

19<sup>th</sup> May, 2023

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

To,  
**National Stock Exchange of India Limited**  
Listing Dept., Exchange Plaza, 5<sup>th</sup> 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: Investor Update / Investor Presentation for Q4 FY23.**

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We are attaching herewith the Information Update / Investor Presentation for the quarter and year ended on 31<sup>st</sup> March, 2023.

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

ARVIND  
SMARTSPACES  
LIMITED

MAY  
2023

ARVIND  
SMARTSPACES

INFORMATION  
UPDATE  
Q4 & FY23



# Q4 & FY23 PERFOR- MANCE

- OPERATIONAL HIGHLIGHTS
- FINANCIAL HIGHLIGHTS

# KEY UPDATES: Q4FY23



## Q4FY23 HIGHLIGHTS – SALES & COLLECTIONS

- Best ever Q4 sales performance at Rs. 244 crore with 63% YoY growth
- Project launch during Q4 FY23:
  - Arvind Greatlands Phase 2 launched on March 26, 2023 received a remarkable response. Witnessed bookings of Rs. 100 crore (the entire launched inventory) within 7 hours.
- Highest ever quarterly collections for successive quarters highlighting the strong operational cycle of new sales, construction and delivery

## Q4FY23 HIGHLIGHTS – BUSINESS DEVELOPMENT

- Added ~7 acres to the Doddaballapur Road, project. The size of the project has now increased to 41 acres with a topline of ~Rs. 388 crore\*. This project is under HDFC Platform 2. This is ASL's 9<sup>th</sup> project in Bangalore. There is a potential opportunity to increase the size of the project significantly by 1.7X subject to technical due diligence.
- Added ~2 acres to the Sarjapura JD, project. The size of the project has now increased to 19 acres with a topline of ~Rs. 670 crore\*.

*\*On the basis of the current business assumptions*

# KEY UPDATES: FY23

## FY23 HIGHLIGHTS – SALES & COLLECTIONS

- Highest ever annual booking value of Rs. 802 crore; YoY growth of 33% - new launches continuing to perform well in newer micro markets
  - For the first time, number of units sold annually crossed 1100 units milestone
  - Launched three projects successfully during FY23 including Arvind Greatlands, Fruits of Life and Forreste 5 which contributed 56% of booking value for FY23
  - Bangalore presence has strengthened further, contributing 58% to the total annual bookings.
  - Highest ever annual collections of Rs.600 crore, highlighting the strong operational cycle of new sales, construction and delivery

## FY23 HIGHLIGHTS – BUSINESS DEVELOPMENT & DIVIDEND

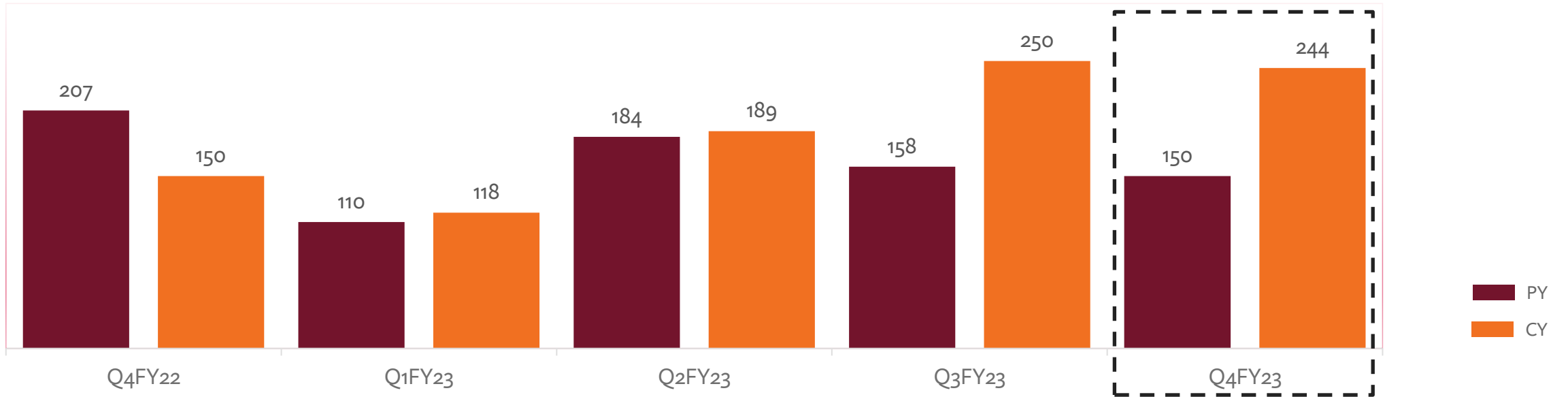
- New business development of ~Rs 930 cr:
  - Added 60 acres with a topline of Rs. 600 crore in Bangalore - Doddaballapur Road, North Bangalore and Sarjapura
  - Added 125 acres with a topline of Rs. 330 crore in Ahmedabad – Fruits of Life and South Ahmedabad
- Investment program of Rs. 1,000 crore deployment towards new business development in the coming quarters
- **The Board of Directors recommended a final dividend of Rs. 1.65/- per equity share and one-time special dividend of Rs. 1.65/- per equity share, totalling to a dividend of Rs. 3.30/- per equity share of face value of Rs. 10/- each**

*\*On the basis of the current business assumptions*

# BOOKINGS: Q4FY23

## BOOKINGS: BEST EVER Q4

(In ₹ Cr.)

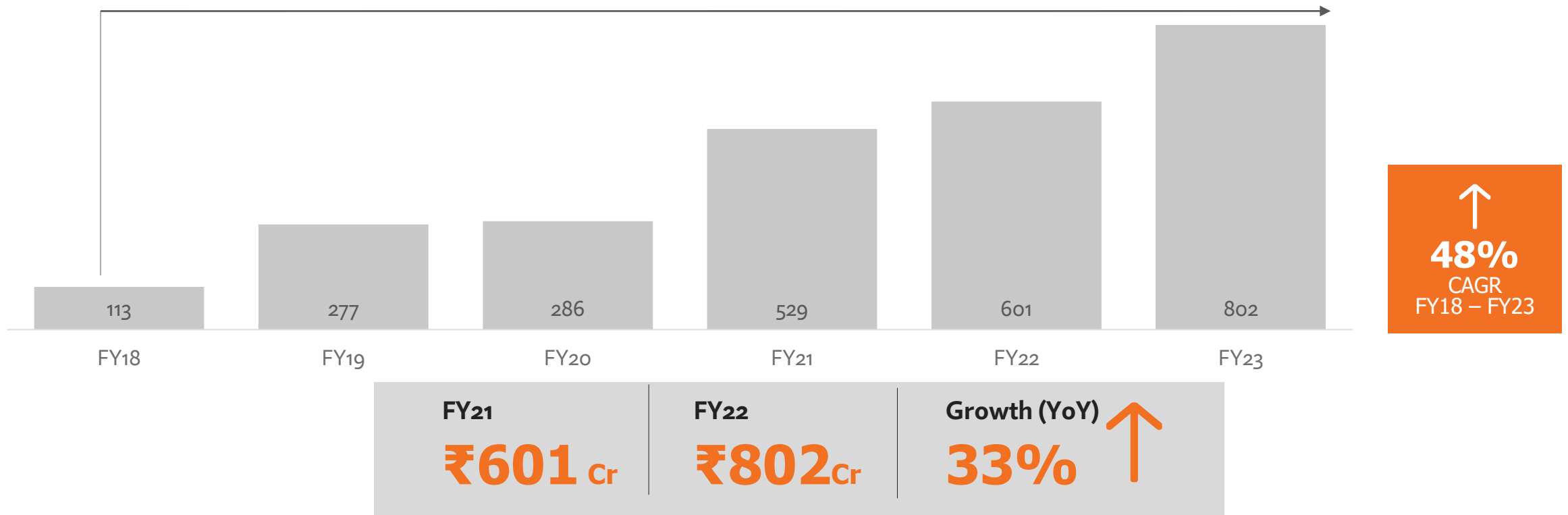


Q4FY22	Q4FY23	Growth (YoY)
₹150 cr	₹ 244 cr	63% ↑

# BOOKINGS: FY23

## BOOKINGS: : BEST EVER YEAR

(In ₹ Cr.)



# BOOKINGS: PROJECT-WISE

City	Project wise	Q4FY22 Rs. Cr	Q4FY23 Rs. Cr
Ahmedabad	Aavishkaar	2	4
	Forreste (I to V)	22	34
	Fruits of Life	-	17
	High Grove / CW	24	37
	Uplands (One & Two)	56	11
Bangalore	Belair	19	20
	Greatlands	-	106
	Oasis	9	12
	Skylands	3	2
	The Edge	2	(2)
Pune	Elan	12	1
Others	Others	-	2
<b>Total</b>		<b>150</b>	<b>244</b>

City	Project wise	FY22 Rs. Cr	FY23 Rs. Cr
Ahmedabad	Aavishkaar	22	14
	Forreste (I to V)	116	53
	Fruits of Life	-	102
	High Grove / CW	82	102
	Uplands (One & Two)	219	62
Bangalore	Belair	60	73
	Greatlands	-	298
	Oasis	49	61
	Skylands	28	30
	The Edge	3	(1)
Pune	Elan	20	4
Others	Other Completed Projects	2	3
<b>Total</b>		<b>601</b>	<b>802</b>

Q4FY22

₹150 cr

Q4FY23

₹ 244 cr

Growth (YoY)

63% ↑

FY22

₹601 cr

FY23

₹ 802 cr

Growth (YoY)

