

# Poddar Developers Limited

## Investor presentation

Date: January 2015



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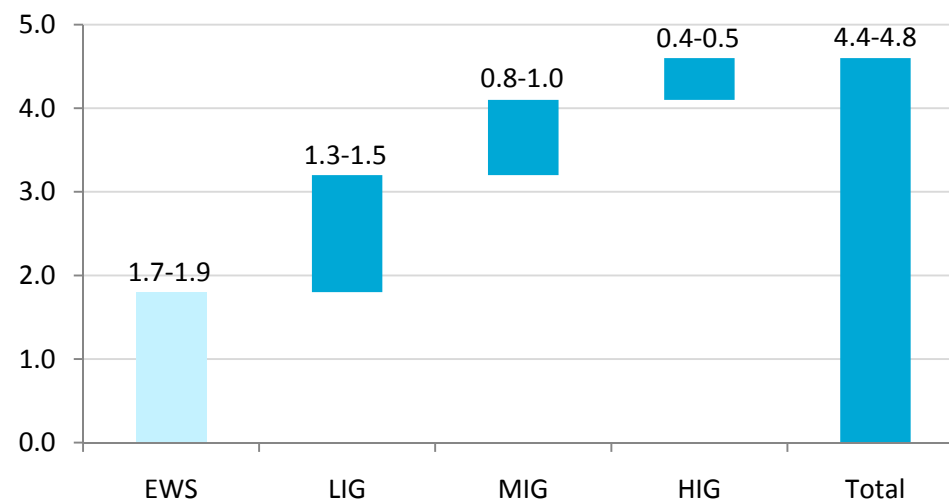
# Industry Overview

# Indian Real Estate market

## India Housing demand by 2022

Particulars	Urban (mn units)	Rural (mn units)	Total (mn units)
Current Shortage	19	40	59
Required units by 2022	28	23	51
<b>Total need</b>	<b>47</b>	<b>63</b>	<b>110</b>
<b>Vacant houses</b>	<b>9</b>	<b>10</b>	<b>20</b>
<b>Core Demand</b>	<b>37</b>	<b>53</b>	<b>90</b>

## Quantification of urban housing needs (in terms of number of units crores)



- The current housing shortage in urban areas is estimated at 19 million units
  - Of this, about 95.6% is estimated to be from Economically Weaker Sections (EWS) and Low Income Group (LIG) households, who cannot afford houses costing above INR 15 lakh
- However supported by the strong growth in household income in urban areas, it is expected that income growth may push a significant number of EWS and LIG households into a higher category
  - By 2022, majority of demand is expected to be from LIG and MIG segments of households, constituting 50% of the total housing demand
- Even assuming the vacant houses are occupied, the total investment required would be about US\$ 2trillion

**Unmet housing demand expected to expand with house-hold savings being the largest source of financing**

Source: Industry sources

Note: EWG – Economically Weaker Section; LIG – Low erIncome Group; MIG – Middle Income Group; HIG – High Income Group;

# Drivers for growth in real estate

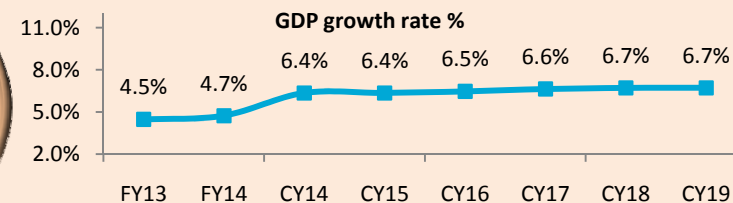
## Drivers of the real estate sector

- The per capita income in urban India is expected to triple from USD2,800 in 2012 to USD8,300 in 2028
- The rising income supports the growth of retail and residential real estate

### Rising income level

- Indian economy is expected to be the fastest growing economy for the next few decades
- Reform measures initiated by new government are targeted to try and bring back the economy on a high growth trajectory

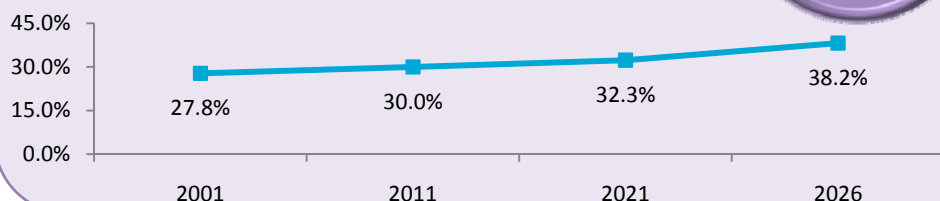
### Economic Growth



- Approx 10 mn people are moving to the cities every year
- Urban areas are expected to contribute 70-75% to India's GDP by 2025

### Urbanization

#### Urban population as a % of total population



### Younger and small families

- The average household size is expected to decrease from 4.8 currently to just above 4.4
- The fall in household size is expected to add about 10 million new housing units
- About 35% of India's population is between 15-35 age bracket which is expected to drive the demand for housing over the next 15 years

Source: Industry sources; Report of the Technical Group on population projections constituted by the National Commission on population- May 2006, IMF

# Government focus and policy initiatives acting as an impetus to the real estate sector

## Focus from central government...

- The Central Government has rolled out **Sardar Patel Urban Housing Mission**, which will ensure 30 million houses by 2022, mostly for the economically weaker sections and low income groups, through public-private-partnership, interest subsidy and increased flow of resources to housing sector
- An investment of about INR50 trillion would be required over the next few years for various initiatives like Housing for All (INR22.5 trillion), Urban infrastructure development (INR16.5 trillion), Urban sanitation (INR620 billion) and Building smart cities
- About 85% to 90% of the total investments in “Housing for All” would be required for developing urban housing, where development costs are high

## ...supported by policy initiatives already in place

FDI	<ul style="list-style-type: none"> <li>• Minimum requirement of the built up area and capital conditions has been reduced from 50,000 sq.m to 20,000 sq.m and from US\$10mn to US\$5mn respectively; Housing projects that commit at least 30% of total project cost for affordable housing exempted from above rule</li> </ul>
Lending	<ul style="list-style-type: none"> <li>• RBI has included “affordable housing loans” to fall under the priority sector lending; Housing loans of upto INR50 lacs for houses of values up to INR65 lacs located in six metropolitan centers including Mumbai</li> </ul>
Smart cities	<ul style="list-style-type: none"> <li>• “Smart cities” are envisaged to consist of satellite towns of larger cities, and modernized existing mid-size cities. Projects which commit at least 30% of the total project cost for low cost affordable housing will be exempted from minimum built up area and capitalization requirements</li> </ul>
Tax	<ul style="list-style-type: none"> <li>• Proposal to increase the deduction limit on account of interest on loan in respect of self occupied house property from INR1.5 lacs to INR2 lacs</li> </ul>
Fund allocation	<ul style="list-style-type: none"> <li>• INR4,000 crore to NHB to provide cheaper credit for affordable housing; Further allocation of INR 8,000crore for 2014–15 to support rural housing</li> </ul>

## Approvals and indirect taxes applicable on real estate projects

Tax	% of property cost
Developer agreement stamp duty	5
Stamp duty on purchase of property	5
Registration	1
Value added tax	1
Service tax	2.6
VAT to contractor	4
Other levies such as service tax	2.6
Excise and custom duty	15
<b>Total</b>	<b>~35</b>

Key Approvals	Maharashtra
NA Permission/Land Conversion	3 months +
Ownership Certificate	15 days
Building Layout Approval	1 month
Commencement Certificate	15-30 days
Archaeological Survey of India	6 months
Airport Authority of India	3-4 months
Environment	3 months +
Building Completion Certificate	30 days
Occupancy Certificate	60 days

# Affordable housing | definition

Various agencies define affordable housing differently, KPMG NAREDCO defines affordable housing as under

Categories	Typical Size of unit	Cost of house (INRmn)
Economically weaker section (EWS)	Up to 300 sq. ft.	Up to INR0.5mn
Lower income group (LIG)	550 - 750 sq. ft.	INR1.5mn-INR3.0mn
Middle income group (MIG)	800 to 1,200 sq. ft.	INR4.0mn-INR4.5mn

We believe affordable housing should be defined after taking into account local factors

We believe affordability of housing should be defined while taking into consideration price trends in the local and nearby markets and a one-size fit all definition at a national level may not be relevant in many geographies/ micro markets

Categories	Typical Size of unit
Economically weaker section (EWS)	<ul style="list-style-type: none"> <li>Residential units, typically 1 RK apartments with an average size of less than 300 sq.ft. Carpet Area</li> <li>These units typically cost up to INR15.0 lacs</li> </ul>
Lower income group (LIG)	<ul style="list-style-type: none"> <li>Residential units, typically 1 BHK apartments with an average size between 270 – 450 sq.ft. Carpet Area</li> <li>These units typically cost up to INR35.0 lacs</li> </ul>
Middle income group (MIG)	<ul style="list-style-type: none"> <li>Residential units, typically 1.5 BHK, 2 BHK and 3 BHK apartments with an average size over 450 sq.ft. Carpet Area</li> <li>These units typically cost up to INR45.0 lacs</li> </ul>
Value Segment	<ul style="list-style-type: none"> <li>Projects which provide relatively lower priced residential units within city limits</li> </ul>

