

Date: 10th February, 2025

The Manager
BSE Limited
Corporate Relationship Department,
1st Floor, New Trading Ring,
Rotunda Building
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001

The Manager
National Stock Exchange of India Limited
Listing Department
Exchange Plaza
5th Floor, Plot no C/1, G Block
Bandra Kurla Complex
Bandra (E), Mumbai – 400 051

Scrip Code : 543990

Symbol : SIGNATURE

Subject: Investors Presentation

Dear Sir/Madam,

Pursuant to the requirement of Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Presentation proposed to be made in the scheduled Investors/Analysts call to be held on Tuesday, 11th February, 2025 at 11:00 A.M. (IST).

The same is also being uploaded on the Company's website at www.signatureglobal.in.

Kindly take the above information on your record.

Thanking You,

For SIGNATUREGLOBAL (INDIA) LIMITED

**LALIT KUMAR AGGARWAL
VICE CHAIRMAN AND WHOLE TIME DIRECTOR**

Encl: A/a



**SIGNATURE™
GLOBAL**

REALTY. RELIABILITY. RESPONSIBILITY.

AN ISO 9001:2015; 14001:2015; 45001:2018; 27001:2022 CERTIFIED COMPANY

SIGNATURE GLOBAL



9M'FY25 INVESTOR PRESENTATION

February 2025

Disclaimer



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Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements.

SignatureGlobal (India) Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



Favorable Macro Environment



Operating Highlights



Strategy & Portfolio



Financial Snapshot

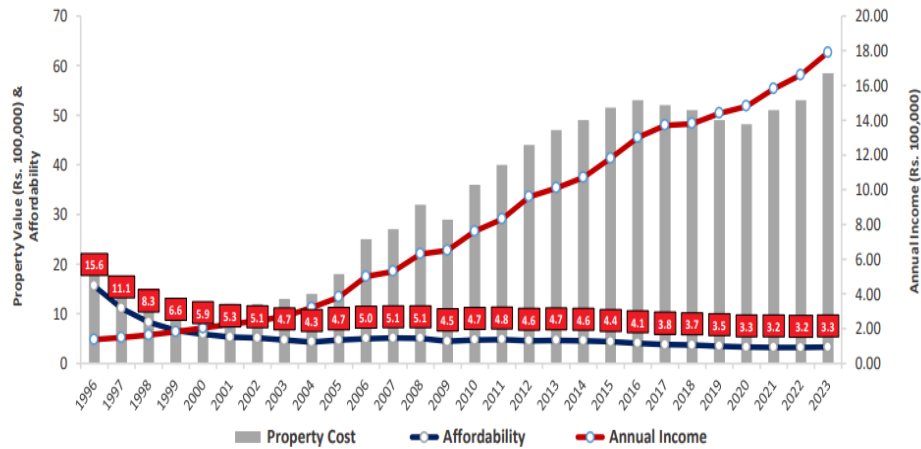


Company Overview



Positive amendments in the recent budget to improve housing affordability

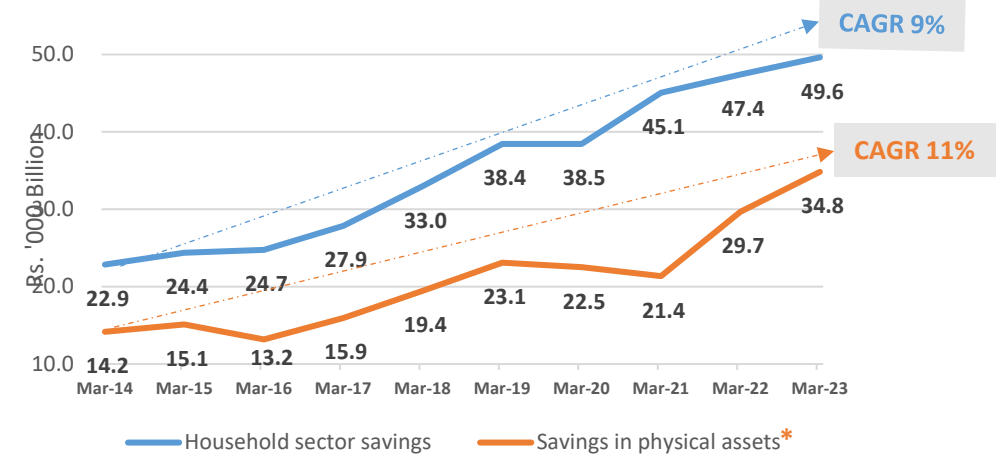
Income outpaces property, boosting affordability in 2.5 decades



Affordability equals property prices by annual income

Source: HDFC Limited Mar 2023

Affordability boosts savings, fueling real estate demand



Source: MOSPI, National Accounts Statistics, CRISIL MI&A

* Savings in physical assets does not include savings in the form of gold and silver ornaments

Macro Impact

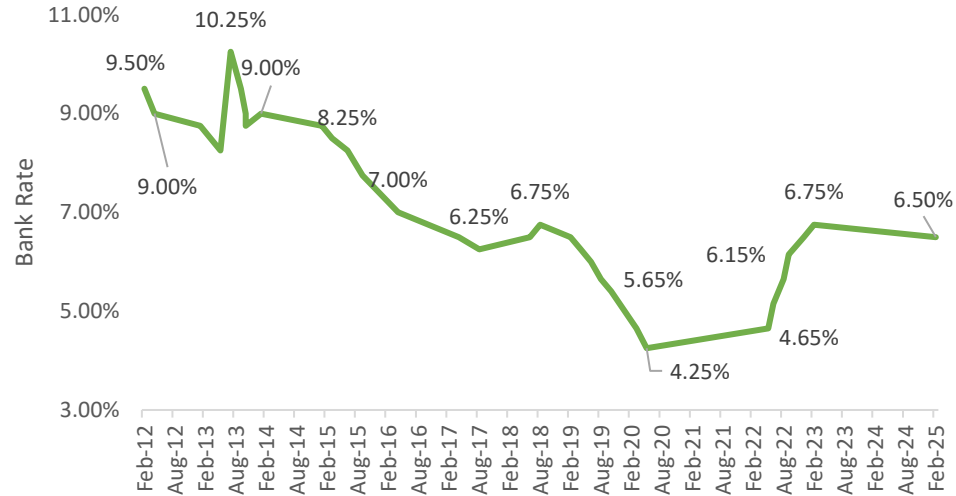
- ✓ We are witnessing the best affordability in 2.5 decades where despite rising property prices, faster income growth has improved affordability
- ✓ Faster income growth has resulted in increasing gross domestic savings
- ✓ While the gross households savings have grown at a CAGR of 9% in the last decade, it has driven the growth of savings in physical assets at a CAGR of 11%

Positive budgetary announcements

- ✓ Following initiatives in the budget 2025 to improve housing affordability:
 - ✓ Reduction in the income tax slabs for earnings up to Rs. 12 lakhs, will increase disposable income for households, making homeownership more accessible and drive demand
 - ✓ Allowing the occupation of two properties and maintaining a nil valuation will provide investment incentives to property owners

RBI rate cut post May 2020 strengthens demand for mid-income housing

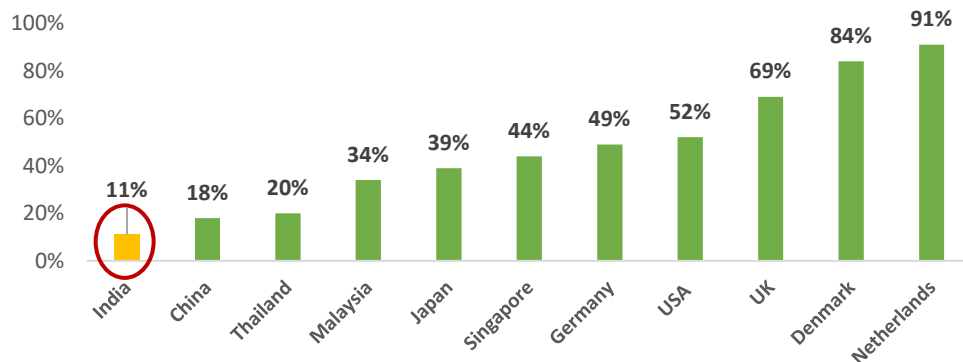
RBI rate cut by 25 basis points post May 2020



