

Ashiana Housing Limited



 **ashiana**

Annual Report 2016-17



“The strength of the  
Company lies in its agility  
to adapt and evolve with  
change”

Varun Gupta  
Director Finance, Ashiana Housing Limited

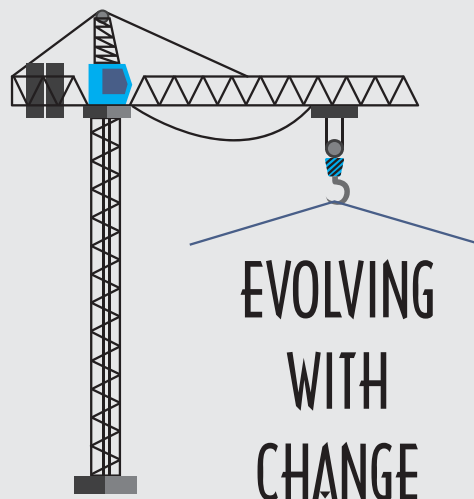
# CONTENTS

<b>Evolving with Change</b>	<b>002</b>	<b>Key Management Team</b>	<b>028</b>
<b>10 Years at a Glance</b>	<b>010</b>	<b>Key Management Consultants</b>	<b>032</b>
<b>About the Company</b>	<b>012</b>	<b>Letter from the MD</b>	<b>034</b>
<b>Company Milestones</b>	<b>014</b>	<b>Q&amp;A with Jt. MD</b>	<b>036</b>
<b>Awards &amp; Recognitions</b>	<b>016</b>	<b>Management Discussion &amp; Analysis</b>	<b>040</b>
<b>Operational Highlights</b>	<b>018</b>	<b>Company Information</b>	<b>057</b>
<b>Financial Highlights</b>	<b>021</b>	<b>Directors' Report</b>	<b>058</b>
<b>Organizational Structure</b>	<b>022</b>	<b>Corporate Governance</b>	<b>080</b>
<b>Board of Directors</b>	<b>024</b>	<b>Standalone Financial Results</b>	<b>093</b>
<b>Non-executive Directors</b>	<b>026</b>	<b>Consolidated Financial Results</b>	<b>144</b>

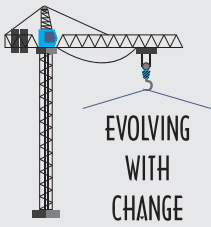








The Real Estate Industry has been evolving with time. Recently, the face of the industry has been changing due to introduction of several legislative changes and also continued impetus from government through various sops and initiatives.



## RERA - the game changer

One of the most important change has been introduction of RERA (Real Estate Regulatory Act, 2016) which will be a game changer in the Real Estate Industry. It is a step in the right direction considering the changing face of the Real Estate industry which is becoming more and more customer centric and transparent. RERA will enhance customer confidence in the industry. Market will consolidate with long term serious players only surviving. With additional compliances and restricted flow of money, cost will increase for the builders. Ashiana sees it more as an opportunity as being a long term serious player in the market. We have evolved a robust compliance system over the years. We already follow most of the principles of RERA like timely delivery, transparency and dedicated usage of project cash flows.





To bring a smile of satisfaction  
to people





## **GST - Subsuming taxes to reduce compliances**





**G**ST has been one of the most awaited legislative changes in the country. With the advent of GST it will be 'One nation one tax' concept in India. Introduction of GST will lead to subsuming of several taxes like VAT, Service Tax, Entry Tax, etc. into one. This will reduce burden of compliances and also reduce needless litigations which will free up management bandwidth and also lead to lower cost. Business Partners will become more organised. While initial teething troubles cannot be ruled out, in the long run it will lead to ease of doing business. We have been training our staff extensively on GST to ensure compliance.



**G**overnment has the vision - to provide housing for all by 2022. Therefore, there is a tremendous focus on affordable housing. As the Government has now granted Infrastructure status to the Real Estate Industry, it is taking several initiatives to promote housing like reduced interest rates and subsidy under PMAY [Pradhan Mantri Awas Yojana], Taxation benefits like Section 80-IBA under IT Act, 1961 as per which profit earned from residential units of certain size will be tax free. We are educating our existing customers and all others in our circle of influence regarding the PMAY and how it suits the first time home buyers. We have received a healthy response in terms of queries from various people and achieved bookings under the CLSS [Credit Linked Subsidy Scheme]. We are also evaluating tax benefits provided by the government under section 80-IBA of Income Tax Act, 1961 wherein profit earned from residential units of certain size will be eligible for tax free status and see if we can come up with such product in any of our projects subject to demand in the market.