Source: Industry sources; Company



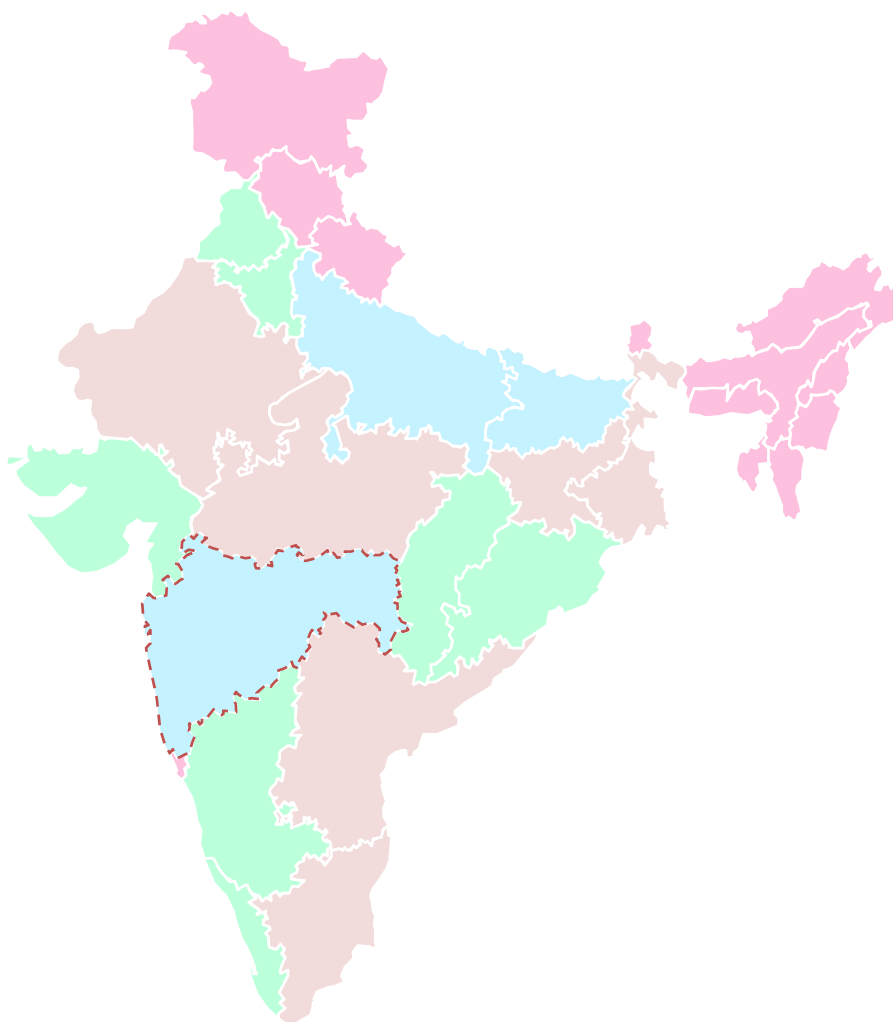
# Maharashtra ranks 2<sup>nd</sup> in terms of urban housing needs in India...

## Housing need concentrated in 9 states

Northern region	Urban	Rural	Total
Uttar Pradesh	54	146	200
Madhya Pradesh	22	51	74
Rajasthan	21	45	66
Delhi	30	3	33
Haryana	11	14	25
Punjab	10	13	23
<b>Total</b>	<b>148</b>	<b>272</b>	<b>421</b>

Western region	Urban	Rural	Total
Maharashtra	50	55	104
Gujarat	29	21	50
Goa	2	1	3
<b>Total</b>	<b>81</b>	<b>77</b>	<b>157</b>

Southern Region	Urban	Rural	Total
Andhra Pradesh (including Telangana)	37	40	77
Tamil Nadu	39	18	57
Karnataka	28	21	49
Kerala	27	8	36
<b>Total</b>	<b>131</b>	<b>87</b>	<b>219</b>



Hilly region	Urban	Rural	Total
North-Eastern States	14	29	42
Uttarakhand	4	5	9
Jammu and Kashmir	3	5	8
Himachal Pradesh	1	5	6
<b>Total</b>	<b>22</b>	<b>44</b>	<b>65</b>

Eastern Region	Urban	Rural	Total
Bihar	19	69	88
West Bengal	34	42	76
Orissa	9	26	35
Jharkhand	11	18	29
Chhattisgarh	8	14	22
<b>Total</b>	<b>81</b>	<b>169</b>	<b>250</b>

## State wise housing need by 2022

- >1 crore
- 0.5–1 crore
- 10–50 lacs
- <10 lacs

Source: Industry sources;

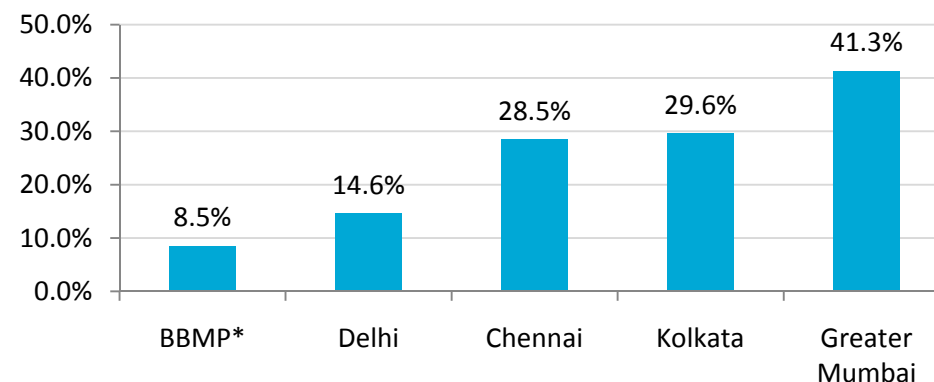
## ...with areas around Mumbai offering an attractive market

### Population growth will be led by MMR region

	MMR Population			MCGM Population		
	High	Medium	Low	High	Medium	Low
2001	17.85	17.85	17.85	11.99	11.99	11.99
2005	20.71	19.28	19.03	12.74	12.72	12.71
2011	22.78	22.62	21.89	13.76	13.68	13.53
2016	25.72	25.57	24.32	14.63	14.45	14.13
2021	29.27	28.60	26.71	15.44	15.11	14.58
2026	32.58	31.31	28.80	15.90	15.43	14.69
2031	36.04	33.97	30.77	16.31	15.66	14.69

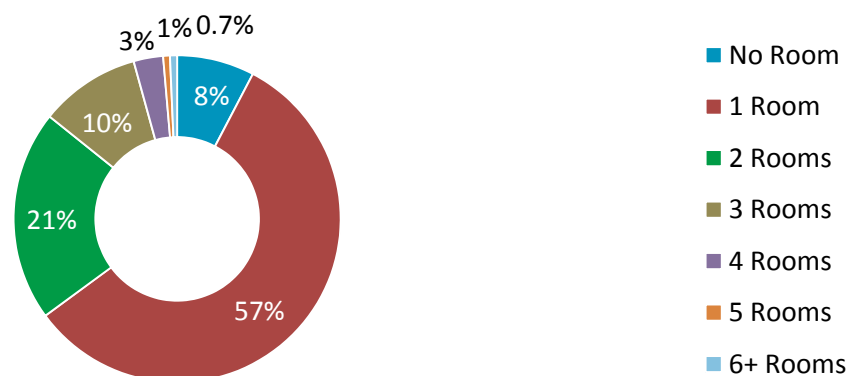
### Mumbai has the highest % of slums across Metros...

#### Proportion of Slum Households in Metros - 2011



### ...and ~65% of households occupying 1 RK or lesser...

1.97mn households as covered under Census 2011; does not include Thane



### ...with limited supply of public housing stock

#### (Public) Housing stock created in Mumbai since 1995

Agency/Scheme	Completed Units	Units under Cons.	Status as on Date
Government of Maharashtra			
MHADA	20,121	19,267	October 2014
SRA	1,57,402	86,069	April 2014
MMRDA (SRA cell)	26,101	3,565	October 2014
Government of India			
Rajiv Awas Yojana	0	0	September 2014
AHP	0	0	September 2014
<b>Total</b>	<b>2,03,624</b>	<b>1,08,901</b>	

**Mumbai has large unmet housing demand that can be addressed through development of housing in peripheral suburbs**

Source: Praja.org - Report on The State of Affordable Housing in Mumbai; Census 2011 data; MCGM – TRANSFORM – Transportation study for the Region of Mumbai

\* BBMP – Bruhat Bangalore Mahanagar Palike; Industry sources

## **About Poddar Developers Limited (PDL)**

# Company Overview

## Overview and history of the Company

- We have over 6 years of experience in development of real estate focusing on affordable and value housing in and around Mumbai and are one of the leading companies in this category
- As of November 30, 2014, we have completed development of 3 projects totaling 1.05 million sq.ft. in Saleable Area, with 4 ongoing projects of 1.18 million sq.ft. and pipeline of 7 projects expected to translate into 7.22 million sq.ft. in Saleable Area
- We operate across EWS, LIG, MIG and Value segments with our key strength being our ability to identify and balance the budget constraints and aspirations of our end-users across our focus geography of Mumbai and nearby areas
- Land forms an integral part of our business and we follow a balanced approach for securing land bank through a combination of owned land, joint development and JVs
- PDL is listed on BSE (*Scrip code: 523628*)

