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Date: 12th February 2020

The Secretary,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, G Block
Bandra Kurla Complex, Bandra €
Mumbai - 400 051

Symbol: ASHIANA

Sub: Investor Update/Presentation for the quarter ended on 31st December 2019

Dear Sir,

Please find attached herewith an Investor update/Presentation for the quarter ended on 31st December 2019 in PDF form.

Kindly take the above presentation on record.

Thanking you,
For Ashiana Housing Ltd.

Nitin Sharma
(Company Secretary)

Ashiana Housing Limited
304, Southern Park, Saket District Centre,
Saket, New Delhi 110 017 T: 011 4265 4265, F: 011 4265 4200
E: sales@ashianahousing.com, W: ashianahousing.com
Regd. Office: 11G, Everest, 46/C Chowringhee Road, Kolkata 700 071

CIN: L70109WB1986PLC040864

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Investor Update

For the quarter ended 31st December, 2019

BSE: 523716 | NSE: ASHIANA | BLOOMBERG: ASFI:IN| REUTERS: AHFN.NS | WWW.ASHIANAHOUSING.COM

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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.

Glossary

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

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Highlights and Overview

01 Highlights

02 Operational Overview

03 Financial Overview

04 Quarterly Performance

05 Cash Flow Position

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Key Highlights

- Booking higher at 9.78 Lakhs Sq. ft.(Q3FY20) vs. 2.37 Lakhs Sq. ft (Q2FY20). The bookings were higher at 15.69 Lakhs Sq. ft. (9MFY20) vs. 7.96 Lakhs Sq. ft (9MFY19) due to launch of Ashiana Daksh Ph-1 & 2, Vrinda Gardens Ph-4 in Jaipur; Ashiana Aditya Ph-1 in Jamshedpur and Ashiana Nirmay Ph-3 in Bhiwadi
- Area constructed higher at 2.39 Lakhs Sq. ft. (Q3FY20) vs 2.04 Lakhs Sq. ft. (Q2FY20). Area constructed is also higher at 6.57 Lakhs Sq. ft.(9MFY20) vs. 5.22 Lakhs Sq. ft (9MFY19). Construction in line with our commitments
- Pre-tax operating cash flows positive at INR 21.35 Crores (Q3FY20) vis-a-vis positive INR 3.32 Crores (Q2FY20) largely due to collections from newly launched projects in the quarter.
- Revenue recognized from completed projects of INR 59.73 Crores (Q3FY20) vs INR 58.59 Crores (Q2FY20)
- Partnership Income of INR 0.31 Crores (Q3FY20) vs INR 0.43 Crores (Q2FY20)
- Other Income of INR 16.79 Crores (Q3FY20) vs INR 16.35 Crores (Q2FY20). Other income included income from Maintenance, Hospitality and Income from Investments (i.e. all incomes other than revenue from completed projects and partnership income)
- Total Comprehensive Income of negative at INR 6.39 Crores (Q3FY20) vs. negative INR 9.05 Crores (Q2FY20). Margins are under pressure due to lower deliveries

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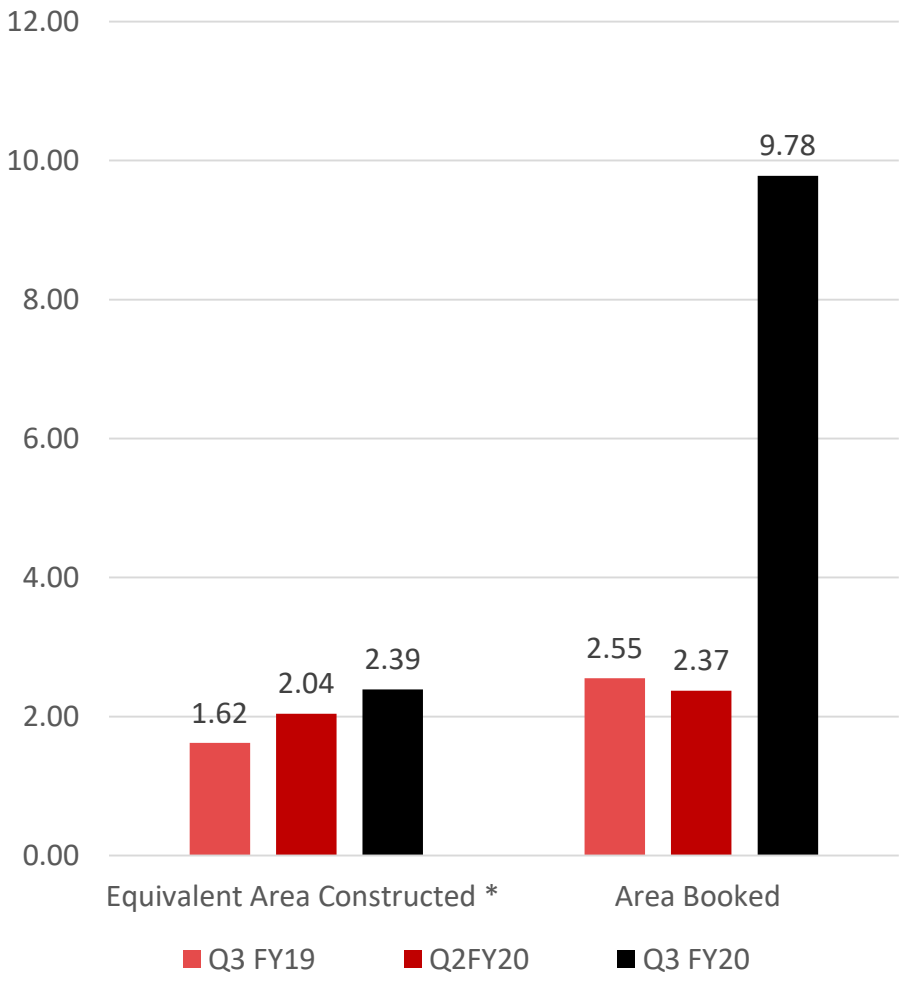
Quarterly Operational Overview



