PURAVANKARA



March, 2013

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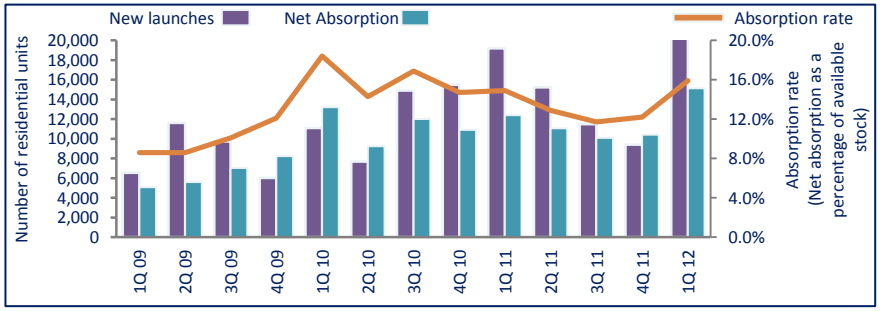
Overview

- **Deep domain knowledge of 38 years of the Promoter Mr. Ravi Puravankara, & his team** have **established Puravankara a s a developer of repute ;**
- **Amongst South India's leading real estate developer with an established presence in residential segment comprising of luxury and premium affordable housing projects;**
  - Projects in Bengaluru, Chennai, Kochi, Coimbatore, Hyderabad, Mysore, Kolkata, Mangalore and Colombo
  - Sales and Marketing offices in Delhi- NCR, United Arab Emirates and Kingdom of Saudi Arabia
- **Established presence in premium affordable housing** through its wholly subsidiary, **Provident** Housing Limited;
  - Projects in Bengaluru, Chennai , Mangalore and Coimbatore
  - Focus on delivering **quality housing at affordable prices** through value engineering
  - Revenue CAGR[1] of 155% between FY10 and 9 months ended FY13
- **Completed 41 residential projects and two commercial projects spanning over 16.52 mm sq ft**
- **Projects under development totaling 28.04 mm sq ft (PPL's economic interest – 25.16 mm sq ft)**
- **Upcoming projects totaling 33.32 mm sq ft (PPL's economic interest – 24.60 mm sq ft)**
- **Strong in-house execution capability together with established relationships with leading Contactors in the County** with focus on quality, internal processes and systems;
- Consolidated sales of INR 832cr and consolidated EBITDA of INR 401cr for 9 months ending December 31, 2012
  - Sales and EBITDA CAGR[1] of 31% and 52% respectively between FY10 and FY12

[1] Cumulative annual growth rate

Puravankara has well defined plays in the right markets

Improving demand in South India market

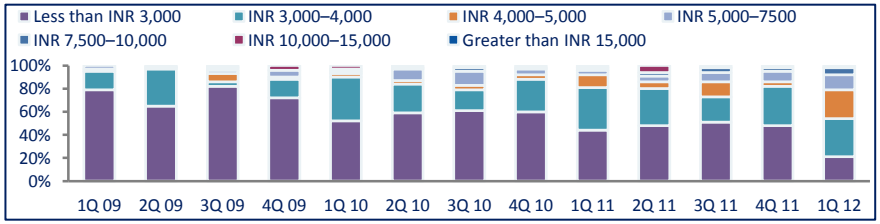


Source: Real Estate Intelligence Service (JLL), 1Q12

Focus on South India

- Leveraging on the IT demand of Bengaluru, infrastructural progress of Hyderabad and industrial growth in Chennai
  - Also present in upcoming cities of Kochi, Mysore, Mangalore and Coimbatore
- Key factors towards growth include
  - Economy (25% of total GDP)[1]
  - Demographics (21% of total population)[2]
  - IT push (12%-14% IT-BPM sector growth in FY 2014)[3]
  - Affordable housing demand

Demand increasingly distributed across price spectrum

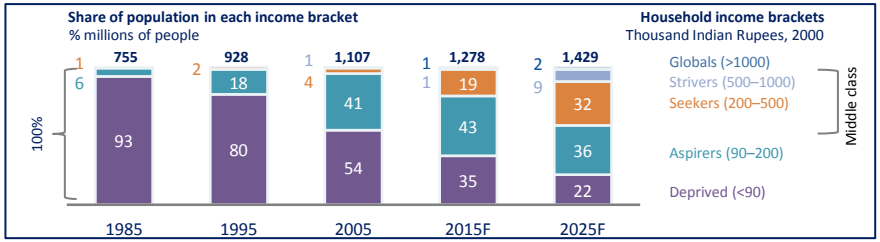


Source: Real Estate Intelligence Service (JLL), 1Q12

Product across price bands

- Presence in both the affordable and the premium luxury segment of real estate
- Maximizing on the opportunity that exists in under served markets
- Developing projects ranging from realization prices of <INR 3,000 to 25,000 per sq. ft.

Growing middle class driving demand for affordable housing



Source: The 'Bird of Gold': The Rise of Indian Consumer Market, 2007, Mckinsey & Co.

Pioneers in affordable housing

- Demand leading to increasing sales in affordable housing
- Economies of scale lead to significant lowering of costs of development
- Few branded players in premium affordable housing segment
- Improvement in infrastructural connectivity to peripheral locations

[1] Planning Commission, Government of India Central Statistical Organization; [2] Directorate of Economics & Statistics of respective State Governments, and for All-India -- Central Statistics Office; [3] Indian IT-BPM Industry – FY2013 Performance Review, FY2014 Outlook, Nasscom

Strong business model

Geographical presence

- Economies of scale through established presence in South India
- Rapidly expanding the offerings in the premium affordable housing segment

Land Bank

- Capitalize on existing land bank with revenue visibility thereon
- Leveraging our brand to identify and source attractive land parcels

Diversified

- Product offerings spanning luxury to premium affordable
- Comprehensive development capabilities

Robust execution

- Technology and process innovations leading to efficient project execution
- Ongoing projects with developable area of 12mm sq ft. as of December 31, 2012

Sustainable growth

- Sales visibility from completed projects of 2mm sq.ft.[1] and ongoing projects of 13mm sq.ft.[1] as of December 31, 2012

