

30th July, 2024

BSE Limited
Listing Dept. / Dept. of Corporate Services,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.

National Stock Exchange of India Ltd.
Listing Dept., Exchange Plaza, 5th Floor,
Plot No. C/1, G. Block, Bandra-Kurla Complex,
Bandra (E), Mumbai - 400 051.

Security Code : 539301
Security ID : ARVSMART

Symbol : ARVSMART

Dear Sir / Madam,

Sub: Information Update / Investor Presentation for Q1 FY25.

We are submitting herewith the Information Update / Investor Presentation for the quarter ended on 30th June, 2024.

You are requested to take note of the above and bring this to the notice of all concerned.

Thanking you,

Yours faithfully,
For Arvind SmartSpaces Limited

Prakash Makwana
Company Secretary

Encl.: As above

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ARVIND
SMARTSPACES

**INFORMATION
UPDATE
Q1 FY25**

JULY 2024

www.arvindsmartspaces.com

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Q1 FY25 PERFORMANCE

- OPERATIONAL HIGHLIGHTS
- FINANCIAL HIGHLIGHTS

KEY UPDATES: Q1 FY25

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Q1 FY25 HIGHLIGHTS – BOOKINGS & COLLECTIONS

- Q1 Bookings improved by 49% YoY to Rs 201 Cr
 - Performance driven by majorly sustenance sales and private placement to land partner at NH47, South Ahmedabad
 - Launch of NH47, South Ahmedabad planned in Q2FY25
- Q1 collections improved 21% YoY to Rs 248 crore

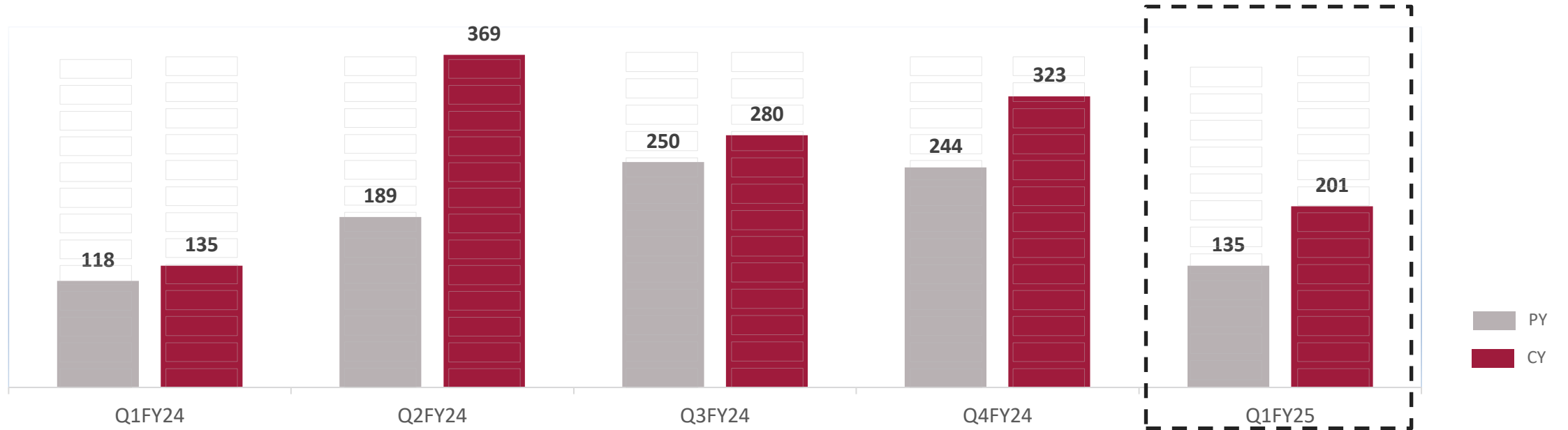
Q1 FY25 HIGHLIGHTS – BUSINESS DEVELOPMENT

- The cumulative new business development topline potential stands at ~Rs 410 Cr* in Q1 FY25
- Remainder phase of Forest Trails Sarjapur, Bengaluru to be developed as a high rise project comprising a saleable area of 3.2 lakh sq ft. Top line potential increased by of ~Rs 205 Cr
- Acquired additional 42 acres at Uplands 2.0 & 3.0. This will add Rs. 205 Cr to the top line.

*On the basis of the current business assumptions

BOOKINGS: Q1 FY25

(In ₹ Cr.)



Q1FY24	Q1FY25	Growth (YoY)
₹135 Cr	₹201 Cr	49%

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BOOKINGS: PROJECT-WISE

City	Project wise	Q1 FY24 Rs. Cr	Q1 FY25 Rs. Cr
Gujarat	Aavishkaar	7	3
	Forreste (I to V)	14	14
	Fruits of Life	31	0
	High Grove / CW	26	2
	Uplands 2.0 & 3.0	-	22
	Uplands (One & Two)	13	-
	Rhythm of Life	-	13
	NH 47, South Ahmedabad	-	93
Gujarat Total		90	148
Karnataka	Belair	16	11
	Greatlands	(2)	3
	Oasis	28	1
	Skylands	1	-
	The Edge	2	-
	Forest Trails	-	9
	Orchards	-	30
Karnataka Total		45	54
Maharashtra	Elan	-	-
Total		135	201

Q1FY24

₹135 cr

Q1FY25

₹201 cr

Growth (YoY)

49%

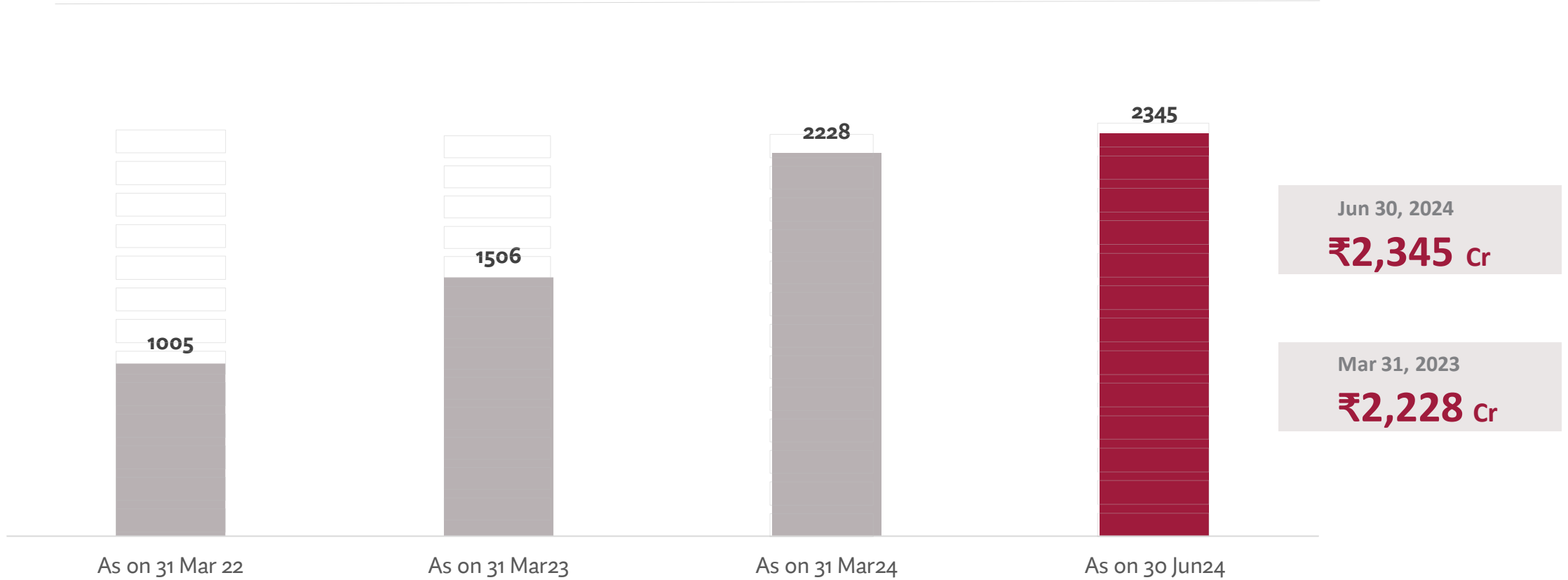
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UNRECOGNIZED REVENUE – AS ON 30 JUN 24

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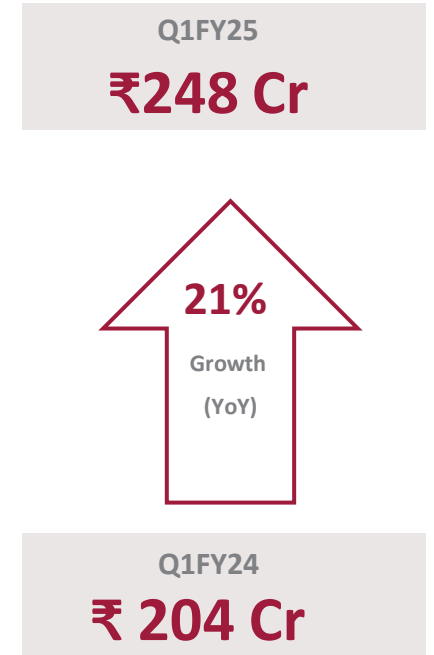
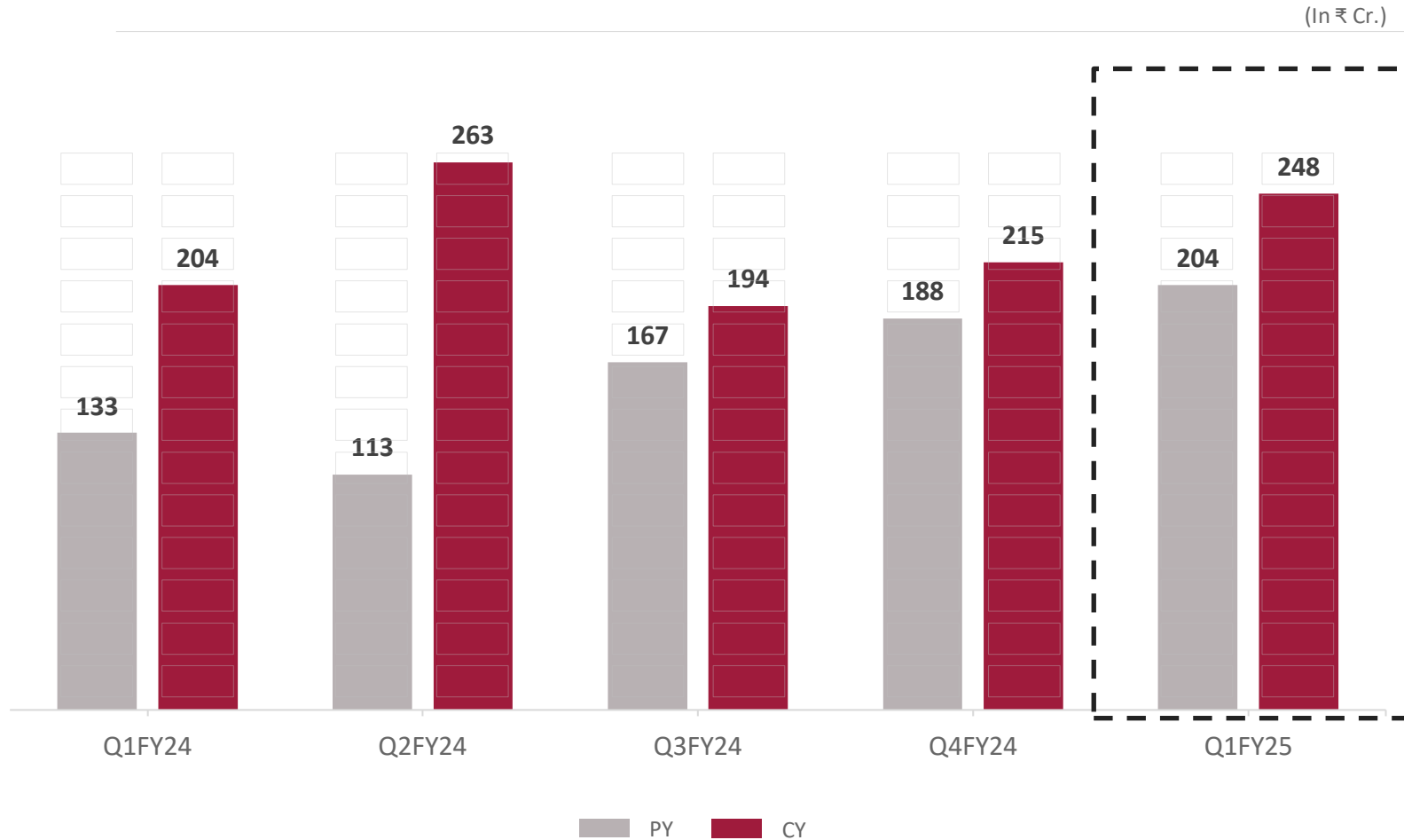
UNRECOGNIZED REVENUE

(In ₹ Cr.)



