



ANNUAL REPORT 2011-12

DIVERSE STRUCTURES. UNIFORM SUCCESS.



P R E S T I G E   E S T A T E S   P R O J E C T S   L T D

*There is an old maritime saying, 'No wind blows fair for the ship that has no destination'. At Prestige we are very much alive to where we want to be as a company. Our goal is to be the preferred choice for customers across asset classes, through dint of strategic planning, proven quality and timely delivery.*

*In 2011-12, we have navigated ourselves to our destination with complete focus, demonstrating signal success and performing beyond what we promised on every parameter. Our sales, revenues, collections and lease rentals have grown at healthy rates, continuing the trend of previous years. We realise that success is a ongoing journey and every port we dock at in our voyage signals the commencement of a new one. This year we embarked into new markets and plotted out several new projects to address specific audience needs.*

*Every step we have taken has been the result of carefully considered thought and planning. The result is there for everyone to see as the falcon continues to scale greater heights and expand its reach to wider geographies.*

In a Challenging **2011-12**, compared to its  
previous year, Prestige reported:

Record sales of Rs. 21,127 mn, a growth of **53%**

Area sold - 4.91 mn sft, an increase by **164%**

Leased 3.12 mn sft, a growth of **61%**

Cash Collections of Rs. 13,354 mn,  
an increase of **85%**

Reclaimed the prestigious **DA1-** the  
**Highest Developer Rating** by  
Crisil, India's leading credit rating agency

Reinforcing what our stakeholders have always believed  
... **if it is Prestige, it must be  
different**

**Disclaimer:** In this annual report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements – written and oral – that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.



A vintage map with a rolled-up scroll and a pocket watch. The map is aged and yellowed, with a compass rose visible in the bottom left. A rolled-up scroll lies diagonally across the top left. A pocket watch with a circular face and a chain is positioned in the bottom center. The background is a warm, golden-brown color.

# Plotting more projects

In 2011-12 we launched 7 new projects, spanning over 12.89 million sqft of developable area. That's a growth of 55% over last year! This includes Prestige Bella Vista our first residential development in Chennai, which saw phenomenal sales. The foreseeable future thus presents a picture of uninhibited growth.



# Burgeoning collections

In 2011-12, our collection figures totalled Rs.13,354 million. Compare this to the previous year when we collected Rs.7,225 million, and you'll see a growth of 85%. That's also 11% more than our guidance value of Rs.12,000 million. All of which paints a picture of increasing customer confidence and a promise of sustained growth.








# Consistently ascending sales

We have registered a 53% growth in sales at Rs. 21,127 million compared to Rs. 13,850 million during the previous year. That's well above our guidance value of Rs. 15,000 million. This is not a flash in the phenomenon either. Our sales has grown consistently at a similar rate over the last three years.





# Increased lease rentals

On the leasing front we continue to show consistent growth. We have leased out 3.12 mn sqft of commercial and retail space and our lease rental income has grown by 13% to Rs.1,693 million in 2011-12 (previous year Rs. 1,497 million). What's more, the outlook for the next three years is extremely positive. Our total annualised (exit) rentals for the current year has been Rs. 1,870 million and we expect to raise this to Rs. 2,250 million by the end of the next fiscal. Going forward we are looking to touch incomes of Rs. 5,000 million from this business on an annualised basis by 2014-15.

