

Date: 12th February 2025

To The Secretary BSE Ltd. Phiroze Jeejeebhoy Towers Dalal Street, Mumbai - 400 001 Security Code No.: 523716	To The Secretary National Stock Exchange of India Ltd. 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 31st December 2024

Dear Sir,

Please find attached the Investor update/Presentation for the quarter ended on 31st December 2024.

Kindly take the above presentation on record.

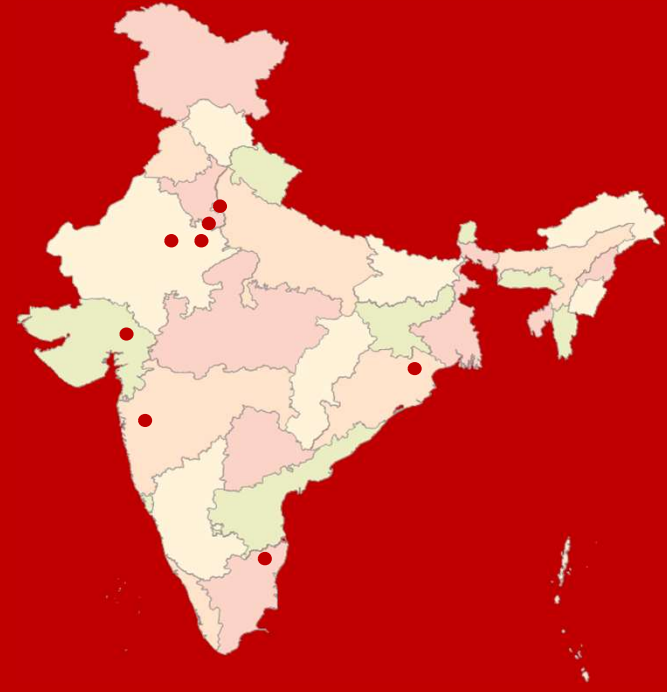
Thanking you,
For **Ashiana Housing Ltd.**

Nitin Sharma
(Company Secretary & Compliance Officer)
Membership No. 21191

Ashiana Housing Ltd.
304, Southern Park, Saket District Centre,
Saket, New Delhi – 110 017
CIN: L70109WB1986PLC040864
Regd. Office: 5F Everest, 46/C Chowringhee Road, Kolkata – 700 071
011-42654265, Email: investorrelations@ashianahousing.com
Website: www.ashianahousing.com

Investor Update

Dec 2024



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

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Happiness all around



Going Extra Mile



Transparency



Never give Up

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

02 Operational Overview

03 Financial Overview

04 Quarterly Performance

05 Cash Flow Position



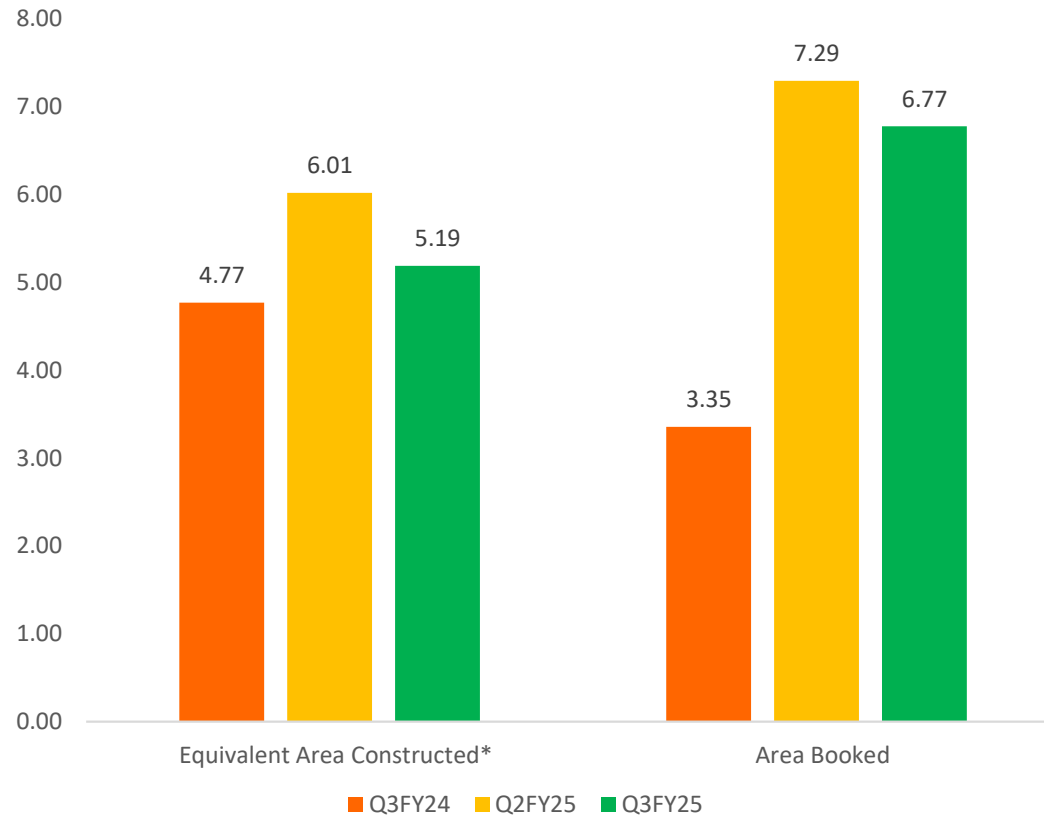
Quarterly Highlights

- Value of Area Booked recorded at Rs 454.16 Crores (Q3FY25) vs Rs 173.89 Crores (Q3FY24) and Rs. 672.54 Crores in Q2FY25. Area Booked in Q2FY25 was higher due to launch of Ashiana Amarah Phase 4 in Gurugram. Q3FY25 had good bookings across projects.
- Average realization price of Q3FY25 at Rs. 6,705 vs Rs. 5,189 in Q3FY24. The same was Rs 9,223 in Q2FY25, higher realization was mainly driven by bookings in Ashiana Amarah Phase 4 .
- Equivalent area constructed (EAC) at 5.19 lakhs square feet in Q3FY25 vs 4.77 lakhs square feet in Q3FY24. EAC was 6.01 lakhs square feet in Q2FY25, QoQ decline by 13.64% due to imposition of GRAP related restrictions in Delhi-NCR.
- We continue to maintain our guidance of Rs. 2,000 Crores of Pre Sales for FY25. However, this will depend on the velocity of bookings in the launch of Ashiana Amarah Phase 5 in Q4FY25.
- Third senior living project launched in Chennai by the name 'Ashiana Swarang' located in Nemmeli. Apart from that Ashiana Ekansh (Phase 4) in Jaipur and Ashiana Amodh (Phase 2) in Pune were launched in the quarter.
- Handover started for Tarang Phase 4A in Bhiwadi and Umang Phase 6 in Jaipur.
- Total Revenue reported at Rs 139.93 Crores(Q3FY25) vs Rs 59.53 Crores(Q2FY25).Increase by 135% driven by higher deliveries in Q3FY25.
- PAT for Q3FY25 at positive Rs.10.89 Crores vs negative Rs. 7.55 Crores in Q2FY25. Profit attributable to higher deliveries in Q3FY25 . PAT had a one-time impact of Rs. 5 Crores payout wrt. GST matter of Treehouse Hotel(shown as an exceptional line item in P&L).
- Pre-Tax operating cash flow achieved at Rs. 120.42 Crores in Q3 FY25. Cash flows continue to be healthy due to higher collections driven by better sales across projects, in general.

