

Delivering
Best of
the Best

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Every company today aspires to produce the best and deliver the best. In short, to be the best in all.

The very concept and idea of best has become commonplace and commoditised in a crowd where everyone promises and proclaims to be the best.

Best has become indifferent and indistinguishable.

At Ganesh Housing Corporation Limited, it is in our nature to go that extra mile and stay a step ahead of being the best. We have constantly endeavoured to push boundaries, re-define rules and establish new

benchmarks. We have persistently strived to deliver not just the BEST, but the BEST OF THE BEST.

Our philosophy, vision, mission, strategy and plans are all ensconced and embedded in our simple approach and sincere intention to deliver

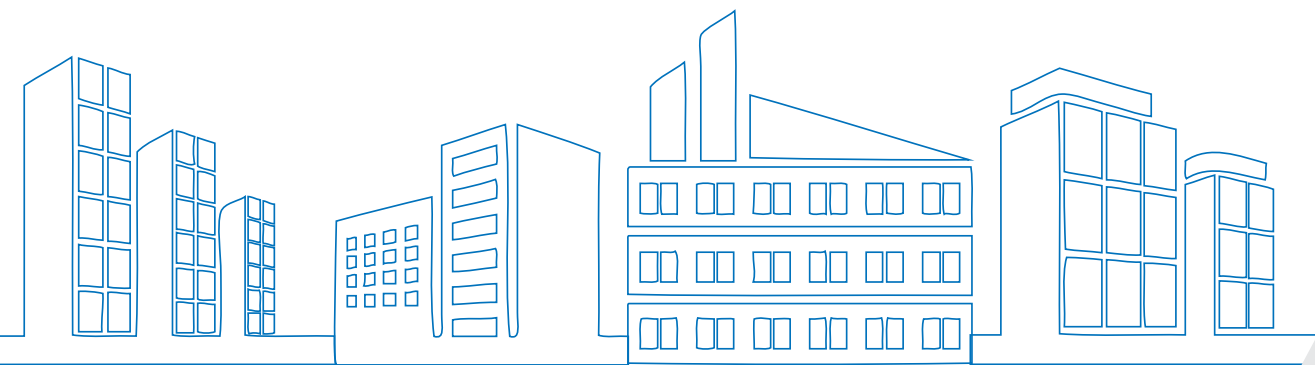
And to share our success with each and every one of stakeholders:

- Our customers
- Our investors
- Our employees
- Our city
- Our society
- Our community

Because,

Best of the Best

Its in our nature





Maple Tree Garden Homes is expected to be complete by May 2018. The project has seen a very encouraging response with over 27 per cent of homes booked.

The total monetisation opportunity of the project is over ₹ 800 crores.





Maple Trade Centre is expected to be complete by May 2017. Around 37 per cent of the total space has already been booked.

The total monetisation opportunity of the project is almost ₹ 200 crores.



Alfresco homes with personal gardens, open-air shopping and offices

...all this for the first time in Ahmedabad!

GANESH HOUSING CORPORATION LIMITED HAS A RICH LEGACY AND A PROVEN TRACK RECORD OF DELIVERING MARQUEE PROJECTS IN AHMEDABAD FOR THE LAST FOUR DECADES. WE HAVE ALWAYS TAKEN THE LEAD IN EMBRACING NOVEL APPROACHES AND LATEST TRENDS IN OUR PROJECTS, CONSTANTLY STRIVING TO CREATE NEW BENCHMARKS AND LANDMARKS THAT DELIVER THE BEST OF THE BEST IN TERMS OF INNOVATION, VALUE, AESTHETICS AND LIFESTYLE.

WE HAVE EMBARKED ON OUR MOST ASPIRATIONAL PROJECT TILL DATE THAT PROMISES TO PUT AHMEDABAD ON THE MAP OF PREMIUM INTERNATIONAL CLASS HOMES AND OFFICES.

MAPLE TREE GARDEN HOMES – VERTICAL BUNGALOWS

For the first time in Ahmedabad, we are developing a residential project inspired by the famous French Alfresco style open-garden homes.