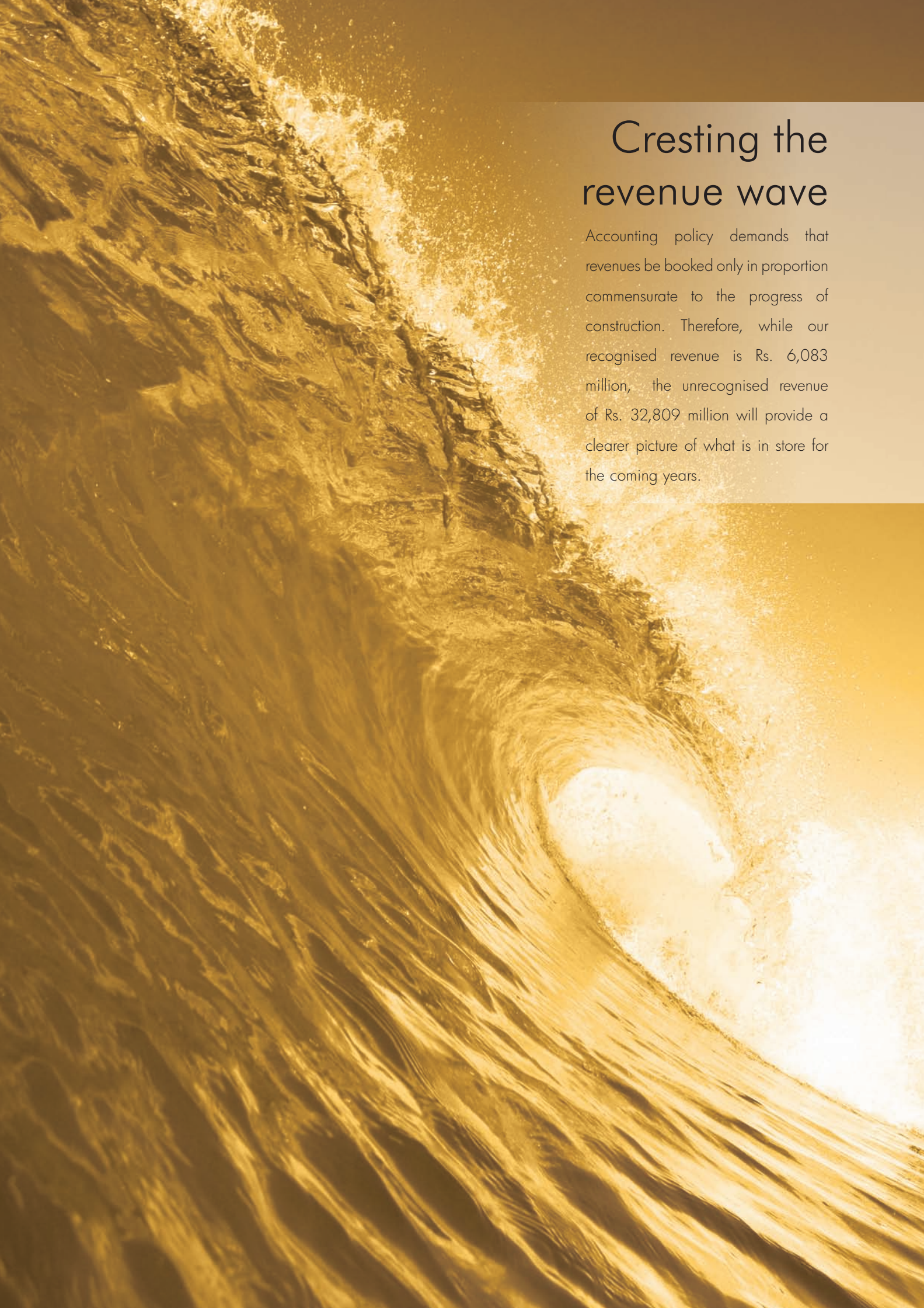




# Constantly venturing into new markets

Continuing with our policy of always exploring new territory, we have already made an entry into Hyderabad, Kochi, Mysore, Mangalore and now we have entered the residential arena in Chennai with Prestige Bella Vista. The development was a first of its kind in Chennai and evoked unprecedented response registering sales of over 35% in just three months!





# Cresting the revenue wave

Accounting policy demands that revenues be booked only in proportion commensurate to the progress of construction. Therefore, while our recognised revenue is Rs. 6,083 million, the unrecognised revenue of Rs. 32,809 million will provide a clearer picture of what is in store for the coming years.



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