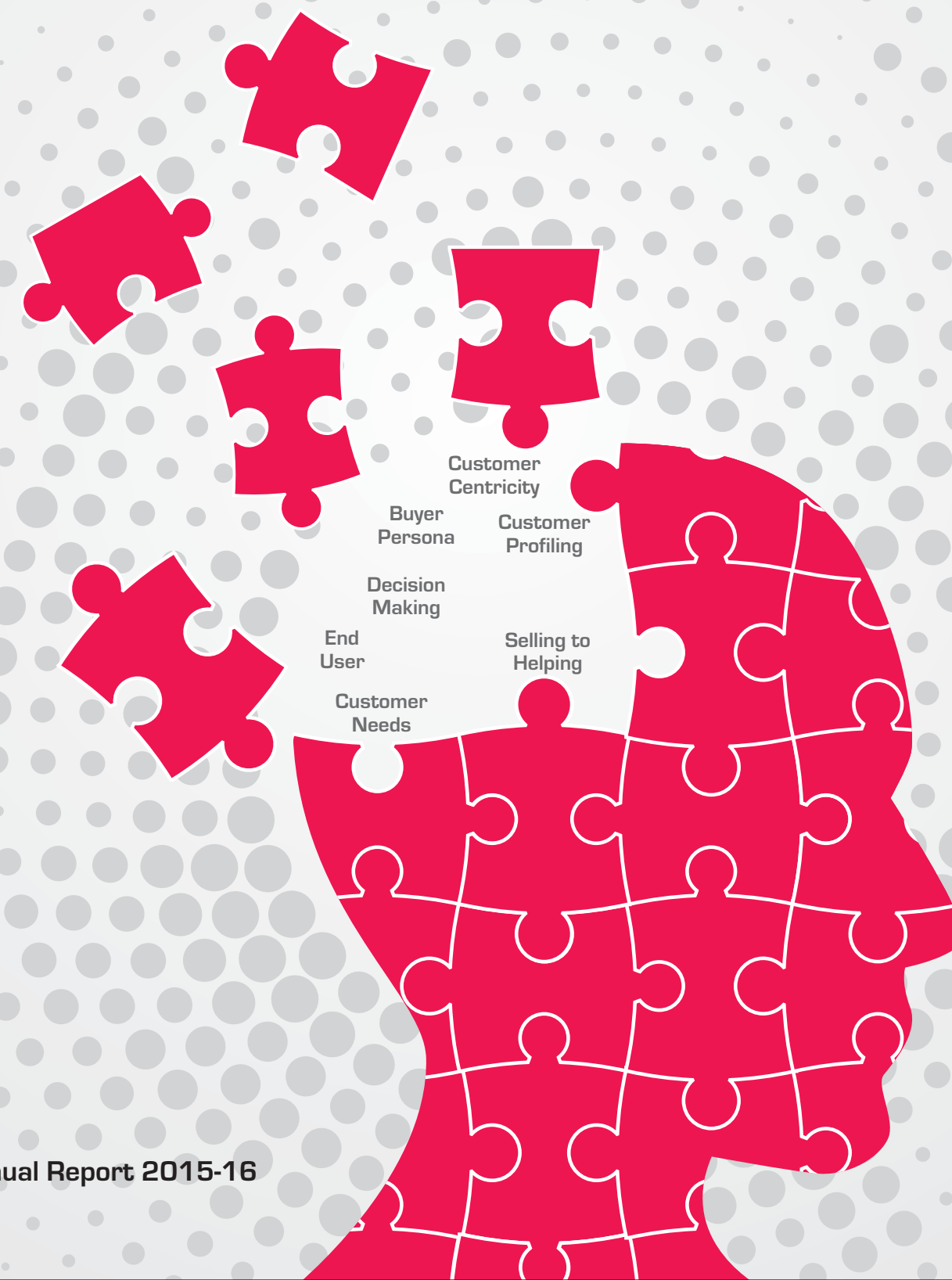


# DECODING THE CUSTOMER



Annual Report 2015-16

## ASHIANA HOUSING LIMITED

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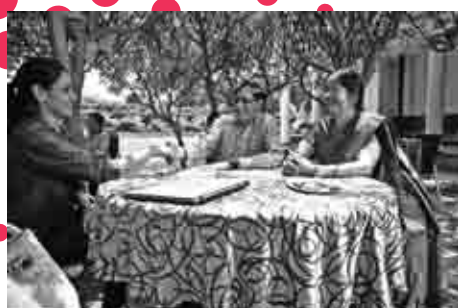
# DECODING THE CUSTOMER