Source: RBI

Low penetration implies room for growth

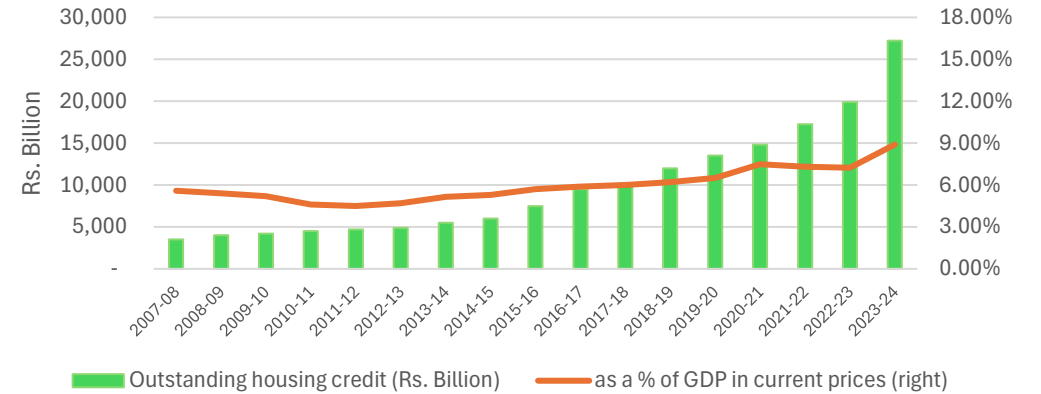
Mortgage as a % of Nominal GDP



Source: HDFC Limited Mar 2023

The expansion of residential lending in India is expected to continue...

Outstanding housing credit by commercial banks, India



Source: RBI

RBI's Monetary Policy update

- ✓ The Reserve Bank of India rate cut has come after the last rate reduction in May 2020 is expected to have a positive impact on the real estate sector, making home loans affordable
- ✓ Mortgage penetration in India is far lower than other emerging economies which is expected to improve going forward owing to formalization of credit, rapid urbanization, higher proportion of young population and government measures to push housing



Favorable Macro Environment



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Company Overview

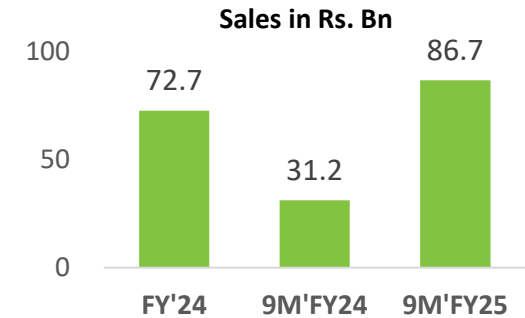


The Company sold >3,500 units at an average ticket size of INR 25.0 Mn during 9M'FY25



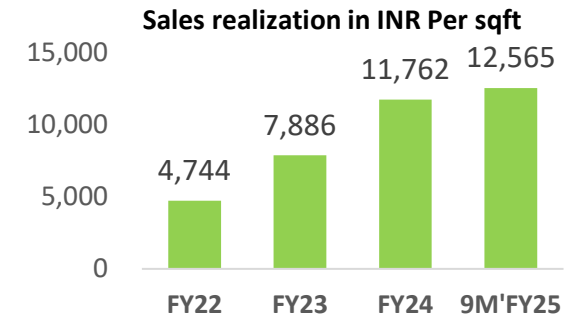
Strong Sales Performance

- **INR 27.7 bn** in Q3'FY25 vs **INR 12.6 bn** in Q3'FY24, registering **120%** growth;
- **INR 86.7 bn** in 9M'FY25 vs **INR 31.2 bn** in 9M'FY24, registering **178%** growth;
- During 9M'FY25, strong sales performance was driven by the sales in project Titanium SPR, Township projects DAXIN and City of Colors and Twin Towers;
- **Achieved c.87% of the sales guidance for the FY25;**
- **Achieved** trailing 12 months pre-sales of **INR 128.2 bn**



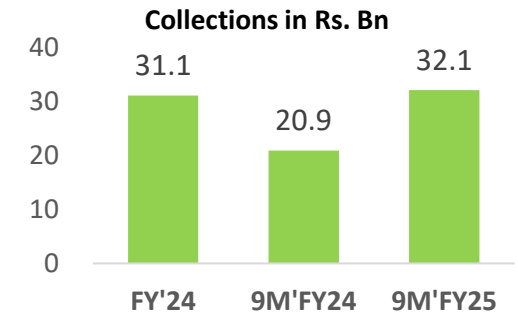
Growing Sales Realizations

- Strong tailwinds across the region leading to sustainable growth;
- For Q3'FY25, the average sales realization stood at INR 11,124 per sqft, has normalized to our core area of operation – the mid income segment;
- Overall, for the period of 9M'FY25, average sales realization stood at **c. INR 12,565 per sqft** in vis a vis c. INR 11,762 per sqft in FY24.



Robust Collections

- **INR 10.8 bn** in Q3'FY25 vs **INR 7.7 bn** in Q3'FY24, registering **40%** growth;
- **INR 32.1 bn** in 9M'FY25 vs **INR 20.9 bn** in 9M'FY24, registering **54%** growth;
- **Achieved c.53%** of the collection guidance for the **FY25**.

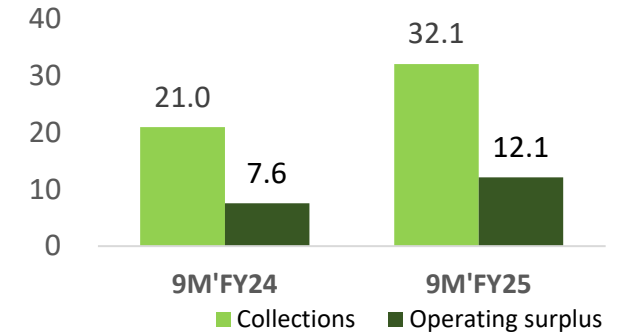


Portfolio addition of ~2.9 Mn sqft during the 9M'FY25 in focus micro markets



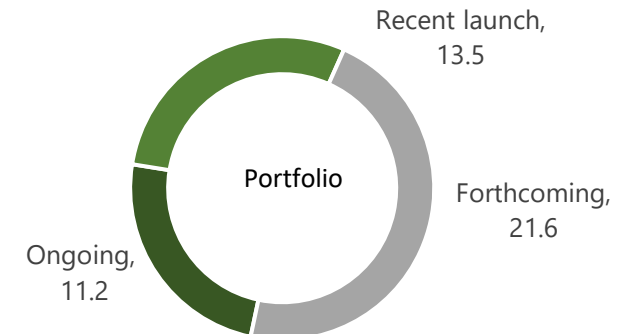
Operating Cashflow before Investment in Land¹

- Achieved an Operating Cash Surplus before Investment in Land of **INR 12.1 bn** in 9M'FY25;
- Operating cash surplus of c. 38% of collections during 9M'FY25 (36% in 9M'FY24);
- Growth of **59%** y-o-y in operating surplus.



