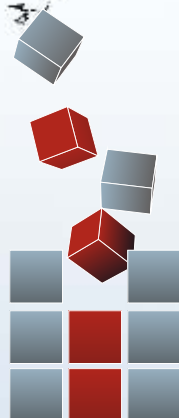


Ashiana Housing Limited

Annual Report 2010-11



BUILDING ON   
Successful  
EXECUTION

# CONTENTS

---

01 Building on Successful Execution

---

03 Ashiana's Core Values

---

05 Company Snapshot

---

06 10 years at a Glance

---

09 Operational Highlights

---

13 Other Developments

---

15 Financial Highlights

---

17 Letter from Chairman Emeritus

---

19 Q&A with the MD

---

23 Organisational Chart

---

25 Key Management

---

28 Management Discussion & Analysis

---

## ASHIANA HOUSING LTD.

36 Company Information

---

37 Notice

---

41 Directors' Report

---

44 Corporate Governance

---

50 Auditors' Certificate

---

51 Auditors' Report

---

54 Financials

---

70 Summary of Subsidiaries

---

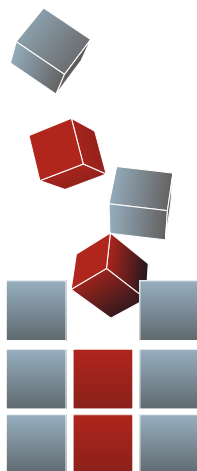
## CONSOLIDATED RESULTS (ASHIANA HOUSING LTD.)

73 Consolidated Auditors' Report

---

74 Consolidated Financials

---



BUILDING ON 

## Successful EXECUTION

Starting from way back in 1986, Ashiana today boasts of delivering and maintaining more than 6000 happy homes.

The simple ideology that has helped us in achieving what we have today is to execute well. Ashiana has seen a smooth & a constant growth till date. Over the last few years, there have been focused & composed efforts put within the company to build the standard procedures & systems to help the company take a leap forward. Strengthening of the supporting functions like HR, IR & IT, creating synergies through the entire value chain, decentralization of operational activities are some of the key steps undertaken.

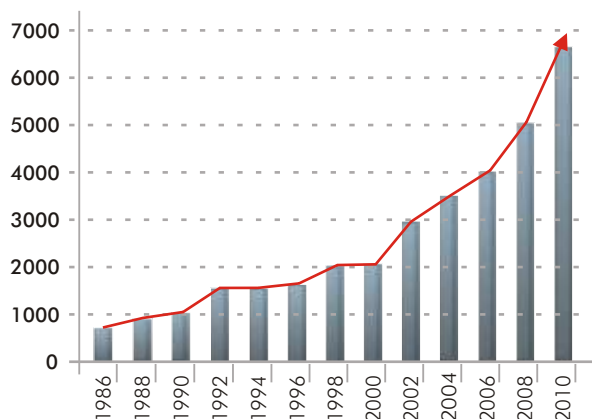
It has helped us in putting all the right pieces together in the right place & at the right time...

It has helped us building such a strong base on which the future can be built....

It has helped us in becoming an integral part of

many lives, to bring a smile of satisfaction on their faces...

Now with the strong foundation & the spirit of serving a lakh homes in coming years drives us & motivates each one of the employee in Ashiana to feed an ever increasing need of quality homes in middle income segment of the country.



Homes Delivered as on.....



# NURTURING Smiles

Our core purpose is to **BRING A SMILE**  
of satisfaction on people's faces



## Core Values

HAPPINESS all Around

TRANSPARENCY

Going the EXTRA Mile

NEVER Give Up





Creating **HAPPINESS**  
all around

# Company Snapshot

102.94 Lakhs sq. ft. Constructed

History of over 25 years

High Brand Visibility

Over 70 Lakhs sq. ft. area under development

In house construction capability

Direct sales approach

Pioneer in Active Senior Living in India

Net Debt Free

Managing and maintaining group housing complex for over 19 years with 6000 units under management