- Area booked significantly higher as compared to previous quarter & corresponding quarter of last quarter due to launch of 2 new projects in this quarter
- Area Constructed higher by 17% compared to previous quarter and higher by 47% compared to corresponding quarter of FY19. Construction in line with our commitments

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

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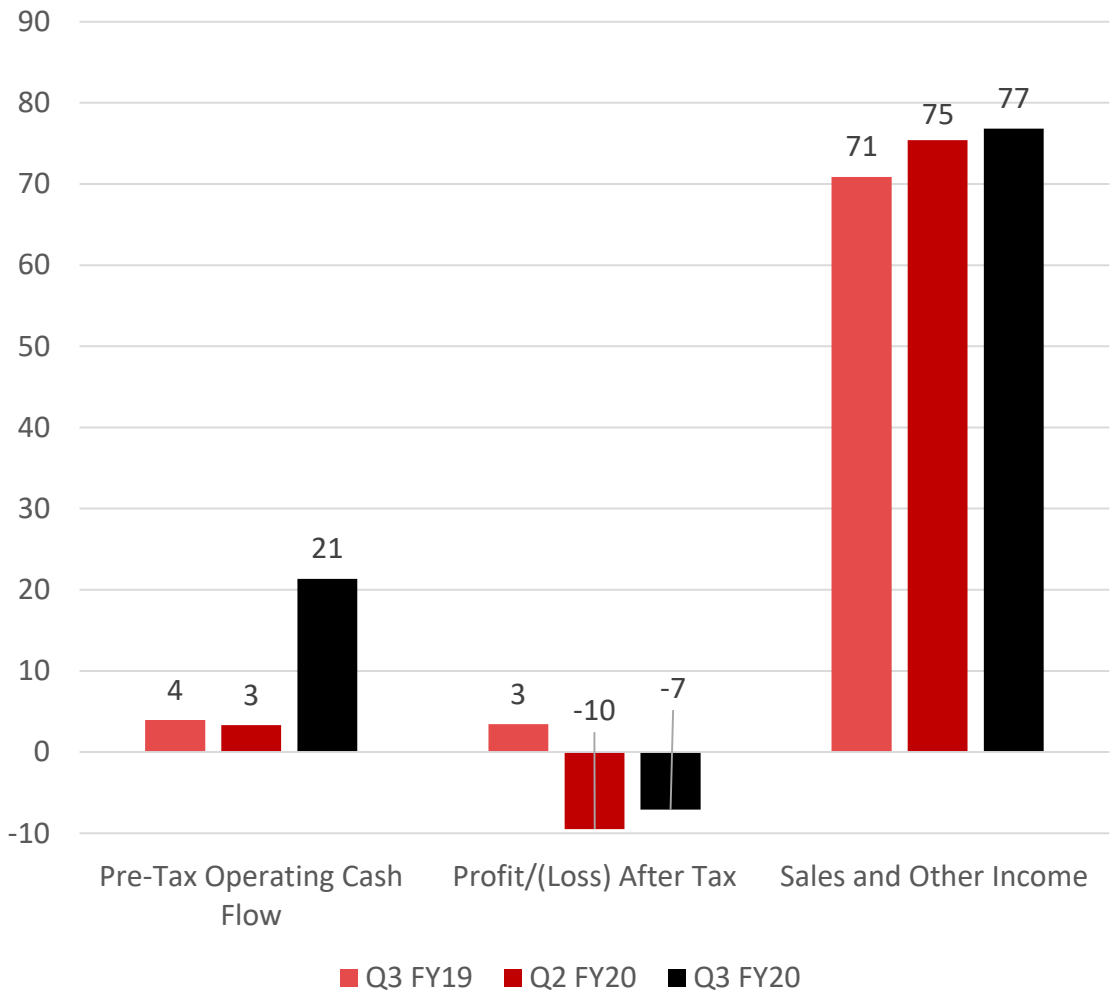
Quarterly Financial



- Pre-Operating Cash Flows positive at INR 21.3 Crores for Q3FY20 vs positive at INR 3.3 Crores for Q2FY20

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Quarter wise Performance

Particulars		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
FY20 Quarter 3	AHL	306.79	9.16	1.40	1.45
	Partnership	20.83	0.62	0.99	0.05
	Total	**327.63**	**9.78**	**2.39**	**1.50**
FY20 Quarter 2	AHL	59.93	1.71	1.55	1.51
	Partnership	20.64	0.65	0.49	0.14
	Total	**80.58**	**2.37**	**2.04**	**1.65**
FY20 Quarter 1	AHL	85.59	2.47	1.50	1.33
	Partnership	31.88	1.06	0.64	0.22
	Total	**117.47**	**3.54**	**2.14**	**1.55**
FY 19	AHL	231.21	7.19	5.31	9.44
	Partnership	101.41	3.60	2.37	2.34
	Total	**332.62**	**10.79**	**7.68**	**11.78**
FY19 Quarter 4	AHL	64.05	1.94	1.60	1.99
	Partnership	25.12	0.89	0.86	0.32
	Total	**89.17**	**2.83**	**2.46**	**2.31**
FY19 Quarter 3	AHL	57.53	1.84	1.08	1.66
	Partnership	19.39	0.71	0.55	1.65
	Total	**76.92**	**2.55**	**1.62**	**3.31**
FY19 Quarter 2	AHL	60.53	1.97	1.51	1.95
	Partnership	18.88	0.65	0.46	0.16
	Total	**79.42**	**2.62**	**1.97**	**2.11**

**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 in FY 19 has been excluded as it has been constructed with an intention to let out.*

