



BUILDING
EXCELLENCE
WITH
LOCATION,
PLANNING &
VALUE
STRATEGY.
MAKES OUR
CUSTOMER
SMILE



Building a nest is one of the most important events in life of birds. Birds are very careful and selective in choosing the location of their nest. The nest has to be located in a place that is safe and secure. Once the place has been selected, birds go about meticulously building their nest, twig by twig, ensuring that the nest is strong, comfortable and lasting. It is in this nest that eggs will stay sheltered till they hatch. It is in this nest that these young birds will remain protected till they grow up.



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BUILDING EXCELLENCE WITH THE LPV STRATEGY ... makes our customer smile

For most, buying a Real Estate is the biggest investment decision. It is the culmination of a lifetime's aspirations, a fulfilment of cherished dreams and a reward of years of planning. It is a decision that is as much about the future, as it is about the present.

It is a decision that goes beyond money; it involves emotions and sentiments. It is a decision for a lifetime of happiness.

At the heart of right Real Estate is **LOCATION, PLANNING AND VALUE**. It is the unique combination of a good Location, efficient Planning, and optimal value that creates a matchless Trio.

To create this LPV Strategy, a real-estate developer needs to have strong pillars of experience and expertise, knowledge and knowhow, integrity and adaptability. This Strategy is not only about developing Real Estate, but is about constructing future; it is not only about building homes, but it is about building relationship and trust. It is about pursuing and building excellence.

At Ganesh Housing, we have been pursuing excellence, nurturing aspirations and shaping dreams for more than four decades in Ahmedabad – the mega-city that is one of the fastest growing cities not only in India but in the world. Our commitment to quality and long-term value creation has elevated us as one of the most renowned real estate player in Gujarat. With a spotless track record in execution and delivery, we already have 9 million sq. ft. of residential and commercial projects under execution.

At Ganesh Housing, we firmly believe that real-estate sector has evolved into a service sector. Our customers trust us with their faith. For Ganesh Housing – Customer's Smile is our real asset.

Your smiles are our real estate



THE RIGHT LOCATION

5th Avenue, New York

Midtown, Manhattan

Kensington Palace Gardens, London

Connaught Place, New Delhi

Malabar Hill, Mumbai

These are some of the most expensive properties in the world. And what makes them so much sought after is : LOCATION

Of all the important factors that influence the value of a property, location weighs in as the most important factor. It is location that establishes the underlying value of any property.

At Ganesh Housing, we have always given paramount importance to the location for our project – be it residential, commercial or office.

LAND BANK

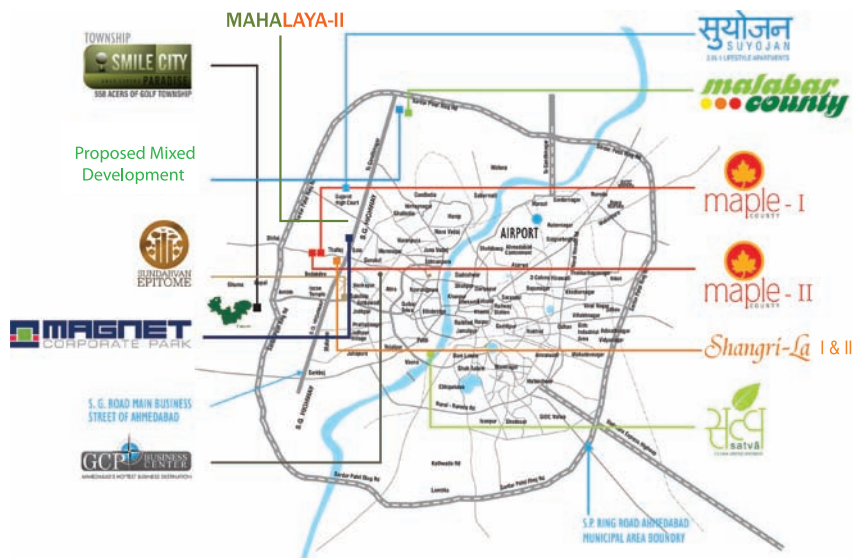
The real-estate business is simply creating value by constructing on land. But what creates true and lasting value is determined by the location of the land. At Ganesh Housing, we have ensured that all the

land that we have acquired for our present and future development projects has one common and recurring theme – LOCATION.

