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Date: 12th November 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 and half year ended on 30th September 2020

Dear Sir,

Please find attached herewith an Investor update/Presentation for the quarter and half year ended on 30th September 2020 in PDF form.

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)

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CIN: L70109WB1986PLC040864

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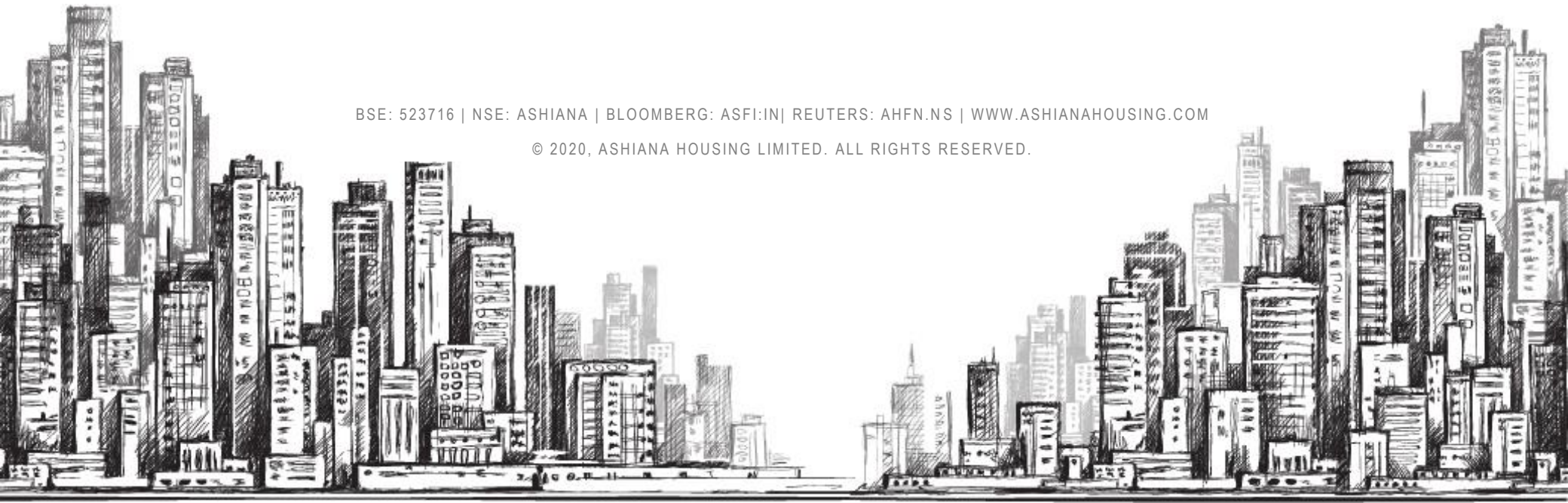
Investor Update

For the quarter ended 30th September, 2020



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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Quarterly Highlights

- Booking higher at 2.29 Lakhs Sq. ft.(Q2FY21) vs. 0.81 Lakhs Sq. ft (Q1FY21). The bookings in this quarter had significant contribution from launch of Ph-5 of Vrinda Gardens in Jaipur and launch of a block for sale in Ph-3 Nirmay, Bhiwadi. And the bookings which were due for cancellations in Ashiana Amantran, Jaipur have been considered in this quarter after updation in the software
- Area constructed higher at 3.01 Lakhs Sq. ft. (Q2FY21) vs 1.21 Lakhs Sq. ft. (Q1FY21). Construction impacted in Quarter 1 due to lockdown.
- Pre-tax operating cash flows positive at INR 30.04 Crores (Q2FY21) vis-a-vis positive INR 10.56 Crores (Q1FY21)
- Revenue recognized from completed projects of INR 36.22 Crores (Q2FY21) vs INR 25.19 Crores (Q1FY21) The area delivered in Q2FY21 was higher at 1.06 Lac Sq. ft. vis a vis area delivered in Q1FY21 at 0.82 Lac Sq. ft.
- Other Income of INR 13.57 Crores (Q2FY21) vs INR 12.82 Crores (Q1FY21). Other income includes income from Maintenance, Hospitality and Income from Investments (i.e. all incomes other than revenue from completed projects and partnership income)
- Total Comprehensive Income negative at INR 1.74 Crores (Q2FY21) vs. negative INR 2.30 Crores (Q1FY21)
- Delivered Ph-2 of Ashiana Shubham, Chennai and launched Ph-5 of Vrinda Gardens, Jaipur during the quarter

