

To <b>The Secretary</b> <b>BSE Ltd.</b> Phiroze Jeejeebhoy Towers Dalal Street, Mumbai - 400 001 Security Code No.: 523716	To <b>The Secretary</b> <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, Plot no. C/1, G Block Bandra-Kurla Complex, Bandra (E) Mumbai - 400 051 NSE Symbol: ASHIANA
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**Sub: Submission of Investor Update/Presentation for the quarter ended on 30<sup>th</sup> September 2024**

Dear Sir,

Please find attached the Investor update/Presentation for the quarter ended on 30<sup>th</sup> September 2024.

Kindly take the above presentation on record.

Thanking you,

For **Ashiana Housing Ltd.**

For **ASHIANA HOUSING LTD.**

  
NITIN SHARMA  
Company Secretary

Nitin Sharma

(Company Secretary & Compliance Officer)

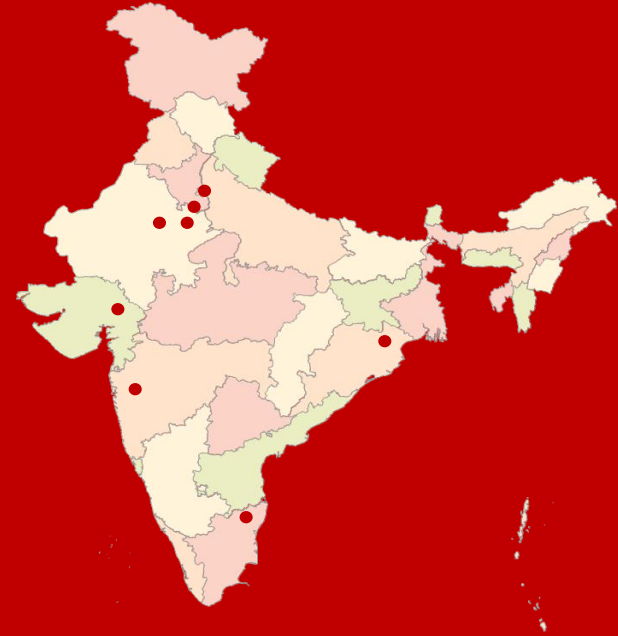
Membership No. 21191

**Ashiana Housing Limited**

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CIN: L70109WB1986PLC040864

***Investor Update***  
**Sep 2024**



**BHIWADI | GURUGRAM | PUNE | CHENNAI | JAIPUR | JAMSHEDPUR | JODHPUR | NEEMRANA**

BSE: 523716 | NSE: ASHIANA | BLOOMBERG: ASFI:IN | REUTERS: AHFN.NS | [WWW.ASHIANAHOUSING.COM](http://WWW.ASHIANAHOUSING.COM)

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***Happiness all around***



***Going Extra Mile***



***Transparency***



***Never give Up***

Except for the historical information contained herein, statements in this presentation and the subsequent discussions, which include words or phrases such as "will", "aim", "will likely result", "would", "believe", "may", "expect", "will continue", "anticipate", "estimate", "intend", "plan", "contemplate", "seek to", "future", "objective", "goal", "likely", "project", "should", "potential", "will pursue", and similar expressions of such expressions may constitute "forward-looking statements". These forward looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion plans, obtain regulatory approvals, our provisioning policies, technological changes, investment and business income, cash flow projections, our exposure to market risks as well as other risks. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

## Saleable Area

Total saleable area of the entire project corresponding to 100% economic interest of all parties

## Ongoing Projects

Projects in respect of which (i) all title, development rights or other interest in the land is held either directly by our Company and/or our Subsidiaries and/or other entities in which our Company and/or our Subsidiaries have a stake; (ii) wherever required, all land for the project has been converted for intended land use; and (iii) construction development activity has commenced.

## Future Projects

Projects in respect of which (i) all title, development rights or other interest in the land is held either directly by our Company and/or our Subsidiaries and/or other entities in which our Company and/or our Subsidiaries have a stake; and (ii) our management has commenced with the formulation of development plans.

## Land available for Future Development

Lands in which we have obtained any right or interest, or have entered into agreements to sell/memorandum of understanding with respect to such rights or interest, as the case may be, and which does not form part of our Completed, Ongoing and Future Projects

## Project

Project includes project phases

## 01 Highlights and Overview



## 02 Ongoing Projects



## 03 Financials



## 04 Future Outlook



## 05 Annexures



# Highlights and Overview

**01** Highlights

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**02** Operational Overview

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**03** Financial Overview

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**04** Quarterly Performance

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**05** Cash Flow Position

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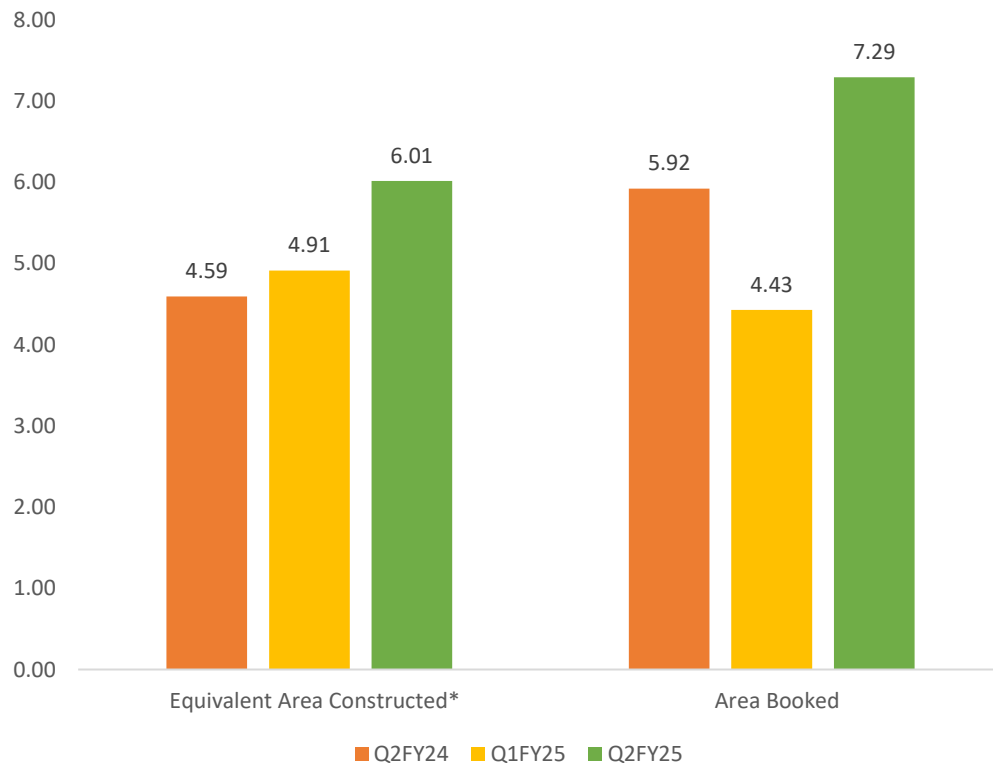
- Value of Area Booked recorded at Rs 672.54 Crores (Q2FY25) vs Rs 235.32 Crores (Q1FY25). Increase in sale value by 286% mainly attributable to the launch of Amarah Phase 4 in Gurugram(2.95 of 4.79 Isf was sold on launch)
- Average realization price of Q2 FY 25 at Rs. 9,223 mainly driven by booking at a relatively higher pricing in Ashiana Amarah Phase 4 ( Rs. 14,686 per sq ft, better than Phase3 which was at 11,277 per sq ft. ).
- Area constructed at 6.01 lakhs square feet in Q2FY25 vs 4.91 lakhs square feet in Q1FY25, increased by 22.40%.
- Total Revenue reported at Rs 59.53 Crores(Q2FY25) vs Rs 128.51 Crores (Q1FY25)
- PAT for Q2FY25 at negative Rs. 7.55 Crores vs positive Rs. 27.35 Crores in Q2FY24. No new phase was delivered in Q2FY25. However, H2 expected to be better in deliveries leading to reported profits for full year FY25. We continue to maintain our guidance of Rs. 2,000 Crores of Pre Sales for FY25.
- Pre-Tax operating cash flow achieved at Rs. 78.18 Crores in Q2 FY25. Cash flows continue to be healthy due to higher collections driven by better sales across projects, in general.
- Apart from the launch of fourth Phase of Ashiana Amarah in Gurugram, third phase of Ashiana Malhar launched in Pune and second phase of One44 launched in Jaipur.