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Quarterly Sales Trend

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Project	Location	FY18 Q2	FY18 Q3	FY18 Q4	FY19 Q1	FY19 Q2	FY19 Q3	FY19 Q4	FY20 Q1	FY20 Q2	FY20 Q3
AHL (Area in Sq. Ft.)											
Aangan	Neemrana	-	-	(1,150)	-	-	-	-	-	-	-
Anmol	Gurgaon	9,370	3,825	12,845	15,600	22,950	10,260	14,660	7,650	17,020	5,015
Tarang	Bhiwadi	2,502	2,536	-	1,384	(2,519)	25,705	10,035	19,323	14,531	8,729
Town	Bhiwadi	16,780	15,510	35,925	30,745	16,290	25,880	25,295	13,275	25,245	18,530
Surbhi	Bhiwadi	5,835	1,355	3,635	4,355	7,350	10,745	11,255	-	5,500	(545)
THR	Bhiwadi	-	830	16,535	-	-	3,307	3,307	-	-	3,307
Nirmay	Bhiwadi	1,253	17,255	16,146	25,211	21,148	28,393	19,325	20,199	19,264	61,001
Utsav	Bhiwadi	(1,420)	1,420	-	-	-	-	-	1,420	-	-
Dwarka	Jodhpur	6,020	15,350	6,840	14,190	13,290	15,710	11,550	35,330	2,980	3,850
Umang	Jaipur	30,495	27,745	20,330	28,430	104,985	35,870	58,400	27,645	38,255	16,935
Daksh	Jaipur	-	-	-	-	-	-	-	-	-	4,11,975
Navrang	Gujarat	6,585	4,155	255	705	1,215	5,370	-	4,860	(1,470)	6,075
Shubham	Chennai	8,958	20,913	55,845	16,679	19,258	23,184	35,076	41,475	23,973	23,311
Utsav	Lavasa	11,535	6,520	8,595	7,470	(7,055)	(915)	4,900	7,025	(1,705)	(9,340)
Sehar	Jamshedpur	-	-	-	-	-	-	-	68,925	27,503	12,413
Aditya	Jamshedpur	-	-	-	-	-	-	-	-	-	3,54,750
Total - Ashiana Housing Limited		**97,913**	**117,414**	**175,801**	**144,769**	**196,912**	**183,509**	**193,803**	**2,47,127**	**1,71,096**	**9,16,006**
Partnership (Area in Sq. Ft.)											
Vrinda Gardens	Jaipur	28,759	27,697	12,908	112,552	36,107	33,448	56,914	39,544	29,568	42,279
Gulmohar Gardens	Jaipur	29,809	18,536	33,739	22,743	29,150	37,620	31,800	66,897	35,839	18,990
Rangoli Gardens Plaza	Jaipur	798	-	(1,070)	-	-	-	-	-	-	1,070
Total - Partnership		**59,366**	**46,233**	**45,577**	**135,295**	**65,257**	**71,068**	**88,714**	**1,06,441**	**65,407**	**62,339**
Grand Total		**157,279**	**163,647**	**221,378**	**280,064**	**262,169**	**254,577**	**282,517**	**3,53,568**	**2,36,503**	**9,78,345**

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Project wise Cash Flow Position in Ongoing Projects

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Location	Project	Phases	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.)*
Ashiana Housing Limited							
Bhiwadi	Nirmay	2	1.18	1.09	35.84	27.69	0.97
Bhiwadi	Nirmay	3	2.35	0.40	14.24	3.80	0.54
Bhiwadi	Tarang	2	0.66	0.15	4.52	2.16	0.31
Chennai	Shubham	2	1.47	1.22	43.90	35.09	1.21
Chennai	Shubham	3	1.78	0.82	33.00	6.64	0.40
Jaipur	Umang	4	2.56	2.23	62.63	45.06	2.14
Jaipur	Daksh	1	3.19	2.27	75.85	6.80	0.30
Jaipur	Daksh	2	2.35	1.85	59.64	5.15	-
Jodhpur	Dwarka***	3	1.05	0.31	7.87	4.91	0.66
Jamshedpur	Sehar	1	3.44	1.09	41.20	8.26	0.26
Jamshedpur	Aditya	1	3.55	3.55	120.28	1.75	0.13
Lavasa	Utsav **	4	0.63	-	-	-	0.62
	Total - Ashiana Housing Limited		**24.21**	**14.96**	**498.96**	**147.30**	**7.56**
Partnership							
Jaipur	Gulmohar Gardens	4	0.64	0.42	10.90	4.43	0.26
Jaipur	Gulmohar Gardens	8	1.43	1.41	34.07	30.16	1.36
Jaipur	Gulmohar Gardens	Villas	1.25	0.75	25.27	7.38	0.22
Jaipur	Vrinda Gardens	3B	3.06	2.53	73.11	57.89	2.43
Jaipur	Vrinda Gardens	4	1.61	0.20	6.80	1.13	0.66
	Total – Partnership		**7.98**	**5.32**	**150.15**	**101.00**	**4.93**
	Grand Total		**32.19**	**20.28**	**649.11**	**248.30**	**12.49**

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

*** Construction for Phase-4 Ashiana Utsav, Lavasa is complete and OC has been applied for, it is yet to be launched for sales *** Only AHL's share in area shown in above table*

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Cash Flow Position in Ongoing Projects

Entity	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.)
Ashiana Housing Limited	24.21	14.96	498.96	147.30	7.56
Partnership	7.98	5.32	150.15	101.00	4.93
Grand Total	**32.19**	**20.28**	**649.11**	**248.30**	**12.49**

- Out of a total saleable area of 32.19 Lakhs Sq. ft., 12.49 Lakhs Sq. ft. (39%) has already been constructed
- Out of the total area booked so far, an amount of around INR 400.81 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.*

