

INVESTED IN PEOPLE



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.

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INVESTED IN PEOPLE



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