COLLECTIONS : Q1FY25

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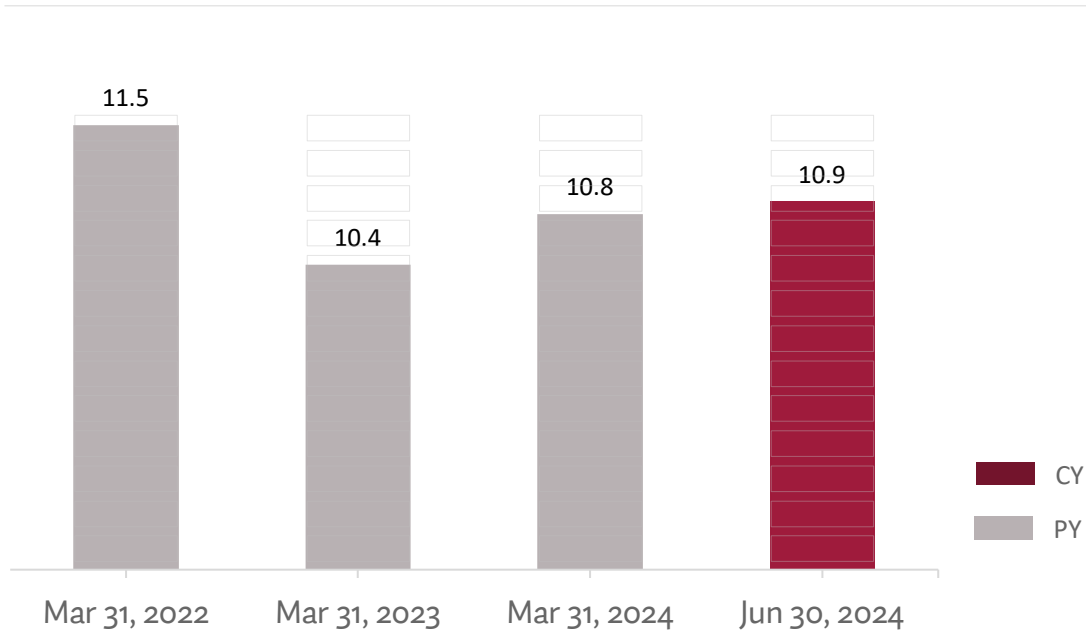
Note : Previous Year period has been regrouped/reinstated for like-to-like comparison

NET DEBT MOVEMENT: Q1FY25

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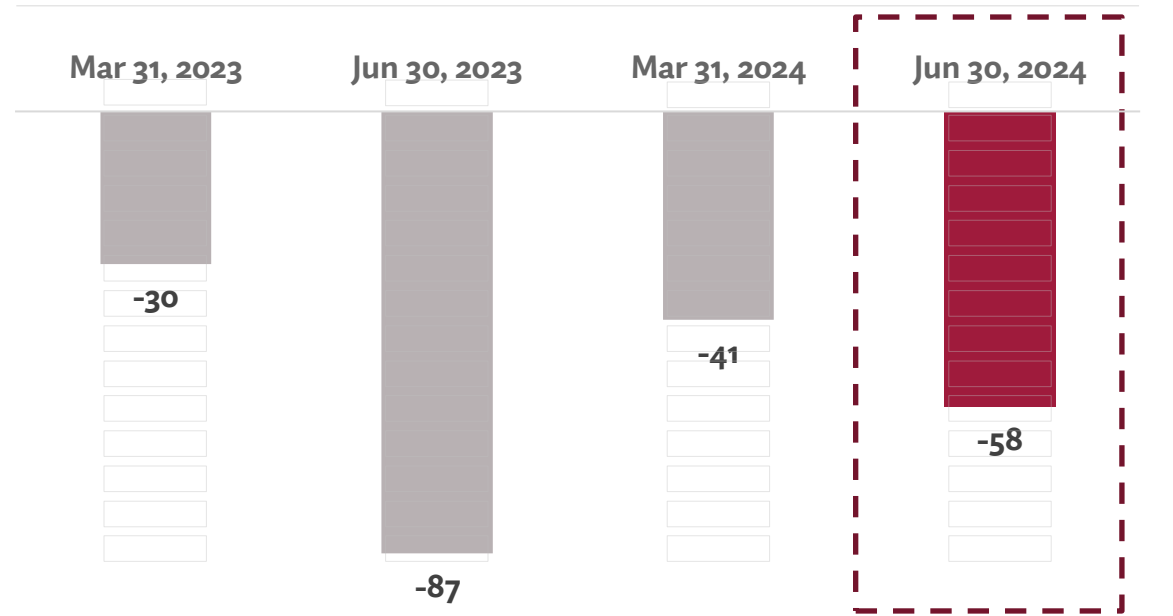
BORROWING COST MOVEMENT

(In %)



NET DEBT: DECREASES

(In ₹ Cr.)



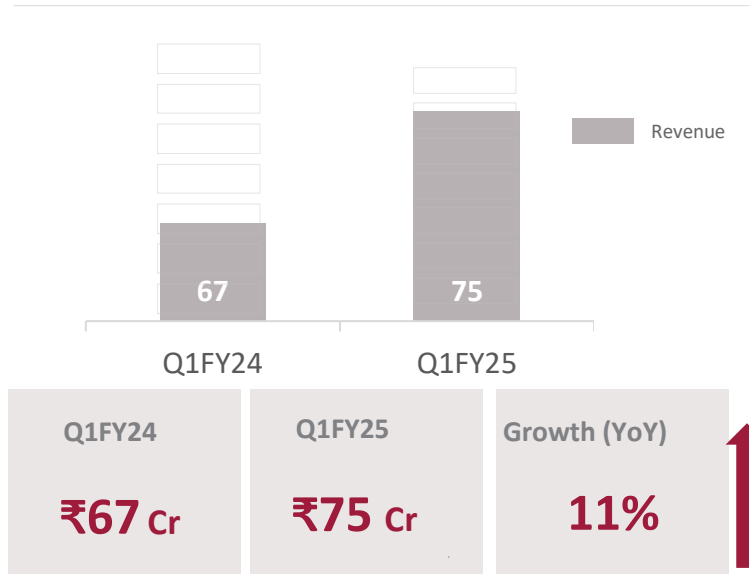
Net Interest-bearing funds as on Jun 30, 2024 is ₹ -58 Cr (vs Mar 24 ₹ -41 Cr) decreased by ₹ 17 Cr during the quarter
 Net Debt (Interest-bearing funds) to Equity ratio at (0.12) as on Jun-24 vs (0.08) as on Mar-24

P&L: Q1FY25

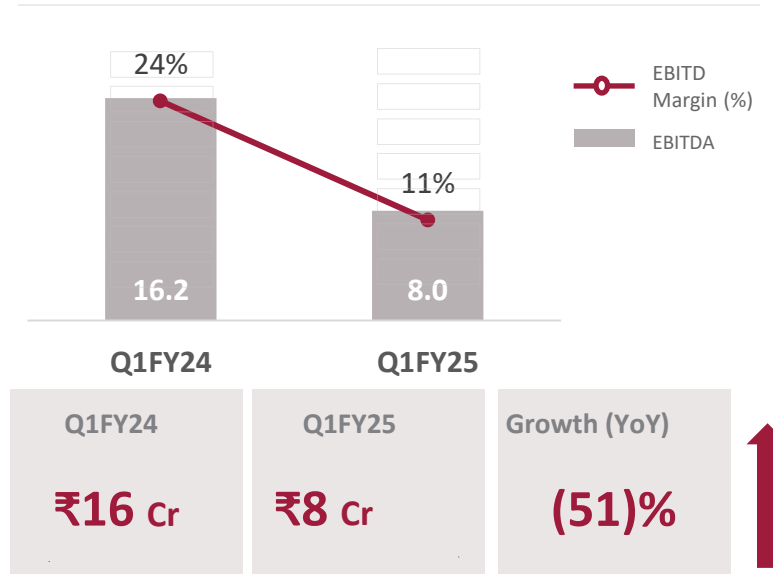
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CONSOLIDATED FINANCIALS SUMMARY

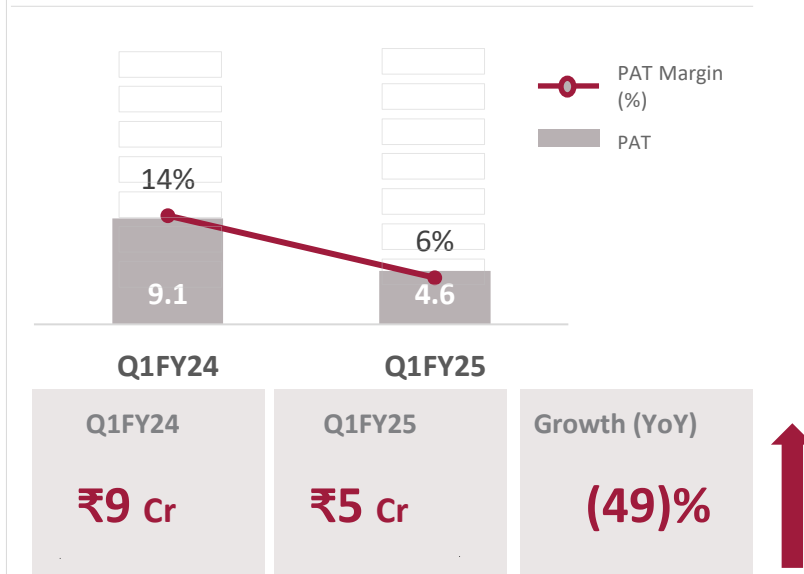
REVENUE FROM OPERATIONS (In ₹ Cr.)



*ADJUSTED EBITDA (In ₹ Cr.)



PAT (In ₹ Cr.)



*Adjusted EBITDA = EBITDA (-/+ Interest included in cost of sales / Interest inventorised)

FINANCIAL PERFORMANCE VS FRESH SALES

- Financial performance is based on applicable accounting standards wherein the revenue recognition is based on transfer of control with Project completion and satisfaction of performance obligation.
- Despite witnessing strong Sales momentum in fresh bookings, the same does not reflect in Financial performance due to a lag between the two

Q1FY25 SYNOPSIS

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City	Projects	Area Booked FY25 (sq ft.)	Units Booked FY25 (nos.)	Booking Value for FY25 (Rs. Cr)	Amount Collected FY25 (Rs. Cr)	Revenue Recognized FY25 (Rs. Cr)
Gujarat	Aavishkaar	9,236	11	3	3	3
	Chirping Woods	2,565	-	0	4	1
	Forreste 5^	47,799	6	12	16	2
	Forreste 1 - 4^	9,486	1	2	26	3
	Fruits of Life	2,952	1	0	16	-
	Highgrove	9,927	1	1	7	8
	Megatrade	-	-	-	-	0
	NH 47, South Ahmedabad	9,13,113	112	93	2	-
	Rhythm of Life - Launched	95,841	12	13	1	-
	Uplands 2.0 & 3.0, Adroda	2,19,474	33	22	49	-
	Uplands One	-	-	-	5	14
Uplands Two	-	-	0	13	5	
Karnataka	Belair	13,061	10	11	33	-
	Forest Trails	11,953	3	9	9	-
	Greatlands	(1,884)	(1)	3	30	-
	Oasis	1,086	1	1	1	2
	Orchards	45,617	27	30	25	-
	Sporcia	-	-	-	-	-
	The Edge	-	-	-	1	-
Maharashtra	Elan	-	-	-	4	35
Total		13,80,226	217	201	248	71

[^]Forreste Revenue recognition for Arvind SmartSpaces would be equivalent to DM Fees only.

Amount Collected is inclusive of Taxes and net of cancellations

DEBT PROFILE – AS ON JUN 30, 2024

Amount in ₹ Cr.	30-Jun-2023	31-Mar-2024	30-Jun-2024
Gross Debt*	30	64	61
Net Interest-bearing funds	(87)	(41)	(58)
Net Interest-bearing funds to Equity	(0.18)	(0.08)	(0.12)

- The above statement does not include OCD of ₹ 30 Cr issued to HDFC Platform 2 (8 years original tenure + 2 years) for joint project in Bangalore and surplus accumulated towards landowners of High Grove and Chirping Woods

Note : The numbers for Gross Debt and Net Debt may appear different in financials basis the reporting as per accounting standards

During the quarter, the Company generated Rs. 97 Cr of Operating Cash Flow. The Company has significant headroom to raise fresh Debt while maintaining a healthy Debt Equity ratio.

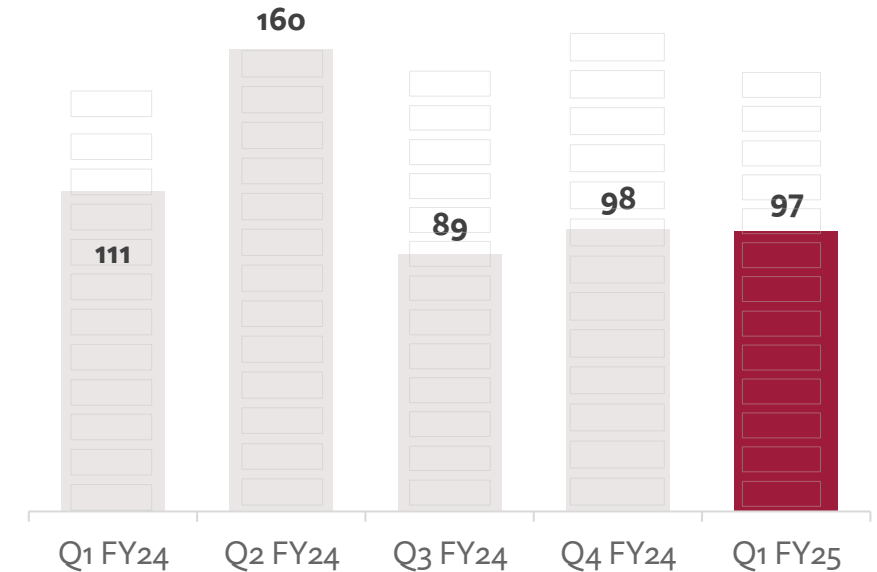
Note: During the quarter, cash outflow of ~Rs. 62 Cr incurred for business development activities.

CONSOLIDATED CASHFLOWS – Q1FY25

Particulars (Rs in Crs)	FY24	Q1 FY25
Opening Balance	27	21
Operating activities		
Collections	876	248
Construction cost and other overheads	(296)	(106)
Taxes	0	1
Direct land cost/JDA and DM sharing	(123)	(46)
Net Operating Cashflow (A)	458	97
Financing Activities		
Finance cost (Net)	(2)	(1)
Pref Issue / Equity	1	4
Loans/OCD - Drawdown/(Repayment) (Net)	(75)	(15)
Investments (Net)	(20)	(13)
Net Financial Cashflow (B)	(96)	(25)
Investing Activities		
Land Payments & Approvals	(368)	(62)
Net Investing Cashflow (C)	(368)	(62)
Closing Balance	21	30

STRONG OCF TREND:

(In ₹ Cr.)



Note : Above cash flow is basis direct cashflow method and may not correspond to accounting cash flow method and strict accounting classifications. Further for DM projects, the collections are grossed up while the net operating cash flow for the Company from DM would be equivalent to DM fees only.