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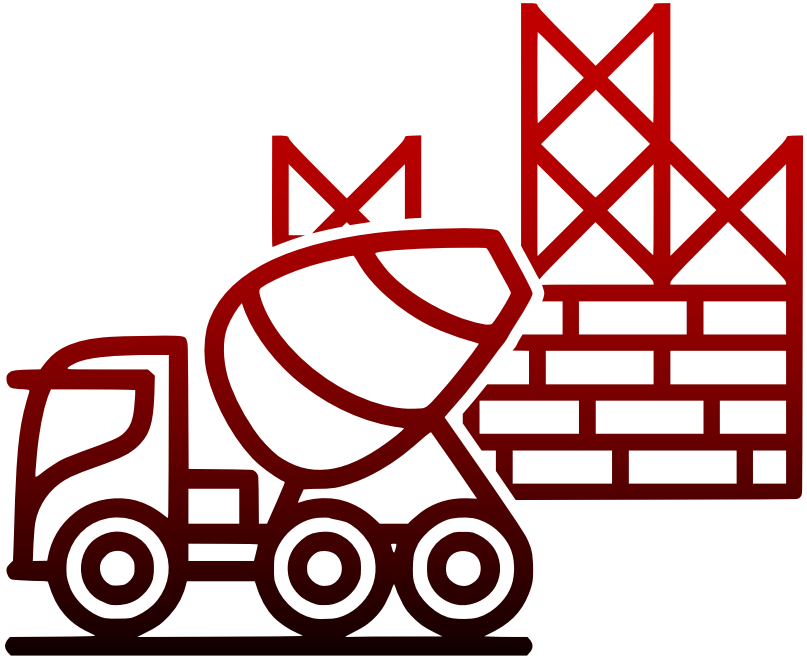
Ongoing Projects

01 Geographical Presence

02 Ongoing Projects Summary

03 Break up of Area Booked

04 Operational data - Yearly
- Quarterly



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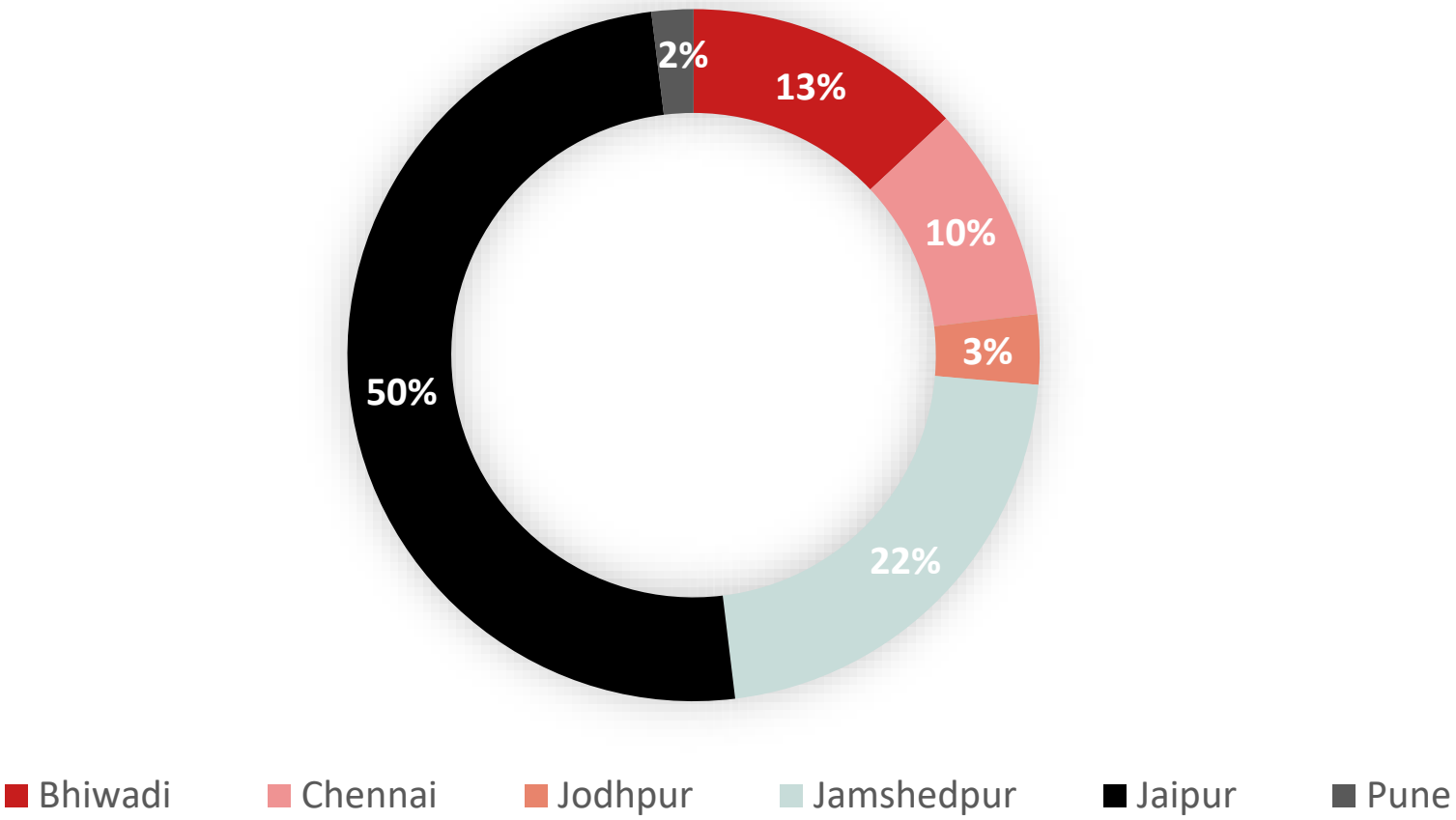
Geographical Presence