Financial track record

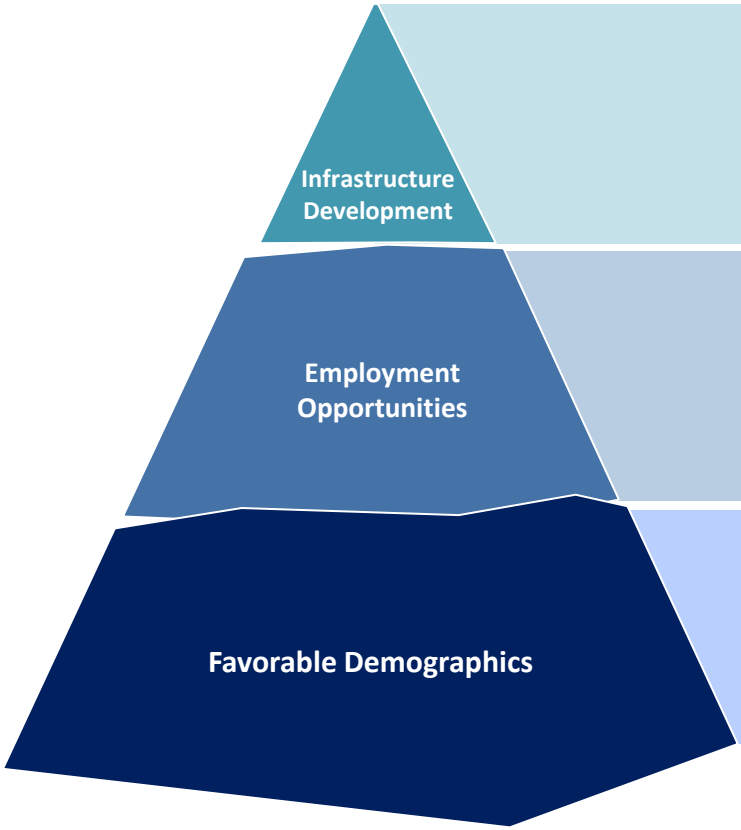
- Consistent growth in profits over last 3 financial years
- Exploring further options to strengthen balance sheet

[1] denotes developable area

Key investment highlights

1. **South India Real Estate market – significant growth potential**
2. **Land bank across various established micro-markets in major cities across South India**
3. **Premium affordable housing through the Provident brand**
4. **Comprehensive development capabilities**
5. **Diversified portfolio**
6. **Strong financial track record**
7. **Experienced management team**

1 South India — an attractive real estate market



- Large infrastructure projects to improve the quality of urban living in the region are ongoing
- Upgradation of road network, flyovers and construction of metro facilities, development of greenfield international airport across our markets
- Townships with modern infrastructure and urban planning are gaining popularity

- Strong presence of International and Domestic IT/ITES companies
  - NASSCOM projects[1] the growth of IT-BPM sector in India to be between 12%-14% in FY2014 with southern states expected to be major beneficiaries of this growth
  - Improving wage and hiring outlook in the IT/ITeS
- Centers of manufacturing industries such as textiles, automobiles, defense, aerospace and pharmaceuticals

- Southern India is one of the fastest growing region in India
  - 21% of the country's population (2011)[2] with a 25% contribution to the total GDP (2012)[3]
- High urbanization rate

[1] Indian IT-BPM Industry – FY2013 Performance Review, FY2014 Outlook, Nasscom
[2] Planning Commission, Government of India Central Statistical Organization
[3] Directorate of Economics & Statistics of respective State Governments, and for All-India -- Central Statistics Office

2 Land bank across various established micro-markets

Land portfolio



- Puravankara is one of South India's established realty brands
- Land bank primarily spread across 7 key cities in South India
- Project size ranging from c.0.1mm sq.ft. to over 6mm sq.ft. depending on demand and markets

Puravankara's share of saleable area breakup

(mm sq ft)	Completed	Ongoing	Upcoming	Total
Bengaluru	12.93	13.21	13.79	**39.93**
Chennai	1.10	6.88	3.31	**11.30**
Kochi	0.27	1.85	7.11	**9.24**
Hyderabad	0.00	0.25	0.00	**0.25**
Coimbatore	0.00	1.85	0.39	**2.23**
Colombo	0.00	0.00	0.00	**0.00**
Mysore	0.00	0.00	0.00	**0.00**
Kolkata	0.00	0.81	0.00	**0.81**
Mangalore	0.00	0.30	0.00	**0.30**
Total	**14.31**	**25.16**	**24.60**	**64.07**

Note: Percentage of land held in individual cities excludes 0.1mm sq ft of completed projects in Mumbai

3 Premium Affordable housing through Provident Brand

- Established Provident Housing Limited in 2008 to create mid and mass housing projects comprising quality affordable apartments in response to burgeoning demand for mid-income housing
  - Affordability is a combination of
    - Efficient design improving effective utilization of space
    - Lower cost of construction through use of technology and innovative construction techniques
    - Land with well connected public transportation
- Caters to the premium affordable housing segment targeting first time home buyers
- Provided for diverse residential needs across the income spectrum
- Booked over 5,000 apartments by December 31, 2012
  - Delivered developable area of 1.1mm sq.ft. as on December 31, 2012
  - Ongoing projects with developable area of 5.3 mm sq ft. as on December 31, 2012
  - Recently launched Provident Sunworth in January 2013 – a large premium affordable housing project spread over 60 acres in Bengaluru
    - 6.0mm sq.ft. phased development of 5,952 apartments has commenced