## Projects summary

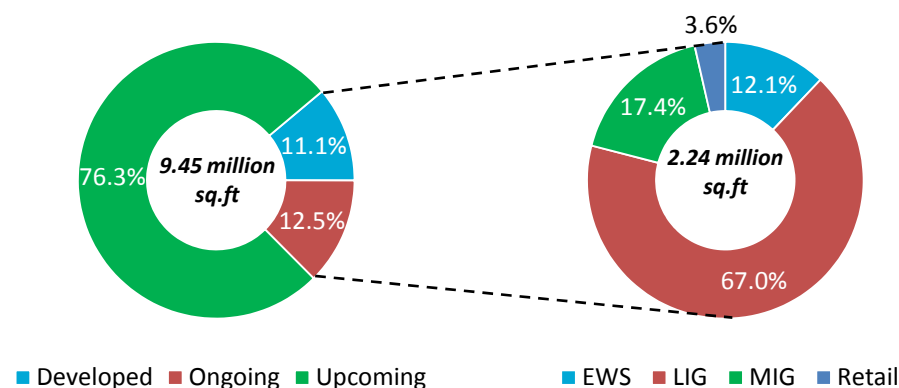
Projects	Status	Land Bank	Location
Samruddhi Complex	Completed	Bhivpuri	Karjat, Raigad
Poddar Evergreens- Phase I	Completed	Mohili	Kalyan, Thane
Poddar Evergreens- Phase II	Completed	Atgaon	Taluka Shahpur, Thane
Poddar Evergreens- Phase III	Ongoing	Badlapur	Badlapur (East)
Poddar Evergreens- Phase IV	Ongoing	Vasai	Vasai
Poddar Navjeevan- Phase I	Ongoing	Vidyavihar	Vidyavihar
Poddar Aspire	Ongoing	Goregaon	Sonawala Complex

Note: Net Debt = Total Debt – Cash & cash equivalents; Net current Assets – Total current assets (excluding cash & cash equivalents) – Total current liabilities (excluding short term debt and current maturities of long term debt)

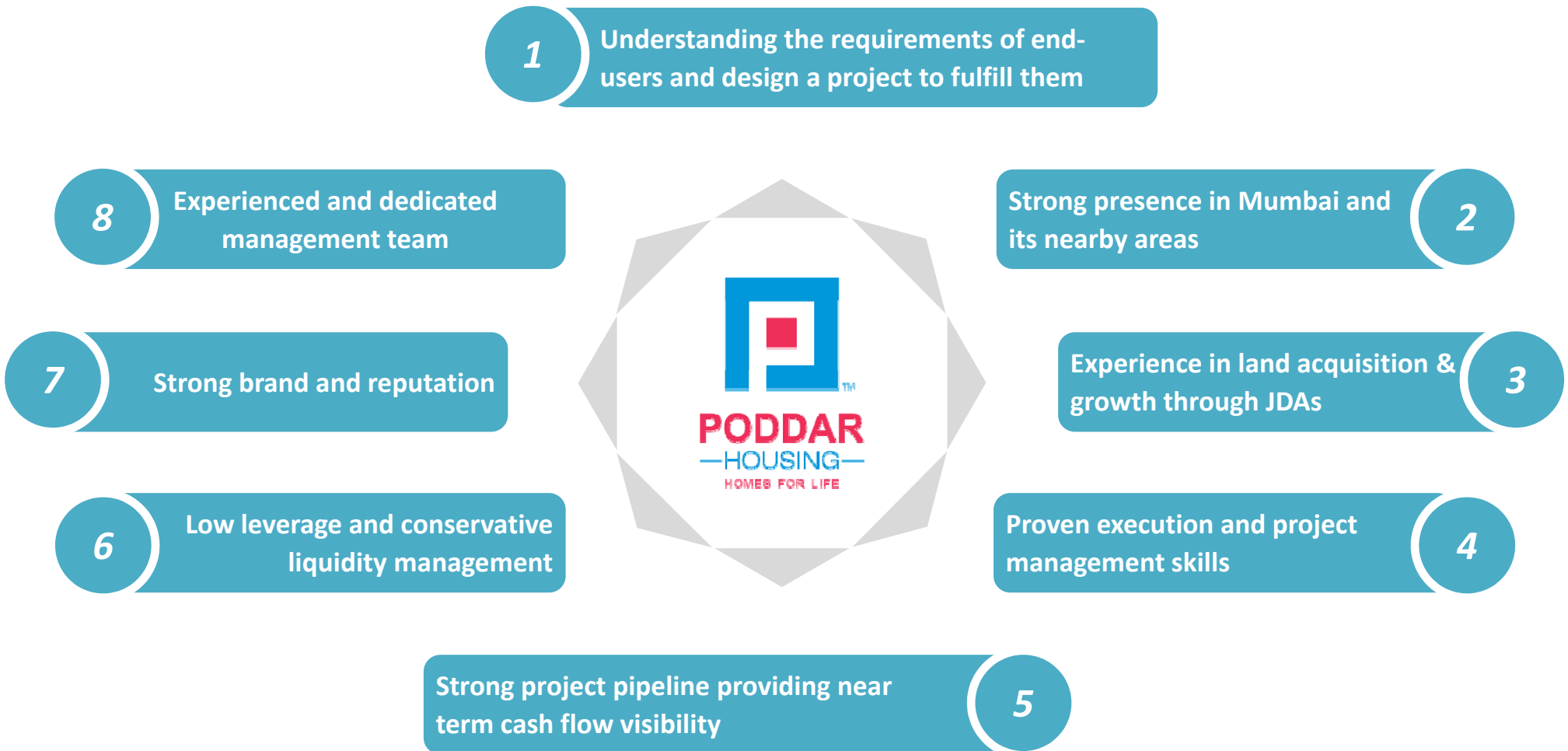
## Summary financials

	6 mths. ended Sept. 30,		12 mths. ended March 31,		
INR Lacs	2014	2013	2014	2013	2012
Total Revenue	7,409.80	3,519.96	6,918.92	3,075.54	1,879.22
Total expenses	5,320.49	2,778.85	5,659.88	2,493.05	1,650.08
Profit before tax	2,112.81	737.05	1,264.87	1,122.09	(11.06)
PAT	1,406.38	466.91	788.62	766.53	(82.34)
Net worth	8,095.65	6,470.54	6,685.12	5,976.15	5,270.96
Net Debt	1,100.69	171.79	1,080.79	636.76	(764.33)
Net Current Assets	7,714.95	1,918.09	6,240.03	1,844.36	2,141.91