Saleable Area of Ongoing Projects



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Ongoing Projects Summary

Location	Project	Phase	Economic Interest	Project Type	Saleable Area (Lakhs Sq. ft.)	Area Booked (Lakhs Sq. ft.)	Expected Completion Time
Bhiwadi	Nirmay	2	100%	Senior Living	1.18	1.09	Q1FY22
Bhiwadi	Nirmay	3	100%	Senior Living	2.35	0.40	Q3FY23
Bhiwadi	Tarang	2	100%	Comfort Homes	0.66	0.15	Q1FY23
Chennai	Shubham	2	73.75% of Revenue Share	Senior Living	1.47	1.22	Q4FY21
Chennai	Shubham	3	73.75% of Revenue Share	Senior Living	1.78	0.82	Q3FY23
Jaipur	Gulmohar Gardens	4	50% of Profit Share	Comfort Homes	0.64	0.42	Q1FY23
Jaipur	Gulmohar Gardens	8	50% of Profit Share	Comfort Homes	1.43	1.41	Q3FY21
Jaipur	Gulmohar Gardens	Villas	50% of Profit Share	Comfort Homes	1.25	0.75	Q3FY23
Jaipur	Vrinda Gardens	3B	50% of Profit Share	Comfort Homes	3.06	2.53	Q1FY22
Jaipur	Vrinda Gardens	4	50% of Profit Share	Comfort Homes	1.61	0.20	Q3FY23
Jaipur	Umang	4	100%	Kid Centric Homes	2.56	2.23	Q3FY21
Jaipur	Daksh	1	100%	Comfort Homes	3.19	2.27	Q2FY24
Jaipur	Daksh	2	100%	Comfort Homes	2.35	1.85	Q3FY24
Jodhpur	Dwarka**	3	Area Share	Comfort Homes	1.05	0.31	Q1FY23
Jamshedpur	Sehar	1	76.75% Revenue Share	Comfort Homes	3.44	1.09	Q2FY24
Jamshedpur	Aditya	1	74% Revenue Share	Comfort Homes	3.55	3.55	Q3FY23
Lavasa	Utsav *	4	100%	Senior Living	0.63	0.00	-
			Total		**32.19**	**20.28**	

** Phase-4 Ashiana Utsav, Lavasa Construction is complete and OC has been applied for. The Phase is yet to be launched for sales*

*** Only AHL's share of saleable and sold area shown in above table*

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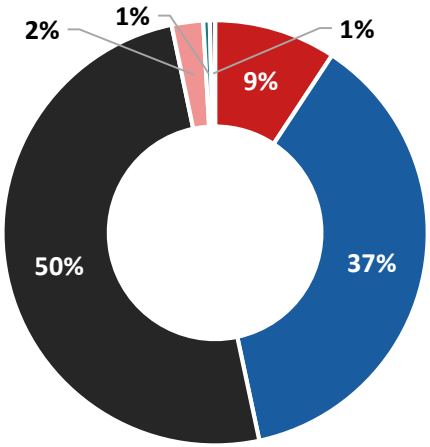
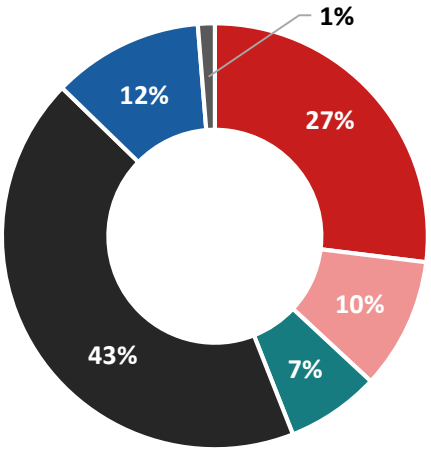
Break Up of Area Booked (QoQ)

Q3 FY20



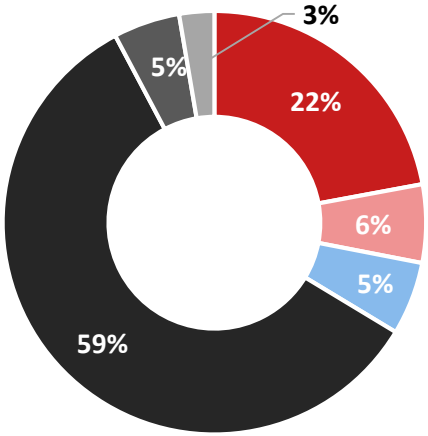
Bhiwadi, Jamshedpur, Jaipur, Chennai, Gurgaon, Jodhpur

Q2 FY20



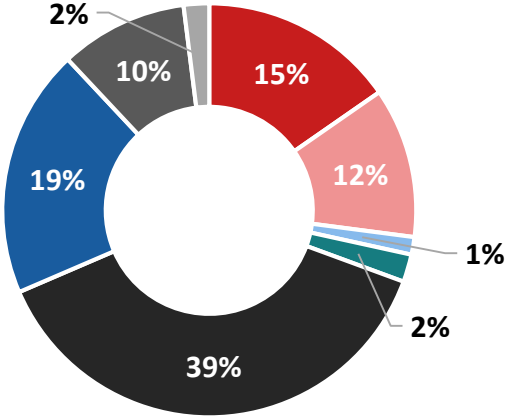
Bhiwadi, Chennai, Gurgaon, Jaipur, Jamshedpur, Jodhpur

Q4 FY19



Bhiwadi, Chennai, Gurgaon, Jaipur, Jodhpur, Pune

Q1 FY20



Bhiwadi, Chennai, Gujarat, Gurgaon, Jaipur, Jamshedpur, Jodhpur, Pune

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Yearly Operational Data

Particulars	Unit	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19
Equivalent Area Constructed*	Lakhs Sq. ft.	17.87	22.80	23.44	17.39	8.16	7.68
Area Booked	Lakhs Sq. ft.	22.13	18.12	8.63	6.96	6.93	10.79
Value of Area Booked	INR Lakhs	64,756	54,772	28,421	22,508	21,736	33,262
Average Realizations	INR/ Sq. ft.	2,926	3,022	3,293	3,234	3,135	3,082