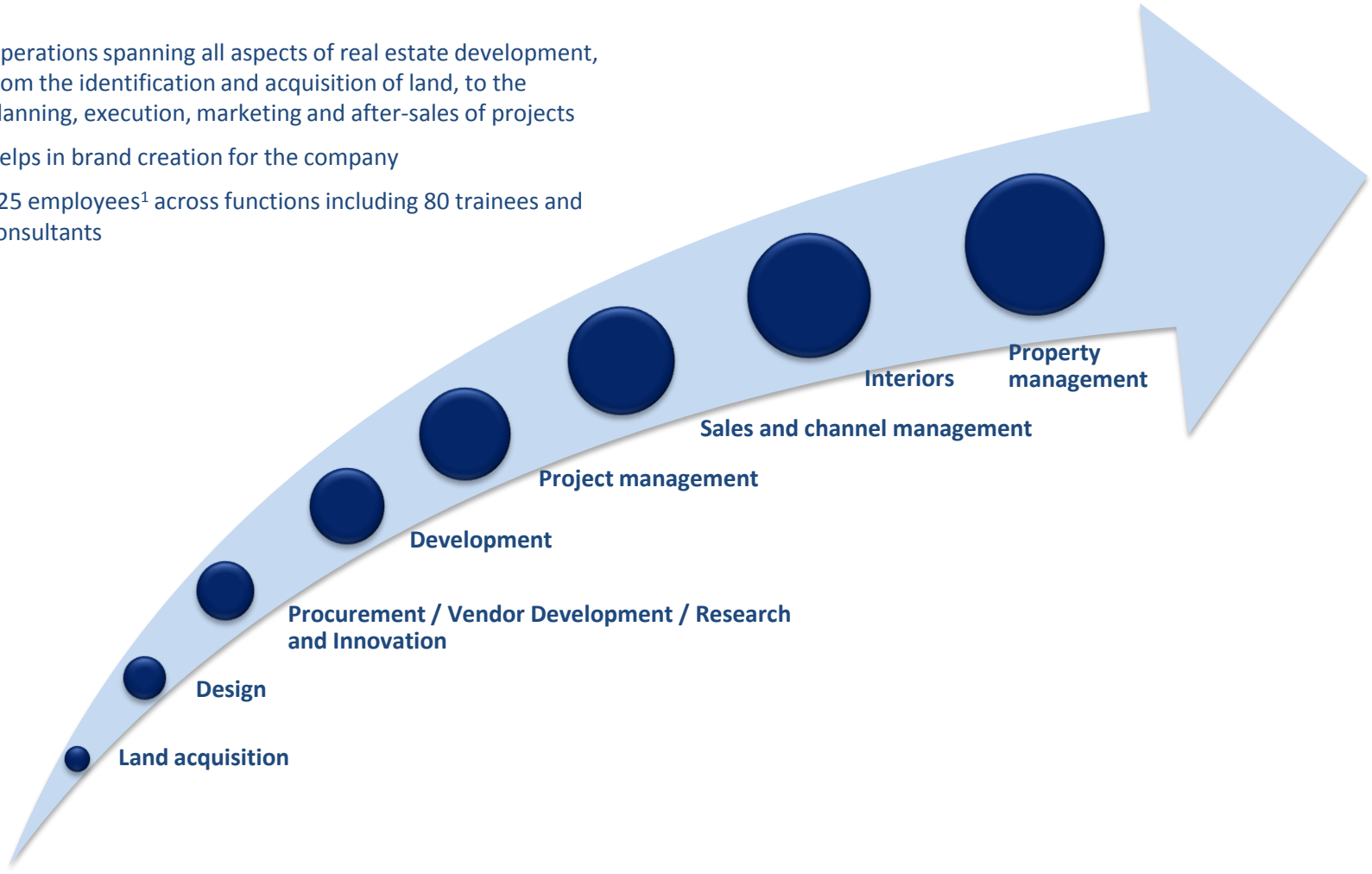
PROVIDENT

Provident Sunworth	Provident Cosmo City Chennai	Provident Welworth City	Provident Harmony
Mysore road Bengaluru (6.0mm sq.ft.) Launch date: Jan 2013	Pudupakkam Chennai (2.2mm sq ft) Launch date: April 2009	Doddaballapur Rd, Bengaluru (3.5mm sq ft) Launch date: Oct 2009	Thannisandra Road, Bengaluru (0.7mm sq ft) Launch date: Mar 2012



4 Comprehensive development capabilities

- Operations spanning all aspects of real estate development, from the identification and acquisition of land, to the planning, execution, marketing and after-sales of projects
- Helps in brand creation for the company
- 925 employees[1] across functions including 80 trainees and consultants

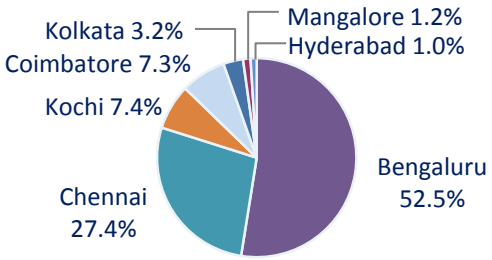


[1] as of December 31, 2012

5 Diversified portfolio

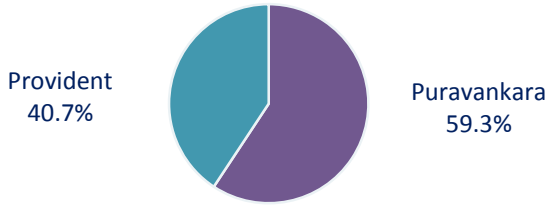
Ongoing development

By geography



Total=25.2 mm sq. ft.

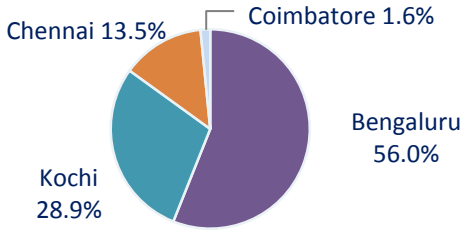
By segment



Total=25.2 mm sq. ft.

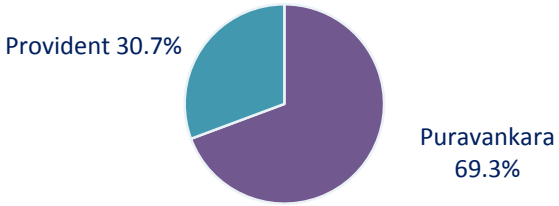
Upcoming development

By geography



Total=24.6 mm sq. ft.

By segment

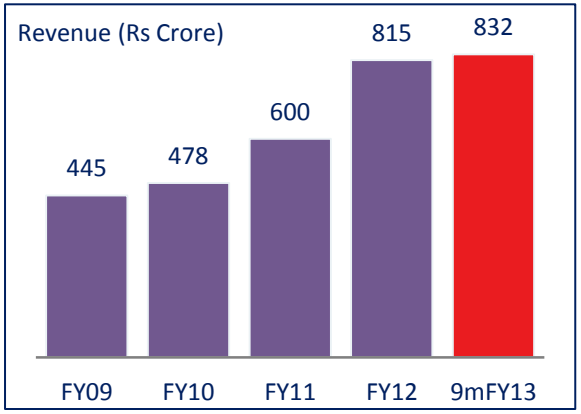


Total=24.6 mm sq. ft.