## Projects mix (saleable area)

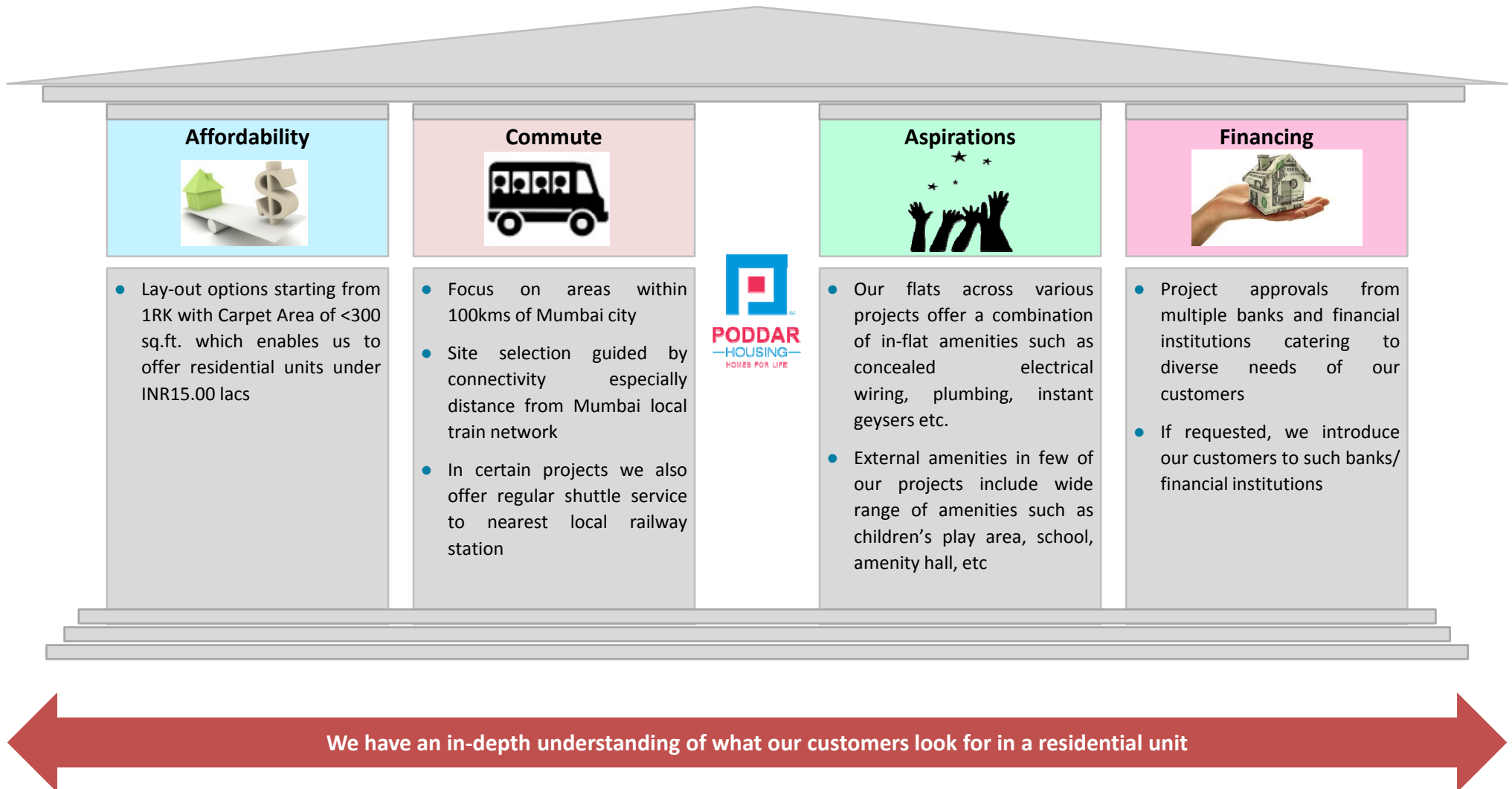


# Our key strengths and differentiators



# Understanding customer needs

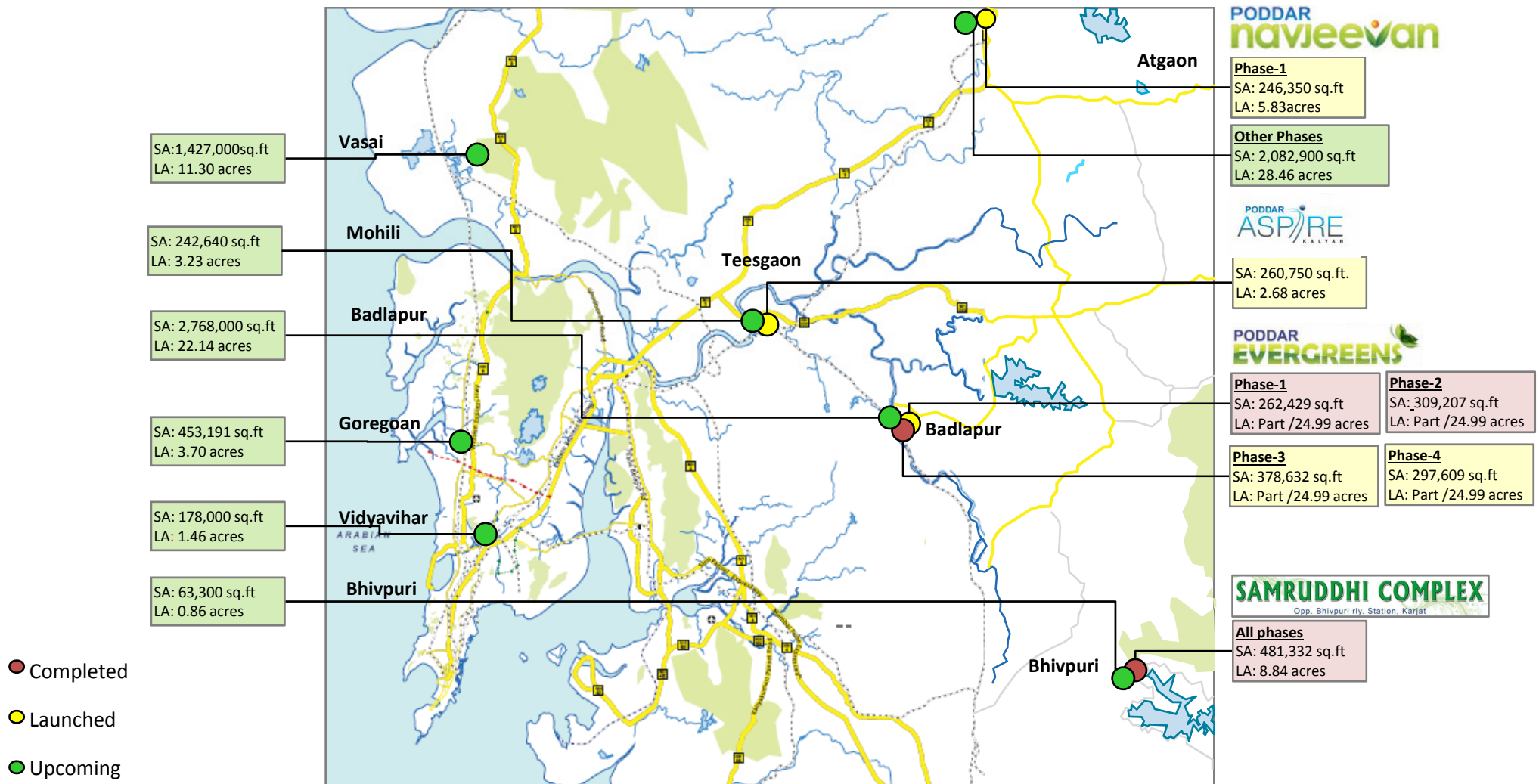
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# Strong presence in Mumbai and its nearby areas

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Over the last 6 years we have built a pipeline of projects across multiple areas in and around Mumbai



SA: Saleable Area

LA: Land Area

Note: Figures on saleable area and economic interest for Vidyavihar are tentative

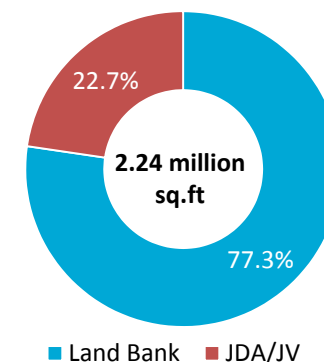
# Proven experience in land acquisition & growth through JDAs

3

## Completed and on-going projects

Project Name	Business model	Land Cost/per saleable sq.ft	% Economic interest
Samruddhi Complex	Ownership	63.51	100.00%
Poddar Evergreens- Phase I	Ownership	86.92	100.00%
Poddar Evergreens- Phase II	Ownership	86.87	100.00%
Poddar Evergreens- Phase III	Ownership	86.79	100.00%
Poddar Evergreens- Phase IV	Ownership	98.55	100.00%
Poddar Navjeevan- Phase I	Joint Development	Not Applicable	79.35%
Poddar Aspire	Joint Development	Not Applicable	83.33%

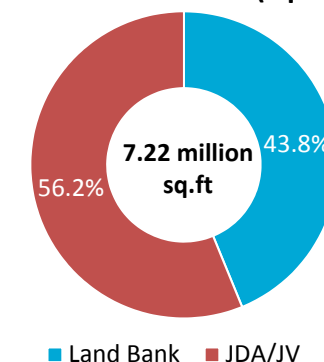
### Total Saleable Area (sq.ft.)



## Land Bank

Project Name	Business model	% Economic interest
Bhivpuri	Joint Development <sup>1</sup>	98.00%
Mohili	Ownership	100.00%
Atgaon	Joint Development	79.35%
Badlapur	Ownership	100.00%
Vasai	Joint Venture	50.00%
Vidyavihar *	Joint Development	91.57% <sup>2</sup>
Goregaon	Ownership & Joint Development	100.00% <sup>2</sup>

### Total Saleable Area (sq.ft.)



<sup>1</sup> We have entered into Joint Development Agreement with Mr. Jinendra Nahar, an employee of the company, who owns the title to the land

<sup>2</sup> The Economic interest is derived after deduction of non-saleable areas for SRA and industrial inhabitants and deduction of an additional 16,000 sq.ft. from saleable area for Goregaon land parcel to old partners

\* Figures on saleable area and economic interest for Vidyavihar are tentative



# Proven execution and project management skills

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## Efficient project management skills

Demonstrated ability to obtain various regulatory approvals in a timely manner



Preliminary budgeting supported by continuous tracking and monthly monitoring



Relationships with wide range of sub-contractors and other third parties which helps the company management focus on core competences



Effective material management, waste management, safety and quality control



Marketing and sales closely linked with construction schedule and customer satisfaction through dedicated customer care centers

Minimize budget and timeline overruns while delivering customer satisfaction

# Strong project pipeline providing near term cash flow visibility



## Strong project pipeline and inventory available for sale

Projects	Location	Completed/ Expected year of Completion	Economic Interest	Saleable area (sq. ft.)	Carpet Area (sq. ft.)	No. of units	% Saleable Area Sold <sup>1</sup>
Poddar Evergreens- II	Badlapur	Dec-14	100.00%	309,207	214,904	627	93%
Poddar Evergreens- III	Badlapur	Sep-15	100.00%	378,632	262,891	744	62%
Poddar Evergreens- IV	Badlapur	Mar-17	100.00%	297,609	205,290	456	5%
Poddar Navjeevan- I	Atgaon, Shahpur, Thane	Dec-15	79.35%	246,350	172,106	576	57%
Poddar Aspire	Teesgaon, Kalyan	Mar-17	83.33%	260,750	160,798	364	<5%
<b>Total</b>				<b>1,492,548</b>	<b>1,015,989</b>	<b>2,767</b>	