9MFY25 Highlights

- Value of Area Booked recorded at Rs 1,362.03 Crores (9MFY25) vs Rs 935.68 Crores (9MFY24), an upside of 45.56%, increase mainly due to area booked Rs. 503.68 of Ashiana Amarah Phase 4 and Rs. 218.68 of Ashiana Ekansh Phase 3 and 4.
- EAC at 16.11 lakhs square feet in 9MFY25 vs 13.71 lakhs square feet in 9MFY24, increased by 17.50%.
- We continue to maintain our guidance of Rs. 2,000 Crores of Pre Sales for FY25. However, this will depend on the velocity of bookings in the launch of Ashiana Amarah Phase 5 in Q4FY25.
- Total Revenue reported at Rs 327.97 Crores(9MFY25) vs Rs 669.56 Crores (9MFY24). Lower revenues due to lower deliveries.
- PAT for 9MFY25 at negative Rs. 2.10 Crores vs positive Rs. 66.02 Crores in 9MFY24, lower margins impacted by lower deliveries & also due to mix of projects delivered. In 9MFY25, Shubham phase 4 (Chennai), Tarang Phase 4A (Bhiwadi) and Umang Phase 6 (Jaipur) were handed over. PAT had a one-time impact of Rs. 5 Crores payout wrt. GST matter of Treehouse Hotel(shown as an exceptional line item in P&L).
- Pre – Tax Operating Cashflow for 9MFY25 recorded at Rs 273.53 Crores vs 212.27 Crores in 9MFY24. 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, Ashiana Ekansh (Phase 4) in Jaipur, Ashiana Amodh (Phase 2) in Pune and Ashiana Swarang (Phase 1) in Chennai.
- Credit Rating for bank Facilities reaffirmed by ICRA as [ICRA] A (Stable).
- 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).

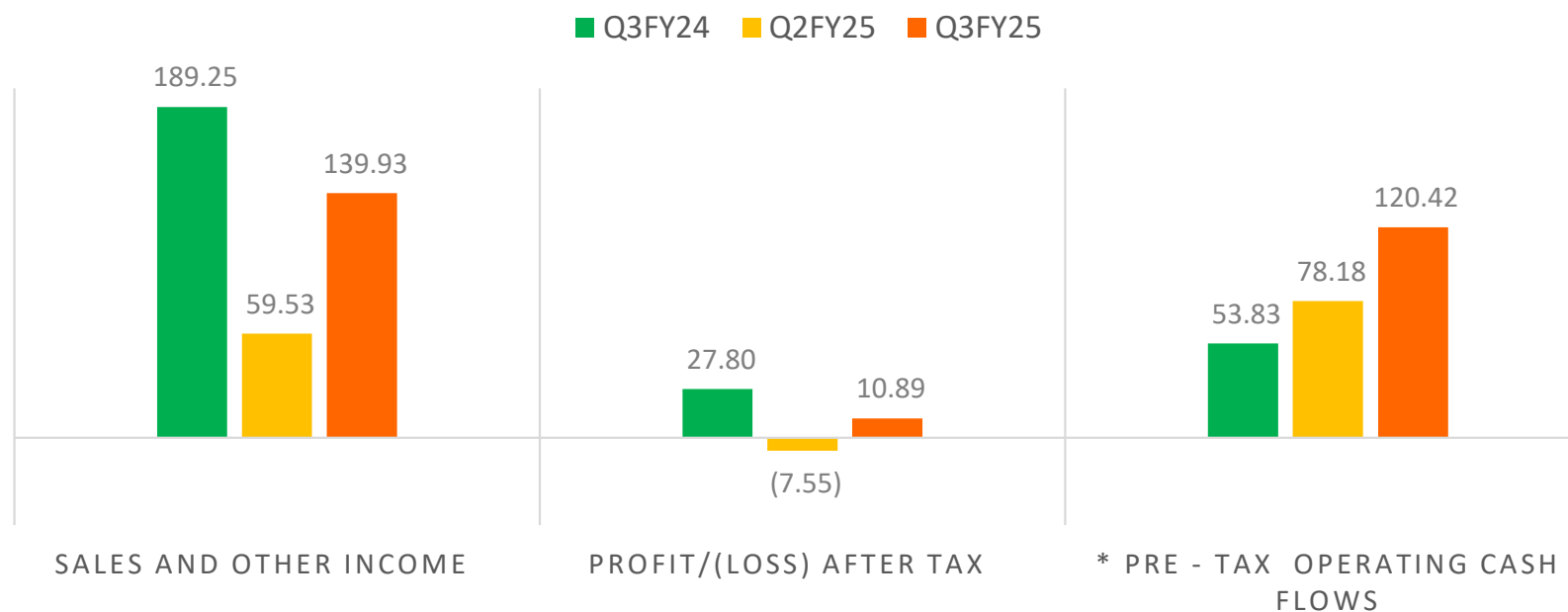
Quarterly Operational Overview



- Area booked at 6.77 lakh sq ft in Q3FY25 vs 3.35 lakh sq ft in Q3FY24 and 7.29 lakh sq ft in Q2FY25.
- EAC at 5.19 Lakh sq ft in Q3FY25 vs 4.77 lakh sq ft in Q3FY24 and 6.01 Lakh sq ft in Q2FY25

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.139.93 Crores in Q3FY25 vis a vis Rs 59.53 Crores in Q2FY25.
- PAT reported at positive Rs 10.89 Crores in Q3FY25 vs negative Rs 7.55 Crores in Q2FY25.
- Pre – Tax Operating Cashflow recorded at Rs 120.42 Crores in Q3FY25 vs Rs 78.18 Crores in Q2FY25

**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
Q3FY25	AHL	394.31	6.12	4.97	2.74
	Partnership	59.85	0.65	0.21	0.00
	Total	454.16	6.77	5.19	2.74
Q2FY25	AHL	672.54	7.29	5.72	0.79
	Partnership	0.00	0.00	0.29	0.01
	Total	672.54	7.29	6.01	0.81
Q1FY25	AHL	234.56	4.41	4.76	2.12
	Partnership	0.76	0.01	0.15	0.01
	Total	235.32	4.43	4.91	2.14
FY24	AHL	1775.27	25.91	20.23	23.86
	Partnership	22.95	0.49	0.45	0.91
	Total	1798.22	26.40	20.68	24.78
Q4	AHL	861.14	10.58	6.67	7.38
	Partnership	1.40	0.03	0.31	0.15
	Total	862.54	10.60	6.97	7.53
Q3	AHL	168.99	3.25	4.65	4.50
	Partnership	4.89	0.10	0.12	0.12
	Total	173.89	3.35	4.77	4.62
Q2	AHL	317.60	5.75	4.59	9.04
	Partnership	8.00	0.18	0.00	0.26
	Total	325.60	5.92	4.59	9.30
Q1	AHL	427.54	6.35	4.32	2.94
	Partnership	8.66	0.18	0.02	0.38
	Total	436.20	6.53	4.35	3.32
FY23	AHL	1249.95	24.33	16.69	8.97
	Partnership	63.48	1.53	0.04	1.54
	Total	1313.43	25.86	16.73	10.51

Quarterly Sales Trend

(Area in Sq. Ft.)