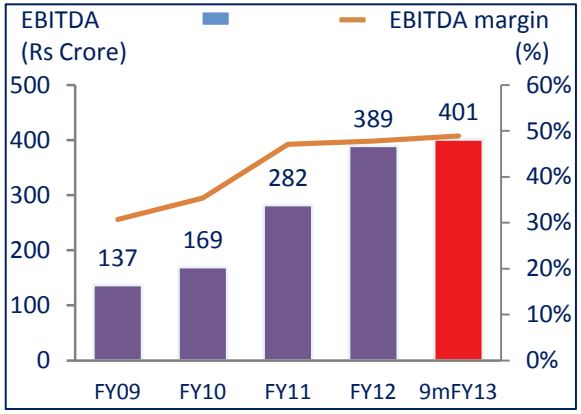
Note: Area denoted only includes Puravankara share of total saleable area

6 Summary financial performance

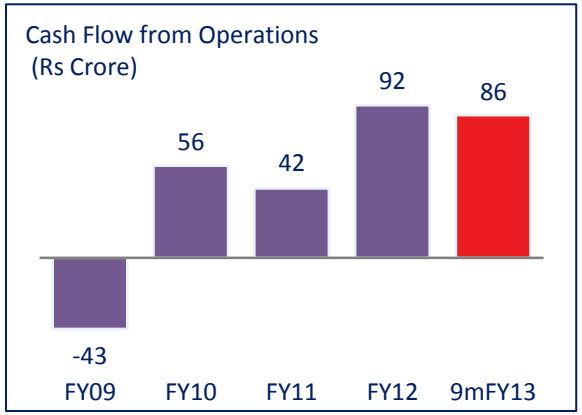
Steady growth in revenues



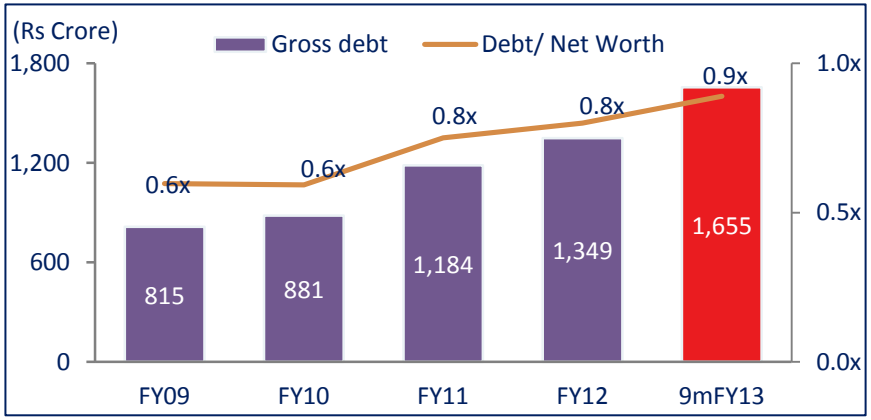
Robust profitability



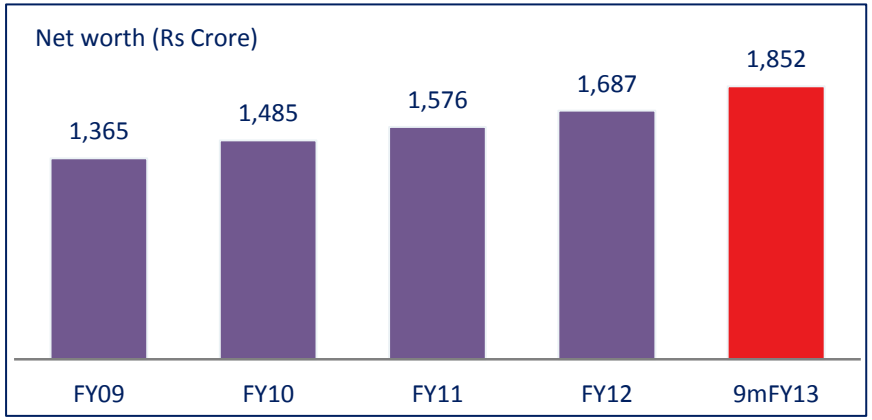
Positive cash flows



Gearing



Increasing net worth



PURAVANKARA

7 Dedicated and experienced management team – committed to best practices of corporate governance

Executive team



Ravi Puravankara *Chairman and Managing Director*



Ashish Puravankara *Joint Managing Director*



Nani R. Choksey *Deputy Managing Director*



Jackbastian Kaitan Nazareth Group *Chief Executive Officer*



Anil Kumar A *Chief Financial Officer*

Non Executive team



Anup Shah *Independent Director*



R.V.S. Rao *Independent Director*



Pradeep Guha *Independent Director*

Key highlights

Residential developer	■ Focused residential developer in high growth markets ■ Established realty brand in south India
Value chain presence	■ Extensively engaged across the entire real estate spectrum from luxury to premium affordable ■ Comprehensive development capability to maximize value
Provident	■ Foray into premium affordable housing through its wholly owned subsidiary, Provident Housing Limited ■ Expansion planned in other cities such as Mysore, Kochi, Coimbatore and Hyderabad
Superior execution	■ Focus on technology and processes to lower turn-around time leading to increasing profits over last 3 financial years ■ Ongoing projects with a total developable area of 12mm sq. ft. as of December 31, 2012
Partnerships	■ Joint venture with Singapore based Keppel Land Limited having ongoing housing projects in two cities in India
Value added services	■ Interior works and modifications division providing further value addition to their customers

Corporate strategy

- **Replenish land bank at strategic locations across south India**
- **Continue to enhance our brand and reputation by focusing on our execution capabilities and delivering value to our customers**
- **Focus on the expansion of our premium affordable housing projects under our Provident brand**
- **Increase the scale of our operations**
- **Pursue project diversification**

Appendix

- Project Details
- Historical Financial Information
- Awards and recognitions
- Project location map