Note: <sup>1</sup>All figures are for month ending November 30, 2014

# Low leverage and conservative liquidity management

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## Low leverage

Particulars (in INR Lacs)	9 months ended December 31, 2014	Fiscal Year 2014
<b>Long-term Borrowings:</b>		
- Secured loans	686.89	1,792.36
- Unsecured loans	312.00	225.00
<b>Total Long-term Borrowings (A)</b>	<b>998.89</b>	<b>2,017.36</b>
<b>Short-term Borrowings:</b>		
- Secured loans	0.00	0.00
- Unsecured loans	0.00	0.00
<b>Total Short-term Borrowings (B)</b>	<b>0.00</b>	<b>0.00</b>
Current Maturities of Long-term Borrowings (C)	431.40	431.08
<b>Total (A) + (B) + (C) = (D)</b>	<b>1,430.29</b>	<b>2,448.44</b>

Our management is focused on cash flow generation and thus we try to complete construction end-to-end in 3-5 years

# Strong brand and reputation

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We have established a reputable brand in the affordable real estate market in areas near Mumbai

- Over the last 6 years we have established a reputable brand name in the affordable real estate market in areas near Mumbai; our brand strength is anchored in
  - value proposition perceived by our customers
  - high quality execution of our projects
- Our strong and recognizable brand helps us through:
  - increased customer confidence in our projects which influences our customers' buying decisions
  - willingness of land owners to associate with us in joint development projects
- Our Company has been awarded the 'Most Promising brand' in the category of real estate by World Consulting and Research Corporation (WCRC), Process Advisors & Evaluators- Ernst & Young, for the year 2014



**MOST PROMISING BRAND**

CONSUMER AND PRODUCT SURVEY BY **ibrands360**  
WORLD CONSULTING & RESEARCH CORPORATION

# Experienced and dedicated management team

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<p><b>Dipak Kumar Poddar</b> <i>Executive Chairman (whole-time Director)</i></p>	<ul style="list-style-type: none"> <li>• Dipak Kumar Poddar is an Executive Chairman (Whole-time director) of the Company. He has been associated with our Company since 1986</li> <li>• He holds a master's degree in Mechanical Engineering from Massachusetts Institute of Technology, USA</li> <li>• He has experience of about four decades in real estate, finance, automobiles, garment exports, precision engineering and other areas</li> <li>• In the past, he has served as the Managing Director of Bajaj Auto Finance Ltd.</li> <li>• He is on the board of companies such as VIP Industries Limited, Bajaj Allianz General Insurance Company Limited and Bajaj Finserv Limited amongst others</li> </ul>
<p><b>Rohitashwa Poddar</b> <i>Managing Director</i></p>	<ul style="list-style-type: none"> <li>• Rohitashwa Poddar is the Managing Director of the Company and has been associated with the Company since 1995</li> <li>• He holds BSc. (Hons.) degree in Engineering and Business Management from King's College, UK</li> <li>• He has over 20 years of work experience in manufacturing, financial services and real estate</li> <li>• He holds directorship in other companies such as Poddar Natural Resources and Ores Ltd, Poddar Bhumi Holdings Ltd and Poddar Heavens Home Ltd amongst others</li> </ul>
<p><b>Omprakash Bhutada</b> <i>President &amp; Chief Financial Officer</i></p>	<ul style="list-style-type: none"> <li>• Omprakash Bhutada is responsible for finance, taxation, general management and overall operations of the Company</li> <li>• He is a qualified Chartered Accountant, Company Secretary and a Cost and Management Accountant in India and is a member in all three institutes. He has been associated with the Company since September, 2013</li> <li>• Prior to joining PDL, he was working as group president and company secretary with Madura Industrial Textiles Limited. He has 36 years of work experience in accounts, finance, taxation, secretarial, legal and general management</li> </ul>
<p><b>Jinendra Nahar</b> <i>Senior General Manager- Land Procurement</i></p>	<ul style="list-style-type: none"> <li>• Jinendra Nahar is responsible for identification and acquisition of land, checking the land documents and coordinating with architect, advocate for getting title clearance etc</li> <li>• He has been associated with our group for over 2 decades and has been with our company since 2007</li> <li>• He is a commerce graduate from University of Rajasthan and has 30 years of experience in the real estate field</li> </ul>
<p><b>Chandrakant Ghanekar</b> <i>Sr. General Manager Finance</i></p>	<ul style="list-style-type: none"> <li>• Chandrakant Ghanekar is responsible for overseeing the accounts department of our Company and subsidiaries.</li> <li>• He has been associated with our Company since September, 1986 and is a Commerce graduate from University of Bombay</li> <li>• He has 28 years of experience in the field of finance and tax matters</li> </ul>

## Experienced and dedicated management team (*cont'd*)

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<p><b>Pradeep Sharma</b> Senior General Manager Purchase</p>	<ul style="list-style-type: none"> <li>● Pradeep Sharma is responsible for managing and developing purchase functions such as purchasing policies and planning for the Company, negotiating with existing and potential suppliers for finalizing purchase orders, and managing stock. He is also engaged in coordinating with the marketing and sales team for marketing activities</li> <li>● He has been associated with the Company since August, 1997 and is a Commerce graduate from University of Bombay with specialization in financial accounting &amp; auditing</li> <li>● He has 29 years of work experience in stores management and purchase function</li> </ul>
<p><b>Vimal Dhoot</b> Senior General Manager Commercial</p>	<ul style="list-style-type: none"> <li>● Vimal Dhoot is responsible for preparing, monitoring and reviewing budgets of each projects including scheduling, heading stores department, finalization of civil contractors and looking after the technical evaluation of bills</li> <li>● He has been associated with the Company since September, 1986</li> <li>● He is a Commerce graduate from University of Bombay and has 33 years of work experience</li> </ul>
<p><b>Vishwajeet Patki</b> Senior General Manager Marketing</p>	<ul style="list-style-type: none"> <li>● Vishwajeet Patki heads the marketing division of the company including recruiting, training, induction programmes for the marketing and sales team</li> <li>● He has been associated with the Company since January, 2010</li> <li>● He is a Commerce graduate from University of Poona and has done his Masters Diploma in Business Administration from Institute of Management Development and Research, Poona</li> <li>● He has more than 25 years of work experience</li> </ul>
<p><b>Amla Singh</b> Head of Department- Construction</p>	<ul style="list-style-type: none"> <li>● Amla Singh is responsible for planning and monitoring of work at project sites, co-ordination with consultants, contracts administration, and other related work at the construction sites</li> <li>● He has been associated with the Company since February, 2012 and holds a degree in Civil Engineering from Amravati University and a Bachelors in Science from University of Gorakhpur.</li> <li>● He has more than 23 years of work experience</li> </ul>
<p><b>Chandrakant Sharma</b> Company Secretary</p>	<ul style="list-style-type: none"> <li>● Chandrakant Sharma is an Associate member of the Institute of Company Secretaries of India and holds a degree of Masters in Commerce from Rajasthan University. Prior to joining PDL, he was working with Indian Commodity Exchange Limited as a senior manager (legal) and Company Secretary</li> <li>● He has been associated with the Company since April, 2013</li> <li>● He has 8 years of experience in the secretarial, legal &amp; regulatory compliance matters</li> </ul>

# Non-executive Board members

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**Ramakant Nayak**

*Independent Non-executive Director*

- Ramakant Nayak is an Independent Non-executive director of our Company and is an associate member of The Indian Institute of Bankers with more than three decades of experience as a commercial banker in the financial services industry
- He holds a Bachelor's degree in Science from Karnatak University, a Bachelor's degree in Law from University of Mumbai and a Diploma in Marketing and Advertising from Rajendra Prasad College of Mass Communications & Media
- He has been associated with our Company since 2011
- He also holds directorship in Sun Capital Advisory Services Private Ltd, Nitin Fire Protection Industries Ltd. and Sunteck Realty Ltd amongst others



**Dilip Thakkar**

*Additional Non-executive Director*

- Dilip Thakkar is an Additional Non-executive director of our Company and is a qualified practicing Chartered Accountant since 1961
- He is the senior partner at M/s Jayantilal Thakkar & Associates and has been the President of Bombay Chartered Accountants Society in the past
- He has more than 50 years of work experience and specializes in Foreign Exchange Management Act, 1999 and international taxation
- He has been associated with our Company since 1993
- He is also on the board of companies such as Panasonic Energy India Ltd., Essar Oil Ltd. and The Ruby Mills Limited amongst others



**Shrikant Tembey**

*Independent Non-executive Director*

- Shrikant Tembey is an Independent Non-executive director of our Company
- He is a qualified Chartered Accountant from ICAI and a partner of Tembey & Mhatre, Chartered Accountants
- He has been associated with our Company since 2005 and has over 30 years of work experience in finance and taxation



