

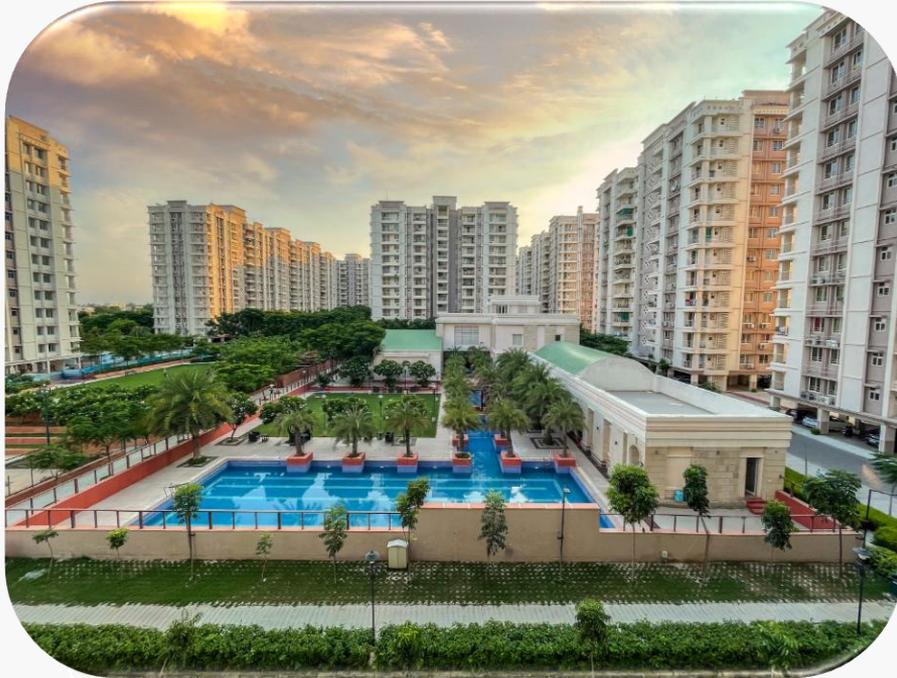
Purpose Led Profitable Growth

Investors and Analysts Meet
24 Feb 2026

Strong pre-sales visibility | Improving ROE | Focused execution



About Ashiana Housing



A 45-Year Track Record Built on Execution and Delivery

Ashiana's pure-play residential strategy focuses on execution consistency across cycles with a proven history of delivery in structurally stable markets.

A presentation on business models, competitive strength, and the strategic evolution of Senior Living.

Content Overview

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Ashiana – Core Business

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Annexures



SECTION 01

Core Business

What consistently differentiates Ashiana's model



Executive Summary

Ashiana Housing stands as a differentiated player in Indian real estate — combining scale, financial discipline, and category leadership. Here's a snapshot of what defines us today.

1,300+

Employee Strength

19,000+

Happy Ashiana Families

45+ Years

Legacy of Excellence

8 Locations

Presence Across 5 States

₹3,200+ Cr

Market Capitalization

323L+

Sq. Ft. Delivered

0.20x

Debt-Equity Ratio*

1

Senior Living Brand
9 consecutive years

*Debt excludes IFC.

Business Model: Why Our Approach Wins

Focused senior housing strategy, lean land use, and in-house execution

Business Decision	How We Differ	Why It Matters
Product / Customer Segment	30% business driven by senior housing, now trending toward 50%	Large unaddressed market with almost no competition. Less cyclical. Cheaper land. Higher pricing power. Better margins.
Land Acquisition	Treat land as raw material. Maintain inventory at 5–7x annual sales	Leaner balance sheet, lower risk of getting stuck with expensive land bought at the wrong time.
Construction	Primarily in-house execution	Better control of process, quality, and delivery timelines. Consistent deliveries ahead of promise.
Sales & Incentives	Primarily in-house. Selective channel partners with training	No mis-selling. Lower customer acquisition cost. Preserves firm culture.
Upkeep & Maintenance	Entirely in-house	Better quality and accountability. Higher resident satisfaction.

Our Core Strengths



Execution Excellence

In-house construction and project management ensure consistent quality and on-time delivery across all locations.



Brand & Customer Trust

High brand recall , Transparent dealings, Strong presence in NCR, Jaipur & Chennai



Strong Culture

A values-driven organization built on transparency, commitment, and going the extra mile — reflected in employee retention and customer trust.