Current Project Status–31 Dec 2012

Project	Asset Type	Region	Developable area	JD/JV share	PPL share of developable area	Area sold till Dec 12
Puravankara						
Elita Promenade	Residential	Bengaluru	2.6	49.0%	1.3	1.3
Elita Garden Vista	Residential	Kolkatta	2.3	36.4%	0.8	0.4
Malasandra (KPD)	Residential	Bengaluru	2.7	49.0%	1.3	–
Atria	Residential	Bengaluru	0.2	62.0%	0.2	0.1
Platina	Residential	Bengaluru	0.1	63.9%	0.1	0.0
Midtown	Residential	Bengaluru	0.5	74.8%	0.3	0.3
Season	Residential	Bengaluru	1.1	60.0%	0.7	0.1
Sunflower	Residential	Bengaluru	0.6	70.6%	0.4	–
Primus	Commercial	Chennai	0.2	60.0%	0.1	–
Gainz	Commercial	Bengaluru	0.3	76.9%	0.2	–
Hosur Rd-Chamundi* (SD & JD)	Comm./Resi	Bengaluru	1.3	62.0%	0.8	–
JP Nagar (Sy.No.102, Kothanur-Sarfaraz)	Residential	Bengaluru	0.2	71.0%	0.1	–
HD Gangaraj-Chinnacurchi & BM Kaval,Kengeri	Residential	Bengaluru	3.8	61.3%	2.3	–
Kanakapura Mall	Residential	Bengaluru	0.6	60.0%	0.4	–
Hanumesh	Residential	Bengaluru	0.2	64.0%	0.1	–
Hi-Tech City (Kondapur, Summit)	Commercial	Hyderabad	0.8	50.0%	0.4	–
Venezia	Residential	Bengaluru	2.1	100.0%	2.1	2.0
Highland-1	Residential	Bengaluru	1.3	100.0%	1.3	0.9
Highland-2	Residential	Bengaluru	1.2	100.0%	1.2	–
Grandbay	Residential	Kochi	0.5	100.0%	0.5	0.3
Eternity	Residential	Kochi	1.0	100.0%	1.0	0.5
Swanlake-1	Residential	Chennai	0.8	100.0%	0.8	0.5
Swanlake-2	Residential	Chennai	0.3	100.0%	0.3	0.0
Moon Reach	Residential	Kochi	0.4	100.0%	0.4	0.2
Skywood-1	Residential	Bengaluru	0.7	100.0%	0.7	0.6
Skywood-2	Residential	Bengaluru	0.6	100.0%	0.6	0.4
Windermere-1	Residential	Chennai	1.5	100.0%	1.5	1.0
Bluemont-1	Residential	Coimbatore	0.8	100.0%	0.8	0.4
Bluemont-2	Residential	Coimbatore	1.0	100.0%	1.0	–
Oceana	Residential	Kochi	0.3	100.0%	0.3	0.1
Whitehall	Residential	Bengaluru	0.4	100.0%	0.4	0.1
Windermere-2	Residential	Chennai	0.3	100.0%	0.3	0.0
Winderemere 3	Residential	Chennai	2.4	100.0%	2.4	–
Maoneto	Commercial	Chennai	0.4	100.0%	0.4	–

Note: Area sold based on sales agreement executed

Current Project Status–31 Dec 2012

Project	Asset Type	Region	Developable area	JD/JV share	PPL share of developable area	Area sold till Dec 12
Bellandur (Basava Reddy Pasha + sy 81/1B, 1C)	Residential	Bengaluru	0.6	100.0%	0.6	–
Kachanayakanahlli village	Residential	Bengaluru	3.0	100.0%	3.0	–
Kanakpura DP (Sy.No.18/1A1, 22, Mallasandra)	Residential	Bengaluru	2.0	100.0%	2.0	–
Malasandra Sy. No. 28	Residential	Bengaluru	0.7	100.0%	0.7	–
Kudlu (Skywood Terraces)	Residential	Bengaluru	0.5	100.0%	0.5	–
Bellandur (Basava Reddy Pasha + sy 81/1B, 1C)	Residential	Bengaluru	0.6	100.0%	0.6	–
Padur (Abdul Khader)	Commercial	Chennai	1.9	100.0%	1.9	–
Edapalli-I, Cochin	Commercial	Kochi	0.6	100.0%	0.6	–
Edapalli-II, Cochin	Residential	Kochi	4.2	100.0%	4.2	–
GIDA, Marine Drive, Cochin	Commercial	Kochi	1.7	100.0%	1.7	–
GIDA, Marine Drive, Cochin-1	Commercial	Kochi	1.8	100.0%	1.8	–
Colombo Ja-ela	Residential	Colombo	1.4	100.0%	1.4	–
Purva Jade II	Residential	Chennai	0.1	100.0%	0.1	–
Puravankara Total			**51.5**		**43.7**	**9.2**
Provident						
Harmony	Residential	Bengaluru	0.7	67.5%	0.4	0.3
Skyworth	Residential	Mangalore	0.6	73.0%	0.4	–
D. Muniraju, , Milesandra Village, Kengeri	Residential	Bengaluru	1.8	70.0%	1.2	–
Selvapuram	Residential	Coimbatore	0.6	70.0%	0.4	–
Cosmos City-1	Residential	Chennai	1.1	100.0%	1.1	1.1
Cosmos City-2	Residential	Chennai	1.1	100.0%	1.1	0.8
Welworth City	Residential	Bengaluru	1.1	100.0%	1.1	1.1
Welworth City II	Residential	Bengaluru	1.1	100.0%	1.1	0.8
Welworth City III	Residential	Bengaluru	1.2	100.0%	1.2	0.1
Sunworth	Residential	Bengaluru	6.0	100.0%	6.0	–
Provident Total			**15.3**		**14.3**	**4.1**
Total			**66.8**		**57.9**	**13.4**