**Sangeeta Purushottam**

*Additional Independent Non-executive Woman Director*

- Sangeeta Purushottam is an Additional Independent Non-executive woman director of our Company and has been associated with us since 2014
- She holds Bachelors degree in Arts from University of Delhi and has a Post-graduate Diploma in Management from IIM, Ahmedabad
- She has experience of 28 years in the field of financial services such as institutional equities, index business, investment banking and fund raising in companies both in India and abroad. She has successfully handled responsibilities in start-ups and is also exposed to sectors such as FMCG, media, auto and pharmaceuticals
- She also holds directorships in Kamani Oil Industries and Cogito Advisors LLP

## Projects Overview



# Projects Summary

## Snapshot of projects

Projects	Location	Launch Date <sup>1</sup>	Year of Completion	Economic Interest	Dev. Entity	Land Area (acres)	Saleable area (sq. ft.) <sup>3</sup>	Carpet Area (sq. ft.)	No. of units	%Area Sold	Status of Approvals	Current Status
Samruddhi Complex	Bhivpuri	Apr-10	Apr-14	100.00%	PDL	8.84	481,332	351,655	1,309	98%	OC	Handed over
Poddar Evergreens – I	Badlapur	Apr-11	Aug-13	100.00%	PDL	Part of 24.99	262,429	182,568	492	99%	OC	Handed over
Poddar Evergreens- II	Badlapur	Mar-12	Dec-14	100.00%	PDL	Part of 24.99	309,207	214,904	627	93%	OC.	Handed over
Poddar Evergreens- III	Badlapur	Aug-13	Sep-15	100.00%	PDL	Part of 24.99	378,632	262,891	744	62%	IOD/CC	Under Construction
Poddar Evergreens- IV	Badlapur	Sep- 14	Mar-17	100.00%	PDL	Part of 24.99	297,609	205,290	456	5%	IOD/CC	Under Construction
Poddar Navjeevan- I	Atgaon	Feb-13	Dec-15	79.35%	PHPL	5.83	246,350	172,106	576	57%	NA/IOD/CC	Under Construction
Poddar Aspire	Teesgaon	Nov-14	Mar-17	83.33%	PDL	2.68	260,750	160,798	364	<5%	IOD/CC in process	Under Construction
Bhivpuri Extension	Bhivpuri	Jan-16	Jun-17	98.00%	PDL	0.86	63,300	45,200	TBD	Nil	NA application	To be started
Mohili	Kalyan	Apr-15	Mar-18	100.00%	PDL	3.23	242,640	155,688	TBD	Nil	Planning stage	To be started
Atgaon (Poddar Navjeevan II – VI)	Shahpur	Jun-15	Jun-21	79.35%	PHPL	28.46	2,082,900	1,487,800	TBD	Nil	Gram Panchayat NOC	To be started
Badlapur Ext.	Badlapur	Jan-16	Dec-23	100.00%	PDL	22.14	2,768,000	1,977,000	TBD	Nil	Layout & Plan approved <sup>2</sup>	To be started
Vasai	Vasai	Apr-15	Mar-20	50.00%	VPHPL	11.30	1,427,000	TBD	TBD	Nil	Land aggregation	To be started
Goregaon	Mumbai	Jun-15	Dec-18	100.00%	SSD/PDL	3.70	453,191 <sup>4</sup>	TBD	TBD	Nil	Index 2- SRA	To be started
Vidyavihar*	Mumbai	Apr-15	Mar-18	91.57%	PDL	1.46	178,000	TBD	TBD	Nil	Under Process	To be started
<b>Total</b>						<b>113.49</b>	<b>9,451,340</b>					

Note: All figures as on November 30, 2014; TBD- To be decided; NA stands for Non-Agricultural; VPHPL – Viva Poddar Housing Private Limited; SSD – M/s Shiv Shakti Developers;

\* Figures for Saleable Area and economic interest for Vidyavihar are tentative

<sup>1</sup> Launch date represents Soft launch of the various projects

<sup>2</sup> 18.38 acres is Non-Agricultural land, Balance conversion into NA is in process

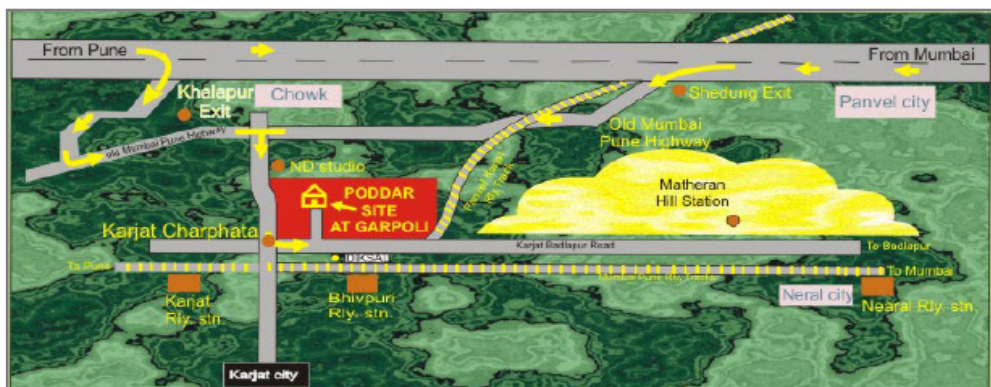
<sup>3</sup> Includes Transferable Development Rights/fungibility where applicable

<sup>4</sup> Excludes non-saleable area for SRA and Industrial portion and an additional 16,000 sq.ft. to be given to old partners

# Samruddhi Complex

## Project Brief & Location map

- Strategically located on main Karjat Kalyan Highway, 95 kms from Mumbai via Shedung exit on Mumbai-Pune Express way
- Distance from Neral is 6kms and Karjat is 5 kms
- Proposed airport at Navi Mumbai just 40 kms away, Less than 1 km from Bhivpuri station of Central Railway local lines



## Project snapshot

Land Area	8.84 acres
Saleable Area/Carpet Area (sq.ft.)	481,332 / 351,655
Launch Date/Completion date	April 2010/April 2014
No. of Residential Blocks/Units	79 Blocks, 1,264 Apartments
Type of Units	G+3 (1RK & 1BHK)
Commercial space	1 block, 45 shops
Construction Status	100% Complete
% Area Sold	98%, (29 shops unsold)
Status	Handed over to Customers, OC Received

## Specifications & Amenities

- Well designed earthquake proof RCC Construction
- Sufficient drinking water supply
- Sanctioned separate water and electric connections for project
- 7,500 sq.ft. Amenity hall /Indoor games hall/Community Hall
- Low maintenance cost
- Shopping Arcade at entrance
- 24/7 security & facility management

## Photos



## Layout



**1RK**

**SA:300 sq.ft**

**CA:219 sq.ft**



**1BHK**

**SA:400 sq.ft**

**CA:295 sq.ft**

Source: Company

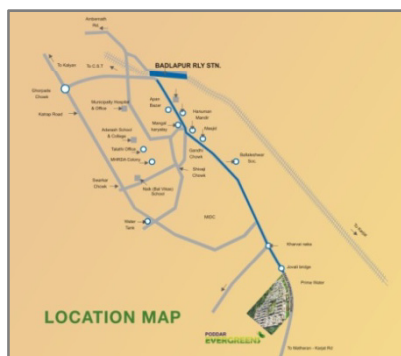
Note: All figures as on November 30, 2014

SA – Saleable Area; CA – Carpet Area

# Poddar Evergreens

## Project Brief & Location map

- Strategically located near Thane; Good connectivity with Navi Mumbai; 35 mins from I.T. Park MHAPA
- Distance from Thane railway station -35 mins; Dadar Railway station- 1hour; 3kms from Badlapur Railway station
- Six lane road widening work between Kalyan-Ambernath completed by MMRDA ; WIP between Ambernath-Badlapur- Karjat



## Current status of Projects

	Phase I	Phase II	Phase III	Phase IV
Land Area	24.99 acres			
Saleable Area	262,429	309,207	378,632	297,609
Carpet Area	182,568	214,904	262,891	205,290
Launch /Completion	Apr11/Aug13	Mar12/Dec14	Aug13/Sep15	Sep14/Mar17
No. of Blocks/Units	32/468	39/582	46/692	30/400
Type of Units	1RK, 1, 2, 3BHK	1RK, 1, 3BHK	1RK, 1,2,3BHK	1,2, 3BHK
Commercial space	24	45	52	56
Construction Status	100%	100%	Infra & Const	Yet to start
% Area Sold	99%	93%	62%	5%
Status	OC recd	OC recd	Const. Started	IOD/CC

## Specifications & Amenities

- Bus service between Badlapur station and complex
- Proposed Poddar School & hospital
- Well designed earthquake proof RCC Construction
- Ample drinking water supply sanctioned and commissioned for the site
- 24/7 security & facility management
- Ample parking space for 2 & 4 wheelers
- 2" x 2' Vitrified floor tiles & branded Sanitary ware
- Club House with swimming pool and indoor games and outdoor games facilities

## Photos



## Layout



**1BHK**

Average SA: 491-521 sq.ft

Average CA: 343-365 sq.ft



**2BHK**

Average SA:751-768 sq.ft.

Average CA:525-536 sq.ft.



**3BHK**

Avg. SA:1,007-1,012 sq.ft.

Avg. CA:703- 707 sq.ft.

