



**SATRA**  
PROPERTIES (INDIA) LTD.



# Shaping Tomorrow...Today!

Annual Report 2015-16



# Celebrity living finds a new address in Bandra.

## Satra LE88 – Bandra's latest iconic landmark.

Satra Group has emerged as a name to reckon with; where the city finds its piece of exclusivity. We have been torch-bearers for lifestyle residential & commercial projects that adorn not just the cityscape, but also other prime addresses pan-India. Throughout our journey, we have been instrumental in transforming spaces, and equipping them with luxuries, amenities and unparalleled experiences. A feat that has been achieved on our sheer merit.

Excellence comes inherent to us. Understanding customer desires, preparing a sketch of prospective growth, and designing spaces around their luxurious aspirations. These are just a few of the many protocols, which have enabled us become who we are today – *People's preferred developer!*

With LE88 *Limited Edition Residences*, we enter a new horizon of ultra-luxury living in the queen of suburbs. An iconic creation overlooking Mumbai's modern marvel, The Bandra Worli Sea-Link, LE88 promises an unparalleled lifestyle. Every feature is intricately crafted to offer you the highest standards in refined luxury.

Bask in tailor-made comforts as you enjoy unending views of the Arabian Sea from your private sundeck. Or indulge in a host of premium amenities, including the most significant one – *Peace of mind!* Experience a regal welcome, as we sprawl a modern kingdom at your feet, time and again.

High time that the City of dreams finally wakes up to authentic royalty. May we propose a toast to a life less ordinary!





**BANDRA - SEA LINK**

## LIMITED EDITION HOMES THAT CELEBRATE YOUR BEING!

4 BHK SEA FACING PREMIUM LUXURY RESIDENCES

Situated in the heart of Bandra | Extravagant lifestyle features on ground, podium and terrace level | Interiors designed by HBA, Singapore & Gauri Khan | Advanced 3 tier security & CCTV surveillance | 3 level podium parking Private lift with biometric entry | Private lobby and extravagant living rooms & more

Actual View



Disclaimer: The specifications, images and other details herein are only indicative and the developers/owners reserve their rights to change any or all of these in the interest of the development. This printed material does not constitute an offer and/or contract of any type between the developer/owner and the recipient. Any purchase/lease of this development shall be governed by the terms and conditions of the agreement for sale/lease entered into between parties and no details mentioned in this printed material shall in anyway govern such a transaction.

# Chairman's Message



IN THE  
MIDDLE OF  
DIFFICULTY LIES  
OPPORTUNITY.

**ALBERT  
EINSTEIN**



*Dear Shareholders,*

With the continuous efforts of the Government for ease of doing business, the constitutional amendment bill passed by both the houses of Parliament, paving way for the most awaited Goods and Service Tax bill, enactment

of Real Estate (Regulation and Development) Act and other major reforms, would result in the positive impact on the Indian economy and the real estate sector in coming years.

The process of various socio economic reforms pushed by the Government, will result in GDP growth to 7.20%, and is one of the fastest growing economy in the world. As this will result in spur in the consumer demand, and will eventually benefit the real estate industry.

Over the past several years, the Board has overseen the firm's evolution and growth. The Board strives continually to take a proactive approach to ensure that the appropriate structures and processes are in place to facilitate independent and effective oversight of operations, capital deployment, strategic growth initiatives and risk management practices. Subdued property price growth expectancy and booming financial investment alternatives have weakened the investment rationale for property, thereby keeping investors away. On the other hand, for end users, high property prices and low income growth continue to be the top concerns. For the road ahead, we believe steady enquiries mainly in the affordable and mid-segment is likely to bring back fence sitters. Falling interest rates coupled with the introduction of Real Estate (Regulation and Development) Act, 2016 are expected to stimulate end user demand due to the Developer's accountability, commitment, discipline & transparency.

Howsoever, despite of all the adversities during the year under review various ongoing projects gained momentum. During the financial year 2015-16, your company achieved turnover of ₹ 86 crores. That was increase of 149% as compared to the previous financial year due to increase in performance activities. Also, going forward various existing projects are gaining momentum, which will help company to generate the desired growth in terms of revenue and performance.

Your company has recently unveiled one of its prestigious residential project, spread over free hold land admeasuring 5560 Sqmetres in Matunga, CR Mumbai, having a development plan of 3 to 4 years. The management is committed to its expansion plans over a period of 5 years that will ensure unlocking the potential value of the projects, thereby creating wealth.

I extend thanks to my fellow directors for their ongoing commitment and our dedicated and hardworking employees who have enabled your company to hold its head high even in these challenging times. On behalf of the Board, I would also like to thank you, our shareholders, for your support. We remain committed towards sustained wealth creation, reduced finance cost and increased efficiency.

Regards,

**PRAFUL N. SATRA**

**CHAIRMAN &  
MANAGING DIRECTOR**



# LIVE BY THE FREEWAY.

DRIVE FAST ON LANE OF LIFESTYLE & COMFORT.



