



# 2008-2009

## 23rd Annual Report

Ashiana Housing Limited



Delivering Smiles....



## **Our Vision**

**To nurture an environment which brings a smile of satisfaction to people who meet us, who live in homes built by us, work with us, supply to us & invest in us.**

## **Our Mission**

**To develop & maintain homes which are functional, aesthetically pleasing, environment friendly for the middle income group.**

**To create retirement communities where senior citizens can lead active, fun filled, secure life with dignity.**

## **Our Mantra**

## **Our Values**

**Happiness all around**

**Importance to all in the organization**

**Freedom to work & Speak**

**Being able to make a mistake**

**Family like working environment**

**Good inter personal relationship**

**Customer oriented approach**

**Passion for quality**

**Continuous improvement**

**Honesty in commitment**

**Delivery in time**

**Softness in behavior**

**After sale service**

**Adaptability to change**

**Transparency**



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*“Not statistics, figures or numbers,  
nor stone, concrete or brick....  
What lies at the heart of Ashiana,  
is its commitment to people”*

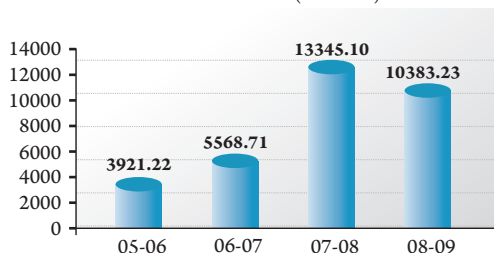
**From  
Homes to Hospitality**  
**THE TREEHOUSE HOTEL & CLUB**

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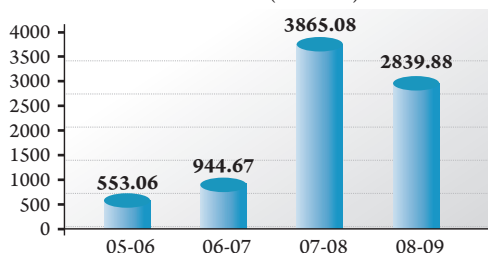
**Treehouse Hotel, Bhiwadi**

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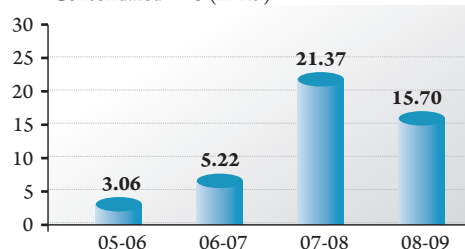
Consolidated Total Income (Rs.in lacs)



Consolidated Net Profit (Rs.in lacs)



Consolidated EPS (in Rs.)



## 5 years - Financial Highlights (Stand alone)

(Rs. in Lacs)

| Sr. No. | Particulars   | 2004-05 | 2005-06 | 2006-07 | 2007-08  | 2008-09 |
|---------|---|---------|---------|---------|----------|---------|
| 1       | Sales and other income                                      | 1287.80 | 3615.97 | 5341.58 | 12725.32 | 9329.20 |
| 2       | Profit before Depreciation                                  | 15.94   | 532.63  | 1147.78 | 4273.91  | 3015.36 |
| 3       | Profit/(Loss) after Depreciation but (3.12) before Taxation |         | 505.09  | 1112.44 | 4216.18  | 2914.64 |
| 4       | Profit/(Loss) after Depreciation and (12.76) Taxation       |         | 459.85  | 968.53  | 3699.78  | 2597.79 |
| 5       | EPS   | (0.06)* | 2.45*   | 5.17    | 19.75    | 13.87   |
| 6       | Shareholder's Fund  | 1855.78 | 2193.55 | 3005.5  | 6390.59  | 8988.37 |
| 7       | Dividend  | 53.53   | 107.06  | 133.83  | 201.04   | 0.00    |

\*Ratio for making comparable with post IPO issue capital

### Achievements during the year 2008-09

- ◆ Entered into an agreement for development of group housing project in Jamshedpur at land measuring 8.69 acres.
- ◆ Entered into an agreement with TATA Steel Ltd. for acquiring land measuring two acres for development of shopping Mall, Multiplex and Hotel in Jamshedpur.
- ◆ Achieved highest ever construction of 9.4 lacs sq. ft.
- ◆ Launch of Phase 1 of Ashiana Utsav, a Retirement Housing project in Lavasa, (Pune) offering 166 units to the public.