PROJECT PORTFOLIO

- COMPLETED PROJECTS
- PROJECTS UNDER EXECUTION
- PROJECTS IN PIPELINE
- SYNOPSIS

PROJECT PORTFOLIO - COMPLETED

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State	Project	Total Saleable (Sqft)	Booked (Sqft)	Unsold Inventory (Sqft)	Booking Value (₹ Cr)	Revenue Recognized (₹ Cr)	^Collections (₹ Cr)	Average Price (Price till date) ₹ / Sq ft
Gujarat	Aavishkaar	5,45,468	4,25,701	1,19,767	121	112	115	2,835
	Alcove	10,32,660	9,84,150	48,510	25	25	25	251
	Citadel	1,01,859	1,01,859	-	55	55	55	5,407
	Megaestate	59,180	24,994	34,186	8	8	8	3,265
	Megapark	5,01,222	4,61,484	39,738	27	27	27	575
	Megatrade	82,526	74,737	7,789	31	30	30	4,134
	Parishkaar /Trade Sq	9,15,809	9,15,809	-	254	254	254	2,776
Karnataka	Expansia	1,40,268	1,40,268	-	75	75	75	5,358
	Oasis	5,72,262	5,52,840	19,422	316	313	315	5,716
	Skylands	4,91,113	4,91,113	-	267	267	267	5,443
	Sporcia	5,01,491	4,99,990	1,501	235	235	234	4,692
	Total	49,43,858	46,72,945	2,70,913	1,413	1,401	1,405	

*^Amount Collected is excluding Taxes and net of cancellations
As on 30 June 2024*

PROJECT PORTFOLIO - ONGOING

State	Project	Total Saleable (Sqft)	Booked (Sqft)	Unsold Inventory (Sqft)	Booking Value (₹ Cr)	Revenue Recognized (₹ Cr)	^Collections (₹ Cr)	Average Price (Price till date) ₹ / Sq ft
Gujarat	Chirping Woods	13,39,092	11,10,218	2,28,874	132	1	96	1,185
	Forreste I - IV	29,58,846	24,08,267	5,50,578	345	31	311	1,433
	Forreste 5	9,43,164	5,04,030	4,39,134	112	4	52	2,223
	Fruits of Life - Launched	17,45,853	15,08,238	2,37,615	146	-	128	967
	Highgrove	43,77,033	24,44,463	19,32,570	233	68	220	953
	Rhythm of Life - Launched	7,98,858	7,04,331	94,527	83	-	2	1,185
	Uplands 2.0 & 3.0, Adroda - Launched	67,50,136	46,19,259	21,30,877	414	-	126	897
	Uplands One	31,92,901	29,62,984	2,29,917	516	450	490	1,742
Uplands Two	12,89,128	10,73,841	2,15,287	327	62	257	3,043	
Karnataka	Belair	4,69,620	3,85,336	84,284	248	-	206	6,423
	Edge	1,68,224	56,994	1,11,230	40	-	25	7,077
	Forest Trails (Sarjapur JD) - Launched	9,71,736	2,36,388	7,35,348	167	-	37	7,083
	Orchards - Launched	5,70,200	3,58,380	2,11,821	194	-	46	2,765
	Greatlands	9,52,854	7,36,205	2,16,649	302	-	250	4,108
Maharashtra	Elan	1,34,952	61,588	73,364	43	35	42	6,941
	Total	2,66,62,598	1,91,70,521	74,92,077	3,302	652	2,288	

^Amount Collected is excluding Taxes and net of cancellations

As on 30 June 2024

NH 47, SOUTH AHMEDABAD

(TO BE LAUNCHED IN Q2)

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<p>Ahmedabad, HORIZONTAL MULTIUSE TOWNSHIP</p>	 <p>500 Acres LAND AREA</p>	 <p>~20 Mn Sq ft INDICATIVE SALEABLE AREA</p>	 <p>1,450 Cr INDICATIVE TOPLINE</p>	<p>50% Revenue Share</p>
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*This is a joint development project in South Ahmedabad envisaged to be a multi-asset golf themed landmark township. **This would be ASL's 17th project in Ahmedabad.***

LOCATIONAL ADVANTAGE

- South Ahmedabad has emerged as one of the promising micro-markets for plotted development /weekend homes in Ahmedabad.
- The micro-market is in close proximity to the various Industrial hubs such as Changodar, GIDC etc..
- The area has a well-developed connectivity with various parts of Ahmedabad.

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted and weekend homes like, Kingsvilla, Forest Trails, Radhe Abode, Ozone Tuscany, Kensville.

ARVIND ORCHARDS PHASE 2, BANGALORE

(UNDER APPROVAL)

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<p>DODDABALLAPURA ROAD, PLOTTED DEVELOPMENT PROJECT</p>	 <p>20.5 Acres LAND AREA</p>	 <p>~0.5 Mn Sq ft INDICATIVE SALEABLE AREA</p>	 <p>215 Cr INDICATIVE TOPLINE</p>	<p>HDFC PLATFORM-2 ARVIND's INVST</p> <p>33%</p>
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This would be ASL's 9th project and second plotted development in Bangalore.

LOCATIONAL ADVANTAGE

- Devanahalli is an Established Residential Plotting Location which is near the Bangalore Airport.
- The micro-market is also home to major economic hubs such as Aerospace SEZ and KIADB IT Park.
- This Location enjoys excellent Infrastructure connectivity which will be further enhanced by the upcoming Metro.

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted developments from brands such as Godrej, Prestige, Sriram, Century, Puravankara, Goyal, etc...

NORTH BANGALORE

- Records 2nd highest share of launches at 30%.
- Micro Market Devanahalli launched 9,068 units.

POTENTIAL OPPORTUNITY TO INCREASE THE SIZE by 1.4 TIMES SUBJECT TO LAND AVAILABILITY AND TITLE CLEARANCE



MID-SEGMENT LED QUARTERLY LAUNCHES; HIGH END AND LUXURY RECORD STRONG GROWTH

- Backed by rising demand from end users, mid-segment projects continued to dominate quarterly launches with ~54% share. High-end and luxury projects followed with a whopping rise in their quarterly share (46%), as compared to 14-15% share during the last quarter.
- Doddaballapura is being connected to important areas of the city, such as Tumkur Road, Hyderabad Road, and Kolar Road, by the proposed Satellite Town Ring Road (STRR).
- Doddaballapura will become an appealing investment opportunity for buyers looking to invest in the Bengaluru real estate market as a result of this infrastructure development, which is anticipated to result in a significant increase in property prices in the neighborhood.

(Source: Various Bangalore real estate report)

NORTH BANGALORE

(UNDER APPROVAL)

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<p>NEAR IVC ROAD, PLOTTED DEVELOPMENT PROJECT</p>	 <p>20 Acres LAND AREA</p>	 <p>0.45 Mn Sq ft INDICATIVE SALEABLE AREA</p>	 <p>180 Cr INDICATIVE TOPLINE</p>	<p>100% Owned</p>
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This project is adjacent to the first project in Devanahalli and the 19 acres is fully owned by the Company highlighting the Company's confidence in the project prospects. **This would be ASL's 10th project and third plotted development in Bangalore.**

LOCATIONAL ADVANTAGE

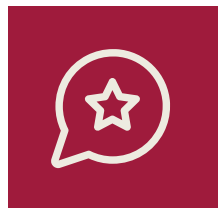
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NORTH BANGALORE

- Records 2nd highest share of launches at 30%.
- Micro Market Devanahalli launched 9,068 units.



NORTH BENGALURU AND ITS PERIPHERALS HAVE ABOUT 11 MSF OF COMMERCIAL OFFICE STOCK, AND ABOUT 13 MSF IS EXPECTED TO BE ADDED BY 2025

- North Bengaluru cluster too has been expanding to accommodate growing real estate demand of the city.
- During H1 2023, North Bengaluru registered residential sales of 5,978 units, 27% higher than previous four half yearly period average.
- Growth and operation of Kempegowda International Airport Terminal 2 has led to massive infrastructure investment in region

(Source: Knightfrank)

ARVIND GREATLANDS – REMAINING PHASE, BANGALORE

(UNDER APPROVAL)

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<p>DEVANAHALLI, PLOTTED DEVELOPMENT PROJECT</p>	 <p>7 Acres LAND AREA</p>	 <p>0.2 Mn Sq ft INDICATIVE SALEABLE AREA</p>	 <p>65 Cr INDICATIVE TOPLINE</p>	<p>100% Owned</p>
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The first and second phase of this project with a total saleable area of ~0.95 million sq. ft. amounting to a booking value of more than Rs. 300 Crore, was sold out within few hours of launch. The first phase is under HDFC Platform 1. The second phase and remaining phase are fully owned by Arvind SmartSpaces.

This project marks ASL's entry into plotted development in Bangalore.

LOCATIONAL ADVANTAGE

- Devanahalli is an Established Residential Plotting Location which is near the Bangalore Airport.
- The micro-market is also home to major economic hubs such as Aerospace SEZ and KIADB IT Park.
- This Location enjoys excellent Infrastructure connectivity which will be further enhanced by the upcoming Metro.

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted developments from brands such as Godrej, Prestige, Sriram, Century, Puravankara, Goyal, etc...

NORTH BANGALORE

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- Micro Market Devanahalli launched 9,068 units.



NORTH BENGALURU AND ITS PERIPHERALS HAVE ABOUT 11 MSF OF COMMERCIAL OFFICE STOCK, AND ABOUT 13 MSF IS EXPECTED TO BE ADDED BY 2025

- The North Bengaluru cluster too has been expanding to accommodate the growing real estate demand of the city.
- During H1 2023, North Bengaluru registered residential sales of 5,978 units, 27% higher than the previous four half yearly period average.
- The growth and operation of Kempegowda International Airport Terminal 2 has led to massive infrastructure investment in the region

(Source: Anarock)

UPLANDS 2.0 & 3.0 PHASE 3, SOUTH AHMEDABAD

(UNDER APPROVAL)

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<p>Ahmedabad, HORIZONTAL MULTIUSE TOWNSHIP</p>	 <p>92 Acres LAND AREA</p>	 <p>~3.9 Mn Sq ft INDICATIVE SALEABLE AREA</p>	 <p>405 Cr INDICATIVE TOPLINE</p>	<p>55% Revenue Share</p>
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*This is a joint development project in South Ahmedabad envisaged to be a multi-asset golf themed landmark township. This would be ASL's 18th project in Ahmedabad. **Acquired additional 42 acres at Uplands 2.0 & 3.0. This will add Rs. 205 Cr to the top line.***

LOCATIONAL ADVANTAGE

- South Ahmedabad has emerged as one of the promising micro-markets for plotted development /weekend homes in Ahmedabad.
- The micro-market is in close proximity to the various Industrial hubs such as Changodar, GIDC etc..
- The area has a well-developed connectivity with various parts of Ahmedabad.

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted and weekend homes like, Kingsvilla, Forest Trails, Radhe Abode, Ozone Tuscany, Kensville.

BANNERGHATTA ROAD, BENGALURU

(UNDER APPROVAL)

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<p>HIGH RISE PROJECT</p>	 <p>4.3 Acres</p> <p>LAND AREA</p>	 <p>0.46 Mn Sq ft</p> <p>INDICATIVE SALEABLE AREA</p>	 <p>400 Cr</p> <p>INDICATIVE TOPLINE</p>	<p>HDFC PLATFORM-2 ARVIND's INVST</p> <p>33%</p>
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The project is acquired on an outright basis under the HDFC Platform 2. *This would be ASL's 11th project and eight high rise in Bangalore.*

LOCATIONAL ADVANTAGE

- Bannerghatta is the fastest growing residential micro market located in the southern part of Bengaluru on SH87.
- It has excellent connectivity to the Bannerghatta Main Road, IT/ITES belt in Electronic City and hosts numerous IT companies and Tech Parks.
- It is located close to picturesque hotspots MM Hills, The Bannerghatta National Park, St. Marks Cathedral, the Pearl Valley, ISKON Temple, Meenakshi Mall etc.

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted developments from brands such as Prestige, Esteem, SNN, etc...

SOUTH BANGALORE

- During H2 2022, 46% of the total launches were in South Bangalore
- The development of metro lines on Bannerghatta Road, Hosur Road, Outer Ring Road connecting key employment clusters in Outer Ring Road (ORR), Secondary Business District (SBD) and Peripheral Business District (PBD) South contributed to the real estate prospects of South Bangalore.

(Source: Knightfrank)

SARJAPURA ROAD, BENGALURU

(UNDER APPROVAL)

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HIGH RISE
PROJECT



3.0 Acres
LAND AREA



0.32 Mn Sq ft
INDICATIVE
SALEABLE AREA



205 Cr
INDICATIVE
TOPLINE

65%
Revenue Share

The project is acquired on an outright basis under the HDFC Platform 2. Remainder phase of Forest Trails Sarjapur, Bengaluru to be developed as a high rise project comprising a saleable area of 3.2 lakh sq ft. Top line potential increased by of ~Rs 205 Cr

LOCATIONAL ADVANTAGE

- Bannerghatta is the fastest growing residential micro market located in the southern part of Bengaluru on SH87.
- It has excellent connectivity to the Bannerghatta Main Road, IT/ITES belt in Electronic City and hosts numerous IT companies and Tech Parks.
- It is located close to picturesque hotspots MM Hills, The Bannerghatta National Park, St. Marks Cathedral, the Pearl Valley, ISKON Temple, Meenakshi Mall etc.

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted developments from brands such as Prestige, Esteem, SNN, etc...

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NH 48, SURAT (UNDER PLANNING)

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<p>Ahmedabad, PLOTTED DEVELOPMENT PROJECT</p>	 <p>300 Acres LAND AREA</p>	 <p>~13 Mn Sq ft INDICATIVE SALEABLE AREA</p>	 <p>1,100 Cr INDICATIVE TOPLINE</p>	<p>55% Revenue Share</p>
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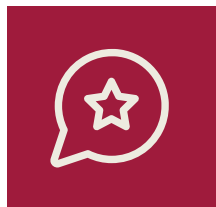
This is a joint development project in North Surat envisaged to be a multi-asset golf themed landmark township. This would be ASL's 19th project in Gujarat. This project marks the entry of ASL into the high potential Surat market. This will be the third city in Gujarat apart from Ahmedabad and Gandhinagar.

LOCATIONAL ADVANTAGE

- Surat is a well-established business hub and has emerged as one of the promising markets for plotted development /weekend homes in Gujarat.
- The project location has a well-developed connectivity with various parts of Surat with close proximity to the industrial cities of Ankleshwar and Bharuch.

EARLY MOVER ADVANTAGE

- There is no listed player in Surat for plotting and Weekend Homes.
- Providing investment opportunity for people of Surat , Ankleshwar and Bharuch
- The project is envisaged to be first large-scale plotting project in Surat with a golf course, large clubhouse, orchards with several thousand full grown trees and a private lake.



SURAT IS AN EMERGING MARKET FOR HORIZONTAL DEVELOPMENTS

- Based on Guj RERA a total of 41 plotted development were launched in 2021-22 that shows an increase of 356% in project launches but all projects are of small scale.