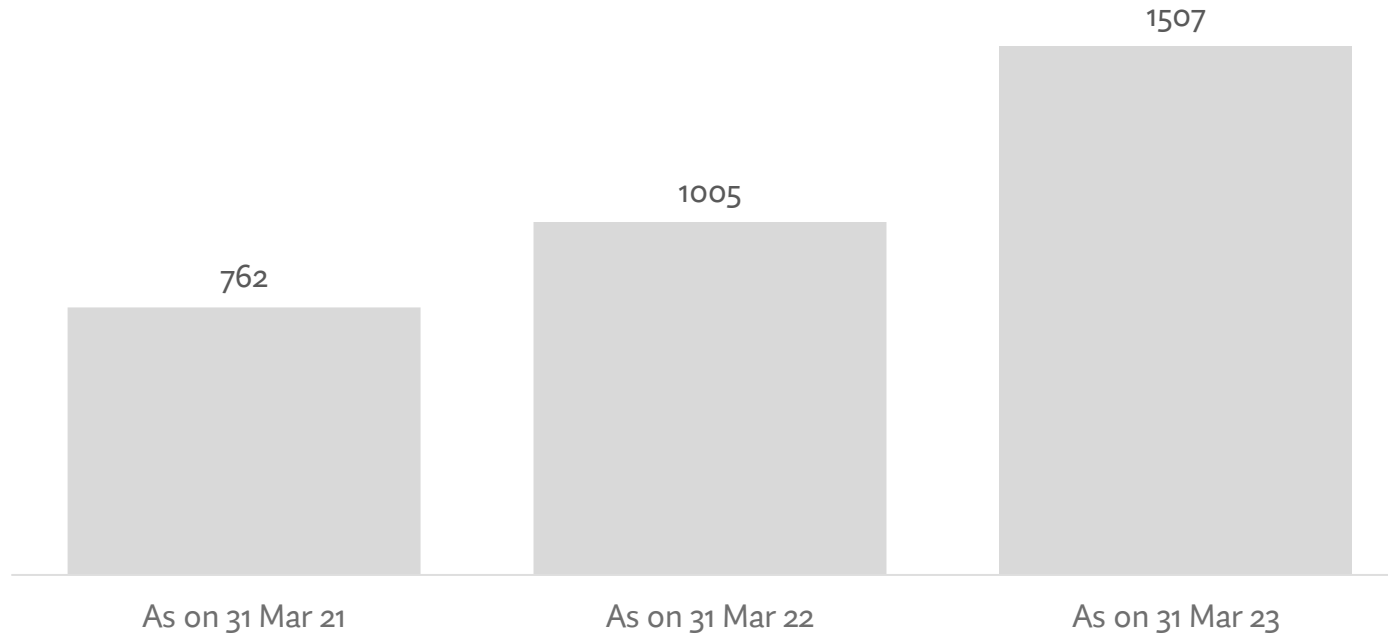
33% ↑



# UNRECOGNIZED REVENUE

## UNRECOGNIZED REVENUE

(In ₹ Cr.)

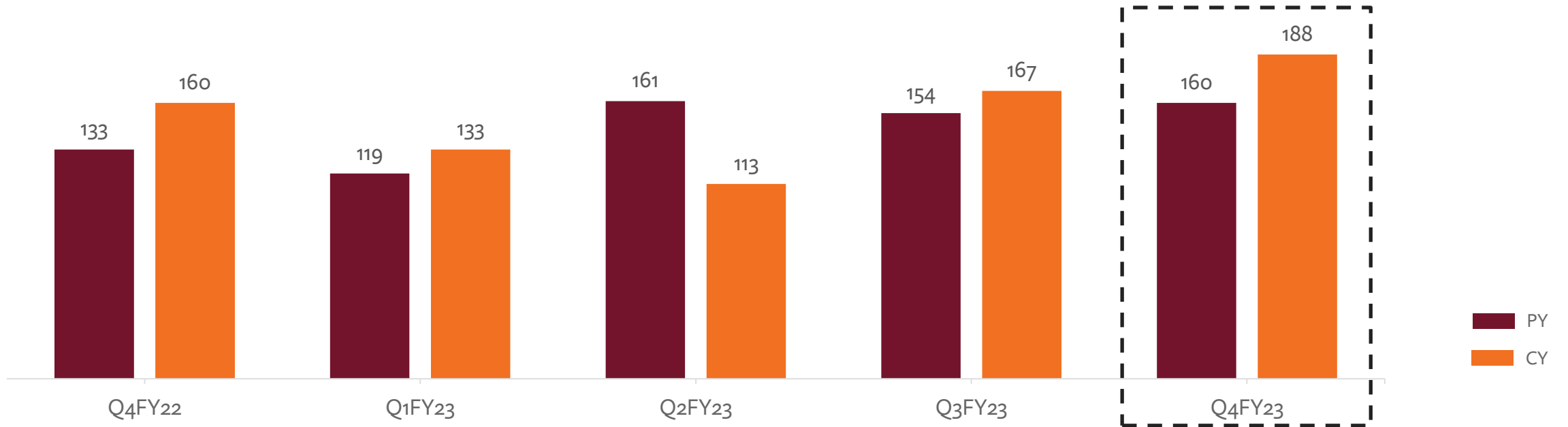


Mar 31, 2022	Mar 31, 2023
<b>₹1,005 cr</b>	<b>₹1,507 cr</b>

# COLLECTIONS : Q4FY23

## COLLECTIONS: : BEST EVER QUARTER

(In ₹ Cr.)



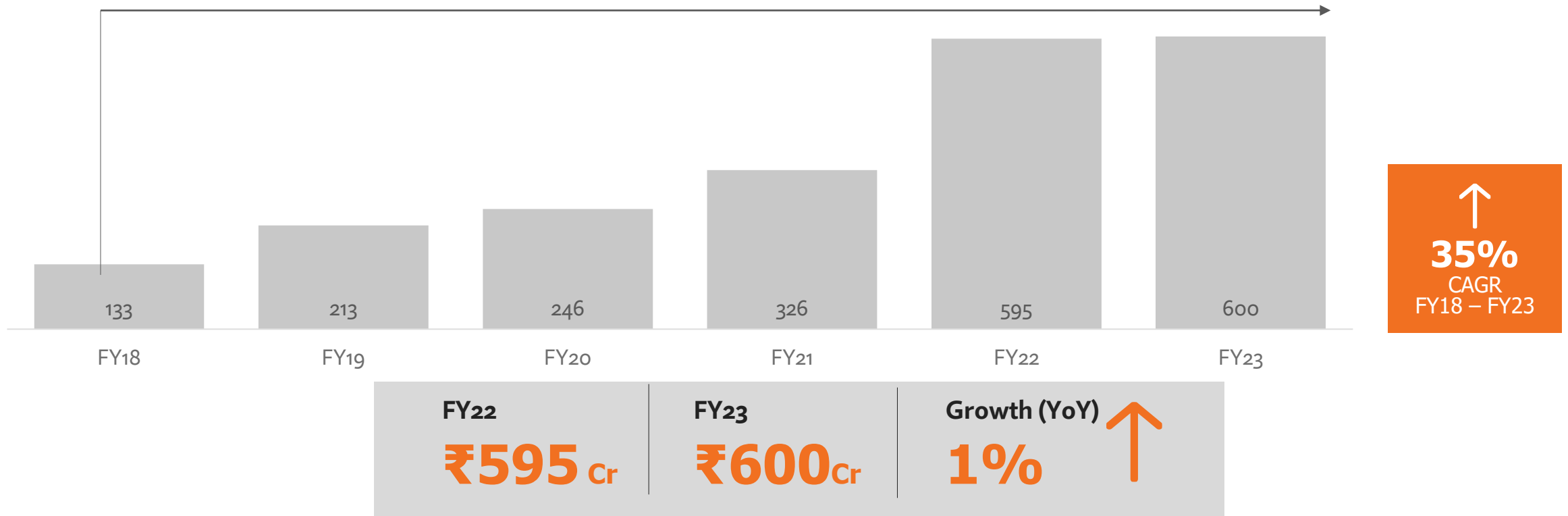
Q4FY22	Q4FY23	Growth (YoY)
₹160 cr	₹ 188 cr	17% ↑

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

# COLLECTIONS: FY23

## COLLECTIONS: : BEST EVER YEAR

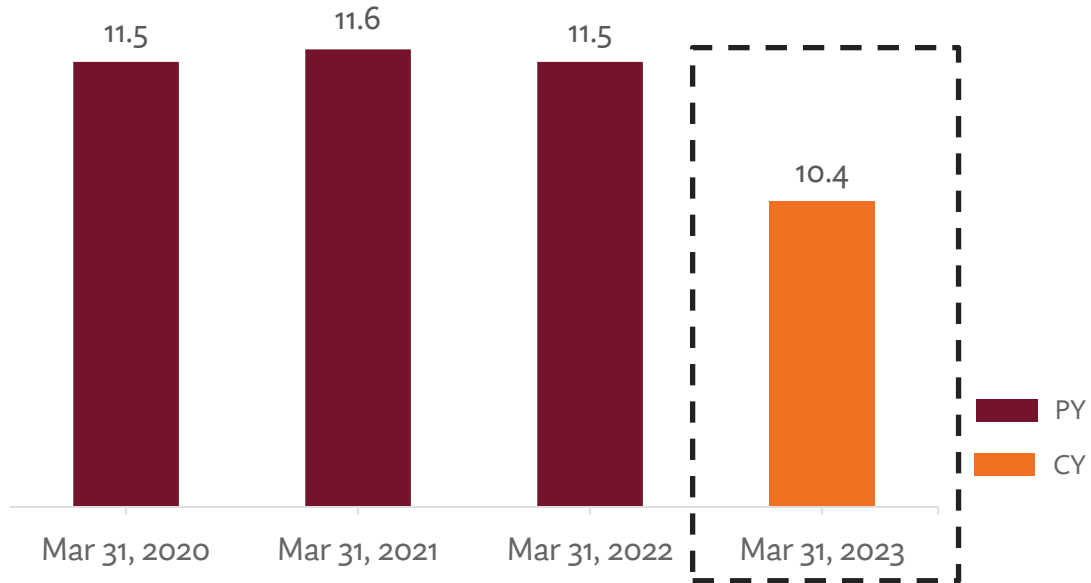
(In ₹ Cr.)



# NET DEBT MOVEMENT: Q4FY23

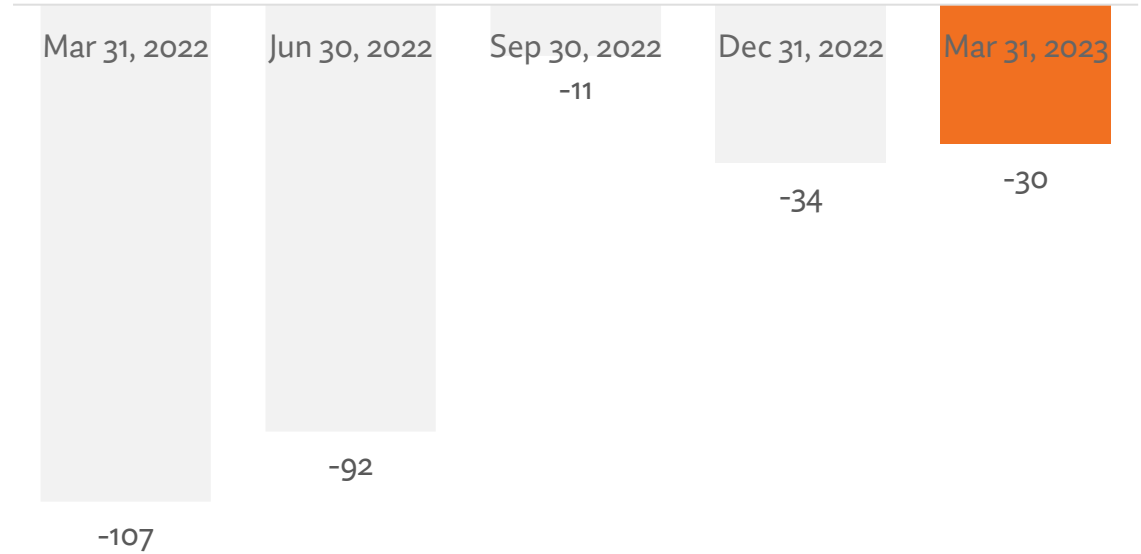
## BORROWING COST MOVEMENT

(In %)



## NET DEBT

(In ₹ Cr.)