**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.*

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Quarterly Operational Data

Particulars	Unit	Q4 FY18	Q1 FY19	Q2 FY19	Q3 FY19	Q4 FY19	Q1 FY20	Q2 FY20	Q3 FY20
Equivalent Area Constructed*	Lakhs Sq.ft.	1.87	1.63	1.97	1.62	2.46	2.14	2.04	2.39
Area Booked	Lakhs Sq.ft.	2.21	2.80	2.62	2.55	2.83	3.54	2.37	9.78
Value of Area Booked	INR Lakhs	7,105	8,711	7,942	7,692	8,917	11,747	8,058	32,763
Average Realizations	INR/ Sq. ft.	3,210	3,111	3,029	3,022	3,156	3,322	3,407	3,349

**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.*

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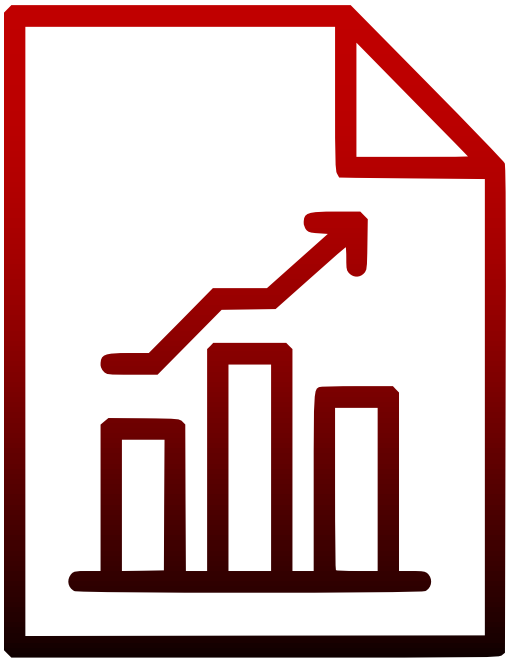
Financials

01 Financial Summary YoY

02 Financial Summary QoQ



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Financial Summary YoY (Consolidated)

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Particulars	Unit	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19
Sales & Other Income	INR Crores	161.42	122.80	164.44	542.67	397.02	334.92	350.63
Operating Expenditure	INR Crores	113.75	90.91	105.42	385.47	291.00	266.92	303.37
EBITDA	INR Crores	47.67	31.89	59.02	157.20	106.02	68.00	47.26
Profit/(Loss) After Tax	INR Crores	33.15	21.86	46.49	105.81	67.01	38.23	13.78
Other Comprehensive income	INR Crores	N.A	N.A	N.A	4.99	5.77	7.98	5.33
Total Comprehensive income	INR Crores	N.A	N.A	N.A	110.80	72.78	46.21	19.10
Pre - Tax Operating Cash Flow	INR Crores	83.81	125.90	72.58	(10.89)	(32.9)	(20.21)	16.41
EBITDA Margin	%	29.53%	25.97%	35.46%	28.97%	26.70%	20.30%	13.48%
Net Profit/ (Net loss) Margin	%	20.53%	17.80%	27.99%	19.50%	16.88%	11.42%	3.93%
TCI Margin	%	N.A	N.A	N.A	20.42%	18.33%	13.80%	5.45%
Return on Average Net worth	%	13.00%	7.91%	14.03%	17.60%	10.60%	6.21%	2.47%
Debt to Equity Ratio		0.04	0.03	0.06	0.09	0.12	0.16	0.20

Note: Figures from FY 2015-16 onwards are according to Ind AS

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Financial Summary QoQ (Consolidated)

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Particulars	Unit	Q4FY18	Q1FY19	Q2FY19	Q3FY19	Q4FY19	Q1FY20	Q2FY20	Q3FY20
Sales & Other Income	INR Crores	107.04	141.55	71.39	70.88	66.81	66.76	75.38	76.82
Operating Expenditure	INR Crores	85.65	111.08	63.10	59.96	69.24	69.82	80.74	76.73
EBITDA	INR Crores	21.39	30.48	8.29	10.93	(2.43)	(3.06)	(5.36)	0.09
Profit/(Loss) After Tax	INR Crores	14.17	16.15	2.06	3.44	(7.88)	(5.50)	(9.51)	(7.11)
Total Comprehensive income	INR Crores	18.32	16.83	2.68	5.84	(6.25)	(4.87)	(9.05)	(6.39)
Pre - Tax Operating Cash Flow	INR Crores	(2.23)	(1.98)	4.50	3.94	9.95	4.42	3.32	21.35
EBITDA Margin	%	19.99%	21.53%	11.61%	15.41%	-3.64%	-4.58%	-7.11%	0.12%
Net Profit/ (Net loss) Margin	%	13.24%	11.41%	2.89%	4.85%	-11.79%	-8.24%	-12.62%	-9.26%
TCI Margin	%	17.11%	11.89%	3.75%	5.72%	-9.35%	-7.30%	-12.01%	-8.32%

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Future Outlook

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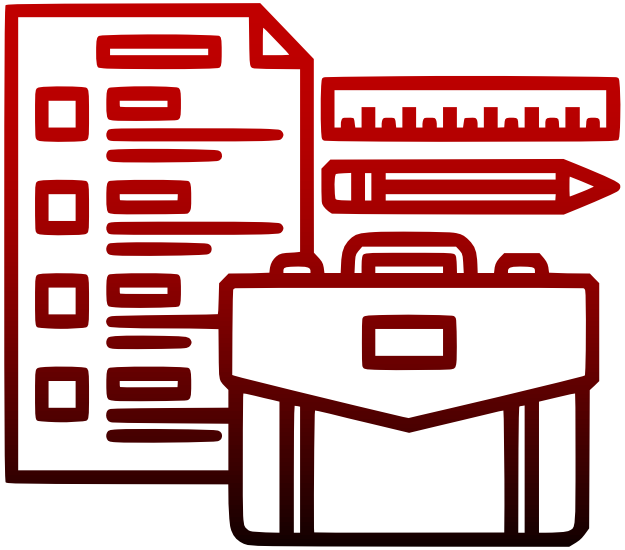
01 Future Projects Summary