Location	Projects	Q4FY23	Q1FY24	Q2FY24	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25	
AHL										
AHL	Neemrana	Aangan Neemrana		1,450	-	-460	-	-	607	-
	Gurugram	Anmol	69,121	59,177	37,964	6,679	7,313	3,411	-	-
	Gurugram	Amarah	-	3,76,880	-	-	3,76,880	-	2,94,880	57,085
	Bhiwadi	Tarang	42,666	22,988	23,894	44,861	29,610	66,564	61,484	72,339
	Bhiwadi	Ashiana Town	2,115	1,220	475	-1,640	7,460	37,430	46,370	37,270
	Bhiwadi	Surbhi	2,200	-	-845	-	-	-22,335	-1,690	255
	Bhiwadi	Nirmay	1,843	1,553	2,816	2,078	1,553	-	298	7,467
	Bhiwadi	Advik	20,363	17,667	48,361	33,828	34,692	54,106	31,723	32,329
	Jodhpur	Dwarka	2,980	4,470	12,480	13,660	31,850	10,990	16,920	19,350
	Jaipur	Umang	18,016	36,713	49,269	42,096	19,549	18,150	17,537	15,117
	Jaipur	Daksh	-	-	-	-	-	-	-	-
	Jaipur	Amantran	23,210	12,065	32,250	6,700	7,030	10,400	16,680	28,745
	Jaipur	Ekansh	2,34,226	11,666	67,673	43,027	54,248	1,62,675	28,290	2,07,704
	Jaipur	Nitara				-	34,986	2,686	2,023	2,686
	Jaipur	One44				-	2,28,901	-22,220	51,470	10,520
	Chennai	Shubham	95,349	63,120	78,504	25,907	13,569	7,947	865	865
	Chennai	Vatsalya		-	-	-	45,099	23,946	37,392	39,171
	Pune	Utsav Lavasa		0	0	0	0	1295	-1830	-15
	Pune	Malhar	38,393	22,889	27,347	87,166	79,654	42,348	64,809	40,340
	Pune	Amodh		-	69,695	14,163	43,812	33,267	28,008	35,945
Jamshedpur	Aditya								535	
Jamshedpur	Prakriti	2,57,170	-	1,24,730	5,200	37,140	6,720	18,872	-	
Jamshedpur	Sehar	6,085	2,677	-	1,486	4,163	3,868	14,513	4,688	
AHL Total		8,13,737	6,34,535	5,74,613	3,24,751	10,57,509	4,41,248	7,29,221	6,12,396	
Partnership										
Partnership	Jaipur	Vrinda Gardens	39,913	10,027	17,621	10,364	2,980	1,490	-	-
	Jaipur	Gulmohar Gardens	4,463	6,276	-	-	-134	-	-	-
	Jaipur	Rangoli Gardens Plaza	652	1,757	-	-	-	-	-	-
	Chennai	Swarang		-	-	-	-	-	-	64,908
	Partnership Total		45,028	18,060	17,621	10,364	2,846	1,490	-	64,908
		8,58,765	6,52,595	5,92,234	3,35,115	10,60,355	4,42,738	7,29,221	6,77,304	

Project wise Cash Flow Position in Ongoing Projects

	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 4B	0.76	0.76	28.41	20.87	0.56
Bhiwadi	Tarang	Phase 5	2.67	2.39	98.30	22.87	1.14
Bhiwadi	Advik	Phase 1	3.55	3.25	166.76	124.66	3.26
Bhiwadi	Advik	Phase 2	2.83	0.77	42.77	16.08	0.94
Chennai	Shubham	Phase 4B	1.77	1.77	93.11	78.53	1.58
Chennai	Shubham	Phase 5	1.06	0.99	60.96	28.08	0.63
Chennai	Vatsalya	Phase 1	2.99	1.46	98.75	15.27	0.76
Gurugram	Anmol	Phase 2	2.83	2.82	150.90	135.31	2.83
Gurugram	Anmol	Phase 3	4.47	4.47	290.35	181.44	2.90
Gurugram	Amarah	Phase 1	3.95	3.95	243.01	156.35	2.88
Gurugram	Amarah	Phase 2	3.77	3.77	290.25	179.40	1.94
Gurugram	Amarah	Phase 3	3.77	3.77	440.44	127.27	0.64
Gurugram	Amarah	Phase 4	4.79	3.52	503.69	100.34	0.21
Jaipur	Amantran	Phase 3	3.79	3.28	151.85	121.30	3.15
Jaipur	Amantran	Shops	0.09	0.09	6.12	4.77	0.00
Jaipur	Ekansh	Phase 1	3.16	2.94	152.28	124.81	2.52
Jaipur	Ekansh	Phase 2	1.60	1.60	73.02	58.74	1.11
Jaipur	Ekansh	Phase 3	1.81	1.65	88.98	34.36	0.53
Jaipur	Ekansh	Phase 4	2.95	1.90	105.60	8.28	0.16
Jaipur	Nitara	Phase 1	1.27	0.42	30.80	12.83	0.77
Jaipur	One44	Phase 1	2.62	2.25	167.58	44.98	0.53
Jaipur	One44	Phase 2	1.48	0.43	37.62	6.64	0.00
Jamshedpur	Prakriti	Phase 1	2.57	2.57	138.14	102.46	1.73
Jamshedpur	Prakriti	Phase 2	1.78	1.78	102.74	38.73	0.43
Jamshedpur	Prakriti	Commercial Phase-	0.14	0.14	9.30	0.22	0.00
Jodhpur	Dwarka	Phase 5	2.00	1.22	41.04	23.58	1.32
Pune	Malhar	Phase 1	2.62	2.44	132.69	104.19	2.35
Pune	Malhar	Phase 2	2.62	2.17	128.74	64.08	0.99
Pune	Malhar	Phase 3	2.62	0.63	40.51	6.79	0.05
Pune	Amodh	Phase 1	2.57	1.94	129.61	78.20	1.92
Pune	Amodh	Phase 2	1.29	0.31	25.76	2.56	0.02
AHL Total			76.19	61.46	4,070.07	2,023.99	37.86
Chennai	Swarang	Phase 1	1.58	0.65	59.85	7.13	0.47
Partnership Total			1.58	0.65	59.85	7.13	0.47
Grand Total			77.77	62.11	4,129.92	2,031.12	38.34

- Out of a total saleable area of 77.77 Lakhs Sq. ft., 38.34 Lakhs Sq. ft. (49%) has already been constructed
- Out of the total area booked so far, an amount of around Rs. 2,098.8 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 4th July 24 and it is moved to completed projects, it is yet to be launched for sales