Net Interest-bearing funds as on Mar 31, 2023 is ₹ -30 Cr (vs Mar 22 ₹ -107 Cr) increased by ₹ 77 Cr during the year due to business development  
 Net Debt (Interest-bearing funds) to Equity ratio at (0.07) as on Mar-23 vs (0.26) on Mar-22

Newly Launched

# ARVIND GREATLANDS PHASE 2, BANGALORE (LAUNCHED IN Q4)

ARVIND  
SMARTSPACES  
LIMITED

12



## RESIDENTIAL PLOTTING PROJECT



**~18 Acres**  
LAND AREA



**~0.37 Mn Sq ft**  
SALEABLE AREA



**~100 Cr**  
TOPLINE

*The first phase of this project, with a saleable area of ~0.6 million sq. ft. amounting to a booking value of more than Rs. 200 Crore, was sold out in 10 hours on November 26, 2022. The first phase is under HDFC Platform 1. The second phase and all future phases are fully owned by Arvind SmartSpaces.*

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

## PROJECT DESCRIPTION & AMENITIES

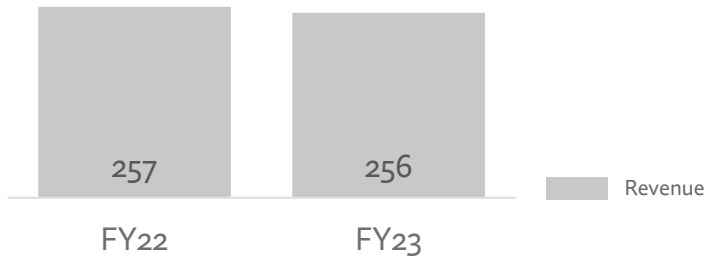
- Premium weekend villa plots with resort lifestyle
- Serenity: Spa, library, and yoga pavilion  
State-of-the-art clubhouse amidst nature.
- Business: Executive business centre, meeting and conference room
- Activity: Gymnasium, rooftop infinity pool, indoor games room, table tennis, jogging track, badminton court, Play area & cricket pitch
- Society: Monogram lounge, restaurant, discotheque, multimedia theatre, banquet hall and guest rooms.

# P&L: FY23

## FY23 CONSOLIDATED HIGHLIGHTS

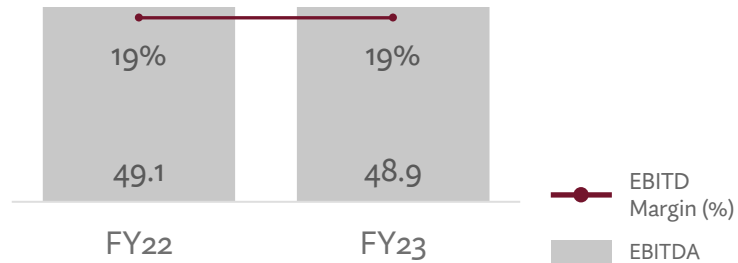
### REVENUE FROM OPERATIONS

(In ₹ Cr.)



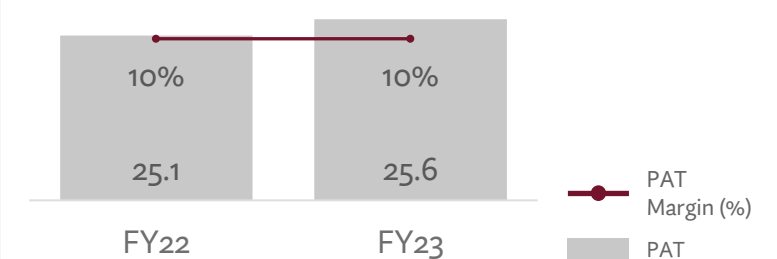
### EBITDA & EBITDA MARGINS

(In ₹ Cr.)



### PAT & PAT MARGINS

(In ₹ Cr.)



FY22	FY23	Growth (YoY)	FY22	FY23	Growth (YoY)	FY22	FY23	Growth (YoY)
₹257 cr	₹ 256 cr	-0.4% ↓	₹49 cr	₹ 49 cr	-0.3% ↓	₹25.1 cr	₹ 25.6 cr	2% ↑

## FINANCIAL PERFORMANCE VS FRESH SALES

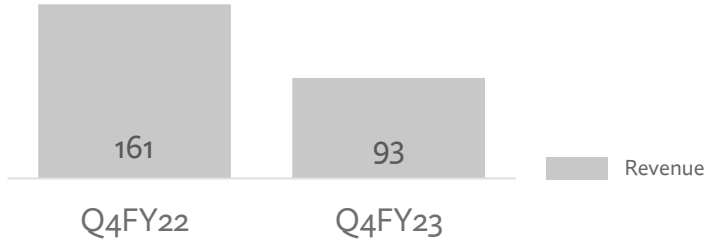
- Financial performance is based on applicable accounting standards wherein the revenue recognition is based on transfer of control with Project completion and satisfaction of performance obligation.
- Despite witnessing strong Sales momentum in fresh bookings, the same does not reflect in Financial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

# P&L: Q4FY23

## Q4FY23 CONSOLIDATED HIGHLIGHTS

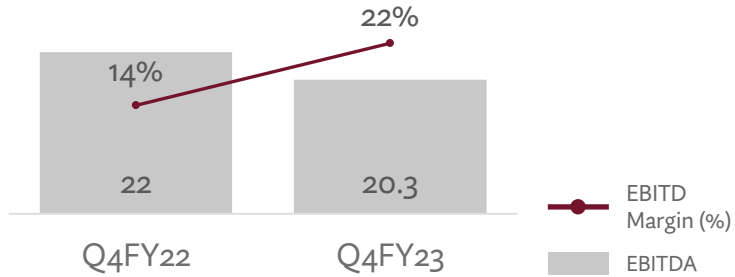
### REVENUE FROM OPERATIONS

(In ₹ Cr.)



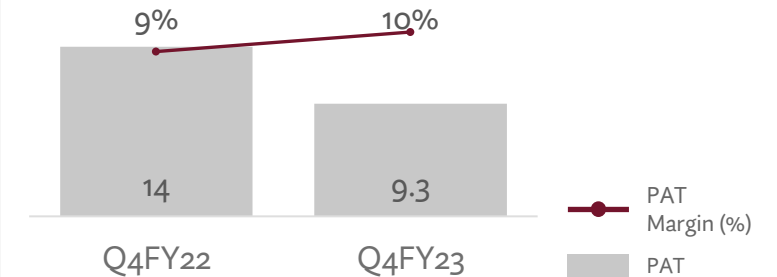
### EBITDA & EBITDA MARGINS

(In ₹ Cr.)



### PAT & PAT MARGINS

(In ₹ Cr.)



Q4FY22	Q4FY23	Growth (YoY)	Q4FY22	Q4FY23	Growth (YoY)	Q4FY22	Q4FY23	Growth (YoY)
₹161 cr	₹ 93 cr	-42% ↓	₹22 cr	₹ 20 cr	-7% ↓	₹14.0 cr	₹ 9.3 cr	-33% ↓

## 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

# Q4FY23 SYNOPSIS

City	Projects	Area Booked in Q4 FY23	Units Booked in Q4 FY23	Booking Value for Q4 FY23	Amount Collected in Q4 FY23	Revenue Recognized in Q4 FY23
		(sq ft.)	(nos.)	(Rs. Cr)	(Rs. Cr)	(Rs. Cr)
Ahmedabad	Aavishkaar	12,067	14	4	14	21
	Chirping Woods	39,879	7	5	9	-
	Forreste 5^	1,10,339	24	34	5	0
	Forreste 1 - 4^	-	-	-	12	1
	Fruits of Life	1,96,389	30	17	8	-
	Highgrove	2,55,204	32	32	16	8
	Megaestate	-	-	-	1	-
	Megatrade	476	1	0	0	0
	Uplands One	11,142	1	3	7	9
	Uplands Two	17,190	1	7	19	-
Bangalore	Belair	27,398	21	20	38	-
	Expansia	1,884	1	1	1	1
	Greatlands	2,50,783	156	106	14	-
	Oasis	18,367	16	12	35	48
	Skylands	2,964	2	2	3	4
	Sporcia	-	-	-	0	-
	The Edge	(3,037)	(2)	(2)	5	-
Pune	Elan	1,124	1	1	1	-
<b>Total</b>		<b>9,42,169</b>	<b>305</b>	<b>244</b>	<b>188</b>	<b>92</b>

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

Amount Collected is inclusive of Taxes and net of cancellations



# FY23 SYNOPSIS

City	Projects	Area Booked FY23 (sq ft.)	Units Booked FY23 (nos.)	Booking Value for FY23 (Rs. Cr)	Amount Collected FY23 (Rs. Cr)	Revenue Recognized FY23 (Rs. Cr)
Ahmedabad	Aavishkaar	37,465	43	14	29	41
	Chirping Woods	3,39,629	61	42	41	-
	Forreste 5^	2,58,138	42	53	7	0
	Forreste 1 - 4^	(14,032)	1	0	71	7
	Fruits of Life	11,56,716	164	102	23	-
	Highgrove	4,51,845	54	60	46	22
	Megaestate	1,879	1	1	1	1
	Megatrade	1,405	3	1	1	0
	Uplands One	20,628	2	10	49	11
	Uplands Two	1,22,446	8	52	73	9
Bangalore	Belair	1,08,980	81	73	80	-
	Expansia	1,884	1	1	1	1
	Greatlands	7,53,323	517	298	34	-
	Oasis	84,342	72	61	89	126
	Skylands	50,185	45	30	32	32
	Sporcia	1,387	1	1	0	1
	The Edge	(2,349)	(2)	(1)	11	-
Pune	Elan	9,882	14	4	14	-
<b>Total</b>		<b>33,83,753</b>	<b>1,108</b>	<b>802</b>	<b>600</b>	<b>253</b>