AHMEDABAD

All our land bank is in the mega-city of Ahmedabad, the sixth largest city in India and the second largest prosperous city in western India after Mumbai. It is one of the emerging financial hot-spots in the world and has some of the best infra-structure projects in the country like the Gujarat International Finance Tech-City (GIFT) which has won the World Finance – WN Media Award for 'Best Industrial Development





and Expansion' and the Bus Rapid Transport System (BRTS), started in 2009, which has been awarded the USA International Sustainable Transport award besides plethora of other awards/accolades..

EXPERIENCE

As one of the most experienced real-estate developers in Ahmedabad with a proud history of over forty years and a string of successful projects, Ganesh Housing has pioneering expertise and inimitable advantage in identifying not only existing prime land locations, but more importantly, emerging locations with a future growth potential and prospect.

Within Ahmedabad, the land parcels we own are in top localities, ranging from S. G. Road to Satellite and Ambawadi. Each land parcel is carefully evaluated with respect to its connectivity, safety and infrastructure.

STRATEGY

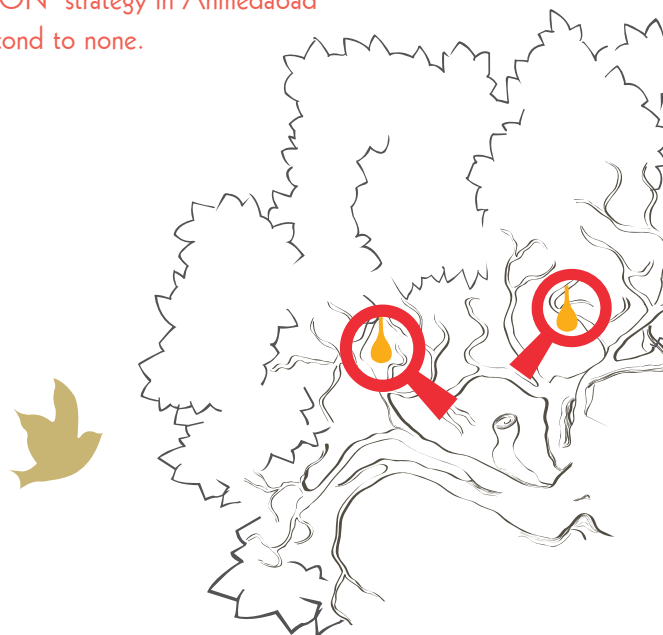
All our residential projects are located in close vicinity to educational institutions, markets, entertainment zones, hospitals and temples. They are all in safe, secure and prestigious neighbourhoods with assured availability of conveyance and communication amenities.

We uniquely match residential projects to the area and location of our land. In locations like Satellite and Thaltej, we have our high-end,

luxurious lifestyle residential projects like Sundarvan Epitome, eco-friendly bungalows and apartments at Maple County and Shangri-la. In middle-income locations like behind Nirma University Road and at Paldi, we have our affordable housing projects - Malabar County and Satva.

Our premium commercial projects, Magnet Corporate Park and GCP Business Center are located at S. G. Highway and Memnagar with clear advantages in closeness to airport and railway station, linkage to public transport, proximity prime areas with ease of accessibility.

At Ganesh Housing, with wide range commercial and residential projects at top locations, we have a **LOCATION** strategy in Ahmedabad that is second to none.