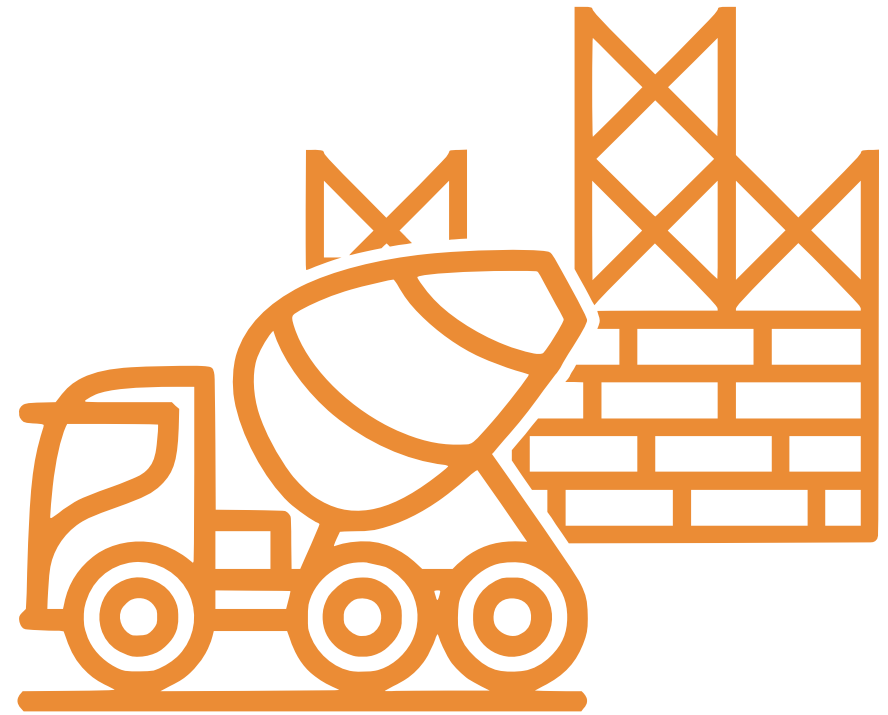
Ongoing Projects

01 Geographical Presence

02 Ongoing Projects Summary

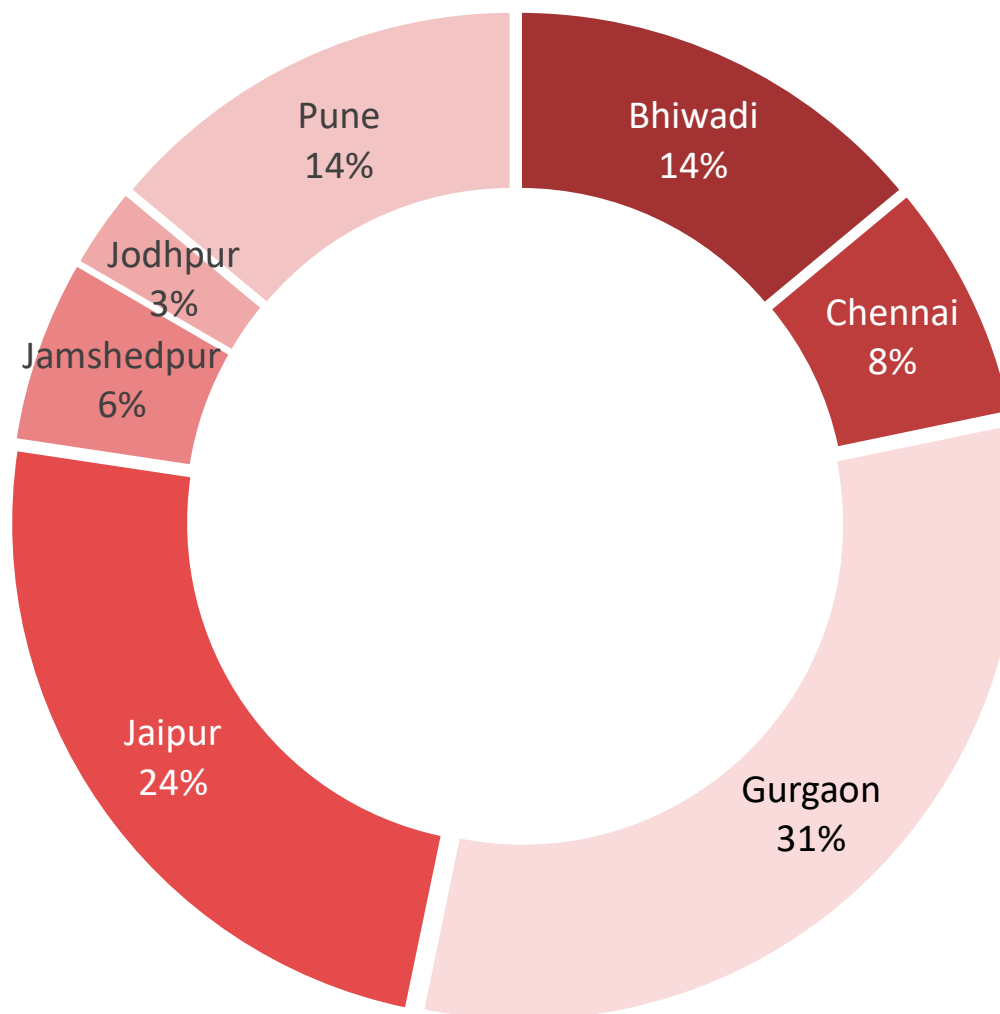
03 Break up of Area Booked

04 Operational Data - Yearly
- Quarterly



Geographical Presence

Saleable Area of Ongoing Projects



Ongoing Projects Summary – Expected Completion Timeline

Ownership	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
AHL	Bhiwadi	Tarang	Phase 4B	Premium Homes	100% Ownership	0.76	0.76	Q3FY26	Q1FY27
AHL	Bhiwadi	Tarang	Phase 5	Premium Homes	100% Ownership	2.67	2.39	Q3FY27	Q1FY29
AHL	Bhiwadi	Advik	Phase 1	Senior Living	100% Ownership	3.55	3.25	Q1FY26	Q1FY27
AHL	Bhiwadi	Advik	Phase 2	Senior Living	100% Ownership	2.83	0.77	Q3FY27	Q4FY28
AHL	Chennai	Shubham	Phase 4B	Senior Living	73.75% of Revenue Share	1.77	1.77	Q1FY26	Q3FY26
AHL	Chennai	Shubham	Phase 5	Senior Living	73.75% of Revenue Share	1.06	0.99	Q3FY26	Q3FY27
AHL	Chennai	Vatsalya	Phase 1	Senior Living	100% Ownership	2.99	1.46	Q1FY28	Q2FY29
AHL	Gurugram	Anmol	Phase 2	Kid Centric Homes	65% of Revenue Share	2.83	2.82	Q4FY25	Q1FY27
AHL	Gurugram	Anmol	Phase 3	Kid Centric Homes	65% of Revenue Share	4.47	4.47	Q4FY26	Q3FY29
AHL	Gurugram	Amarah	Phase 1	Kid Centric Homes	100% Ownership	3.95	3.95	Q4FY26	Q4FY27
AHL	Gurugram	Amarah	Phase 2	Kid Centric Homes	100% Ownership	3.77	3.77	Q1FY27	Q3FY28
AHL	Gurugram	Amarah	Phase 3	Kid Centric Homes	100% Ownership	3.77	3.77	Q4FY27	Q3FY29
AHL	Gurugram	Amarah	Phase 4	Kid Centric Homes	100% Ownership	4.79	3.52	Q3FY28	Q1FY30
AHL	Jaipur	Amantran	Phase 3	Premium Homes	75% of Revenue Share	3.79	3.28	Q4FY25	Q2FY26
AHL	Jaipur	Amantran	Shops	Premium Homes	75% of Revenue Share	0.09	0.09	Q4FY25	Q2FY26
AHL	Jaipur	Ekansh	Phase 1	Premium Homes	77.25% Revenue Share	3.16	2.94	Q4FY26	Q3FY27
AHL	Jaipur	Ekansh	Phase 2	Premium Homes	77.25% Revenue Share	1.60	1.60	Q4FY26	Q4FY27
AHL	Jaipur	Ekansh	Phase 3	Premium Homes	77.25% Revenue Share	1.81	1.65	Q4FY27	Q3FY28
AHL	Jaipur	Ekansh	Phase 4	Premium Homes	77.25% Revenue Share	2.95	1.90	Q1FY28	Q4FY28
AHL	Jaipur	Nitara	Phase 1	Premium Homes	80.20% Revenue Share	1.27	0.42	Q2FY27	Q4FY28
AHL	Jaipur	One44	Phase 1	Elite Homes	77.40% Revenue Share	2.62	2.25	Q2FY28	Q3FY29
AHL	Jaipur	One44	Phase 2	Elite Homes	77.40% Revenue Share	1.48	0.43	Q4FY28	Q3FY29
AHL	Jamshedpur	Prakriti	Phase 1	Premium Homes	73.61% Revenue Share	2.57	2.57	Q2FY27	Q3FY28
AHL	Jamshedpur	Prakriti	Phase 2	Premium Homes	73.61% Revenue Share	1.78	1.78	Q4FY27	Q3FY28
AHL	Jamshedpur	Prakriti	Commercial Phase-I	Premium Homes	73.61% Revenue Share	0.14	0.14	Q4FY27	Q3FY28
AHL	Jodhpur	Dwarka	Phase 5	Premium Homes	100% Ownership	2.00	1.22	Q3FY26	Q2FY27
AHL	Pune	Malhar	Phase 1	Premium Homes	65% Revenue Share	2.62	2.44	Q1FY26	Q3FY27
AHL	Pune	Malhar	Phase 2	Premium Homes	65% Revenue Share	2.62	2.17	Q1FY27	Q1FY28
AHL	Pune	Malhar	Phase 3	Premium Homes	65% Revenue Share	2.62	0.63	Q1FY28	Q4FY28
AHL	Pune	Amodh	Phase 1	Senior Living	80% Revenue Share	2.57	1.94	Q2FY27	Q4FY27
AHL	Pune	Amodh	Phase 2	Senior Living	80% Revenue Share	1.29	0.31	Q1FY28	Q4FY28
AHL Total						76.19	61.46		
Partnership	Chennai	Swarang	Phase 1	Senior Living	50% of the Profits	1.58	0.65	Q4FY27	Q2FY28
Partnership Total						1.58	0.65		
Grand Total						77.77	62.11		

