

Annual Report
2020-21

**GANESH
HOUSING**
CORPORATION LIMITED



**PLAN.
PREPARE.
PROCEED.**



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Please find our online version at

<http://www.ganeshhousing.com/financial-information.html>

DISCLAIMER : This document contains statements about expected future events and financials of Ganesh Housing Corporation Limited, which are forward looking. By their nature, forward-looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is significant risk that the assumptions, predictions, and other forward-looking statements may not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as a number of factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements. Accordingly, this document is subject to the disclaimer and qualified in its entirety by the assumptions, qualifications and risk factors referred to in the Management Discussion and Analysis section of this Annual Report.





**PLAN.
PREPARE.
PROCEED.**

The three steps to
Achieving Success are:

PLAN PURPOSEFULLY,

PREPARE PERSISTENTLY.

PROCEED POSITIVELY.

FY 2020-21 certainly wasn't kind to the economic environment of the world. Humans fought a severe health crisis and widespread disruptions in business activities landed us in a limbo. However, despite an upwind, organisations with the right attitude and aptitude to inculcate sudden change have been able to tide over the crisis.

Ganesh Housing Corporation Limited implemented the 3 Ps— Plan, Prepare, and Proceed— to meet the pandemic's challenges head-on. We planned and prepared newer ways to proceed with a spark of readiness. We charted new paths to explore the opportunities, which we believe are a mandatory silver lining behind every patchy challenge. Amalgamations, expansions, and restructuring were some of the trending terms across our organisation, which laid the platform of driving positive change amid a defiant scenario. Our positive attitude reaffirm our flexibility and resilience, which are essential qualities needed to adapt to new situations and create opportunities to curate superior value for our stakeholders.

GANESH HOUSING

AT A GLANCE

One of the leading players in the organised housing and construction.

Established in the year 1991 and headquartered in Ahmedabad, Gujarat, Ganesh housing Corporation Limited (otherwise 'Ganesh housing', or 'the Company') is specialises in the residential sector. Our prowess has allowed us to explore the commercial, retail, Special Economic Zone and township format of the real estate industry.

The Company's offerings are perfectly complemented by its thoughtful management, ongoing innovation, and consistent delivery of high-quality spaces to its customers. This has allowed Ganesh Housing to not only strengthen its presence but also expand its proficiency in commercial and retail segments. The Company endeavours to create spaces which not only offer ultimate comfort and modern amenities but also respect and value the environment. With one of the largest developable land bank in the city, which is around 27.83 million sq. ft (639.13 acres), the company has the potential of developing 52.37 million sq. ft. of space in coming years. The Company's ISO 9001-2008, ISO 14001 : 2004 & OHSAS 18001 : 2007 certifications speak volumes for its construction methodology and quality work.



VISION

- ▶ To be the most trusted, transparent, and admired real estate developer



MISSION

- ▶ To continuously innovate and use the latest technology to provide high-quality spaces to our customers
- ▶ To build a strong team and a solid corporate culture in order to ensure a dynamic work environment and that the customer needs are taken care of to the best extent possible
- ▶ To set up and build standard processes to establish transparency and gain customer trust
- ▶ Contribute and participate directly in social causes to uplift society, especially in the fields of education, healthcare, and community development





CHAIRMAN'S MESSAGE



We are facing this crisis with great strength, a result of years of prudent and proactive management of the business. We lay our full focus on our business today and the year ahead. Given the challenging external environment enveloping the global and Indian markets, we foresee a radical metamorphosis in customer preference and the trend towards housing.



Dear Shareholders,

I hope you and your near and dear ones are safe and healthy. The COVID-19 pandemic dominated the entire FY 2020-21 and still continues to create disruptive impact on the lives and livelihood of people across the world. In our history of three decades, we have not experienced anything like this pandemic before. But as they say, challenges always give you the opportunity to revisit yourself and change the approach, we also brought about several changes to our strategy and strengthened our core, while adapting to the new normal.

FY 2020-21 was the most toughest year on record as a residential market already struggling for survival was forced to deal with a collapse in residential demand caused by the pandemic induced lockdowns in Q2 FY 2020-21. It seemed unlikely that the subsequent economic fallout would allow market demand to revive in any meaningful way. However, once the initial panic subsided due to our improving understanding of the fight against the pandemic, economic activity resumed, and market forces rationalized over the latter half of the year.