Senior Living Leadership

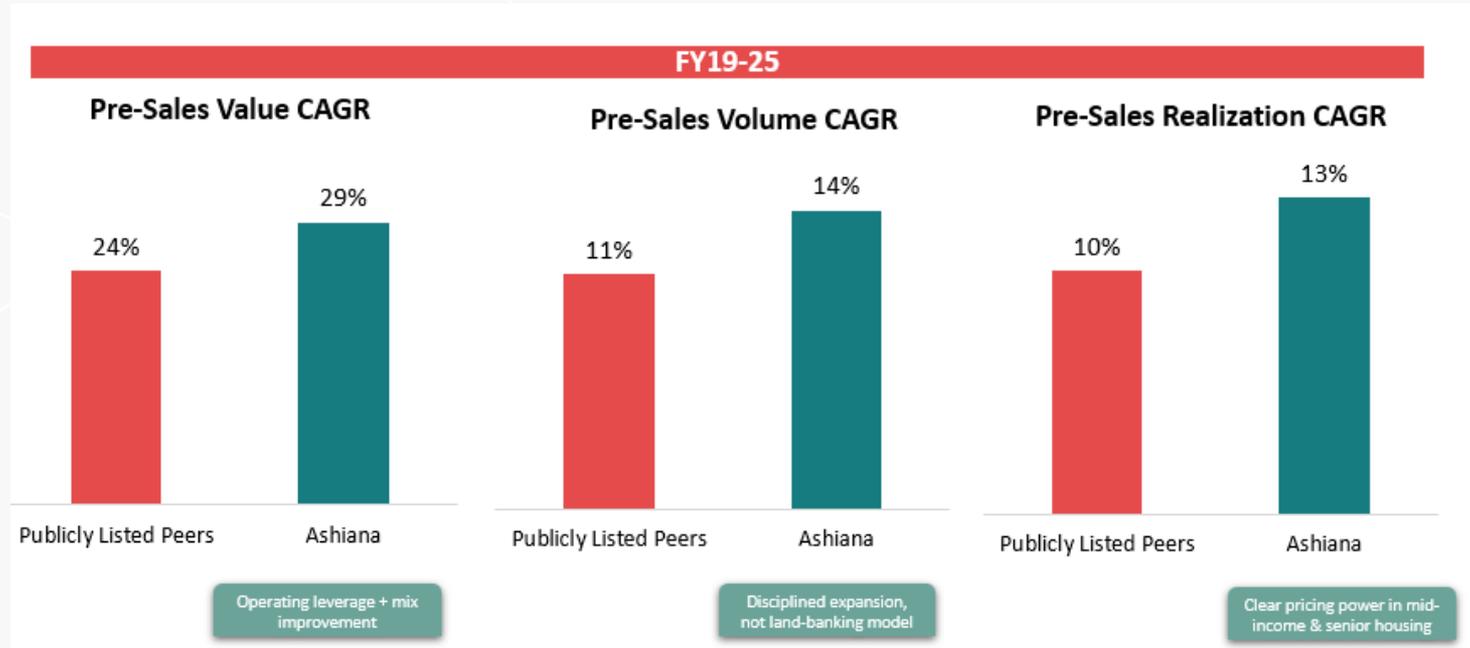
Differentiated product offering with structural demand tailwinds and attractive unit economics.



Financial Strength

Net cash Position , Prudent Leverage ((D/E* ~0.20) , Sustainable ~15% ROE & Disciplined capital allocation