Growing Business Portfolio

- Delivered** housing projects totaling to c. 13.5 mn sqft
- 46.3 mn sqft portfolio of Saleable Area** with c. 11.2 mn sqft ongoing², c. 13.5 mn sqft of recent launches and 21.6³ mn sqft forthcoming projects
- Aim to deliver** ongoing projects in coming 5-6 quarters
- Forthcoming projects **to be launched** between over the coming 2-3 years



Business Development³

- During 9M'FY25, the company has added **c. 2.9 mn sqft** at the strategic location of Sector 37D
- Part of the projects in Sector 88A has been converted from JDA to Owned
- Key focus** on consolidation in **3 micro markets – SPR, Dwarka Expressway and Sohna Corridor**

Business Development	Estimated Saleable Area ³ (in mn sqft)
Sector 37D , Gurugram	2.9

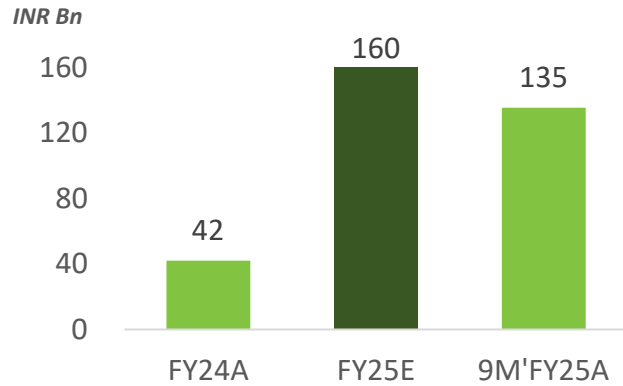
¹Operating surplus before land advance/ acquisition, which reflect the surplus post construction expenses, selling, general and administrative expenses and taxes adjusted from collections

²Total project area for ongoing projects is 15.3 mn sqft for which partial OC is received in DDJAY floors projects for 4.1 mn sqft, hence, remaining area for completion of ongoing projects is 11.2 mn sqft

³Saleable Area potential for forthcoming projects including new portfolio additions is based on best estimates as per the current zoning regulations

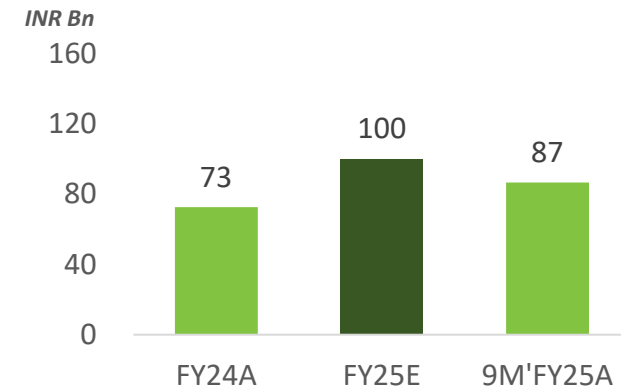
FY25 annual guidance

Launches¹



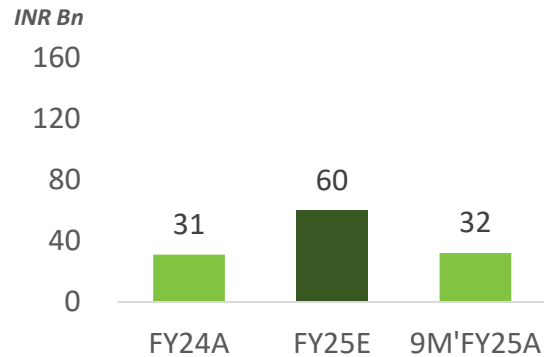
New launches were made across various price points in key micro markets

Pre-Sales



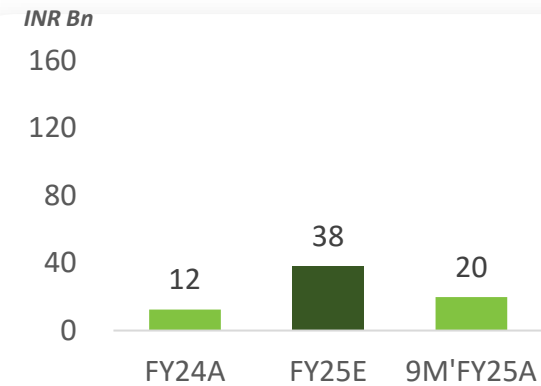
*The company has witnessed a strong subscription rate on the project launches. Achieved **c.87%** of the guidance in 9M'FY25*

Collections



*The company anticipates the operating surplus of **>40%** of collections. Achieved **c.53%** of the guidance in 9M'FY25*

Revenue recognition



The company aims to focus on completions yielding into higher revenue recognition for the coming year

A: Actual; E: Estimated

¹Estimated booking value of the projects launched or proposed to be launched

Pro Forma P&L on FY25 Guidance



Particulars	FY24		FY25E	
	INR Bn	%	INR Bn	%
Pre Sales	72.7		100.0	
Embedded EBITDA	23.3	32%	35.0	35%
- D&A	0.22		0.22	
- Finance Cost	2.2		2.0	
Embedded PBT	20.8	29%	32.8	33%
Tax rate (assumed rate 25.2%)	5.3		8.3	
Embedded PAT	15.6	21%	24.5	25%

Growth in Sales with better margins

E: Estimated

*Finance cost is assumed to be the interest payments expected to incur in FY25



Favorable Macro Environment



Operating Highlights



Strategy & Portfolio



Financial Snapshot



Company Overview



Focus across three distinct micro markets fueled by world class infrastructure

THREE FOCUS AREAS

1) Sector 71
17.0 mn sqft¹

Proximity to all prime areas of Gurugram; red light free to Golf Course Road in future

2) Sohna Elevated Corridor
7.0 mn sqft¹

Commenced in 2022; Closer to Cybercity and MG Road than parts of Gurugram

3) Sector 37D
6.5 mn sqft¹

Dwarka Expressway inaugurated in Feb' 24 by Hon'ble Prime Minister



¹Saleable Area potential for forthcoming projects in the focus area - based on best estimates as per the current zoning regulations

Sustained supply in all major key micro markets

Premium Residential Development

Township Development



Sector 37D

Deluxe - DXP

- 1st Group Housing project, launching 1,000 units
- Received generous response with 5.4x applications for every unit launched

March - 2024

Sector 71

Titanium SPR

- Stepping up in the premium market with 2nd Group Housing project, launching 600+ units
- Strong sales velocity achieved

June - 2024

Sector 84

Twin Tower DXP

- Residencies with 45 storeys high rise structure
- Offers seamless connectivity to National Highway 8, Central & Southern Peripheral Roads & Golf Course Extension Road

September - 2024

Sohna Corridor

Daxin

- Forayed into large format developments
- c.125 Acres of gated township with residential Low-rise floors, amenities, retail and industrial plots

September - 2024

Manesar

City of Colours

- c.129 Acres of gated township with tranquil greenery & exclusive clubhouse;
- Offering residential, commercial & industrial plots