# H1FY25 Highlights

- Value of Area Booked recorded at Rs 907.87 Crores (H1FY25) vs Rs 761.80 Crores (H1FY24), an upside of 19.17%.
- Area constructed at 10.93 lakhs square feet in H1FY25 vs 8.94 lakhs square feet in H1FY24, increased by 22.20%.
- Total Revenue reported at Rs 188.04 Crores(H1FY25) vs Rs 480.31 Crores (H1FY24). Lower revenues due to lower deliveries.
- PAT for H1FY25 at negative Rs. 12.99 Crores vs positive Rs. 38.22 Crores in H1FY24. Except for one phase in Shubham, no new phase was delivered in the first six months. However, H2 expected to be better in deliveries leading to reported profits for full year FY25. We continue to maintain our guidance of Rs. 2,000 Crores of Pre Sales for FY25.
- Pre – Tax Operating Cashflow for H1FY24 recorded at Rs 153.11 Crores. Cash flows continue to be healthy (in line/better than last year) due to higher collections driven by better sales, across projects.
- Launches: Ashiana Amarah (Phase 4) in Gurugram, Ashiana Malhar (Phase3) in Pune , One44 (Phase 2) in Jaipur, Ashiana Advik (Phase 2) in Bhiwadi and Ashiana Ekansh (Phase 4) in Jaipur.
- Credit Rating for bank Facilities reaffirmed by ICRA as [ICRA] A (Stable).
- Completion Certificate (CC) for Phase-4 Ashiana Utsav, Lavasa received on 4th July 24, it is yet to be launched for sales.
- Prestigious awards by Golden Bricks for FY 2023-24 at a ceremony held in Dubai on 28th June 2024
  1. Outstanding Project (Regional) of the Year to Premium Homes project “ONE44”, at Jaipur (Rajasthan).
  2. Innovative Concept Object (Regional) of the year to project “Ashiana Vatsalya”, at Chennai (Tamil Nadu).



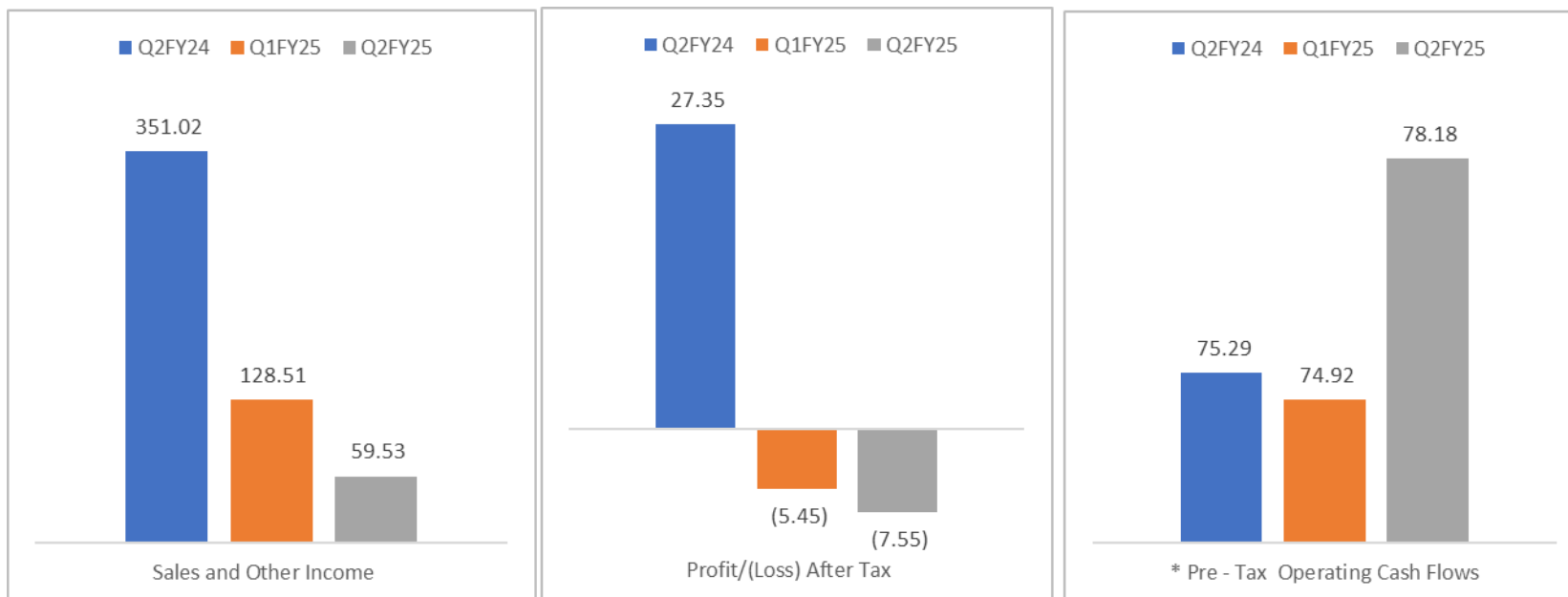
# Quarterly Operational Overview



- Area booked at 7.29 lakh sq ft in Q2FY25 vs 4.43 lakh sq ft in Q1FY25.
- EAC at 6.01 Lakh sq ft in Q2FY25 vs 4.91 Lakh sq ft in Q1FY25

Note : \* Equivalent Area Constructed (EAC) excludes EWS/LIG area as it is not a business activity of the company.

# Quarterly Financial Overview



- Sales and Other income recorded at Rs 59.53 Crores in Q2FY25 vis a vis Rs 128.51 Crores in Q1FY25
- PAT reported at negative Rs 7.55 Crores in Q2FY25 vs negative Rs 5.45 Crores in Q1FY25. H1FY25 has been low on deliveries.
- Pre – Tax Operating Cashflow recorded at Rs 78.18 Crores in Q2FY25 vs Rs 74.92 Crores in Q1FY25

*\*Pre – Tax Operating Cashflow is a modified version of operating cashflows and not as per statutorily required AS-3*

# Quarter wise Performance

Period	Entity	INR Crores	Lakhs Sq. ft.	Lakhs Sq. ft.	Lakhs Sq. ft.
		Value of Area Booked	Area Booked	Equivalent Area Constructed*	Area Delivered & Recognized for Revenue
Q2FY25	AHL	672.54	7.29	5.72	0.79
	Partnership	0.00	0.00	0.29	0.01
	<b>Total</b>	<b>672.54</b>	<b>7.29</b>	<b>6.01</b>	<b>0.81</b>
Q1FY25	AHL	234.56	4.41	4.76	2.12
	Partnership	0.76	0.01	0.15	0.01
	<b>Total</b>	<b>235.32</b>	<b>4.43</b>	<b>4.91</b>	<b>2.14</b>
FY24	AHL	1775.27	25.91	20.23	23.86
	Partnership	22.95	0.49	0.45	0.91
	<b>Total</b>	<b>1798.22</b>	<b>26.40</b>	<b>20.68</b>	<b>24.78</b>
Q4	AHL	861.14	10.58	6.67	7.38
	Partnership	1.40	0.03	0.31	0.15
	<b>Total</b>	<b>862.54</b>	<b>10.60</b>	<b>6.97</b>	<b>7.53</b>
Q3	AHL	168.99	3.25	4.65	4.50
	Partnership	4.89	0.10	0.12	0.12
	<b>Total</b>	<b>173.89</b>	<b>3.35</b>	<b>4.77</b>	<b>4.62</b>
Q2	AHL	317.60	5.75	4.59	9.04
	Partnership	8.00	0.18	0.00	0.26
	<b>Total</b>	<b>325.60</b>	<b>5.92</b>	<b>4.59</b>	<b>9.30</b>
Q1	AHL	427.54	6.35	4.32	2.94
	Partnership	8.66	0.18	0.02	0.38
	<b>Total</b>	<b>436.20</b>	<b>6.53</b>	<b>4.35</b>	<b>3.32</b>
FY23	AHL	1249.95	24.33	16.69	8.97
	Partnership	63.48	1.53	0.04	1.54
	<b>Total</b>	<b>1313.43</b>	<b>25.86</b>	<b>16.73</b>	<b>10.51</b>

# Quarterly Sales Trend

(Area in Sq. Ft.)