Maple Tree Garden Homes is located in the prime location of Thaltej off SG Highway in Ahmedabad. Spread over a vast expanse of 439,395 sq. ft. of which 80 per cent is earmarked for residential development, the project has 512 unit of 3BHK, 4BHK and 3 BHK Penthouses. What makes every home unique is the fact that every unit has its own personal garden in addition to the 90,000 sq.ft. of central gardens and club-house space!

And to complement this luxurious, peaceful and relaxing homes are the best of modern amenities that include 2 home theaters, club-house, swimming pool, squash courts and kids' play area. You can enjoy life with your family and friends in natural surrounding with calm and greenery all around.

The Metro station is only 700 mts. away from this Project!

The entire MAPLE TREE GARDEN HOMES has 44 blocks and a total saleable area of 13,53,744 sq.ft.



MAPLE TRADE CENTRE – OPPORTUNITIES MAXIMIZED

Maple Trade Centre is the commercial development and part of the Maple Tree Garden Homes project that promises to become one of the most sought after office addresses in Ahmedabad.

Ideally located between heart of western Ahmedabad, Maple Trade Centre offers a spectacular view of the SG Highway. The project takes office space to the next level of elegance with deep design and meticulous planning, with best of the best location.

From sprawling ultra-modern parking spaces to the breath-taking grand foyer, from an imposing atrium to a choice of garden-café, indoor restaurant and coffee shops, from upscale health club with gym and spa to state-of-the-art business centre, Maple Trade Centre the perfect choice to take business to the next level with Opportunities Maximized.

Maple Trade Centre offers office spaces ranging from 750 sq.ft. to 4,000 sq.ft. The total saleable areas is 341, 147 sq.ft. comprising 13 storeys.

MAPLE SHOPOLA – OPPORTUNITIES MAXIMIZED

Maple Shopola brings for the first time in Ahmedabad a unique open-air shopping arcade developed on the French Alfresco concept that will change the neighbourhood shopping experience forever.

A single walk-way connects over a 66 shops. Maple Shopola consists of shops below the Maple Tree Garden Homes residential towers as well as Maple Trade Centre. The total saleable areas of Maple Shopola Project is 1,33,883 sq.ft.



Maple Shopola is expected to be complete by May, 2017. More than 66 shops have been booked.

The total monetisation opportunity of the project is over ₹ 110 crores.

Mega Projects on the Horizon

At Ganesh Housing Corporation, we have always moved with the times. Today, India is fast progressing ahead as one of the leading economies in the world. The Indian real estate space is reflecting and mirroring this tremendous shift. Always ahead of the curve, we are ready to two mega projects in Ahmedabad.

Ahmedabad is today one of the fastest growing cities in the country. In the last decade, the city has seen some of the biggest infrastructure projects like the Bus Rapid Transit System (BRTS), Riverfront, Outer Ring Road (ORR) project and Gujarat International Finance Tech City (GIFT) at Gandhinagar. GIFT has been declared as the IFC (International Financial Centre) and will have all the facilities and infrastructure that is at par with the top financial hubs like Singapore, Dubai, Hong Kong and Luxembourg. As world is aware, Ahmedabad has begun its journey to be called as one of the largest Auto hub in India. Companies like Maruti, Tata, Honda and Ford have already started operations and constructions to create a new facility.

These developments, complemented by supportive government policies and the entrepreneurial spirit of citizens, have made Ahmedabad a preferred investment destination for investors across India as well as the world to invest in Ahmedabad, opening up prospects for the development of mega projects in the city.

AT GANESH HOUSING CORPORATION LIMITED, WE ARE PLANNING TO LAUNCH OUR TWO MEGA PROJECTS IN LINE WITH THE HUGE OPPORTUNITIES ON THE REAL ESTATE HORIZON IN AHMEDABAD.

SPECIAL ECONOMIC ZONE (SEZ)

We have 80.83 acre land parcel located within the Ahmedabad Municipal Corporation. We plan to launch an IT & ITES SEZ project here that will comprise of integrated development. The total developable area could be as high as 12 million sq. ft.