* 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

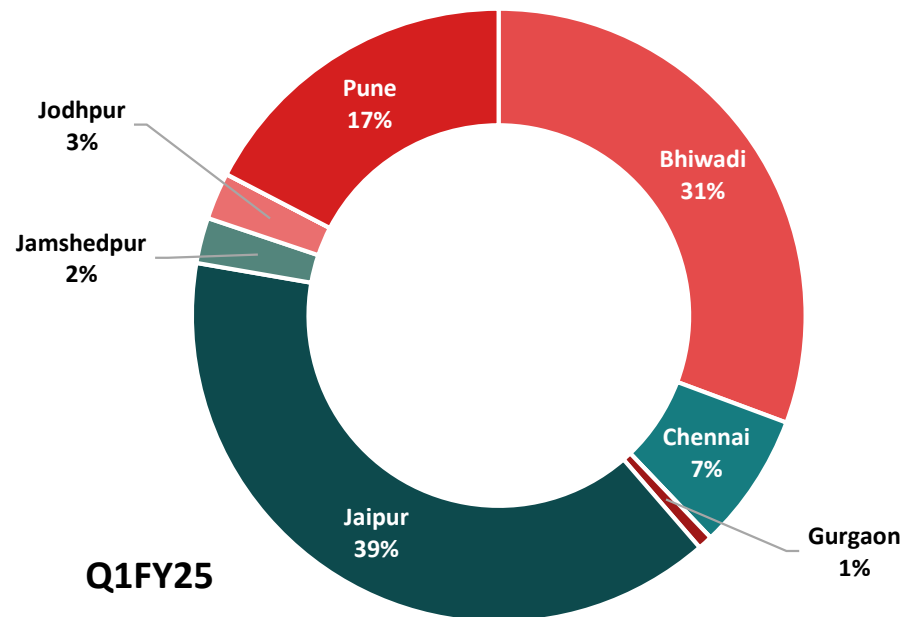
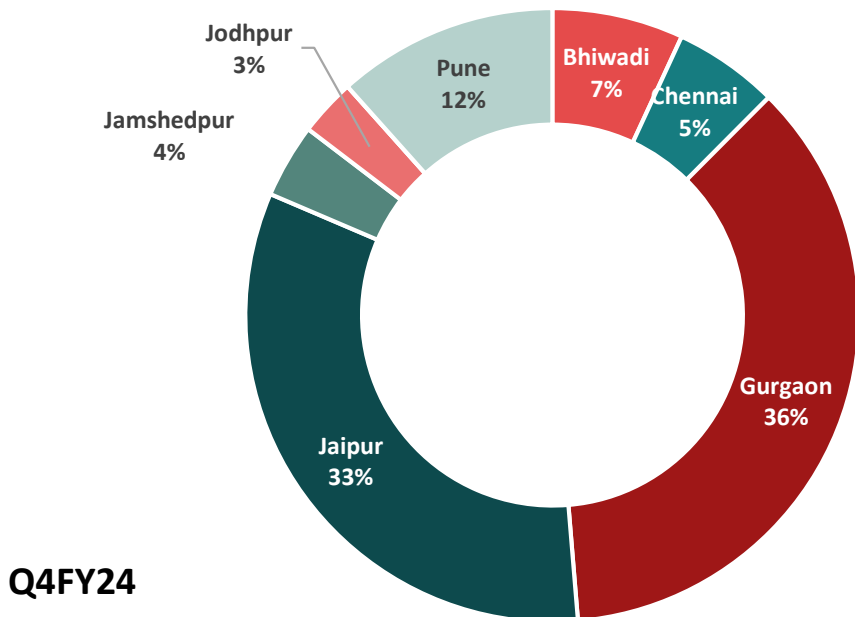
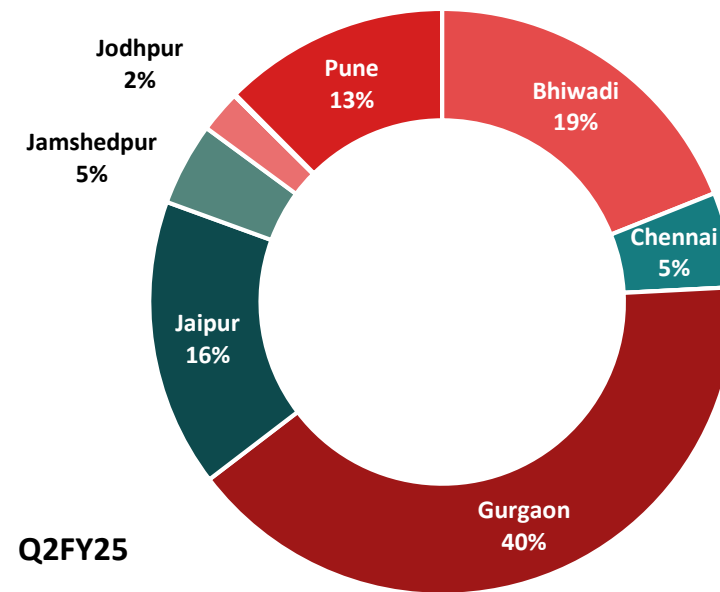
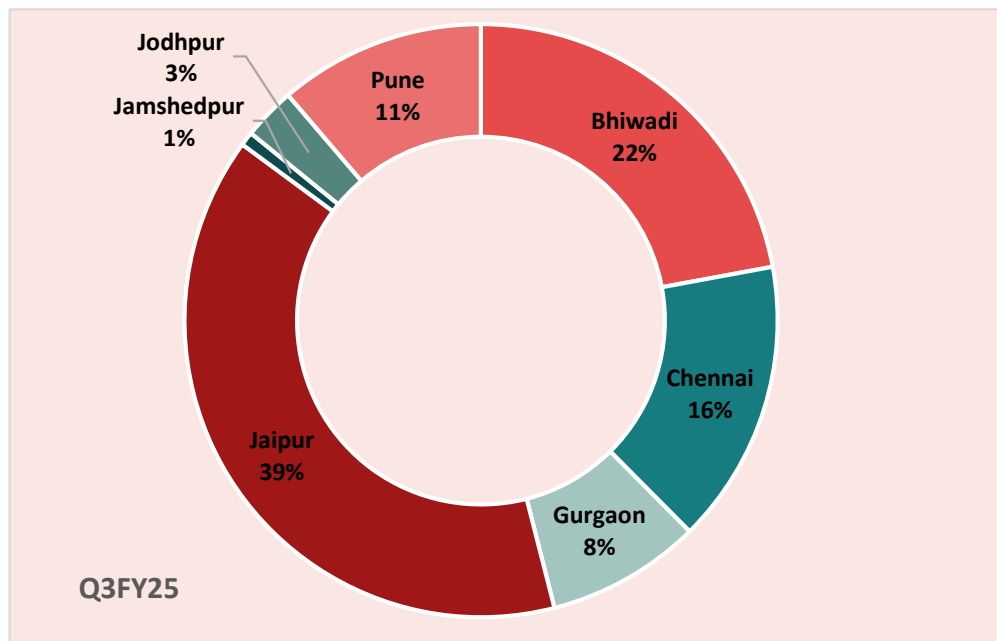
** CC for Phase-4 Ashiana Utsav, Lavasa was received on 4th July 24 and it is moved to completed projects, it is yet to be launched for sales

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	Started Handover	
	Gurugram	Anmol	Phase 2	2.83	150.90	0.02	0.83	151.73	Q4FY25	
	Jaipur	Umang	Phase 6	2.25	78.71	0.36	16.90	95.61	Started Handover	
	Jaipur	Amantran	Phase 3	3.79	151.85	0.51	26.50	178.35	Q4FY25	
	Jaipur	Amantran	Shops	0.09	6.12	0.00	0.00	6.12	Q4FY25	
					12.07	529.61	0.91	46.39	576.00	
	Bhiwadi	Advik	Phase 1	3.55	166.76	0.30	16.22	182.97	Q1FY26	
	Bhiwadi	Tarang	Phase 4B	0.76	28.41	0.00	0.00	28.41	Q3FY26	
	Chennai	Shubham	Phase 4B	1.77	93.11	0.00	0.00	93.11	Q1FY26	
FY26	Chennai	Shubham	Phase 5	1.06	60.96	0.07	4.81	65.77	Q3FY26	
	Gurugram	Amarah	Phase 1	3.95	243.01	0.00	0.00	243.01	Q4FY26	
	Gurugram	Anmol	Phase 3	4.47	290.35	0.00	0.00	290.35	Q4FY26	
	Jaipur	Ekansh	Phase 1	3.16	152.28	0.22	11.60	163.88	Q4FY26	
	Jaipur	Ekansh	Phase 2	1.60	73.02	0.00	0.00	73.02	Q4FY26	
	Jodhpur	Dwarka	Phase 5	2.00	41.04	0.78	25.97	67.00	Q3FY26	
