

# INVEST IN LIFE



PURAVANKARA PROJECTS LIMITED  
ANNUAL REPORT 2012-13

## BOARD MEMBERS

Ravi Puravankara  
Ashish Puravankara  
Nani R. Choksey  
Anup S. Shah  
RVS Rao  
Pradeep Guha

## Audit Committee

Anup S. Shah (Chairman)  
Ravi Puravankara (Member)  
RVS Rao (Member)  
Pradeep Guha (Member)

## Investor Grievance Committee

RVS Rao (Chairman)  
Ashish Puravankara (Member)  
Nani R. Choksey (Member)

## Compensation Committee

Ravi Puravankara (Chairman)  
Anup S. Shah (Member)  
RVS Rao (Member)  
Pradeep Guha (Member)

## Management Sub-Committee

Ravi Puravankara (Member)  
Ashish Puravankara (Member)  
Nani R. Choksey (Member)

## CORPORATE DETAILS

Company Secretary & Compliance Officer  
V.P. Raguram

## Statutory Auditors

Walker, Chandio & Co.,  
# 16/1, Wings, First Floor, Cambridge Road,  
Ulsoor, Bengaluru – 560008.

## Bankers

Andhra Bank Ltd.  
ICICI Bank Ltd.  
Standard Chartered Bank PLC.  
Kotak Mahindra Bank Ltd.  
IDBI Bank Ltd.  
Barclays Bank PLC.  
Deutsche Bank AG.  
J.P. Morgan Chase Bank NA

## Legal Consultants

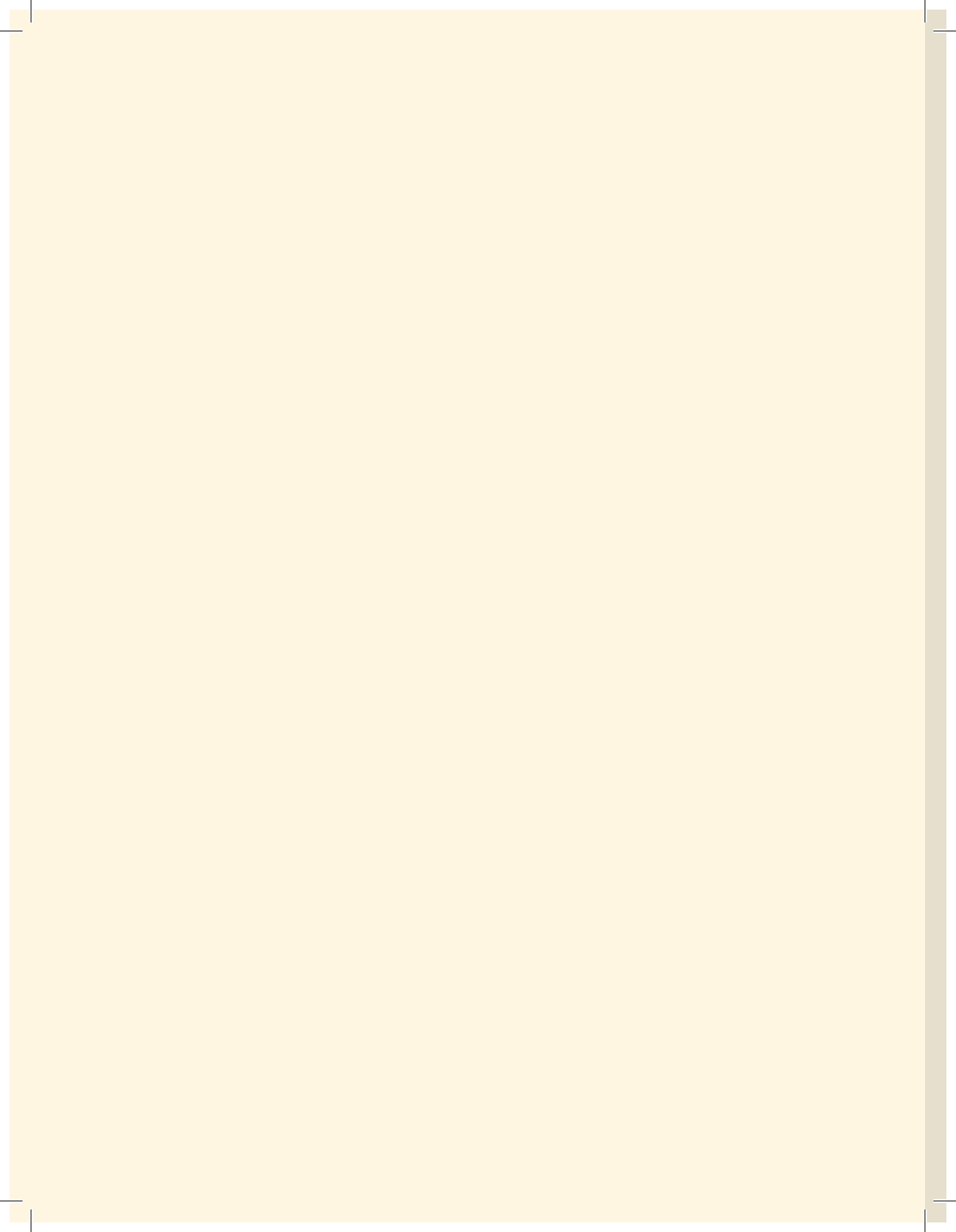
M/s. Anup Shah S Law Firm  
# 37, 7th Cross, Vasanthnagar,  
Cunningham Road,  
Bengaluru – 560052.

