



AJMERA REALTY & INFRA INDIA LIMITED

Built on Trust



BUILDING A GREENER TOMORROW

25th Annual Report 2011-12



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YEAR IN RETROSPECT

₹
21689.68
Total Revenue
+ Lacs
26.07%

₹
10.92
EPS
+ ₹ 4.32

₹
3873.43
PAT
+ Lacs
65.27%

NEW PROJECTS LAUNCHED

- Ajmera Zeon - Mumbai
- Ajmera Avenue - Bengaluru

PROJECT COMPLETED

- Ajmera Infinity - Bengaluru
- Ajmera Summit - Mumbai

FORAYED INTO GREEN ENERGY

- Solar project - Jodhpur, Rajasthan

UNDERGOING PROJECT

- Ajmera Aeon - Mumbai
- Willows - Bengaluru
- Enigma - Ahmedabad



A Heartfelt Tribute to our Founder

LATE CHHOTALAL S. AJMERA

the Chairman & Managing Director of the Ajmera Group




27th September, 1937 – 24th March, 2012

For the tens of thousands of people whose lives were touched beneficially by Mr. Chhotalal Ajmera, our dynamic, visionary and farsighted Chairman; the 24th of March 2012 will always be remembered as a day of great loss, a day of mourning. It was the day that Mr. Chhotalal Ajmera, or Chhotubhai as he was fondly called, bid goodbye to his noble mission in life.

Chhotubhai was born on 27th September, 1937 in a small village called Vasavada in Gujarat. He was a keen student at school, but like many legendary entrepreneurs, he too left formal education for the exciting world of business. Chhotubhai came to Mumbai (earlier known as 'Bombay') armed only with his own ambitions, aspirations and enthusiasm. In Mumbai, his journey began with small jobs and his pursuit to find a suitable career saw him venture into different businesses like oil trading, textile trading, fabrication, foundry, paper, etc. The beginning was small, however, he was not a person to be weighed down by limitations and had the courage to take unlimited risks and face challenges head-on, a trait that played an important role in his success.

After deep introspection and experience of running different businesses, he finally selected contract fabrication through which he garnered immense experience and generated the initial corpus required to initiate his own civil contracting firm. And in less than two years, he evolved the civil contracting business into a full-fledged building and development business. He commenced with the development of residential buildings (in partnership) in the suburban areas of Mumbai.

His business venture progressed well and it was after a decade of sheer hard work in this domain that he finally received his first big breakthrough in 1975 when he took an unconventional path to focus on the mid and budget residential segment. From



then on, there was no looking back and under his visionary leadership, emerged the brand of Ajmera which is today India's leading conglomerate. Under his aegis, the Ajmera Group built Asia's first ever township of 600 buildings, comprising of 16000 flats at Mira Road, Mumbai. His approach to housing did not end with building apartment blocks but extended to creating a liveable environment and communities with all the necessary amenities. The Ajmera Group was amongst the first to introduce the concept of an integrated township long before it became a common parlance for the industry.

As the business expanded, Chhotubhai ensured that the Ajmera brand always remained true to its motto of quality construction, adopting modern technology while unfailingly ensuring timely completion. Committed to excelling in all that Ajmera undertook, the Company appointed world renowned architects, designers, town planners and landscape consulting firms to lend a unique look and finish to projects. It is under his astute leadership that the Ajmera Group successfully completed several iconic projects and took the bold steps to develop differentiated international grade properties including high-rise towers, ultra modern luxurious villas, commercial complexes and corporate parks. While beginning in Mumbai, he took the Ajmera brand pan-India to Pune, Surat, Rajkot, Bengaluru and Ahmedabad and also touched the international shores in Bahrain.

A true leader who began with virtually nothing in hand except his own passion to excel, while building differentiated projects, he has also build an organisation supported by the Ajmera family which nurtured the second generation of leaders who share the same passion and are committed to excel as vindicated by the contemporary genre of Ajmera's ongoing projects.

Chhotubhai is also fondly remembered by employees for his straightforward approach and the practice he had introduced of celebrating festivals with employees and their families across the board.

While many of these business feats exemplify Ajmera's industry stature and his mega success, there was more to Chhotubhai than his entrepreneurial business acumen. Chhotubhai was an ardent devotee of HSDH SHRI PRAMUKH SWAMI MAHARAJ, BAPS SWAMINARAYAN sect. The spiritual devotion and teachings inspired him to also work for the welfare of the poor and deprived.

Setting up a Trust to oversee the philanthropic mission of the Group, he was instrumental in building a Jain temple, local Upashrayas and a Swaminarayan temple. In his home town in Gujarat, the Ajmera Group built schools, a hospital, and dug borewells to address water scarcity in the region. During the 1987 famine in Saurashtra, he worked ceaselessly for 11 months helping the needy and providing food and shelter to 15,000 animals. HSDH SHRI PRAMUKH SWAMI MAHARAJ often called him as the man with a 56 inch chest – signifying his big-heartedness, compassion and benevolence.

Just as Chhotubhai was a pioneer and a trendsetter in the industry, he was also a friend, philosopher and guide relied upon for his honest and sage advice by many people in different walks of life. Today, while his physical presence is sorely missed, his way of life, his thoughts and his example inspires all of us at the Ajmera Group and we remain committed to moving forward in the footsteps of our revered Late Chairman. The journey continues for the Ajmera Group...

A Heartfelt Tribute to our Founder

FULFILLING DREAMS, ASPIRATIONS AND BUILDING ICONIC LANDMARKS







 **GREEN LIKE
THE LUXURY IT
ENDEAVOURS TO
DEFINE**



 **GREEN LIKE THE
RELAXATION IT
SEEKS TO PROVIDE**



 **GREEN LIKE THE
ENTHUSIASM IT
PROMISES TO
GENERATE**

 **GREEN LIKE THE
CLASS IT STRIVES
TO CHARACTERISE**

 **GREEN LIKE THE
SUSTAINABILITY
IT PLEDGES TO
ENDOW**

THAT'S THE AJMERA CREDO FOR BUILDING A GREENER TOMORROW...

The green of aspiration, of premiumness, of ambition...of prosperity...of sustainability...for the greener and cleaner side of life.

GREEN OF LUXURY

ENVIRON SEEPED IN OPULENCE, COMFORT, LUXURY AND SUSTAINABILITY...

From transforming barren land into enticing structures, Ajmera Realty & Infra India Limited has always been committed to converting landmasses into green biomasses which empower us to reduce our carbon footprints. A testament to Ajmera's green focus and achieving holistic living is Wadala's Bhakti Park residential project which also hosts Mumbai's largest private theme garden. A green initiative which was undertaken years before the concept of "sustainable" and "green" become regular parlance. The focus on green and clean living continues till date across all our ongoing projects and encompasses comprehensive sustainability aspects right from selection of the building material, technology used to create the structures to water harvesting, water recycling, recycling garden and sewage waste and incorporating energy saving features.

One such ongoing project in Mumbai is the first residential tower in the heart of Ajmera's i-Land, Ajmera Aeon. This 49-storey tower promises to take the definition of lifestyle and sustainable living to a whole new level and is destined to get the Green Building Certification. Ajmera Aeon is planned by Singapore-based architects Space Matrix and offers the latest in technology, clean renewable energy along with a life of indulgence and new age opulence.

Ajmera Aeon - Mumbai

