



Annual Report 2007-08



Executing
today
for a better
tomorrow



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A PRISM solution (www.prism.net.in)

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Disclaimer

In this Annual Report we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements - written and oral - that we periodically make, may contain forward-looking statements that set out anticipated results based on the management's plans and assumptions.

We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realized, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialize, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.



Ganesh Housing Corporation Limited (Ganesh Housing)

is one of the leading developers of real estate in Ahmedabad. The Company boasts of more than 40 years of experience in the field of land procurement and real estate development in Ahmedabad. The Company was the first real estate development Company in Gujarat to receive an ISO 9001:2000 certification for construction methodology and excellence in quality of work, endorsed by KPMG, USA. The Company is also known to adhere to IS 1893, IS 4326 and IS 13920 codes under the Bureau of Indian Standards (BIS).

The Company is currently developing several projects in the Residential, Commercial, Hospitality, SEZ's, Integrated Townships and Retail segment of Ahmedabad's real estate market.

vision

To be recognized a truly Infrastructure Development company by 2010 by creating, world class structures and beautiful home for it's customers.

mission

To offer construction products and services that provides complete satisfaction along with value and opportunity for customers, shareholders and employees.

Executing today for a better tomorrow

There is much more to real estate than just building on a land bank. While accumulating a land bank in the right place, at the right price and at the right time is important, ensuring that you develop this land bank at the right time and within the right cost is more important. And that's where our focus is in the coming years.

Execution. Execution. Execution.

Ganesh Housing puts execution ahead of everything else. We distinguished ourselves by focusing on Ahmedabad as our advantage and gradually built up an enviable developable land bank. And now, we are matching that land bank with a determined focus on execution.

Execution today, to build a better tomorrow.

Ganesh Housing has delivered over 16 million sq.ft. over the last 40 years. In the next 8-9 years, we are planning to execute over 56 million sq.ft. We will deliver residential, commercial, retail and townships, just about everything and change the real estate landscape of the city of Ahmedabad. Post our execution, Ahmedabad will be very different, boasting of some of the best real estate in India.

Ganesh Housing is executing now. For tomorrow.

And in the process, creating growth, fulfilling dreams, building smiles and delivering world class experience.

So that it enhances value. And creates a better tomorrow. Not just for investors, but for every stakeholder – customers, employees, government, architects, masons and more.

This is how.

Executing for Ahmedabad

Ahmedabad, few know, has been growing faster than the country at 10.1% since the last five years. The strength of the city, combined with our experience in executing in Ahmedabad for over 4 decades enable us to deliver consistent return to shareholders.

Executing our focus

We focus on execution. We focus on the needs of the customer. And it is this focus that will set us apart from the rest in the years to come.

Executing upon our land bank

Over the years, we have built an enviable land bank on prime land. We are planning to significantly augment our land reserves in the coming years to facilitate our growth and deliver strong returns.

Welcome to the power of execution. The Ganesh Housing experience.



Executing for Ahmedabad



Riding on the real estate boom, several companies decided to build a pan-India presence and build a land bank across the country. At Ganesh Housing, we like to do few things well. We belong to the school that likes to believe in core competency. We believe that in our industry, the margin of error is huge. One mistake can create severe consequences. And that's why we focused on just Ahmedabad, our core for over 40 years.

We have taken upon us to execute a better Ahmedabad today, for a better tomorrow.

Ahmedabad is the seventh largest city of India and acquired the 'Mega City' tag in 2005. It houses a

population of approximately 5.8 million people and is growing at a rate of 2.5%. The city which was once known for its textiles has transformed into a major IT, pharma, chemicals, retail and real estate hub. The development and implementation of all the major mega projects is likely to create more jobs, boost economy, attract capital and most importantly, promote migration to the city. This in turn will generate more demand for all verticals of real estate such as hospitality, residential and commercial complex, SEZ etc.

Consider this.