October - 2024

Journey from an aspirational brand to serving the premium segment

Successful launch of Township – Daxin Vistas



Township Project – Daxin Vistas



Township Project – Daxin Vistas – DDJAY residences with modern amenities



Township Project – Daxin Vistas – Commercial spaces for Retail segment



Township Project – Daxin Vistas – Industrial/IT-ITeS office spaces

The Company has successfully entered into large township developments

Successful deliveries in recent times gives confidence to customers



SG Park, Sohna



Orchard Avenue – Sector 93, Gurugram



Orchard Avenue 2 – Sector 93, Gurugram



Golf Greens – Sector 79, Gurugram



Roselia, Sector 95A, Gurugram



Serenas, Sohna



Grand Iva, Sector 103, Gurugram

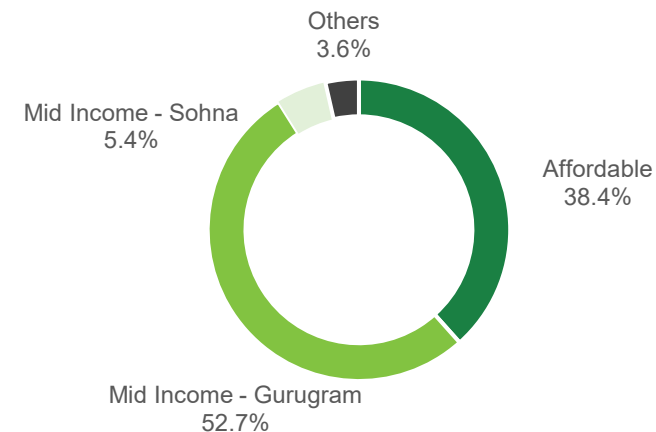


Prime – Sector 63A, Gurugram

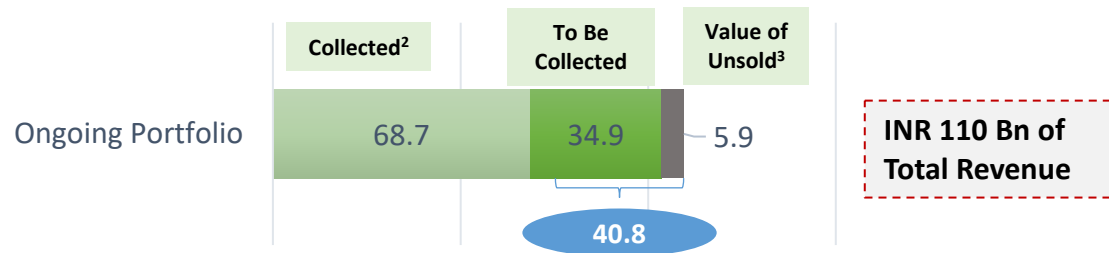
Snapshot of Ongoing Portfolio; Aim to be delivered in coming 5-6 Quarters

Category	Number of Projects	Land (in acres)	Saleable Area ¹ (in mn sqft)	Sold Area (%)	Sold Value (INR bn)
Affordable	6	42.4	4.3	97.7%	18.6
Mid Income - Gurugram	8	91.6	5.9	96.4%	64.3
Mid Income - Sohna	5	41.6	0.6	97.4%	17.2
Others – Retail/SCO	4	13.3	0.4	63.5%	3.7
Total	23	194.7	11.2		103.6

Category Wise Share of 11.2 mn sqft Ongoing Portfolio¹



c. 110 bn of Revenue yet to be recognized from Ongoing Projects¹



- Ongoing projects¹ are expected to be completed by coming 5-6 Quarters;
- Estimated revenue recognition of c. INR 110 bn from ongoing projects¹;
- Estimated collection of c. INR 41 bn from ongoing projects¹

¹Total project area for ongoing projects is 15.3 mn sqft for which partial OC is received in DDJAY floors projects for 4.1 mn sqft, hence, remaining area for completion of ongoing projects is 11.2 mn sqft

³Estimated value of unsold inventory basis company analysis

Strong pipeline of mid income housing projects across focused micro markets; aim to launch by FY26

Location	Project	Land (in acres)	Recently launched Estimated Saleable Area ¹ (in mn sqft)	Forthcoming Estimated Saleable Area ¹ (in mn sqft)
Sector 71, SPR	Housing, Commercial and Retail	92.6	2.1	14.8
Sector 37D, DXP	Group Housing & Low-Rise Floors	45.1	3.0	3.5
Sohna Corridor	Township - Low-Rise Floors & Industrial Plots	139.9	6.1	0.7
Manesar	Township - Low-Rise & Industrial Plots	150.9	1.4	0.5
Others	Housing & Retail	31.9	0.9	2.0
Total		460.3	13.5	21.6

Each focus area has distinct price point thus catering to diverse consumers

Market	Estimated Selling Price*
Sector 71	INR 18,000 per sqft
Sector 37D	INR 15,000 per sqft
Sohna Corridor	INR 12,500 per sqft
Manesar	INR 7,800 per sqft
Others	INR 15,000 per sqft

**Subject to market conditions.*

21.6 mn sqft area of projects are yet to be launched over the coming 2-3 years

¹Saleable Area potential for forthcoming projects is based on best estimates as per the current zoning regulations

Strong Portfolio of ~46 mn sqft across Ongoing and Forthcoming projects

Ongoing projects¹ of 11 mn sqft saleable area

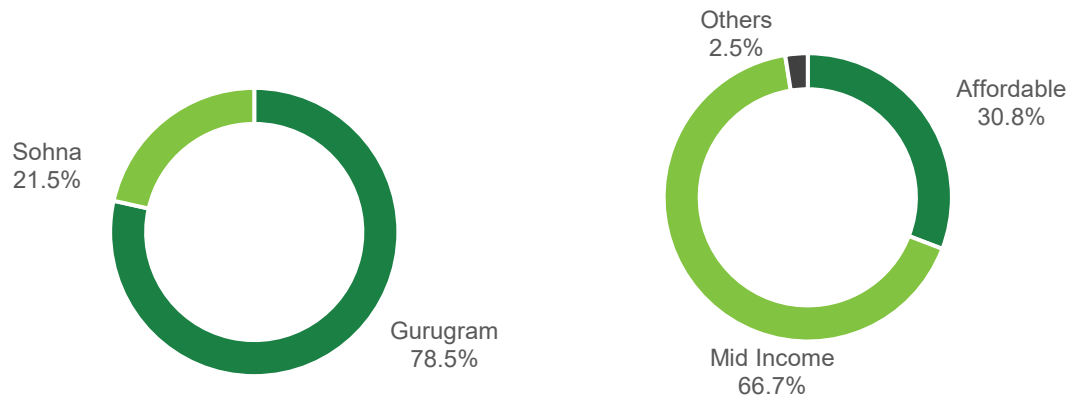
Strong project pipeline to result in sustainable growth

Category	Affordable Housing	Mid Income Housing	Group Housing	Plotted Development	Others	Total – in mn sqft
Ongoing	4.3	6.5	-	-	0.4	11.2
Recent launch	0.2	4.2	5.8	3.3	-	13.5
Forthcoming	0.0	0.3	15.5	1.1	4.7	21.6
Total	4.5	11.0	21.3	4.4	5.1	46.3

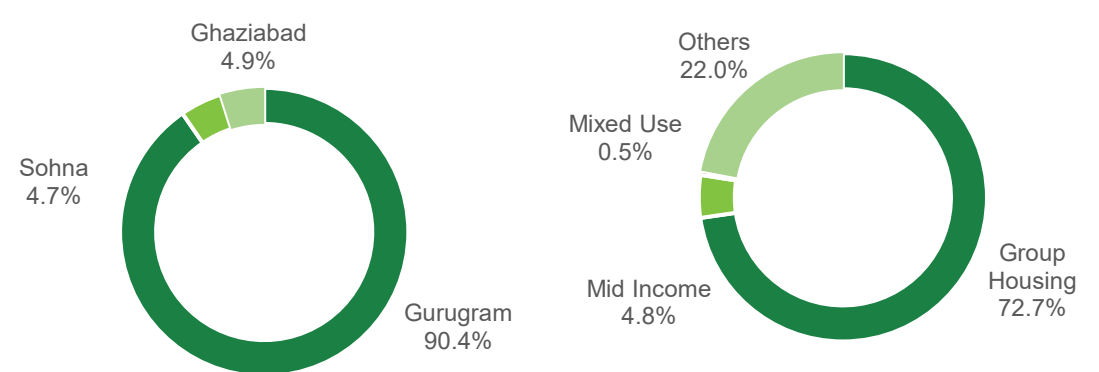
Forthcoming projects of 21.6 mn sqft saleable area²

Estimated launch of all forthcoming projects in the next 2-3 years

Ongoing Projects



Forthcoming Projects

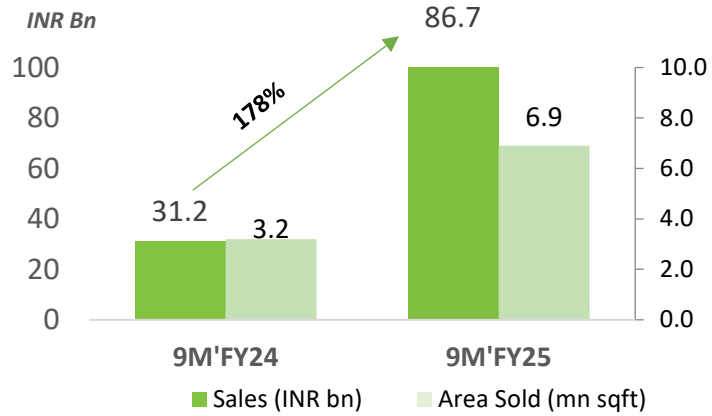


¹Total project area for ongoing projects is 15.3 mn sqft for which partial OC is received in DDJAY floors projects for 4.1 mn sqft, hence, remaining area for completion of ongoing projects is 11.2 mn sqft.