RHYTHM OF LIFE Phase 2, LAXMANPURA AHMEDABAD

(UNDER PLANNING)

#DESIGNEDTOINSPIRE

<p>Ahmedabad, HORIZONTAL MULTIUSE TOWNSHIP</p>	 <p>20 Acres LAND AREA</p>	 <p>~1.1 Mn Sq ft INDICATIVE SALEABLE AREA</p>	 <p>140 Cr INDICATIVE TOPLINE</p>	<p>100% OWNED</p>
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The project is acquired on an outright basis. *This project is located in Laxmanpura, Ahmedabad and would be ASL's 20th in Gujarat. This is the 3rd project addition in West Ahmedabad*

LOCATIONAL ADVANTAGE

- West Ahmedabad has emerged as one of the promising micro-markets for plotted development /weekend homes in Ahmedabad.
- The area has a well-developed connectivity with various parts of Ahmedabad with close proximity to the various business hubs such as Shilaj, SindhuBhavan Road and SP Ring Road. etc.
- The micro-market is in close proximity to the various natural lakes such as Thol lake.

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted and weekend homes like Tall Trees, Shilpgram 7, The Orchards, Travessa weekend homes and Nature's Edge Beyond Space.

MOTI BHOYAN, AHMEDABAD

(UNDER PLANNING)

#DESIGNEDTOINSPIRE

<p>Ahmedabad, DEVELOPMENT MANAGEMENT PROJECT</p>	 <p>16 Acres LAND AREA</p>	 <p>~0.7 Mn Sq ft INDICATIVE SALEABLE AREA</p>	 <p>116 Cr INDICATIVE TOPLINE</p>	<p>10% Revenue Share</p>
--	---	---	--	-------------------------------------

Executed an agreement with subsidiary of Arvind Ltd under the Development Management (DM) model for residential villa project at Moti Bhoyan, Ahmedabad.

LOCATIONAL ADVANTAGE

- Moti Bhoyan emerged as one of the promising micro-markets for plotted development /weekend homes in Ahmedabad.
- The micro-market is in close proximity to Thol lake, SP Ring road, Infocity Gandhinagar and SVP International airport

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted and weekend homes like, Belleview, Forreste, Super City Lifestyle, Khyati Homes.

SOUTH AHMEDABAD, AHMEDABAD

(UNDER PLANNING)

#DESIGNEDTOINSPIRE

<p>Ahmedabad, PLOTTED DEVELOPMENT PROJECT</p>	 <p>84 Acres LAND AREA</p>	 <p>~2.5 Mn Sq ft INDICATIVE SALEABLE AREA</p>	 <p>150 Cr INDICATIVE TOPLINE</p>	<p>100% Owned</p>
---	--	--	---	--------------------------

Commenced a large aggregation in South Ahmedabad of which 84 acres has been completed till date. *This would be ASL's 16th project in Ahmedabad. Marks our entry into the South Ahmedabad Plotting micro-market.*

LOCATIONAL ADVANTAGE

- South Ahmedabad has emerged as one of the promising micro-markets for plotted development /weekend homes in Ahmedabad.
- The micro-market is in close proximity to the various Industrial hubs such as Changodar, GIDC etc..
- The area has a well-developed connectivity with various parts of Ahmedabad.

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted and weekend homes like Kensville , Kingsvilla, Forest Trails, Radhe Abode, Ozone Tuscany.

*** POTENTIAL OPPORTUNITY TO INCREASE THE SIZE by 1.7 TIMES SUBJECT TO LAND AVAILABILITY AND TITLE CLEARANCE**



AHMEDABAD CONTINUES TO WITNESS HEALTHY GROWTH IN LAUNCHES

- Ahmedabad residential market witnessed launch of 6,194 units in the second quarter of 2023, a growth of 30% on a q-o-q.
- A total of 11,011 units were launched during the first half of 2023 against 11,291 units in the same period in 2022.
- The high end and luxury segment recorded a ~115% growth on y-o-y basis and 11% growth on q-o-q basis. This also indicates a growth in the luxury appetite of the city.

(Source: Cushman & Wakefield)

PROJECT PORTFOLIO

Status	City	Project	Type	Structure	Economic Interest	Estimated Completion Date	Saleable Sq Ft	
A. Completed	Gujarat	Summary of all completed projects				Complete	32,38,724	
	Karnataka	Summary of all completed projects				Complete	17,05,134	
B. Ongoing	Gujarat	Chirping Woods	Residential	JV	~ 50% Revenue Share	2024	13,39,092	
		Forreste 5	Residential	DM	~ 10% Revenue Share	2026	9,43,164	
		Fruits of Life - Launched	Residential	HDFC Platform 2	Arvind Invst 33.33%	2025	17,45,853	
		Uplands One	Residential	JV	~ 77% Revenue Share	2023	31,92,901	
		Uplands Two	Residential	JV	~ 77% Revenue Share	2025	12,89,128	
		High grove	Residential	JV	~ 45% Revenue Share	2024	43,77,033	
		Forreste 1 - 4^	Residential	DM	~ 10% Revenue Share	2024	29,58,846	
		Uplands 2.0 & 3.0, Adroda - Launched	Residential	JV	~ 55% Revenue Share	2026	67,50,136	
	Karnataka	Rhythm of Life - Launched	Residential	Owned	100%	2026	7,98,858	
		Belair	Residential	Owned	100%	2024	4,69,620	
		Greatlands - launched	Residential	HDFC Platform 1 / Owned	Arvind Invst 20% / 100%	2025	9,52,854	
		The Edge	Commercial	Owned	100%	2024	1,68,224	
		Forest Trails (Sarjapur JD) - Launched	Residential	JD	~ 65% Revenue Share	2027	9,71,736	
		Orchards - Launched	Residential	HDFC Platform 2	Arvind Invst 33.33%	2027	5,70,200	
		Elan	Residential	JD	~ 67% Area Share	2024	1,34,952	
C. Planned	Gujarat	Uplands III	Residential	JV	~ 77% Revenue Share	Yet to be launched	11,15,294	
		Forreste phase 6	Residential	DM	~ 10% Revenue Share	Yet to be launched	10,71,155	
		South Ahmedabad	Residential	Owned	100%	Yet to be launched	25,61,328	
		Fruits of Life - Future phase	Residential	HDFC Platform 2	Arvind Invst 33.33%	Yet to be launched	3,08,909	
		NH 47, South Ahmedabad	Residential	JV	~ 50% Revenue Share	Yet to be launched	2,00,92,860	
		Moti Bhojan	Residential	DM	~ 10% Revenue Share	Yet to be launched	7,17,959	
		Uplands 2.0 & 3.0, Adroda - Future Phase	Residential	JV	~ 55% Revenue Share	Yet to be launched	39,77,671	
		NH48, Surat	Residential	JV	~ 55% Revenue Share	Yet to be launched	1,32,33,132	
	Karnataka	Rhythm of Life - Future Phase	Residential	Owned	100%	Yet to be launched	9,80,826	
		North Banglore	Residential	Owned	100%	Yet to be launched	4,56,648	
		Greatlands - Future Phase	Residential	Owned	100%	Yet to be launched	1,79,706	
		Bannerghatta Road	Residential	HDFC Platform 2	Arvind Invst 33.33%	Yet to be launched	4,63,587	
		Orchards - Future Phase	Residential	HDFC Platform 2	Arvind Invst 33.33%	Yet to be launched	5,43,367	
		Sarjapur Road (Sarjapur JD)	Residential	JD	~ 65% Revenue Share	Yet to be launched	3,23,433	
		Grand Total						7,76,32,332

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ESTIMATED OPERATING CASH FLOW

₹ Cr		Total Est. Booking Value	Booking Value till date	Estimated Value of Inventory	Receivables	Est. Inventory + Receivables	Balance Cost to be Incurred*	Est. Operating Cashflow
Gujarat	Completed	584	520	64	7	70	0	70
	Ongoing	2,938	2,308	629	627	1,257	872	385
	Yet to be launched	3,876	93	3,783	91	3,874	2,723	1,151
Gujarat Total		7,398	2,921	4,476	725	5,201	3,595	1,606
Karnataka	Completed	909	893	16	1	18	0	17
	Ongoing	1,633	951	682	386	1,068	596	473
	Yet to be launched	1,138	0	1,138	0	1,138	584	553
Karnataka Total		3,681	1,844	1,836	388	2,224	1,180	1,044
Maharashtra	Ongoing	75	43	32	1	33	-2	36
	Yet to be launched	0	0	0	0	0	0	0
Maharashtra Total		75	43	32	1	33	-2	36
Grand Total		11,153	4,809	6,345	1,114	7,459	4,772	2,686
Add: Surplus								58
Net Estimated Unrealised Operating Cashflow								2,744

Note: EBITDA level Estimated Cash flow after allocation of Corporate overheads. The estimated operating cash flow represents Company's share only.

* Includes Land cost payable to Land partners. Further, DM model is grossed up for Revenue and Cost. Net Operating Cash flow for the Company from DM would be limited to DM fees only.

Above cash flow includes only those projects where definitive agreements have been signed.

ABOUT THE COMPANY

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KEY
INFORMATION

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GEOGRAPHY
SPREAD

03

HDFC
PARTNERSHIP

04

ARVIND BRAND

05

GOVERNANCE &
CSR

06

MANAGEMENT
TEAM

OVERVIEW

#DESIGNEDTOINSPIRE

Part of Lalbhai Group with a 120-year legacy - synonymous with robust governance and creating value accretive businesses

Listed in 2015 post demerger from Arvind Ltd

Strong trusted consumer brand

Success across product segments and geographies in launch as well as sustenance phase

Experienced Professional Mgmt.

Focused on P&L accretive Business Development
Learnings in place to help significantly scale up

Diversified geographical presence

Ahmedabad, Gandhinagar, Bangalore & Pune

Primarily focused on Residential development

De-risked product presence – Horizontal (Plotting, Villas) and Vertical (Luxury, MIG residential housing)

Growing Project Portfolio

- Delivered 4.9 msf
- Ongoing projects of 26.7 msf
- Planned projects of 46.0 msf

Strong conviction by promoters

- 3 rounds of capital infusion by promoters
- Recent one by MD & CEO

Strategic partnership with HDFC Capital

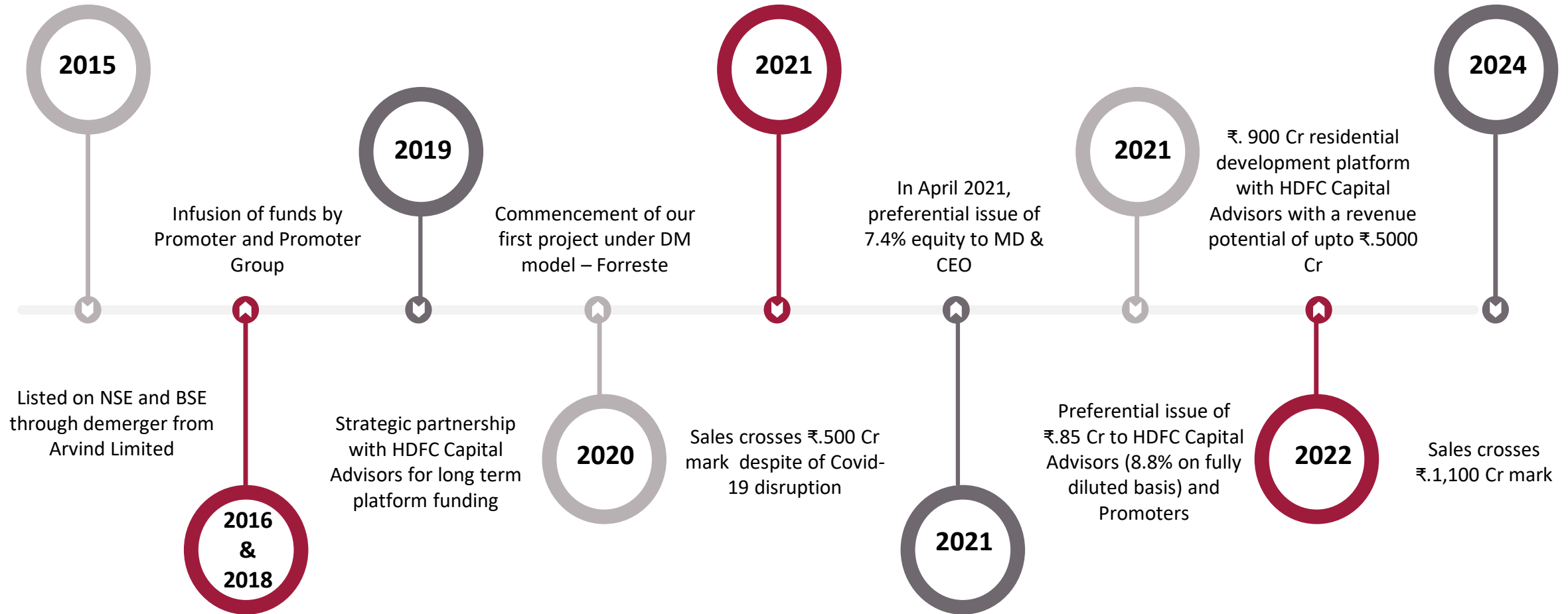
Equity investment at Hold co and Platform funding

Strong financial performance - 41% CAGR in Bookings

Negative Debt, Long term credit rating of A+/Stable outlook

THE JOURNEY SO FAR

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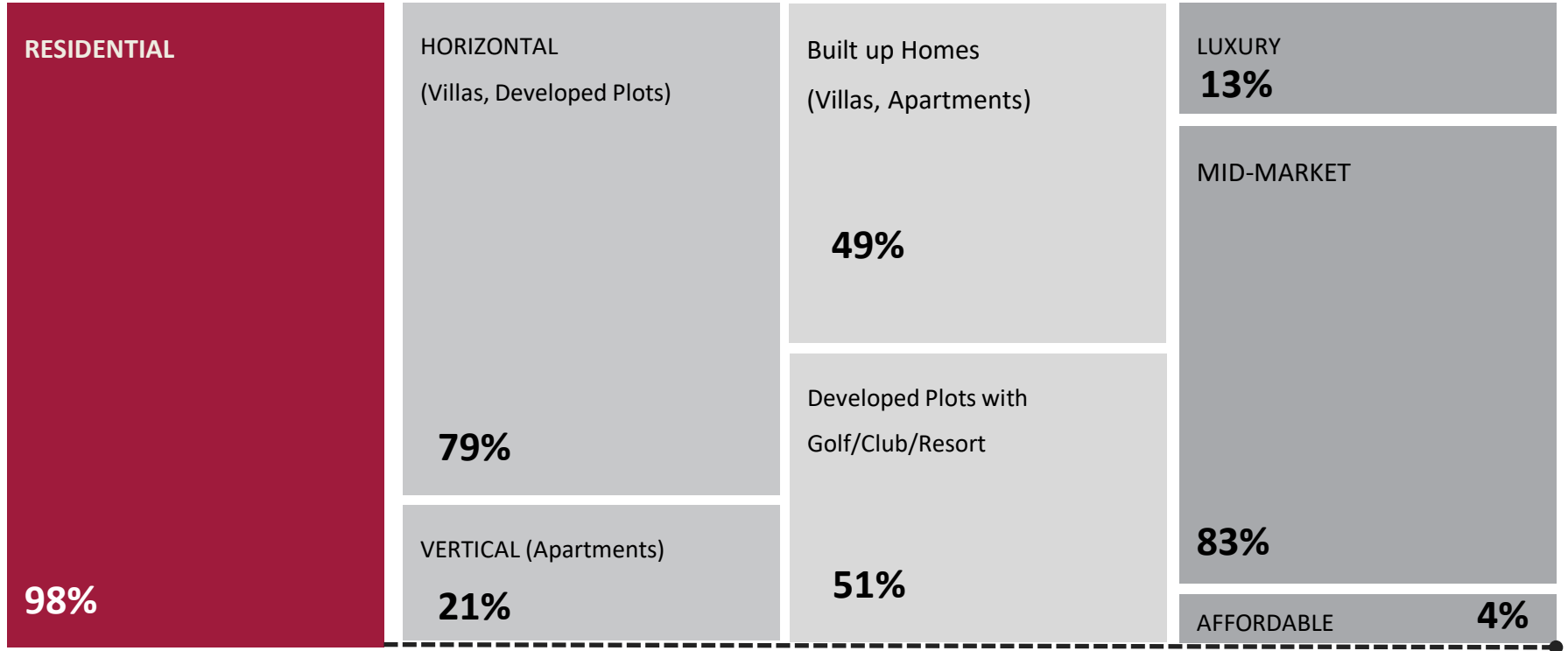


