



PODDAR
—HOUSING—
HOMES FOR LIFE

affordability availability accessibility

THE STORY OF HOW PODDAR HOUSING AND DEVELOPMENT LIMITED
TRANSFORMED THESE 3A'S INTO A COMPELLING BUSINESS MODEL

Poddar Housing and Development Limited
Annual Report 2015-16

Forward-looking statement

In this Annual report, we have disclosed the Company's objectives, expectations and forecasts to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements – written and oral – that we periodically make may be forward-looking within the meaning of applicable securities laws and regulations. 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. Although we believe that we have been prudent in our assumption, actual results may differ materially from those expressed in the statement. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions.

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Financials

The year 2015-16 was one of the most challenging for the Indian economy and its residential property development sector.

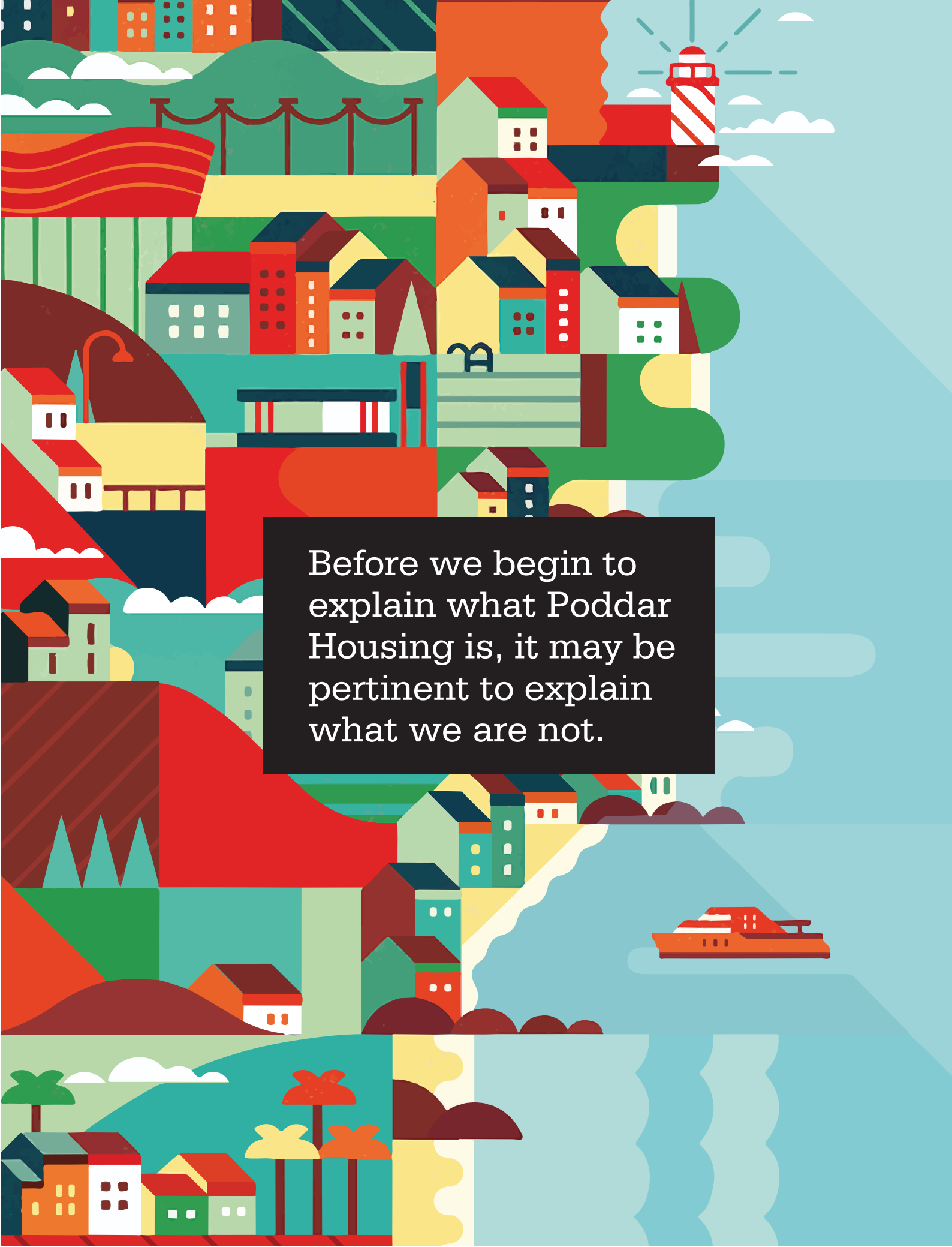
The purchase of residential apartments remained sluggish; realisations stayed flat or weakened.