Location	Projects	Q3FY23	Q4FY23	Q1FY24	Q2FY24	Q3FY24	Q4FY24	Q1FY25	Q2FY25	
<b>AHL</b>										
<b>AHL</b>	Neemrana	Aangan Neemrana			1,450	-	-460	-	-	607
	Gurugram	Anmol	1,28,714	69,121	59,177	37,964	6,679	7,313	3,411	-
	Gurugram	Amarah	3,95,360	-	3,76,880	-	-	3,76,880	-	2,94,880
	Bhiwadi	Tarang	17,316	42,666	22,988	23,894	44,861	29,610	66,564	61,484
	Bhiwadi	Ashiana Town	4,715	2,115	1,220	475	-1,640	7,460	37,430	46,370
	Bhiwadi	Surbhi	1,100	2,200	-	-845	-	-	-22,335	-1,690
	Bhiwadi	Nirmay	1,553	1,843	1,553	2,816	2,078	1,553	-	298
	Bhiwadi	Advik	1,28,953	20,363	17,667	48,361	33,828	34,692	54,106	31,723
	Jodhpur	Dwarka	37,940	2,980	4,470	12,480	13,660	31,850	10,990	16,920
	Jaipur	Umang	68,222	18,016	36,713	49,269	42,096	19,549	18,150	17,537
	Jaipur	Daksh	-	-	-	-	-	-	-	-
	Jaipur	Amantran	38,285	23,210	12,065	32,250	6,700	7,030	10,400	16,680
	Jaipur	Ekansh		2,34,226	11,666	67,673	43,027	54,248	1,62,675	28,290
	Jaipur	Nitara				-	-	34,986	2,686	2,023
	Jaipur	One44				-	-	2,28,901	-22,220	51,470
	Chennai	Shubham	590	95,349	63,120	78,504	25,907	13,569	7,947	865
	Chennai	Vatsalya			-	-	-	45,099	23,946	37,392
	Pune	Utsav Lavasa			0	0	0	0	1295	-1830
	Pune	Malhar	26,369	38,393	22,889	27,347	87,166	79,654	42,348	64,809
	Pune	Amodh			-	69,695	14,163	43,812	33,267	28,008
Jamshedpur	Prakriti		2,57,170	-	1,24,730	5,200	37,140	6,720	18,872	
Jamshedpur	Sehar	16,587	6,085	2,677	-	1,486	4,163	3,868	14,513	
<b>AHL Total</b>		<b>8,65,704</b>	<b>8,13,737</b>	<b>6,34,535</b>	<b>5,74,613</b>	<b>3,24,751</b>	<b>10,57,509</b>	<b>4,41,248</b>	<b>7,29,221</b>	
<b>Partnership</b>										
<b>Partnership</b>	Jaipur	Vrinda Gardens	27,734	39,913	10,027	17,621	10,364	2,980	1,490	-
	Jaipur	Gulmohar Gardens	8,926	4,463	6,276	-	-	-134	-	-
	Jaipur	Rangoli Gardens Plaza	798	652	1,757	-	-	-	-	-
	<b>Partnership Total</b>		<b>37,458</b>	<b>45,028</b>	<b>18,060</b>	<b>17,621</b>	<b>10,364</b>	<b>2,846</b>	<b>1,490</b>	<b>-</b>
		<b>9,03,162</b>	<b>8,58,765</b>	<b>6,52,595</b>	<b>5,92,234</b>	<b>3,35,115</b>	<b>10,60,355</b>	<b>4,42,738</b>	<b>7,29,221</b>	

# Project wise Cash Flow Position in Ongoing Projects

Location	Projects	Phase	Saleable Area (Lakhs sq ft)	Area Booked (Lakhs sq ft)	Sale Value of Area Booked (INR Crores)	Amount Received (INR Crores)	Equivalent Area Constructed (Lakhs sq ft)
Bhiwadi	Tarang	Phase 4A	0.65	0.62	26.46	19.08	0.62
Bhiwadi	Tarang	Phase 4B	0.76	0.76	28.41	18.22	0.53
Bhiwadi	Tarang	Phase 5	2.67	1.67	66.39	12.40	0.94
Bhiwadi	Advik	Phase 1	3.55	3.07	156.24	117.13	2.79
Bhiwadi	Advik	Phase 2	2.83	0.63	34.51	6.51	0.69
Chennai	Shubham	Phase 4B	1.79	1.77	93.11	72.03	1.36
Chennai	Shubham	Phase 5	1.06	0.98	60.15	21.23	0.50
Chennai	Vatsalya	Phase 1	3.00	1.06	72.31	10.74	0.68
Gurgaon	Anmol	Phase 2	2.83	2.82	150.90	108.25	2.81
Gurgaon	Anmol	Phase 3	4.47	4.47	289.66	158.21	2.69
Gurgaon	Amarah	Phase 1	3.95	3.95	243.01	137.44	2.84
Gurgaon	Amarah	Phase 2	3.77	3.77	290.25	144.23	1.72
Gurgaon	Amarah	Phase 3	3.77	3.77	440.44	126.45	0.48
Gurgaon	Amarah	Phase 4	4.79	2.95	421.53	39.06	0.10
Jaipur	Umang	Phase 6	2.25	1.78	73.12	55.70	2.24
Jaipur	Amantran	Phase 3	3.79	3.03	137.96	113.90	3.15
Jaipur	Amantran	Shops	0.09	0.09	6.12	4.71	0.00
Jaipur	Ekansh	Phase 1	3.16	2.80	144.46	115.51	2.43
Jaipur	Ekansh	Phase 2	1.60	1.60	73.02	55.13	0.94
Jaipur	Ekansh	Phase 3	1.81	1.61	86.85	21.45	0.30
Jaipur	Nitara	Phase 1	1.27	0.40	28.48	10.15	0.69
Jaipur	One44	Phase 1	2.62	2.20	162.36	29.03	0.39
Jaipur	One44	Phase 2	1.48	0.39	33.15	2.26	0.00
Jamshedpur	Prakriti	Phase 1	2.57	2.57	138.07	96.01	1.52
Jamshedpur	Prakriti	Phase 2	1.78	1.78	102.74	28.70	0.23
Jamshedpur	Prakriti	Commercial	0.14	0.14	9.30	0.22	0.00
Jodhpur	Dwarka	Phase 5	2.00	1.04	34.46	17.48	1.14
Pune	Malhar	Phase 1	2.62	2.41	130.86	100.41	2.14
Pune	Malhar	Phase 2	2.62	1.98	116.35	47.81	0.49
Pune	Malhar	Phase 3	2.62	0.44	27.94	1.39	0.02
Pune	Amodh	Phase 1	2.57	1.89	126.21	58.52	1.42
<b>AHL Total</b>			<b>74.90</b>	<b>58.43</b>	<b>3,804.82</b>	<b>1,749.38</b>	<b>35.82</b>
<b>Grand Total</b>			<b>74.90</b>	<b>58.43</b>	<b>3,804.82</b>	<b>1,749.38</b>	<b>35.82</b>

- Out of a total saleable area of 74.90 Lakhs Sq. ft., 35.82 Lakhs Sq. ft. (48%) has already been constructed
- Out of the total area booked so far, an amount of around Rs. 2,055.44 Crores is to be received in due course in future

\*Equivalent Area Constructed (EAC) excludes EWS/LIG area as it is not a business activity of the company.

\*\* CC for Phase-4 Ashiana Utsav, Lavasa was received on 4<sup>th</sup> July 24 and it is moved to completed projects, it is yet to be launched for sales

\*\*\* Projects in partnerships were fully executed at the year ending 31<sup>st</sup> Mar 2022

**01** Geographical Presence

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**02** Ongoing Projects Summary

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**03** Break up of Area Booked