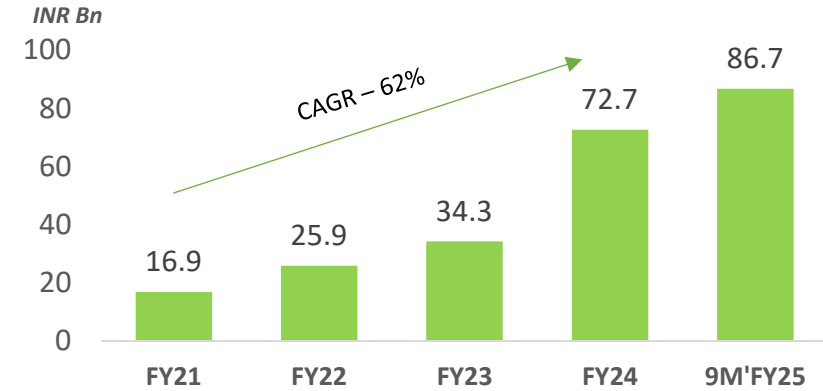
²Saleable Area potential for forthcoming projects is based on best estimates as per the current zoning regulations

Strong sales momentum

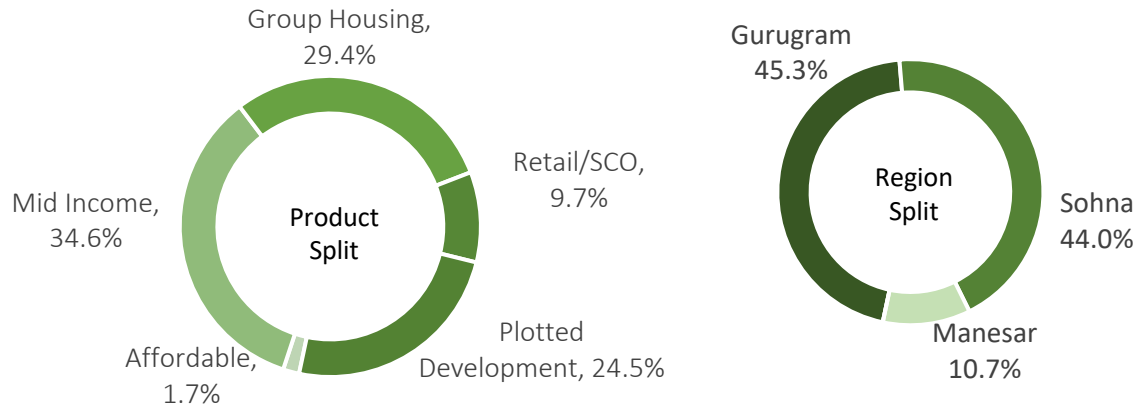
Sales growth of 178% in 9M'FY25 vs 9M'FY24



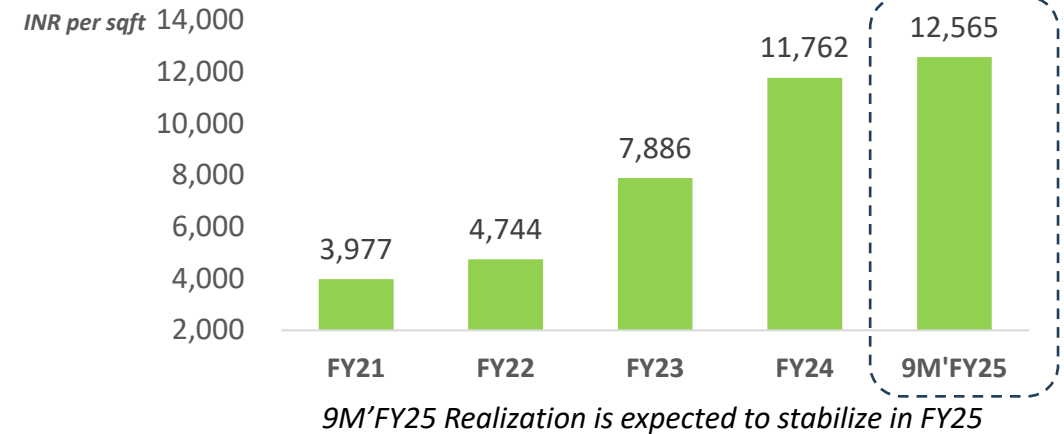
Sales surged at 62% CAGR (FY21-FY24), with trailing 12 months pre-sales reaching at INR 128.2 bn



9M'FY25 Sales coming from mid income housing and plotted development

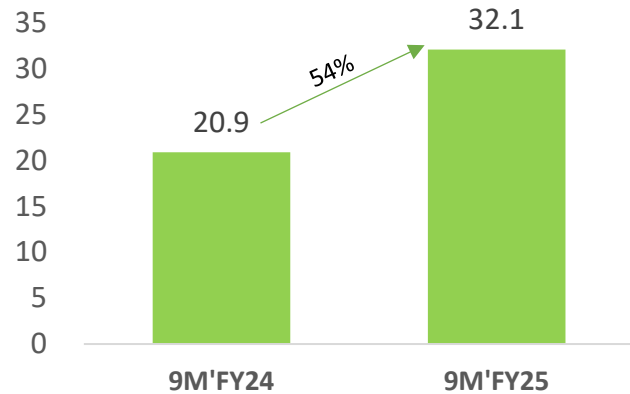


Upward shift in INR per Sqft realization

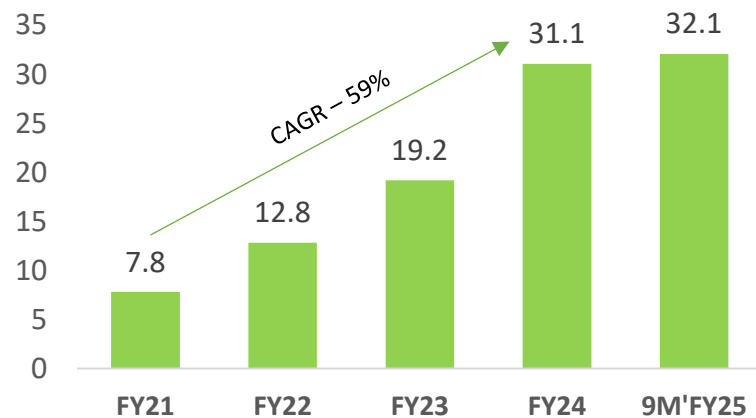


Growing collections leading to fast paced construction while maintaining low net debt

54% GROWTH IN Y-o-Y COLLECTIONS



COLLECTIONS CAGR OF 59% DURING FY21-FY24



Particulars	9M'FY25 (INR Bn)
Collections	32.1
Others (GST & other charges)	1.8
Cash inflow	33.9
Less : Operating Expenses	
- Construction Expenses (including allied approval expenses)	13.7
- Selling, general and administrative expenses	6.4
- Taxes	1.7
Operating Cashflow available for Growth & Debt servicing	12.1
Less: Land Advance/Acquisition	5.7
Less: Interest payments	2.2
Decrease/(Increase) in Net Debt	4.2