02 Land available for Future Development

03 Completed Projects having Inventory



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Future Projects Summary

Location	Project	Phase	Economic Interest	Saleable Area (Lakhs Sq. ft.)
Bhiwadi	Tarang	3 & 4	100%	8.66
Bhiwadi	Gamma	1	100%	18.45
Bhiwadi	Nirmay	4 & 5	100%	2.41
Jaipur	Vrinda Gardens	5	50% of Profit Share	3.20
Jaipur	Ashiana Daksh	3	100%	1.17
Jaipur	Ashiana Amantran	1, 2 & 3	75% of Revenue Share	8.78
Gurgaon	Anmol	2 & 3	65% of Revenue Share	7.33
Chennai	Shubham	4 & 5	73.75% of Revenue Share	4.79
Jamshedpur	Aditya	2	74% of Revenue Share	2.75
Gujarat	Navrang	4,5,6,7&8	81% of Revenue Share	3.44
Jodhpur	Dwarka *	4 & 5	Area Share	2.56
Neemrana	Aangan	2	100%	4.37
Lavasa	Utsav	5	100%	0.84
Total				**68.74**

** Only AHL's share of saleable and sold area shown in above table.*

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Land available for Future Development

Location	Land	Estimated Land Area (Acres)	Estimated Saleable Area (Lakhs Sq. ft)	Proposed Development
Bhiwadi	Milakpur Land	40.63	31.00	Comfort Homes/ Senior Living
Jaipur	Umang Extension	7.20	6.50	Comfort Homes/ Senior Living
Pune	Marunji	19.27	15.50	Comfort Homes /Senior Living
Kolkata	Maitri/Nitya	19.72	14.88	Kid Centric Homes/Senior Living
Total		**86.82**	**67.88**	

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

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Completed Projects having Inventory

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Location	Project	Phase	Share in Project	Type	Total Saleable Area (Lakhs Sq. ft.)	Booked Area (Lakhs Sq. ft.)	Area Recognised for Revenue (Lakhs Sq. ft.)	Area Booked and Unrecognised for Revenue (Lakhs Sq. ft.)	Unbooked Area (Lakhs Sq. ft.)
Bhiwadi	Nirmay	1	100%	Senior Living	2.18	2.18	2.15	0.03	-
Bhiwadi	Tarang	1 & Plaza	100%	Comfort Homes	2.30	2.18	2.06	0.12	0.12
Bhiwadi	Town	1,2 & 3	100%	Kid Centric Homes	15.33	12.38	12.18	0.20	2.95
Bhiwadi	Surbhi	1-5 & Plaza	100%	Comfort Homes	4.02	3.33	3.19	0.14	0.70
Bhiwadi	THR	1 & Plaza	100%	Comfort Homes	1.28	0.99	0.94	0.04	0.30
Bhiwadi	Utsav	2 & 3	100%	Senior Living	4.92	4.91	4.89	0.01	0.01
Chennai	Shubham	1	73.75% of Revenue	Senior Living	1.63	1.61	1.61	-	0.01
Gurgaon	Anmol	1	65% of Revenue	Kid Centric Homes	4.16	2.72	2.42	0.29	1.45
Gujarat	Navrang	1, 2 & 3	81% of Revenue	Comfort Homes	3.27	3.00	2.92	0.07	0.28
Neemrana	Aangan	1 & Plaza	100%	Comfort Homes	4.24	4.16	4.15	0.01	0.08
Jodhpur	Dwarka*	1 & 2	Area Share	Comfort Homes	2.47	2.44	2.42	0.02	0.03
Jaipur	Gulmohar Gardens	3 &6	50% of Profit Share	Comfort Homes	2.19	2.19	2.15	0.04	-
Jaipur	Rangoli Gardens	Plaza	50% of Profit Share	Comfort Homes	0.69	0.48	0.47	0.01	0.21
Jaipur	Umang	1,2 & 3	100%	Kid Centric Homes	9.87	9.65	9.52	0.13	0.22
Jaipur	Utsav	3 & 4	65% of Profit share	Senior Living	1.44	1.40	1.40	-	0.04
Jaipur	Vrinda Gardens	1 , 2 & 3A	50% of Profit Share	Comfort Homes	7.22	7.21	7.20	0.01	0.01
Pune	Utsav	1, 2 & 3	100%	Senior Living	4.51	4.18	3.93	0.25	0.33
	Total				**71.73**	**65.00**	**63.62**	**1.38**	**6.72**

* Only AHL's share of saleable and unsold area shown in above table.