Gujarat has emerged as the leading SEZ state. Around 15,000 hectares of the state land is to be

utilized for the development of over 50 duty free enclaves. Development of SEZs was top on the priority list of the 2007 Vibrant Gujarat summit. The summit saw a huge Rs. 1.71 lacs crore worth of investment for SEZs out of a total investments of Rs. 4.65 lacs crore.

11 SEZ are set to come up in Ahmedabad district covering varying sectors such as apparel and pharmaceuticals. Ahmedabad is also set to rival Tokyo, Paris and London with the upcoming Gujarat International Finance Tec-City (GIFT) at the cost of Rs. 33,000 crore. The Centre has recently cleared 250 acres as a SEZ which will house an international techno park,



international market zone, stock exchanges and services units, international education zone, integrated townships, entertainment zone, hotels and convention centre and shopping malls. The project is targeted to generate nearly 1 million new jobs.

The Sabarmati Riverfront Development Corporation Limited (SRFDCL) envisages opening up almost 11.5 kilometres of virgin land along the Sabarmati riverbank for infrastructural development. Some of the notable features of the project are: construction of embankments on both sides of the

river; reclamation of about 162 hectares of land, retention of water in the river for throughout the year; development of wide public promenades along the entire length of the river; Business towers and Convention centres. The project, a realtor's delight will be India's first riverfront development project that will soon become a benchmark for other states to follow.

As the cost for IT/ITES operations in Ahmedabad is lower by 40-50% as compared to Tier I cities of the country, substantial potential is envisaged for future IT/ITES

investment. Ahmedabad is also developing an excellent urban infrastructure for the services economy which is largely an urban phenomenon. Info city, an IT park spread over 150 acres in Gandhinagar, has tenants like Microsoft, ACI and TCS. Since IT/ITES is a people intensive industry, the development of this industry will lead to migration of people from various parts of the country. This will lead to an increased demand for housing, hotels, service apartments etc.

Gujarat with its 41 Ports, handle 80% of India's port traffic and 20%

of its cargo. It is estimated that by 2015, Gujarat's ports will handle 39% of India's cargo. The state is aggressively promoting four private ports - Mundra, Pipapav, Kandla and Dholera. With Gujarat riding a wave of port-led development and many new ports coming up in a semi-circle around Ahmedabad, the city is all set to emerge as a major destination for trading. The private ports and the existing ones being modernised through private sector involvement will transform Ahmedabad's image from a land-locked city to a business hub. Besides, the upcoming Dholera

port could well give Ahmedabad the status of a port city. The port will handle 4 million tonnes of general cargo, containers and chemicals in the first phase of the project. In addition to this, a 25,000-acre special economic zone will also be set-up. With a world-class airport being planned between Ahmedabad and Dholera the fortunes of this city are bound to change.

The Government of India plans to develop a Dedicated Freight Corridor (DFC) linking Delhi, Mumbai, Kolkata and Chennai. The proposed DFC passes through six

states in India, of which Gujarat accounts for 38% (564 kilometres) of the total DFC length. The influence area of 150 kilometres on either side of DFC is being developed as the 'Delhi Mumbai Industrial Corridor' (DMIC). Almost 62% of the total area of Gujarat will be benefited by DMIC development. The Ahmedabad-Dholera industrial area lies within 100 kilometres of the DFC of central Gujarat and is linked by NH-8. The proximity of this project to Ahmedabad will lead to further development and activity in the real estate and construction sector.





Executing our focus

build

execution

deliver

Indian real estate has been through a structural uptrend over the last few years. Having been depressed for many years, the last five years have seen the demand rising, the supply rising and prices rising as well.

This period saw companies building massive land banks and creating size through them. Several went beyond their regions to create a pan-India presence. We are now entering the second phase.

At Ganesh, we believe that the next few years will separate us from the rest. And the single biggest differentiator will be our focus. **Focus on execution. Focus to build. Focus to deliver. Focus to perform. Focus on the consumer.**

Over the years, we have paid close

attention to what the consumer wants. It has been our constant endeavour to deliver according to the demands of the market. We have adapted ourselves to their changing needs. In 2004, we developed the first Pharma and Biotech Park of Ahmedabad. We introduced the 'Smart Homes' concept wherein homes come equipped with technologies like digital security, solar passive architecture, a wi-fi environment and smart card access. And that is why our properties have been and will continue to be easily adopted by the consumer.

