

# Ashiana Housing Limited



Update for Quarter Ending Dec 31<sup>st</sup> 2011



Ashiana Gulmohar Park, Bhiwadi



# Agenda

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- + Highlights
- + Ongoing Project Details
- + Financial Summary
- + Future Projects
- + Future Outlook



## Highlights (Q2 FY12)

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- + Entered into Gujarat Market by acquiring 10.76 acres in Halol, Vadodara
- + Acquired additional 15 acres land in Village Thada, Bhiwadi
- + MoEF grants clearance, construction resumes at Utsav Lavasa
- + Greenwood and Rangoli Gardens Phase I fully sold out
- + Handing over begins at Utsav Phase III, Jaipur



## Highlights (Q2 FY12)

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- + Construction momentum picked up. Equivalent Area Constructed increased by 25% YoY to 3.96 lsf in Q3FY12 from 3.17 in Q3FY11.
- + Area Booked increased by 38% YoY to 4.22 lsf in Q3FY12 from 3.05 lsf in Q3FY11.
- + Sales and Other Income increased by 116% YoY to Rs. 5,702 lakhs in Q3FY12 from Rs. 2,638 lakhs in Q3FY11.
- + Profit after Tax increased by 111% YoY to Rs. 1,526 lakhs in Q3FY12 from Rs. 724 lakhs in Q3FY11.

# Ongoing Projects

Project Name	Location	Type	Saleable Area (Isf)	Area Launched (Isf)	Area Booked Till 31/12/11 (Isf)	Expected Completion Time
Ashiana Aangan	Bhiwadi	Group Housing	20.52	20.52	18.71	Handed over first three phases, Phase IV and V in FY 2012, Phase VI in FY 2013.
Utsav	Jaipur	Active Senior Living	3.88	3.22	1.77	Phase I & II handed over, Started Handing Over Phase III, Other Phases in FY 2012.
Ashiana Brahmananda	Jamshedpur	Group Housing	4.79	4.79	3.49	Phase I in FY12 and Other Phases in FY 2013 & FY 2014.
Ashiana Amarbagh	Jodhpur	Group Housing	5.33	5.15	3.92	Handed over Phase I, IA, II and III, Phase IV in FY 2012 and Phase V & VI in FY 2013.
Utsav Lavasa	Lavasa	Active Senior Living	6.87	3.91	2.08	Phase I in FY 2013, Phase II and III will be updated soon
Rangoli Gardens	Jaipur	Group Housing	25.00	11.46	8.94	Phase I in CY 2012, Phase II & III in CY13 & Other Phases between CY 2014 and CY 2016.
Marine Plaza	Jamshedpur	Retail	1.87	0.83	0.21	CY 2014 Marine Plaza consists of Hotel (1.04 Isf area) and Retail (0.83 Isf area) segments.
<b>Total</b>			<b>68.26</b>	<b>49.88</b>	<b>39.12</b>	