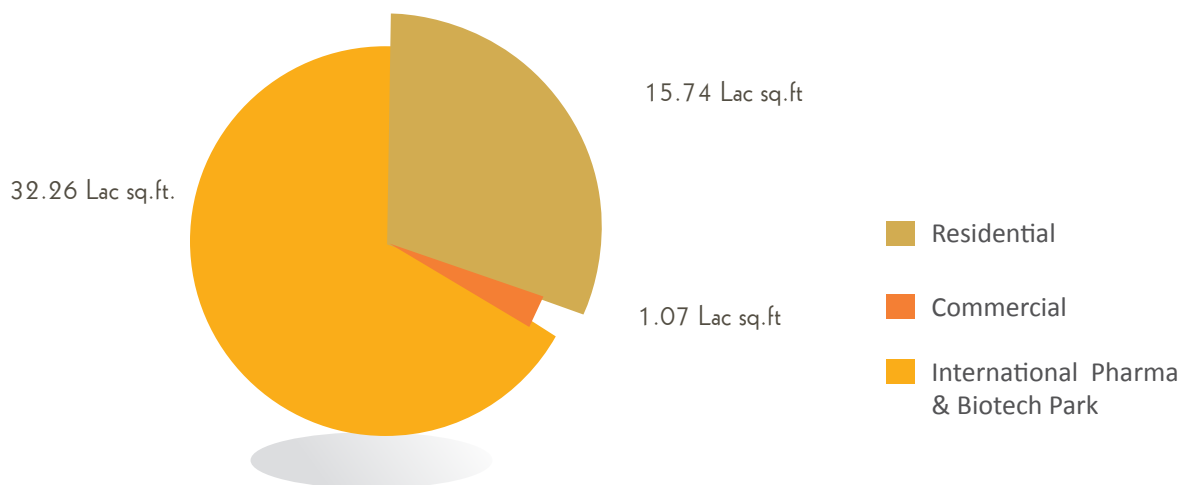
THE EFFICIENT AND ACCURATE PLANNING STRATEGY

To leverage and capitalise the strategy of a good location requires the power of Efficient and Accurate Planning. EFFICIENT AND ACCURATE PLANNING combines effort with efficiency, expertise with experience, and know-how with knowledge.

PROJECTS COMPLETED

PROJECT NAME	PROJECT TYPE	LOCATION	AREA (sq. ft.)	SALES VALUE (₹ crores)
Maniratnam	Row House	Vasana	80,320	7.5
Maniratnam II	Row House	Vasana	120,061	10
Mahalaya	Bungalow	Thaltej	138,595	14
Shangri-la	Bungalow	Thaltej	263,925	85
Shangri-la II	Bungalow	Thaltej	76,725	22
Mahalaya II	Bungalow	Sola	138,600	33
Ratnam	Flat	Vasana	196,380	10.5
Satva	Flat	Paldi	328,680	64
Suyojan	Flat	Sola	228,960	50
Maple County	Flat	Shilaj	432,000	114
GCP Business Centre	Shop & Office	Memnagar	107,309	58
International Pharma & Biotech Park	Industrial Park	Matoda & Sari	3,226,743	18