	Pune	Malhar	Phase 1	2.62	132.69	0.18	11.12	143.81	Q1FY26	
					24.94	1,281.63	1.55	69.71	1,351.34	
	Bhiwadi	Tarang	Phase 5	2.67	98.30	0.28	14.31	112.60	Q3FY27	
	Bhiwadi	Advik	Phase 2	2.83	42.77	2.06	108.45	151.22	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	30.80	0.84	60.40	91.19	Q2FY27	
	Jaipur	Ekansh	Phase 3	1.81	88.98	0.16	9.30	98.28	Q4FY27	
	Jamshedpur	Prakriti	Phase 1	2.57	138.14	0.00	0.00	138.14	Q2FY27	
	Jamshedpur	Prakriti	Phase 2	1.78	102.74	0.00	0.00	102.74	Q4FY27	
	Jamshedpur	Prakriti	Commercial Phase-	0.14	9.30	0.00	0.00	9.30	Q4FY27	
	Pune	Malhar	Phase 2	2.62	128.74	0.45	26.60	155.34	Q1FY27	
	Pune	Amodh	Phase 1	2.57	129.61	0.64	40.47	170.09	Q2FY27	
					25.81	1,500.06	4.43	259.52	1,759.58	
FY28	Chennai	Vatsalya	Phase 1	2.99	98.75	1.53	95.88	194.63	Q1FY28	
	Chennai	Swarang	Phase 1	1.58	59.85	0.93	72.25	132.10	Q4FY27	
	Gurgaon	Amarah	Phase 4	4.79	503.69	1.27	193.20	696.89	Q3FY28	
	Jaipur	One44	Phase 1	2.62	167.58	0.36	29.71	197.29	Q2FY28	
	Jaipur	One44	Phase 2	1.48	37.62	1.05	96.70	134.32	Q4FY28	
	Jaipur	Ekansh	Phase 4	2.95	105.60	1.05	60.74	166.35	Q1FY28	
	Pune	Malhar	Phase 3	2.62	40.51	1.99	123.57	164.07	Q1FY28	
	Pune	Amodh	Phase 2	1.29	25.76	0.98	69.63	95.39	Q1FY28	
					20.31	1,039.36	9.16	741.68	1,781.04	
	AHL Total				83.14	4,350.66	16.05	1,117.30	5,467.96	