^Forreste Revenue recognition for Arvind SmartSpaces would be equivalent to DM Fees only.  
Amount Collected is inclusive of Taxes and net of cancellations

# BALANCE SHEET

## Liabilities

Amount in Rs. Cr	As on Mar 31, 2022	As on Mar 31, 2023
<b>Equity and liabilities</b>		
Share Capital	42	45
Reserves and Surplus	397	421
<b>Shareholders Funds</b>	<b>439</b>	<b>466</b>
Non-Controlling Interest	38	29
Non Current Liabilities	32	146
Current Liabilities	627	869
<b>Total</b>	<b>1,136</b>	<b>1,511</b>

## Assets

Amount in Rs. Cr	As on Mar 31, 2022	As on Mar 31, 2023
<b>ASSETS</b>		
Fixed Assets	56	64
Non-Current Financial Assets	84	102
Inventories	766	957
Current Assets	229	388
<b>Total</b>	<b>1,136</b>	<b>1,511</b>

# DEBT PROFILE

Amount in ₹ Cr.	31-Mar-2022	30-Jun-2022	30-Sep-2022	31-Dec-2022	31-Mar-2023
Gross Debt*	2	3	81	77	53
Net Interest-bearing funds	(107)	(92)	(11)	(34)	(30)
Net Interest-bearing funds to Equity	(0.26)	(0.22)	(0.03)	(0.08)	(0.07)

\* The above statement does not include OCD balance of ₹ 38 Cr issued to HDFC Platform 1 (15 years original tenure) after prepayment for joint project in Bangalore, OCD of ₹ 52 Cr issued to HDFC Platform 2 (8 years original tenure + 2 years) for joint project in Ahmedabad 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

The Company has now started leveraging the Balance sheet with introduction of Debt mainly for new project acquisitions. The Company has significant headroom to raise fresh Debt while maintaining a healthy Debt Equity ratio.

Note: During the year, cash outflow of more than Rs. 300 Cr incurred for business development activities.

# CONSOLIDATED CASHFLOWS

Particulars (Rs in Crs)	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY23
Opening Balance	5	2	9	12	5
<b>Operating activities</b>					
Collections	133	113	167	188	600
Construction cost and other overheads	(75)	(49)	(71)	(64)	(260)
Taxes	(17)	(3)	4	(6)	(22)
Direct land cost/JDA and DM sharing	(43)	(30)	(15)	(29)	(117)
<b>Net Operating Cashflow (A)</b>	<b>(3)</b>	<b>29</b>	<b>85</b>	<b>89</b>	<b>201</b>
<b>Financing Activities</b>					
Finance cost (Net)	0	0	(1)	3	2
Pref Issue / Equity	-	11	10	-	22
Loans/OCD - Drawdown/(Repayment) (Net)	(0)	78	29	(25)	82
Investments (Net)	21	2	(25)	26	24
<b>Net Financial Cashflow (B)</b>	<b>22</b>	<b>91</b>	<b>13</b>	<b>4</b>	<b>130</b>
<b>Investing Activities</b>					
Land Payments & Approvals	(22)	(114)	(94)	(78)	(308)
<b>Net Investing Cashflow (C)</b>	<b>(22)</b>	<b>(114)</b>	<b>(94)</b>	<b>(78)</b>	<b>(308)</b>
<b>Total Net Cashflow (D= A+B+C)</b>	<b>2</b>	<b>9</b>	<b>12</b>	<b>27</b>	<b>27</b>

Strong collections and profitability resulted in operating cash flows of more than Rs 200 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

City	Project	Total Saleable (Sqft)	Booked (Sqft)	Unsold Inventory (Sqft)	Booking Value (₹ Cr)	Revenue Recognized (₹ Cr)	^Collections (₹ Cr)	Average Price (Price till date) ₹ / Sq ft
Ahmedabad	Aavishkaar	5,45,524	3,84,818	1,60,706	106	70	84	2,748
	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	73,723	8,803	30	29	30	4,110
	Parishkaar /Trade Sq	9,15,809	9,15,809	-	254	254	254	2,776
Bangalore	Expansia	1,40,276	1,40,268	8	75	75	75	5,351
	Oasis	5,72,074	4,95,780	76,294	275	230	249	5,542
	Skylands	4,91,111	4,89,631	1,480	266	264	265	5,442
	Sporcia	5,01,265	4,99,960	1,305	235	234	234	4,693
	<b>Total</b>	<b>49,43,506</b>	<b>45,72,476</b>	<b>3,71,030</b>	<b>1,356</b>	<b>1,272</b>	<b>1,306</b>	

# PROJECT PORTFOLIO - ONGOING

City	Project	Total Saleable (Sqft)	Booked (Sqft)	Unsold Inventory (Sqft)	Booking Value (₹ Cr)	Revenue Recognized (₹ Cr)	^Collections (₹ Cr)	Average Price (Price till date) ₹ / Sq ft
Ahmedabad	Chirping Woods	13,39,092	8,62,583	4,76,509	94	-	64	1,088
	Forreste I - IV	29,58,846	23,82,276	5,76,570	338	23	224	1,420
	Forreste 5	9,43,164	2,58,138	6,85,026	53	0	7	2,055
	Fruits of Life - Launched	13,18,959	11,56,716	1,62,243	102	-	22	886
	Highgrove	43,77,033	24,14,286	19,62,747	228	26	168	946
	Uplands One	1,26,62,752	82,51,950	44,10,802	1,381	48	677	30,361
	Uplands Two	1,76,06,258	1,28,24,426	47,81,831	2,736	1,320	1,984	70,521
Bangalore	Belair	4,69,620	3,06,645	1,62,975	184	-	115	6,013
	Edge	1,68,224	54,148	1,14,076	38	-	14	7,024
	Greatlands	9,52,862	7,53,323	1,99,539	298	-	33	3,950
Pune	Elan	1,34,952	63,836	71,116	45	-	30	6,978
	<b>Total</b>	<b>4,29,31,761</b>	<b>2,93,28,326</b>	<b>1,36,03,435</b>	<b>5,498</b>	<b>1,417</b>	<b>3,338</b>	

# SARJAPURA, BANGALORE (UPCOMING)

## SARJAPURA ROAD, RESIDENTIAL VILLA PROJECT



**19 Acres**  
LAND AREA



**0.98 Mn Sq ft**  
INDICATIVE  
SALEABLE AREA



**670 Cr**  
INDICATIVE  
TOPLINE

**65%**  
REVENUE  
SHARE

Joint development agreement executed for 19-acre land parcel located on the Sarjapur Bagalur Road. **Marks our entry into the Sarjapura micro-market**

### LOCATIONAL ADVANTAGE

- Sarjapur road has emerged as one of the fastest growing micro-markets in Bangalore
- The micro-market is in close proximity to the key business district of the Outer Ring Road and Electronic City
- The area has a well-developed social infrastructure with several international schools in the vicinity

### KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted, villa and villament developments like Prestige Smart City, Sriram Chirping Grove, Nambiar Ellegenza, etc...

### EAST BANGALORE

- Records highest share of launches 44%
- Micro Market Sarjapur with the highest number of launches 13,618 units.



**IN 2021, THE CITY REGISTERED A SURGE IN LAUNCHES BY 43% AND SALES BY 33%**

- Luxury housing priced between INR 1.5 cr – INR 2.5 cr witnessed the highest growth of 214% y-o-y in 2021 supported by demand for unpolluted and spacious living which is also connected to other parts of the city.
- The demand for 3 BHK and above constitutes 64% of the market.
- Sarjapur road is the second highest searched micro market in the city after Whitefield.

(Source: Anarock)



# DODDABALLAPURA ROAD, BANGALORE (UPCOMING)

## DODDABALLAPURA ROAD, PLOTTED DEVELOPMENT PROJECT



**41 Acres**  
LAND AREA



**~1 Mn Sq ft**  
INDICATIVE  
SALEABLE AREA



**388 Cr**  
INDICATIVE  
TOPLINE

**HDFC  
PLATFORM-2  
ARVIND's  
INVST 33%**

*This would be ASL's 9<sup>th</sup> project and second plotted development in Bangalore. During Q4, added 7 acres to the project which increased the topline potential by ~Rs. 70 cr.*

### 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...



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

### NORTH BANGALORE

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



**INCREASED AFFINITY TOWARDS PLOTTED DEVELOPMENTS, 72% OF THE PLOTS LAUNCHED IN BANGALORE IN 2021 ARE SOLD OUT**

- Plotted Developments launches witnessed > 11% y-o-y growth in 2021.
- Sale growth majorly influenced by huge influx of white-collar migrants, rising salaries in IT/ITES Industry, exponential growth in start-up ecosystem.
- For homebuyers, investing in plotted developments means relatively lesser investment plus building an independent and more spacious home at a later stage.

(Source: Anarock)

# ARVIND GREATLANDS – REMAINING PHASE, BANGALORE (UPCOMING)

## DEVANAHALLI, PLOTTED DEVELOPMENT PROJECT



**7 Acres**  
LAND AREA



**0.2 Mn Sq ft**  
INDICATIVE  
SALEABLE AREA



**65 Cr**  
INDICATIVE  
TOPLINE

**100%  
OWNED**

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

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



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(Source: Anarock)

# NORTH BANGALORE (UPCOMING)

## NEAR IVC ROAD, PLOTTED DEVELOPMENT PROJECT



**18 Acres**  
LAND AREA



**0.4 Mn Sq ft**  
INDICATIVE  
SALEABLE AREA



**150 Cr**  
INDICATIVE  
TOPLINE

**100%  
OWNED**

*This project is adjacent to the first project in Devanahalli and the 18 acres is fully owned by the Company highlighting the Company's confidence in the project prospects. **This would be ASL's 10<sup>th</sup> project and third 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...