The SEZ project will be completed in phases over a period of 4-5 years, and is expected to have a monetisation value of approx. ₹ 36-40 billion.

Malabar County 3

Continuing upon the tremendous response and appreciation of our residential projects Malabar County 1 and Malabar County 2, we are planning to launch Malabar County 3.

Malabar Country 3 will be developed at Tragad, near SG Road. This residential project comprises of a total construction area of around 9,12,450 sq. ft.

The total projected sales value is approximately ₹ 260 crores.



SMILE CITY 1 & 2

Smile City has been one of the largest and most ambitious projects of Ganesh Housing Corporation Limited.

The Smile City project comprises of Smile City 1 and Smile City 2, and is an integrated township project.

In Smile City 1, Ganesh Housing Corporation Limited holds a 69.1 per cent stake with Monsoon India Infrastructure Direct II, partnering with a 30.9 per cent stake. The project is planned to be developed through a joint venture Special Purpose Vehicle (SPV) named Gatil Properties Pvt. Ltd.

Smile City is located in premium western part of Ahmedabad that is fast emerging as one of the key growth hot-spots in the city. The project is at a distance of only 4.5 kms. from the Ahmedabad city limits.

The entire township will be spread over an area of 506.23 acres and will be developed in two phases over a period of 5-6 years

This integrated township is estimated to generate revenues of approximately ₹ 52 billion.

Smile City 2 is a solely owned by Ganesh Housing Corporation Limited.

It is located adjacent to Smile City 1 and spread over an area of 106.15 acres. Smile City 2 will have total developable area of 4.6 million sq.ft. and will be developed over a period of next 4-6 years.

Smile City 2 is expected to generate a revenue of approximately ₹ 21 billion.

Chairman's Message



AT GANESH HOUSING CORPORATION, WE HAVE ALWAYS BEEN FIRM IN OUR BELIEF AND VALUES: WE HAVE NEVER SHIFTED OUR GEOGRAPHICAL FOCUS AWAY FROM AHMEDABAD, WE HAVE CONSTANTLY ENDEAVOURED TO CREATE AND DELIVER A VALUE PROPOSITION THAT GIVES OUR CUSTOMERS THE BEST VALUE FOR MONEY.

Dear Shareholders,

Year 2014 will be remembered as a year of structural and bold reforms ushered in by a government that is determined and committed to put India back on the high-growth track. Most developed economies continued to struggle in their quest to generate higher outputs, and even a powerhouse like China saw its GDP rising by 7.4 per cent in 2014, its lowest in the last three decades. In contrast, and underpinned by the directional reforms, the Indian economy re-bounded strongly with a 7.3 per cent GDP growth rate for the fiscal year 2014-15. India re-emerged as a hot investment destination with the International Monetary Fund calling it the only bright spot in the global economy.

However, the scenario of real-estate industry in the country continued to remain depressing. The real-estate sector has been reeling under the combined effect of subdued demand and inventory pile-ups. To make matters worse, the rising burden of input costs as well as high interest rates have further pressurised all the sub-segments of the sector : residential, commercial and retail. This grim situation has lasted for over four years now, and has cast its long shadow on the real-estate sector in Ahmedabad as well. In spite of being one of the fastest growing cities in the country, the real-

estate market in Ahmedabad too was affected by these industry-wide factors that saw demand falling, resulting in oversupply of inventory, and thus, stagnation of prices.

But we felt last year was good for commercial real estate and that is the first sign since businesses, big and small, have started expansion. So, ray of hope persists in the Ahmedabad market. This year, it appears that the real-estate sector will see a turn-around.

Here is why :

1. The government has given a huge boost to the sector through regulations like notification by SEBI in respect of Real Estate Investment Trust (REIT) and the amendment to FDI rules reducing the size of minimum built-up and capital required for foreign investors. This bill bring see change in bringing long term, structural, huge capital into real estate market.
2. Initiatives like building 100 Smart Cities and Housing for All by 2020
3. Reduction in housing loan interest.

These are major initiatives that will have a positive impact on the real estate sector in India, reviving demand both from home buyers as well for office space.