kings award de in n by n asa ving India	 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 Received Bhamashah award	2017	16 folicitated	August	2018 ed Themed Project of	•	2019 Recognised for Digital	•	2020 Recognised as Best Theme	
 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. Received CIDC Vishwakarn under the category "Achieve Construction Skill Development of the turnover upto 200 crores p.a. 		Iget Apartmentthe Yearer 2 cities 2017Kid Centreha Awards 2017Excellerement Award forAwardedopment" 2017of thefriendly, veasy nashing of schools,Exceller		r for Ashiana Umang, tric Homes by Realty+ "E ence Awards (North) d Real-Estate Website e Year for being user S		Campaign of the year H "Behatar Parvarish ka Pata" by ABP News E		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.	
		educational institutions and creating educational facilities)" 2017		2018		2021		2022	
					Sei tin	nked as India's No. 1 nior Living Brand 5 nes in a row by Track2 alty	•	Ranked as India's No. 1 Senior Living Brand 6th time in a row by Track2 Realty Ashiana Amantran	
	of our work. Howeve	a great acknowledgen ver, our satisfaction co value and differentiate		mes Forbes				awarded as best "Residential Project – in High-end (Non-Metro: Ongoing)" category by ET Realty Awards 2022	
		luct to you.	Gilliard	Estate Martine Mart	BUSINESS - RICS AL ESTATE W A R D S W A R D S			21	

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