Favorable Macro Environment



Operating Highlights



Strategy & Portfolio



Financial Snapshot



Company Overview



Healthy gross profit margins and Low Leverage Levels



Financial Performance

- INR 19.8 bn revenue recognized from operations in 9M'FY25 vs INR 5.5 bn in 9M'FY24
- Adjusted EBITDA of INR 2.3 bn (11.61%) for 9M'FY25 vs INR **0.5 bn** (8.29%) for 9M'FY24
- Achieved a **positive PAT** of INR 0.4 bn for the 9M'FY25

Revenue being recognized from recently delivered units of Signature Global Park



Net Debt

- Net Debt has reduced by **INR 4.3 bn** during the 9-months period ending 31st Dec 2024
- Net Debt stands at **INR 7.4 bn** as on 31st Dec 2024 from INR 11.6 bn on 31st Mar 2024
- The Company aims to keep net debt **below 0.5x the projected operating surplus¹** for the ongoing financial year, as a long-term discipline



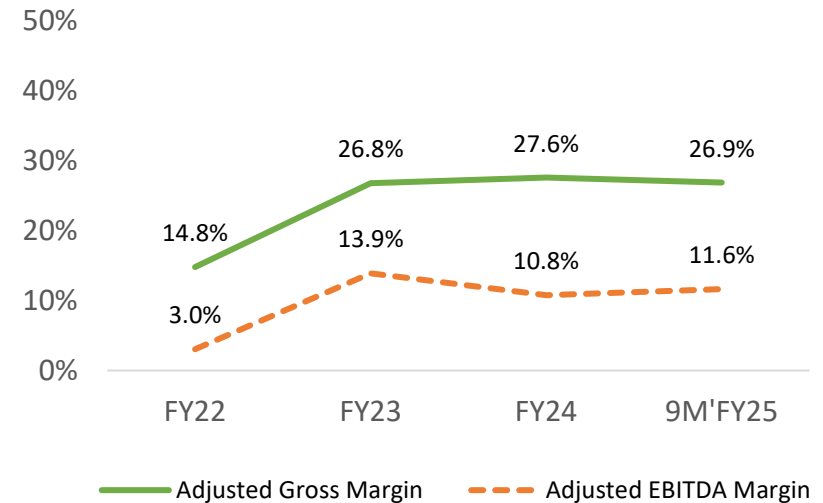
¹Operating surplus before land advance/ acquisition reflect the surplus post construction expenses, selling, general and administrative expenses and taxes adjusted from collections

Consolidated PL Snapshot

PL Statement (INR bn)	9M'FY25	9M'FY24
Revenue from real estate properties		
- Mid- Income Housing	13.4	3.1
- Affordable Housing	5.8	2.1
Total Revenue from real estate properties	19.2	5.2
Cost of Goods Sold	-14.1	-3.6
Adj. Gross Profit(i)	5.2	1.6
Adj. Gross Profit %(ii)	26.9%	31.6%
Other operating revenue & income	1.0	0.7
Employee Cost	(1.3)	(0.8)
SG&A	(2.1)	(0.6)
Other expenses	(0.6)	(0.4)
Adj. EBITDA(iii)	2.3	0.5
Adj. EBITDA %(iv)	11.6%	8.3%

PL Statement (INR bn)	9M'FY25	9M'FY24
Total Revenue	19.8	5.5
Profit After Tax (PAT)	0.4	-0.3
Profit After Tax (PAT) Margin %	2.0%	-5.5%

Adjusted Gross Margin % & Adjusted EBITDA Margin %



- There is an increase in revenue recognition during 9M'FY25 versus 9M'FY24 on account of completion of more projects
- Improvement in Adj. EBITDA margin due to recognition from higher margin products
- **Positive PAT** recognition for 9M'FY25

Notes:

(i) Adjusted Gross Profit is calculated as revenue from real estate operations (comprises revenue from sale of real estate properties, forfeiture income/cancellation charges, compensation received on compulsory acquisition of land and other operating income related to real estate business) less cost of sales relating to real estate operations (i.e. cost of sales as reduced by finance cost written off through cost of sales and cost of sales relating to contracting business).

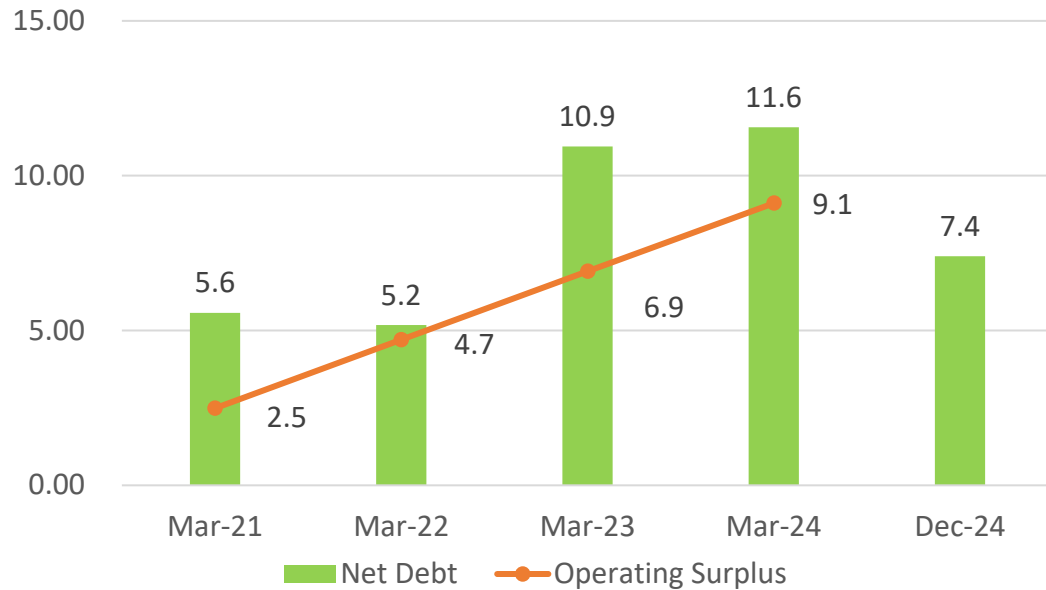
(ii) Adjusted Gross Profit Margin is calculated as Adjusted Gross Profit divided by revenue from real estate operations (comprises revenue from sale of real estate properties, forfeiture income/cancellation charges, compensation received on compulsory acquisition of land and other operating income related to real estate business).

(iii) Adjusted EBITDA refers to earnings before interest, taxes, depreciation, amortization ("EBITDA"), plus finance cost written off through cost of sales and Adjustment of gain/loss on fair valuation of derivative instruments and impairment of Goodwill.

(iv) Adjusted EBITDA Margin is calculated as Adjusted EBITDA divided by revenue from operations.