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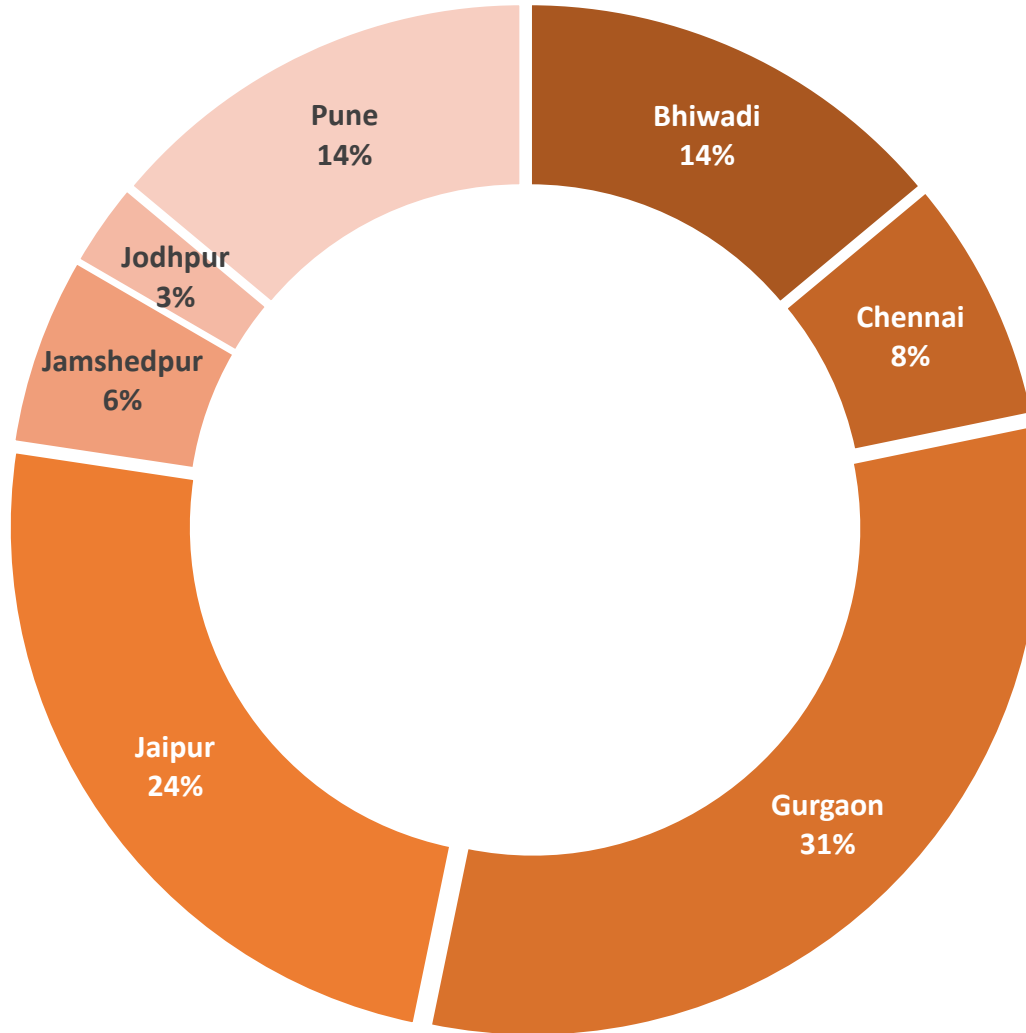
**04** Operational Data - Yearly  
- Quarterly

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# Geographical Presence

## Saleable Area of Ongoing Projects



# Ongoing Projects Summary – Expected Completion Timeline

Location	Projects	Phase	Type	Economic Interest	Saleable Area (Lakhs sq ft)	Area Booked (Lakhs sq ft)	Expected Customer Handover Date	Possession Timeline as per RERA
Bhiwadi	Tarang	Phase 4A	Premium Homes	100% Ownership	0.65	0.62	Q3FY25	Q3FY26
Bhiwadi	Tarang	Phase 4B	Premium Homes	100% Ownership	0.76	0.76	Q3FY26	Q1FY27
Bhiwadi	Tarang	Phase 5	Premium Homes	100% Ownership	2.67	1.67	Q3FY27	Q1FY29
Bhiwadi	Advik	Phase 1	Senior Living	100% Ownership	3.55	3.07	Q4FY25	Q1FY27
Bhiwadi	Advik	Phase 2	Senior Living	100% Ownership	2.83	0.63	Q3FY27	Q4FY28
Chennai	Shubham	Phase 4B	Senior Living	73.75% of Revenue Share	1.79	1.77	Q1FY26	Q3FY26
Chennai	Shubham	Phase 5	Senior Living	73.75% of Revenue Share	1.06	0.98	Q3FY26	Q3FY27
Chennai	Vatsalya	Phase 1	Senior Living	100% Ownership	3.00	1.06	Q1FY28	Q2FY29
Gurgaon	Anmol	Phase 2	Kid Centric Homes	65% of Revenue Share	2.83	2.82	Q4FY25	Q1FY27
Gurgaon	Anmol	Phase 3	Kid Centric Homes	65% of Revenue Share	4.47	4.47	Q4FY26	Q3FY29
Gurgaon	Amarah	Phase 1	Kid Centric Homes	100% Ownership	3.95	3.95	Q4FY26	Q4FY27
Gurgaon	Amarah	Phase 2	Kid Centric Homes	100% Ownership	3.77	3.77	Q1FY27	Q3FY28
Gurgaon	Amarah	Phase 3	Kid Centric Homes	100% Ownership	3.77	3.77	Q4FY27	Q3FY29
Gurgaon	Amarah	Phase 4	Kid Centric Homes	100% Ownership	4.79	2.95	Q3FY28	Q1FY30
Jaipur	Umang	Phase 6	Kid Centric Homes	100% Ownership	2.25	1.78	Q3FY25	Q1FY27
Jaipur	Amantran	Phase 3	Premium Homes	75% of Revenue Share	3.79	3.03	Q4FY25	Q2FY26
Jaipur	Amantran	Shops	Premium Homes	75% of Revenue Share	0.09	0.09	Q4FY25	Q2FY26
Jaipur	Ekansh	Phase 1	Premium Homes	77.25% Revenue Share	3.16	2.80	Q4FY26	Q3FY27
Jaipur	Ekansh	Phase 2	Premium Homes	77.25% Revenue Share	1.60	1.60	Q4FY26	Q4FY27
Jaipur	Ekansh	Phase 3	Premium Homes	77.25% Revenue Share	1.81	1.61	Q4FY27	Q3FY28
Jaipur	Nitara	Phase 1	Premium Homes	80.20% Revenue Share	1.27	0.40	Q2FY27	Q4FY28
Jaipur	One44	Phase 1	Premium Homes	77.40% Revenue Share	2.62	2.20	Q2FY28	Q3FY29
Jaipur	One44	Phase 2	Premium Homes	77.40% Revenue Share	1.48	0.39	Q4FY28	Q3FY29
Jamshedpur	Prakriti	Phase 1	Premium Homes	73.61% Revenue Share	2.57	2.57	Q2FY27	Q3FY28
Jamshedpur	Prakriti	Phase 2	Premium Homes	73.61% Revenue Share	1.78	1.78	Q4FY27	Q3FY28
Jamshedpur	Prakriti	Commercial Pl	Premium Homes	73.61% Revenue Share	0.14	0.14	Q4FY27	Q3FY28
Jodhpur	Dwarka	Phase 5	Premium Homes	100% Ownership	2.00	1.04	Q3FY26	Q2FY27
Pune	Malhar	Phase 1	Premium Homes	65% Revenue Share	2.62	2.41	Q1FY26	Q3FY27
Pune	Malhar	Phase 2	Premium Homes	65% Revenue Share	2.62	1.98	Q1FY27	Q1FY28
Pune	Malhar	Phase 3	Premium Homes	65% Revenue Share	2.62	0.44	Q1FY28	Q4FY28
Pune	Amodh	Phase 1	Senior Living	80% Revenue Share	2.57	1.89	Q2FY27	Q4FY27
<b>AHL Total</b>					<b>74.90</b>	<b>58.43</b>		

\* Remaining Towers of Ashiana Tarang Phase 5, earlier reported in Future Projects as Tarang Phase 5b were launched and added in Tarang Phase5 in ongoing projects

\*\* CC for Phase-4 Ashiana Utsav, Lavasa was received on 4<sup>th</sup> July 24 and it is moved to completed projects, it is yet to be launched for sales

