

2019-20

ANNUAL REPORT

stability
in uncertainty

Poddar Housing and
Development Limited

Forward-looking statement

In this Annual Report, we have presented 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. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

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Stability in Uncertainty

At Poddar Housing and Development Limited, we have selected to be present in a business underlined by a core human need and consistent demand.

The Company made a decisive break through the launch of two projects with multi-year revenue possibilities in the last financial year.

A complement of the right brand, prudent pricing and right locational offering and the sector in which company is operating translated into relative stability of our business at a time of economic and sectorial uncertainty.

Poddar Housing.

An organised proxy for the affordable homes sector in Mumbai and the hinterland.

Distinctive business model. Differentiated approach.

Pedigree

The Poddar Group embarked on its decades old journey in 1982. Banking on a rich family legacy and business experience, the Company has emerged as a strong real estate player in the Mumbai Metropolitan Region (MMR). The Company focuses on serving the housing needs of mid and lower-income segment of the society and has delivered ~5,000 apartments in the last ten years.

Leadership

The Company is spearheaded by Mr. Dipak Kumar Poddar, a first-generation entrepreneur, who is aided by a senior management possessing a cumulative experience of more than 300 years.

Geographies

The Company has a strong presence in the residential sector of MMR Region, which accounts for 100% of its revenues.

Quality

The Company strives to service its customers with unmatched home quality and design, validated by the ISO 9001:2008 accreditation of Poddar Housing. Further, the Company also uses the latest construction technology to build low maintenance and high durability homes.

Property brands

The Company possesses the vision of fulfilling the housing needs of all sections of society, which entails launching homes addressing specific income profiles of customers. The Company's various launches are centred on the following brands:

Poddar Wondercity – Badlapur East
Poddar Riviera – Kalyan
Poddar Spraha Diamond
Poddar Evergreens

Listing

The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) with a market capitalisation of ₹142.57 crores as on 31st March, 2020.

Our ethical pedigree

Vision

To be the leading affordable housing development company in its geographical presence 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 a deep customer focus and insight.

Mission

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

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 new launches

**The project is registered with MAHARERA having registration no. P51700023508, P51700023181 and P51700023296.*



Poddar Riviera

Launched
in January
2020 at
Kalyan

3412
apartments;
saleable area
~24 lakh
square feet

720
apartments
offered in
the first
phase (5.3
lakh sq ft)

Sold
354 units
in the first
phase

Pre-sales
value of
₹124.02
crores

Our new launches



Poddar Wondercity

Launched	1863	671	Sold	Pre-sales
in April 2019 at Badlapur	apartments; saleable area >12 lakh square feet	apartments offered in the first phase (>4 lakh square feet)	more than 50% apartments in the first phase	value of Rs. 102.15 cr

**The project is registered with MAHARERA having registration no. P51700020032, P51700020028, P51700020038, P51700020041, P51700020067 and P51700020027.*



Poddar Spraha Diamond

Launched
in 2018 at
Chembur

132
apartments;
saleable area
of ~1 lakh
square feet

118
apartments
offered in
the first
phase (1 lakh
sq ft)

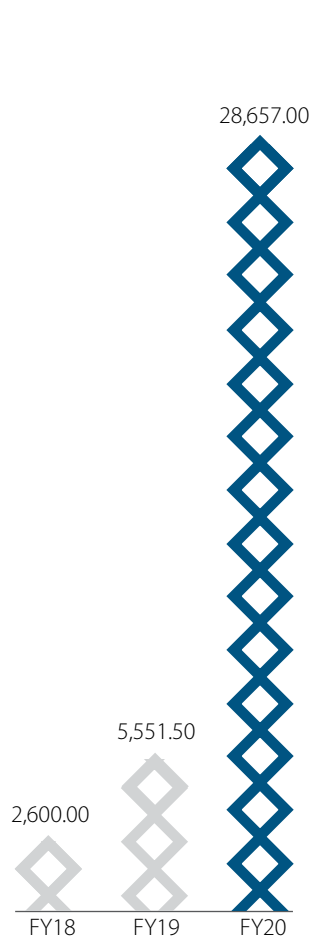
Sold
86
units in the
first phase

Pre-sales
value of ₹103
crores

**The project is registered with MAHARERA having registration no. P51900002986.*

How we have grown over the years

Rs. in lacs

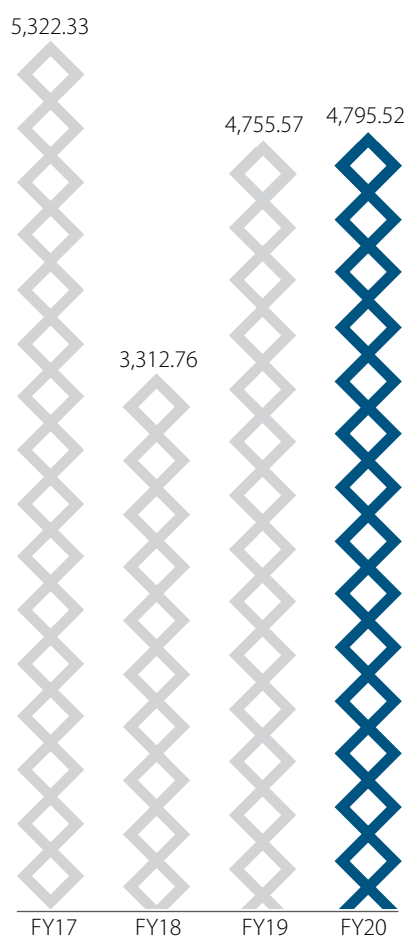


Pre-sales value / Booking value

Performance

The Company recorded a pre-sales value of Rs. 28,657 lacs in 2019-20 compared to Rs. 5,551.50 lacs in the previous fiscal.

Rs. in lacs

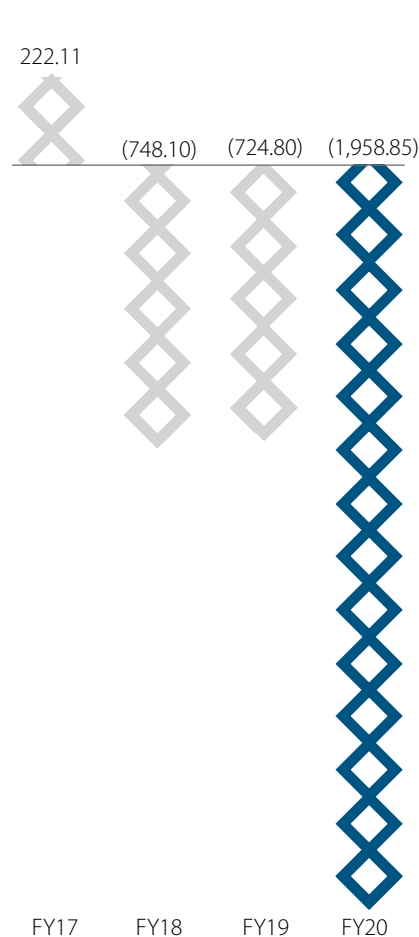


Revenue as per the accounting policy of the Company

Performance

The Company's revenues as per the accounting policy was Rs. 4,795.52 lacs in 2019-20 compared to Rs. 4,755.57 lacs in the previous fiscal despite economic headwinds.

Rs. in lacs



Profit after tax

Performance

Profit after tax decreased during the year to (Rs. 1,958.85) lacs mainly on account of expenses incurred for new launches during the year.