Net Debt Position of the Company with Growing Operating Cashflows

Operating Surplus¹ and Net Debt² (INR bn)



Lenders to Signature Global



Comfortable Net Debt position given the current scale of operations

The Company aims to keep net debt below 0.5x the annual operating surplus¹

¹ Operating surplus before land advance/ acquisition reflect the surplus post construction expenses, selling, general and administrative expenses and taxes adjusted from collections

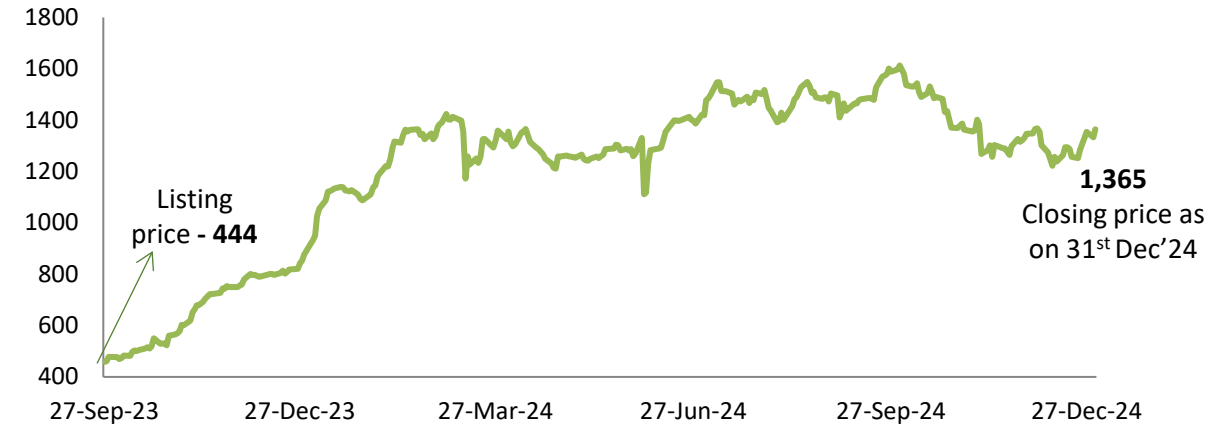
² Net debt comprise of non-current and current debts (including trade payables and other financial liabilities) as reduced by cash and cash equivalents, bank balances other than cash and cash equivalents and current investments

Strong performance at the stock exchange since listing

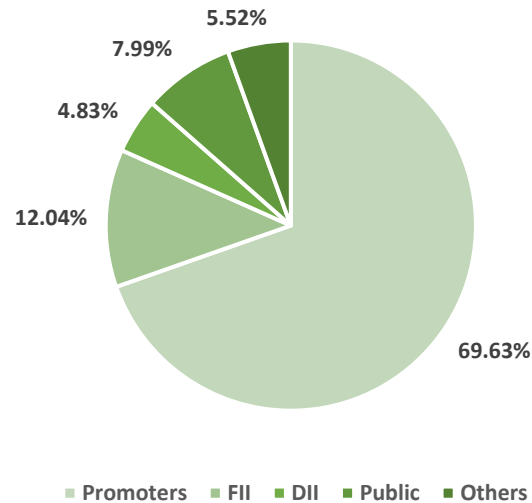
Stock Info

NSE	SIGNATURE
Equity Shares (mn)	141
Market Cap (INR Bn)	197
52 Week High (01-Oct-2024)	Rs. 1,647.00
52 Week Low (01-Jan-2024)	Rs. 918.55

Share price performance – stellar >3x return from offer price of INR 385; 52% annual return in CY 2024



Shareholding pattern as on 31st Dec 24



Key Institutional Investors

- Nomura
- Bandhan MF
- Nippon India
- Eastspring Investments
- Vanguard
- HDFC Capital
- International Finance Corporation
- Wellington
- Prudential Hong Kong
- Government Pension Fund Global

>55k public shareholders on the date of listing



Favorable Macro Environment



Operating Highlights



Strategy & Portfolio



Financial Snapshot



Company Overview



Largest Player in Delhi NCR's Affordable and Lower Mid-Income Housing Market

Focused housing factory



- Commenced operations# in **2014** with **affordable housing**, ventured into **mid-income housing market in 2017**
- Successful transitioned to **premium housing in 2024** with successful launches of 2 Group Housing projects with record sales value
- Further, added Township projects in the product portfolio with the launch of township at Sohna and Corridor of Manesar

Strong commitment to sustainability & green growth



- All projects are either Edge or IGBC certified
- Prioritizing energy efficiency through use of advanced technologies and innovative design like vertical gardens, HVAC systems, Smart building management systems etc

Well Established Brand in the Delhi NCR market



- **Signature Global** has a strong brand recall
- Market share¹ of **13%** in NCR and **27%** in Gurugram in terms of absorption of housing units from INR 8 Mn to INR 50 Mn

Strong Project Pipeline



- On-going pipeline of **11.2 mn sqft^{2,3,4}**
- Forthcoming pipeline of **21.6 mn sqft^{2,3}** of saleable area, in addition to this, **13.5 mn sqft** got recently launched with record sales value.

Strong sales performance



- Achieved sales bookings of **INR 86.7 bn** in 9M'FY25 and **178%** sales growth for 9M'FY25 vs 9M'FY24
- Sales team of **154 members²** & network of **2,200+ channel partners²**

Successful Capital Market Listing



- Successful IPO in Sept '23 with an overwhelming subscription of **12.5x**
- Strong participation from foreign and domestic Institutional investors

* Rounded off from one decimal points# through its Subsidiary, Signature Builders Private Limited

1: in FY24 (Source Nuvama research)

2: As of 31st Dec,'24

3: Saleable Area potential for forthcoming projects including new portfolio additions is based on best estimates as per the current zoning regulations

4: Total project area for ongoing projects is 15.3 mn sqft for which partial OC is received in DDJAY floors projects for 4.1 mn sqft, hence, remaining area for completion of ongoing projects is 11.2 mn sqft.

Track Record of Execution

Delivered Housing Projects Totaling to c. 13.5 msf¹



Solera	Synera	Grand Iva	Orchard Avenue	Serenas
				
				
Sector 107, Gurugram	Sector 81, Gurugram	Sector 103, Gurugram	Sector 93, Gurugram	Sector 36, Sohna
1,443 units	819 units	1,470 units	727 units	1,303 units

On the path of delivering addition ~11 mn sqft over 5-6 quarters



Best Affordable Developer of the Year at the 13th Annual Estate Awards 2021



Developer of the Year, Residential, at the 13th Realty+ Awards (North), 2021



Urban Development Conclave, 2022- DTCP², Govt. of Haryana recognized development - Solera 107 & Sunrise Floors

¹As of Dec 31, 2024, Company has 13 Completed Projects with a Saleable Area of 9.4 mn sqft. Ongoing Projects have additionally received occupation certificates for 4.1 mn sqft Saleable Area and Promoter Holding Company, Sarvpriya Securities

Private Limited, has also completed an aggregate Saleable Area of 0.6 mn sqft in two projects

²:DTCP Directorate of Town and Country Planning, Haryana

... With Quick Turnaround of Land Resources

2.2 mn sqft of Individual Floors completed

Sunrise & Karnal City



Park Series



Disciplined approach to land acquisition leading to quick turnaround of up to 18 months from acquisition to launch

Project	Land Acquisition Date	Launch Date	Time from Land Acquisition to Launch (Years)
Synera [#]	Apr 8, 2014	Dec 27, 2014	0.7
Grand Iva [#]	Sep 21, 2015	Oct 14, 2015	0.1
Park 4 ^{##}	Nov 6, 2019	Aug 4, 2020	0.7
City 37D ^{##}	Dec 9, 2019	July 15, 2021	1.6

Construction timelines of 4 yrs – 5 yrs despite NGT¹ bans on construction and COVID related disruptions

Project	EC Date ²	OC Receipt Date ³	Construction Period (Years) ⁴
Solera	Jan 5, 2015	Oct 3, 2018	3.7
Synera	Mar 9, 2015	Oct 24, 2019	4.6
Grand Iva	Sep 29, 2016	Apr 20, 2021	4.6
Sunrise	Apr 4, 2018	Oct 21, 2021 ⁵	3.6
Roselia 2	Jan 28, 2019	May 06, 2022	3.3

Quick turnaround model has enabled to generate cash flows in a short period to support further developments

[#] Date of launch represents the start date of application from published advertisement in the newspaper; ^{##} Date of launch represents the date of first booking with respect to DDJAY and other projects

1- NGT- National Green Tribunal (The NGT has, in recent times imposed a number of restrictions on real estate developers and construction activities to curb pollution levels in the months of December and January in north India)

2 EC- Environment Clearance ; 3 OC- Occupation Certificate ; 4: Construction period is time period between receipt of Environment Clearance and Occupation Certificate; 5. Date of last occupation received for last residential unit in the project