Note: Area sold based on sales agreement executed

Audited consolidated financial statement

Income statement

	Financial year ended		9 months ended
in INR mm	31-Mar-11	31-Mar-12	31-Dec-12
Revenue from operations			
Revenue from projects	5,935	8,104	8,197
Other operating revenues	62	41	113
Other income	2	10	15
Total	**5,999**	**8,155**	**8,325**
Material and contract cost	3,686	4,746	4,383
Land cost	2,702	3,772	1,750
Decrease / (increase) in inventory	(4,037)	(5,588)	(3,329)
Employee benefit expense	375	492	542
Finance expense, net	38	54	1,662
Depreciation and amortization	1,317	1,928	51
Other expenses	449	829	968
Total	**4,529**	**6,233**	**6,026**
Profit before tax and share of profit / (loss) in associates, net	1,470	1,922	2,298
Share of profit / (loss) in associates, net	(12)	43	112
Profit before tax	**1,459**	**1,965**	**2,410**
Tax expense	280	629	764
Profit after tax and before prior period items	1,179	1,336	1,647
Prior period income (net of tax expense)	-	21	-
Net profit for the period	**1,179**	**1,357**	**1,647**

Audited consolidated financial statement (cont'd)

Balance Sheet

	Financial year ended		Period ended
in INR mm	**31-Mar-11**	**31-Mar-12**	**31-Dec-12**
Shareholders' Funds	15,764	16,873	18,520
Non-current liabilities			
Long-term borrowings	5,172	6,209	8,160
Other long-term liabilities	23	3	10
Long-term provisions	45	59	52
	5,241	**6,270**	**8,222**
Current Liabilities			
Short-term borrowings	2,895	3,755	3,569
Trade payables	944	1,382	1,589
Other current liabilities	6,277	5,339	6,346
Short-term provisions	298	289	275
	10,414	**10,765**	**11,779**
	31,418	**33,909**	**38,520**
Non-Current Assets			
Fixed assets	461	726	815
Non-current investments	1,189	1,233	1,345
Properties held for development	11,605	8,281	8,006
Deferred tax assets (net)	-	1	13
Long-term loans and advances	2,486	2,570	2,033
Other non-current assets	49	72	170
	15,791	**12,884**	**12,382**
Current Assets			
Inventories	11,874	17,319	20,620
Trade receivables	1,144	1,920	2,723
Cash and bank balances	950	731	1,161
Short-term loans and advances	904	650	726
Other current assets	755	405	909
	15,627	**21,025**	**26,138**
	31,418	**33,909**	**38,520**

Awards and achievements

Awards for Provident projects



Welworth City
Popular Choice – Affordable Housing of the Year, 2013 at Real Estate Awards for Retail Excellence

Awards for Puravankara projects



Purva Fountain Square
Luxury Project of the Year at Realty Excellence Awards, 2011



Purva Highland
Environment Friendly Project of the Year (Residential), 2013 at Real Estate Awards for Retail Excellence



Purva Windermere
Most Admired Upcoming Project of the Year, 2013 at Real Estate Awards for Retail Excellence



Purva Fountain Square
Best Ornamental Garden, 2013 by the Mysore Horticulture Society

PURAVANKARA
PROVIDENT

Management awards

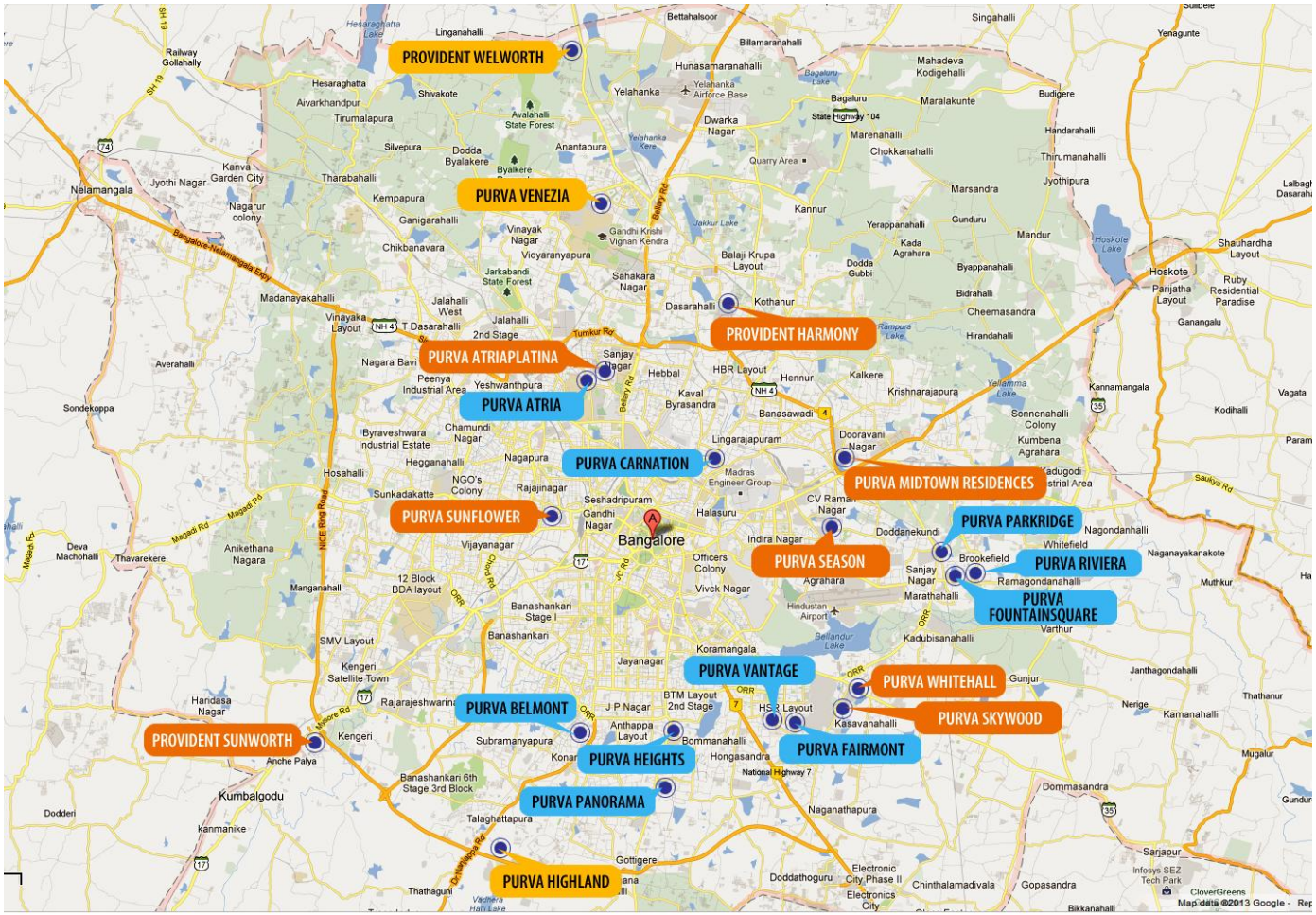


Ashish Puravankara
Young Achievers Award, 2013 at Real Estate Awards for Retail Excellence