In this environment, Poddar Housing reported a EBIDTA profit of Rs. 22.90 cr and margin of 18 per cent even though the company did not launch any new projects.

This performance – better than the industry average – was the result of the company's singular focus.

**Making apartments
affordable, accessible
and available.**





Before we begin to explain what Poddar Housing is, it may be pertinent to explain what we are not.

We are not another premium real estate development company. We are an affordability-focused company instead.

We are not an anonymous real estate development company working in the affordable housing segment. We are among a few distinctive, listed and organized players in this large segment.

We are not driven only by topline growth. We are governance-driven instead.

We are not driven singularly by profit accretion. We are driven by the objective to enhance residential lifestyle for Mumbai's middle-class instead.

We are not in business to merely carve out market share. We are driven by the prospect of creating an organized affordable market instead.

We are not in business to market homes at the highest price. We are excited by the prospect of making homes available, affordable and accessible instead.

We are not focused on maximising one-time profits. We are driven by the vision of long-term business sustainability instead.



CORPORATE SNAPSHOT

Poddar Housing and Development Limited has emerged as one of the fastest growing affordable residential development companies in India.

The company has addressed the broadest – low and mid-end – segments of Mumbai's residential market, the largest in India, through a combination of entrepreneurial opportunity-seeking and prudent de-risking.

We intend to emerge as one of the most respected players in Mumbai's affordable residential segment through our values and philosophy.



Broadest.
Largest.
Safest.

OUR VISION

To be the nation's largest affordable housing development company and being the most trusted brand in the industry. We shall deliver superior value to all stakeholders through extraordinary and imaginative spaces created out of deep customer focus and insight.

OUR MISSION

To enhance the quality of life of our customers, by providing high quality, holistic spaces, through a relentless focus on execution and innovational affordable prices.

OUR CORE VALUES



Honesty and Integrity

We do what is right, fair and ethical



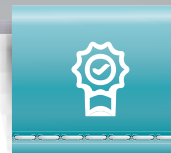
Communication

We share appropriate information in an honest and open manner.



Customer Satisfaction

We strive to exceed the expectations of our customers (internally and externally) by anticipating, understanding and responding appropriately to their needs.



Quality

We strive for professional excellence to the highest standards possible consistent with the goals of the project.



Entrepreneurial

We encourage agility of thought and action, creativity, flexibility and an innovative approach to our work.



Attitude

We are positive, enthusiastic, and have a vibrant spirit.



Teamwork

We encourage and reward teamwork.



Leadership/Initiative

We lead by example. Our actions speak louder than words.



Professional Development and Personal Skills

We advance our talents and skills to their fullest potential (as individuals, as professionals and as managers of others).



Accountability and Environment:

We are responsible for our actions and understand their impact on others, including the environment and our footprint.



Our background

The Poddar Group, one of India's oldest business houses, dates back to 1690 and enjoys a legacy of 10 generations. Historically, the family has comprised industrialists and bankers, hailing from Ramgarh in the Shekhavati region of Rajasthan. The illustrious family firm of Tarachand Ghanshyamdas was voted by an eminent Harvard professor as the most important Indian firm of the 19th century. Since then, the family has been engaged in numerous fields - textile manufacturing, automobile tyre manufacturing, steel manufacturing, food processing, education, healthcare, housing and charitable institutions.

Our business

Poddar Housing and Development Limited was established to address the growing need for affordable and value housing in and around Mumbai.

In less than half a decade, the company has emerged as one of the most respected and fast growing players in this category. The company's projects are marked by innovative design, accelerated

construction and built on low-cost land (derived through timely acquisition, joint development agreements and SRA schemes).

Our presence

By the close of 2015-16, Poddar Housing had completed one project (378632 sq.ft.) in Poddar Evergreen-III Badlapur and had four ongoing projects in Badlapur, Atgaon, Teesgaon and Chembur. The quantum of completed projects was 1431680 sq ft; the quantum of ongoing projects comprised 645958 sq ft.

The company possesses an aggregate 156 acres land bank in Badlapur, Karjat, Shahpur, Boisar, Goregaon, Teesgaon, Chembur, Mohili, Mharal and Vidyavihar – in or around Mumbai.