## Registered Office

Puravankara Projects Ltd.,  
130/1, Ulsoor Road,  
Bengaluru – 560042.

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*Dedicated to all Puravankara employees  
Driven by the passion to not just create better homes  
But to make this a better world to live in.*

## At Puravankara...

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**W**e recognise the fact that when our customers buy our properties, they are actually investing in 'life'.

To that extent, we become a part of their lives. This is a responsibility that we understand and fully embrace.

## Puravankara vision

We envision a future wherein Puravankara is a household name, the world over.

A future wherein our brand symbolises unique landmarks and superior community living of the highest standards of quality and customer delight.

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## The 'You' philosophy

At Puravankara, all our endeavours revolve around just one entity – our customers.

Their needs, dreams and aspirations are pivotal to our decisions. We call this the 'You' philosophy.

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## Our vision and the 'You' philosophy have catalysed financial transformation.

- From 2.48 mn sq. ft of sales in 2009-10 to 3.96 mn sq. ft in 2012-13
- From realisations of ₹2,412 per sq. ft in 2009-10 to ₹3,822 per sq. ft in 2012-13
- From a single brand in 27 years to two well-established brands in 2012-13 (Puravankara and Provident)
- From revenues of ₹480 cr in 2009-10 to ₹1,248 cr in 2012-13
- From an operating profit of ₹174 cr in 2009-10 to ₹353 cr in 2012-13
- From a net profit of ₹145 cr in 2009-10 to ₹243 cr in 2012-13
- From 28,316 customers in 31 March 2010 to 41,220 on 31 March 2013
- From 431 employees as on 31 March 2010 to 1,016 on 31 March 2013

# Our big numbers

2.44

Mn sq. ft of property sales achieved in 2011-12

3.96

Mn sq. ft of property sales achieved in 2012-13

1,748

Apartments sold in 2011-12

3,043

Apartments sold in 2012-13

3,586

₹per sq. ft realisations (average) in 2011-12

3,822

₹per sq. ft realisations (average) in 2012-13

815

₹cr Revenue (net) in 2011-12

1,248

₹cr Revenue (net) in 2012-13

195

₹cr Operating profit in 2011-12

353

₹cr Operating profit in 2012-13



24

% Operating profit margin in 2011-12

28

% Operating profit margin in 2012-13

142

₹cr Cash profit in 2011-12

251

₹cr Cash profit in 2012-13

136

₹cr Net profit in 2011-12

243

₹cr Net profit in 2012-13

10.91

% ROCE in 2011-12

12.96

% ROCE in 2012-13

8.04

% RONW in 2011-12

12.82

% RONW in 2012-13

