

KEEP RISING

PRESTIGE ESTATES PROJECTS LTD
ANNUAL REPORT 2013 - 2014

The More We Sell, the More We Sell

Even with all the prevailing socio-political uncertainty that dogged the country, we kept the faith and the market responded in kind. We sold 26% more units in 2013-14 as against the previous year, which corresponds to a total of 7.5 Mnsft and a potential revenue of Rs.44,348 million.

One cannot fly unless one loves the sky. To be successful one has to love success; it has to beat in the heart and bubble in the DNA.

A full-page background image of a sunlit forest path. The path is covered in fallen leaves and leads into a dense forest. The ground is covered with green grass and numerous small pink flowers. Sunlight filters through the trees, creating a warm, golden glow. A large, fallen log lies on the left side of the path.

Nothing succeeds like success

There is no short route to success. It calls for a crystal clear vision, well directed passion, creative ideation, highly efficient organisation and the gumption to stay the course, come what may.

At Prestige we are living evidence of this. Every person at Prestige is consumed by a keen desire to lead, and driven by a pioneering instinct to engender new paradigms. Standards are what we set, not what we follow.

It is this attitude that places us where we are, at the apex of Indian real estate, and enables us to train our sights on still higher peaks to conquer.

Rising Higher by Launching More

Even as the pundits were talking volubly about a slowdown, we quietly went about doing what we do best, conceiving of new, pioneering real estate concepts. We launched a total of 15.67 Mnsft of developable area during the year, an increase of 51% over the previous year, which represents a total of 7527 residential units.

The higher you soar, the smaller you appear to those who cannot fly.



Beating the Odds to Deliver on Commitments

In trying times, we never lost sight of our goals and delivered a total of 3.18 Mnsft of space during the year including 1.16 Mnsft of retail space, 1.36 Mnsft of office space and 0.66 sft of hospitality space.

When the storm comes, the falcon continues to soar, while smaller birds take cover.



A full-page background image of a tropical waterfall. The water flows over several tiers of dark, moss-covered rocks. The surrounding forest is dense with various green plants, including large ferns and tall trees. The scene is captured with a long exposure, giving the water a soft, silky appearance. The lighting is natural, filtering through the canopy.

Keeping the Cash Register Ringing through Burgeoning Collections

Maintaining a healthy cash flow is key to the achievement of any business goal. With our collections standing at a robust Rs.29,408 million during the year, we were able to power ahead and accomplish all that we set out to.

Keep flowing, keep moving, because perfection is a journey not a destination.

A bald eagle is shown in flight, its wings spread wide, soaring upwards. The eagle's feathers are a mix of brown and white, with a prominent white head and neck. The background is a vast, blue sky filled with soft, white clouds. Sunbeams radiate from the top right corner, creating a bright, ethereal glow. The overall mood is one of freedom, achievement, and looking forward.

There's No Looking Down as Profits Soar

The proof of the pudding, as it were. Despite a sluggish economy and naysayers shouting from the rooftops, we continue to show remarkable growth in our bottomline with PAT this year standing at Rs.3,400 million, a year-on-year increase of 23%.

Once you have flown high, you will ever look up and never look down.

A full-page background image featuring a gnarled, ancient-looking pine tree growing from a rocky cliff. The tree's trunk is thick and twisted, with several branches extending outwards, some covered in dense pine needles. The background shows a calm ocean under a soft, hazy sky at sunset or sunrise, with the horizon line visible in the distance. The overall mood is serene and contemplative.

Giving Back More as we Gain More

Even as our numbers soar into the empyrean, our strong belief in the simple human values keeps us grounded. We never forget the path we have trekked on our way to success and we spare no effort to give back to society to which we owe our accomplishments. Through the Prestige Foundation we actively support initiatives to ameliorate the lives of the underserved and assist the governmental authorities in improving the overall standards of living.

*However high the bird may fly, she must always come to her nest to roost.
Even the tallest tree is kept standing by its roots.*

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Our Vision

To continuously exceed the expectations of our customers and employees and become a benchmark for quality in every field the Prestige Group ventures into.

Our Mission

To improve customer experiences through constant innovation and understanding, with a focus on quality and transparency of process so that when it comes to Prestige, customers come to expect nothing but the best from us.
Every time.

GENERAL INFORMATION

BOARD OF DIRECTORS

Irfan Razack	- Chairman & Managing Director
Rezwan Razack	- Joint Managing Director
Noaman Razack	- Wholetime Director
K. Jagdeesh Reddy	- Independent Director
B. G. Koshy	- Independent Director
Noor Ahmed Jaffer	- Independent Director
Dr. Pangal Ranganath Nayak	- Independent Director

STATUTORY AUDITORS

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Deloitte Centre, Anchorage II, 100/2
Richmond Road, Bangalore - 560 025

PRINCIPAL BANKERS

State Bank of India
Axis Bank Limited
The Jammu & Kashmir Bank Limited
YES Bank Limited
Housing Development Finance Corporation Limited

SOLICITORS

Kusuma Associates
Nandi Law Chambers
Anup S Shah Law Firm

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REGISTRARS & TRANSFER AGENTS

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