CARVED ITS NICHE IN RESIDENTIAL DEVELOPMENT PROJECTS

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PROJECT CLASSIFICATION (ONGOING AND PLANNED) MAR 2024



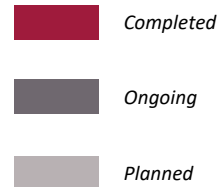
- Horizontal Projects comprises of villas, plotting schemes, etc. that has witnessed exponential growth post the pandemic with surge in residential demand considering hybrid work culture

LISTED (2015), CORPORATE REAL ESTATE DEVELOPER SINCE 2008

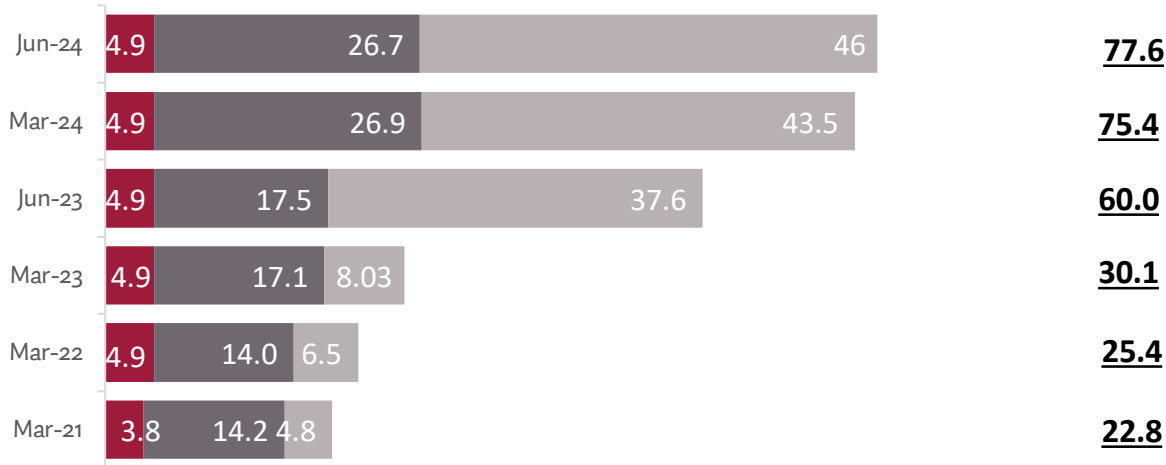
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CAPITAL PAYMENTS

- In a span of 18 years, falling true to brand Arvind, successfully delivered 11 projects i.e. 4.9 mn.sq.ft. of which 100% projects handed over as per the committed date.



PROJECT PORTFOLIO (IN MN. SQ.FT.)

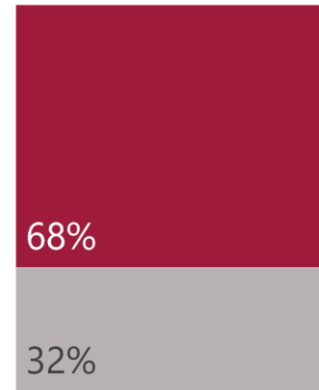


- “Ongoing” - already launched
- “Planned” - Next phases of already launched Projects + Lands already acquired, and site preparation started

MULTIPLE LAND SOURCING MODELS

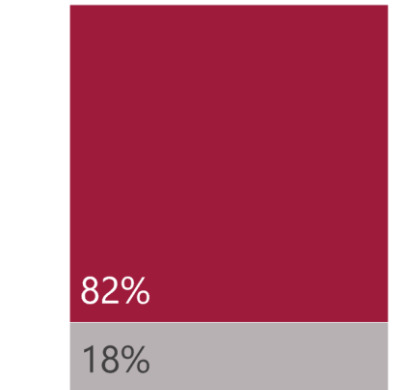
- 80% Projects are through JDs, Platform, DM
- Three DM Project with Arvind Limited

VALUE SHARE in %



JDAs

VOLUME SHARE in %



Land Purchase



VENTURING INTO NEWER GEOGRAPHIES IN A PHASED MANNER

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DIVERSIFIED FROM AHMEDABAD/GANDHINAGAR TO BANGALORE IN THE YEAR 2014 AND TO PUNE IN 2019

Ahmedabad / Gandhinagar / Surat 66%, Bangalore 33%, Pune 1%

AHMEDABAD / GANDHINAGAR, GUJARAT



SURAT, GUJARAT

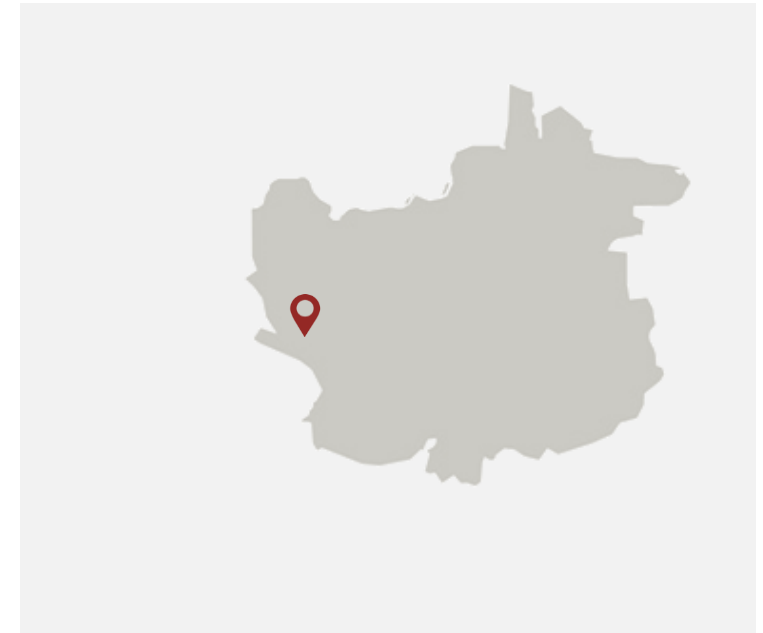
1. Aavishkaar, 2. Alcove, 3. Chirping Woods 4. Citadel, 5. Forreste, 6. HighGrove, 7. MegaPark, 8. Megaestate, 9. MegaTrade, 10. Parishkar, 11. Trade Square, 12. Uplands One, 13. Uplands Two 14. Fruits of Life 15. Forreste 5 16. South Ahmedabad 17. NH 47 18. Uplands 2.0 & 3.0 19. Moti Bhojan 20. Rhythm of Life

BANGALORE, KARNATAKA



1. BelAir, 2. Devenahalli, 3. Expansia, 4. Oasis, 5. Forest Trails, 6. Skylands, 7. Sporcica, 8. The Edge 9. Doddaballapura Road 10. North Banagalore 11. Bannerghatta

PUNE, MAHARASHTRA



1. Elan

OUR BELIEF IN DEPTH OVER BREADTH

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KEY DECISION PARAMETERS

PARTICULARS	BANGALORE	AHMEDABAD	PUNE	REMARKS
MID INCOME SEGMENT SIZE	High	Low	High	Strong presence of salaried class
MID INCOME SEGMENT GROWTH	High	Mid-level	High	High influx of salaried workers makes an attractive market
IT-DRIVEN GROWTH	High	Low	High	Bangalore and Pune are established IT hubs
MANUFACTURING GROWTH	High	Mid-level	High	Presence of manufacturing clusters in close vicinity to the city
SERVICES GROWTH	High	Low	High	Booming services industry – Finance in Ahmedabad, IT in Pune & Bangalore
BRAND RECOGNITION	Mid-level	High	Low	Recognition of “Arvind” as a brand
IMPORTANCE OF HAVING A BRAND	High	High	High	Brand sensitive consumers
MARKET POTENTIAL FOR DEEPER GROWTH	High	Low	Mid-level	Untapped market potential
FORMALIZED / ORGANIZED	High	Low	High	Formalized nature of dealings in land and real estate
CURRENT REGULATORY AND LOCAL KNOWLEDGE	High	High	Mid-level	Ease of getting clearances and operating in the regulatory environment
PRE-EXISTING ARVIND SETUP	High	High	Mid-level	Ahmedabad and Bangalore have established Arvind offices and ecosystems
CAPITAL REQUIREMENTS	High	Low	Mid-level	Favorable land prices allow for quick purchase

High
 Mid-level
 Low

Note - Markets evaluated on the Company's internal benchmarking scale

AHMEDABAD

High on Luxury and preference for horizontal

BANGALORE

Seeing good traction in mid-market segment due to growing salaried class in the IT services industry

PUNE

High sales and launch velocity for mid-priced housing due to its position as a fast-growing IT services and manufacturing hub

STRATEGIC PARTNERSHIP WITH HDFC CAPITAL ADVISORS

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2019

80/20 venture between Company and HCARE-1 with SPV entity with objective of mid-market/affordable housing development across India.

First project acquired at Devenhalli, Bangalore (plotted development) in 2020. Concluded the platform within two and half years of operations

2021

Preferential issue to HDFC Capital Advisors wherein H-CARE 1 subscribed to 8.8% equity stake in SmartSpaces on a fully diluted basis

2022

₹ 900 Cr partnership with HDFC under H-CARE III for the creation of residential development platform with a revenue potential of ₹ 4000 - 5000 Cr

Proposed investments from ASL and HCARE-III will be ₹ 300 Cr and ₹ 600 Cr respectively in the platform. Three projects acquired till date

QUALITY CAPITAL

- Provides patient capital to the Company while leaving balance sheet health intact
- H-CARE to receive waterfall based sweat payouts; Company retains all operating rights

INVESTOR PEDIGREE

- The allotment of equity shared on preferential basis to HDFC Capital through HCARE-1, showcases confidence in the Company by HDFC.
- Mr. Vipul Roongta, MD& CEO, HDFC Capital Advisors Ltd. has joined the Board of Directors as a Nominee Director.

BRAND

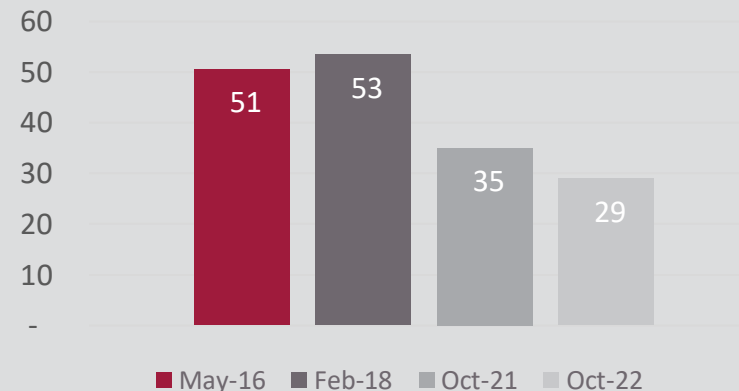
- Two most trusted brands- HDFC & Arvind together unlocking tremendous value for stakeholders
- First investment in OCD form of ₹ 50 Cr for Devenhalli project and ₹ 50 Cr invested for 8.8% stake on a fully diluted basis

STRONG BRAND RECALL 'ARVIND' SYNONYMOUS WITH VALUES AND REPUTE

SmartSpaces is part of Gujarat based Lalbhai Group with a **120 year legacy** that presides over a wide portfolio of businesses viz. Textiles and clothing, Branded Apparels, Technical textiles, Water stewardship, Omni channel, Telecommunications and Heavy Engineering. **Arvind Group today is a \$ 1.7 billion conglomerate, run by professional management**

- SmartSpaces got listed on bourses in 2015 post the demerger from Arvind Ltd. Run under the leadership of Mr. Kamal Singal, MD & CEO
- In Ahmedabad, Gujarat Market, Arvind is a household name, widespread awareness amongst consumers due to brand patronage
- In Bangalore, with an exposure/experience of 10 projects and with fashion business housed in the city since 2 decades, making Arvind a well-known name in this market
- In Pune, started making in-roads since 2019, now further penetrating with new projects. MMR market also being judiciously focussed on as the Arvind brand enables meaningful mindshare

INFUSION OF FUNDS BY PROMOTERS

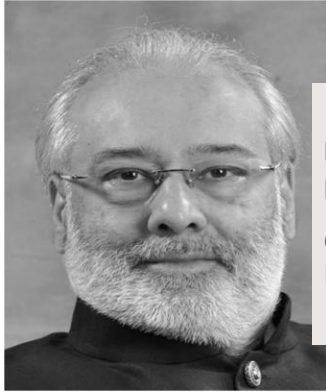


Capital infusion by Professional MD & CEO, exuberates strong conviction of the business from a long-term view point

- Arvind SmartSpaces MD & CEO exercised 28,50,000 warrants of ASL entailing an investment of Rs 29 Cr in Sep/Oct 2022

STRONG GOVERNANCE & CSR INITIATIVES

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Mr. Sanjay S. Lalbhai

Chairman & Non-Executive



Mr. Kulin S. Lalbhai

Vice Chairman



Mr. Kamal Singal

Managing Director & CEO



Mr. Pratul Shroff

Independent Director



Ms. Pallavi Vyas

Independent Director



Mr. Vipul Roongta

Nominee Director



Mr. Prem Prakash Pangotra

Independent Director



Mr. Nirav Shah

Independent Director



Impactful CSR initiatives such as improving the quality of life of people through Education, Health, Environment, Livelihood and similar initiatives around Sites and offices of Arvind SmartSpaces & its subsidiaries.