RESIDENTIAL AND COMMERCIAL PROPERTIES DEVELOPED TILL DATE





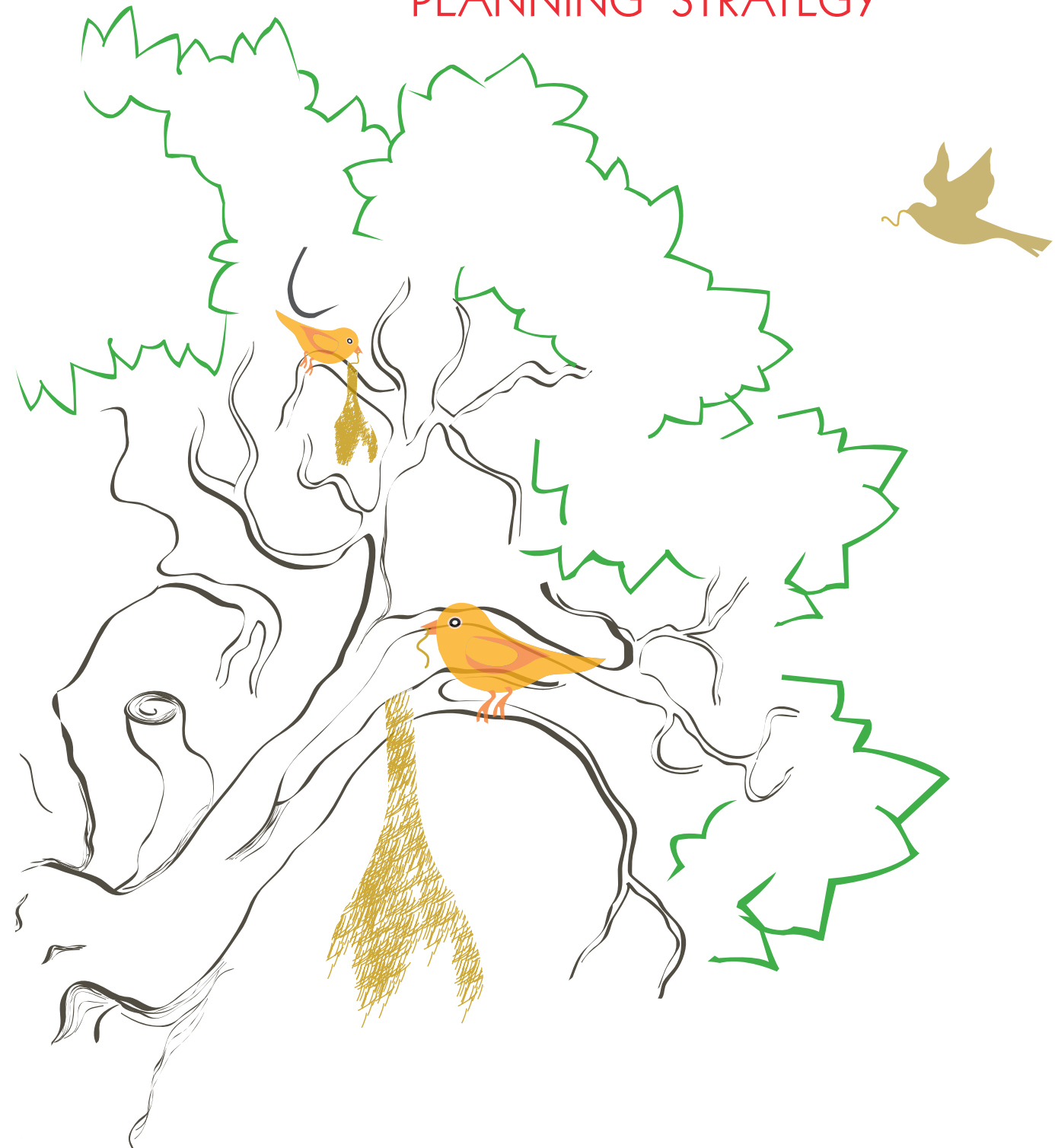
CURRENT AND FUTURE PROJECTS

PROJECT NAME	SEGMENT	AREA (million sq. ft.)	STATUS
Malabar County	Residential	0.75	On going
Sundarvan Epitome	Residential	0.23	On going
Madhuban Hills	Residential	0.35	On going
Maple County 2	Residential	0.43	On going
Magnet Corporate Park	Commercial	0.62	On going
Malabar County 2	Residential	0.70	Planned
Smile City 1 and 2	Township	27.0	Planned
To Be Proposed	Mixed Development (Integrated residential, commercial and retail)	12.0	Planned





THE EFFICIENT AND ACCURATE PLANNING STRATEGY





EFFICIENT PLANNING

The acid-test for converting a parcel of land into a prime real estate asset is in efficient and accurate planning. It involves a whole gamut of strategic and tactical decision making around multiple functions like project management, operations, quality control, manpower management and sales and marketing. Only when all these diverse aspects work seamlessly and simultaneously does a project get completed within time and match the highest levels of quality and design to delight the Customer.