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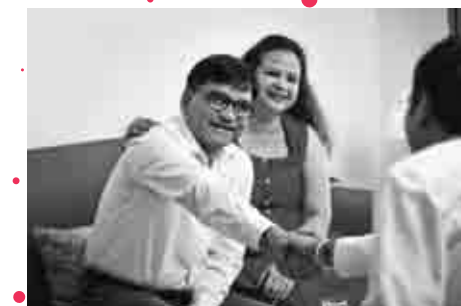
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## DECODING THE CUSTOMER

**D**uring the last year we realised that it is becoming increasingly difficult for our customers to make decisions while buying homes. There are all kinds of discounts being offered and non transparent pricing with a negative sentiment for the real estate market. We understand the complexity of the situation. Therefore, we are focusing on training our sales executives in a way that they can decode the customer and help them to get clarity and make informed decisions.



## From selling to helping the customer

There is a change in the buying process by the customers. Earlier, before the internet era, customer hardly had any information and was heavily dependent on sales people. During those times, customers were sold things. In modern times, buyer is well informed and is at the centre of the buying process. At the same time, customer is confused today due to excessive information, multiple offers and risks pertaining to delivery.

Against this backdrop, we have taken 'SELLING TO HELPING' as the central theme for the year 2016-17.

Selling to Helping has the following key elements:

**A. Buyer Persona**

**B. Website development**

**C. Learning and Development of Sales Team**





## Buyer Persona

The purpose of buyer persona is to put in a process and system for understanding how customers make buying decisions. The insights into a buying decision include: changes which trigger the buyer decision to look for a home, outcomes expected by the buyer persona in his life to change from buying a home, comparison of relevant features of the house, buyer's role in decision making, influence of others (e.g. family members) on the decision and resources being trusted upon before making the decision.



## Website Development

The purpose is creation of a navigation friendly website with relevant content for customers to facilitate easy decision making for customers through relevant information. This would lead to outcomes like independent availability of relevant information to the customers, customer engagement and building brand confidence.





## Learning and Development of Sales Team

The sales team needs to be trained to become advisors/experts, whom buyers can consult to take a well informed and rational decision. We are designing special training modules with the help of internal process trainers after assessing individual training needs.



₹ in Lakhs

Sl. No.	Particulars	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
<b>Balance Sheet</b>											
1	Share Capital	517	1,808	1,808	1,808	1,861	1,861	1,861	1,861	2,047	2,047
2	Net Worth	3,234	6,777	9,628	12,979	17,495	23,964	26,807	28,446	52,283	64,606
3	Long Term Debts	316	256	111	784	29	1,055	1,105	913	3,296	5,759
4	Gross Fixed Assets	1,397	2,805	3,212	3,434	4,809	5,294	5,741	7,094	9,645	10,023
5	Capital Work in Progress	622	255	519	1,305	47	-	13	128	364	54
6	Investments	2,695	4,572	4,068	4,985	7,482	9,116	5,468	3,317	25,457	15,554
<b>Income Statement</b>											
7	Sales & Other Income	5,569	13,345	10,401	12,103	15,429	24,898	16,142	12,280	16,444	53,605
8	Operating Expenditure	4,447	8,861	7,027	7,411	9,578	15,930	11,375	9,091	10,542	38,547
9	EBITDA (Operating Profit)	1,122	4,484	3,374	4,692	5,850	8,967	4,767	3,188	5,902	15,058
10	Profit after tax	945	3,865	2,840	3,677	4,386	6,955	3,315	2,186	4,649	12,939
11	EPS (₹ per share)	1.04	4.27	3.14	4.07	4.71	7.47	3.56	2.35	4.93	12.66
12	Dividend (₹ per share)	0.14	0.30	-	0.30	0.35	0.45	0.45	0.50	0.50	0.50
13	Return on avg. net worth (%)	33.28%	77.22%	34.62%	32.53%	28.78%	33.55%	13.06%	7.91%	14.03%*	22.15%
<b>Cash Flows</b>											
14	Gross Advances from customers	8,895	7,600	13,671	11,681	12,046	24,433	9,022	26,693	57,122	48,248
15	Pre-tax Operating Cashflows					5,345	10,967	8,381	12,590	7,258	(1,089)
<b>Operations</b>											
16	Area Constructed (lakhs sq. ft.)	5.48	7.20	9.40	10.22	10.74	14.62	12.27	17.87	22.80	23.44
17	Area Booked (lakhs sq. ft.)	4.23	6.53	5.26	7.07	13.50	17.83	18.65	22.13	18.12	8.63
18	Average Realization (₹ per sq. ft.)			1,906	2,070	2,055	2,190	2,699	2,926	3,022	3,293
19	Value of Area Booked			10,023	14,633	27,736	39,038	50,335	64,756	54,772	28,421
20	No. of Units Booked				518	1,015	1,298	1,346	1,673	1,477	668
21	Area for which revenue recognized (AHL) (lakhs sq. ft.)									1.85	15.07
22	Area for which revenue recognized (Partnership) (lakhs sq. ft.)									9.39	8.53