LED BY AN EXPERIENCED PROFESSIONAL MANAGEMENT TEAM

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MR. KAMAL SINGAL

MANAGING DIRECTOR & CHIEF EXECUTIVE OFFICER

- Associated with the Lalbhai Group since 2001 in various capacities.
- He was elevated to head the real estate business of the Lalbhai Group in 2008. He is responsible for giving strategic direction to the real estate business and also identifying new business opportunities and to further expand the product portfolio of the real estate business.
- Overall experience of more than 30 years
- He holds an EPGM from the Indian Institute of Management, Indore



**JAGDISH DALAL |
Senior Vice President**

- Over 30 years of experience
- Excels in corporate finance



**AVINASH SURESH |
Chief Operating Officer**

- Overall experience of over 19 years with Godrej, Aditya Birla etc.



**MITANSHU SHAH |
Chief Financial Officer**

- Overall experience of over 30 years in finance with Alembic Pharma, Schneider Electric, Sun Pharma, etc.
- With ASL since 2024



**SHARVIL SHAH |
Chief Business Officer - West**

- Overall experience of over 13 years. Worked in real estate companies like BSafal, and Bechtel Corporation Houston.
- With ASL since 2024



**MANOJ CHELLANI |
Chief Business Officer - South**

- Overall experience of over 20 years with Lodha, Runwal, Tech Mahindra and Radius Developers



**SAURABH AGARWAL |
Head – Business Development**

- Overall experience of Over 20 years in real estate companies like RNA, Raheja Ashiana Housing and DLF
- With ASL since 2010



**PRAKASH MAKWANA |
Company Secretary &
Compliance Officer**

- Member of Arvind group for over 25 years



**PANKAJ JAIN |
Head of CRM**

- Overall experience of over 30 years with more than 20 years in Arvind Group

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5 YEAR PERFORMANCE

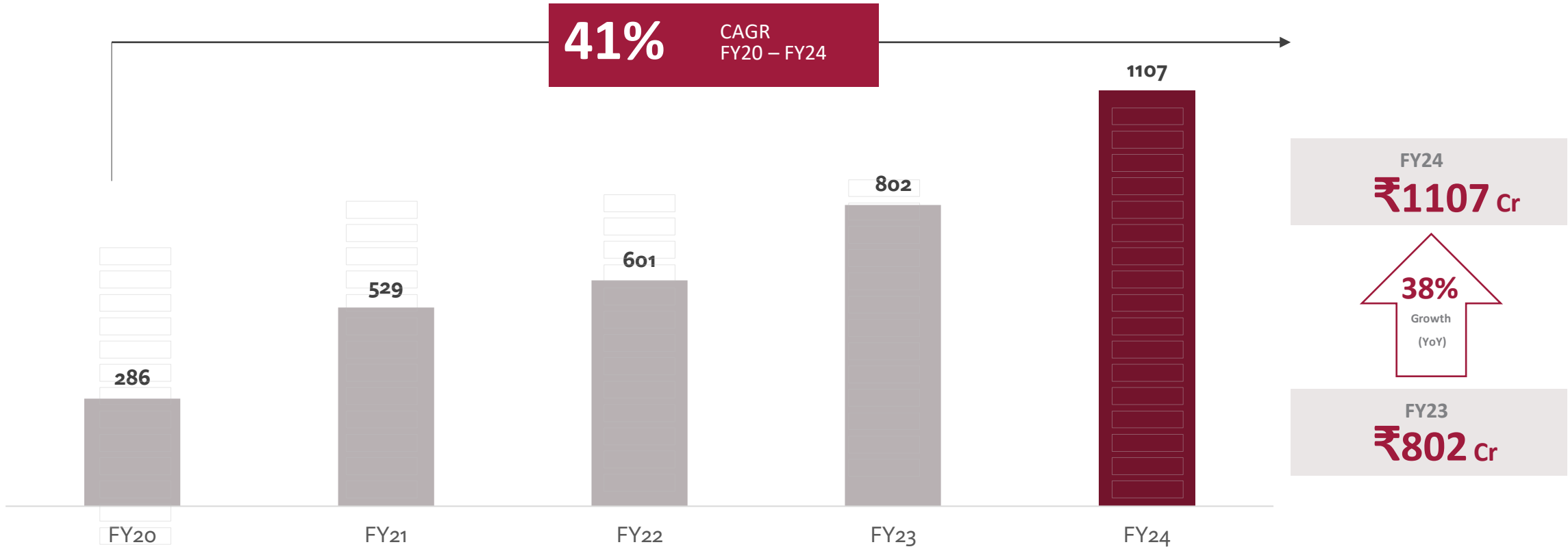
- OPERATIONAL
- FINANCIAL

BOOKINGS: FY24

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BOOKINGS: BEST EVER YEAR

(In ₹ Cr.)

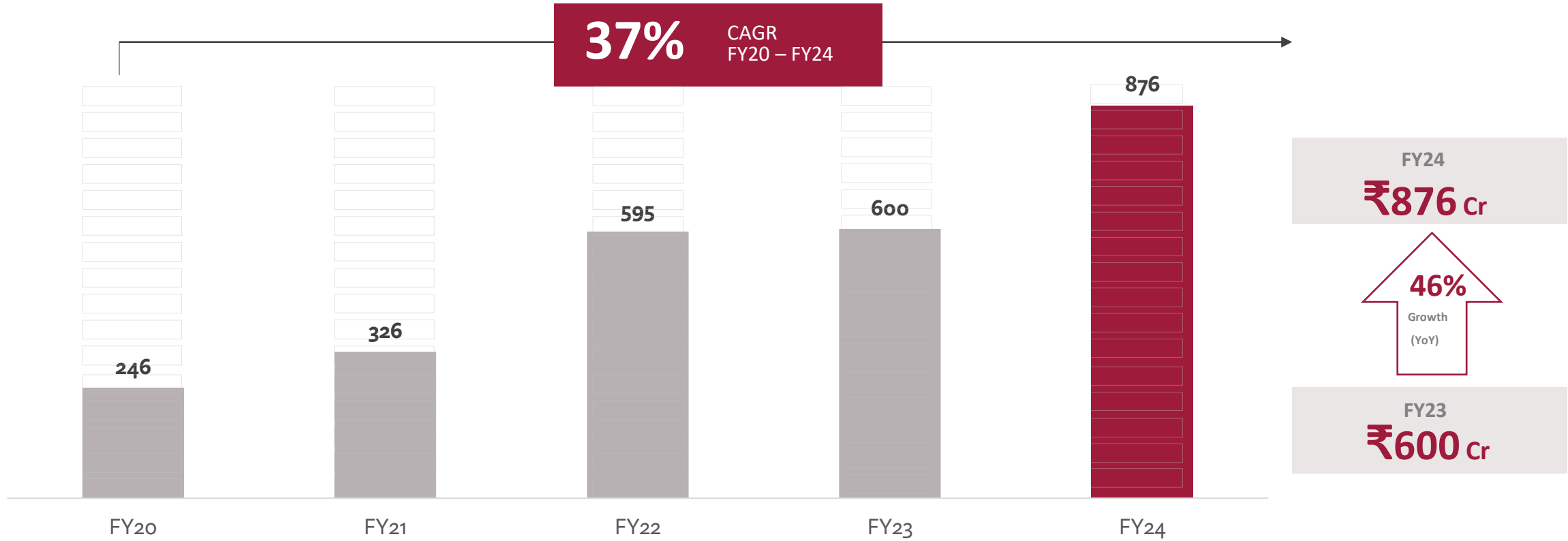


COLLECTIONS: FY24

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COLLECTIONS: BEST EVER YEAR

(In ₹ Cr.)

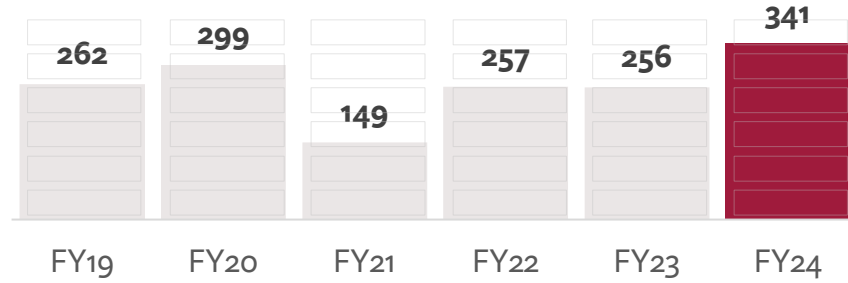


CONSOLIDATED FINANCIAL PERFORMANCE

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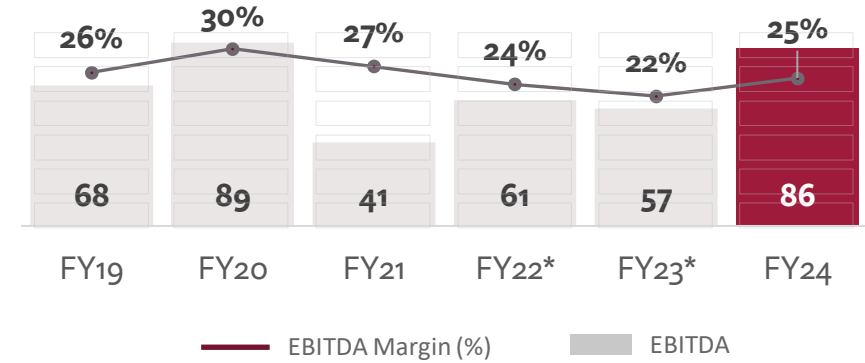
REVENUE

(In ₹ Cr.)



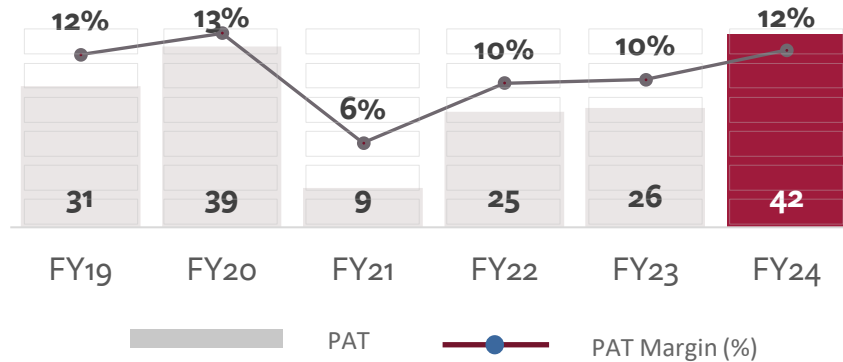
EBITDA

(In ₹ Cr.)



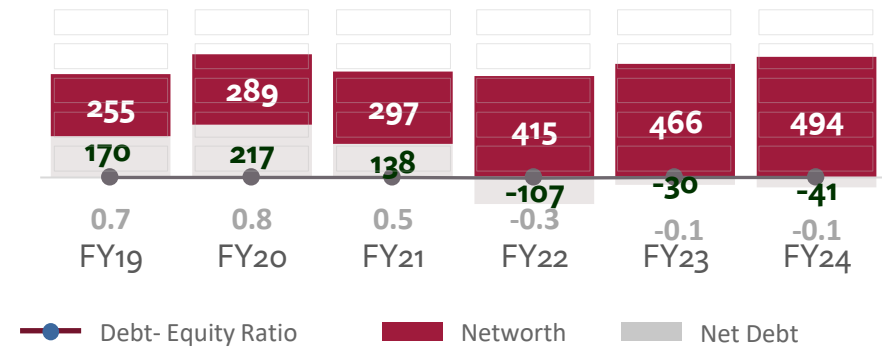
PAT

(In ₹ Cr.)



NETWORTH & NET DEBT

(In ₹ Cr.)



*Adjusted EBITDA = EBITDA (-/+ Interest included in cost of sales / Interest inventorised

Financial performance is based on applicable accounting standards wherein the revenue recognition is based on transfer of control with Project completion and satisfaction of performance obligation. Previous year periods have been regrouped wherever necessary.



BUSINESS MODEL & STRATEGIC PILLARS

- FUNDAMENTALS
- STRATEGIC PILLARS

KEY BUSINESS FUNDAMENTALS

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**FOCUS ON LOW OPERATING LEVERAGE AND
GREATER CORPORATE EFFICIENCY**

**HAS TRANSLATED TO PROFITABLE, SCALABLE AND
SUSTAINABLE GROWTH**

- LEAN ORGANISATION** ■ Low fixed cost: Centralized key functions
- Small team comprising key skill sets: Total on-roll strength of ~400 (March 2024)

- OUTSOURCING MODEL** ■ High reliance on outsourcing of noncore activities and entire construction activities
- 67% Projects are through JDs (March 2024)

- FOCUS ON HORIZONTAL DEVELOPMENT** ■ Low proportion of Construction volume and value vis a vis value creation
- Significant reduction contingent liabilities on account of construction commitments post launch

- BUILD TO SELL** ■ Launch in Phases
- Aggressive Sales at Launch: Target selling 30-40% inventory in first 6 months of launch

STRATEGIC PILLARS



Asset light



Customer Centricity



Balanced Risk Profile



Systems & Processes



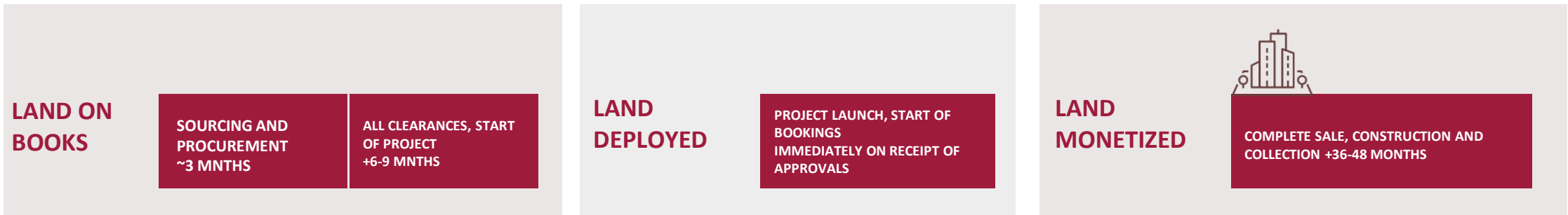
Innovation



TREAT LAND AS RAW MATERIAL; NO LAND BANKING; PROCESS INDUSTRY APPROACH

PARAMETER	TRADITIONAL LAND BANKING APPROACH	OUR APPROACH
Investment class	Asset	Raw Material
Approach	Speculative for appreciation	Quick turnaround
Value Add	By Holding	By quick conversion into value added FG
Monetization time	~10 years	3-5 years, Go to Market within 6-9 months
Sourcing	By Purchase / Ownership	Combination of Purchase and Partnerships (JDs/JVs)
Business model	<ul style="list-style-type: none"> Speculative returns from land appreciation Reliance on speculative business cycles 	<ul style="list-style-type: none"> Product turnaround as a Process Industry Cost efficiency in land and execution Brand premium Rely on systems, processes, Innovation and consumer centricity