Formats

EWS segment: Residential units, typically 1 room kitchen apartments with an average size of less than 300 sq.ft. in carpet area. These units typically cost up to Rs 15 lacs.

LIG segment: Residential units, typically 1 bedroom-hall-kitchen apartments with an average size of 270 – 450 Sq.ft. in

Projects summary

Projects	Location	Launch Date	Year of Completion	Economic Interest	Dev. Entity	Land Area (acres)	Saleable area (sq. ft.)	Carpet Area (sq. ft.)	No. of units	%Area Sold	Status of Approvals	Current Status
Samruddhi Complex	Bhivpuri	Apr-10	Apr-14	100.00%	PHDL	8.84	4,81,332	3,51,655	1,309	100%	OC	Handed over
Poddar Evergreens – I	Badlapur	Apr-11	Aug-13	100.00%	PHDL	Part of 24.99	2,62,509	1,83,645	492	100%	OC	Handed over
Poddar Evergreens- II	Badlapur	Mar-12	Dec-14	100.00%	PHDL	Part of 24.99	3,09,207	2,14,904	627	99%	OC	Handed over
Poddar Evergreens- III	Badlapur	Aug-13	Mar-16	100.00%	PHDL	Part of 24.99	3,78,632	2,62,881	744	97%	OC	Handed over
Poddar Evergreens- IV	Badlapur	Sep-14	-	100.00%	PHDL	Part of 24.99	3,05,450	2,06,335	456	42%	NA	Under Construction
Poddar Navjeevan- I	Atgaon	Feb-13	-	79.35%	PHPL	5.83	2,48,150	1,73,258	576	80%	NA	OC of 24 Buildings received out of 36 buildings.
Poddar Aspire	Teesgaon	-	-	83.33%	PHDL	2.00	TBD	TBD	TBD	15	Planning stage	Under Construction
Bhivpuri Extension	Bhivpuri	Jul-16	-	98.00%	PHDL	0.86	46,720	33,052	128	Nil	NA	To be started
Mohili	Kalyan	-	-	100.00%	PHDL	3.19	2,40,086	1,56,794	364	Nil	Planning stage	To be started
Atgaon (Poddar Navjeevan II-VI)	Shahpur	-	-	79.35%	PHPL	28.46	TBD	TBD	TBD	Nil	NA Application	To be started
Badlapur Ext.	Badlapur	-	-	100.00%	PDL	23.55	TBD	TBD	TBD	Nil	Planning stage	To be started
Sanjay Nagar	Chembur	-	-	85.00%	PHPL	0.80	1,00,199	65,556	134	Nil	IOD/CC in progress	To be started
Mharal	Kalyan	-	-	100.00%	PHPL	17.33	TBD	TBD	TBD	Nil	Planning stage	To be started
Boisar	Boisar	-	-	50.00%	VPHPL	35.00	TBD	TBD	TBD	Nil	Land under aggregation	To be started
Goregaon	Mumbai	-	-	100.00%	SSD/PDL	3.7	TBD	TBD	TBD	Nil	Index 2- SRA	To be started
Vidyavihar	Mumbai	-	-	91.57%	PDL	1.46	TBD	TBD	TBD	Nil	Under Process	To be started
Total						156.01						

carpet area. These units are typically priced between Rs 15 and Rs 25 lacs.

MIG segment: Residential units, typically 1.5, 2-3 BHK apartments with an average size 450 – 750 sq.ft. in carpet area. These units typically cost between Rs 25 and Rs 45 lacs.

Value segment: Projects comprising relatively low-priced residential units within city limits. Our first project will be launched in Chembur. These units typically cost between Rs 65 and Rs 90 lacs.

Our brands

Poddar Housing positioned its offerings around 'Homes for Life'. The company created three sub-brands (operates across economically weaker section, low income group, mid-income group and value segments) to address customer profiles diverse.

- Poddar Svakam: Rs 7.5 to Rs 20 lacs.
- Poddar Anantah: Rs 15 to Rs 50 lacs.
- Poddar Spraha: Rs 60 to Rs 90 lacs.

Listing

Poddar Housing's shares are listed on Bombay Stock Exchange. The Company's market capitalization was Rs 716.79 cr as on 31 March 2016. The promoters held a 61 per cent stake in the company as on that date.

Certifications

Poddar Housing and Development Limited has been assessed and certified for ISO 9001:2008.