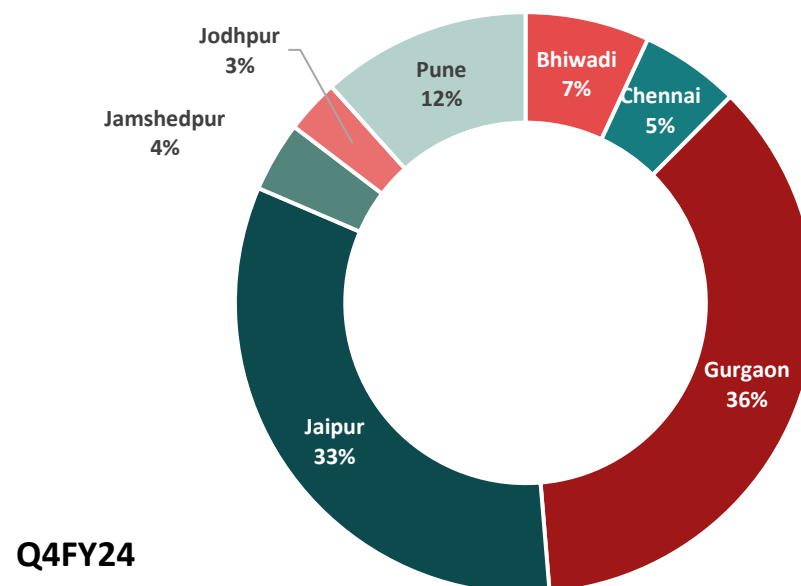
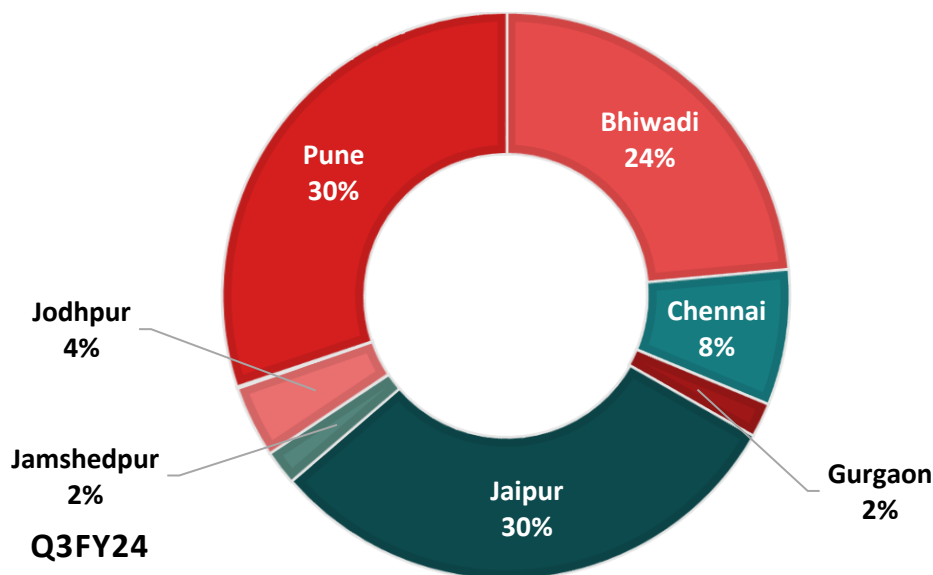
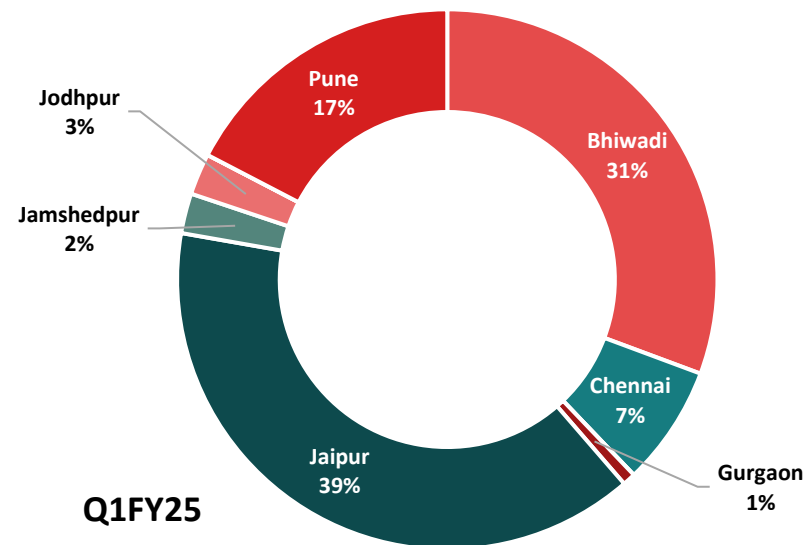
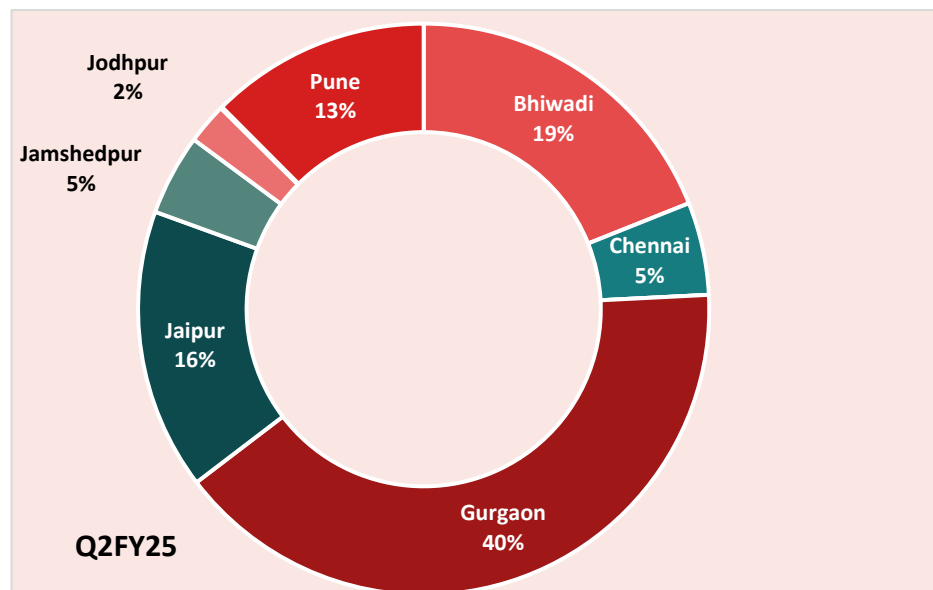


# Year wise Deliveries of Ongoing Projects

Year	Location	Projects	Phase	Saleable Area (Lakhs sq ft)	Sale Value of Area Booked (INR Crores)	Unsold Area (Lakhs sq ft)	Unsold Value (INR Crores)	Total Value (INR Crores)	Expected Customer Handover Date	
FY25	Chennai	Shubham	Phase 4	2.46	115.57	0.00	0.00	115.57	Started Handover	
	Bhiwadi	Tarang	Phase 4A	0.65	26.46	0.03	2.16	28.62	Q3FY25	
	Bhiwadi	Advik	Phase 1	3.55	156.24	0.48	25.28	181.52	Q4FY25	
	Gurugram	Anmol	Phase 2	2.83	150.90	0.02	0.83	151.73	Q4FY25	
	Jaipur	Umang	Phase 6	2.25	73.12	0.48	22.11	95.23	Q3FY25	
	Jaipur	Amantran	Phase 3	3.79	137.96	0.76	39.93	177.89	Q4FY25	
	Jaipur	Amantran	Shops	0.09	6.12	0.00	0.00	6.12	Q4FY25	
					<b>15.62</b>	<b>666.37</b>	<b>1.76</b>	<b>90.31</b>	<b>756.68</b>	
	Bhiwadi	Tarang	Phase 4B	0.76	28.41	0.00	0.00	28.41	Q3FY26	
	Chennai	Shubham	Phase 4B	1.79	93.11	0.00	0.00	93.11	Q1FY26	
FY26	Chennai	Shubham	Phase 5	1.06	60.15	0.08	5.26	65.41	Q3FY26	
	Gurugram	Amarah	Phase 1	3.95	243.01	0.00	0.00	243.01	Q4FY26	
	Gurugram	Anmol	Phase 3	4.47	289.66	0.00	0.00	289.66	Q4FY26	
	Jaipur	Ekansh	Phase 1	3.16	144.46	0.36	18.97	163.43	Q4FY26	
	Jaipur	Ekansh	Phase 2	1.60	73.02	0.00	0.00	73.02	Q4FY26	
	Jodhpur	Dwarka	Phase 5	2.00	34.46	0.96	32.08	66.54	Q3FY26	
	Pune	Malhar	Phase 1	2.62	130.86	0.21	12.84	143.70	Q1FY26	
					<b>21.42</b>	<b>1,097.12</b>	<b>1.61</b>	<b>69.16</b>	<b>1,166.29</b>	
	Bhiwadi	Tarang	Phase 5	2.67	66.39	1.00	42.31	108.70	Q3FY27	
	Bhiwadi	Advik	Phase 2	2.83	34.51	2.20	115.83	150.34	Q3FY27	
FY27	Gurugram	Amarah	Phase 2	3.77	290.25	0.00	0.00	290.25	Q1FY27	
	Gurgaon	Amarah	Phase 3	3.77	440.44	0.00	0.00	440.44	Q4FY27	
	Jaipur	Nitara	Phase 1	1.27	28.48	0.87	62.70	91.18	Q2FY27	
	Jaipur	Ekansh	Phase 3	1.81	86.85	0.20	11.22	98.07	Q4FY27	
	Jamshedpur	Prakriti	Phase 1	2.57	138.07	0.00	0.00	138.07	Q2FY27	
	Jamshedpur	Prakriti	Phase 2	1.78	102.74	0.00	0.00	102.74	Q4FY27	
	Jamshedpur	Prakriti	Commercial P	0.14	9.30	0.00	0.00	9.30	Q4FY27	
	Pune	Malhar	Phase 2	2.62	116.35	0.65	38.20	154.55	Q1FY27	
	Pune	Amodh	Phase 1	2.57	126.21	0.68	43.69	169.91	Q2FY27	
					<b>25.81</b>	<b>1,439.60</b>	<b>5.60</b>	<b>313.94</b>	<b>1,753.54</b>	
FY28	Chennai	Vatsalya	Phase 1	3.00	72.31	1.93	117.86	190.17	Q1FY28	
	Gurgaon	Amarah	Phase 4	4.79	421.53	1.84	273.19	694.72	Q3FY28	
	Jaipur	One44	Phase 1	2.62	162.36	0.42	33.93	196.28	Q2FY28	
	Jaipur	One44	Phase 2	1.48	33.15	1.09	99.24	132.39	Q4FY28	
	Pune	Malhar	Phase 3	2.62	27.94	2.19	135.34	163.28	Q1FY28	
					<b>14.51</b>	<b>717.29</b>	<b>7.48</b>	<b>659.55</b>	<b>1,376.85</b>	
<b>AHL Total</b>				<b>77.36</b>	<b>3,920.39</b>	<b>16.45</b>	<b>1,132.96</b>	<b>5,053.35</b>		

