

# INVESTED IN PEOPLE

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PURAVANKARA PROJECTS LIMITED  
ANNUAL REPORT 2013-14

## **CAUTION REGARDING FORWARD-LOOKING STATEMENTS**

This document contains statements about expected future events and financial and operating results of Puravankara Projects Limited, which are forward-looking. By their nature, forward-looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is a significant risk that the assumptions, predictions and other forward-looking statements will not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as a number of factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements. Accordingly, this document is subject to the disclaimer and qualified in its entirety by the assumptions, qualifications and risk factors referred to in the management's discussion and analysis of the Puravankara Projects Limited Annual Report 2013-14.

## Contents

1 .....	Puravankara: Invested in People
12 .....	Chairman's Overview
16 .....	Financial Transformation
18 .....	Overview of Your Company
88 .....	Our Leadership Team
92 .....	Director's Report
100 .....	Report on Corporate Governance
125 .....	Management Discussion & Analysis
152 .....	Consolidated Financial Statements:
187 .....	Standalone Financial Statements:
227 .....	Corporate Information

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At Puravankara, we have consistently **extended** beyond the transaction.

We have trusted. We have **empowered**. We have inspired. We have delegated. We have trained. We have synergised. We have evolved. We have **pioneered**. We have encouraged. We have motivated.

We have progressed. We have developed.

We have **invested**.

**PURAVANKARA  
PROJECTS  
LIMITED HAS  
TRANSFORMED  
ITSELF INTO ONE  
OF THE MOST  
EXCITING REAL  
ESTATE PLAYERS  
IN INDIA.**

At Puravankara, ‘Invested in People’ means two things.

One, believing that every member of the Puravankara stakeholder family – customers, employees, vendors, shareholders, regulatory agencies and the community - is critical to its success.

Two, believing that when you empower people with the conviction that Puravankara is ‘their company’, amazing things can happen.

At Puravankara this is the result of having invested in people.

Most real estate companies market one brand; we market **two** – Puravankara and Provident.

Most real estate companies address only one customer type; we market properties that address the luxury **premium** and **affordable** segments.

Most real estate companies price and then market to customers; we get customers to price and buy our properties.



Most real estate companies select to remain local or regional; we are emerging as **national**.

Most real estate companies invest in conventional technologies; we invested in the cutting-edge **MIVAN** and **pre-cast** technologies to shrink costs and delivery tenures.

Most real estate companies market properties in a generic, conventional way; we selected to market **themed** properties that enhanced the **lifestyle** experience.

## THE CAUSE



3.96

mn sq. ft of  
property sales,  
2012-13

3.58

mn sq. ft of  
property sales,  
2013-14

3,043

Apartments sold  
in 2012-13

2,731

Apartments sold  
in 2013-14

3,822

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

4,451

₹ per sq. ft –  
Realisations (average)  
in 2013-14

—

% of sales through  
book building,  
2012-13

28.5

% of sales through  
book building,  
2013-14

14.90

Average weighted  
cost of debt (%),  
2012-13

13.39

Average weighted  
cost of debt (%),  
2013-14

1,553

Net debt (₹ cr)  
outstanding,  
2012-13

1,521

Net debt (₹ cr)  
outstanding,  
2013-14