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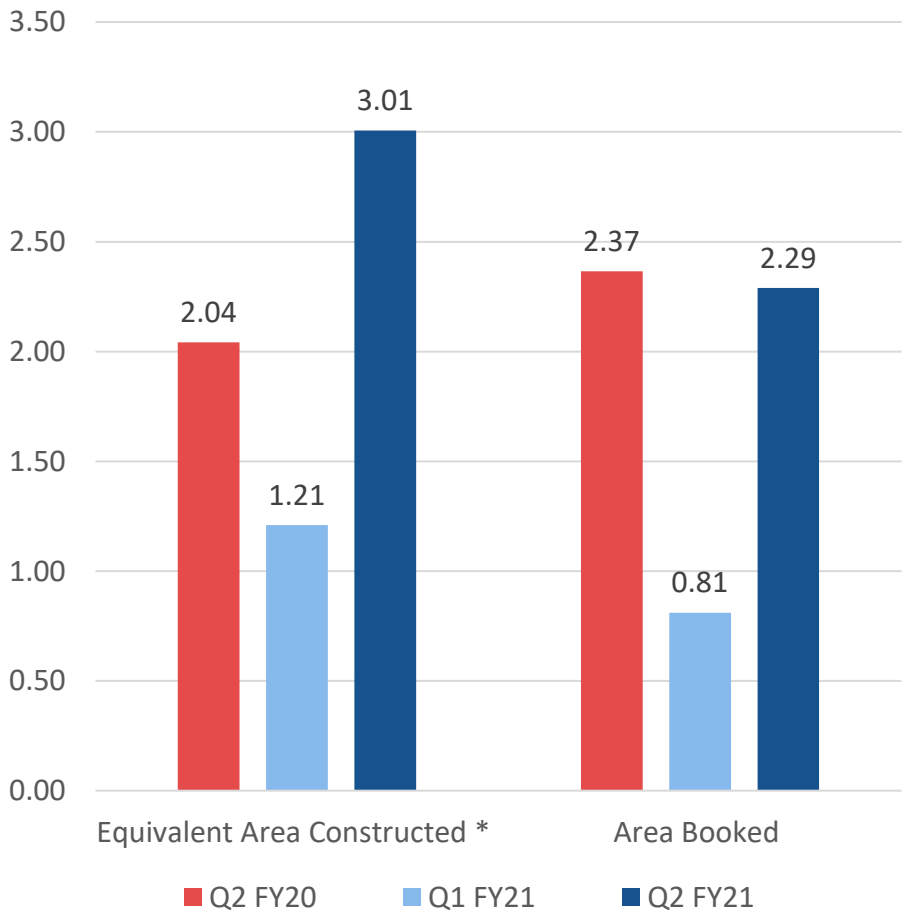
Quarterly Operational Overview



- Area booked as well as area constructed has recovered in this quarter as compared to previous quarter. Q1FY21 was impacted due to lockdown

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

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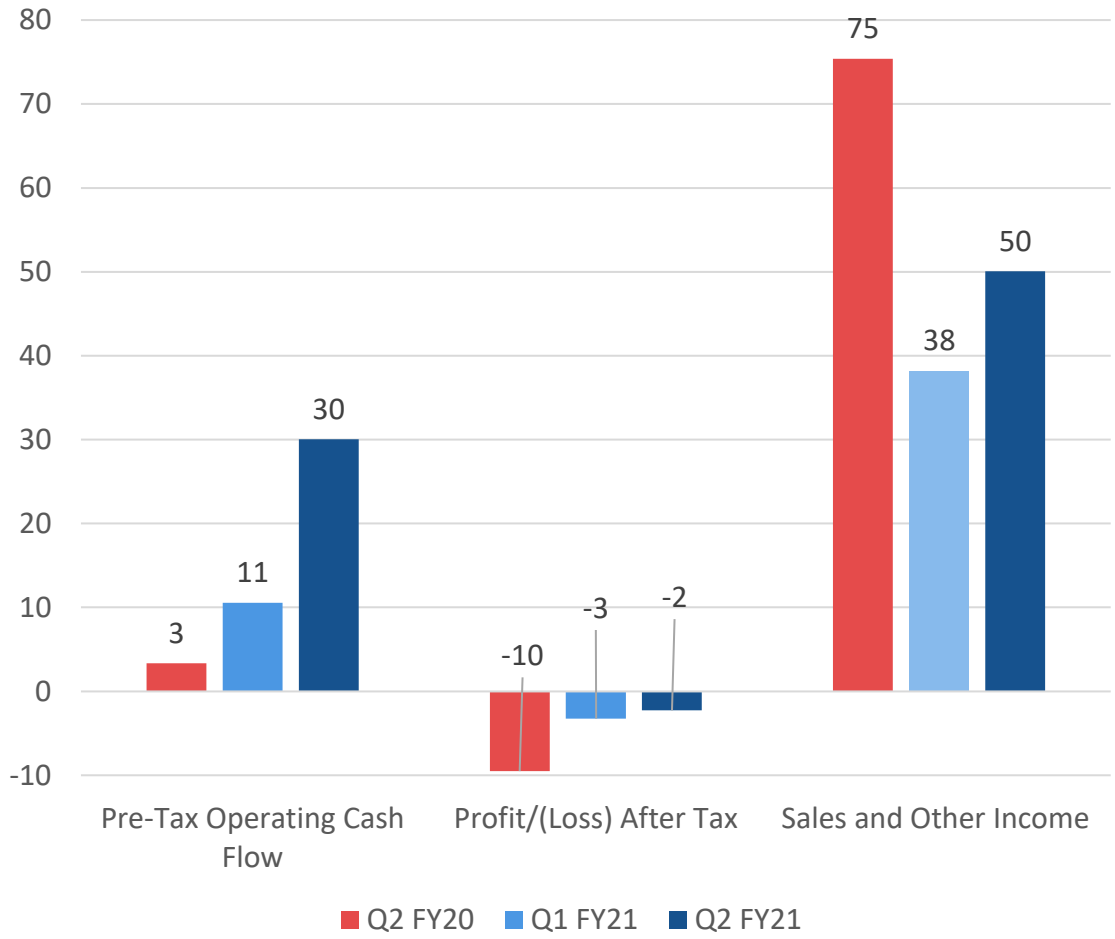
Quarterly Financial