Awards

- Poddar Housing was adjudged as the 'Most Promising Brand' in the category of real estate by World Consulting and Research Corporation - Ernst & Young for 2014.
- Poddar Housing was conferred the 'Preferred Customer Choice Affordable Housing of the Year' award by Lokmat-National Awards for Excellence in Real Estate & Infrastructure in 2015
- Poddar Housing was awarded the 'Most Ethical Company Award' in real estate by India's Most Ethical Companies – Conference and Awards in 2015

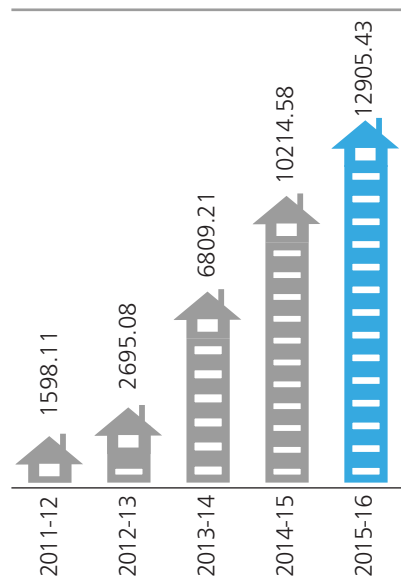
Land bank – Upcoming projects

Projects	Location	Development Type	Economic Interest	Land Area (acres)	Estimated Saleable area (sq. ft.)	Estimated Carpet Area (sq. ft.)	Beneficial Saleable Area(sq. ft.)
Bhivpuri Extension	Bhivpuri	JDA	98.00%	0.86	46,720	32,448	62,034
Atgaon (Poddar Navjeevan II-VI)	Shahpur	JDA	79.35%	28.46	9,82,261	5,95,530	16,52,781
Vidyavihar	Mumbai	JDA	91.57%	1.46	1,78,000	TBD	1,63,000
Boisar	Boisar	JV	50.00%	35.00	TBD	TBD	TBD
Goregaon – SRA	Mumbai	JDA	100.00%	3.70	3,03,360	TBD	3,03,360
Goregaon – Industrial	Mumbai	Own Land	100.00%	3.70	1,49,827	TBD	1,49,827
Mohili	Kalyan	Own Land	100.00%	3.19	2,40,086	1,56,794	2,42,640
Badlapur Ext.	Badlapur	Own Land	100.00%	23.55	TBD	TBD	27,68,000
Mharal	Kalyan	Own Land	100.00%	17.33	TBD	TBD	TBD
Chembur	Mumbai	JDA	85.00%	0.82	1,05,494	63,936	89,670
Total				118.07			

TBD: to be decided

AT PODDAR HOUSING, A DIFFERENTIATED POSITIONING HAS TRANSLATED INTO GROWTH ACROSS MARKET CYCLES.

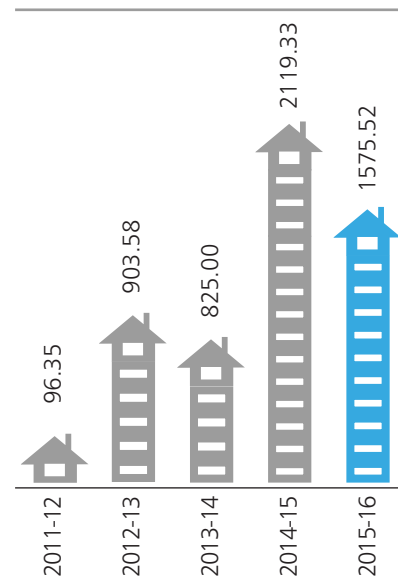
Net sales (Rs Lacs)



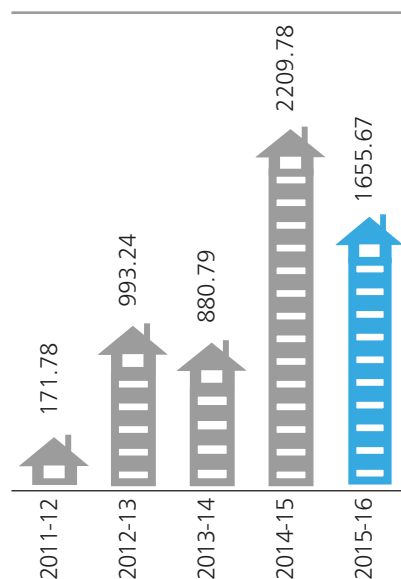
EBIDTA (Rs Lacs)



Net profit (Rs Lacs)



Cash profit (Rs Lacs)



EBIDTA margin (%)



Net margin (%)