AT

SATRA'S  
**EASTERN HEIGHTS**  
Your Comfort by the Freeway  
ON EASTERN FREEWAY, UPPER CHEMBUR

— HOMES THAT SUIT YOUR EVERY NEED —

1BHK-580 SQ.FT.\* | 1.5BHK- 751 SQ.FT.\* | 2BHK- 891 SQ.FT.\*

(\*USABLE CARPET AREA)

MULTI STOREY TOWER OFFERING SPACIOUS 1, 1.5 & 2 BHK APARTMENTS ADJACENT TO THE FREEWAY | WIDE BALCONIES  
FOR GRAND VIEW & EXPERIENCE DOUBLE HEIGHT ENTRANCE LOBBY | FINEST LIFESTYLE FACILITIES

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[www.satraproperties.in](http://www.satraproperties.in)



# JODHPUR'S FIRST ALL-INCLUSIVE BUSINESS DESTINATION

**WORK IN FULL SWING**

**RETAIL**



**OFFICES**



**HOSPITALITY**



**SATRA  
PLAAZA**  
NAI SADAK, JODHPUR

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## SATRA MAHAVIR VILLE

----- MATUNGA CENTRAL -----



Actual Photograph

### PROJECT HALLMARKS:

PROPOSED 41 STOREY SKY CLASS TOWER

2, 2.5 & 3 BHK RESIDENCES

CUSTOMISABLE 4 & 5 BHK PALATIAL ABODES

HOMES STARTING FROM 90FT. ABOVE GROUND

EXPANSIVE PODIUM RECREATION ON 7<sup>TH</sup> LEVEL

5 LEVEL PODIUM CAR PARKING

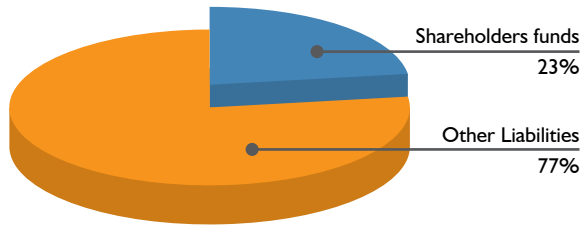
# Financial Highlights

5 Years Financial Highlights						INR in Lacs
Sr. No.	Particulars	2015-16	2014-15	2013-14	2012-13	2011-12
1	Total Revenue	10,102	7,172	9,360	9,724	22,260
2	Earning before depreciation, interest and taxes	1,379	1,817	3,241	3,761	3,793
3	Depreciation	12	33	18	23	49
4	Earning after taxes	442	132	400	505	390
5	Market capitalisation	12,075	16,409	10,488	6,277	7,568
6	Equity share capital	3,567	3,567	3,227	3,227	3,227
	[Face value per share (₹)]	2				
7	Reserve & Surplus	7,315	7,088	6,568	6,355	6,107
8	Equity shareholder's fund	10,882	10,655	9,795	9,582	9,334
9	Equity dividend (%)	5% #	5%	5%	5%	5%
10	Term Borrowings	17,339	11,957	17,162	17,548	22,662
11	Dividend payout	178 #	178	161	161	161
12	Total assets	47,660	43,719	40,557	42,620	45,808
	Key Indicators					
1	Earning per share (₹)	0.25	0.08	0.25	0.27	0.20
2	Diluted Earning per share (₹)	0.25	0.08	0.24	0.27	0.20
3	Book value per share (₹)	6.10	5.97	6.07	5.94	5.78
4	Net profit margin	4.84%	2.28%	4.35%	6.41%	1.85%
5	Debt equity ratio	1.59	1.12	1.75	1.83	2.43
6	Return on net worth	4.06%	1.24%	4.08%	5.27%	4.18%
7	Return on capital employed	3.55%	3.91%	6.64%	7.91%	5.79%

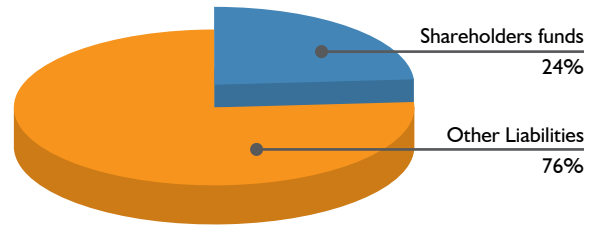
# Subject to approval of members in 33<sup>rd</sup> Annual General Meeting of the Company



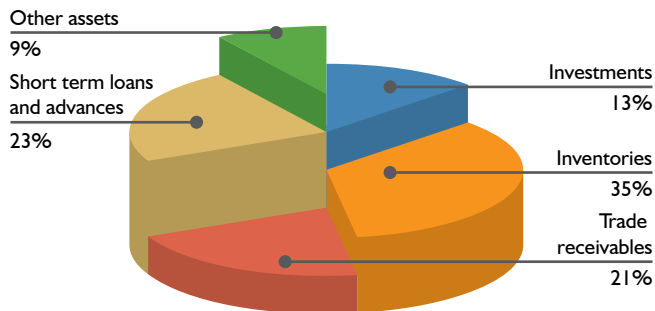
Shareholders funds and Other liabilities Standalone - 2016