- Pre-Operating Cash Flows positive at INR 30 Crores for Q2FY21 vs positive at INR 10.6 Crores for Q1FY21 due to increase in collections

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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
FY21 Quarter 2	AHL	44.11	1.29	2.09	1.06
	Partnership	31.95	0.99	0.92	0.03
	Total	**76.05**	**2.29**	**3.01**	**1.10**
FY21 Quarter 1	AHL	23.76	0.70	0.78	0.82
	Partnership	3.61	0.11	0.43	0.03
	Total	**27.36**	**0.81**	**1.21**	**0.85**
FY20	AHL	592.74	17.32	6.65	6.98
	Partnership	78.89	2.50	3.20	1.78
	Total	**671.63**	**19.82**	**9.85**	**8.76**
FY20 Quarter 4	AHL	140.43	3.98	2.19	2.69
	Partnership	5.53	0.16	1.08	1.36
	Total	**145.96**	**4.14**	**3.27**	**4.06**
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**

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Quarterly Sales Trend

Project	Location	FY19 Q1	FY19 Q2	FY19 Q3	FY19 Q4	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY21 Q1	FY21 Q2
AHL (Area in Sq. Ft.)											
Aangan	Neemrana	-	-	-	-	-	-	-	(251)	-	(690)
Anmol	Gurgaon	15,600	22,950	10,260	14,660	7,650	17,020	5,015	2,088	1,515	350
Tarang	Bhiwadi	1,384	(2,519)	25,705	10,035	19,323	14,531	8,729	2,502	5,873	14,692
Town	Bhiwadi	30,745	16,290	25,880	25,295	13,275	25,245	18,530	2,800	9,900	27,945
Surbhi	Bhiwadi	4,355	7,350	10,745	11,255	-	5,500	(545)	(255)	(845)	1,355
THR	Bhiwadi	-	-	3,307	3,307	-	-	3,307	-	6,614	-
Nirmay	Bhiwadi	25,211	21,148	28,393	19,325	20,199	19,264	61,001	22,607	(2,787)	38,221
Utsav	Bhiwadi	-	-	-	-	1,420	-	-	-	-	-
Dwarka	Jodhpur	14,190	13,290	15,710	11,550	35,330	2,980	3,850	5,650	1,490	5,340
Utsav	Jaipur	-	-	-	-	-	-	-	3,660	-	-
Umang	Jaipur	28,430	104,985	35,870	58,400	27,645	38,255	16,935	16,220	3,525	10,115
Daksh	Jaipur	-	-	-	-	-	-	4,11,975	73,285	13,844	18,978
Amantran	Jaipur	-	-	-	-	-	-	-	2,15,740	18,380	(35,025)
Navrang	Gujarat	705	1,215	5,370	-	4,860	(1,470)	6,075	3,645	-	10,230
Shubham	Chennai	16,679	19,258	23,184	35,076	41,475	23,973	23,311	38,695	9,069	15,166
Utsav	Lavasa	7,470	(7,055)	(915)	4,900	7,025	(1,705)	(9,340)	(2,210)	(880)	3,535
Sehar	Jamshedpur	-	-	-	-	68,925	27,503	12,413	13,680	4,764	19,253
Aditya	Jamshedpur	-	-	-	-	-	-	3,54,750	-	-	-
Total - Ashiana Housing Limited		**144,769**	**196,912**	**183,509**	**193,803**	**2,47,127**	**1,71,096**	**9,16,006**	**3,97,856**	**70,462**	**1,29,465**
Partnership (Area in Sq. Ft.)											
Vrinda Gardens	Jaipur	112,552	36,107	33,448	56,914	39,544	29,568	42,279	5,921	5,031	72,023
Gulmohar Gardens	Jaipur	22,743	29,150	37,620	31,800	66,897	35,839	18,990	10,306	5,622	27,377
Rangoli Gardens Plaza	Jaipur	-	-	-	-	-	-	1,070	-	-	-
Total - Partnership		**135,295**	**65,257**	**71,068**	**88,714**	**1,06,441**	**65,407**	**62,339**	**16,227**	**10,653**	**99,400**
Grand Total		**280,064**	**262,169**	**254,577**	**282,517**	**3,53,568**	**2,36,503**	**9,78,345**	**4,14,083**	**81,115**	**2,28,865**