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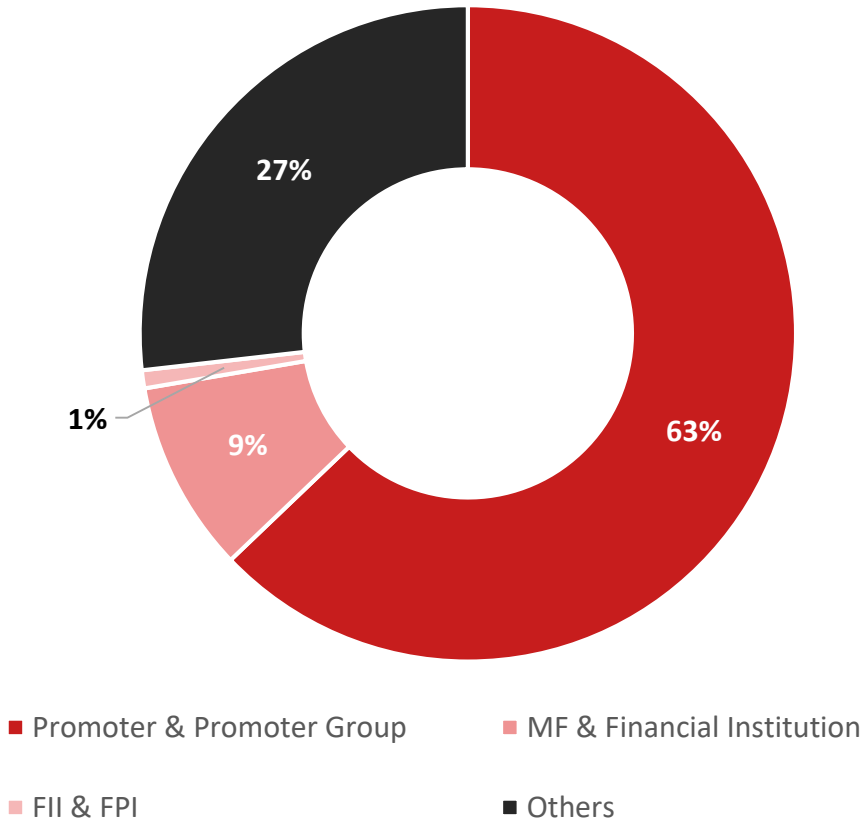
Shareholding Pattern as on 31st December 2019

Shareholding Pattern



Institutional Holding above 1%

Rank	Fund / Institution	No. of Shares	% Holding
1	ICICI Prudential Equity & Debt Fund	66,33,834	6.48%
2	SBI Small Cap Fund	27,26,821	2.66%

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For Any Queries, Contact

investorrelations@ashianahousing.com

+91 11 4265 4265

Regd. Office: 11G Everest, 46/C, Chowringhee Road, Kolkata - 700 071. West Bengal, India. Ph: 033-4037860

Head Office: 304, Southern Park, Saket District Centre, Saket, New Delhi – 110017 Ph : 011-4265 4265

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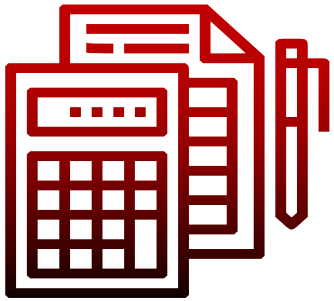
Annexure

01 About Ashiana

02 Business Model

03 Accolades

04 Abbreviations



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About Ashiana

Incorporation / Headquarters	▪ 1979 in Patna, New Delhi
Industry	▪ Real Estate with focus on residential apartments
Business Segments	▪ Comfort Homes, Senior Living & Kid Centric Homes
Areas of Operation	▪ Jaipur, Bhiwadi, Jodhpur, Jamshedpur, Neemrana, South of Gurgaon (Sohna), Lavasa, Halol, Chennai and Kolkata
Key Metrics	▪ 227.26 lakhs sq. ft. constructed ▪ Operations in 10 Locations ▪ 13,571 units under maintenance

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

Business Model

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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

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Accolades

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Awards & Recognitions

2010

Rated by FORBES among Asia's 200 Best Under a Billion Dollar Companies

Received **BMA - Siegwerk** award for **Corporate Social Responsibility**

2011

Ashiana Aangan, Bhiwadi awarded as **India's Best Residential Project (North)** by **ZEE - Business RICS Awards**

Ashiana Woodlands, Jamshedpur awarded as **India's Best Residential Project (East)** by **ZEE - Business RICS Awards**

Rated by FORBES' among Asia's 200 Best Under a Billion Dollar Companies twice in a row

2012

Ashiana Aangan, Bhiwadi awarded as **India's Best Residential Project (North)** by **ZEE - Business RICS Awards**

Ashiana Woodlands, Jamshedpur awarded as **India's Best Residential Project (East)** by **ZEE - Business RICS Awards**

Rated by FORBES' among Asia's 200 Best Under a Billion Dollar Companies twice in a row

2013

Received **Bhamashah award** for **Contribution made in the field of Education** by Govt. of Rajasthan

Think Media Award for **Outstanding Corporate Social Responsibility** work in Real Estate Sector

Honored by **Bharat Vikas Parishad Rajasthan** for **Corporate Social Responsibility activities**

2014

Awarded as **Realty Giants North India** by Realty Kings North India

Received **Bhamashah award** for **Contribution made in the field of Education** by Govt. of Rajasthan

Ashiana Utsav, Lavasa awarded as **Senior Living Project of the Year in India** by Realty Excellence Award

2015

CNBC Awaaz felicitated **Ashiana Housing Limited** with **One of the Most Promising Company of the Next Decade**

Rangoli Gardens, Jaipur awarded as **The Best Budget Apartment Project of the Year** by NDTV PROFIT

2016

Received **Bhamashah award** for **Contribution made in the field of Education** by Govt. of Rajasthan

Received **FICCI "Category" - CSR Award for Small & Medium Enterprises (SME)** with turnover upto ₹200 crores p.a.

2017

NDTV Property Awards 2016 felicitated **"Ashiana Dwarka"** as **"Budget Apartment Project of the Year"** in Tier 2 cities" 2017

Received **CIDC Vishwakarma Awards 2017** under the category **"Achievement Award for Construction Skill Development" 2017**

Received **CREDAI CSR Award 16-17** under the category **"Education (Establishing of schools, educational institutions and creating educational facilities)" 2017**

2018

Awarded Themed Project of the Year for **Ashiana Umang, Kid Centric Homes** by **Realty+Excellence Awards (North) 2018**

Awarded Real-Estate Website of the Year for **being user friendly, visually aesthetic with easy navigation** by **Realty+Excellence Awards (North) 2018**

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

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Abbreviations

- Sq. ft.: Square Feet
- EAC: Equivalent Area Constructed
- PAT : Profit after Tax

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