Measures such as the moratorium on loans, reduction in housing loan rates and an extension of RERA completion deadlines allowed developers to survive immediate financial capitulation, but only a revival in homebuyer demand could make a material impact on developers' fortunes. The broad-based income disruption caused by the pandemic weighed heavy on market sentiment. However, homeownership has traditionally been a coveted aspiration of the average Indian and the acute loss of security felt by the masses during the worst of the pandemic only reinforced this sentiment. That, coupled with home loan interest rates at multi-decade lows of sub 7%, a substantial correction in apartment eventually seem to have convinced homebuyers that this was an opportune time to buy into the market.

FINANCIAL HIGHLIGHTS

INCOME: Total Income decreased to ₹ 182.04 crores in FY 2020-21 from ₹ 277.33 crores in FY 2019-20.

EBITDA: Earnings Before Interest, Tax and Depreciation increased to ₹ (37.73) crores in FY 2020-21, from ₹ (50.41) crores in FY 2019-20.

PAT: Profit/ (Loss) After Tax increased to ₹ (105.25) crores in FY 2020-21 from ₹ (119.63) crores in FY 2019-20.



OPERATIONAL HIGHLIGHTS

We have a strong belief in Ahmedabad's future, especially the city's emerging areas. We are also planning to launch new residential projects that qualify under the Affordable Housing Segment as per the new guidelines. Given the city's potential and our belief in its redevelopment prospects, we are planning to tap the opportunities in Ahmedabad for assisting co-operative housing societies in redevelopment.

Your Board has decided to amalgamate Sulabh Realty Private Limited, Malvika Estate Private Limited and Gitanjali Infrastructure Private Limited with the company. These companies are having land in their Balance sheets and due to amalgamation, it will unlock value to the equity shareholders of the company. This strategic decision will provide impetus to growth, enable synergies and focused management control. It will also help us build a stronger asset base which will result in bolstering the asset/capital base and balance sheet. Resulting in stability, better economic control, flexibility and capability to undertake large projects, thereby contributing to enhancement of future business potential. In this pursuit we will be able to optimally use our pool of resources, while integrating them for creating an overall shareholders' value and strengthen competitiveness.

COVID RESPONSE

We, at Ganesh Housing, faced this crisis with great strength and will continue to do so. This resilience, however, isn't an overnight invention but, rather, a result of years of prudent

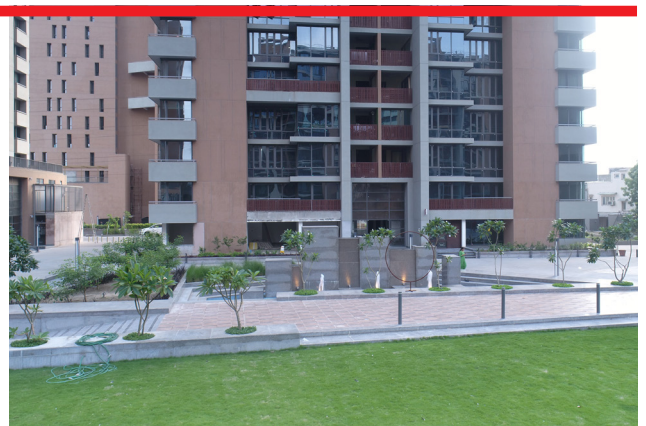
and proactive methods. At Ganesh Housing, the priority now is to resurrect and more than make up for the time and resources lost in the pandemic. Given the challenging external environment enveloping the global and Indian markets, we foresee a change in customer preference and a shift in trend when it comes to rented housing. With the pandemic causing disruptions right from the grass root levels, it is questioning a layman's ability to continue living in a rented house. We anticipate a high demand for residential properties in the times to come as the situation gradually returns to normal. Being rightly placed in the Affordable Housing Segment, we expect to be benefitted from these supporting tailwinds.

Today, when I look back on the path we have travelled and come so far in the past 30 years, it gives me a sense of pride and confidence in our strong and diverse team, who have evidently performed well and given their best against even the harshest challenges. It is, after all, the people who make an organisation work. This, of course, would not be possible without unstinted support from our valued customers and partners. One can only pen down a sincere thank and for the valuable support we keep getting, we will forever be humbled. I would also like to thank my fellow Directors, our senior leadership team, and stakeholders for their resolute faith in our vision. Together, we shall create a more prosperous and positive future!