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Project wise Cash Flow Position in Ongoing Projects

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	3	2.35	0.89	32.01	14.92	1.10
Bhiwadi	Tarang	2	0.66	0.28	8.31	5.08	0.51
Chennai	Shubham	3	1.78	1.27	51.63	16.98	0.77
Jaipur	Daksh	1 & Plaza	3.26	2.89	96.54	46.50	1.19
Jaipur	Daksh	2	2.35	2.29	74.00	14.40	0.16
Jaipur	Amantran	1	3.24	1.24	44.08	7.16	0.59
Jaipur	Amantran	2	1.03	0.75	27.39	3.17	-
Jodhpur	Dwarka***	3	0.86	0.42	10.85	7.95	0.95
Jamshedpur	Sehar	1	3.44	1.47	54.44	21.88	0.91
Jamshedpur	Aditya	1	3.55	3.55	120.63	34.11	0.70
Lavasa	Utsav **	4	0.63	-	-	-	0.62
Total - Ashiana Housing Limited			**23.14**	**15.04**	**519.88**	**172.13**	**7.49**
Partnership							
Jaipur	Gulmohar Gardens	4	0.64	0.54	14.44	10.07	0.31
Jaipur	Gulmohar Gardens	Villas	1.25	1.05	35.43	20.62	0.48
Jaipur	Vrinda Gardens	3B	3.06	2.74	79.89	68.74	3.05
Jaipur	Vrinda Gardens	4	1.61	0.34	11.40	6.32	1.09
Jaipur	Vrinda Gardens	5	3.20	0.49	15.24	1.07	1.43
Total – Partnership			**9.76**	**5.16**	**156.39**	**106.81**	**6.35**
Grand Total			**32.90**	**20.20**	**676.27**	**278.94**	**13.84**

**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 ***Saleable area was revised as per renegotiation with the JDA partner.*

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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	23.14	15.04	519.88	172.13	7.49
Partnership	9.76	5.16	156.39	106.81	6.35
Grand Total	**32.90**	**20.20**	**676.27**	**278.94**	**13.84**

- Out of a total saleable area of 32.90 Lakhs Sq. ft., 13.84 Lakhs Sq. ft. (42%) has already been constructed
- Out of the total area booked so far, an amount of around INR 397.32 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

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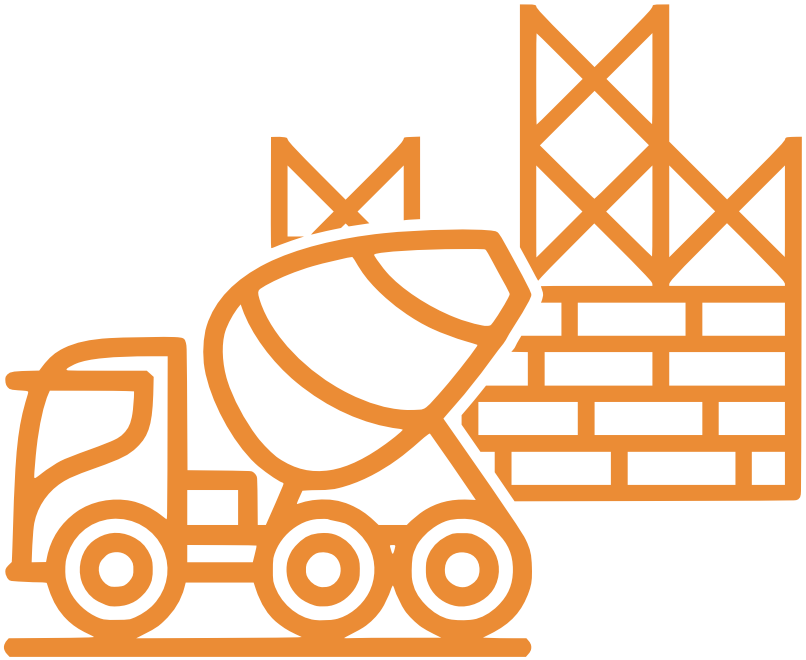
01 Geographical Presence

