



Building a future



Ajmera Realty & Infra India Ltd.  
(formerly known as Shree Precoated Steels Limited)  
21st Annual Report 2007-08

# About Ajmera Realty & Infra India Ltd.

The flagship company of the USD 2 bn Ajmera Group of Companies, Ajmera Realty & Infra India Ltd (ARIL), formerly Shree Precoated Steels Limited, is a fast growing mid-sized company engaged in the realty and steel sectors.

The change of the Company's name from "Shree Precoated Steels Limited" to "Ajmera Realty & Infra India Limited" was approved by the office of the Registrar of Companies, Maharashtra, Mumbai and a New Certificate of Incorporation issued on 5th of May 2008.

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## Vision

- Be a part of the top ten most admired companies in the country & one of the leading "Fortune 500" companies.
- Emerge as one of the top five realty players in the country by 2010.
- Be the foremost manufacturer & supplier of colour coated galvanized amongst the top five in the world by 2010.

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“The scenario, in both our segments of business, namely Real Estate & Steel, has been highly favourable and your Company has successfully tapped the huge potential across these segments.”



Brick by brick,  
block by block  
We're building a  
newer, future



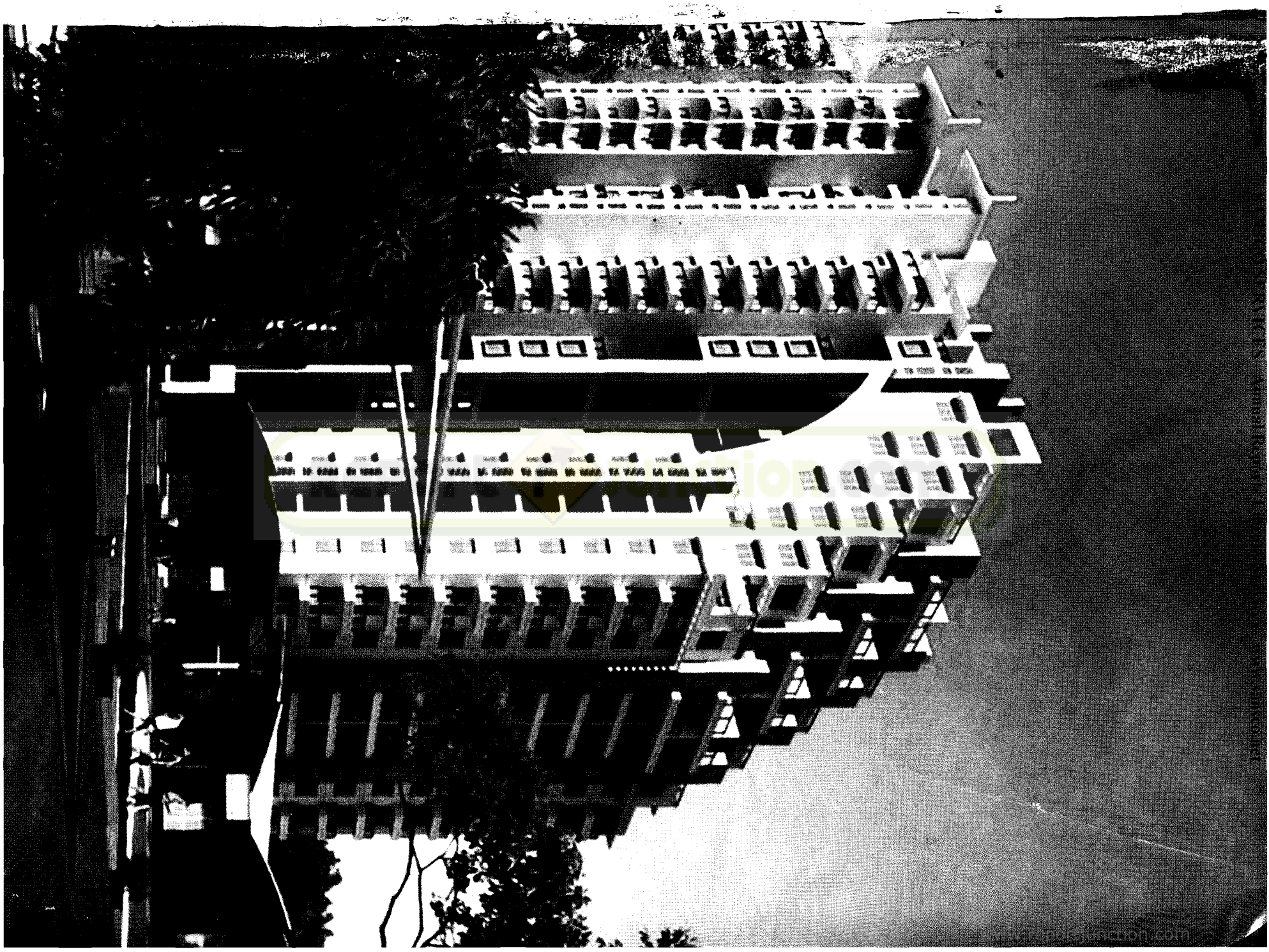
A future of your dreams,  
A future of our aspirations,  
A future centred around a strong foundation,  
A future seeped in the toughness of steel,  
A future marked with the Ajmera stamp of quality.













