

solid expertise.
solid growth.

ANNUAL REPORT 2012-13



Anant Raj Limited
(Formerly - Anant Raj Industries Limited)



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28TH ANNUAL GENERAL MEETING

Day	: Saturday
Date	: 28 th day of September, 2013
Time	: 10.00 A.M.
Venue	: Registered office of the Company at Plot No. CP-I, Sector-8, IMT Manesar, Haryana

SOLID EXPERTISE. SOLID GROWTH.

At Anant Raj, we are focused in creating long-term value for our stakeholders. We constantly strive to reach the pinnacle of perfection through our creativity, vision and professional excellence and hence are able to transform the value of our assets that only few others can.

Our strengths and capabilities in developing and managing commercial and residential projects that are transformational in terms of scale and impact have been refined over nearly 45 years. The seeds for this success on our path to the top were laid from the very beginning; and every project has been symbolic of Anant Raj being a well-anchored company.

Even the turbulent economy didn't dither our quest to succeed as we knew what was right, the process, the way to excel, when to buy, hold or sell the assets, the importance of relationships and the way to grow; as we had the expertise.

In this Annual Report, we share with you how our solid expertise has led us to solid growth.

WE KNOW WHAT IS RIGHT

Over 4 decades of experience in real estate



EXPERIENCE OF OVER
45 YEARS

ONE OF THE
BIGGEST
CONTRACTORS OF NCR

DELIVERED OVER
20 MILLION
SQUARE FEET

VISION

To be recognized as a best-in-class construction and realty company in India.

MISSION

To position Anant Raj as an Integrated Infrastructure Development Enterprise in the National Capital Region with the highest quality of construction, ethics, business standards and value creation of shareholders, investors and customers.

Anant Raj Group, since 1969, has always been a front runner in shaping Delhi and NCR's skyline. From being NCR's one of the biggest contractors to delivering quality projects within the stipulated timelines, we have come a long way.

Anant Raj Group has been engaged in construction & development activities for over 45 years. Boasting of a range of portfolio in the field of IT Parks, Hospitality projects, SEZs, Office complexes, Shopping malls and Residential projects; we have developed over 20 million sq. ft. in Delhi, Haryana, Rajasthan & the NCR region.

WE KNOW IT IS A LOCAL BUSINESS

Focus on Delhi NCR & not dilute initiative all over



Every real estate player of Delhi NCR has grown in the last few years. This growth made them re-modify their strategies and they ventured to capture other markets of India as well.

But we were always sure and stuck to our strategy to focus on Delhi NCR as we knew that the real estate is a local business. We focused on growing our strengths and hence bought land at the right locations of Delhi and NCR. We had from the very beginning focused on long term and this thought led to our success.

OUR DECISIONS WHICH LED TO OUR GROWTH

We focused and bought lands only in Delhi NCR while the others started expanding their reach and hence we became one of the very best of Delhi.

Our local knowledge and strong network led us to buying the right lands in the Delhi NCR region which had a strong potential of becoming the hot-spot location in the future.

We bought land at a very low cost during our early years and this has led to a very comfortable situation as we can only focus on constructing quality projects.

We never sold our land and this has come to our biggest advantage. We only leased to create sustainable cash flows that will build our next phase.

We focused on completely developing limited projects at a time as our main aim was to deliver as per the committed time and offering the best of quality.

WE KNOW THE PROCESS

Knowledge driven and focused



Our well established systems and process ensure optimized performance at every level. Synchronously, our unrelenting effort to be constantly innovative supplements operational excellence.

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A meticulous and integrated planning approach for every activity throughout the project lifecycle is carefully scheduled, defining actions and timelines. Micro level integrated planning is adopted at each stage to ensure that we operate with clarity, cohesion and co-ordination.

WHAT DRIVES OUR SUCCESS

Excellent ability to evaluate NCR locations that have potential for profit and growth.

Early mover advantage due to enriched knowledge and experience.

In-depth knowledge of the local area, people's behavioural pattern & practices with respect to land acquisition and construction activities.

Knowledge of planned infrastructure changes & augmentation, laws and regulations.

Knowledge of market trends and changes in demand in the NCR.

A dedicated land acquisition department with very strong network of land accumulators and brokers, associated with us for over 40 years.

WE KNOW HOW TO EXCEL

In-house expertise to deliver quality