02 Ongoing Projects Summary

03 Break up of Area Booked

04 Operational data - Yearly
- Quarterly



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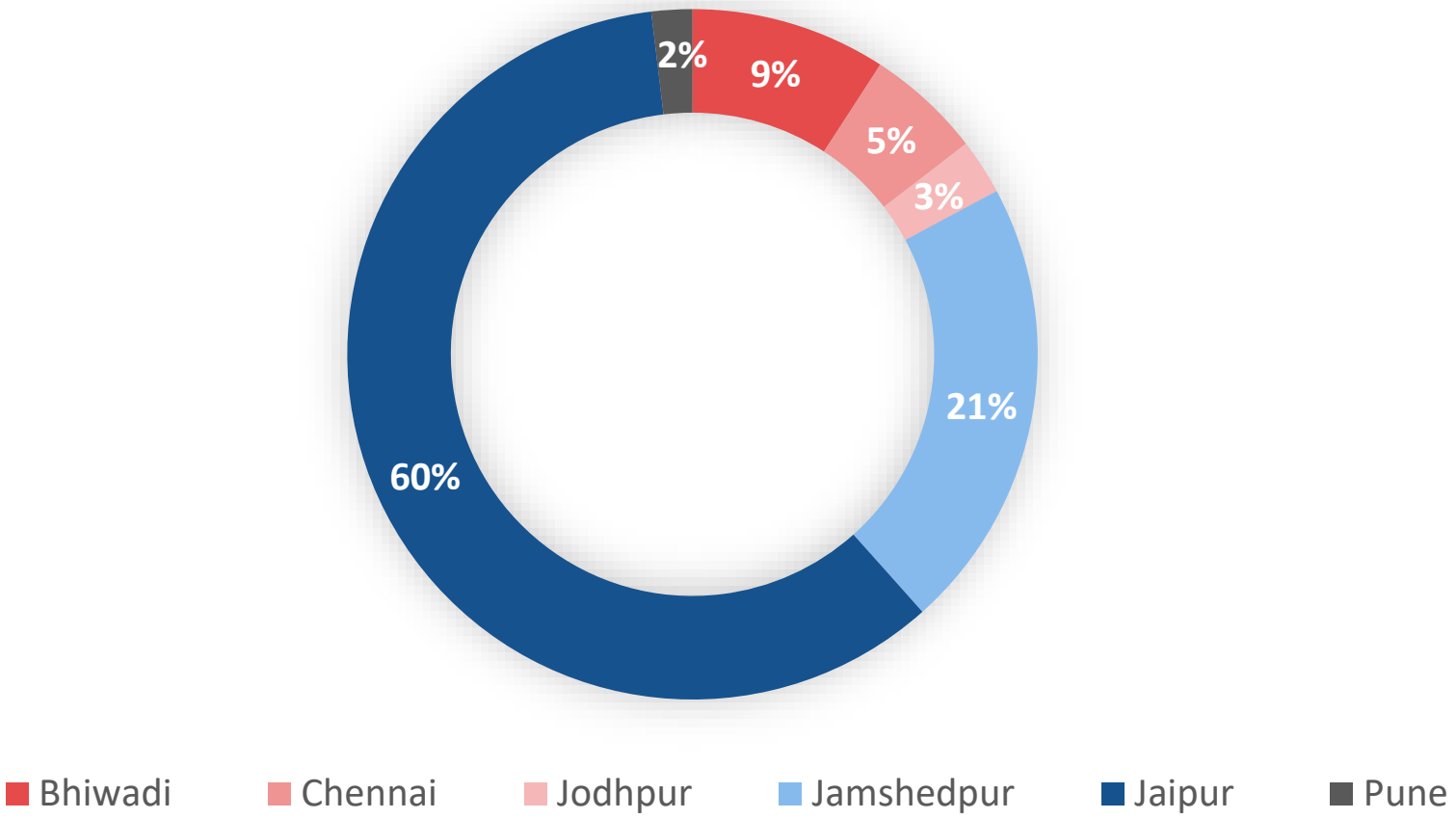
Geographical Presence

Saleable Area of Ongoing Projects



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Ongoing Projects Summary – Expected Completion Timeline

Location	Project	Phase	Economic Interest	Project Type	Saleable Area (Lakhs Sq. ft.)	Area Booked (Lakhs Sq. ft.)	Expected Completion Time
Bhiwadi	Nirmay	3	100%	Senior Living	2.35	0.89	Q3FY23
Bhiwadi	Tarang	2	100%	Comfort Homes	0.66	0.28	Q1FY23
Chennai	Shubham	3	73.75% of Revenue Share	Senior Living	1.78	1.27	Q3FY23
Jaipur	Gulmohar Gardens	4	50% of Profit Share	Comfort Homes	0.64	0.54	Q1FY23
Jaipur	Gulmohar Gardens	Villas	50% of Profit Share	Comfort Homes	1.25	1.05	Q3FY23
Jaipur	Vrinda Gardens	3B	50% of Profit Share	Comfort Homes	3.06	2.74	Q1FY22
Jaipur	Vrinda Gardens	4	50% of Profit Share	Comfort Homes	1.61	0.34	Q3FY23
Jaipur	Vrinda Gardens	5	50% of Profit Share	Comfort Homes	3.20	0.49	Q3FY23
Jaipur	Daksh	1 & Plaza	100%	Comfort Homes	3.26	2.89	Q2FY24
Jaipur	Daksh	2	100%	Comfort Homes	2.35	2.29	Q3FY24
Jaipur	Amantran	1	75% Revenue Share	Comfort Homes	3.24	1.24	Q3FY24
Jaipur	Amantran	2	75% Revenue Share	Comfort Homes	1.03	0.75	Q1FY25
Jodhpur	Dwarka**	3	100%	Comfort Homes	0.86	0.42	Q1FY23
Jamshedpur	Sehar	1	76.75% Revenue Share	Comfort Homes	3.44	1.47	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					**32.90**	**20.20**	