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(Source: Anarock)

# SOUTH AHMEDABAD, AHMEDABAD (UPCOMING)

## Ahmedabad, PLOTTED DEVELOPMENT PROJECT



**84 Acres**  
LAND AREA



**~2.5 Mn Sq ft**  
INDICATIVE  
SALEABLE AREA



**150 Cr**  
INDICATIVE  
TOPLINE

**100%  
OWNED**

Commenced a large aggregation in South Ahmedabad of which 84 acres has been completed till date. **This would be ASL's 16<sup>th</sup> 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 2-3 TIMES SUBJECT TO LAND AVAILABILITY AND TITLE CLEARANCE**

# PROJECT PORTFOLIO

Status	City	Project	Type	Structure	Economic Interest	Estimated Completion Date	Saleable Sq Ft
A. Completed	Ahmedabad	Alcove	Residential	Owned	100%	Complete	10,32,660
		Citadel	Residential	Owned	100%	Complete	1,01,859
		Megaestate	Industrial	Owned	100%	Complete	59,180
		Megapark	Industrial	JD	100%	Complete	5,01,222
		Megatrade	Commercial	Owned	100%	Complete	82,526
		Parishkar / Trade Square	Residential	JV	~ 50% Profit Share	Complete	9,15,809
	Bangalore	Aavishkaar	Residential	Owned	100%	Complete	5,45,524
		Expansia	Residential	Owned	100%	Complete	1,40,276
		Oasis	Residential	Owned	100%	Complete	5,72,074
		Skylands	Residential	Owned	100%	Complete	4,91,111
		Sporcia	Residential	Owned	100%	Complete	5,01,265
B. Ongoing	Ahmedabad	Chirping Woods	Residential	JV	~ 50% Revenue Share	2024	13,39,092
		Foreste I - IV	Residential	DM	~ 10% Revenue Share	2024	29,58,846
		Highgrove	Residential	JV	~ 45% Revenue Share	2024	43,77,033
		Forreste 5	Residential	DM	~ 10% Revenue Share	2023	9,43,164
		Fruits of Life - Launched	Residential	HDFC Platform 2	Arvind Invst 33.33%	2025	13,18,959
		Uplands One	Residential	JV	~ 77% Revenue Share	2023	31,92,901
	Bangalore	Uplands Two	Residential	JV	~ 77% Revenue Share	2025	12,89,128
		Belair	Residential	Owned	100%	2024	4,69,620
		Edge	Commercial	Owned	100%	2024	1,68,224
	Pune	Greatlands - launched	Residential	HDFC Platform 1	100%	2025	9,52,862
		Elan	Residential	JD	~ 67% Area Share	2023	1,34,952
C. Planned	Ahmedabad	Uplands III	Residential	JV	~ 77% Revenue Share	Yet to be launched	11,15,294
		Uplands IV	Residential	JV	~ 77% Revenue Share	Yet to be launched	0
		Forreste phase 6	Residential	DM	~ 10% Revenue Share	Yet to be launched	10,71,155
	Bangalore	Fruits of Life - Future phase	Residential	HDFC Platform 2	Arvind Invst 33.33%	Yet to be launched	7,35,803
		South Ahmedabad	Residential	Owned	100%	Yet to be launched	25,61,328
		Sarjapur	Residential	JD	~ 65% Revenue Share	Yet to be launched	9,81,842
		North Banglore	Residential	Owned	100%	Yet to be launched	3,98,661
		Doddaballapura Raod	Residential	HDFC Platform 2	Arvind Invst 33.33%	Yet to be launched	9,95,455
		Greatlands - Future Phase	Residential	Owned	100%	Yet to be launched	1,79,698
<b>Grand Total</b>						<b>3,01,27,523</b>	

# ESTIMATED OPERATING CASH FLOW

₹ Cr		Total Est. Sales Value	Booking Value	Receivables	Estimated Value of Inventory	Balance Cost to be Incurred*	Est. Operating Cashflow
<b>Ahmedabad</b>	Completed	578	505	22	74	-5	101
	Ongoing	2,119	1,580	462	540	804	198
	Yet to be launched	707	0	0	707	387	321
<b>Ahmedabad Total</b>		<b>3,405</b>	<b>2,085</b>	<b>484</b>	<b>1,321</b>	<b>1,185</b>	<b>620</b>
<b>Bangalore</b>	Completed	878	851	27	27	6	48
	Ongoing	786	520	358	266	253	372
	Yet to be launched	1,287	0	0	1,287	777	510
<b>Bangalore Total</b>		<b>2,951</b>	<b>1,371</b>	<b>385</b>	<b>1,580</b>	<b>1,036</b>	<b>930</b>
<b>Pune</b>	Ongoing	75	45	14	30	12	32
	Yet to be launched	0	0	0	0	0	0
<b>Pune Total</b>		<b>75</b>	<b>45</b>	<b>14</b>	<b>30</b>	<b>12</b>	<b>32</b>
<b>Grand Total</b>		<b>6,431</b>	<b>3,500</b>	<b>884</b>	<b>2,931</b>	<b>2,233</b>	<b>1,582</b>
<b>Add: Surplus</b>							<b>34</b>
<b>Net Estimated Unrealised Operating Cashflow</b>							<b>1,616</b>

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 equivalent to DM fees  
Above cash flow includes only those projects where definitive agreements have been signed.



# ABOUT THE COMPANY

- KEY INFORMATION
- GEOGRAPHY SPREAD
- HDFC PARTNERSHIP
- ARVIND BRAND
- GOVERNANCE & CSR
- MANAGEMENT TEAM

# OVERVIEW

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 management

Focused on P&L accretive Business Development

Learnings in place to help significantly scale up

Diversifying 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 Mn sq. Ft.
- Ongoing projects of 17.1 msf
- Planned projects of 7.9 msf

Strong conviction by promoters

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

Strategic partnership with HDFC Capital

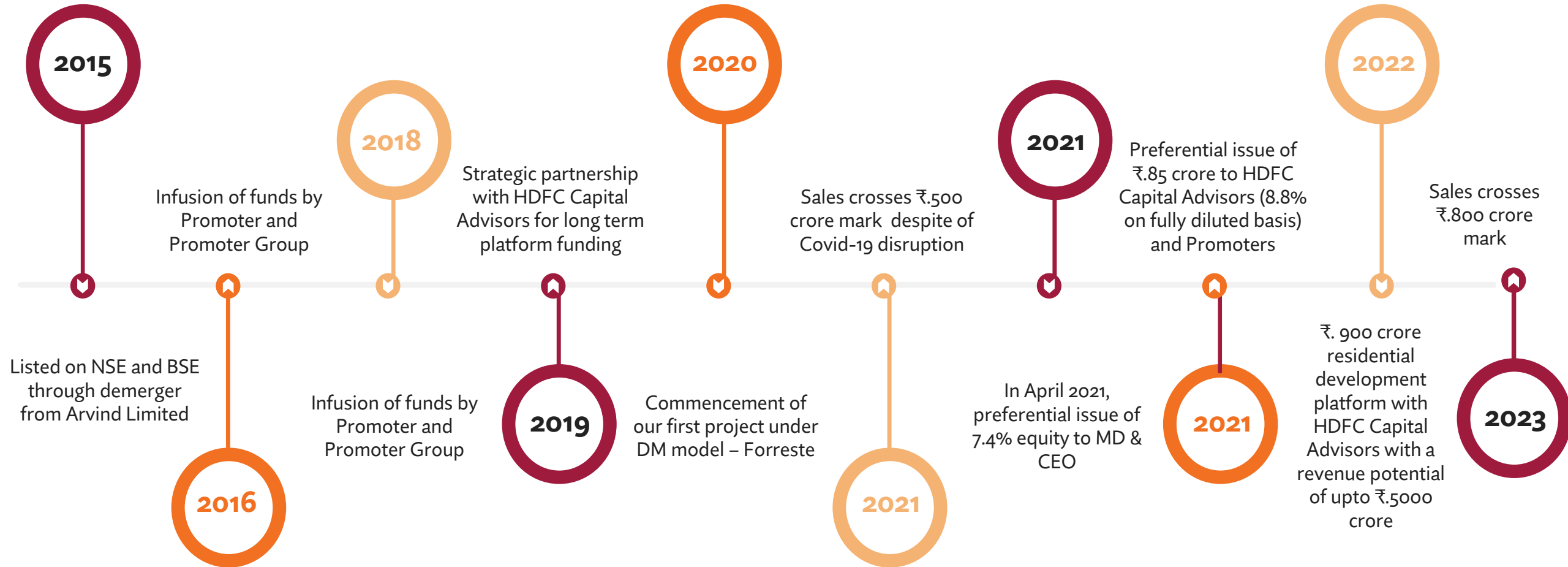
Equity investment at Hold co and Platform funding