Structural Growth Reflected in Value, Volume & Realizations

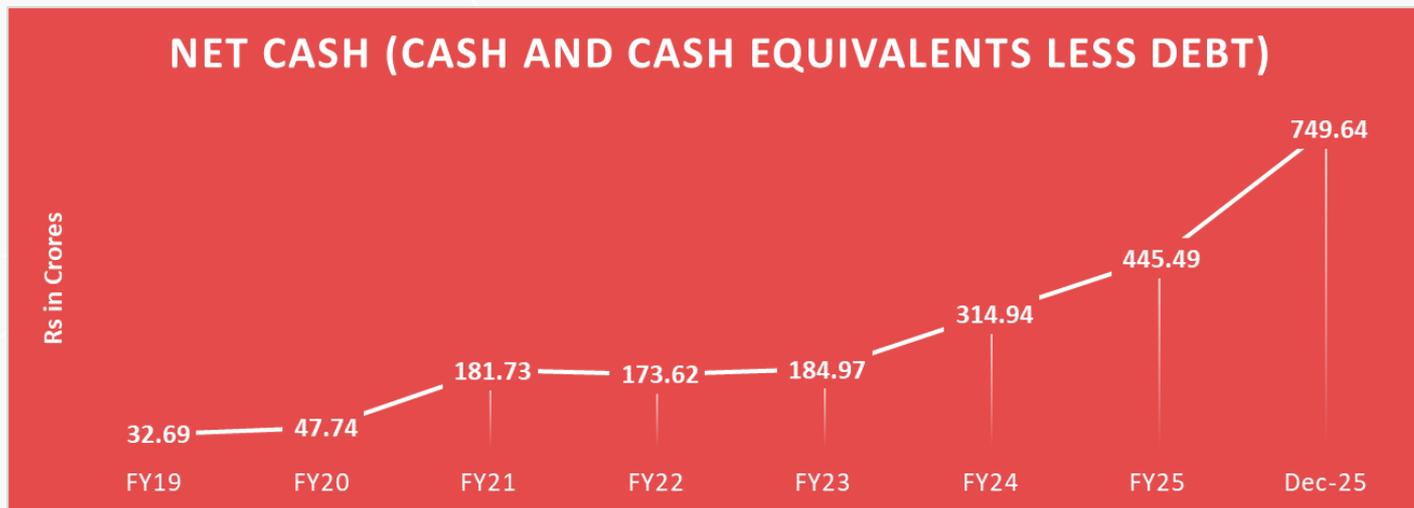


Ashiana has delivered growth across value, volume, and realization ahead of listed industry averages.

Source: Company filings.

Note: Peer set defined as publicly listed residential real estate developers in India with market cap > ~₹5,000 Cr with consistent delivery track record.

...While Staying Focused And Avoiding Undue Risk



Consistently Net Cash Positive

100%

Focus on Domestic Residential Market

(32%)