Our focus on execution is one of our biggest differentiator. We have executed about 16 million sq.ft. in the last 40 years. And in the process, learnt and got ready.

Ganesh is geared to execute like never before.

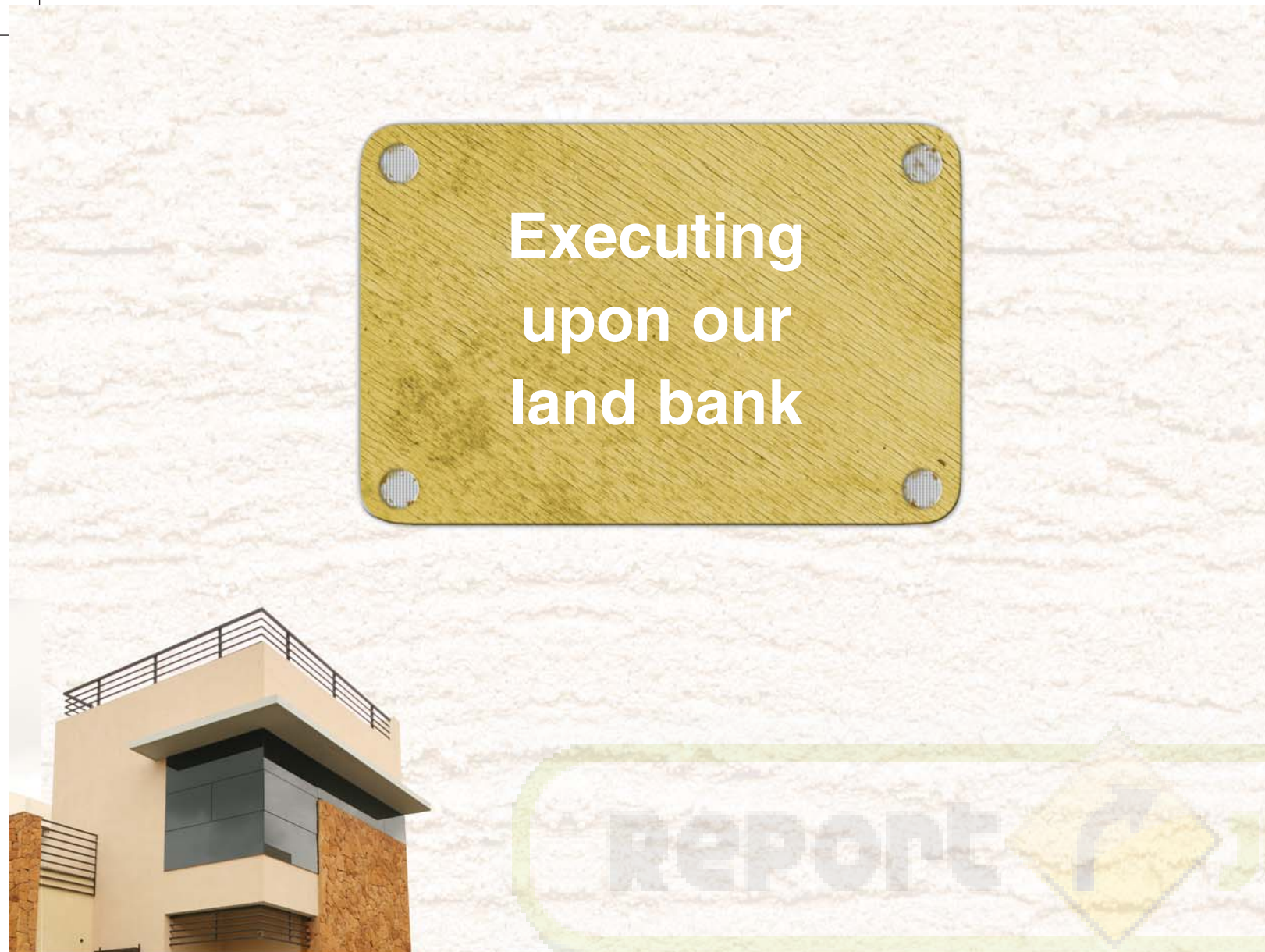
In the next 8-9 years, we plan to execute over 56 million sq.ft. This entails the ramping up of the annual execution to 56 million sq.ft. from the current 1 million sq.ft. To this end, we have decided to outsource the construction of our IT-SEZ and township projects to some of the best names in India in order to execute better and faster, while we will focus on standalone residential and commercial projects.