Strong financial performance - 48% CAGR in Bookings

Negative Debt, Long term credit rating of A/Positive

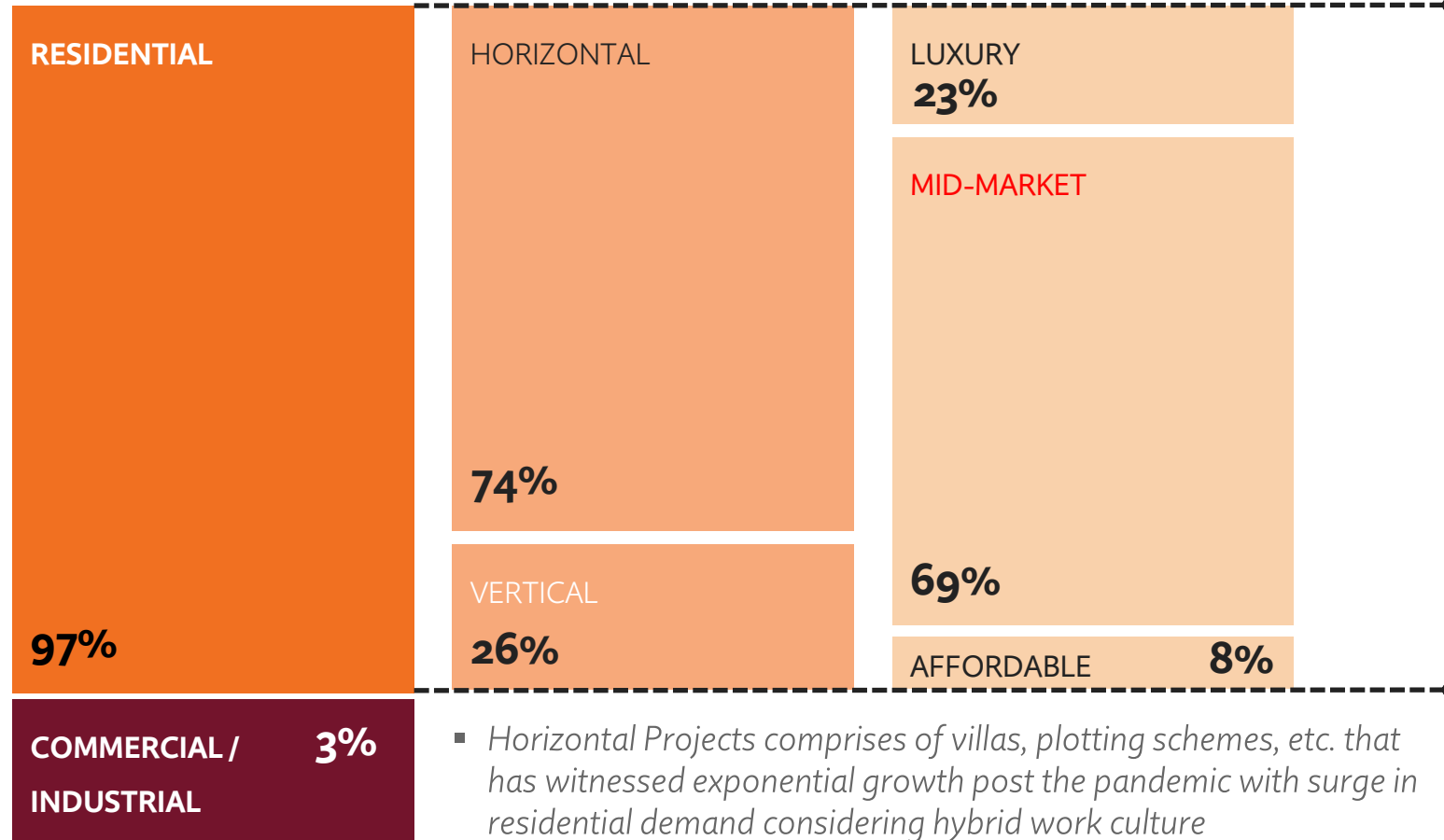


# THE JOURNEY SO FAR



# CARVED ITS NICHE IN RESIDENTIAL DEVELOPMENT PROJECTS

PROJECT CLASSIFICATION (ONGOING AND PLANNED) MAR 2023

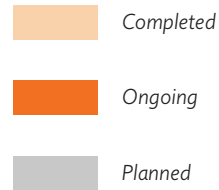


- Horizontal Projects comprises of villas, plotting schemes, etc. that has witnessed exponential growth post the pandemic with surge in residential demand considering hybrid work culture

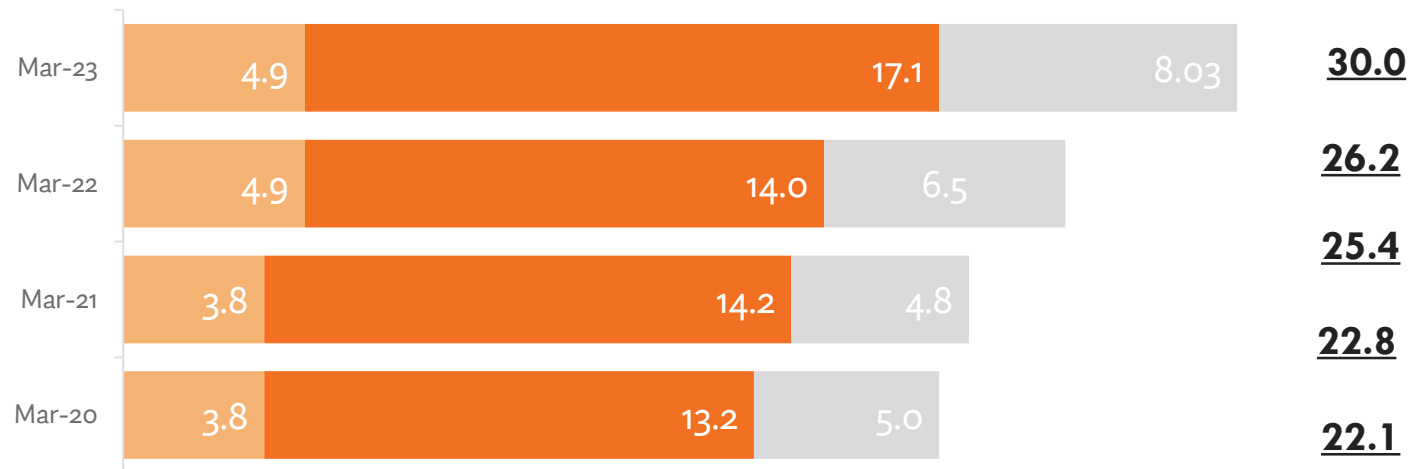
# LISTED (2015), CORPORATE REAL ESTATE DEVELOPER SINCE 2008

## CAPITAL PAYMENTS

- In a span of 15 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.)

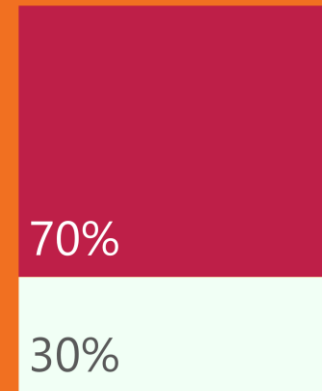


- “Ongoing” - already launched
- “Planned” - Next phases of already launched Projects + Lands already acquired, and site preparation started

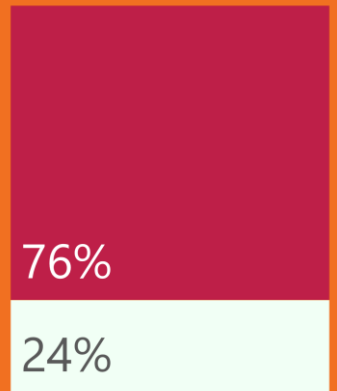
## MULTIPLE LAND SOURCING MODELS

- 70% Projects are through JDs
- One DM Project with Arvind Limited

### VALUE SHARE in %



### VOLUME SHARE in %



# VENTURING INTO NEWER GEOGRAPHIES IN A PHASED MANNER



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

Ahmedabad / Gandhinagar 58%

Bangalore 41%

Pune 1%

## AHMEDABAD / GANDHINAGAR, GUJARAT

16

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

## BANGALORE, KARNATAKA

10

1. BelAir, 2. Devenahalli, 3. Expansia, 4. Oasis, 5. Sarjapur, 6. Skylands, 7. Sporcia, 8. The Edge 9. Doddaballapura Road 10. North Banagalore

## PUNE, MAHARASHTRA

1

1. Elan

# OUR BELIEF IN DEPTH OVER BREADTH

## 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

## 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	Low	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

# STRATEGIC PARTNERSHIP WITH HDFC CAPITAL ADVISORS

## 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

## 2021

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

## AUG.2022

₹ 900 crore 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.

## 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

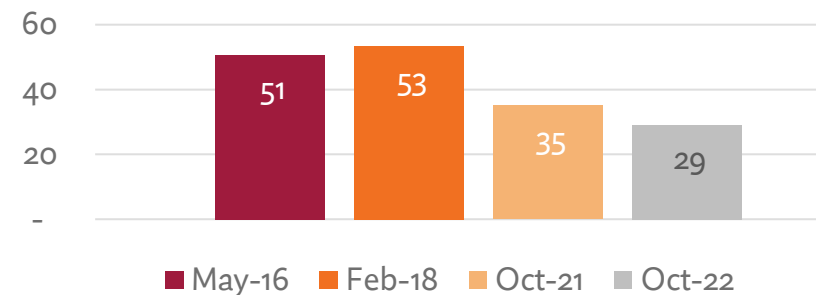
- Two most trusted brands- HDFC & Arvind together unlocking tremendous value for stakeholders
- First investment in OCD form of ₹ 50 crore for Devenhalli project and ₹ 50 crore invested for 8.8% stake on a fully diluted basis

# 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 crore in Sep/Oct 2022

# STRONG GOVERNANCE & CSR INITIATIVES



**Mr. Sanjay S. Lalbhai**  
Chairman &  
Non-Executive



**Mr. Kamal Singal**  
Managing Director  
& CEO



**Mr. Kulin S. Lalbhai**  
Non-Executive  
Director



**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 (including Covid Relief), Environment, Livelihood and similar initiatives around Sites and offices of Arvind SmartSpaces & its subsidiaries.*



# LED BY AN EXPERIENCED PROFESSIONAL MANAGEMENT TEAM



**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

- More than 30 years of experience
- Excels in corporate finance



**AVINASH SURESH |**  
Chief Operating Officer

- Overall experience of 18 years with Godrej, Aditya Birla etc.



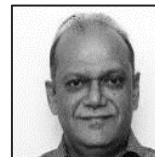
**ANKIT JAIN |**  
Chief Financial Officer

- Overall experience of 18 years with Marico and with Arvind for more than 2 years



**MANOJ CHELLANI |**  
Chief Sales Officer

- Overall experience of 19 years with Lodha, Runwal, Tech Mahindra and Radius Developers (with Arvind more than 3years)