Source: Company

Note: All figures as on November 30, 2014

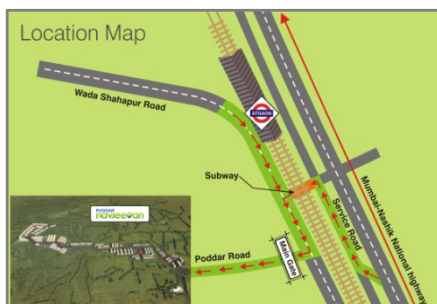
SA – Saleable Area; CA – Carpet Area



# Poddar Navjeevan – Phase 1

## Project Brief & Location map

- National Highway-3 is directly connected to the project through a service road, 1 minute drive
- Strategically located near Asangaon and Atgaon railway station, with regular bus services
- Distance from Atgaon railway station -1km



## Current status of Project

Land Area	5.83 acres
Saleable Area/Carpet Area (sq.ft.)	246,350 / 172,106
Launch Date/Completion date	Feb 2013/Dec 2015
No. of Blocks/Units	36 Blocks, 576 Apartments
Type of Units	G+3 (1RK & 1BHK)
Commercial space	NA
Construction Status	Infrastructure Dev, Construction started
% Area Sold	57%, (243 units unsold)
Status	IOD, CC Received

## Specifications & Amenities

- Bus service between station and complex
- Well designed earthquake proof RCC Construction
- Sufficient drinking water supply
- Separate water and electric connections for project
- 24/7 security & facility management
- Proposed school
- Club house, with gymnasium, indoor games and Multipurpose Hall
- SkatingRink, Basketball, Football, Badminton, Cricket play area

## Photos



## Layout

	<b>1RK</b> Average SA:346 sq.ft Average CA: 241sq.ft.
	<b>1BHK</b> Average SA: 474sq.ft Average CA: 331sq.ft

Source: Company

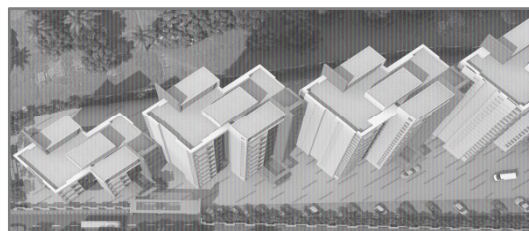
Note: All figures as on November 30, 2014

SA – Saleable Area; CA – Carpet Area

# Poddar Aspire

## Project Brief & Location map

- Strategically located in Kalyan, only 2kms from the railway station
- Well connected to metro, schools and hospitals



## Current status of Project

Land Area	2.68 acres
Saleable Area/Carpet Area (sq.ft.)	260,750 / 160,798
Launch Date/Completion date	Oct 2014/Mar 2017
No. of Blocks/Units	4 Blocks, 364 Apartments
Type of Units	Stilt+21, Stilt+19, Stilt+17, Stilt+6 /(1BHK, 1.5 BHK)
Commercial space	NA
Construction Status	Not started
% Area Sold	<5%
Status	IOD /CC in process

## Specifications & Amenities

- Bus service from Kalyan railway station
- Video door phone with intercom facility
- In-flat amenities include split AC & French window in master bedroom
- High-end automatic lift
- Clubhouse & cafeteria
- Carrom & Chess room, Gymnasium & Yoga Center
- Nana-Nani park, Children's play area
- CC camera surveillance in the complex
- Ample parking space

## Photos



## Layout

### 1BHK



Average SA: 697 sq.ft  
Average CA: 428 sq.ft.

### 1.5BHK



Average SA: 794 sq.ft  
Average CA: 499 sq.ft.

Source: Company

Note: All figures as on November 30, 2014

SA – Saleable Area; CA – Carpet Area

## Summary financials

# Financials highlights – Balance Sheet

Particulars (INR lacs)	As at September 30,		As at March 31,		
	2014	2013	2014	2013	2012
<b>Shareholders' funds</b>	<b>8,095.65</b>	<b>6,470.54</b>	<b>6,685.12</b>	<b>5,976.15</b>	<b>5,270.96</b>
<b>Non-current liabilities</b>					
Long-term borrowings	1,358.68	1,815.57	2,017.36	1,122.58	74.49
Deferred tax liabilities (Net)	0.00	0.00	4.77	7.94	20.49
Other Long term liabilities	0.00	0.00	10.57	0.00	0.00
Long-term provisions	385.18	173.65	31.33	78.71	16.35
<b>Current liabilities</b>					
Short-term borrowings	400.00	300.00	0.00	2,250.00	1,378.18
Trade payables	563.15	183.75	296.67	457.70	372.80
Other current liabilities	10,221.49	10,912.36	12,093.35	9,835.47	5,818.99
Short-term provisions	188.25	316.16	211.64	142.19	140.74
<b>Total Equity and liabilities</b>	<b>21,212.40</b>	<b>20,172.03</b>	<b>21,350.81</b>	<b>19,870.74</b>	<b>13,093.00</b>
<b>Non-current assets</b>					
Fixed assets					
Tangible assets	383.30	439.01	427.37	472.71	488.20
Other fixed assets	253.94	4.71	3.95	4.41	5.39
Non-current investments	317.53	340.40	348.35	343.16	184.85
Deferred tax assets (Net)	7.42	1.19	0.00	0.00	0.00
Long-term loans and advances	904.38	4,112.58	792.88	4,034.93	1,510.69
<b>Current assets</b>					
Current investments	1937.04	207.64	322.22	0.00	952.43
Inventories	16,113.54	12,444.70	17,672.57	11,593.53	6,819.90
Trade receivables	372.59	265.43	147.81	117.76	231.26
Cash and cash equivalents	689.79	1974.30	1,367.65	2,772.06	2,264.68
Short-term loans and advances	230.36	382.07	265.50	532.18	635.60
Other current assets (share in joint venture)	2.51	0.00	2.51	0.00	0.00
<b>Total Assets</b>	<b>21,212.40</b>	<b>20,172.03</b>	<b>21,350.81</b>	<b>19,870.74</b>	<b>13,093.00</b>

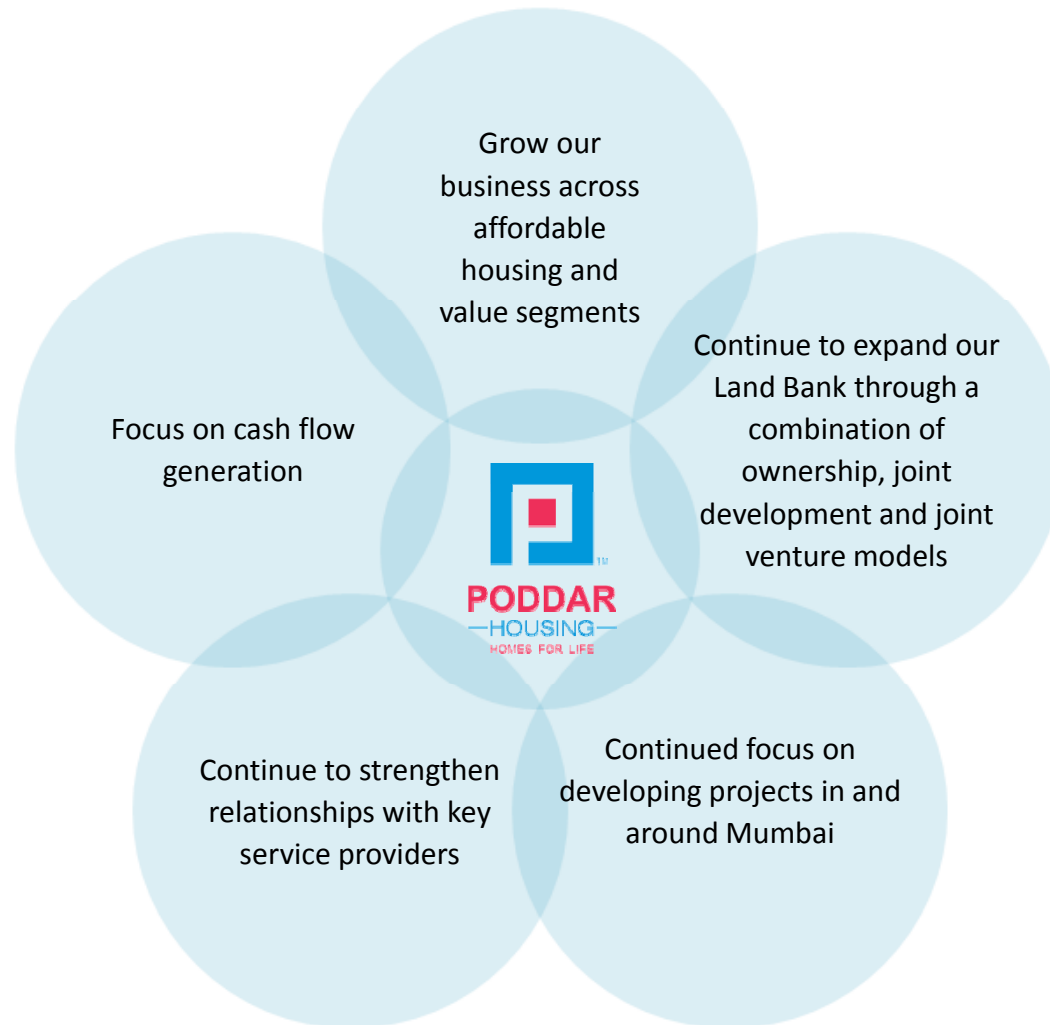
## Financials highlights – Profit & Loss