Timely execution is the key. Executing in time helps generate faster cash flows, which in turn help in acquiring new land bank and grow faster.

Execution adds value. And that's our core for the next few years.

consumer

performance



Executing upon our land bank



Being in the same city with a single minded focus has its own advantages. We understand the pulse of the city better. We grasp the social, economic, political and cultural changes faster. This knowledge is very critical to our business for identifying the new development areas, much ahead of the curve.

And that's what Ganesh has concentrated on, and is known for. Ganesh has been building an enviable land bank. At the time of

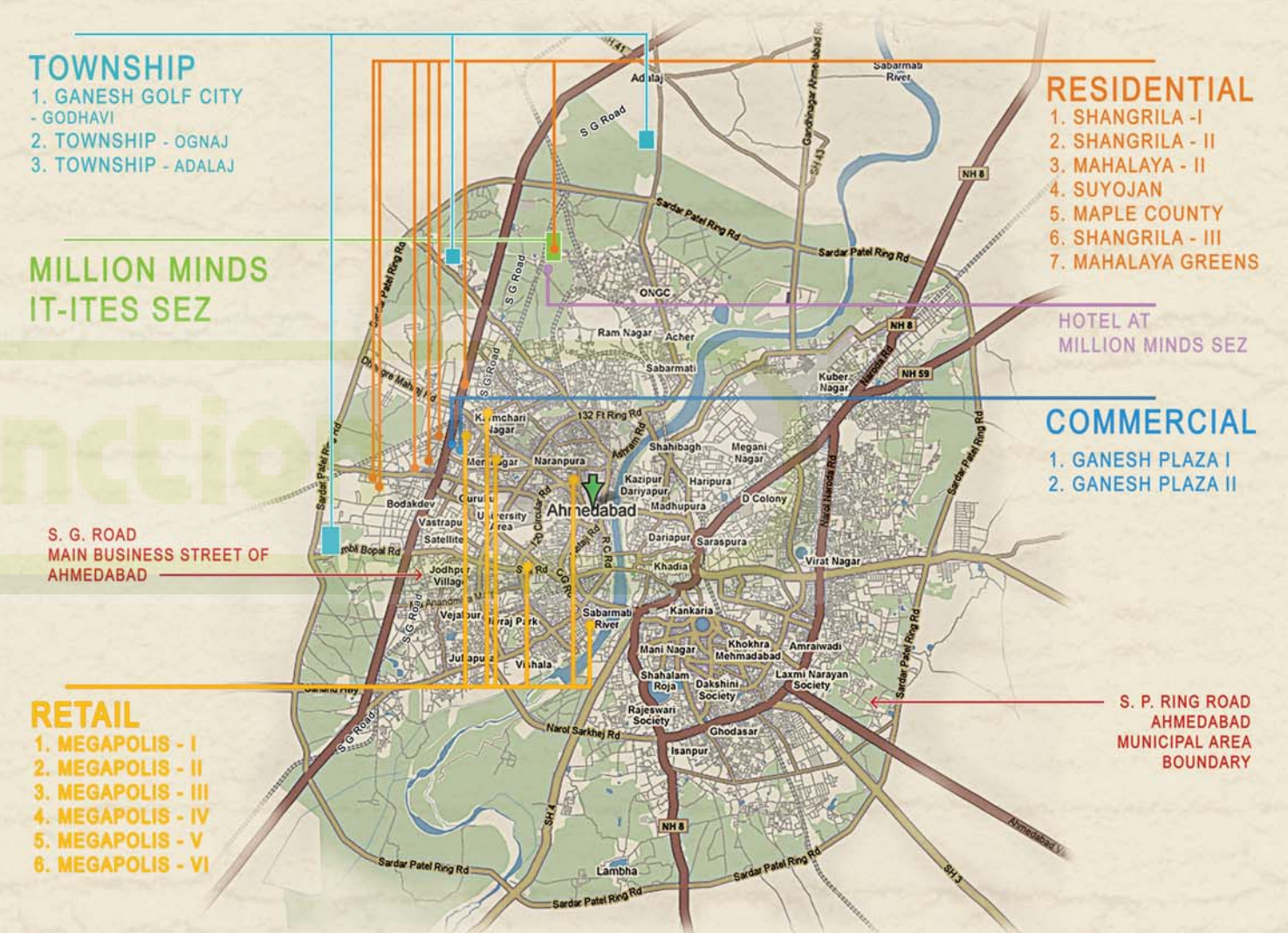
acquiring, we saw what others didn't. And we intend to continue this trend by adding substantially to our land reserves in the coming years.