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

- Member of Arvind group for >25 years



**PANKAJ JAIN |**  
Head of CRM

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



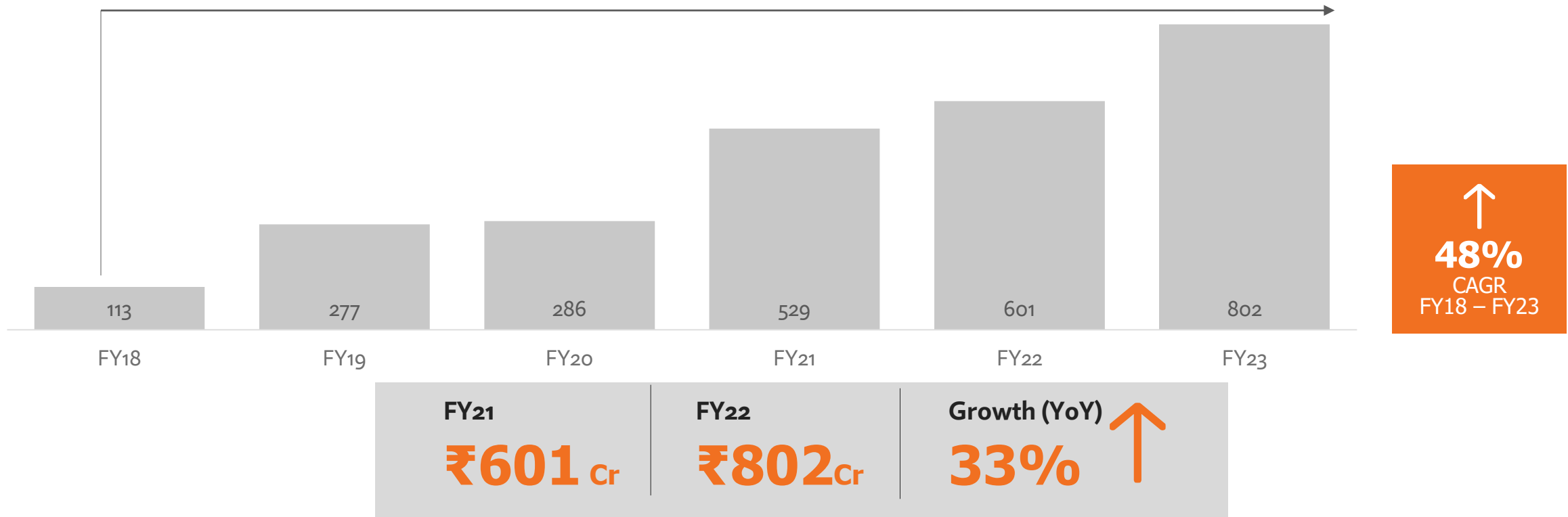
# 5 YEAR PERFOR- MANCE

- OPERATIONAL
- FINANCIAL

# BOOKINGS: FY23

## BOOKINGS: : BEST EVER YEAR

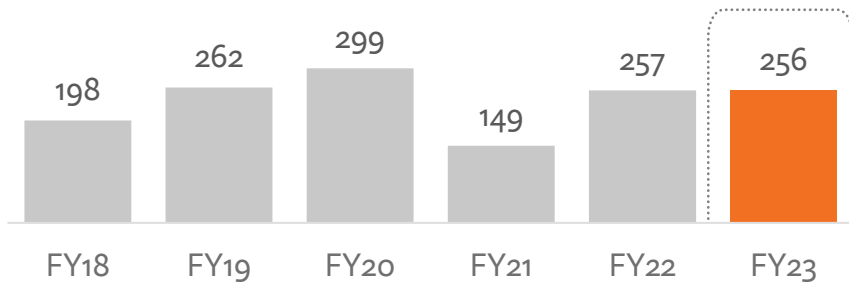
(In ₹ Cr.)



# CONSOLIDATED FINANCIAL PERFORMANCE

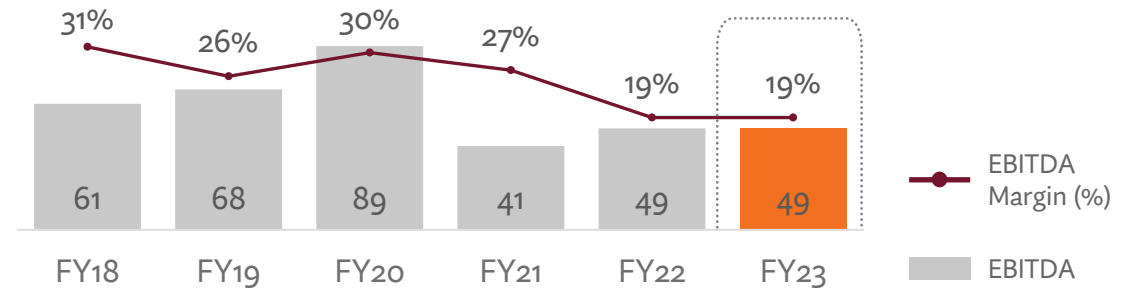
## REVENUE

(In ₹ Cr.)



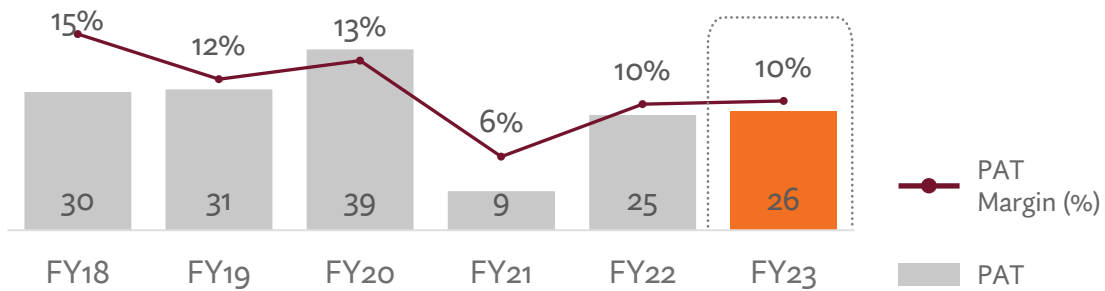
## EBITDA AND EBITDA MARGIN

(In ₹ Cr.)



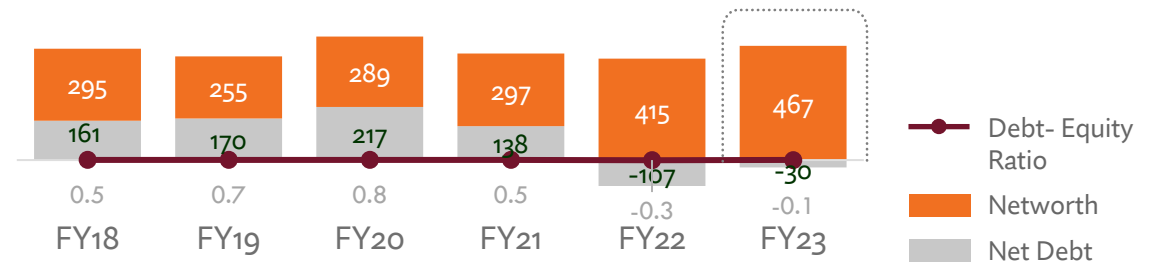
## PAT AND PAT MARGIN

(In ₹ Cr.)



## NETWORTH & NET DEBT AND DEBT-EQUITY RATIO

(In ₹ Cr.)



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 THAT ATTRIBUTED TO OUR SUCCESS SO FAR

**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 ~250

## OUTSOURCING MODEL

- High reliance on outsourcing of noncore activities and entire construction activities
- 70% Projects are through JDs

## 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

# KEY STRATEGIC PILLARS



**Asset light**



**Balanced Risk Profile**



**Innovation**



**Customer Centricity**



**Systems & Processes**

# ASSET LIGHT

## 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"> <li>• Speculative returns from land appreciation</li> <li>• Reliance on speculative business cycles</li> </ul>	<ul style="list-style-type: none"> <li>• Product turnaround as a Process Industry</li> <li>• Cost efficiency in land and execution</li> <li>• Brand premium</li> <li>• Rely on systems, processes, Innovation and consumer centricity</li> </ul>

## LAND PROCUREMENT AND MONETIZATION LIFE CYCLE



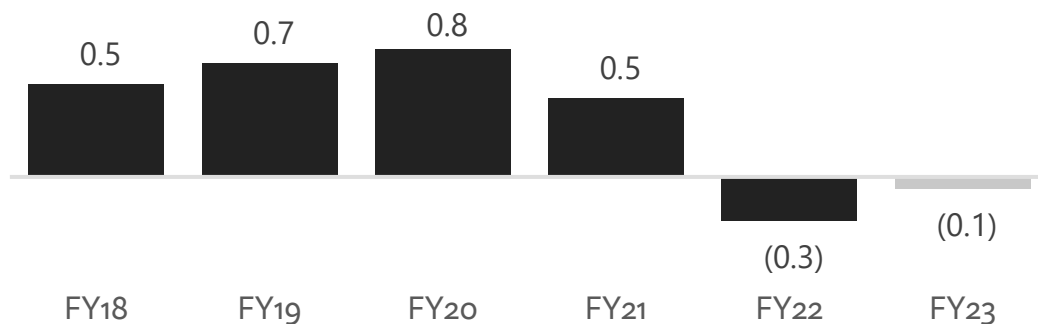


# BALANCED RISK PROFILE

## 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/Positive in December 2022

## 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 2023



# INNOVATION (1/2)

## 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 ®**



# INNOVATION (2/2)

## PRODUCT INNOVATION

### 3 ACRES OF LILY POND @ HG



### INTERNATIONAL CLUB ARCHITECTURE @ HG



### URBAN FORREST @ FORRESTE



Forest Sitouts



Forest Trail



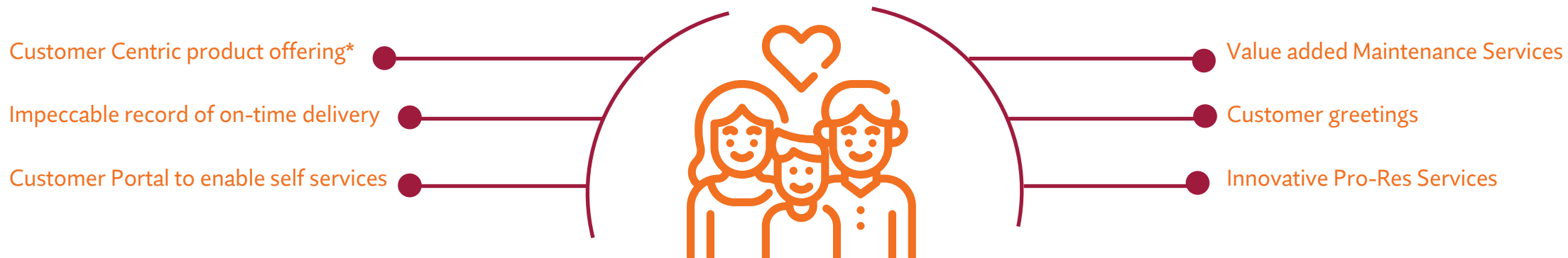
Forest Caves



Campfire Point

# CUSTOMER CENTRICITY

## AIMING FOR DELIGHT AT EVERY TOUCH POINT IN CUSTOMER LIFE CYCLE



## PROJECTS AND DELIVERY STATUS VS COMMITMENT (IN MONTHS)

**+2 MONTHS\*\***

PARISHKAAR/ TRADE SQUARE |  
CITADEL

**ON TIME**

MEGATRADE | EXPANSIA |  
MEGAESTATE | MEGA PARK

**-3 to 4 MONTHS**

ALCOVE  
SPORCIA

**-6 to 8 MONTHS**

SKYLANDS  
OASIS

**-18 MONTHS**

AAVISHKAAR

\* 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

## 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 > 1,000 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

 30+ years

Engineering

 20+ years

Arch./Design

### STRENGTH






 120

Engineering

 15

Arch./Design

## SUPPORTED BY BEST-IN-CLASS TECHNOLOGY

-  ERP SYSTEM
-  **NEWTON**® Generates BOQs directly from drawings
-  SAP implementation in progress
-  Document Management System
-  Notion Task Management



# LOOKING AHEAD

- DIFFERENTIATING FACTORS
- KEY FOCUS AREAS

# OUR DIFFERENTIATING FACTORS IN THE REAL ESTATE MARKETPLACE

## 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 optimisation

# OUR BUSINESS STRATEGIES TO ACCELERATE GROWTH

## NEAR TERM BUSINESS PLAN



### Aim to be amongst India's top ten real estate players

- Use Balance Sheet headroom and HDFC partnership to significantly grow project pipeline
- Multifold growth in bookings while maintaining profitability