LAND PROCUREMENT AND MONETIZATION LIFE CYCLE



BALANCED RISK PROFILE

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FOCUS ON EFFICIENT CASH FLOW MANAGEMENT & LOW LEVERAGE

- Target 30-40% sales at pre-launch & launch stages to generate momentum and thereby reduce working capital requirements
- Ensure D/E remains below 1:1; currently well below that due to healthy cash accruals and equity infusion by promoters and HDFC Capital Advisors
- Judiciously use headroom available for raising debt to fuel growth while retaining conservative stance on leveraging balance sheet

DEBT / EQUITY (X)

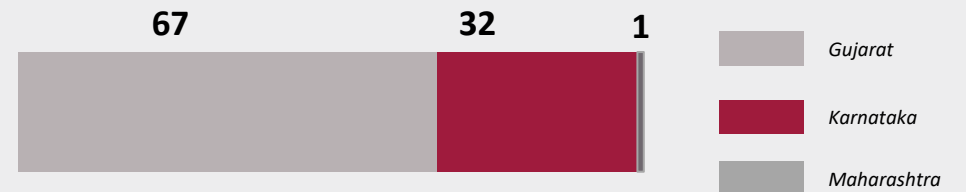


Credit Rating upgraded to IND A+/Stable in December 2023

FOCUSED MARKET & GEOGRAPHIC STRATEGY

- Conservative horizontal market expansion
- Treat each new market as a new business vertical due to regulatory, viability and technical dynamics
- Aggressive deep penetration in existing markets – where we have significant brand presence
 - Ahmedabad with premium / plotting / villa opportunity targeting high end consumer
 - Bangalore as a large growing mid market, brand driven market offering us orbital change opportunity
- Organizational bandwidth being built to focus on significant and important market of Pune / MMR

MAR 2024



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PRODUCT INNOVATION

UPLANDS: EXECUTIVE GOLF COURSE



SPORCIA: HOMES AROUND SPORTS



SKYLANDS: JOGGING TRACK IN THE SKY



EXPANSIA: ALL ABOUT SPACES



BELAIR: YOUR CLUB IN THE AIR



UPLANDS: INSPIRED BY DISNEY®



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PRODUCT INNOVATION

3 ACRES OF LILY POND @ HG



INTERNATIONAL CLUB ARCHITECTURE @ HG



URBAN FORREST @ FORRESTE



Forest Sitouts



Forest Trail



Forest Caves



Campfire Point

CUSTOMER CENTRICITY

AIMING FOR DELIGHT AT EVERY TOUCH POINT IN CUSTOMER LIFE CYCLE

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PROJECTS AND DELIVERY STATUS VS COMMITMENT (IN MONTHS)

<p>+2 MONTHS**</p> <p>PARISHKAAR/ TRADE SQUARE CITADEL</p>	<p>ON TIME</p> <p>MEGATRADE EXPANSIA MEGAESTATE MEGA PARK</p>	<p>-3 to 4 MONTHS</p> <p>ALCOVE SPORCIA</p>	<p>-6 to 8 MONTHS</p> <p>SKYLANDS OASIS</p>	<p>-18 MONTHS</p> <p>AAVISHKAAR</p>
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* Examples: Consolidated open spaces, WFH, Two/Three side Open spaces, State of the art large recreation & sports facilities, unique and evolved facades and aesthetics, significant investment in landscaping

** Deliveries done as per commitment; however formal certification received within 2 months of commitment in the pre RERA regime

SYSTEMS AND PROCESSES

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DEFINED PROJECT ACQUISITION PROCESS

- Experienced land acquisition and in-house legal team
- Strong oversight and approval mechanism
- Directly handled by MD & CEO
- Strong due diligence process (engaging reputed law firms)
- Detailed and conservative viability model
- Strong commercial terms and safeguards
- Strong relationship with landowners and channel partners

POWERFUL SALES ENGINE & PROCESSES

- System driven sales funnel for enhanced efficiency & effectiveness of lead management through automated data tracking and analytics
- Integrated software for pre-sales, sales, post sales & customer experience management
- Sharp focus on Digital Sales (>25% share), State of art in-house call center set up with 15-member dedicated team
- Cost of acquired Sales less than 1.75% for most of the new launches
- Vast network of channel partners comprising > 1,200 with detailed CP management systems

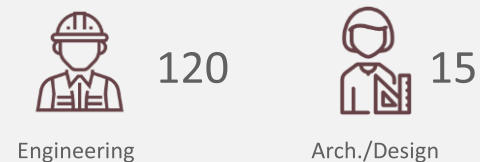
DESIGN & DEVELOPMENT PROCESS

- Best in class design partners: Woods Bagot, HOK, RSP, AAA
- Strong in-house team
- Clear mandate and focus on project specific USPs






LEADERSHIP EXPERIENCE



STRENGTH



SUPPORTED BY BEST-IN-CLASS TECHNOLOGY

-  ERP SYSTEM
-  Generates BOQs directly from drawings
-  SAP
-  Document Management System
-  Quality Management



LOOKING AHEAD

- DIFFERENTIATING FACTORS
- KEY FOCUS AREAS

OUR DIFFERENTIATING FACTORS IN THE REAL ESTATE MARKETPLACE

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EFFICIENT AND COMPETITIVE LAND SOURCING

- Created Joint Development models
- Competitive land sourcing

SUCCESSFUL PARTNERSHIP – LONG TERM VALUE CREATION

Uplands, High Grove, Arvind B Safal, Tata Value Housing (now under execution by Arvind Ltd.) are examples of successful partnership of Arvind

ON TIME EXECUTION

100% track record for on-time delivery

VALUE FOR MONEY

- Focus on end-customer
- Greater value through superior price-product offering vs the competition

LEVERAGING BRAND ARVIND

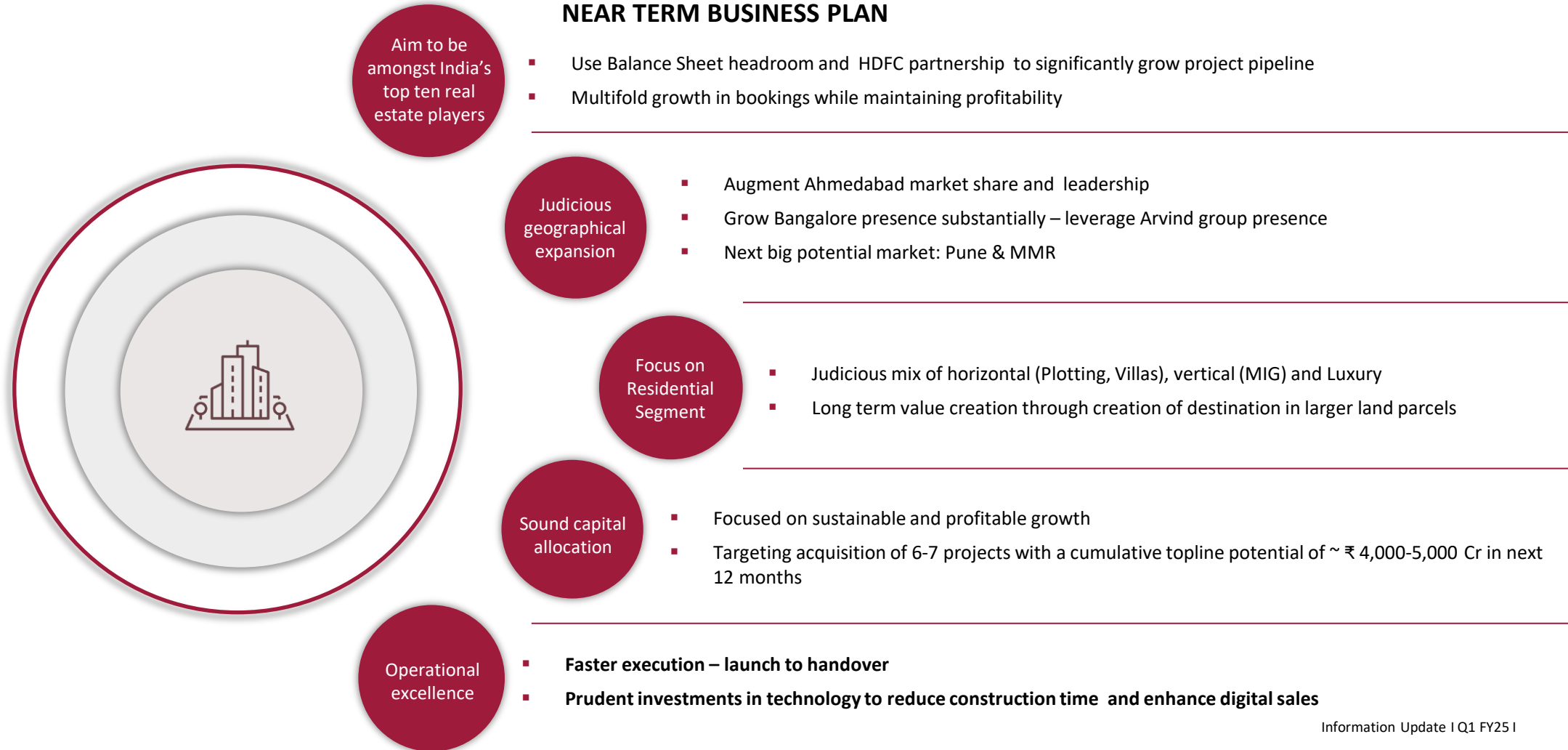
- Brand Equity
- Legacy of over 120 years of Trust & Excellence

EXECUTION EXPERTISE

- Executive golf course, company owned large clubs, Disney tie-up, Sky Club, Sky walk, Sport centricity, elevated amenities & common facilities
- 10-15% cost advantage through contracting model, strong in-house technical team, design optimization

OUR BUSINESS STRATEGIES TO ACCELERATE GROWTH

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AWARDS AND RECOGNITION

- AWARDS
- ACCOLADES

AWARDS & RECOGNITIONS FY16-24

Company & Individual Awards

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'Emerging Developer of the Year - Residential' – May'15 - Realty plus Excellence



Real Estate Most Enterprising CEO of the Year' Feb'16 – ABP News Real Estate Awards



'Real Estate Most Enterprising CEO of the Year' Apr'16 - The Golden Globe Tigers



'Asia's Greatest Brands 2016', - Asiaone magazine



'Asia's Greatest Leaders 2016' - Asiaone magazine



'Scroll of Honour' - 9th Realty Plus Conclave & Excellence Awards 2017



'The Prestigious Rising Brands' Sept'18 – Abu Dhabi Business Council



'Best Real Estate Company' – Aug'19, India News Gujarat at Gujarat First Conclave



'Developer of the Year – Residential' – Mar'22, Real Estate & Business Excellence



'e4m Pride of India – The Best of Bharat' – Apr'22



'The Inspiring CEO of India 2022' – Aug'22, Economic Times CEO Conclave



'The Fastest Growing Realty Brand of the Year' – Dec'22 - Realty+ Conclave & Excellence



'Brand of the Year – Real Estate' – Real Estate and Business Excellence



'Most Enterprising CEO of the Year' – Real Estate and Business Excellence, 2023



'Developer of the year: Townships' – Realty+ Conclave & Excellence, 2023



'Developer of the Year (Residential)' 2023 – Real Estate and Business Excellence



ET Now Progressive Places To Work 2023

























'Real Estate Most Enterprising CXO of the Year' – Jan'24, Real Estate and Business Excellence

AWARDS & RECOGNITIONS FY16-24

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Project Awards

 'Luxury Project of the Year' - Uplands - Realty plus Excellence	 'Integrated Township of the Year – India' – Feb'16 Uplands - ABP News Real Estate	 'Integrated Township of the Year' Uplands - Apr'16, The Golden Globe Tigers Award 2016	 'Residential Property of the Year' – Citadel – Jul'16, Realty Plus Conclave & Excellence	 'Residential Property of the Year' Expansia – Dec'16, Realty Plus Excellence Awards	 'Design Project of the Year' – Uplands – Jun'17, Realty Plus Conclave & Excellence
 'Luxury Project of the Year' – Expansia – Jul'17, Excellence in Real Estate and Infrastructure	 'Affordable Housing Project of the Year'- Aavishkaar Realty Plus Conclave & Excellence 2019	 'Best Golf Course Architecture (national award) for Uplands' – Sept'19, Golden Brick	 'Most Trusted Real Estate Brand of the Year' – Mar'21; Real Estate & Business Excellence	 'Ultra Luxury – Lifestyle Project of the Year' – Uplands – Aug'21, Realty+ Conclave 2021	 'Plotted Development of the Year' – Highgrove – Aug-21, Realty+ Conclave 2021
 'Villa Project of the Year' – Forreste – Aug'21, Realty+ Conclave 2021	 'Residential Project of the year' - Uplands – Mar'22, Economic Times Real Estate Award	 Iconic Project of the Year, - Elan - Mar'22 - Realty+ Conclave 2022	 'Residential Property of Year' - Bel Air – Mar'22, Real Estate & Business Excellence Awards	 'Digital Innovation of the Year' Bel Air – Jun'22, Realty+ Idea Awards	 'Themed Project of the Year' – Forreste – June-22, Realty+ Conclave & Excellence Awards
 'Ultraluxury project of the year – Uplands – June'22, Realty+ Conclave & Excellence Awards	 'Themed Project Of The Year' – Oasis – Dec'22, Realty+ Conclave & Excellence Awards	 Residential Property of the Year (Bel Air, Bengaluru), Real Estate and Business Excellence	 Plotted development of the Year – Highgrove, 15th Realty+ Conclave & Excellence Awards, 2023	 Luxury Villa Project of the Year - Arvind Forest Trails, Real Estate and Business Excellence	

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Golden Brick Awards 2024, Dubai, UAE