EXPERTISE AND EXPERIENCE

In a vibrant and ever-advancing city like Ahmedabad, there are many micro-pockets of development spread all over the city. Each such pocket has its typical mix of residential and commercial projects. One of the most critical aspects of planning is finding the best-fit project for every land parcel.

It is here that the vast experience and expertise of Ganesh Housing of over forty years proves to be an unbeatable advantage. Our knowledge of Ahmedabad - its geography and topography, its people and demographics, its present and future, is both incisive as well as insightful. We are successfully able to ascertain which sort of project will work out the best and create highest value for us as a Company AND our customers as buyers.

This is because we are one of the oldest developers in Ahmedabad and we have an extensive and exhaustive knowledge of the local rules and regulations. We remain updated with every change of statutes. Almost all our projects get the requisite clearances within the appropriate time. This makes our entire land bank a DEVELOPABLE LAND BANK.

EXECUTION

One of the biggest challenges in the real-estate business is EXECUTION. Developing Real Estate is a complex operation involving specialised skills and labour. It calls for both speed as well as caution. It requires highest levels of team-work of qualified and experienced planners, architects, engineers, supervisors and workers.

At Ganesh Housing, we carry out our best efforts to meet deadlines for execution of projects. We have our in-house team that tracks and monitors all our projects on a day-to-day basis. With 6-9 projects going on at any given time, we leverage one of the strongest advantages of economies of size, scale and scope.

Our average time for completion of a residential project is 1.5 to 2 years. In spite of making immense efforts for executing the project within timeline we have never compromised on quality. Whether it is the materials used in construction or fittings inside, only the highest quality is used. We strive in improving utilisation of amenities and facilities with more possible automation and efficient way of using machines. At Ganesh Housing, we take pride on developing real estate that is not only strong and durable, but also aesthetically beautiful, ecologically sustainable and environmentally friendly.

At Ganesh Housing, all our projects are delivered in quality, in class and in time!

With efficient and accurate planning, we ensure our customers lock-in their investment for shorter time. They get possession faster and start smiling earlier!

For us as a Company, efficient and accurate planning results into more Smiles and Highest Satisfaction to our Customers.

Powered by EFFICIENT PLANNING, Ganesh Housing has ambitious goal involving construction of a staggering 5-6 million sq. ft. in the next 2-3 years .

THE OPTIMAL VALUE STRATEGY

When right location is multiplied with efficient planning, the resultant product is OPTIMAL VALUE every time.

We have always believed in this simple, basic and fundamental principle to our business.

JUDICIOUS LAND

Land is the biggest component of the overall cost in a real-estate project, making it the single most-important factor. Advance Planning and Location identification gives an edge in buying land at lower prices. Once a land is acquired at a low cost, the project is going to become value-attractive and value-efficient.

At Ganesh Housing, this fact is embedded deep inside us.

That is why, every land parcel that we have acquired till now has been acquired judiciously and after a thorough analysis and evaluation. Because our land bank has one of the lowest costs acquisition, we can always deliver the highest value to our customers with our projects that are always reasonable and affordable.

POWER OF FOCUS

Ever since we begun, Ahmedabad has been our focus, and we have not shifted this focus in the last forty years.

Being Ahmedabad focussed has resulted in tremendous economies of size and scale as multiple-projects are being executed simultaneously. From materials to manpower and from supply-chain to supervision, all costs are spread, calculated and divided between many projects. On the other hand, bundling procurement for all projects ensures consistency in the quality of materials. By leveraging economy of scope, all our projects have latest amenities like RO water purification systems, hi-tech security, solar street lights. This also helps in avoidance of delays due to supply fluctuations. The combination of low land costs and savings in construction costs are all passed on to our customers, creating compelling value advantage.

TRANSPARENCY AND TRUST

Optimal value, we believe, goes beyond the numbers proposition. When customers buy our properties, they are assured of value that is both long-term and lasting.