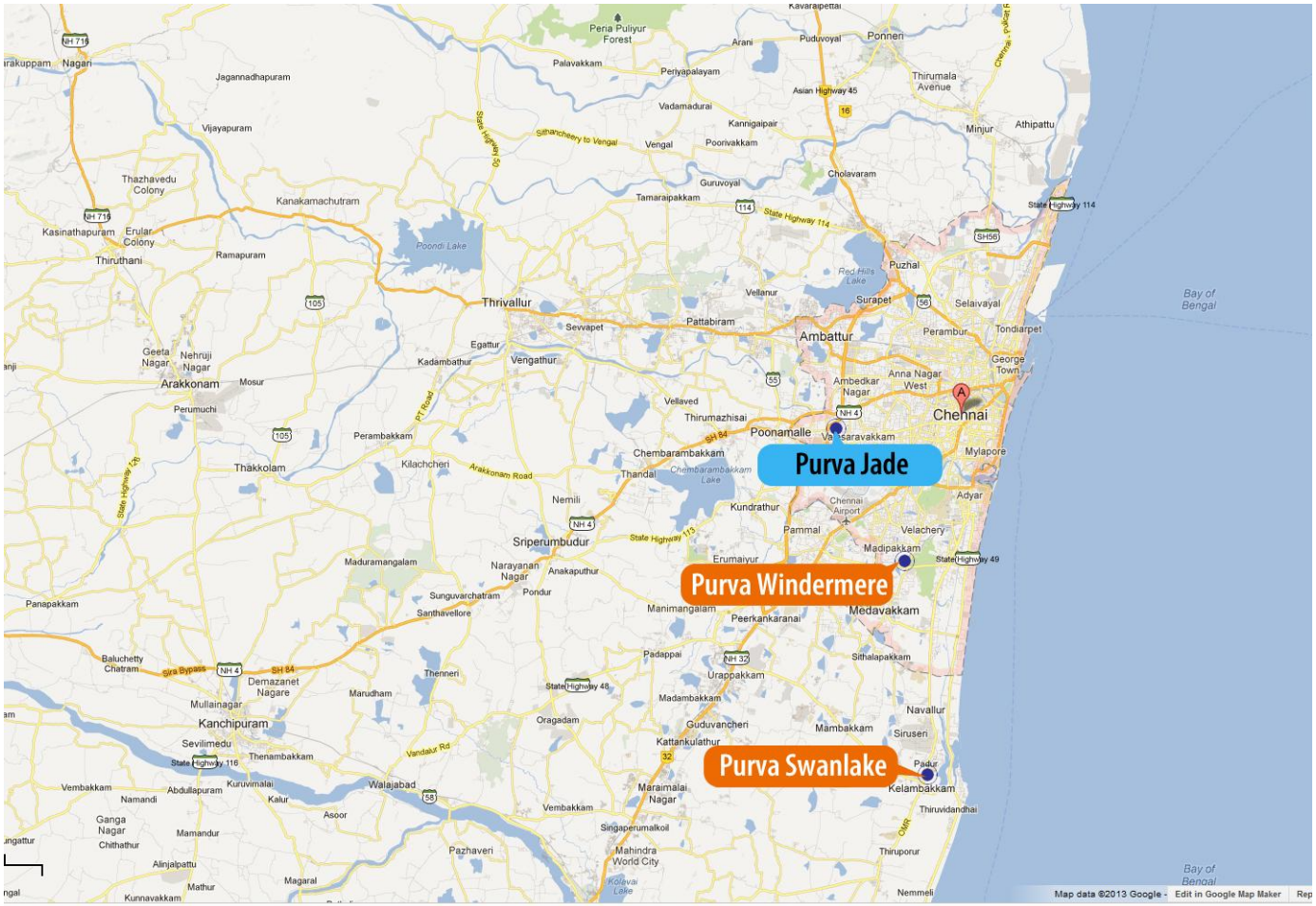
Puravankara Projects
Employer of the Year in Real Estate at Realty Excellence Awards, 2011