\*Weighted average network, considering raising of ₹ 200 crs. QIP funds on 9<sup>th</sup> Feb., 2015  
Note: All numbers are consolidated financial numbers.



## ABOUT US

### OUR PURPOSE

To bring a smile of satisfaction on people's faces.

### OUR MISSION

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

To create retirement communities where senior citizens can lead active, fun filled and a secured life with dignity.

### WHAT YOU SEE WHAT YOU GET

The customer gets what he sees, whether it is the specifications given in the sample flat or the price list displayed on the website or as enquired from the sales staff and Price list. Transparency is of paramount importance in a high value transaction like Real Estate purchase.

### TIMELY DELIVERY

Our third brand promise is timely delivery of units to our customers as per committed timelines. Timely delivery is imperative to win confidence and trust with the customer.

### FOREVER CARE

We care for our customers beyond the Purchase transaction, by maintaining the project for life time. We have a long term view on maintenance of projects which helps to maintain the quality and livability of the project and create long term value for our customers. Besides, we also provide rental and resale services for which we have a dedicated team.

## OUR BRAND PROMISES



## PURPOSE

## MISSION

## VISION

## CORE VALUES

### 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 and invest in us.

### OUR VALUES

- Happiness All Around
- Transparency
- Going the Extra Mile
- Never Give Up



## COMPANY SNAPSHOT

**10,000+**  
Ashiana Families



**Comfort Homes** for the middle income group in upcoming industrial areas and towns with population of more than 10 lakhs in India



**Active Senior Living** for people over 55 in the middle income group in cities having population of more than 25 lakhs or in magnets/satellites of metros

**Assisted Living** for people in advanced age who require assistance in performing their daily living routine chores by the name 'Care Homes' in senior living complexes

**1986**

Incorporation of Ashiana Housing & Finance (India) Limited

**1992-93**

Shifted head office to New Delhi

Listed on BSE (Stock code - 523716) BSE Small Cap Index

**1997**

Ashiana Maintenance Services Limited became subsidiary of our Company

**1998**

Started operations in Neemrana

**2006**

Started operations in Jaipur

**2007**

Started operations in Jodhpur

Completed Senior Living homes in Ashiana Utsav, Bhiwadi

**2008**

Started operations in Lavasa (near Pune)

**2011**

Listed on NSE (Stock code - ASHIANA)

**2013**

Completed strategic branding exercise

**2014**

Acquired land in South of Gurgaon (Sohna, NCR)

Started operations in Halol (Gujarat)

Acquired land in Chennai

**2015**

Successfully raised ₹ 200 Crores from investors through QIP

Started operations in South of Gurgaon (Sohna, NCR)

Started operations in Chennai

**2016**

Successfully obtained approval from Shareholders for maiden issue of NCD. ₹ 20 Crores was raised in the first tranche till 31<sup>st</sup> March, 2016

Started operations in Kolkata



**Constructed**

**194.03 lakhs sq. ft.**



**Under Maintenance**

**8640 units**



### Pan India Operations

Bhiwadi (NCR) • South of Gurgaon (Sohna, NCR)  
Neemrana • Jaipur • Jodhpur • Lavasa  
Jamshedpur • Halol • Chennai • Kolkata