

#Homes 4All

PURAVANKARA LIMITED • ANNUAL REPORT 2017-18

(FORMERLY PURAVANKARA PROJECTS LIMITED)

#MyHomeMyOwn #DreamComeTrue #OwnHomeBy35Is TrueAffordability #FeelingUnwalled #LifestyleFor ALifetime

PS: We have tagged here some of our trending customer comments.

PPS: We are working very hard on some constructive customer comments and invite you to measure our progress by visiting any of our projects. For starters, may we suggest our marquee Purva Palm Beach project in Bengaluru?

Best wishes,
#TeamPuravankara



"Puravankara in 2017-18 was all about focusing on #Homes4All."

I'm proud of the fact that we envisaged the potential of affordable housing and pioneered the business around the Provident brand, which completes 10 successful years in 2018, since our first launch.

I'm equally proud that we pivoted the luxury arm of our real estate focus on the broad shoulders of our Puravankara brand that has become synonymous with uber luxury residential real estate as well as work spaces.

Today, I'm happy to note that my team is relentlessly pursuing the future. We foresee that 'PropTech', the convergence of real estate and technology, will be the next disruptive wave and we're already leading the charge not only in our digital customer engagement initiatives, but also in our core construction and resource management efforts. Importantly, PropTech is emerging as a seamless fit with our vision of **#Homes4All**.

Going forward, Puravankara, as a group, will leverage impactful technology to meet the real challenges of providing housing for all. In doing so, I believe there is sustained value enhancement opportunity for all our stakeholders.

Ravi Puravankara
Chairman and Founder

#HelloAndWelcome

At Puravankara Limited, we are inspired by our vision of providing **#Homes4All**. Our 2017-18 Annual Report is an articulation of our core objectives that enable us to bolster our proposition that home ownership is true empowerment.

Annual Report 2017-18 contents



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View our report online

Our Annual Report, accounts, investor presentations and other information about Puravankara Limited can be found online at www.puravankara.com

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Scan the QR code on your smart device to view the Annual Report 2017-18 online

#AboutUs – Our business

Puravankara Limited is one of India's leading real estate developers and a pioneer in India's affordable housing industry. Today, the Company has an established track record in the luxury and premium affordable housing segments through the Puravankara and Provident brands, respectively.

Our vision:

We envision a future where Puravankara is a household name the world-over. A future where our brand symbolizes unique landmarks and superior community living of the highest standards of quality and customer delight.

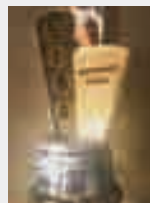
Puravankara and Provident projects (established, ongoing and proposed) are located in the micro-markets of Bengaluru, Mumbai, Pune, Goa, Hyderabad, Chennai, Kochi, Mangaluru, Coimbatore and Mysore. A number of our projects have been acclaimed by top industry bodies and institutions and have been bestowed with prestigious awards and honours in the financial year 2017-18.



'Best Residential category': Awarded to Purva Blumont by CNBC-AWAAZ Real Estate Awards 2018, South Zone (Puravankara Limited)



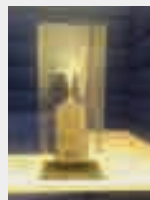
'Best Residential Developer of the Year': Realty Plus Excellence Awards, Pune, 2018 (Puravankara Limited)



'Achiever in the Business Sector South - Mr. Ashish Puravankara': South Indian Business Achievers Awards (SIBA)



'Best Affordable Housing Project – South': Awarded to Kenworth by Provident by the 10th Franchise Estate Awards, 2018 (Provident Housing Limited)



'Best Affordable/Budget Housing Developer of the Year – South': Awarded to Provident Housing Limited by the 10th Franchise Estate Awards, 2018



'Developer of the Year - Puravankara Limited': South India - Real Estate Leadership Awards

#MarketCapUncapped

>> Puravankara's market capitalisation surged 107% in 2017-18 (BSE: PURVA), one of the fastest annual accelerations in the history of the Company!

#ActualPhoto: Purva Venezia



OUR FOUNDATIONS

40+

Years of rich domain expertise

21+ ^{msft}

Area under development

65+

Completed real estate projects nearing 37 msft

72+ ^{msft}

Land bank with the Company's economic interest of almost 80%



6,300 m² of living space on 3 floors in 30 days. Yes, its possible!

Provident's Park Square* in South Bengaluru is where the future is taking shape.

Comprising about 2,000 apartments spread over 19 towers of 16-storeys each, Provident Park Square is a unique instance of a mass-scale residential project being constructed deploying the modern precast methodology. The project has been designed by an in-house team, reflective of the growing build-up of the Company's own resource capabilities in key aspects of a project's framework. Provident Park Square is also the flagship project of Starworth Infrastructure, a subsidiary of Puravankara, awarded to it after a fierce tendering process with other big names in the EPC business.

For us, affordability is a function of technology, value engineering in design and leveraging our brand to achieve greater economies-of-scale. Provident Park Square is a model example of our endeavour in ensuring that the right product at the right price is accessible and within the reach of all. The project saw resounding success with over 650 apartments comprising 100% of the total phase-I inventory sold on Day One!

At Puravankara, we believe that the future is precast and we are energized by this construction technology that enables us to commit to our purpose of providing homes for all.

** Pre-launch stage*



#ActualPhoto: Purva Seasons



#PrecastIsFast
#WhatAResponse
#NextGeneration
#ExpectTheBest
#StoryInEveryStorey



We sold an average of 8 flats every day in 2017-18. And the best part was that a growing percentage of these were digital media-driven sales!

It is no secret that social media is all-pervasive today and for brands like us, this represents an unprecedented opportunity to connect and meaningfully engage with potential customers.

Importantly, digital media enables us to reach out to and influence customers across the socio-economic spectrum and hence is an integral part of meeting our purpose of providing homes for all. Our digital media strategy is anchored on targeting our audience, building customer

journeys and getting increased visibility towards the brand. Towards this extent, our social media strategies help us achieve these objectives.

We leverage Instagram, Twitter and Facebook by using them as a strong second-step in ads on social media. Our social media advertising strategy is based on being nuanced, topical and most importantly, relevant. The idea is to arouse the interest of our target audience and hence enable sustained attention build-up.

Being a tech-driven realty enterprise, we are actively appraising advanced technology, including artificial intelligence (AI), to enable higher conversions. This is done through ensuring improved customer enquiry management while also engaging with our potential customers better with superior project recommendations matching their search specifications and hence their needs and requirements.



#ClickAndMortar
#RealAndSocial
#LikeUs
#ShiftAndEnter
#GrowingKlout



In celebration of various milestones and events, the bell in our office was rung over 2,000 times during the year. **That's about 5 times every working day!**

"If you take care of your employees they will take care of your customers and your business will take care of itself."

- J.W. Marriott

We believe that people are our greatest asset and the core facilitators of our purpose.

While technology will transform real estate, the business is and will always remain a people-powered entity. Our goal is to imbue in our 900+ employees a strong sense of purpose and pride and we want our people to be known for their commitment, teamwork, ability to innovate and high levels of engagement.

We continued to engage in driving a high-performance culture with

an emphasis on achievements and integrity. We also developed a fast-track program for consistent achievers to be able to broaden management bandwidth and also create a pipeline of talent. In addition, we also launched a women leadership development program to broad-base and promote gender diversity.

Going forward, we will continue to differentiate ourselves on the integrity, expertise, knowledge and professionalism of our people while targeting our purpose of providing housing for all.