Particulars (INR Lacs)	Six months ended September 30,		Twelve months ended March 31,		
	2014	2013	2014	2013	2012
Revenue from operations	7,340.69	3,464.07	6,816.27	2,695.08	1,644.43
Other income	69.11	55.89	102.65	380.46	234.79
<b>Total Revenue (I)</b>	<b>7,409.80</b>	<b>3,519.96</b>	<b>6,918.92</b>	<b>3,075.54</b>	<b>1,879.22</b>
Expenses :					
Cost of construction	3,511.79	3,109.51	6,794.64	6,324.41	1,610.97
Purchase for Resale	-	-	-	-	38.71
(Increase)/Decrease in stock	1,373.89	(624.55)	(1,890.45)	(4,520.56)	(274.10)
Employee benefit expenses	171.49	137.40	296.13	214.46	39.99
Finance costs	2.75	2.50	5.49	6.22	8.67
Depreciation and Amortisation expenses	52.43	30.18	57.55	89.71	75.43
Other expenses	208.14	123.81	396.52	378.81	150.42
<b>Total expenses (II)</b>	<b>5,320.49</b>	<b>2,778.85</b>	<b>5,659.88</b>	<b>2,493.05</b>	<b>1,650.09</b>
Profit before exceptional and extraordinary items and tax (III = I-II)	2,089.31	741.11	1,259.04	582.49	229.13
Exceptional items (IV)	23.50	(4.06)	5.83	539.60	(240.20)
Profit before tax (V = III – IV)	2,112.81	737.05	1,264.87	1,122.09	(11.07)
<b>Tax expenses:</b>					
- Current tax	(720.00)	(280.00)	(481.43)	(382.96)	(76.00)
- Deferred tax	12.19	9.13	3.17	12.55	4.09
<b>Net tax expense (VI)</b>	<b>(707.81)</b>	<b>(270.87)</b>	<b>(478.26)</b>	<b>(370.41)</b>	<b>(71.91)</b>
Minority Interest (VII)	1.38	0.73	2.01	14.85	0.63
<b>Profit / (Loss) for the year (VIII = V + VI + VII)</b>	<b>1,406.38</b>	<b>466.91</b>	<b>788.62</b>	<b>766.53</b>	<b>(82.35)</b>



## **Our growth strategy**

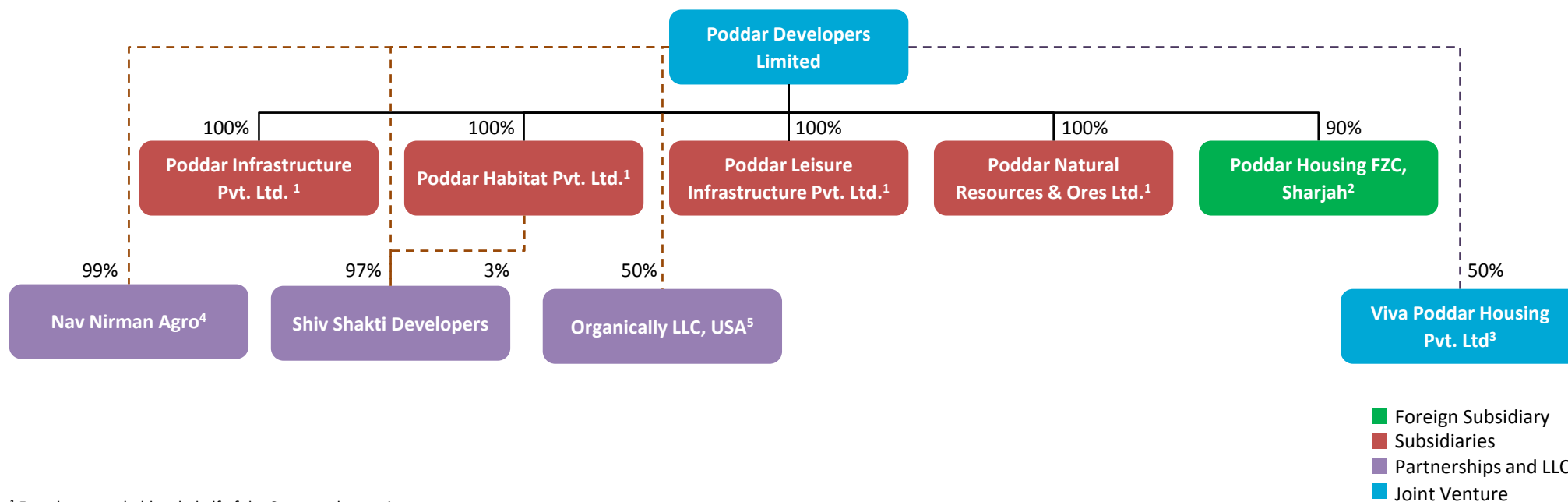
# Our Strategy



# Annexure

# Our Corporate Structure

## Corporate Structure- Subsidiaries, Joint Ventures and Partnerships



<sup>1</sup> Few shares are held on behalf of the Company by nominee

<sup>2</sup> Foreign Subsidiary previously named Wearology Limited FZC

<sup>3</sup> Joint Venture between Poddar Developers (50%) & Viva Holdings, Viva Vikas Realtors, together holding 50%

<sup>4</sup> Balance 1% held by individuals

<sup>5</sup> Balance 50% held by MJIR inc., US

# Project details

## Completed projects

Projects	Location	Land Area (acres)	Type	Saleable area (sq. ft.)	Carpet Area (sq. ft.)	No. of Blocks	No. of units	Retail units	1RK	1BHK	1.5BHK	2 BHK	3 BHK	Inventory
Samruddhi Complex	Bhivpuri	8.84	Own Land	481,332	351,655	80	1,309	45	400	864	Nil	Nil	Nil	29 (Retail)
Poddar Evergreens – I	Badlapur	Part of 24.99	Own Land	262,429	182,568	32	492	24	80	272	Nil	92	24	5 (Retail)
Poddar Evergreens- II	Badlapur	Part of 24.99	Own Land	309,207	214,904	29	627	45	80	484	Nil	Nil	18	20 (Residential); 26 (Retail)
<b>Total</b>				<b>1,052,968</b>	<b>749,127</b>	<b>151</b>	<b>2,428</b>	<b>114</b>	<b>560</b>	<b>1,620</b>	<b>Nil</b>	<b>92</b>	<b>42</b>	

## Ongoing projects

Projects	Location	Land Area (acres)	Type	Saleable area (sq. ft.)	Beneficial Saleable area (sq. ft.)	Carpet Area (sq. ft.)	No. of Blocks	No. of units	Retail units	1RK	1BHK	1.5BHK	2 BHK	3 BHK	Inventory
Poddar Evergreens- III	Badlapur	Part of 24.99	Own Land	378,632	378,632	262,891	46	744	52	64	584	Nil	32	12	229 (Residential); 40(Retail)
Poddar Evergreens- IV	Badlapur	Part of 24.99	Own Land	297,609	297,609	205,290	30	456	56	Nil	172	Nil	192	36	382(Residential); 56 (Retail)
Poddar Navjeevan- I	Atgaon	5.83	JDA	246,350	195,479	172,106	36	576	Nil	208	368	Nil	Nil	Nil	243(Residential);
Poddar Aspire	Teesgaon	2.68	JDA	260,750	217,283	160,798	4	364	Nil	Nil	292	72	Nil	Nil	355(Residential);
<b>Total</b>				<b>1,183,341</b>	<b>1,089,003</b>	<b>801,084</b>	<b>116</b>	<b>2,140</b>	<b>108</b>	<b>272</b>	<b>1,416</b>	<b>72</b>	<b>224</b>	<b>48</b>	

Note: All numbers are as on November 30, 2014

# Land Bank – Upcoming projects

Land Bank- Upcoming projects							
Projects	Location	Development Type	Economic Interest	Land Area (acres)	Estimated Saleable area (sq. ft.)	Estimated Carpet Area (sq. ft.)	Beneficial Saleable Area(sq. ft.)
Bhivpuri Extension	Bhivpuri	JDA	98.00%	0.86	63,300	45,200	62,034
Atgaon (Poddar Navjeevan II – VI)	Shahpur	JDA	79.35%	28.46	2,082,900	1,487,800	1,652,781
Vidyavihar*	Mumbai	JDA	91.57%	1.46	178,000	TBD	163,000
Vasai	Vasai	JV	50.00%	11.30	1,427,000	TBD	713,500
Goregaon – SRA	Mumbai	JDA	100.00%	3.70	303,360	TBD	303,360
Goregaon – Industrial	Mumbai	Own Land	100.00%	3.70	149,827	TBD	149,827
Mohili	Kalyan	Own Land	100.00%	3.23	242,640	155,688	242,640
Badlapur Land Bank	Badlapur	Own Land	100.00%	22.14	2,768,000	1,977,000	2,768,000
<b>Total</b>				<b>71.15</b>	<b>7,215,031</b>		<b>6,055,142</b>

Note: All numbers are as on November 30, 2014

\* Figures on saleable area and economic interest for Vidyavihar are tentative

**Thank you!!**