**Company Secretary**

**Bhagwan Kumar**

**Auditors  
City,**

**M/s. B. Chhawchharia & Co. K-3/27, DLF**

**Phase-II, Gurgaon, Haryana - 122 002**

**Registered Office**

**5F Everest 46/c, Chowringhee Road  
Kolkata - 700 071, Ph: (033) 2288 2281  
Fax: (033) 2288 4774**

**Head Office  
Saket,**

**304, Southern Park, Saket Disst. Centre,**

**New Delhi - 110 017, Ph: (011) 4265 4265  
Fax: (011) 4265 4200**

**Bankers  
Jaipur**

**HDFC Bank Ltd., State Bank of Bikaner &**

**Punjab National Bank**

**Website**

**[www.ashianahousing.com](http://www.ashianahousing.com)**

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**Ashiana Manglam, Jaipur**

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## Board of Directors

**OM PRAKASH GUPTA (Managing Director)** is a Civil Engineer, from the renowned BITS, Pilani ('69 batch) and has a Masters from Louisiana State University (USA). A true entrepreneur who is also a visionary, he charted the growth of the company from Patna to Jamshedpur, Delhi NCR (Bhiwadi, Ghaziabad, Greater Noida and Gurgaon) and now to Jaipur, Jodhpur and Lavasa. His vision brought Bhiwadi into the limelight, and he pioneered the concept of professional maintenance of mid-range residential complexes in India. His dream project, Ashiana Utsav Retirement Resort, is yet another pioneering idea.

**VISHAL GUPTA (Joint Managing Director)** is a product of Sydenham College (Mumbai) and an MBA from FORE School of Management (Delhi). Vishal Gupta is acknowledged for his in-depth understanding of the real estate business, customer psychology and market behaviour. He has a great eye for detail and takes a keen interest in the conceptualizing and planning of new housing projects for the company.

**ANKUR GUPTA (Whole Time Director)** is a Bachelor in Business Administration from FDU (USA) and an M.S. in Real Estate from NYU (USA). Ankur Gupta focussed on residential projects for senior citizens during his research work at University. His experience was put to good use at Utsav, and he is now looking after Marketing for the company.

**VARUN GUPTA (Whole Time Director)** is a Bachelor in Science from Stern School of Business, NYU, Varun majored in Finance and Management and graduated with the high academic distinction, 'Magna Cum Laude'. He then joined Citigroup in Commercial Mortgage Backed Securities where he was underwriting commercial real estate. After a year and a half of this rich experience, he has joined Ashiana where he is looking after Land and Finance.

**ASHOK MATTOO (Independent Director)** is a Mechanical Engineer, has over 41 years of experience in project planning, execution and administration. He has served in major organisations Border Roads, BHEL, and Tata Steel. As Director, Town Services, Jamshedpur, and Chairman of the Jamshedpur Notified Area Committee, he was responsible for the municipal services of Jamshedpur. He is a well known sports administrator and currently treasurer of the Indian Olympic Association and Organising Committee Commonwealth Games, New Delhi 2010.

**ABHISHEK DALMIA (Independent Director)** qualified as a Chartered Accountant in 1992 and started an investment advisory business, The Renaissance Group. He is an



# **Our People Our Assets**

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## **OUR MANAGEMENT TEAM**



## **Message from Managing Director & Jt. Managing Director**



**Greetings Share Owners,**

**It is always a pleasure to write these few lines once a year, to share with you the health and concerns of your company.**

**Real Estate industry has gone through difficult times last year. Sales volumes have reduced substantially, prices have fallen and financing has been difficult with rising interest rates.**

**Fortunately, your company has fared better than the overall market. Though sales were 18% slower than 2007-08, yet we did not have to reduce our sales prices. Your company's capability to market to actual users has enabled it to weather the slowdown better than the others.**

**The economy seems to be reviving and the real estate industry is becoming more institutionalized with developers becoming better organized and having more robust internal processes. A new stable government, with a strong cabinet at the centre, is expected to deliver results in all fields with a strong**