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

*** The saleable area was revised as per renegotiation with the JDA partner*

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Break Up of Area Booked (QoQ)

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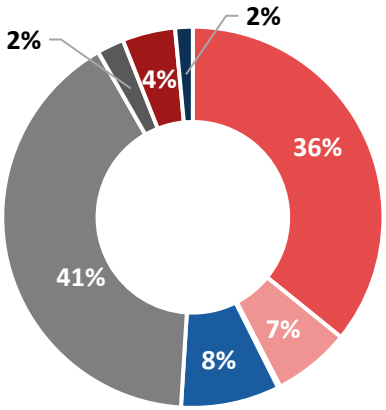
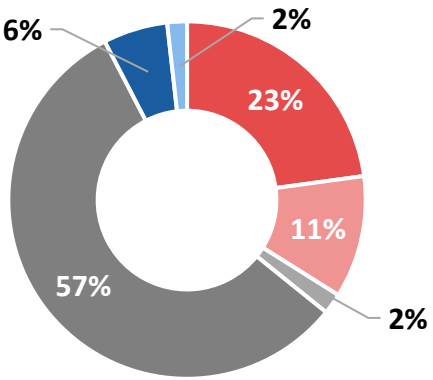
Q2 FY21



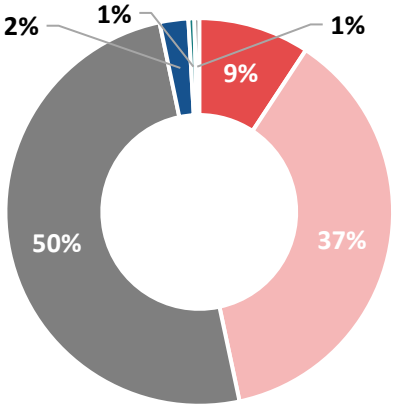
Bhiwadi, Chennai, Gurgaon, Jamshedpur, Jaipur, Jodhpur, Gujarat, Pune

Q1 FY21



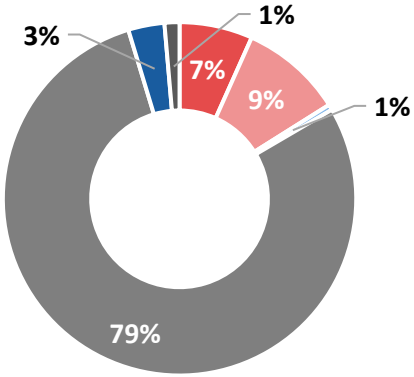
Bhiwadi, Chennai, Gurgaon, Jaipur, Jamshedpur, Jodhpur

Q3 FY20



Bhiwadi, Jamshedpur, Jaipur, Chennai, Gurgaon, Jodhpur

Q4 FY20



Bhiwadi, Chennai, Gurgaon, Jaipur, Jamshedpur, Jodhpur

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Yearly Operational Data

Particulars	Unit	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY20
Equivalent Area Constructed*	Lakhs Sq. ft.	17.87	22.80	23.44	17.39	8.16	7.68	9.85
Area Booked	Lakhs Sq. ft.	22.13	18.12	8.63	6.96	6.93	10.79	19.82
Value of Area Booked	INR Lakhs	64,756	54,772	28,421	22,508	21,736	33,262	67,163
Average Realizations	INR/ Sq. ft.	2,926	3,022	3,293	3,234	3,135	3,082	3,388

**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	Q3 FY19	Q4 FY19	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21
Equivalent Area Constructed*	Lakhs Sq.ft.	1.62	2.46	2.14	2.04	2.39	3.27	1.21	3.01
Area Booked	Lakhs Sq.ft.	2.55	2.83	3.54	2.37	9.78	4.14	0.81	2.29
Value of Area Booked	INR Lakhs	7,692	8,917	11,747	8,058	32,763	14,596	2,736	7,605
Average Realizations	INR/ Sq. ft.	3,022	3,156	3,322	3,407	3,349	3,525	3,373	3,323

**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

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01 Financial Summary YoY

02 Financial Summary QoQ

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Financial Summary YoY (Consolidated)