Developer of the Year



**Luxury Villa Project of the Year
– Arvind Forrester**

16th Realty+ Excellence Awards, 2024 - Gujarat



Villa Project of the Year - Arvind Forrester



Developer of the year - Ultra Luxury & Lifestyle



ANNEXURE: PROJECT PROFILE IN DETAIL

- OVERVIEW
- PROJECT DETAILS

UPLANDS



*Premium Golf Based Township
189 Villas Phase I, 54 Villas Phase II
Overall 56 Lakh Sq. Ft.*

Deal Structure: JOINT DEVELOPMENT

Architect: WOODS BAGOT

AMENITIES



9 Hole Executive
Golf Course



3 Clubs (Golf Square, Zen
Square, Fun Square)



Premium Concierge
Services



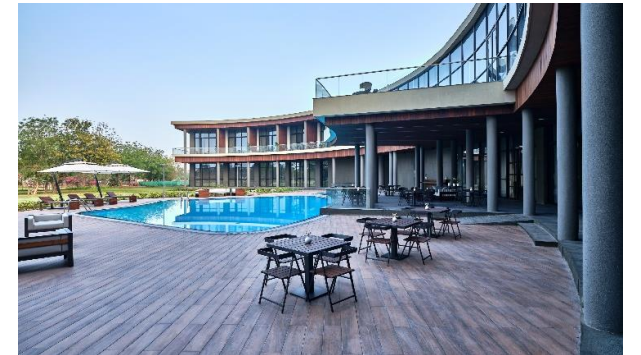
Disney® themed kids
bedroom



Personal Swimming Pool, Gym, Home Theatre - Optional

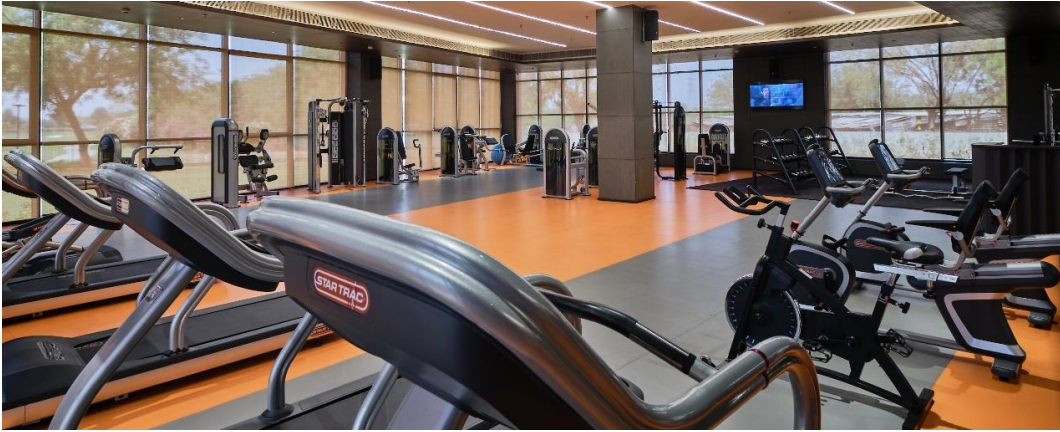
UPLANDS

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UPLANDS CLUBHOUSE

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SKYLANDS

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High Rise Residential Apartments
417 Units – 4.9 Lakh Sq. Ft.

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Sky lounge
on Terrace



Jogging track on
terrace



Open café on
terrace



Star gazing deck on
terrace



Club House with Indoor & Outdoor
Sports Amenities

SKYLANDS

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AAVISHKAAR

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*Affordable Residential Apartments
574 Units – 5.5 Lakh Sq. Ft.*

Deal Structure: OUTRIGHT PURCHASE

Architect: VITAN (JAGRUT & PARTNERS LLP)

AMENITIES



Gated community
& CCTV camera



Central
Landscape area



Outdoor & Indoor
Gym



Yoga & Multipurpose
room



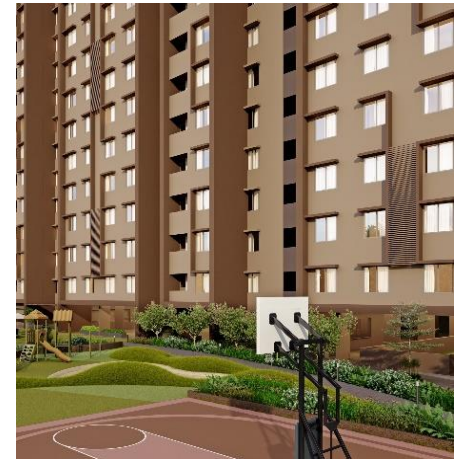
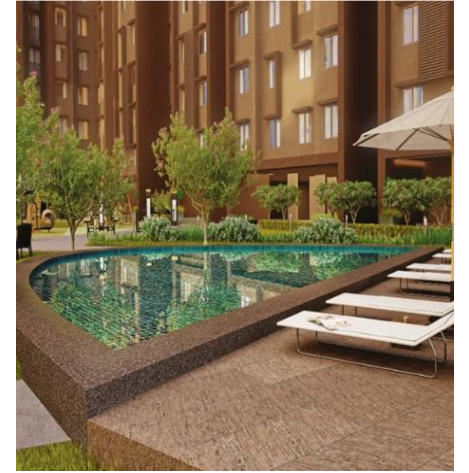
Jogging
pathway/track



Children's splash pool &
sports facilities

AAVISHKAAR

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AAVISHKAAR CLUB HOUSE

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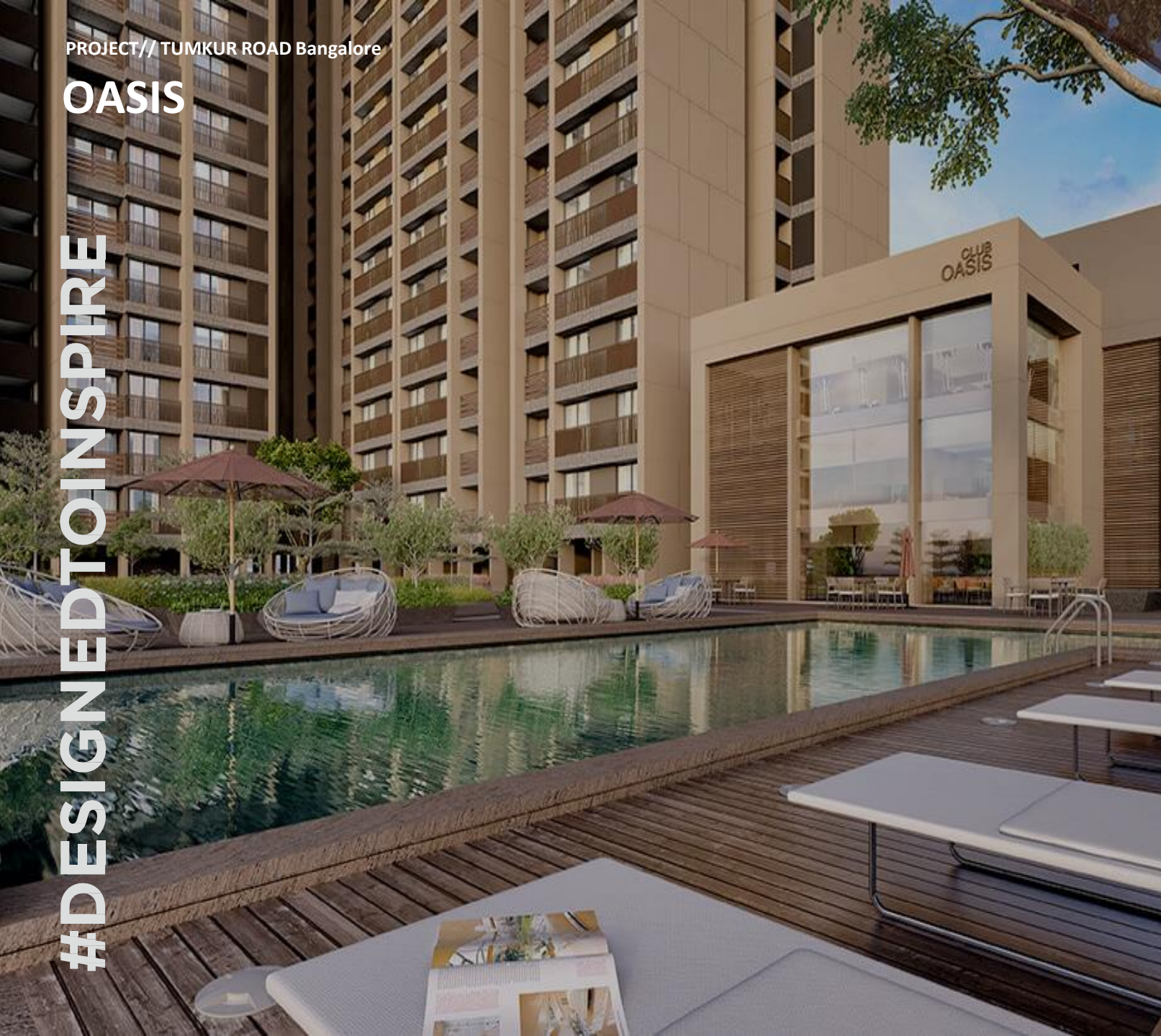
AAVISHKAAR CLUB HOUSE

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OASIS

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*2 and 3 BHK Residential Apartments
470 units – 5.7 Lakh Sq. Ft.*

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Terrace café



Aqua Center



Indoor Gym &
Steam Room



Senior Citizen's Nook



Central Landscape
Area



Sports facilities like Cricket,
Basketball & Badminton

OASIS

#DESIGNEDTOINSPIRE



OASIS CLUB HOUSE

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BELAIR

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2, 2.5 & 3 BHK Residential Apartments
334 units – 4.7 Lakh Sq. Ft.

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Cantilevered
Sky Club



Vaastu
Compliant



Water Management
Solutions



Kids Play Area



Swimming Pool &
Indoor Gym



Smart Amenities – Smart switches, Wifi
enabled CCTV, Keyless smartlock, Car
parking with electrical charging point

BELAIR SHOW FLAT

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*High rise Residential Apartments
120 Units – 1.3 Lakh Sq. Ft.*

Deal Structure: JOINT DEVELOPMENT

Architect: - A&T CONSULTANTS

AMENITIES



Landscape
Walkway



Club Terrace
Café Sitting



Outdoor & Indoor
Gym



Fully equipped Home
Theatre room



State of art Security
System



Kids Play Area, Basketball, Splash
Pool CCTV, Intercom Facility

THE EDGE

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Commercial & Retail Space
116 Units – 1.7 Lakh Sq. Ft.

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Common
Conference Room



Theatre/Auditorium



Modern Cafeteria



Gymnasium



CCTV, Intercom
Facility



Parking & Automatic Elevators

HIGHGROVE CHIRPING WOODS

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Weekend Homes - Plots
~777 Units Overall 57 Lakh Sq. Ft.

Deal Structure: **JOINT DEVELOPMENT**

Architect: **WOODS BAGOT**

AMENITIES



9 Hole Executive
Golf Course



Clubhouse powered
by SMAAASH, which
is perfected by
Sachin Tendulkar



Bowling Alley



Ahmedabad's biggest
shallow water lily pond
spread over 3 acers



Golf Promenade

FORRESTE

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Premium Land Oriented Villa Scheme
353 Units in Phase 1 to 4, 98 units Phase 5
(Overall ~50 Lakh Sq. Ft.)

Deal Structure: DM

Architect: In-House & GOMA ENGINEERING

AMENITIES



Lounge with
Seating & Library



Café & Restaurant



Banquet Hall & Kids
Zone



Gymnasium, Multimedia
Theatre



Sports amenities like Badminton,
Tennis & Basketball Court, Skating Rink

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Premium Weekend Villa Plots
245 Units in Phase 1 & 2
(Overall ~17.5 Lakh Sq. Ft.)

Deal Structure: Outright

Architect: In-House

AMENITIES



Plots with your own
community fruit orchards



Near Bavlu lake that is full
of native & migratory
birds



Banquet Hall &
Games Room



Gymnasium, Multimedia
Theatre



Café & Restaurant

GREATLANDS

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*Premium Weekend Villa Plots
612 Units in Phase 1 & 2
(Overall ~9.5Lakh Sq. Ft.)*

Deal Structure: JOINT DEVELOPMENT

Architect: Colliers International

AMENITIES



Spa, library, and yoga pavilion, State-of-the-art clubhouse amidst nature.



9 Hole Executive Golf Course



Monogram lounge, restaurant, discotheque, multimedia theatre, banquet hall and guest rooms.



Gymnasium, rooftop infinity pool, indoor games room, cricket pitch

FOREST TRAILS

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Premium 5BHK Villa
253 Units in Phase 1
(Overall ~8.Lakh Sq. Ft.)

Deal Structure: **JOINT DEVELOPMENT**

Architect: Apurva Amin Associates

AMENITIES



1.2-kilometre-long Forest Trail



Lily Pond
Senior Citizens' Sit Out



Barbeque Station,
clubhouse, spa



Gymnasium, swimming
pool pool, floor games
room, net cricket, skating
rink

PROJECT// DODDBALLAPUR, BANGALORE

ARVIND ORCHARDS

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Arvind
SMARTSPACES

*Premium Weekend Villa Plots
330 Units in Phase 1
(Overall ~6.Lakh Sq. Ft.)*

Deal Structure: HDFC Platform 2

Architect: In House

AMENITIES



Fruit Orchard
Fruit Tree Boulevard



Lily Pond
Senior Citizens' Park
PET Park



Clubhouse, spa
Monogram Lounge



Gymnasium, swimming
pool pool, floor games
room, net cricket

RHYTHM OF LIFE

#DESIGNEDTOSPIRE



*Premium Weekend Villa Plots
102 Units in Phase 1
(Overall ~8Lakh Sq. Ft.)*

Deal Structure: Owned

Architect: In House

AMENITIES



Lake Promenade
Musical Fountain



Lily Pond
Senior Citizens' Park
PET Park



Clubhouse, spa
Mini Theatre



Gymnasium, swimming
pool pool, floor games
room, net cricket

UPLANDS 2.0 & 3.0



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Premium Weekend Villa Plots
1168 Units in Phase 1 & 2
(Overall ~10.1Lakh Sq. Ft.)

Deal Structure: Joint development

Architect: Perkins Eastman

AMENITIES



1.2 lakh sq ft,
Clubhouse



Lily Pond
Senior Citizens' Park
PET Park



Clubhouse, spa
Monogram Lounge



Gymnasium, swimming
pool pool, floor games
room, net cricket

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SMARTSPACES

THANK YOU

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