

# SMALL THINGS MAKE BIG DIFFERENCE



ANNUAL REPORT 2009

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## TAKING SMALL STEPS TO SAVE THE PLANET



A journey of a thousand miles begins with one small step.

In today's fast-paced world, where everything is available at our fingertips, it becomes essential to remember that there is more to life than the immediate moment. Businesses today are soon realizing that they need to take a long, hard look at the future, and assess the long-term impact of their actions on stakeholders, society, and the environment at large.

We at Ganesh have adopted this futuristic approach not just in our business, but also in our day to day life. We have vowed to take special care of the environment, and do whatever we can, in our own small way, to improve the quality of life of the people around us. While we understand that these are tiny measures, we believe that it is small steps in the right direction that will slowly but surely take us to a glorious tomorrow.







# OUR PAST, PRESENT AND FUTURE

**GANESH HOUSING**  
CORPORATION LIMITED



Housing is a primary necessity for the rapidly growing population of India. Realizing the need for quality residential spaces, Ganesh Housing Corporation began its story 40 years ago. This story was revealed to the public in the form of an IPO in 1993 by Shri Govind Patel.

Shri Govind Patel's philosophy was that great projects don't just happen; they grow from the hands of skilled, talented, and creative people. It is this thought process that has led to us developing 16 mn sq ft of residential space, enjoying an enviable reputation for quality workmanship and fair pricing, and timely completion of projects like Ratnam, Maniratnam, Maniratnam - 2, Shangri La, Shangri La - 2, Mahalaya, and Suyojan.

The next few years will see Ganesh Housing, in keeping with the emerging economy of India, develop a portfolio that spans affordable housing complexes, organized retail complexes, an IT SEZ, and a golf housing project. These projects will cater to the needs of the growing economy and the young population of the country.

The key to the success of our company is our attention to detail, which not just generates profits for shareholders, but also makes a huge difference to community.



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From the 1990s when Ganesh Housing Corporation Ltd was listed as a public company, you have entrusted the company with your hard-earned money that you wanted to see growing as an investment. As the founder-promoters of the company, we have made the effort to make sure that your trust in us is not misplaced. The key features of the company that make it a good investment are:

1. **FOCUS ON THE REGION OF OUR EXPERTISE:** We have always focussed our energies on development in and around Ahmedabad, the city that the founder-promoters of your company know very well. Building on our knowledge of the city and insight into the history of development in Ahmedabad, we have successfully predicted the development of new suburbs or the improving image of middle-income group localities where land is going at affordable prices.
2. **FAST MOVERS:** Your company has many firsts in creating residential space in many areas of Ahmedabad. We have always moved quickly to seize opportunities offered by government policies, economic factors or real estate trends. The first mover advantage is backed by our expertise and commitment towards time-bound completion of each project.
3. **A REPUTATION FOR QUALITY:** Ganesh Housing has become a household name because of our company's ability to create innovative and economical products without compromising on quality, and finish the project according to the promised deadlines. The trust in your company is the reason why we are always able to get customers for our projects, regardless of the market economics.
4. **AN EMPHASIS ON EXPERTISE:** We work with a consortium of highly skilled and proficient professionals, consultants and specialists in construction and design disciplines to create innovative and quality products, offering comfort with modern amenities balanced by environmental values, which makes each project sought after by customers, without losing sights of profits and company growth.
5. **LAND BANKS AND FUTURE DEVELOPMENT:** With an eye to the future, we have built a huge land bank in key locations that will ensure our future growth.
6. **BRAND BUILDING:** Our initiatives towards being a responsible brand in every sense of the term from the design and quality of construction to our commitment to social and environmental values, together with smart and responsible promotions and public relations, makes every stake-holder proud of being part of the Ganesh Housing Corporation family.





# MAKING A DIFFERENCE TO OUR CUSTOMERS

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Ganesh Housing Corporation is recognized by customers for having built residential areas that offer a lifestyle of substance, style, culture, safety and security. Intertek, USA (earlier KPMG), awarded your company the ISO 9001:2000 certificate following their audit of quality management systems during which they reviewed our procedures, processes and outputs. The fact that we are the first in Gujarat and among the few national construction majors to get such a certificate for construction methodology and quality work speaks volumes for the quality benchmarks that we set. We also have satisfied IS-1893, IS-4326 and IS-13920 code under the Bureau of Indian Standards. Some of the key elements of our projects are:

1. **USAGE OF QUALITY STANDARDS:** Our projects hire the best of architects, designers, engineers and construction specialists, high-end materials, with an eye on finesse that is reflected everywhere in the property from the facade to the interiors.
2. **TIMELY COMPLETION OF PROJECTS:** After acquiring the land and announcing the project, Ganesh Housing undertakes to complete the construction of the housing within the stipulated time. The quick implementation and execution of our projects is a hallmark of the company's image for customers, as they can plan their move to new residential spaces, which we plan to carry forward to our techno parks, retail complexes and other projects as well.
3. **COMMON FACILITIES:** Each of our projects provides for shared facilities like paved roads, street lights, common plots, recreational areas, landscaped gardens, security, service lines for communications, electricity and drainage, water supply, paved parking spaces and maintenance support. Thus, a customer buying a property in our housing estates gets the best value for money compared to building an independent house.
4. **COMFORT AND MODERN AMENITIES:** We are providing wifi, internet, satellite TV and other facilities at many of our projects.
5. **EARTHQUAKE RESISTANT STRUCTURES:** We were among the first developers in the state to start applying earthquake resistant technology.
6. **SAFETY AND SECURITY:** Each of Ganesh Housing's upcoming residential projects ( 12 lac sq ft. in all ) will offer smart card access and laser beam peripheral security for residents.



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