Bengaluru location map



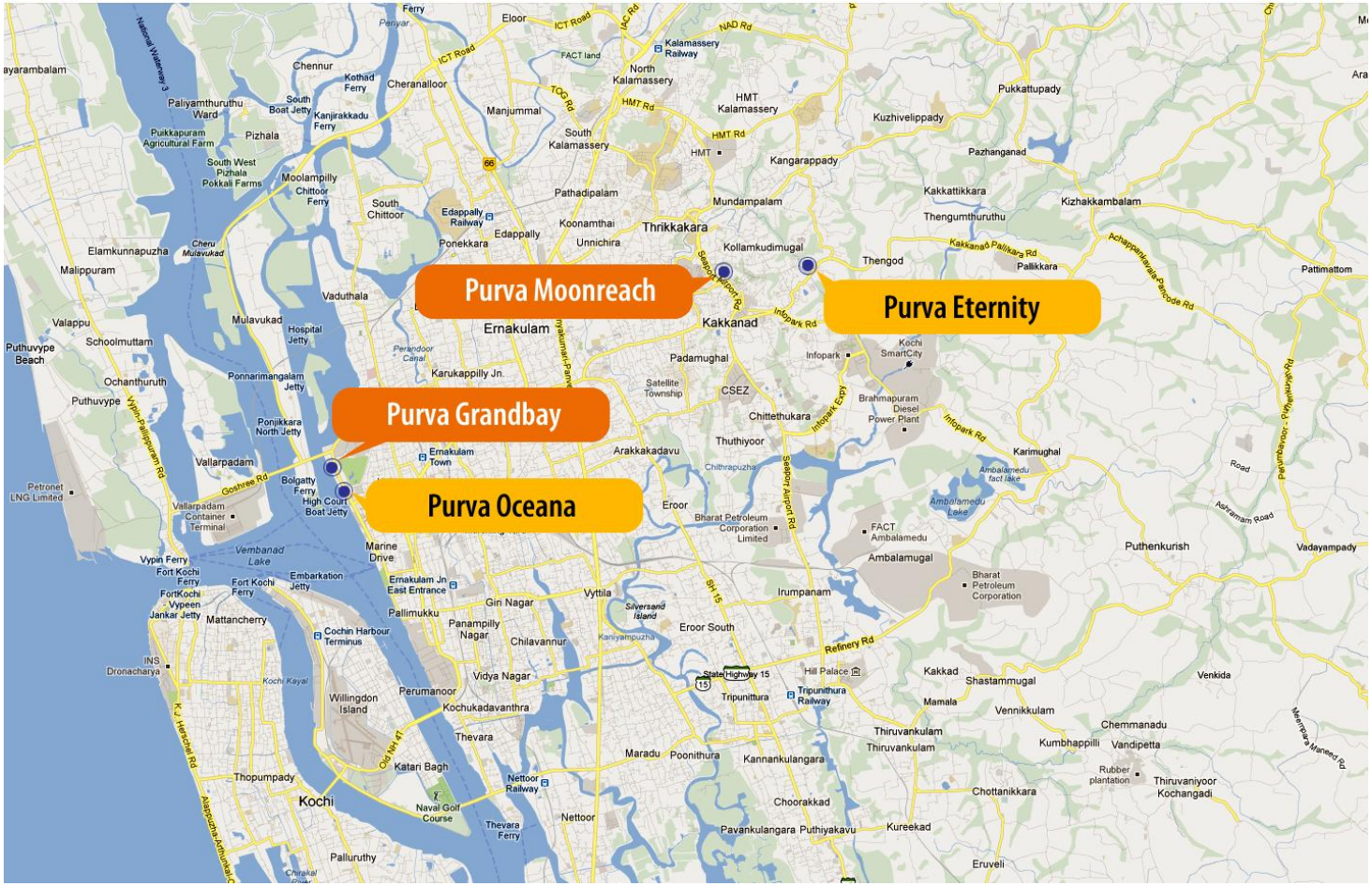
Note: Map not to scale
Phase 1 for Provident Welworth has been completed; phases 2 and 3 are under construction

Chennai location map



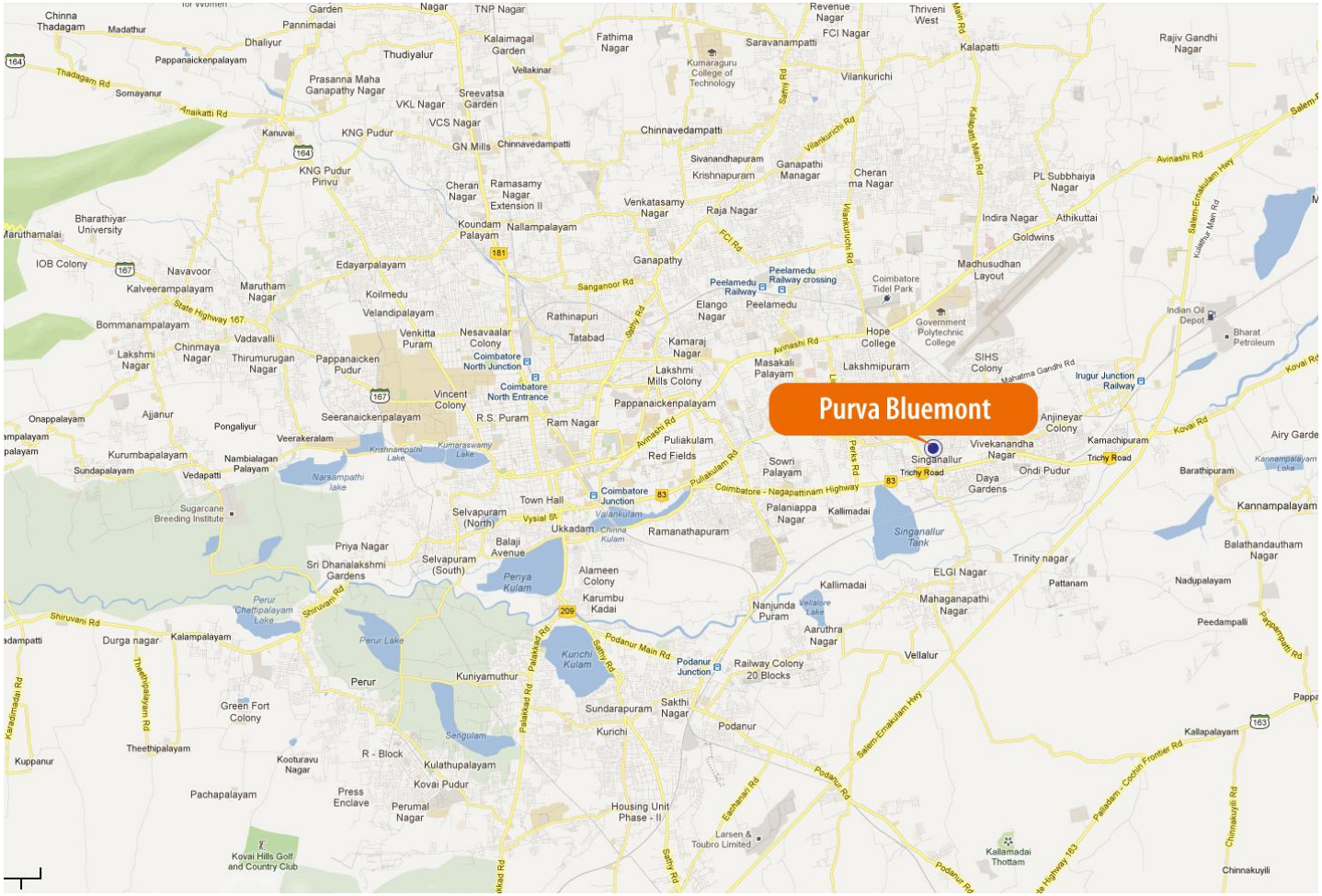
Note: Map not to scale

Kochi location map



Note: Map not to scale

Coimbatore location map



Note: Map not to scale

THANK YOU

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