- Year on year revenues driven by deliveries. Deliveries might change from one year to another depending on execution/any other reason
- Revenue of Rs. 4,350.66 Crores already locked in over next 3 years, from the sale of units in ongoing projects. Unsold value of Rs. 1,117.30 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	Q2FY23	Q3FY23	Q4FY23	Q1FY24	Q2FY24	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25
Equivalent Area Constructed*	Lakhs Sq. ft.	4.38	3.42	5.08	4.35	4.59	4.77	6.97	4.91	6.01	5.19
Area Booked	Lakhs Sq. ft.	4.90	9.03	8.59	6.53	5.92	3.35	10.60	4.43	7.29	6.77
Value of Area Booked	INR Lakhs	24,019	48,529	43,582	43,620	32,560	17,389	86,254	23,532	67,254	45,416
Average Realization	INR/ Sq. ft.	4,904	5,373	5,075	6,684	5,498	5,189	8,134	5,315	9,223	6,705

*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

02 Financial Summary QoQ



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	Q3FY23	Q4FY23	Q1FY24	Q2FY24	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25
Sales and Other Income	INR Crores	135.31	116.94	129.29	351.02	189.25	296.96	128.51	59.53	139.93
Operating Expenditure	INR Crores	119.67	102.88	113.33	312.76	151.75	269.38	128.85	66.27	116.04
EBITDA	INR Crores	15.65	14.06	15.97	38.26	37.50	27.58	(0.35)	(6.74)	23.89
Profit/(Loss) After Tax	INR Crores	9.05	10.38	10.87	27.35	27.80	17.38	(5.45)	(7.55)	** 10.89
Total Comprehensive Income	INR Crores	9.29	10.51	11.20	27.52	28.08	17.45	(5.11)	(8.12)	11.24
* Pre - Tax Operating Cash Flows	INR Crores	35.59	22.59	83.15	75.29	53.83	92.20	74.92	78.18	120.42
EBITDA Margin	%	11.57%	12.02%	12.35%	10.90%	19.81%	9.29%	(0.27%)	(11.32%)	17.07%
Net Profit /(Net Loss) Margin	%	6.69%	8.87%	8.41%	7.79%	14.69%	5.85%	(4.24%)	(12.67%)	7.78%
TCI Margin	%	6.87%	8.98%	8.66%	7.84%	14.84%	5.88%	(3.98%)	(13.64%)	8.03%

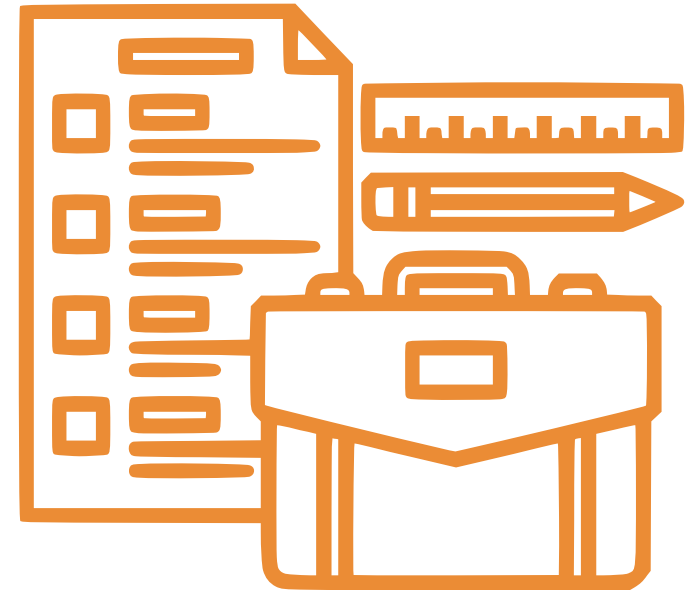
*Pre – Tax Operating Cashflow is a modified version of operating cashflows and not as per statutorily required AS-3.

** In Q3FY25, PAT had a one-time impact of Rs. 5 Crores payout wrt. GST matter of Treehouse Hotel(shown as an exceptional line item in P&L).

01 Future Projects Summary

02 Land available for Future Development

03 Completed Projects having Inventory



Future Projects Summary

Location	Project	Phase	Economic Interest	Saleable Area (Lakhs Sq. ft.)
Bhiwadi	Tarang	6 and 7	100% Ownership	2.92
Bhiwadi	Advik	3,4 & 5	100% Ownership	7.65
Jaipur	Ekansh	Plaza	77.25% Revenue Share	0.13
Jaipur	One44	Plaza	77.40% Revenue Share	0.04
Jaipur	Nitara	2, 3 and Plaza	80.20% Revenue Share	5.46
Gurugram	Amarah	5	100% Ownership	5.33
Chennai	Vatsalya	2,3,4 & 5	100% Ownership	10.00
Chennai	Swarang*	2, 3 and 4	50% of the Profits	3.78
Neemrana	Aangan	2	100% Ownership	4.37
Pune	Amodh	3,4 and 5	80% Revenue Share	3.06
Pune	Malhar	4 and 5	65% Revenue Share	3.94
Pune	Utsav Lavasa	5	100% Ownership	0.84
Total				47.50

- Ashiana Swarang is acquired by Kairav Developers Ltd. (a joint venture company with equal economic interest of Ashiana Housing Ltd. and Arihant Foundations)
- In some of the projects, saleable area has been updated as per latest/revised phasing plan.

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	Ashiana Amaya (Mouza Land, Jharkhand)	3.86	4.30	Premium Homes
Total		66.53	56.60	