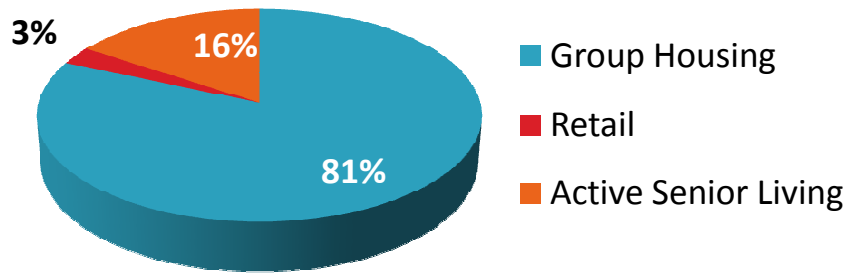


# Ongoing Projects Cont...

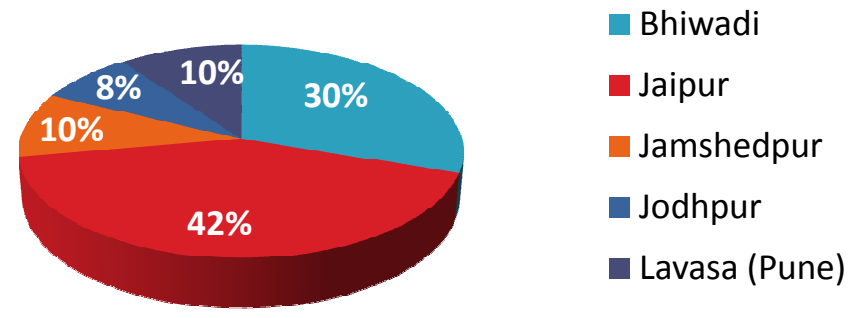


## Break up of Saleable Area of Ongoing Projects

### Type of Project



### Geographically

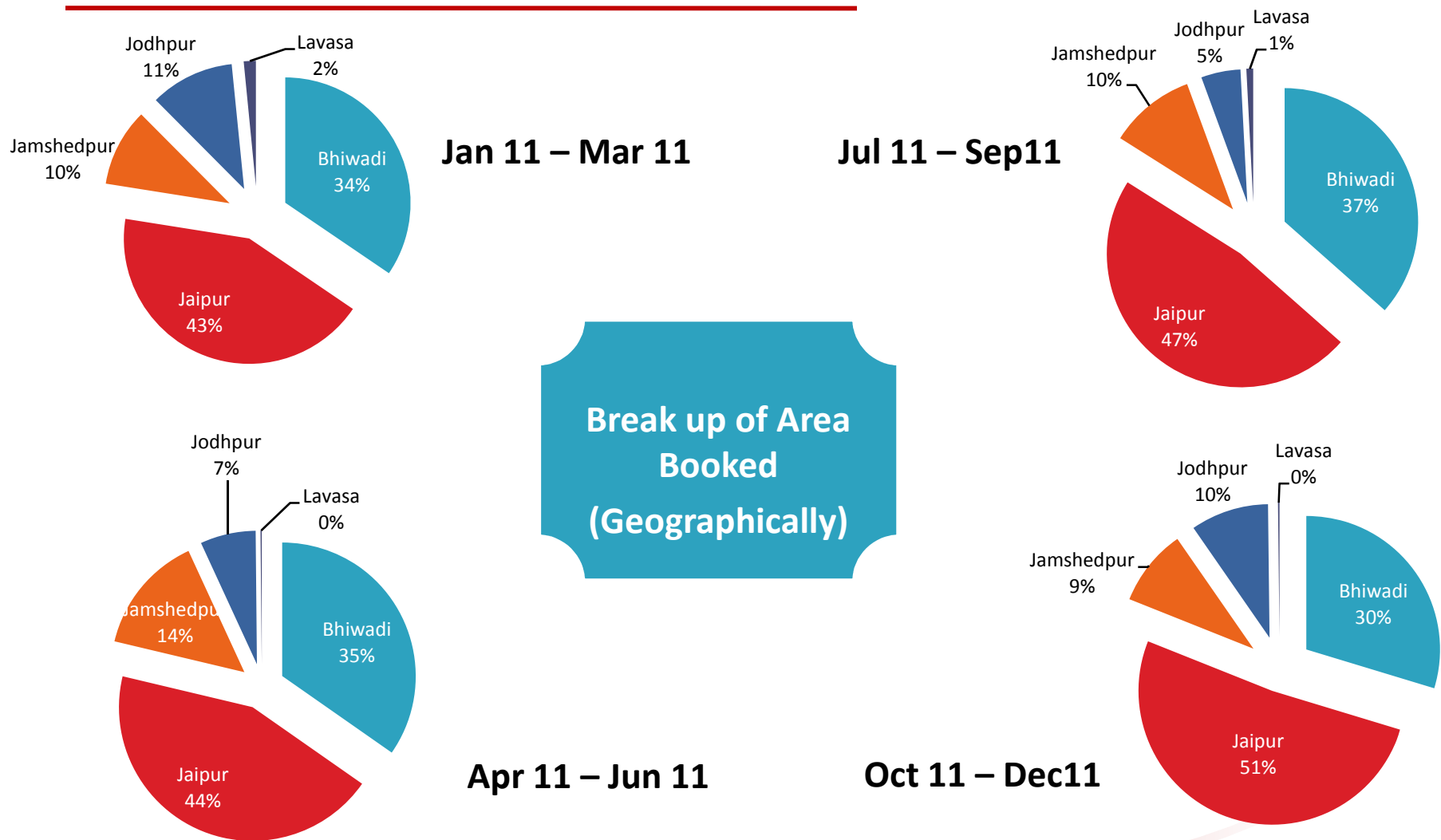




## Ongoing Projects Cont....

Particulars	Q2FY11	Q3FY11	Q4FY11	Q1FY12	Q2FY12	Q3FY12
<b>Equivalent Area Constructed (In Isf)</b>	<b>2.36</b>	<b>3.17</b>	<b>2.82</b>	<b>2.70</b>	<b>3.27</b>	<b>3.96</b>
<b>Area Booked (In Isf)</b>	<b>3.40</b>	<b>3.05</b>	<b>3.79</b>	<b>3.81</b>	<b>4.82</b>	<b>4.22</b>
Average Realizations (In Rs./Sq.Ft.)	2050	1954	2005	2187	2075	2190
Referral Bookings				163	197	180