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Particulars	Unit	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY20
Sales & Other Income	INR Crores	122.80	164.44	542.67	397.02	334.92	350.63	317.55
Operating Expenditure	INR Crores	90.91	105.42	385.47	291.00	266.92	303.37	316.84
EBITDA	INR Crores	31.89	59.02	157.20	106.02	68.00	47.26	0.72
Profit/(Loss) After Tax	INR Crores	21.86	46.49	105.81	67.01	38.23	13.78	(30.24)
Other Comprehensive income	INR Crores	N.A	N.A	4.99	5.77	7.98	5.33	1.29
Total Comprehensive income	INR Crores	N.A	N.A	110.80	72.78	46.21	19.10	(28.95)
Pre - Tax Operating Cash Flow	INR Crores	125.90	72.58	(10.89)	(32.9)	(20.21)	16.41	34.22
EBITDA Margin	%	25.97%	35.46%	28.97%	26.70%	20.30%	13.48%	0.23%
Net Profit/ (Net loss) Margin	%	17.80%	27.99%	19.50%	16.88%	11.42%	3.93%	-9.52%
TCI Margin	%	N.A	N.A	20.42%	18.33%	13.80%	5.45%	-9.12%
Return on Average Net worth	%	7.91%	14.03%	17.60%	10.60%	6.21%	2.47%	-3.78%
Debt to Equity Ratio		0.03	0.06	0.09	0.12	0.16	0.20	0.17

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

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Financial Summary QoQ (Consolidated)

Particulars	Unit	Q3FY19	Q4FY19	Q1FY20	Q2FY20	Q3FY20	Q4FY20	Q1FY21	Q2FY21
Sales & Other Income	INR Crores	70.88	66.81	66.76	75.38	76.82	98.59	38.19	50.05
Operating Expenditure	INR Crores	59.96	69.24	69.82	80.74	76.73	89.55	36.98	49.24
EBITDA	INR Crores	10.93	(2.43)	(3.06)	(5.36)	0.09	9.05	1.21	0.81
Profit/(Loss) After Tax	INR Crores	3.44	(7.88)	(5.50)	(9.51)	(7.11)	(8.12)	(3.27)	(2.29)
Total Comprehensive income	INR Crores	5.84	(6.25)	(4.87)	(9.05)	(6.39)	(8.63)	(2.30)	(1.74)
Pre - Tax Operating Cash Flow	INR Crores	3.94	9.95	4.42	3.32	21.35	5.14	10.56	30.04
EBITDA Margin	%	15.41%	-3.64%	-4.58%	-7.11%	0.12%	9.18%	3.17%	1.63%
Net Profit/ (Net loss) Margin	%	4.85%	-11.79%	-8.24%	-12.62%	-9.26%	-8.23%	-8.57%	-4.57%
TCI Margin	%	5.72%	-9.35%	-7.30%	-12.01%	-8.32%	-8.75%	-6.01%	-3.48%

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Future Outlook

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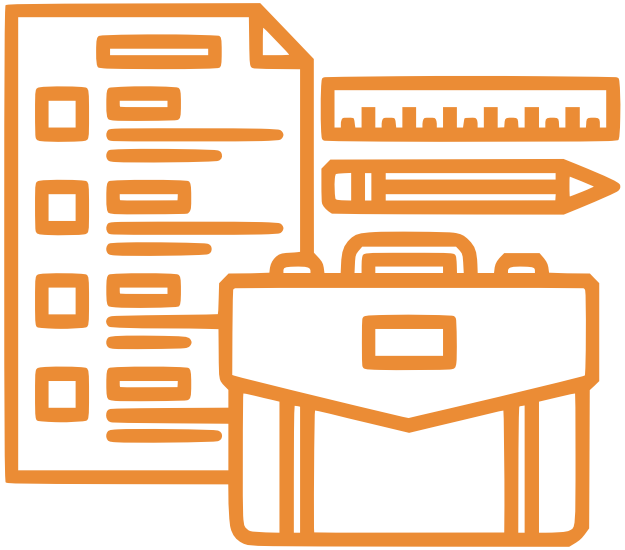
01 Future Projects Summary

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 & 5	100%	8.66
Bhiwadi	Gamma	1	100%	18.45
Bhiwadi	Nirmay	4 & 5	100%	2.41
Jaipur	Ashiana Daksh	3	100%	1.17
Jaipur	Ashiana Amantran	3	75% of Revenue Share	3.52
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
Jodhpur	Dwarka *	4 & 5	100%	3.28
Neemrana	Aangan	2	100%	4.37
Lavasa	Utsav	5	100%	0.84
Total				**57.56**

** The terms have been renegotiated with the JDA partner and our share in Phase 4 & 5 now stands at 100%*

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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	Ashiana Malhar	11.34	11.80	Comfort Homes /Senior Living
Kolkata	Maitri/Nitya	19.72	14.88	Kid Centric Homes/Senior Living
Total		**78.89**	**64.18**	