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

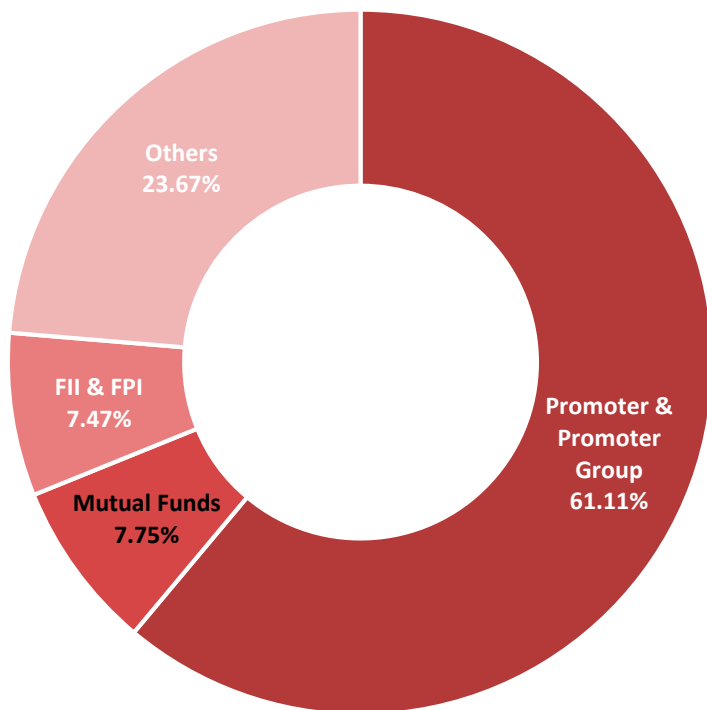
Completed Projects having Inventory

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	15.18	0.15
Bhiwadi	Tarang	4A	100% Ownership	Premium Homes	0.65	0.62	0.03
Bhiwadi	Surbhi	1-5 & Plaza	100% Ownership	Premium Homes	4.02	3.34	0.68
Bhiwadi	Nirmay	4	100% Ownership	Senior Living	2.09	1.96	0.13
Gujarat	Navrang	1	81 % of Revenue	Premium Homes	1.68	1.66	0.02
Neemrana	Aangan Neemrana	Plaza	100% Ownership	Premium Homes	0.04	0.02	0.02
Jaipur	Amantran	1 & 2	75% of Revenue Share	Premium Homes	4.78	4.75	0.03
Jaipur	Rangoli Gardens Plaza	Plaza	50% of the Profits	Premium Homes	0.68	0.58	0.10
Jaipur	Umang	2, 5 & 6	100% Ownership	Kid Centric Homes	10.73	10.15	0.58
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	3.43	0.01
Pune	Utsav Lavasa	1, 2, 3 & 4	100% Ownership	Senior Living	5.12	4.28	0.84
Total					48.66	46.03	2.65

*** 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 31st Dec 2024

Shareholding Pattern



Institutional Holding above 1%

Rank	Fund / Institution	No. of Shares	% Holding
1	India Capital Fund Limited	66,22,903	6.59%
2	SBI Contra Fund	77,05,353	7.67%
3	Investor Education And Protection Fund Authority Ministry Of Corporate Affairs	35,75,894	3.56%



**For Any
Queries, Contact**



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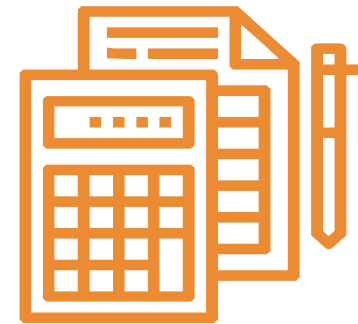
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01 About Ashiana

02 Business Model

03 Accolades

04 Abbreviations





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

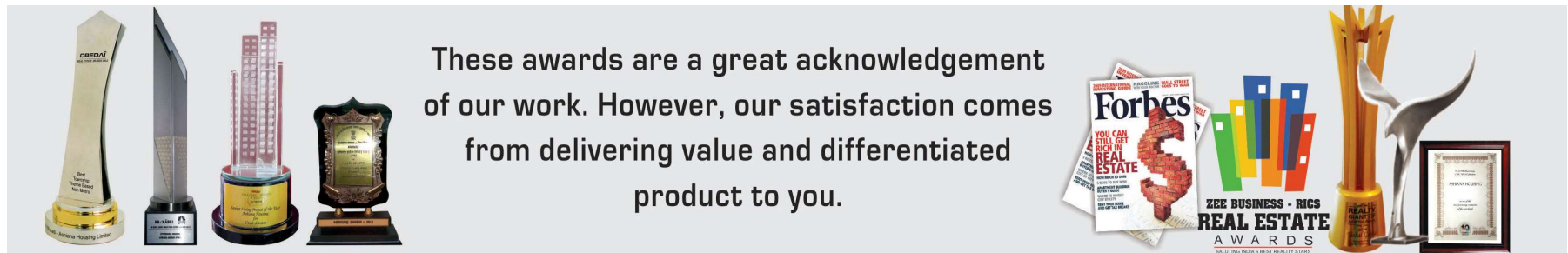
Land is Raw Material

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

Accolades

Awards & Recognitions

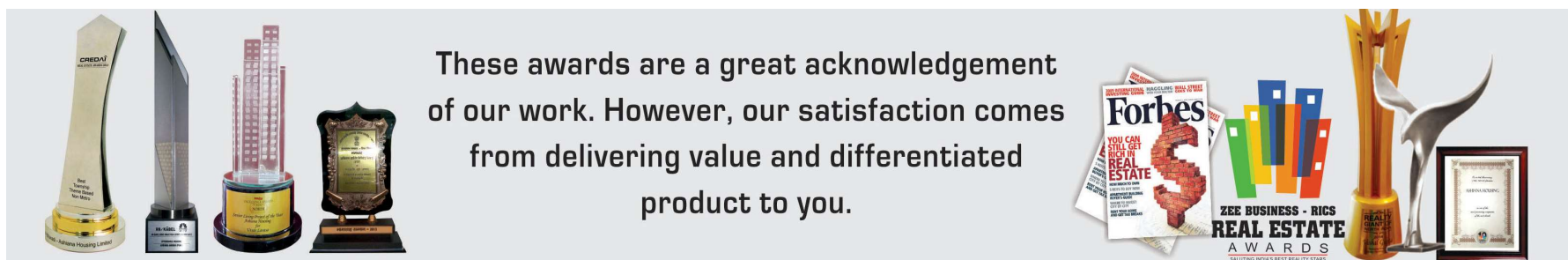
2010	2011	2012	2013	2014	2015
<ul style="list-style-type: none"> Rated by FORBES' among Asia's 200 Best Under a Billion Dollar Companies Received BMA - Siegwark award for Corporate Social Responsibility 	<ul style="list-style-type: none"> Ashiana Aangan Bhiwadi awarded as India's Best Residential Project (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 	<ul style="list-style-type: none"> Ashiana Aangan, Bhiwadi awarded as India's Best Affordable Housing by CNBC Awaaz Ashiana Aangan, Bhiwadi awarded as NCR's Best Affordable Housing by CNBC Awaaz Received BMA - Siegwark award for Corporate Social Responsibility 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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
2015	2017	2018	2019	2020	
<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Awarded Themed Project of the Year for Ashiana Umang, Kid Centric Homes by Realty+ Excellence Awards (North) Awarded Real-Estate Website of the Year for being user friendly, visually aesthetic with easy navigation by Realty+ Excellence Awards (North) 2018 	<ul style="list-style-type: none"> Recognised for Digital Campaign of the year "Behatar Parvarish ka Pata" by ABP News Ranked as India's No. 1 Senior Living Brand 3 times in a row by Track2 Realty 	<ul style="list-style-type: none"> Recognised as Best Theme based Project "Ashiana Anmol-Kid Centric" by Realty+ Excellence Awards (North) 2019 Ranked as No. 1 Developer in North India and No. 5 in India by Track2 Realty. 	



Accolades

Awards & Recognitions

2021	2022	2023	2024
<ul style="list-style-type: none"> Ranked as India's No. 1 Senior Living Brand 4 times in a row by Track2 Realty 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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.



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

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

Safe Harbor

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.