

Peninsula Land Limited
143rd Annual Report 2014-15



Focused on
Delivery

Forward-looking Statement

In this Annual Report, we have disclosed forward looking information to enable all stakeholders to comprehend our prospects and take 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 'anticipate', 'estimate', '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 achievements of results are subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialize, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should keep this in mind. We undertake no obligation to publicly update any forward looking statement, whether as a result of new information, future events or otherwise.

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**WE STRENGTHENED
OUR PORTFOLIO OF
PROJECTS ACROSS INDIA'S
IMPORTANT CITIES.**

**WE IMPLEMENTED ROBUST
PROCESSES TO ENSURE
CONSISTENT QUALITY AND
SCALABILITY.**

**WE ENHANCED
MANAGEMENT BANDWIDTH
AND RELIED ON BEST-
IN-CLASS TECHNOLOGY
TO ACCELERATE PROJECT
TURNAROUND TIME.**

**WE EMPOWERED OUR TEAM
THROUGH PROACTIVE
TRAINING AND LEADERSHIP
PROGRAMMES.**

DELIVERING ON OUR COMMITMENTS HAS BEEN THE PRIMARY FOCUS AREA FOR US AT PENINSULA LAND DURING 2014-15.

THIS APPROACH ENCOURAGED US
TO PUT IN PLACE THE BUILDING
BLOCKS FOR SPEEDY EXECUTION
DURING THE YEAR.

IN A LARGELY VOLATILE REAL-ESTATE
SCENARIO, WE BELIEVE FOCUS ON
EXECUTION IS CRITICAL TO ENSURE
JUDICIOUS MANAGEMENT OF
RESOURCES AND SPEEDY RETURNS.

WE HAVE PROJECTS COMPRISING
18.6 MN SQUARE FEET IN PIPELINE
FUNDED THROUGH A VARIETY OF
METHODS; FROM JOINT VENTURES

TO PRIVATE EQUITY TO FUNDS FROM
FINANCIAL INSTITUTIONS, AMONG
OTHERS.

THIS DEMONSTRATES THE TRUST
OUR CUSTOMERS, PARTNERS AND
STAKEHOLDERS REPOSE IN US.

OUR OBJECTIVE IS TO BUILD ON
THIS ELEMENT OF TRUST, DELIVER
WITH A CLEAR FOCUS AND GROW
SUSTAINABLY.

Introducing Peninsula Land



AT PENINSULA LAND, WE CREATE PROJECTS OF INTERNATIONAL REPUTE.

For nearly two decades we have worked on many landmark projects that continue to bring enduring value to our customers. Our experience and expertise have also helped elevate the quality standards and execution framework of the real estate industry in India.

We are known for our professional corporate management and a culture of consistent value addition. The result is iconic landmarks that we have created over the years. We have deep insight into key issues and challenges related to developing properties, assimilated through years of experience. We are executing residential and commercial projects in Goa, Nashik, Mumbai, Lonavala, Pune, Bengaluru and Hyderabad.

Our Vision

We envision ourselves becoming the most trusted real estate developer in India with leadership in market share and profits. We hope to achieve this by building distinctive sales, marketing and project management capabilities. Our intention is to also inculcate a high performance culture and build successful partnerships to create landmark projects.

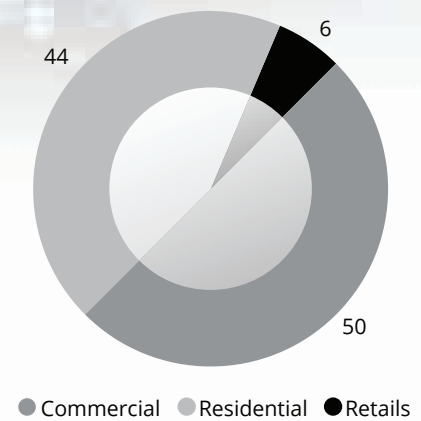
370+
TEAM SIZE

6.4
MN SQUARE FEET
OF PROJECT DEVELOPMENT
TRACK RECORD

17
YEARS OF EXPERIENCE

14,000 crores
TOTAL VALUE OF
EXECUTED PROJECTS

Revenue Mix %



Our Expertise

We are among the few real-estate players to possess well-honed skills in developing properties. Our in-house expertise and capability in project management, developmental consultancy, sales and marketing are at par with best industry standards.