- Year on year revenues driven by deliveries. Deliveries might change from one year to another depending on execution/any other reason
- Revenue of Rs. 3,911.09 Crores already locked in over next 3 years, from the sale of units in ongoing projects. Unsold value of Rs. 1,132.96 Crores would contribute to revenue as and when the units are subsequently sold and delivered
- This list is updated with scheduled year of deliveries, as and when new projects are launched

# Break Up of Area Booked (QoQ)



# Yearly Operational Data

Particulars	Unit	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	FY 22	FY 23	FY 24
Equivalent Area Constructed*	Lakhs Sq. ft.	23.44	17.39	8.16	7.68	9.85	11.66	16.20	16.73	20.68
Area Booked	Lakhs Sq. ft.	8.63	6.96	6.93	10.79	19.82	14.97	14.76	25.86	26.40
Value of Area Booked	INR Lakhs	28,421	22,508	21,736	33,262	67,163	53,468	57,325	1,31,343	1,79,822
Average Realization	INR/Sq. ft.	3,293	3,234	3,137	3,082	3,388	3,571	3,883	5,080	6,811

*\*Equivalent Area Constructed (EAC) does not include EWS/LIG area as it is not a business activity of the company. EAC of The Ashiana School has been excluded in this data as it was constructed with an intention to let out.*

# Quarterly Operational Data

Particulars	Unit	Q1FY23	Q2FY23	Q3FY23	Q4FY23	Q1FY24	Q2FY24	Q3FY24	Q4FY24	Q1FY25	Q2FY25
Equivalent Area Constructed*	Lakhs Sq. ft.	3.85	4.38	3.42	5.08	4.35	4.59	4.77	6.97	4.91	6.01
Area Booked	Lakhs Sq. ft.	3.34	4.90	9.03	8.59	6.53	5.92	3.35	10.60	4.43	7.29
Value of Area Booked	INR Lakhs	15,214	24,019	48,529	43,582	43,620	32,560	17,389	86,254	23,532	67,254
Average Realization	INR/ Sq. ft.	4,557	4,904	5,373	5,075	6,684	5,498	5,189	8,134	5,315	9,223

\*Equivalent Area Constructed (EAC) does not include EWS/LIG area as it is not a business activity of the company. EAC of The Ashiana School has been excluded in this data as it was constructed with an intention to let out.

## 01 Financial Summary YoY

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## 02 Financial Summary QoQ

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# Financial Summary YoY (Consolidated)

Particulars	Unit	FY 18	FY 19	FY 20	FY 21	FY 22	FY 23	FY 24
Sales and Other Income	INR Crores	334.92	350.63	317.55	259.31	233.59	425.19	966.52
Operating Expenditure	INR Crores	266.92	303.37	316.84	241.11	230.71	379.41	847.22
EBITDA	INR Crores	68.00	47.26	0.72	18.20	2.89	45.78	119.30
Profit After Tax	INR Crores	38.23	13.78	(30.24)	1.72	(7.04)	27.88	83.40
Other Comprehensive Income	INR Crores	7.98	5.33	1.29	2.36	0.50	0.91	0.85
Total Comprehensive Income	INR Crores	46.21	19.10	(28.95)	4.08	(6.56)	28.78	84.24
* Pre - Tax Operating Cash Flows	INR Crores	(20.21)	16.41	34.22	171.65	165.04	84.85	304.46
EBITDA Margin	%	20.30%	13.48%	0.23%	7.02%	1.24%	10.77%	12.34%
Net Profit / (Net Loss) Margin	%	11.42%	3.93%	-9.52%	0.66%	-3.01%	6.56%	8.63%
TCI Margin	%	13.80%	5.45%	-9.12%	1.57%	(2.81%)	6.77%	8.72%
Return on Average Net Worth	%	6.21%	2.47%	-3.78%	0.53%	(0.86%)	3.78%	10.94%
Debt to Equity Ratio		0.16	0.20	0.17	0.07	0.21	0.22	0.17

\*Pre – Tax Operating Cashflow is a modified version of operating cashflows and not as per statutorily required AS-3

# Financial Summary QoQ (Consolidated)

Particulars	Unit	Q2FY23	Q3FY23	Q4FY23	Q1FY24	Q2FY24	Q3FY24	Q4FY24	Q1FY25	Q2FY25
Sales and Other Income	INR Crores	91.72	135.31	116.94	129.29	351.02	189.25	296.96	128.51	59.53
Operating Expenditure	INR Crores	91.63	119.67	102.88	113.33	312.76	151.75	269.38	128.85	66.27
EBITDA	INR Crores	0.09	15.65	14.06	15.97	38.26	37.50	27.58	(0.35)	(6.74)
Profit/(Loss) After Tax	INR Crores	(1.81)	9.05	10.38	10.87	27.35	27.80	17.38	(5.45)	(7.55)
Total Comprehensive Income	INR Crores	(1.31)	9.29	10.51	11.20	27.52	28.08	17.45	(5.11)	(8.12)
* Pre - Tax Operating Cash Flows	INR Crores	(1.05)	35.59	22.59	83.15	75.29	53.83	92.20	74.92	78.18
EBITDA Margin	%	0.10%	11.57%	12.02%	12.35%	10.90%	19.81%	9.29%	(0.27%)	(11.32%)
Net Profit /(Net Loss) Margin	%	(1.97%)	6.69%	8.87%	8.41%	7.79%	14.69%	5.85%	(4.24%)	(12.67%)
TCI Margin	%	(1.43%)	6.87%	8.98%	8.66%	7.84%	14.84%	5.88%	(3.98%)	(13.64%)

\*Pre – Tax Operating Cashflow is a modified version of operating cashflows and not as per statutorily required AS-3.

## 01 Future Projects Summary

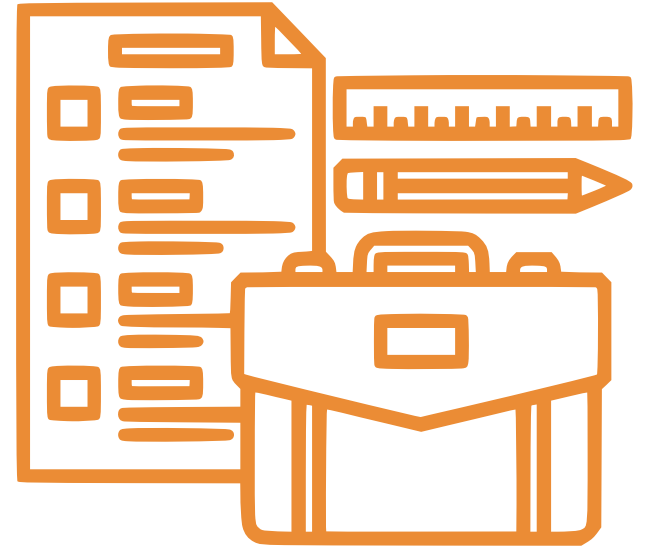
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## 02 Land available for Future Development

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## 03 Completed Projects having Inventory

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# Future Projects Summary

Location	Project	Phase	Economic Interest	Saleable Area (Lakhs Sq. ft.)
Bhiwadi	Tarang	6, 7 and 8	100% Ownership	4.95
Bhiwadi	Advik	3,4 & 5	100% Ownership	7.74
Jaipur	Ekansh	4	77.25% Revenue Share	3.07
Jaipur	Nitara	2 and 3	80.20% Revenue Share	5.23
Gurugram	Amarah	5	100% Ownership	4.40
Chennai	Vatsalya	2,3,4 & 5	100% Ownership	10.28
Chennai	Swarang*	1, 2 and 3	50% of the Profits	5.55
Neemrana	Aangan	2	100% Ownership	4.37
Pune	Amodh	2 and 3	80% Revenue Share	5.53
Pune	Utsav Lavasa	5	100% Ownership	0.84
<b>Total</b>				<b>51.96</b>

\* Ashiana Swarang is acquired by Kairav Developers Ltd. (a joint venture company with equal economic interest of Ashiana Housing Ltd. and Arihant Foundations.)