# From The Chairman's Desk

Dear Shareholders,

As I meet you for the second time since the historic merger that brought our diverse real estate interests under one roof, I do it with a sense of pride and pleasure. Pleasure at the way things have moved over the last one year, and pride at the scale of our achievements that have enabled your Company not only to sustain, but in fact to improve, its operational and financial performance.

A booming economy, pushed by a growing GDP, has put India among the top on the world's economic map. India today ranks the fourth largest in terms of Purchasing Price Parity. Of the 34 developing and emerging markets in the world, India has established itself as the fastest growing economy and is poised to rank as the third largest economy in the world by the year 2020. The scenario, in both our segments of business, namely Real Estate & Steel, has been highly favourable and your Company has successfully tapped the huge potential across these segments.

## FINANCIAL PERFORMANCE

The Group has posted a net profit of Rs 2455.20 million for the year ended March 31, 2008, as compared to Rs 2102.90 million for the year ended March 31, 2007. The total income has increased from Rs 17055.40 million for the year ended March 31, 2007 to Rs 20370.70 million for the year ended March 31, 2008.

On the back of such impressive performance, the Board of Directors has recommended dividend @ 11% i.e. Re 1.10 per Equity Share for the year ended on March 31, 2008.

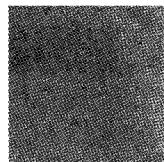
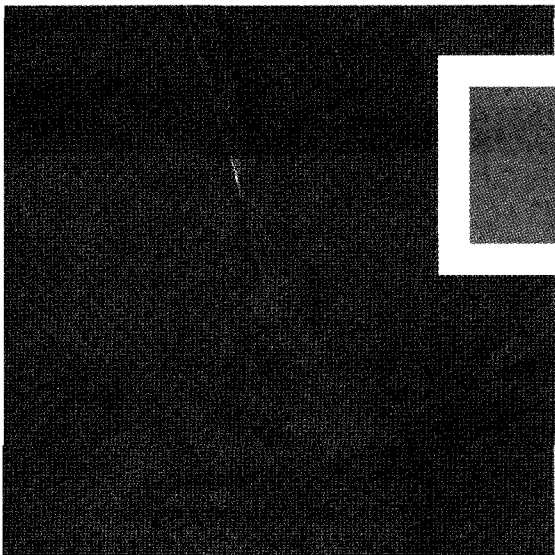
## OPERATIONAL PERFORMANCE

On the operational front, it has been a good and exciting year for your Company, which has emerged as a major Realty & Steel Player with record turnover and profitability.

### Realty Sector

Armed with such strengths as an impressive land bank amassed at competitive rates, world class construction and on-time delivery, your Company has risen to the next level of growth in the realty sector. With its ongoing projects progressing on track, and several new ones ready for launch in the coming year, your Company is now all set to enter its next phase of real estate development and expansion.

With a potential of 140 lacs sq.ft. plus, in and around Mumbai, your Company will kick start its new ventures from the second half of the current year. For the coming year, the Bhakti Park project, with a potential of 40 lacs sq.ft (approx.), and Kanjurmarg (held via Wholly Owned Subsidiary Jolly Brothers Pvt. Ltd.) with potential of 80 lacs sq.ft (approx), have been earmarked as two landmark realty projects.



During the current year, your Company's Board approved the proposal of acquisition of 90% interest in Ajmera Housing Corporation-Bangalore (AHC) through a Wholly Owned Subsidiary. AHC has three projects in Bangalore, with total saleable area of 17 lacs sq. ft (approx). These projects shall help your Company further raise the bar in its real estate expansion plans.

Going beyond the borders, your Company's Bahrain Bay project in Manama, Bahrain, is on the way to emerging as an iconic project that will showcase our strengths to the world and pave the way for further global expansion.

Notwithstanding the impact of rising interest rates, stringent RBI borrowing norms and credit squeeze faced by the banking industry, your Company remains optimistic about the potential in semi or middle urban class, in medium & small towns and cities.