Regards,

Dipakkumar G. Patel

Chairman



PLAN. PREPARE. PROCEED.



IT ALL STARTS WITH THE FIRST P: PLAN.

It is when you have a plan that you know how and what you can. However, a plan isn't a map from Point A to Point B, a plan is everything in between too. Especially in the space we work, a plan is essentially all the little details that need to be accounted for. What is to be done? What opportunities can be expected? Who, When, How: All of these questions are crucial in the plan-making steps.

And more importantly, a plan considers the challenges and risks of the path too. So, an essential and inevitable part of a good plan is the preparation, which not only factors in the opportunities but also the risks.



AT GANESH HOUSING, THE SECOND P: PREPARE,

is what drives our everyday strategy. It is a part of the plan here to prepare for come what may. With such bullet-proof strategising, our confidence and momentum come as a natural product.

Over years of experience, we have gained these capabilities to plan, prepare, and perform as well.



HOWEVER, AFTER EVERY BENCHMARK SUPERSEDED, WE MUST EMBARK ON THE THIRD P: PROCEED.

The way ahead is a map of returns for each stakeholder associated with us. We proceed with a larger, more efficient, and collective group. The recent consolidation has ensured creation of a larger combined entity, and synergies in the businesses besides economies of scale. Combining all functions and operations has not only resulted in enhanced financial performance but has provided benefits in the form of managerial and technical expertise, and financial resources too, thereby enhancing shareholder value.





CORPORATE INFORMATION

BOARD OF DIRECTORS

Mr. Dipakkumar G. Patel

Chairman & Whole Time Director

DIN: 00004766

Mr. Shekhar G. Patel

Managing Director

DIN: 00005091

Ms. Aneri D. Patel

Non-executive Director

DIN: 06587573

Dr. Bharat J. Patel

Independent Director

DIN: 00944269

Dr. Tarang M. Desai

Independent Director

DIN: 00005100

Mr. Ashish H. Modi

Independent Director

DIN: 02506019

CHIEF FINANCIAL OFFICER

Mr. Rajendra Shah

COMPANY SECRETARY

Ms. Priti Kapadia

STATUTORY AUDITORS

M/s. Purnesh R. Mehta & Co.

Chartered Accountants

Ahmedabad

FRN: 142830W

INTERNAL AUDITORS

M/s. J. M. Parikh & Associates

Chartered Accountants

Ahmedabad

FRN: 118007W

SECRETARIAL AUDITORS

Mr. Anand Lavingia

[ACS: 26458]

Practicing Company Secretary

Ahmedabad

AUDIT COMMITTEE

Mr. Ashish H. Modi - Chairman

Dr. Tarang M. Desai – Member

Dr. Bharat J. Patel – Member

Mr. Shekhar G. Patel - Member

NOMINATION & REMUNERATION COMMITTEE

Mr. Ashish H. Modi - Chairman

Dr. Tarang M. Desai - Member

Ms. Aneri D. Patel - Member

STAKEHOLDERS' RELATIONSHIP COMMITTEE

Mr. Ashish H. Modi - Chairman

Dr. Tarang M. Desai - Member

Mr. Shekhar G. Patel - Member

CORPORATE SOCIAL RESPONSIBILITY COMMITTEE

Mr. Dipakkumar G. Patel - Chairman

Mr. Shekhar G. Patel - Member

Dr. Tarang M. Desai - Member

BANKERS

Tamilnad Mercantile Bank Limited

ICICI Bank Limited

HDFC Bank Limited

Axis Bank Limited

REGISTERED OFFICE

Ganesh Corporate House

100 Feet Hebatpur-Thaltej Road,

Nr. Sola Bridge, Off S. G. Highway,

Ahmedabad – 380 054

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Website: www.ganeshhousing.com

E-Mail: secretarial@ganeshhousing.com

Dedicated E-mail for Investors: secretarial@ganeshhousing.com

REGISTRAR AND SHARE TRANSFER AGENT (RTA)

MCS Share Transfer Agent Limited

101 Shatdal Complex, Opp. Bata Showroom,

Ashram Road, Ahmedabad – 380 009

Phone: +91-79-26580461, 26580462, 26580463

E-Mail: mcsstaahmd@gmail.com