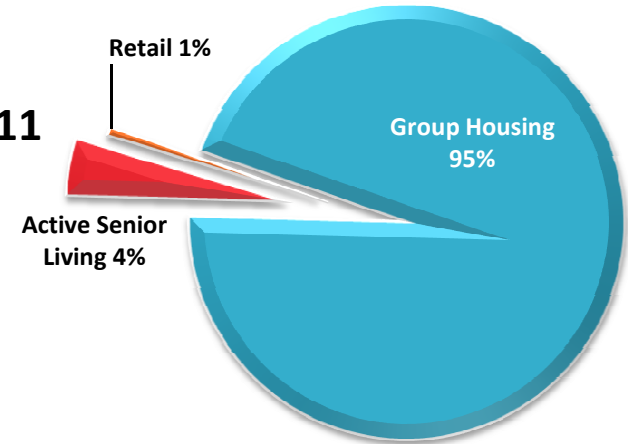
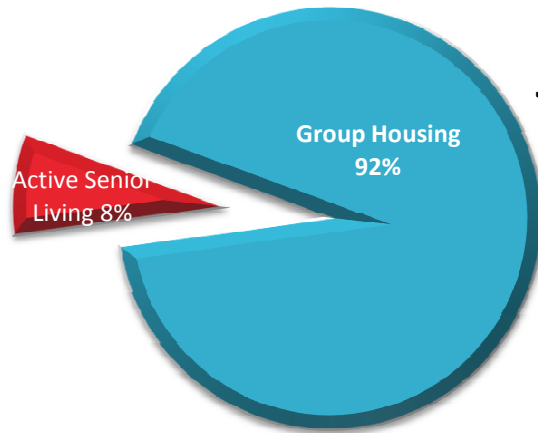
# Ongoing Projects Cont....



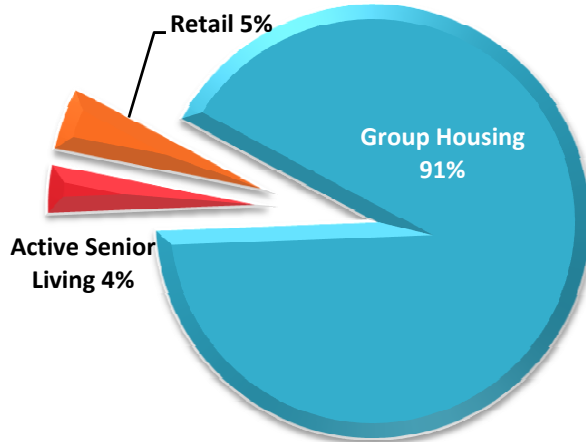


# Ongoing Projects Cont....

Jan 11 – Mar 11      Jul 11 – Sep 11

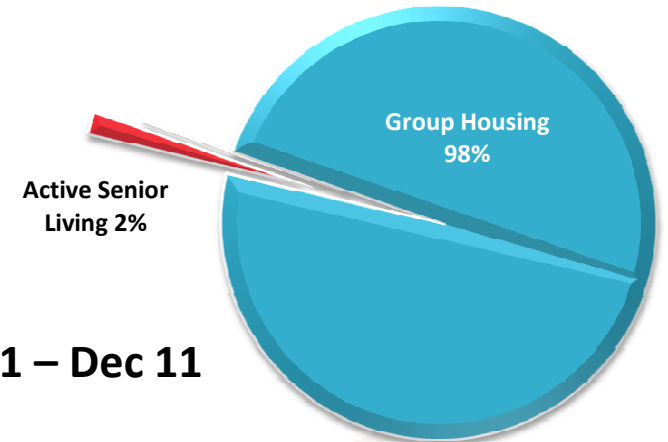


**Break up of  
Area Booked  
(Category-wise)**



Apr 11 – Jun 11

Oct 11 – Dec 11



# Financial Summary (Consolidated)

Particulars	Q2 FY11	Q3 FY11	Q4 FY11	Q1 FY12	Q2 FY12	Q3 FY12
Sales and Other Income	2941	2,638	5,549	4,251	5,773	5,702
Operating Expenditure	1962	1,723	3,084	2,616	3,909	3,645
EBITDA	979	915	2465	1,635	1,864	2,057
Profit After Tax	795	724	1696	1,304	1,460	1,526
EBITDA Margin	33.30%	34.69%	44.42%	38.46%	32.29%	36.08%
Net Profit Margin	27.04%	27.44%	30.56%	30.68%	25.28%	26.77%



# Future Projects

Land Name and Location	Land Area (Acres)	Estimated Saleable Area (Isf)	Proposed Development
Thada Land, Bhiwadi	55.00	36.00	Group Housing/ Active Senior Living
Uttarpara Land, Kolkata	10.13	7.50	Active Senior Living
Milakpur Land, Bhiwadi	40.63	31.0	Group Housing/ Active Senior Living
Tanawada Land, Village Tanawada, Jodhpur	10.92	4.70	Group Housing
Halol Land, Gujarat	10.76	To be updated	Group Housing
<b>Total</b>	<b>127.44</b>	<b>79.20</b>	



# Future Outlook

- With increased bookings of 12.73 lsf till Dec 11, we have revised the target for the year from 16 to 16.50 lsf.

In lsf	2007-08	2008-09	2009-10	2010-11	2011-12E
Area Booked	6.53	5.26	7.07	13.50	16.50

- Construction momentum picking up. The quarter recorded 3.96 lsf of equivalent area constructed and targeted annual construction has been revised to 13.25 lsf.

In lsf	2007-08	2008-09	2009-10	2010-11	2011-12E
Equivalent Area Constructed	7.20	9.40	10.22	10.74	13.25



# Abbreviations

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- ✚ Isf : Lakhs square feet
- ✚ psf: Per square feet
- ✚ EAC: Equivalent Area Constructed
- ✚ PAT : Profit after Tax
- ✚ Rs. : Indian National Rupees



# Thank You

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## For Any Queries

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