# Land available for Future Development

Location	Land/ Project Name	Estimated Area (Acres)	Estimated Saleable Area (Lakhs Sq. ft)	Proposed Development
Bhiwadi	Milakpur	40.63	31.00	Premium Homes*/ Senior Living
Gurugram	Ashiana Aaroham (Sec 80, HSIIDC Land)	10.80	10.30	Kid Centric Homes
Jaipur	New Land Jaisingpura	11.24	11.00	Premium Homes/ Kid Centric Homes
Jamshedpur	Mouza Land, Jharkhand	3.86	4.30	Premium Homes/ Kid Centric Homes
<b>Total</b>		<b>66.53</b>	<b>56.60</b>	

**Note:**

\* Milakpur Land is under acquisition and company's writ petition is pending before the Hon'ble High Court of Rajasthan against acquisition

\*\* We have exited the 'Ashiana Maitri/Nitya' Project in Kolkata

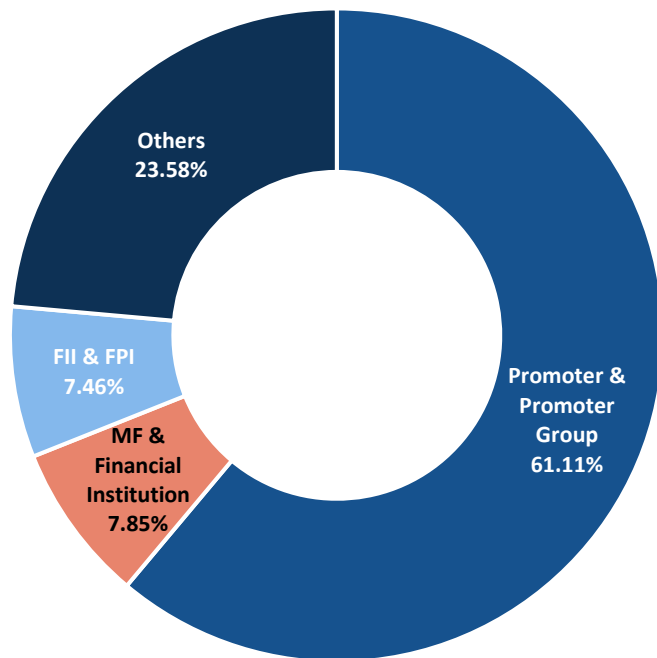
# Completed Projects having Inventory

Location	Projects	Phase	Economic Interest	Type	Saleable Area (Lakhs sq ft)	Booked Area (Lakhs sq ft)	Unbooked Area (Lakhs sq ft)
Bhiwadi	Ashiana Town	1, 2, & 3	100% Ownership	Kid Centric Homes	15.33	14.80	0.53
Bhiwadi	Surbhi	1-5 & Plaza	100% Ownership	Premium Homes	4.02	3.34	0.69
Bhiwadi	Nirmay	4	100% Ownership	Senior Living	2.09	1.90	0.19
Gujarat	Navrang	1	81 % of Revenue	Premium Homes	1.68	1.66	0.01
Neemrana	Aangan Neemrana	Plaza	100% Ownership	Premium Homes	0.04	0.02	0.02
Jodhpur	Dwarka	1 & 4	100% Ownership	Premium Homes	2.66	2.65	0.01
Jaipur	Amantran	1 & 2	75% of Revenue Share	Premium Homes	4.78	4.71	0.07
Jaipur	Rangoli Gardens Plaza	Plaza	50% of the Profits	Premium Homes	0.68	0.58	0.10
Jaipur	Umang	2 & 5	100% Ownership	Kid Centric Homes	8.21	8.21	0.00
Jaipur	Umang	Plaza	100% Ownership	Shops	0.09	0.07	0.02
Jamshedpur	Sehar	Phase 1	76.75% of Revenue Share	Premium Homes	3.44	3.38	0.06
Pune	Utsav Lavasa	1, 2, 3 & 4	100% Ownership	Senior Living	5.13	4.28	0.85
<b>Total</b>					<b>48.16</b>	<b>45.60</b>	<b>2.56</b>

\*\* CC for Phase-4 Ashiana Utsav, Lavasa was received on 4th July 24 and it is moved to completed projects, it is yet to be launched for sales

# Shareholding Pattern as on 30<sup>th</sup> Sep 2024

## Shareholding Pattern



## Institutional Holding above 1%

Rank	Fund / Institution	No. of Shares	% Holding
1	India Capital Fund Limited	65,71,897	6.54%
2	SBI Contra Fund	75,66,651	7.53%
3	Investor Education And Protection Fund Authority Ministry Of Corporate Affairs	34,61,708	3.44%



**For Any  
Queries, Contact**



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## 01 About Ashiana

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## 02 Business Model

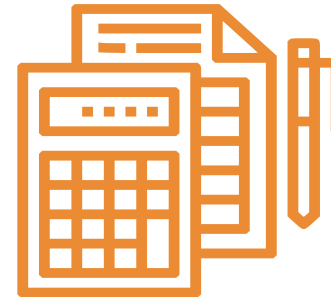
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## 03 Accolades

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## 04 Abbreviations

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 <b>Incorporation / Headquarters</b>	<ul style="list-style-type: none"><li>● 1979 in Patna, New Delhi</li></ul>
 <b>Industry</b>	<ul style="list-style-type: none"><li>● Real Estate with focus on residential apartments</li></ul>
 <b>Business Segments</b>	<ul style="list-style-type: none"><li>● Premium Homes, Senior Living &amp; Kid Centric Homes</li></ul>
 <b>Areas of Operation</b>	<ul style="list-style-type: none"><li>● Jaipur, Bhiwadi, Jodhpur, Jamshedpur, Neemrana, Gurugram, Pune and Chennai</li></ul>
 <b>Key Metrics</b> (as on Mar 31, 2024)	<ul style="list-style-type: none"><li>● 302.91 lakhs sq. ft. constructed</li><li>● Operations in 8 Locations</li><li>● 18,052 units under maintenance</li></ul>

Note: Key Metrics are updated on annual basis at the end of each Financial Year

## High quality in-house construction

- In house end-to-end construction capabilities – Ensure higher control over cost and quality and flexibility in execution
- Focus on use of high quality and efficient construction methodologies & techniques to help reduce time and cost

## In-house sales and marketing

- Instead of broker-driven model, Ashiana has in-house sales and marketing team
- Ensures greater ownership of customers and helps in selling projects to them in future
- High proportion of customer referral sales to overall sales due to established brand and high customer satisfaction level

## In-house Facility Management Services

- Services provided to some of the projects of Ashiana through its wholly owned subsidiary
- Other than facility management and maintenance facilities, resale and renting services also provided
- This acts as a continuous direct customer feedback channel

## Land is Raw Material

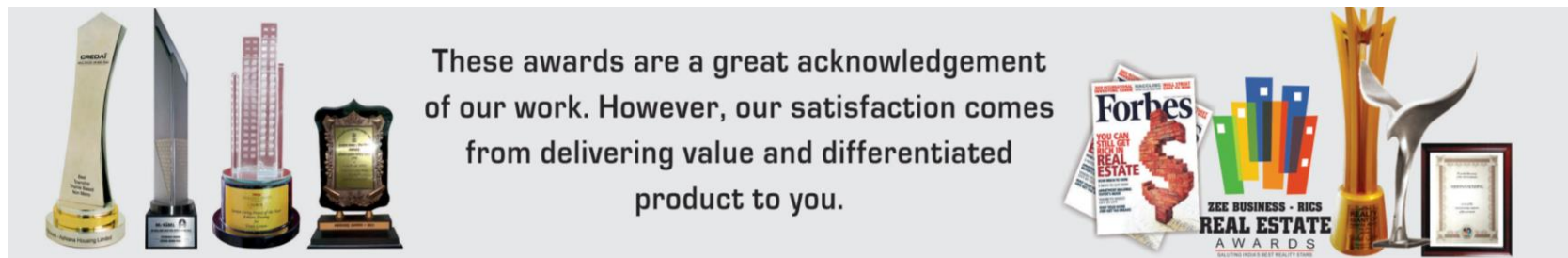
- Execution based model instead of land banking model
- Target land inventory of 5-7 times of current year execution plan



