



BIGGER. BETTER. FASTER.

THE STORY OF HOW WE ARE BUILDING
ONE OF INDIA'S MOST SUSTAINABLE
REAL ESTATE DEVELOPING COMPANIES

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Bigger. Better. Faster.

‘Slowdown?’

When we first heard this word, we could have responded like everyone else.

We could have issued an order to our troops: ‘Let the storm blow over.’

On the contrary, we passed the word around: ‘Don’t believe everything you hear.’

And that made all the difference.

Enabling us to emerge bigger, better and faster.

**When people
said ‘Slowdown’,
we knew that it
would not just
be necessary to
perform.**

**It would now
be necessary to
outperform instead.**



At Kolte-Patil, ‘outperform’ meant that our land aggregation team responded with ‘The slowdown is the best news we have heard in a long time as available land parcels are likely to be cheaper.’



At Kolte-Patil, ‘outperform’ meant that our sales people said, ‘Super! A slowdown means we can now provide our customers the option to pay cash down and buy an apartment – no gestation.’



At Kolte-Patil, ‘outperform’ meant that our construction teams said, ‘Excellent! A slowdown provides us with an opportunity to deliver on time and reinforce our brand.’



At Kolte-Patil, ‘outperform’ meant that our collection team said, ‘Good! Since our customers are not likely to spend their savings elsewhere, they are likely to pay their apartment instalments faster.’



At Kolte-Patil, ‘outperform’ meant that our finance team said, ‘The slowdown will make it possible for us to leverage our superior credit rating and negotiate a lower cost of debt.’



At Kolte-Patil, ‘outperform’ meant that our investor relations team said, ‘Splendid. The slowdown means that now we will be able to position the Company as the preferred proxy of India’s real estate sector.’

Come to think of it, the real estate market has been in an extended slowdown for more than five years...

And yet, Kolte-Patil has only grown faster



A+ /Positive

Further strengthened our credit rating from A+/Stable to A+/Positive



28

Increased pre-sales volume (in %)



6

Increased collections (in %)



21

Increased spends on project execution (in %)

**That brings us
to a fundamental
question: When
it is bad news for
our sector, why is it
good news for us?**

**The answer:
Dream different.**

**At Kolte-Patil,
'Dream different'
means we don't trust
fashionable financial
jargon or the flavour
of the day.**

**We trust our knowledge
acquired over the years
instead.**

A different way of doing business



Most people asked, ‘Aren’t you focused on becoming the biggest real estate player in India?’

We said we would rather be the best instead.



A number of people asked, ‘What are you doing to grow your topline?’

We said we would rather build our cash flows instead.



A number of people asked, ‘When are you going to become a truly pan-India brand?’

We said we were happy being the largest in Pune and a growing player in Mumbai and Bengaluru.



A number of people asked, ‘Why don’t you integrate backwards to land ownership?’

We said we would prefer to focus on efficient construction instead.