



Every day brings **new challenges.**
Every challenge brings **new opportunities.**
Every opportunity brings **new growth.**
Fuelled by growth, we **#KEEP EVOLVING**
The New Philosophy of AJMERA GROUP

34TH A N N U A L R E P O R T ARISE

2020-2021



34TH ANNUAL

REPO

"To be successful, you have to have your heart
in your business, and your business in your heart."

— Thomas Watson, Sr., former CEO, IBM

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Re-inventing through new business practices

Inspire to adopt & adapt to the new world order

Supply creation to meet demands of end users

*Example to the community exemplified by the
Ajmera Group's values*

ARISE

Rise is a small word that is fueled by the culture of our company and the way in which we function. It instills in us an aspiration for greatness, a passion to deliver beyond expectations and an attitude to welcome change and **#KeepEvolving**. It motivates us to take unprecedented steps, to be resilient in the face of disruption and look towards the future with great optimism. Our determination to RISE is how we were able to deliver value to all our stakeholders throughout the years, and it's how we will continue to do so, in the years to come.







Built on Trust

We at the Ajmera Group believe that change is the only way to retain our competitive edge and remain relevant in a dynamic & unpredictable environment. The past year was an unforeseeable calamity for the world. Like many others, we too grappled to overcome the herculean challenges that arose as a result of the nationwide lockdowns.

At a time like this, our corporate ethos, #KeepEvolving, proved to be a beacon that helped us navigate the unprecedented storms and emerge triumphant in the real estate segment.

We, at the Ajmera Group, not only managed to keep our heads above water, but also worked tirelessly to ensure that our employees, home buyers and the community were safe and well-cared for during these hard times.

The financial year of 2021 made us realize the true value of our philosophy and the power it wields in the face of adversities.

Drawing from the experiences of last year, we've chosen to amend our course and tread down a path where we:



RISE to the needs of the community



RISE above the expectations of customers



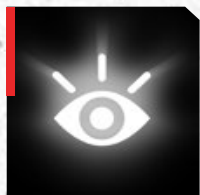
RISE at a faster pace without compromising on our principles

We are certain that this new path, will help us uphold our legacy of trust & growth that we have built over the last 52 years.

Our legacy should not only be defined by the magnificent landmarks that we create, but also by the integrity & transparency with which we create them. The Ajmera Group is remembered for the relationships it has nurtured over the years and the destinations built along the way.

RISE

of the Ajmera Group



VISION

To be a preferred and trusted company for Stakeholders through sustainable growth, quality-driven products and a 'keep evolving' mindset.



MISSION

To raise the Ajmera Group brand to greater heights by leveraging our legacy and new-age management.



VALUES

Working together towards sustainable growth through conservative debt policy, timely delivery, customer-first approach and quality above all else.

1975



Ex. Chairman, Sri. Chhotalal S. Ajmera handing over 31 apartments to L&T owner at our Andheri East Project.

OUR LEGACY

We are a real estate brand whose reputation precedes us. With a delivery track record of over **30 million sq. ft.** and over **3.5 million sq. ft.** under development in **6 cities of 3 countries**, we are well on our way to building a brand that stands taller than our high-rises.

We are the name behind some of the largest township projects across India as well as **Mumbai's largest garden, spanning 25 acres.**

We offer a **diverse product mix** that includes residential, commercial and retail constructions. Presently, we have **100 acres** of land, **half of which is already reserved** for residential projects with options ranging from mid-income to affordable luxury, across various housing micro markets.

Shanti Nagar • Mira Road



Shastri Nagar • Andheri



Bhakti Park • Wadala



MUMBAI'S DESTINATION CREATOR

We have always looked at creating landmarks that act as a catalyst for growth and development, reinforcing our firm belief that every project should add value to that destination and to its homeowners. Our first major project in the late '70s completely redefined the face of Andheri and earned us the title of **Destination & PIN Code Creator**. From then onwards, our mission has been to unlock the potential of underrated destinations and create urban hubs that put them on the map.

We are proud to say that Ajmera was the first real estate company to venture into Mira Road and build a township that changed the dynamics of the location forever. Similarly, our various luxurious projects in Andheri have helped drive up the value of the location and transformed it into a dream address for many home buyers. Our prestigious 25-acre public garden in Wadala, Mumbai's largest to date, has enhanced the neighbourhood's acceptability, resulting in an overall appreciation of the location.