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

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 & 2	100%	Senior Living	3.35	3.35	3.30	0.05	-
Bhiwadi	Tarang	1 & Plaza	100%	Comfort Homes	2.30	2.29	2.19	0.09	0.01
Bhiwadi	Town	1,2 & 3	100%	Kid Centric Homes	15.33	12.79	12.49	0.30	2.54
Bhiwadi	Surbhi	1-5 & Plaza	100%	Comfort Homes	4.02	3.33	3.26	0.07	0.69
Bhiwadi	THR	1 & Plaza	100%	Comfort Homes	1.28	1.05	1.04	0.01	0.23
Bhiwadi	Utsav	2 & 3	100%	Senior Living	4.92	4.91	4.89	0.01	0.01
Chennai	Shubham	2	73.75% of Revenue	Senior Living	1.63	1.37	0.44	0.93	0.10
Gurgaon	Anmol	1 & Plaza	65% of Revenue	Kid Centric Homes	4.18	2.76	2.59	0.16	1.43
Gujarat	Navrang	1, 2 & 3	81% of Revenue	Comfort Homes	3.27	3.13	3.05	0.09	0.14
Neemrana	Aangan	1 & Plaza	100%	Comfort Homes	4.24	4.15	4.13	0.03	0.09
Jodhpur	Dwarka*	1 & 2	Area Share	Comfort Homes	2.47	2.45	2.45	-	0.01
Jaipur	Gulmohar Gardens	3, 6 & 8	50% of Profit Share	Comfort Homes	3.62	3.62	3.57	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 & 4	100%	Kid Centric Homes	12.43	12.17	11.53	0.64	0.25
Jaipur	Vrinda Gardens	1 , 2 & 3A	50% of Profit Share	Comfort Homes	7.22	7.21	7.17	0.03	0.01
Pune	Utsav	1, 2 & 3	100%	Senior Living	4.51	4.19	4.12	0.07	0.32
	Total				**75.30**	**69.25**	**66.71**	**2.54**	**6.05**

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

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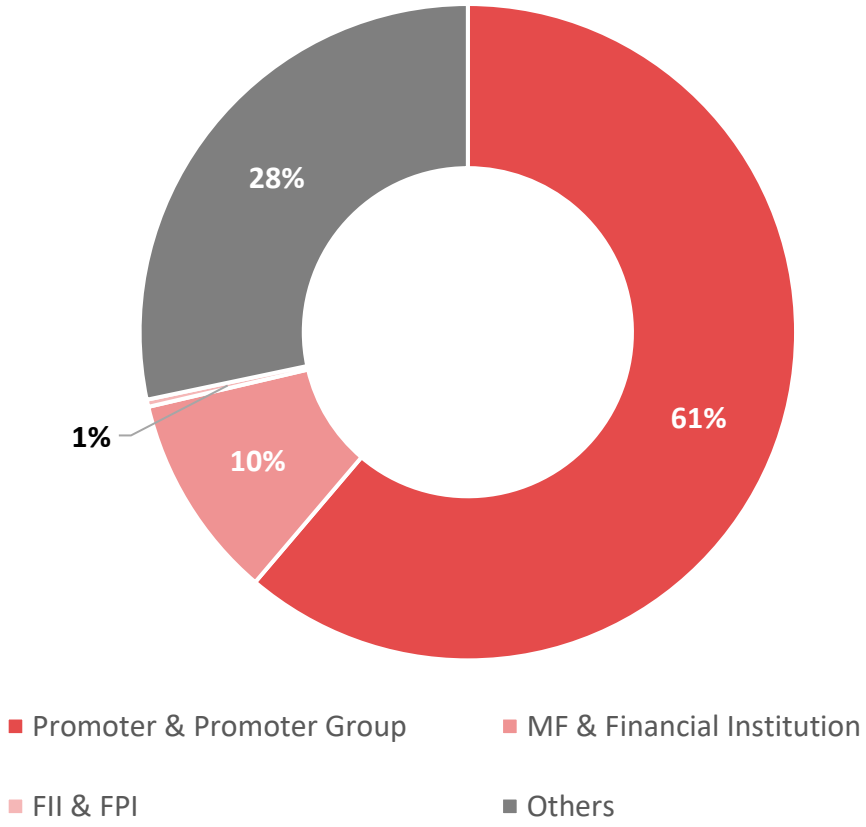
Shareholding Pattern as on 30th September 2020

Shareholding Pattern



Institutional Holding above 1%

Rank	Fund / Institution	No. of Shares	% Holding
1	ICICI Prudential Equity & Debt Fund	75,67,131	7.48%
2	SBI Small Cap Fund	27,26,821	2.66%

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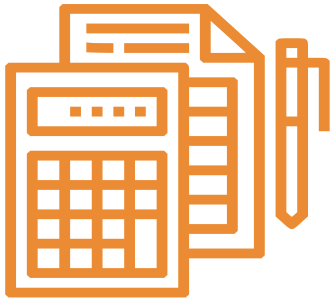
Annexure

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	237.11 lakhs sq. ft. constructed Operations in 10 Locations 14,310 units under maintenance

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

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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

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 Affordable Housing** by **CNBC Awaaz**
- **Ashiana Aangan, Bhiwadi** awarded as **NCR's Best Affordable Housing** by **CNBC Awaaz**
- Received **BMA - Siegwerk** award for **Corporate Social Responsibility**

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**

2015

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

2019

- 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**

2020

- 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**.

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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