Projects in Delhi(NCR), Rajasthan, Maharashtra, Jharkhand

Active Senior Living, Group Housing





## 10 YEARS of successful execution AT A GLANCE

₹ in Lakhs											
Sl.no.	Particulars	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
1	Share Capital	535.31	535.31	535.31	535.31	516.70	516.70	1808.45	1808.45	1808.45	1861.00
2	Reserve & Surplus	570.55	946.46	1461.64	1402.84	1926.10	2717.35	4968.33	7819.59	11170.50	15633.92
3	Net Worth	1105.86	1481.77	1996.95	1938.15	2442.80	3234.05	6776.77	9628.03	12978.94	17494.92
4	Long Term Debts	121.01	136.76	144.38	136.96	131.58	315.62	256.08	111.38	784.13	68.29
5	Gross Fixed Assets	305.88	316.22	358.43	430.79	596.00	1396.92	2804.81	3211.93	3434.15	4809.41
6	Net Fixed Assets	209.46	212.32	244.11	300.97	441.48	1227.58	2539.79	2822.16	2910.22	4153.26
7	Capital Work In Progress	0.30	-	-	21.12	217.71	621.67	255.12	518.73	1304.63	46.60
8	Investments	442.86	491.03	1157.46	1885.03	2322.08	2694.97	4572.07	4068.38	4985.43	7481.59
9	Net Current Assets	598.87	943.72	767.84	(93.93)	(372.20)	(819.99)	(105.21)	2610.36	4873.74	6449.96
10	Sales & Other Income	1325.89	2208.09	2636.98	1456.77	3921.22	5568.71	13345.11	10401.04	12102.91	15412.49
11	Operating Expendiure	1216.66	1804.27	1994.70	1437.67	3294.61	4446.70	8860.73	7026.58	7411.18	9562.29
12	EBITDA (Operating Profit)	109.23	403.82	642.28	19.10	626.61	1122.01	4484.38	3374.46	4691.73	5850.20
13	Profit Before Tax	94.45	389.26	624.78	(0.41)	598.66	1086.14	4341.84	3208.10	4436.66	5582.48
14	Profit After Tax	86.55	351.01	575.56	(12.63)	553.07	944.67	3865.10	2839.88	3676.96	4385.75
15	EPS	0.44	1.92	3.07	(0.07)	3.06	5.22	21.37	15.70	20.33	23.57
16	Dividend (₹ per Share)	-	-	0.29	0.29	0.57	0.71	1.50	-	1.50	1.75
17	Return on Avg. Net Worth %	8%	27%	33%	-1%	25%	33%	77%	35%	33%	29%
18	Gross Advances from Customers	1902.50	1511.16	1758.85	4687.08	6916.94	8895.29	7600.07	13671.32	11921.64	12046.18

Note: All figures are consolidated.





BUILDING ON ■■■■→  
Successful  
EXECUTION

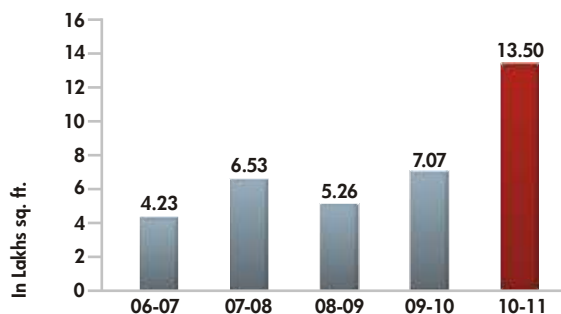


# STRIKING

a Perfect Ten

# Operational Highlights

## Area Booked



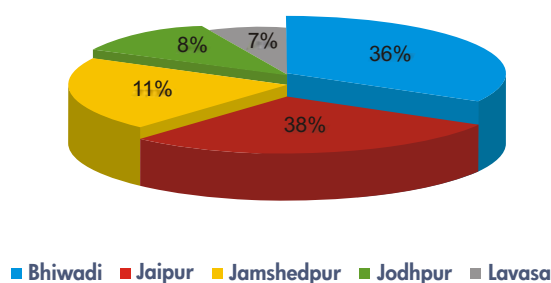
## Saleable area of ongoing projects as on 31st March 2011:

- Total - 70.11 lakhs
- Launched - 45.91 lakhs
- Booked - 29.98 lakhs

## Area booked during the year

- 13.50 lakhs sq. ft.

## Area Booked by Location 2010 - 11



## Major contributors

- Aangan in Bhiwadi (4.68 lakhs sq. ft.)
- Rangoli Gardens in Jaipur (3.09 lakhs sq. ft.)

## Area booked in Partnership Firms

- 6.23 lakhs sq. ft.

## Area Booked in Partnership Firms

