

# EVOLVE & EXCEL.

ASPIRING TO MAKE IT A DOUBLE



Ashiana Housing Limited

ANNUAL REPORT 2018-19

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# COMPANY INFORMATION

**Company Secretary & Compliance Officer**

Nitin Sharma

**CFO**

Vikash Dugar

**Auditors**

M/s. VMSS & Associates  
DTJ 405, DLF Towers B, Jasola District Centre,  
Jasola, Delhi-110025  
E-mail: vmss.delhi@gmail.com

**Registered Office**

11G Everest, 46/C,  
Chowringhee Road,  
Kolkata - 700 071  
Ph: (033) 4037 8600,  
Fax No: 033- 4037 8600

**Head Office**

304, Southern Park, Saket District Centre, Saket,  
New Delhi - 110 017  
Ph: (011) 4265 4265, Fax: (011) 4265 4200

**Bankers**

HDFC Bank, State Bank of Travancore, Punjab National Bank,  
Bank of Maharashtra, SBI,  
Axis Bank, IDBI,  
Bank of Baroda, AU Small Finance Bank,  
IndusInd Bank, Syndicate Bank,  
Union Bank of India

**Website**

www.ashianahousing.com  
E-mail: investorrelations@ashianahousing.com

**Registrar & Share Transfer Agent**

M/s. Beetal Financial & Computer Services Pvt. Ltd.,  
Beetal House, 99, Madangir,  
Behind Local Shopping Centre,  
Near Dada Harsukh Dass Mandir,  
New Delhi - 110 062  
Ph: (011) 2996 1281 - 83, Fax: (011) 2996 1284

**Listing**

Shares & NCDs listed at  
BSE (Stock code - 523716)  
NSE (Stock code - ASHIANA)

**Board of Directors****Vishal Gupta**

Managing Director

**Ankur Gupta**

Joint Managing Director

**Varun Gupta**

Whole Time Director

**Abhishek Dalmia**

Independent Director

**Sonal Mattoo**

Independent Director

**Hemant Kaul**

Independent Director

**Narayan Anand**

Independent Director

**Piyul Mukherjee**

Independent Director

**With the cycle turning around gradually in real estate, we have seen improvement in our sales in the year 2018-19. We expect further improvement in the scenario.**

**Moreover, last 2 years have seen some path breaking changes like GST, Demonetisation and RERA which augurs well in the long run for the sector. Against this backdrop,**

**we have an ambition to double our sales to more than 20 lac square feet in the forthcoming year.**

**Coupled with this kind of outcome orientation, we also need to double our capability, as an organization cannot augment a business outcome on a sustainable basis without augmenting its capabilities.**

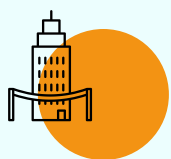


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changes like GST, Demonetisation and RERA which augurs well in the long run for the sector. Against this backdrop, we have an ambition to double our sales to more than 20 lakhs sq. ft. in the forthcoming year i.e. 2019-20.

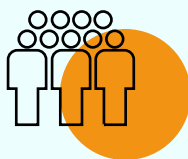
Coupled with this kind of outcome orientation, we also need to double our capability, as an organization cannot augment a business outcome on a sustainable basis without enhancing its capabilities.

**With long term serious impetus on capability building, we are focusing on the following key thrusts:**



### New launches

One of the key factors in our aspiration to double our sales is the launch of new projects. 2019-20 will be launch heavy year with several new projects lined up across most of our markets. This would include both future phases of existing projects as well as new greenfield projects. We have a dedicated team which continuously works on scouting for new land parcels, feasibility studies, negotiation of prospective deals (with stakeholders i.e. Land owner or a JV partner), approvals, etc.



### Best Sales Team

We aspire to create the 'Best Sales Team' in the industry and become employer of choice for all aspirants who would like to learn sales. Our initiatives in this regard include the following:

- Set targets in terms of a high percentage of the team members achieving their annual targets
- Special focus on training and development including 23 days orientation programme for new joiners
- Bringing about behaviour changes like Evidence Based Decision Making, Creation of More Internal Competition, Outcome Orientation and Target Action and Quick and Honest Feedback



### Kid Centric Homes

Our internal surveys and customer interaction specially in NCR Delhi region, over the years indicated that parents are concerned about the overall growth and upbringing of their children. Moreover, in a highly competitive, oversupplied market where products tend to get commoditized, we need to differentiate to create a niche for ourselves. Through this newly launched concept, we are leveraging our strengths in design and services.