#### Steel sector

In the Steel sector too, your Company grew to higher levels of performance despite the onslaught of the unexpected steep rise of input feed stock HR coil prices. Additional capacity achieved through plant expansion, technological innovations and product diversification have positioned your Company ideally to capture domestic & export market in new regions, besides consolidating its existing market share.





During FY08, your Company continued to export Colour Coated Steels, Galvanized Steels & Cold Rolled Steels Products and also expanded its market base. Sale of products grew in the domestic market as your Company moved strategically to accelerate growth in this market.

#### LOOKING AHEAD

The market is buoyant and your Company buoyed by the prospects ahead. With a low-cost land bank at prime locations, your Company is perfectly poised to take on the challenging demands of the real estate sector. Going by the current indicators, your Company is optimistic about achieving its targets well before the deadline.

With the backing of M/s Thyssen Krupp, Germany, as technology partner, your Company is expected to achieve the much-needed added thrust in steel business to move ahead in the international market.

In the Steel sector, you Company, with its completed expansion facilities, is well geared to cater to domestic markets of colour-coated products. With new production capacities slated to become operational soon, your Company is confident of accelerating the growth rate started in the previous year.

#### BUSINESS RESTRUCTURING

As we move ahead, we are looking at enhanced investor confidence and

better valuation by opting for the two businesses being held by separate entities.

The idea behind restructuring is to take your Company to the next level by expansion and organic / inorganic growth in both the businesses.

#### ON A CONCLUDING NOTE

The developments of the last one year are but a minor indicator of the strong foundations of your Company. A bigger indicator lies in the strength of its employees, who are one of the biggest assets of your Company and a key contributor to its success story. The importance of our employees, in fact of all our stakeholders, in taking your Company's vision forward cannot be overestimated. I look to continued cooperation from all our stakeholders and employees, as we enter another promising year of more achievements. The future is bright, and together we shall make it shine even more.

**C S Ajmera**

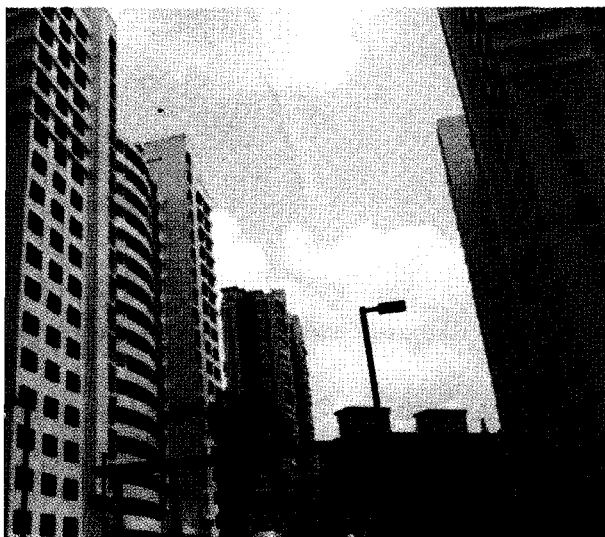
Chairman and Managing Director





# Building a strong future

-Across the realty sector



The future is beckoning. It is ripe with immense opportunities. Urbanization is booming, and so is the demand for urban housing. Alongside, there is a growing demand for commercial, office and retail space. The housing sector alone is contributing 5% of the country's GDP. The real estate sector, as a whole, is recognized as one of the major engines driving economic growth, employment generation and wealth creation.

## AJMERA IN THE REALTY SPACE

With more than four decades of experience in the realty space, the Ajmera group, by consolidating its various real estate businesses under one entity, has embarked on a journey to leverage the attractive opportunities unfolding in this sector in an organised and profitable manner.

With a track record of successful development of properties over 17 mn sq. ft. in Mumbai, Ajmera is one of the largest realty players in Mumbai's real estate market, where it is currently engaged in preparing for the launch of two key projects, for which approval has been received or is under process.

### BHAKTI PARK, WADALA

- Covering 40 lakh sq. ft (approx) of office, commercial / retail and residential space, the project is located less than 30 minutes drive from Victoria Terminus(VT), 15 minutes from Dadar and Bandra, five minutes from Sion and just 2 kms from the Eastern Express Highway.
- Excellent connectivity via road and railway make Wadala a prime emerging real estate destination in Mumbai, being well connected to the city's two main commercial & business districts of Nariman Point and Bandra Kurla Complex.
- The connectivity is expected to be further enhanced with the construction, from Sion to VT, of a special 'no signal' route, and also of the BPT Road.

### KANJUR MARG, CENTRAL MUMBAI

- Spread over 66 acres of land with a development potential of 80 lakh sq. ft.(approx), a mix of commercial and office space, the project promises