Well Established Brand and Strong Distribution Network Focused on Mid-Income Segments



Well entrenched sales and distribution network driving customer acquisition

Strong Distribution Network

- ✓ Strong in-house direct sales team of **24 members¹** and indirect sales team of **130 members¹**
- ✓ Wide network of **2,200+¹ active channel partners** driving customer traffic to the website
- ✓ Digital experience centers and augmented reality for project walkthroughs providing immersive experience for customers

Strong Brand Recall



Engaged celebrity brand ambassadors for various campaigns

Campaign Name	Response ²
BOAT	56.26 mn views
No Agal No Bagal No Dakhal	109.08 mn views
Kiraye se Azadi	56.98 mn views
Apne Ghar Pe Kaisa Lockdown (featuring Vidya Balan)	4.10 mn views
Independent Floors for Independent You	4.40 mn views
Diwali Apne Ghar Wali	27.03 mn views
Life at Signature Global TVC	13.81 mn views
Smart Decision (featuring Vidya Balan)	5.14 mn views

Effective marketing and distribution strategy with several national level campaigns to increase brand reach

Use of improved construction technologies for timely project completion

Using Aluminium Formwork Technology to Reduce Construction Time

- Imported the Aluminum formwork technology providing a competitive edge
 - ❑ **Reduced structure cost**
 - ❑ **Increased pace of construction**
 - ❑ Results in strong and high-quality structures



Standardization providing unique advantages

- ✓ Standardization of product design, technical specifications and layout plans
- ✓ Low design costs allowing faster replication
- ✓ Quick turnaround at predictable costs, leading to efficient execution on a larger scale

Standardization helping provide high quality products at competitive prices to consumers

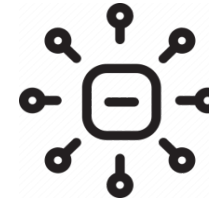
Leveraging Technology for efficiency & scale

Digital Integration of all stakeholders

- ✓ Strong Internal Controls
- ✓ Successful integration of software's with the construction sites to track real time progress
- ✓ Strong Linkage with Core ERP
- ✓ Automated Sales Booking System



Strong emphasis on digital sales



Projects being sold through various digital channels including website since 2014

AHP projects sold exclusively through digital channels mandated by "DTCP" since Jan 2022

Selling units digitally enhancing scale and reach of brand and enabling faster sales

100% Digitally Sold Projects



Titanium SPR!



Continued focus on digitization leading to faster sales, greater efficiency and reduced manpower costs

Trusted brand with strong campaign being run at a national level



- **Relatable** brand ambassadors like **Vidya Balan** and **Vijay Raaz**
- Company has strong presence across social media and has touched **c.110 mn social media users**
- Strong in-house direct sales team of **24 members¹** and indirect sales team of **130 members¹**
- Wide network of **2,200+¹ active channel partners** driving customer traffic to the website
- **Digital experience centers and augmented reality** for project walkthroughs providing immersive experience for customers
- Company has been certified as **Great place to work***

Your own home isn't a place but a feeling.
Created with hopes and dreams, not just bricks and beams.

Where late night laughter can freely echo within its halls,
and children's unbound imagination adorn the walls.

Where the answers to peace of mind lie,
and questions about lease or rent do not arise.

It's a feeling that welcomes you each time with open doors,
and lets in the sweet smell of your success through its windows.

APNA GHAR, TOH APNA HI HOTA HAI!

Affordable homes from
SIGNATURE GLOBAL
MAKING INDIA AFFORDABLE

7053-121-121

Projects listed on the right side of the ad include: SOLERA, SOLERA 2, SYNERA, ANDLUK, GRANDIVA, ORCHARD AVENUE, Serenas, THE ROSELIA, THE ROSELIA 2, THE MILLENIUM, SUNRISE, SIGNATURE GLOBAL CITY, THE MILLENIUM II, SIGNATURE GLOBAL PARK, and ORCHARD AVENUE 2.

SIGNATURE GLOBAL
MAKING INDIA AFFORDABLE
INDIA'S NO.1 AFFORDABLE HOUSING COMPANY

RERA REGISTRATION NO.: RC/REP/HABERA/GGM/442/194/2021/20
RC/REP/HABERA/GGM/442/194/2021/21
(www.haryanarera.gov.in)

ASCEND TO THE SIGNATURE LIFE


INDEPENDENT FLOORS FOR THE INDEPENDENT YOU





¹As on 31st Dec 2024

*Recognized by Great Place to work India in Dec '23

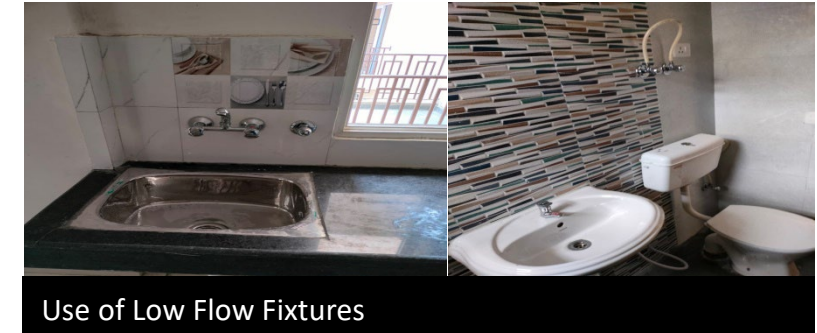
High Quality Board & Experienced Management Team



	Name	Designation	Brief Profile
	Pradeep Kumar Aggarwal	Chairman & Whole-Time Director	8+ years of experience in real estate industry; Served as MD on the board of SMC Comtrade Limited for 10 years
	Lalit Kumar Aggarwal	Vice Chairman & Whole-Time Director	7+ years of experience in real estate; responsible for the construction, marketing and HR aspects
	Ravi Aggarwal	Managing Director	9+ years of experience in real estate; CA; Responsible for overall business development of Company; Ex-Director of SMC Insurance Brokers
	Devender Aggarwal	Joint MD & Whole-Time Director	11+ years of experience in real estate; Plays key role in formulation & implementation of Company's forward plans;
	Rajat Kathuria	Chief Executive Officer	CA; Previously worked with Ernst & Young LLP for over 9 years & served as a Director with KPMG India for over 4 years
	Sanjay Kumar Varshney	Chief Operating Officer	Previously associated with Mahagun, the Corenthum as a Senior Vice President (construction & planning)
	Meghraj Bothra	Company Secretary & Compliance Officer	ICSI; ICMAI; Worked with 'Digispice Technologies Ltd , DCM Shriram Ltd & Dhanuka Pesticides Ltd
	Sanjeev Kumar Sharma	Chief Financial Officer	CA; having 30+ years of experience in FP&A, M&A, Investor relations, among others. Previously worked with Brookfield, Blackstone, M3M, BPTP among others

Independent Directors	
	Kundan Mal Agarwal Ex-director on board of SMC Global Securities Ltd & Moneywise Financial Services
	Venkatesan Narayanan Served in Centrum Infrastructure and Realty Limited, and was an independent director of Industrial Investment Trust Limited
	Chandra Wadhwa Holds a certificate of registration to act as an insolvency professional ; Admitted as a fellow member of the ICSI, ICWA
	Lata Pillai Served as the "group president (large corporates)" at Yes Bank Limited for a period of over two years

Focus On Sustainable Development



INDUSTRY LEADING CERTIFICATIONS



Green Building Certification*



IGBC Certification



Occupational Health & Safety



Quality Management Systems



Environmental Management System

All projects launched between FY20-FY24 have been either Edge or IGBC certified

*EDGE is a registered trademark of IFC



THANK YOU



**SIGNATURE
GLOBAL**TM
REALTY. RELIABILITY. RESPONSIBILITY.

AN ISO 9001:2015; 14001:2015; 45001:2018; 27001:2022 CERTIFIED COMPANY

Contact us at

investor.relations@signatureglobal.in