Maximum Single City Exposure

ZERO

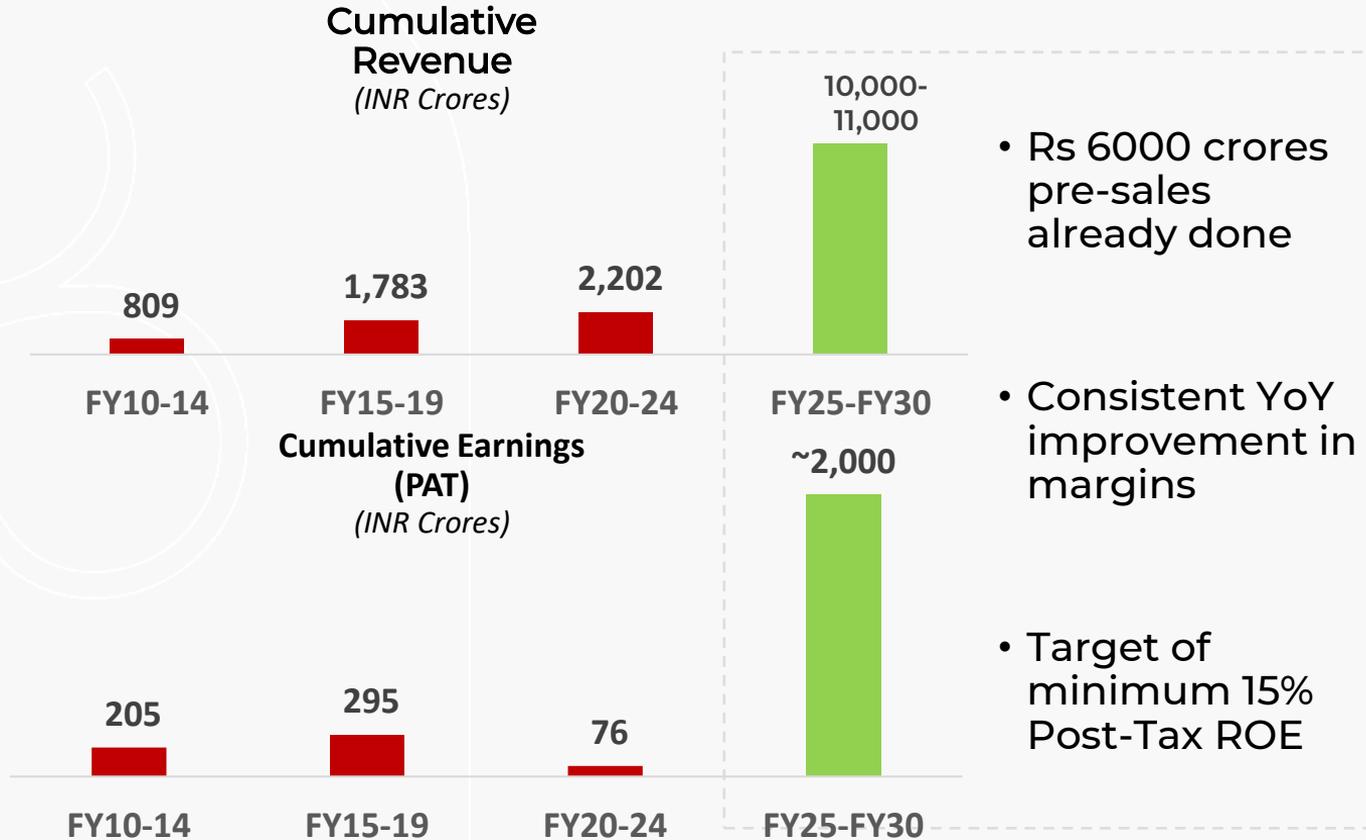
Exposure to Commercial Leasing

ZERO

Exposure to International Markets

* Debt excludes IFC NCDs

In Aggregate - Strong Operating Visibility, Already Starting To Inflect



SECTION 02

Senior Living

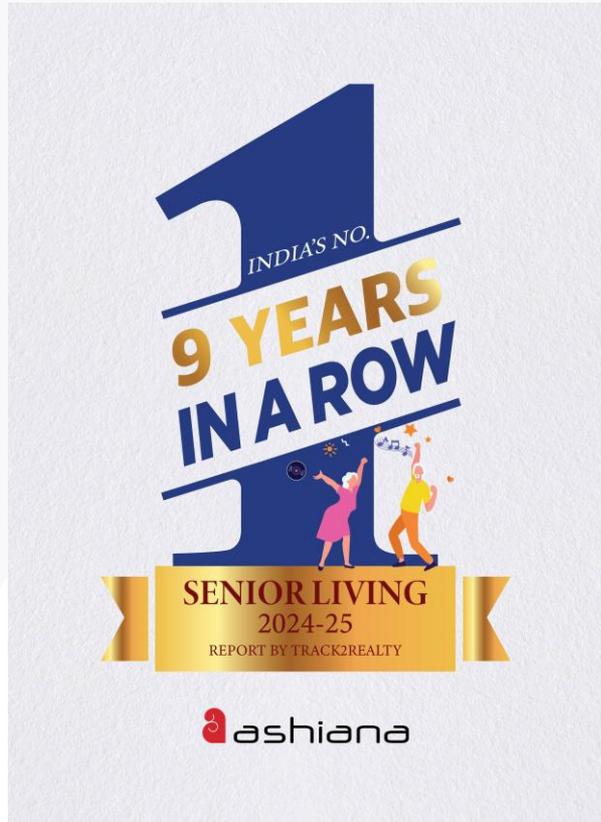




**“Old age should be a
time to celebrate !”**

- Late Shri Om Prakash Gupta
Founder, Ashiana Housing Limited

The vision of our founder celebrates the
essence of joyful and fulfilling senior
living.



India's No 1 Senior living **9th time**
in a row 2025

Spanning 20+ Years of Experience, Ashiana Senior Living has been dedicated to enhance senior's lives by building vibrant ,supportive communities.





9 Projects	5 Locations	6098 Total Units
3953 Units Sold	2940 Units Delivered	3.6 M sq. ft. Delivered

Our Senior Living Legacy

Honouring a Journey of Care & Community

Ashiana Utsav,
Bhiwadi

Ashiana Utsav,
Lavasa

Ashiana Shubham,
Chennai

Ashiana Amodh,
Pune

Swarang (Sophisticated
Senior Living), Chennai

2003

2005

2008

2014

2015

2022

2023

2024

2024

Ashiana Utsav,
Jaipur

Ashiana Niramay,
Bhiwadi

Ashiana Advik,
Bhiwadi

Ashiana Vatsalya,
Chennai



Ashiana Utsav, Bhiwadi



Ashiana Utsav, Jaipur



The Ashiana
Collection

RADIANT
HARBINGER
PIT 102

Ashiana Nirmay, Bhiwadi



Ashiana Utsav, Lavasa



Ashiana Shubham, Chennai

Offering a refined Senior Living experience, Ashiana Senior Living blends sophistication with comfort.



Elegant Design

Thoughtfully crafted spaces with accessible layouts.