# Accolades

## Awards & Recognitions

2010	2011	2012	2013	2014	2015
<ul style="list-style-type: none"> <li>Rated by FORBES' among <b>Asia's 200 Best Under a Billion Dollar Companies</b></li> <li>Received <b>BMA - Siegwark</b> award for <b>Corporate Social Responsibility</b></li> </ul>	<ul style="list-style-type: none"> <li>Ashiana Aangan Bhiwadi awarded as <b>India's Best Residential Project (North)</b> by ZEE - Business RICS Awards</li> <li>Ashiana Woodlands, Jamshedpur awarded as <b>India's Best Residential Project (East)</b> by ZEE - Business RICS Awards</li> <li>Rated by FORBES' among <b>Asia's 200 Best Under a Billion Dollar Companies</b> twice in a row</li> </ul>	<ul style="list-style-type: none"> <li>Ashiana Aangan, Bhiwadi awarded as <b>India's Best Affordable Housing</b> by CNBC Awaaz</li> <li>Ashiana Aangan, Bhiwadi awarded as <b>NCR's Best Affordable Housing</b> by CNBC Awaaz</li> <li>Received <b>BMA - Siegwark</b> award for <b>Corporate Social Responsibility</b></li> </ul>	<ul style="list-style-type: none"> <li>Received <b>Bhamashah award</b> for <b>Contribution made in the field of Education</b> by Govt. of Rajasthan</li> <li><b>Think Media Award</b> for <b>Outstanding Corporate Social Responsibility</b> work in Real Estate Sector</li> <li>Honored by <b>Bharat Vikas Parishad Rajasthan</b> for <b>Corporate Social Responsibility</b> activities</li> </ul>	<ul style="list-style-type: none"> <li>Awarded as <b>Realty Giants North India</b> by Realty Kings North India</li> <li>Received <b>Bhamashah award</b> for <b>Contribution made in the field of Education</b> by Govt. of Rajasthan</li> <li>Ashiana Utsav, Lavasa awarded as <b>Senior Living Project of the Year in India</b> by Realty Excellence Award</li> </ul>	<ul style="list-style-type: none"> <li>CNBC Awaaz felicitated Ashiana Housing Limited with <b>One of the Most Promising Company of the Next Decade</b></li> <li>Rangoli Gardens, Jaipur awarded as <b>The Best Budget Apartment Project</b> of the Year by NDTV PROFIT</li> </ul>
2015	2017	2018	2019	2020	
<ul style="list-style-type: none"> <li>Received <b>Bhamashah award</b> for <b>Contribution made in the field of Education</b> by Govt. of Rajasthan</li> <li>Received FICCI "Category" - CSR Award for Small &amp; Medium Enterprises (SME) with turnover upto 200 crores p.a.</li> </ul>	<ul style="list-style-type: none"> <li>NDTV Property Awards 2016 felicitated "<b>Ashiana Dwarka</b>" as "<b>Budget Apartment Project of the Year</b>" in Tier 2 cities 2017</li> <li>Received <b>CIDC Vishwakarma Awards 2017</b> under the category "<b>Achievement Award for Construction Skill Development</b>" 2017</li> <li>Received <b>CREDAI CSR Award 16-17</b> under the category "<b>Education (Establishing of schools, educational institutions and creating educational facilities)</b>" 2017</li> </ul>	<ul style="list-style-type: none"> <li>Awarded <b>Themed Project of the Year</b> for Ashiana Umang, Kid Centric Homes by Realty+ Excellence Awards (North)</li> <li>Awarded <b>Real-Estate Website of the Year</b> for being user friendly, visually aesthetic with easy navigation by Realty+ Excellence Awards (North) 2018</li> </ul>	<ul style="list-style-type: none"> <li>Recognised for <b>Digital Campaign of the year</b> "Behatar Parvarish ka Pata" by ABP News</li> <li>Ranked as <b>India's No. 1 Senior Living Brand 3 times</b> in a row by Track2 Realty</li> </ul>	<ul style="list-style-type: none"> <li>Recognised as <b>Best Theme based Project "Ashiana Anmol-Kid Centric"</b> by Realty+ Excellence Awards (North) 2019</li> <li>Ranked as <b>No. 1 Developer in North India and No. 5 in India</b> by Track2 Realty.</li> </ul>	



These awards are a great acknowledgement of our work. However, our satisfaction comes from delivering value and differentiated product to you.

## Awards & Recognitions

### 2021

- Ranked as India's No. 1 Senior Living Brand 4 times in a row by Track2 Realty

### 2022

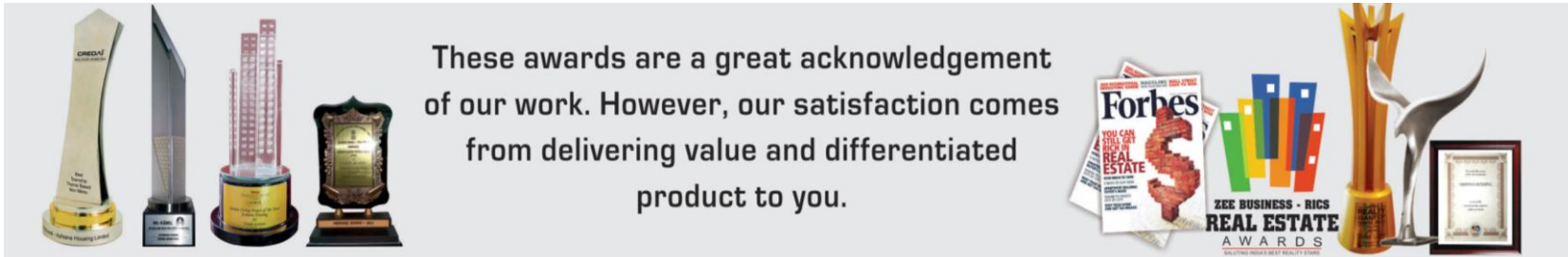
- Ranked as India's No. 1 Senior Living Brand 5th time in a row by Track2 Realty
- Ashiana Amantran awarded as best "Residential Project – in High-end (Non-Metro: Ongoing)" category by ET Realty Awards 2022

### 2023

- Received Bhamashah Award from the Govt. of Rajasthan after 2 years gap due to covid; added to this, the Govt. has also conferred the title "Shiksha Bhushan" for Ashiana's contribution to basic education in the state of Rajasthan.
- Ranked as India's No. 1 Senior Living Brand 6 times in a row by Track 2 Realty.
- Bestowed with the Best Pavilion Award at the CREDAI Real Estate Expo held in Jaipur

### 2024

- Bestowed with our 9th Bhamashah award for Shiksha Bhushan in recognition of our commitment to education in Rajasthan
- CREDAI - Pune Metro has awarded us for maintaining the Best Creche Facility in labour areas for our project Ashiana Malhar in Pune.
- Ranked as India's No. 1 Senior Living Brand 7 times in a row by Track 2 Realty.
- ONE44 in Jaipur (Rajasthan) awarded as Outstanding Project (Regional) of the Year by Golden Bricks.
- Ashiana Vatsalya in Chennai (Tamil Nadu) awarded as Innovative Concept Object (Regional) of the year to our project by Golden Bricks.



These awards are a great acknowledgement of our work. However, our satisfaction comes from delivering value and differentiated product to you.

# Abbreviations

- Sq. ft.: Square Feet
- EAC: Equivalent Area Constructed
- PAT : Profit after Tax
- EBITDA: Earning before Interest, Tax, Depreciation and Amortization
- TCI: Total Comprehensive Income

## **Saleable Area**

Total saleable area of the entire project corresponding to 100% economic interest of all parties

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## **Ongoing Projects**

Projects in respect of which (i) all title, development rights or other interest in the land is held either directly by our Company and/or our Subsidiaries and/or other entities in which our Company and/or our Subsidiaries have a stake; (ii) wherever required, all land for the project has been converted for intended land use; and (iii) construction development activity has commenced.

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## **Future Projects**

Projects in respect of which (i) all title, development rights or other interest in the land is held either directly by our Company and/or our Subsidiaries and/or other entities in which our Company and/or our Subsidiaries have a stake; and (ii) our management has commenced with the formulation of development plans.

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## **Land available for Future Development**

Lands in which we have obtained any right or interest, or have entered into agreements to sell/memorandum of understanding with respect to such rights or interest, as the case may be, and which does not form part of our Completed, Ongoing and Future Projects

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## **Project**

Project includes project phases

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Except for the historical information contained herein, statements in this presentation and the subsequent discussions, which include words or phrases such as "will", "aim", "will likely result", "would", "believe", "may", "expect", "will continue", "anticipate", "estimate", "intend", "plan", "contemplate", "seek to", "future", "objective", "goal", "likely", "project", "should", "potential", "will pursue", and similar expressions of such expressions may constitute "forward-looking statements". These forward looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion plans, obtain regulatory approvals, our provisioning policies, technological changes, investment and business income, cash flow projections, our exposure to market risks as well as other risks. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.