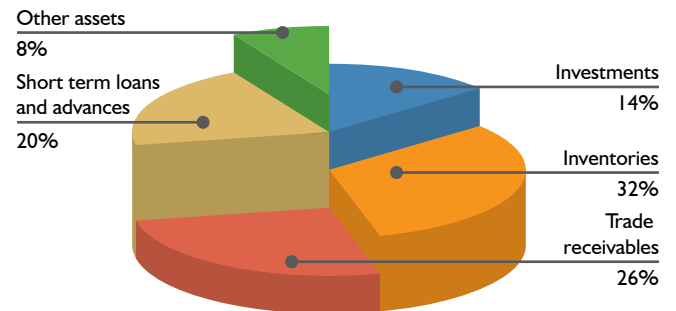
Shareholders funds and Other liabilities Standalone - 2015



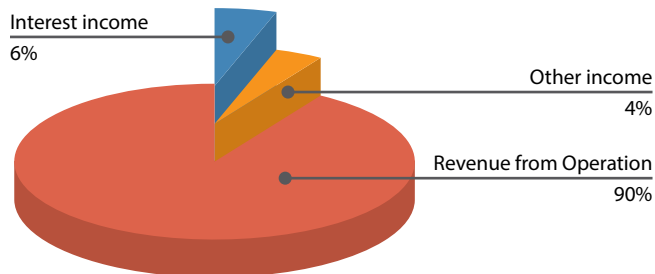
Total Assets Standalone - 2016



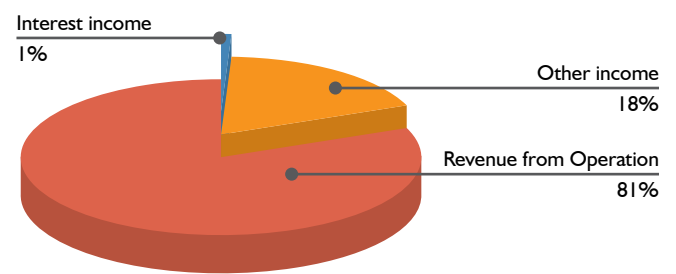
Total Assets Standalone - 2015



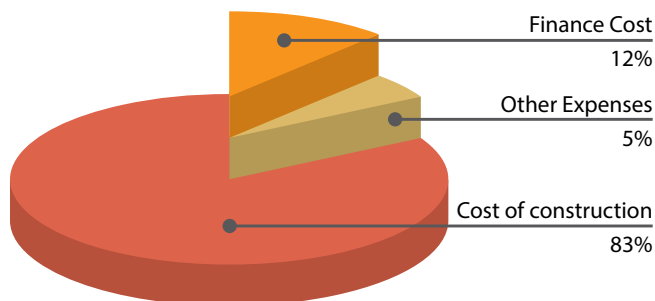
Revenue Breakup Standalone - 2016



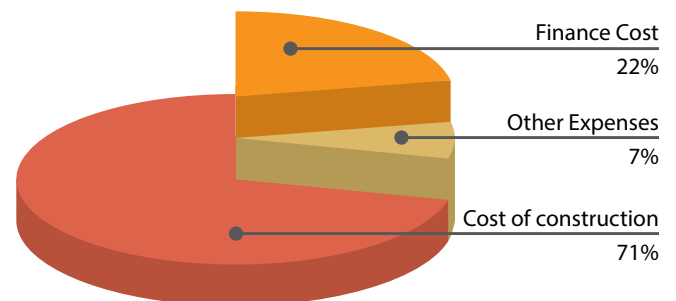
Revenue Breakup Standalone - 2015



Expenditure Standalone - 2016



Expenditure Standalone - 2015



## Visionaries' Speak

“  
CHANGE IS  
THE ULTIMATE  
TRUTH.

RAJAN P.  
SHAH

”



One of the finest visionaries to have embraced the Real Estate business, and among the brightest luminaries at Satra Group, **Mr. Rajan P Shah** holds the prestigious and significant position of Director at the Group. He brings along with him over 24 years of rich and first-hand experience of Conception, Management and Execution of varied Projects in the Construction industry. Giving his touch of excellence to every project he comes across, to make it the testaments of successful transformations in various parts of the country.

Combining technology with modern construction practices and business ethics with leadership values, he is a true master of the art. Leading his skills towards better quality and faster delivery of projects. Just like his in-depth experience, his associations with developments run far & wide, as far as over 3 million sq. ft. of successful completion and delivery to content customers.

His active participation right from inception to completion of every project, from guiding the Company in Liaisoning and Legal matters to the various phases of project development makes

him one of the key driving forces behind Company's resounding success over the years. Taking the company among the top names in business, and playing an integral role in building the future of the nation. Such unparalleled commitment, precision and focus time and again make him one of the key figures at Satra. As he firmly believes that *'Change is the ultimate truth. To make it an everlasting beauty is up to us.'*