Vibrant Social Life

Engaging social spaces with exceptional dining facilities that foster meaningful connections.



Open & Green Spaces

Lush green landscapes offering serenity and relaxation.



Security & Peace of Mind

A secure environment that supports independence and community.



Age-Friendly Design

Senior-focused layouts with grab rails, slip-resistant flooring, and ramps.



Wellness-Centered

On-site medical support and wellness amenities.

Dining Facilities

We believe that great food nourishes both body and spirit. Our community offers a variety of dining spaces — each thoughtfully designed to cater to diverse tastes, dietary needs, and social preferences — so every meal becomes an experience worth savoring.



Dedicated Dining Areas



Social Gathering Spaces

The Heartbeat of Our Community

Life at Ashiana is anything but ordinary. Our residents enjoy a rich calendar of activities and events designed to nurture every dimension of well-being — physical, social, cultural, and spiritual. There is always something to look forward to, and always someone to share it with.



Community Dining

Cookery shows, potluck dinners, Street Food



Sports & Games

Cricket , TT, Billiards, Pickle Ball, Badminton



Fun&Entertainment

Tombola, fun games, childhood games



Cultural Activities

Art workshops, literary circles, and cultural evenings.



Wellness

Yoga sessions, tai chi, health camps, expert talks, and social worker interactions for holistic well-being.



Spiritual & Religious

Satsang, bhajan evenings, and guided meditation to nurture inner peace and spiritual fulfillment.



Tours & Travel

Group visits to multiplexes, picnics, and domestic and international.



Women-Centric Club

Makeup workshops, nail art classes, candle making, and more.



Jashn-11

Inter Senior Living Sports & Cultural Festival by

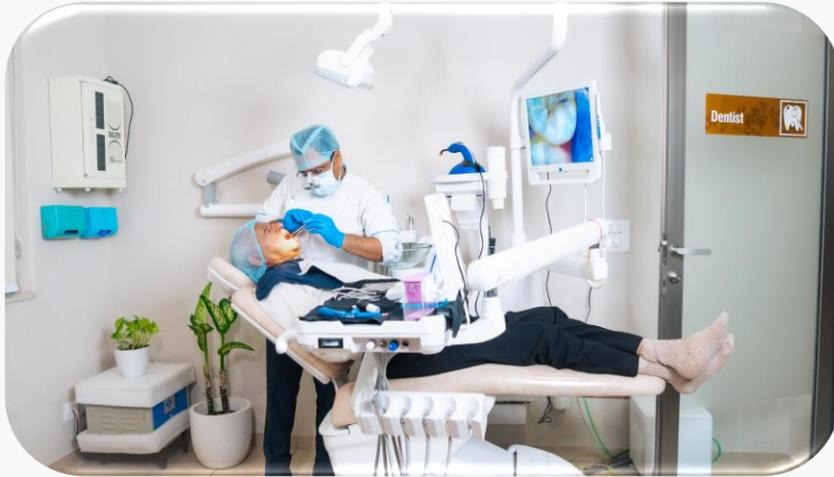
 ashiana®





Ashiana Care Home





Ashiana Care Homes offer a compassionate, personalized living space for seniors who need extra support. These homes provide a perfect blend of medical care and homely warmth, ensuring every resident receives the attention they deserve.

24/7 Medical Support

Round-the-clock nursing care and assistance.

Personalized Care Plans

Tailored to each resident's needs.

Homely Environment

Designed for comfort, safety, and social engagement.

Engaging Activities

Encouraging a fulfilling, active lifestyle.



How We Reach Our Customer

Our go-to-market engine combines high-performance demand generation with lasting brand equity — driving both immediate leads and long-term trust in the senior living category.

Performance Marketing

- High-intent lead generation through Meta & Google
- Scaled using authentic user-generated content
- NRI and Brokers Outreach
- Conclave & Word Of Mouth

Brand Building

- Strong brand visibility on YouTube
- Strategic influencer collaborations
- High-impact partnerships with Curly Tales and Mashable India
- Owned brand asset: Podcast – *Adding Zindagi to Years*, building long-term brand equity and thought leadership



Our Strongest Marketing Comes From Word of Mouth

Referrals continue to be our most powerful growth engine, accounting for a significant share of total sales.

Metrics	FY 24-25	FY 25-26
Total Sales	494	512
Referrals	192	237
Referral Share	38%	46%

23%

Referral Growth

year-over-year increase in
referral-driven sales

The Future of Ashiana Senior Living

We are scaling our senior living portfolio with two distinct product lines — each designed to serve a unique segment of the market — while boldly expanding into India's most dynamic metropolitan markets.

