

# CREATING SYNERGIES TO DELIVER

Annual Report 2009-10



**Ashiana Housing Limited**






# CREATING SYNERGIES TO DELIVER

Ashiana Housing Ltd. has over the years worked towards building trust with customers, business partners & investors. One of the key pillars of that effort is building organisation wide synergies to ensure timely deliveries and fair dealings with all the stake holders. Our projects are known for their after sales support and high customer satisfaction.

Ashiana Housing Ltd. aims to have

transparent dealings and have built structured systems for construction, marketing, finance & other departments. We aspire to be one of the most trusted real estate companies in India and we aim to deliver superior value to all our stakeholders with a high level of customer focus and ensuring delivery of our commitments and promises.

CREATING   
SYNERGIES  
TO DELIVER

We believe in professionalism  
with a personal touch because,  
at our heart lie, neither statistics  
nor numbers, nor stones, bricks or concrete,  
but our people: the Ashiana family



## VISION & MISSION

### **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 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:** • Honesty • Sharing information regularly • Self-belief

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At Ashiana land is Raw Material.

Execution focused model

instead of a land-banking model.

Targeted land inventory of 5-7

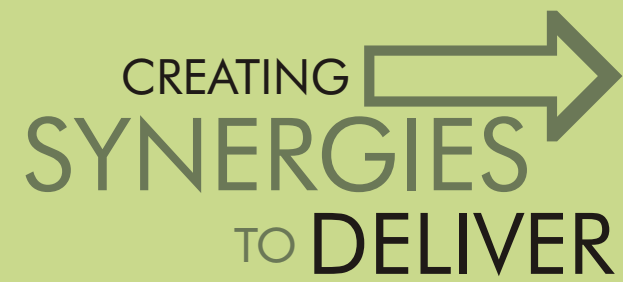
year's of current year's execution plan.





## COMPANY SNAPSHOT

- 92.2 Lakhs Sq Ft delivered
- History of over 25 years
- High Brand Visibility
- Over 71 Lakhs Sq Ft area under development
- In house construction capability
- Direct sales approach
- Pioneer in Retirement Housing in India
- Virtually Debt free
- Managing and maintaining group housing complexes for over 18 years with 4000 units under management
- Projects in Delhi (NCR), Rajasthan, Maharashtra, Jharkhand
- Retirement Resorts, Group Housing, Hotels, Retail, Facility Management




# 10 Years At A Glance


(Rs. in Lakhs)

Sl. No.	Particulars	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
1	Share Capital	535.31	535.31	535.31	535.31	535.31	516.70	516.70	1808.45	1808.45	<b>1808.45</b>
2	Reserve & Surplus	480.41	570.55	946.46	1461.64	1402.84	1926.10	2717.35	4968.33	7819.59	<b>11170.50</b>
3	Net Worth	1015.72	1105.86	1481.77	1996.95	1938.15	2442.80	3234.05	6776.77	9628.03	<b>12978.94</b>
4	Long Term Debts	127.98	121.01	136.76	144.38	136.96	131.58	315.62	256.08	111.38	<b>784.13</b>
5	Gross Fixed Assets	265.40	305.88	316.22	358.43	430.79	596.00	1396.92	2804.81	3211.93	<b>3434.15</b>
6	Net Fixed Assets	188.11	209.46	212.32	244.11	300.97	441.48	1227.58	2539.79	2822.16	<b>2910.22</b>
7	Capital Work In Progress	-	0.30	-	-	21.12	217.71	621.67	255.12	518.73	<b>1304.63</b>
8	Investments	134.8	442.86	491.03	1157.46	1885.03	2322.08	2694.97	4572.07	4068.38	<b>4985.43</b>
9	Net Current Assets	808.92	598.87	943.72	767.84	(93.93)	(372.20)	(819.99)	(105.21)	2610.36	<b>4873.74</b>
10	Sales & Other Income	1104.36	1325.89	2208.09	2636.98	1456.77	3921.22	5568.71	13345.11	10401.04	<b>12102.91</b>
11	Operating Expendiure	1015.26	1216.66	1804.27	1994.70	1437.67	3294.61	4446.70	8860.73	7026.58	<b>7411.18</b>
12	EBITDA (Operating Profit)	89.10	109.23	403.82	642.28	19.10	626.61	1122.01	4484.38	3374.46	<b>4691.73</b>
13	Profit Before Tax	75.39	94.45	389.26	624.78	(0.41)	598.66	1086.14	4341.84	3208.10	<b>4436.66</b>
14	Profit After Tax	52.81	86.55	351.01	575.56	(12.63)	553.07	944.67	3865.10	2839.88	<b>3676.96</b>
15	EPS	0.29	0.44	1.92	3.07	(0.07)	3.06	5.22	21.37	15.70	<b>20.33</b>
16	Dividend (Rs. per Share)	-	-	-	0.29	0.29	0.57	0.71	1.50	-	<b>1.50</b>
17	Return on Avg.Net Worth %	5%	8%	27%	33%	-1%	25%	33%	77%	35%	<b>33%</b>
18	Gross Advances from Customers	1536.66	1902.50	1511.16	1758.85	4687.08	6916.94	8895.29	7600.07	13671.32	<b>11921.64</b>

**Note: All figures are consolidated except for FY 2000-01 for which consolidated figures are unavailable.**



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 In-house construction capabilities  
allow cost and quality control  
flexibility in execution with faster  
adaptation to changing  
industry dynamics. 



**Ashiana Utsav, Jaipur**

# OPERATIONAL HIGHLIGHTS

## FINANCIAL YEAR 2009 - 10

### **Started Handing Over:**

- Ashiana Aangan Phase I & II totaling 640 units and saleable area of 8.7 lakhs sq. ft.
- Ashiana Manglam, Jaipur with 154 units and saleable area of 2.15 lakhs sq. ft.
- Ashiana Amarbagh, Jodhpur with 95 villas and saleable area of 1.48 lakhs sq. ft.

### **Significant Launches:**

- Utsav, Jaipur - Phase II & III
- Ashiana Brahmananda, Jamshedpur - Phase I
- Utsav, Lavasa - Phase II
- Rangoli Gardens, Jaipur - Phase I

### **Significant Achievements & Developments:**

- Highest ever construction of 10.22 lakhs sq. ft.

- Area sold of 7.07 lakhs sq. ft. which is 35.96% higher than 2008-09.
- Partnership entered with Manglam Group, to develop Rangoli Gardens, a 25 lakhs sq.ft. project. First phase already launched with 2.75 lakhs saleable area.
- Average Realisation Rs. 2,071 per sq. ft.

### **Other Developments:**

- Village Centre, the commercial complex having shops, office space and hotel rooms is expected to become operational in first half of Financial Year 2010-11 (Total Built Up Area of 1,00,000 sq. ft.).
- Sales office opened in Mulund (West), Mumbai.
- Head office expanded in New Delhi by taking another office space in the same building.