





### WHAT ARE YOU DOING?

This was the question asked of three bricklayers at a construction site. The first bricklayer was quick to respond, "I am laying bricks, of course. Can't you see?"

The second bricklayer had a different reply to the same question. He said, "I am laying bricks in a straight line to build a wall."

The third bricklayer didn't hear the question the first time. He apologized and said, "I am sorry, I was absorbed in my work. To answer your question, I am helping build a home."

All their responses were right, but how different they were! How you see it has a profound impact on how you do it. The following pages attempt to show how it applies to our work.

> This annual report has been designed as a report cum flipbook. Flip fast through the pages - starting from the cover to the back page.

> Check the space on the bottom of the right hand page.

### WHAT ARE YOU SEEING?

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### NOT JUST PERFORMANCE BUT PURPOSE



The Olympics Flame. Of course, a symbol of performance, but more importantly, a symbol of purpose - continual dedication to excellence; come what may.

At Nila Infrastructures, excellence is seen both at Means and End levels. The End level translates as delight for the client and end-user from our projects; the Means level comprises of the quality of processes that make such delight possible.

Both delight and quality rise above any transitory circumstances like the current state of the economy. The economy may rise or fall, but excellence is forever.



# BUT HOMES





The Grihastha or Householder. The stage of life, or Ashrama, considered the fulcrum of all four stages of life in ancient India. This is because the householder or the family unit supports all the other stages. Thus, it is the epitome of care and nurture.

Nila Infrastructures shows care and nurture in the way residential projects are taken up and completed. Projects are designed to fit needs and budgets. Because, the fact of the matter is that a home is the only space an individual can exclusively call his or her own: to relax, recoup and prepare for the day ahead. It is the only aspect of life, which supports all aspects of life.

Projects are also designed to fit deadlines and quality guidelines. The company has tied up with an international PMC to manage and complete projects within time and cost.



## BUT SPEED

# NOT JUST STATIONS BUT SPEED



The Hourglass. An icon that stands for time and productivity. Time is essential for both leisure and work, or for the work-life balance of all individuals. In simple terms, it is a valued commodity in both public and private life. Nila Infrastructures puts a high premium on both its own and others time. It believes life is all the more richer if every citizen has more time to spendat work in projects or areas of interest; at home with family and friends. That is why the company is proud to be an important part of the internationally awarded BRTS (Bus Rapid Transport System) project in Ahmedabad, Gujarat.

The bus corridor system is the primary reason the common man in Ahmedabad is getting to workplaces and other destinations faster. It is also a major reason why more and more people are switching from their twowheelers to a public mode of transport: one that is safer and eco-friendlier because of lower carbon emissions overall.



#### THE COMPANY IN A NUTSHELL



#### Business

The company's operations revolve around two broad business spectrums – real estate and infrastructure. It specializes in the business bands of residential real estate and urban infrastructure. The company develops its own residential projects as well as undertakes construction contracts for reputed private developers and government institutions.

#### Performance

Although recession has gripped the economy and put the real estate sector in a tight pinch, Nila Infrastructures Ltd has sustained its performance without any dips. Total turnover of the company has remained nearly steady – from R 91.09 crore in 2010-11 (FY11) to ₹ 90.62 crore in 2011-12 (FY12). Gross Profil rose slightly from ₹ 17.27 crore in FY11 to ₹ 18.07 crore in FY12. Because a tax concession attached to the company's Asmaakam project was lifted following its completion, the Profit After Tax (and before extraordinary items) declined marginally from ₹ 13.47 crore in FY11 to ₹ 12.44 crore in FY12.

#### Credentials

A Sambhaav Group Company based in Ahmedabad, Gujarat, Nila Infrastructures is a public limited company incorporated on 20<sup>th</sup> February 1990 and listed on BSE (Bombay Stock Exchange).