Active Senior Living

Vibrant, community-driven residences for independent seniors seeking an engaged, social lifestyle.

Sophisticated Senior Living

Premium, curated experiences offering elevated design, services, and wellness-focused amenities.

📍 NEW MARKETS



Mumbai (Waverle)



South Bangalore



Chennai (MWC)

Launching our 4th project under Sophisticated Senior Living — a milestone expansion into southern India.



SECTION 03

Senior Living – Financials & Strategy



Demographics



Ashiana's Scale



Financials

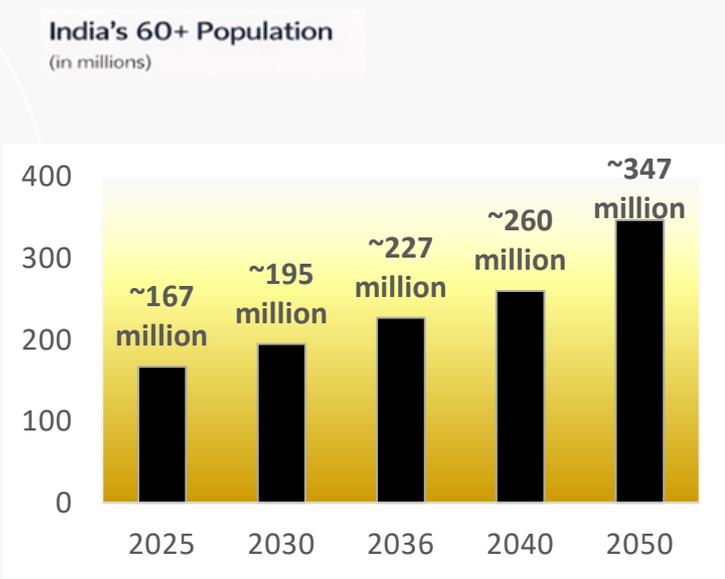


Strategy

Senior Demographics: Structural Growth Tailwind

~19,500
Indians Turn 60+ Every Day
(= 7 million seniors added annually)

India will add ~180 million seniors between 2025–2050 — more than doubling the 60+ population over 25 years.



India's ageing demographic represents a multi-decade structural demand driver for organized Senior Living

Source: Economic Times (Silver Economy Report, 2024); MOSPI Population Projections (2019-2055); Government of India demographic estimates; UN World Population Prospects 2022.

Senior Living – Scaling with Strategic Depth

₹ 346.7 Cr

Value Booked (9MFY26)
30.6% of Total Bookings

₹ 500+ Cr

FY26 Pre-Sales Target

49.35%

Pipeline Mix in Senior Living
(41.71 lsft of 84.52 lsft)

₹ 1,500+ Crore Pre-Sales Target in Next 3-5 Years

Senior Living Portfolio

Delivered

- Bhiwadi
- ✓ Ashiana Utsav
- ✓ Ashiana Nirmay
- ✓ Ashiana Advik (Phase 1)
- Ashiana Utsav Jaipur
- Ashiana Utsav Lavasa
- Ashiana Shubham (Chennai)

Under Execution

- Ashiana Advik (Phase 2) (Bhiwadi)
- Chennai
- ✓ Ashiana Shubham (Phase 5)
- ✓ Ashiana Vatsalya
- ✓ Swarang
- Ashiana Amodh (Pune)

Recent Acquisition

- Chennai – Mahindra World City**
- 22.71 acres (Perpetual Lease)
- ~15 lsft Saleable
- ₹1,200 Cr Sales Potential
- Wavarle, Maharashtra**
- 8.83 acres (Outright Purchase)
- ~4.5 lsft Saleable

Senior Living Financials

Senior Living	FY23	FY24	FY25	FY26E
Pre-Sales Value (In INR Crores)	154.32	294.37	382.90	500.00
Senior Living % in Total Pre Sales Value	12%	16%	20%	25%

Favourable Economics and Market Opportunity in Senior Living

Brand strength, low competition, and scalable margins toward 500–1500 crore revenues



Huge market opportunity: growing need for urban senior living

Rising demand in cities supports long-term growth



Strong brand image

Premium positioning helps pricing and demand



Favourable project economics

Better margin profile in Senior Living



Economies of scale at Rs 500 Cr, 1,000 Cr and 1,500 Cr revenues

Operating leverages to play out in future



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