'Kid Centric Homes' can provide solution where the infrastructure, facilities and management of the project create an environment that ensures holistic development of children of all ages inside the project itself.





## A Players

Our endeavor is to reach a level of high performance by creating a team of A players in key seats who are customer centric and outcome oriented. This thrust includes the following actionable:

- Key seats to be filled up preferably with internal hires. This would require a robust IJP (Internal Job Posting) mechanism
- Coach for performance/development
- Hiring through Top Grading methodology
- Create a bench strength of A players
- Training hiring managers on Top Grading methodology
- Creation of Job Score Cards

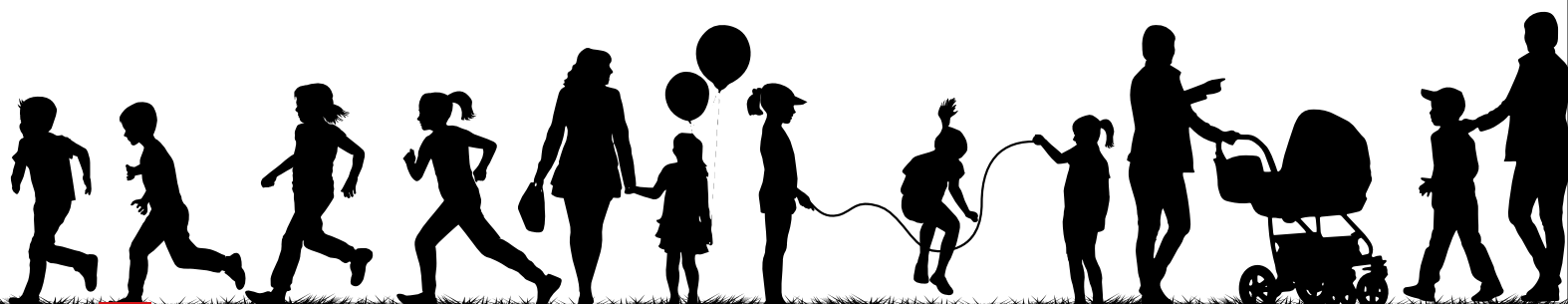


## Continued focus on Training and Development

A variety of training and development opportunities are aimed at building employee capacity to deliver services, meet strategic needs and align with the organization's values, strategic plan, and overall mission. Courses are designed, developed and facilitated by HR staff and through best in class external training companies.

The focus on creating the Best Direct sales team in India within the Real Estate industry, continued to see consistent efforts which includes 23 days dedicated orientation cum training program for all new hires under which each inductee will be imparted knowledge on all aspects of the job with detailed overview of all the functions like Architecture,

Legal, Construction & Engineering, etc. Through this orientation programme we aim to create great sales executives. We also have undertaken the initiative of 'First Time Manager' training to AM- Sales to make them high quality managers. Overall in the organization at supervisory level, people are being sent in batches for refresher and new training. More than 16,000 hours of training (both internal and external) were conducted last year. The impetus is also on capability building through creation of Individual Development Plans for employees in key seats.







# ABOUT THE COMPANY

## Our Purpose

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

## 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.

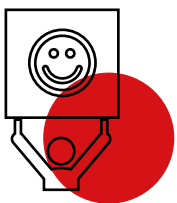
## Our Mission

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.



## Our Values



Happiness All Around



Transparency



Going the Extra Mile



Never Give Up





## Our Brand Promises

### 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.

### Forever Care

We care for our customers beyond the Purchase transaction, by maintaining the project for lifetime. 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.

### 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.

# WE ARE INDIA'S ONE OF THE MOST TRUSTED BRAND!

At Ashiana, our utmost priority is our customers and the entire team is driven by that goal to enhance & maximise the customer satisfaction. The trust which our customers have placed in us has also been recognised by the Track2Realty wherein Ashiana was recognised as the Number one caring brand in north India. The company was at top of the rankings in Consumer Connect, Care & Most Desirable Practices segments.

