

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



SHINE ON...



A N N U A L R E P O R T 2 0 1 2 - 1 3

The Shining Jewel
in the Crown of
Indian Real Estate.



For over two and a half decades, one name has been consistently shining brighter in the firmament of Indian real estate – Prestige.

As with the finest gemstones of the highest quality, we apply the three Cs of Cut, Clarity and Carat to our business to ensure that our every development is a diamond of the first water.

A Cut above - *Our offerings are all Cut to exacting specifications, shaping themselves to reflect the needs of our customers and exceed their expectations of brilliance.*

Clarity beyond compare - *As befits the finest diamonds, our every transaction is carried out with utmost clarity and transparency, with absolutely no 'inclusions'.*

Caratage without parallel - *As India's only Crisil DA1 rated developer company, we have consistently redefined standards, enhanced the value that we deliver and raised the bar for the industry.*

More new launches to power growth

We launched a total of 22 new developments in FY2012-13, representing over 10.38 million sft. These projects, which will be completed and delivered over the coming years, provide the thrust for our growth story, which promises to burgeon in the years to come.

Blue Topaz

A symbol of leadership and the ability to break new ground with success. A role that Prestige has been playing from inception as evidenced by the edifices that shape the skylines of south India's major cities.



More square feet sold - more income earned

Growth has been the story of FY 2012-13. In this financial year we sold 3,566 units totalling to 7.14 million sft, which translates to Rs.37,274 million in sales. Compared to the previous year, this marks an increase of 56%, a creditable achievement especially when compared to the industry average.



Aquamarine

A gemstone associated with foresight and visionary power. Qualities that define Prestige and are manifest in the multifarious asset classes that we are present in.

Higher rental income – healthier cash flow

Our lease-rental business helps to provide stability for our cash flows. In FY2012-13, our rental income grew by 35% to Rs.2,229 million aggregating to 2.10 million sft. This is a healthy harbinger for the future as it bolsters our confidence to aggressively expand our reach.

Sapphire

An icon of creativity and intuitive thinking. The hallmark of every Prestige development which makes it both aesthetically and technologically in a class of its own.



Collecting more to fuel growth

We have been able to give our growth plans a significantly stronger thrust as total collections in FY2012-13 grew by a whopping 47% to Rs.19,695 million. This has helped to reduce external dependence, sustain delivery standards and enhance our ability to roll out new launches.

Diamond

The ruler of successful partnerships. A principle that Prestige places great value on as seen in our many productive relationships with our associates, marketing partners and vendors.



Commanding a premium to stay ahead

In a macroeconomic scenario that had the mood of a slowdown, we increased our average realisation from Rs.4,426 per sft to Rs.5,220 per sft, a rise of 18% due to a better mix of projects and location. This achievement is also a testimony to the immeasurable value of brand Prestige, which has made customers willing to pay a premium.

Ruby

The symbol of generosity and goodwill. At Prestige we are committed to sharing the fruits of our success with the lesser fortunate members of our society, as we believe any responsible corporate organisation should.



Topline growth reflected in a booming bottomline

Ultimately, the proof of the pudding is in the profit. Our Profit After Tax for FY 2012-13 is Rs.2,908 million, up by 114% from the previous year. Nothing else can speak louder about our growth story and the pace at which it is occurring.

Pearl

The expression of purity and integrity. The reason for our success over the years has been the transparency with which we conduct our business and the reputation that we enjoy for above the board transactions.

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Prestige Neptune's Courtyard, Sky Lounge

Shot at location