Today, we have some of the best land parcels in the heart of the city of Ahmedabad. These include areas like S. G. Road, Paldi, Ambavadi, Thaltej, Ognaz, Godhavi, Adalaj and Sola. These have been acquired considering the proposed requirements for residential, commercial and retail

projects. Acquired at the right time and at the right price. Powered by our experience of over four decades and established through a network of farmers, vendors, government officials and clients. We are the largest land holders in Ahmedabad and one of the largest in Gujarat.

A good land bank at the right price ensures longevity for the company and adds scale and growth. And this creates value. For a better tomorrow.

Our Diversified Portfolio in Ahmedabad



Executing tomorrow

Residential

With a construction and development portfolio of more than 16 million sq.ft., your Company has around 3.5 million sq.ft. of residential development proposed for the coming future.

At present, three residential projects namely, Shangri-La, Shangri-La - II and Mahalaya – II are being implemented. In the coming year, we will implement two new residential projects namely, Maple County and Suyojan.



Shangri-La



Shangri-La - II



Mahalaya - II



Mahalaya Greens



Suyojan



Maple County

Commercial

Ganesh Plaza - I and Ganesh Plaza - II are located strategically on prime developing areas. These state-of-the-art corporate hubs will be boasting of highlights like an anti-tropical environment, multi-level parking and a well defined entry point along with foyer space amongst others.



Ganesh Plaza - I



Ganesh Plaza - II

IT / SEZ

Spread over approximately 155 acres and designed by well known architect Hafeez Contractor, an IT-SEZ is being developed behind Nirma University on S.G. Road. Aptly named Million Minds, the SEZ will include business towers, land plots for IT companies, a hotel and hospital, schools, an international business center and an eco-zone amongst others.



Million Minds

Integrated Townships

A sprawling 450 acre integrated township just 20 kilometres from the international airport is another of your company's venture that is being hugely anticipated. Christened 'Smart City', this township at Godhavi has an exclusive 120 acres, 18-hole golf course along with 155 golf villas and 2,700 luxury apartments ranging from 3000 sq.ft. to 6000 sq.ft. Amenities amongst others include shopping malls, a helipad, schools, hospital, hotel, a country club and multiplexes.

Other projects scheduled for construction include townships at Adalaj and Ognaj. Both these state-of-the-art undertakings are located within close proximity of S. G. Road, the business hub of the city.



Township - I



Township - II

Retail

In the coming years, your Company's Megapolis brand is slated to emerge as a significant player in the vibrant retail market of Ahmedabad. Its forthcoming retail agenda includes the Megapolis (I, II, III, IV and V) series of malls, multiplexes and hypermalls across the city. Three of these, the Megapolis III, IV and V are planned to be located within close quarters of each other in and around the business hub of S. G. Road.



Megapolis - I



Megapolis - II



Megapolis - III



Megapolis - IV



Megapolis - V