### Judicious geographical expansion

- Augment Ahmedabad market share and leadership
- Grow Bangalore presence substantially – leverage Arvind group presence
- Next big potential market: Pune & MMR

### Focus on Residential Segment

- Judicious mix of horizontal (Plotting, Villas), vertical (MIG) and Luxury
- Long term value creation through creation of destination in larger land parcels

### Sound capital allocation

- Focused on sustainable and profitable growth
- Targeting acquisition of 6-7 projects with a cumulative topline potential of ~ ₹ 4,000-5,000 crore in next 12 months

### Operational excellence

- Faster execution – launch to handover
- Prudent investments in technology to reduce construction time and enhance digital sales





# AWARDS AND RECOG- NITION

- AWARDS
- ACCOLADES

# AWARDS & RECOGNITIONS

2016



2017



2018



2019



# AWARDS & ACCOLADES (1/2)

## CNN NEWS 18 AWARDS

### MOST ADMIRED PROJECT OF THE YEAR- FORRESTE



### MOST TRUSTED REAL ESTATE BRAND OF THE YEAR



## REALTY CONCLAVE EXCELLENCE AWARDS, GUJARAT



Ultra luxury-lifestyle project of the year for **ARVIND UPLANDS**



Plotted development of the year for **ARVIND HIGHGROVE**



Villa Project of the year (Metro) for **ARVIND FORRESTE**

# AWARDS & ACCOLADES (2/2)

## CNBC AWAAZ REAL ESTATE & BUSINESS EXCELLENCE AWARDS 2022



**DEVELOPER OF THE YEAR - RESIDENTIAL**



**RESIDENTIAL PROPERTY OF THE YEAR (ARVIND BEL AIR)**



**E4M PRIDE OF INDIA THE BEST OF BHARAT' AWARDS 2022**



**The Economic Times Real Estate Conclave & Awards 2022**



**Realty + Conclave Iconic Project of the Year 2022 – Arvind Elan**

# AWARDS & ACCOLADES FY23

## 14th Realty+ Conclave & Excellence Awards 2022 - South

**Fastest Growing Realty Brand of the Year**



**Themed Project Of The Year – Arvind Oasis**



ACCOLADES

# AWARDS & ACCOLADES FY23

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LIMITED

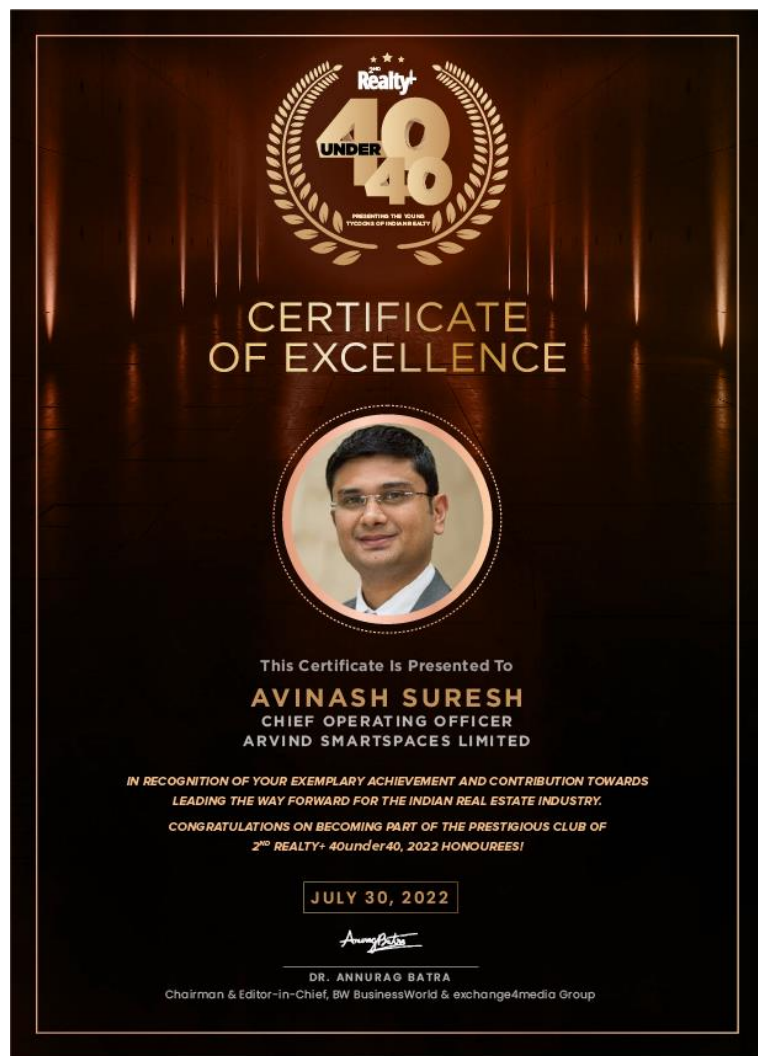
61

## Inspiring CEO of India 2022 @ 2nd Edition of The Economic Times CEO Conclave



# AWARDS & ACCOLADES FY23

## Realty+ 40 Under 40



## Business World CFO - 40 Under 40



# AWARDS & ACCOLADES - FY23



Digital Innovation Of The Year for Arvind Belair – Online Booking Platform

Marketer Of The Year – Viral Shah







# ANNEXURE: PROJECT PROFILE | IN DETAIL

- OVERVIEW
- PROJECT DETAILS

PROJECT// NASMED VILLAGE, GANDHI NAGAR

# UPLANDS

*Premium Golf Based Township  
18g 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



# UPLANDS CLUBHOUSE



PROJECT// JAKKUR ROAD, SHIVANAHALI, Bangalore

# SKYLANDS

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



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# SKYLANDS



PROJECT// NARODA ROAD, AHMEDABAD

# AAVISHKAAR

*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



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# AAVISHKAAR





PROJECT// TUMKUR ROAD Bangalore

# OASIS

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



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LIMITED

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# BELAIR

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



PROJECT// KOTHRUD ROAD, PUNE

# ELAN

*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



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PROJECT// TUMKUR ROAD, Bangalore

# THE EDGE

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



the edge  
by Arvind

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PROJECT// MOTI DEVTI, SANAND, AHMEDABAD

# HIGHGROVE CHIRPING WOODS

*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

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PROJECT// RACHARDA KHATRAJ ROAD, AHMEDABAD

# FORRESTE

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



PROJECT// BAVLU, GHANDINAGAR

# FRUITS OF LIFE

Premium Weekend Villa Plots  
183 Units in Phase 1  
(Overall ~13 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



PROJECT// DEVANAHALLI, BANGALORE

# GREATLANDS

*Premium Weekend Villa Plots  
613 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.



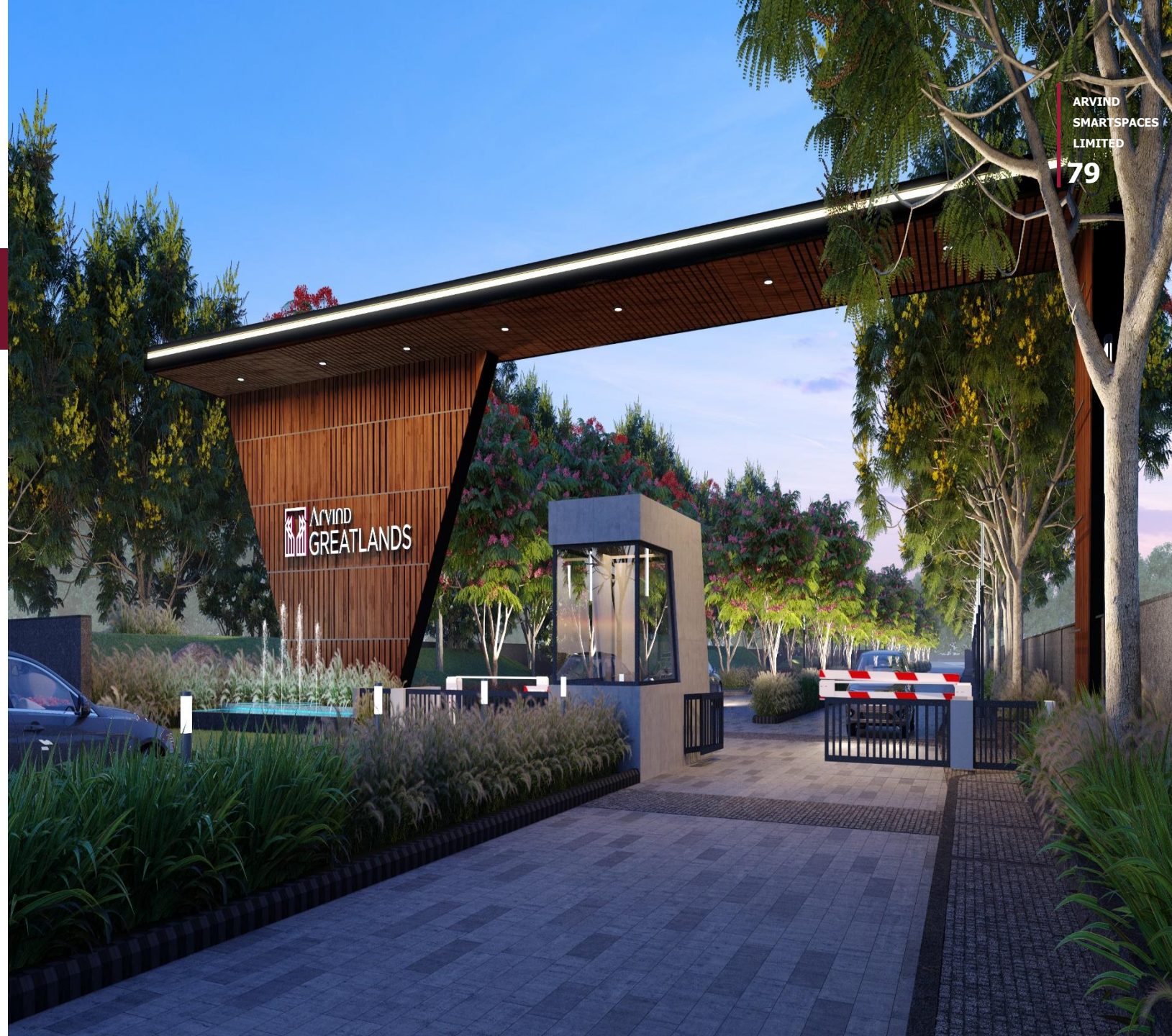
9 Hole Executive Golf Course



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



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



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79



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