We have invaluable expertise in marketing and selling space to top-of-the-line retailers, including retail outlets, entertainment companies

and restaurants. Our commercial and business complexes have been sought by MNCs. Our residential complexes cater to the aspirations of discerning customers from all walks of life.

Major Accomplishments

- Constructed Crossroads, a shopping mall in Mumbai
- Constructed Peninsula Corporate Park, a 1 mn square feet office complex
- Constructed Peninsula Technopark, a 0.9 mn square feet IT Park
- Constructed Ashok Towers, a 1.1 mn square feet residential complex comprising three towers of 31 storeys each and one tower of 49 storeys
- Peninsula Business Park, 1.3 mn square feet of premium office space, right in the heart of Mumbai

Tradition of Top-tier Execution

SINCE INCEPTION, WE HAVE ALWAYS FOCUSED ON DEVELOPING AN EFFICIENT EXECUTION MODEL. OVER THE YEARS, OUR RELATIONSHIPS WITH OUR INVESTORS, PARTNERS AND STAKEHOLDERS HAVE HELPED US CREATE VALUE FOR THE LONG TERM, DESPITE INDUSTRY CHALLENGES.

1997

Forayed into the real-estate business

2008

Raised ₹ 525 crores through QIP

2013

Embarked on a joint venture with Brookfield, Canada, for real-estate fund management

1999

Developed 'Crossroads' – one of the earliest malls, catering to international standards in Mumbai

2009

Acquisition of land for projects in South Mumbai, Pune, Bengaluru and other Tier II cities

2014

Acquired New Great Eastern Mill land, Byculia

2003

Developed Peninsula Corporate Park – the first mill redevelopment project in Mumbai

2010

Completed the construction of Ashok Towers at Parel, Mumbai

2015

Have a project pipeline of 18.6 mn square feet across India's key locations

2005

Built a low-income housing project at Kanjurmarg

2011

Completed the construction of Ashok Gardens at Parel, Mumbai

2006

Raised ₹ 156 crores through Qualified Institutional Placement (QIP)

2012

Acquired land for Celestia Spaces and completed the development of Peninsula Technopark and Peninsula Business Park

Operational Highlights

SOLD 417,705 SQUARE FEET DURING 2015 AS AGAINST 235,650 SQUARE FEET DURING 2014

RECORDED NEW SALES VALUE OF ₹ 810 CRORES DURING 2015, AS AGAINST ₹ 288 CRORES DURING 2014

COLLECTIONS STOOD AT ₹ 324 CRORES FOR 2015, AS AGAINST ₹ 185 CRORES DURING 2014

1) Residential On-going Projects

Our key residential projects, undertaken during the year, comprise the following:

Project Name	Location	Cumulative Sales Value (₹ crores)
Bishopsgate	Mumbai	467
Celestia Spaces	Mumbai	290
Carmichael Residencies	Mumbai	159
New Great Eastern	Mumbai	142
Ashok Meadows (Phase 1)	Pune	159
Ashok Heights JP Nagar	Bengaluru	93
Ashok Astoria	Nashik	101
Ashok Nirvaan	Lonavala	78
Ashok Beleza	Goa	33
Total		1,522

2) Residential Project Pipeline

Projects	Saleable Area (sq ft in 000's)	Location	Development Model
Celestia Spaces (Sewree Phase 2)	1,200	Mumbai	JV
Napeansea Road	49	Mumbai	JV
Mahadeopura	631	Bengaluru	Owned
Ashok Meadows – Phase 2 & 3	1,502	Pune	JV
Tathavade	772	Pune	JV
Mamurdi Gahunje	10,000	Pune	Owned
Sogaon, Alibaug	638	Alibaug	JV
Saral	50	Alibaug	Owned
Total	14,842		

3) Completed Commercial Office Building

Particulars	Area (sq ft)
Saleable area of Peninsula Business Park	1,294,737
Total sold up to March 31, 2015	1,285,167
Area available for Sale /Lease	9,570

We meticulously build value for our
customers and stakeholders.

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