



October 5, 2024

To,  
The General Manager,  
Deptt of Corporate Services,  
**BSE Limited,**  
P.J. Tower, Dalal Street,  
Mumbai – 400001

To,  
The Vice President,  
**National Stock Exchange of India Limited,**  
Exchange Plaza,  
Bandra Kurla Complex, Bandra (E)  
Mumbai – 400051

**Equity Scrip code: 543249**  
**Debt Scrip Code: 973928**

**Scrip Symbol: TARC**

**Sub.: Investor Presentation**

Dear Sir/Madam,

Pursuant to provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, please find enclosed a copy of Investor Presentation for your information and record.

Thanking You

**For TARC Limited**

**Amit Narayan**  
**Company Secretary**  
**A20094**



TARC

*Inspired by India*

TARC LIMITED | INVESTOR PRESENTATION



# TARC AT A GLANCE



## **LEGACY**

5 Decades

## **POSITIONING**

Luxury Residential

## **FOCUSSED MICRO- MARKETS**

Delhi and  
Gurugram

## **LAND BANK**

Paid-up land ~ 500  
acres

## **NSE / BSE LISTING**

December 2020

# TRANSFORMATIVE EVOLUTION

## 1970s

- Beginning of a momentous journey as a Construction business

## 1990s

- Acquired and increased our land bank.

## 2011s

- Development of over 20 Million Square Feet

## 2020-2021s

- The Leap: TARC Limited rises through a demerger and listed on Stock Exchanges, engendering a new era of execution, governance and exponential growth.
- Strategic sale of warehousing Assets to global PE firms such as Blackstone and ESR.


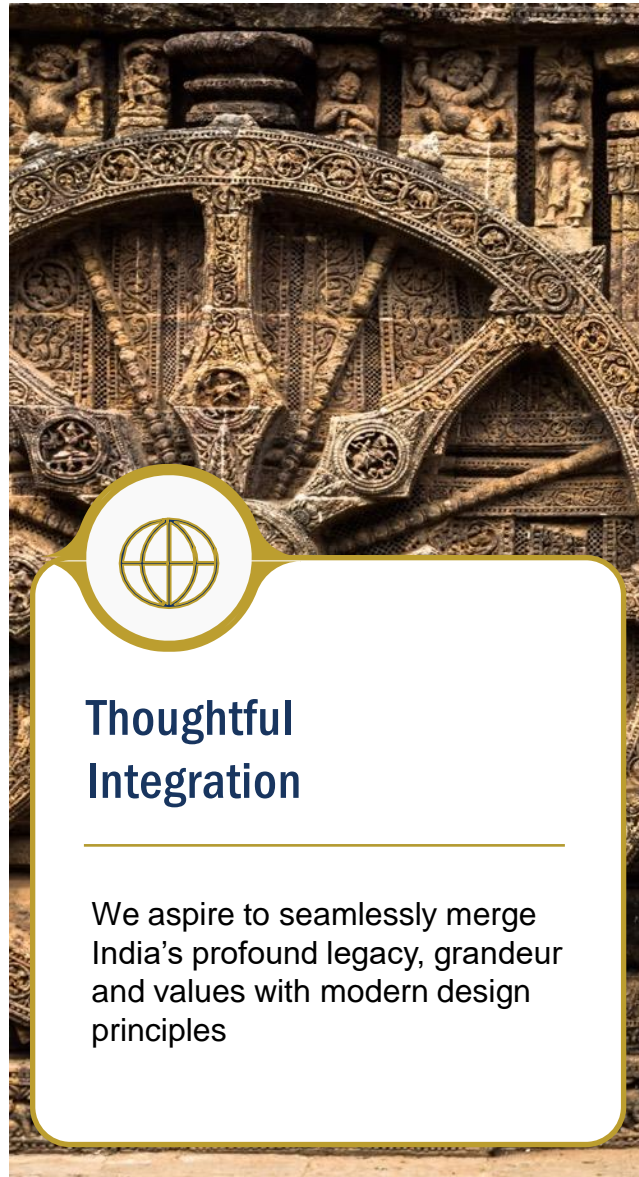
## 2020s

- TARC Limited bonds with US private investment firm Bain Capital to conclude one of the largest transaction in North India.
- Launched TARC Tripundra in New Delhi as its first luxury residential project under its new branding.
- Organizational buildup with best-in-class talent.

## 2023-2024s

- Delivered project TARC Maceo in New Gurugram
- Launched TARC Kailasa, Luxury Residential Development with a GDV of ~₹4,000 cr.
- Kailasa 1.0 sold-out.
- Achieved highest Sales & Collections in FY24
- Launched TARC ISHVA, luxury development in Gurugram with a GDV of ~₹2,700 cr
- Refinanced ₹1,000 cr debt from banks and FIs


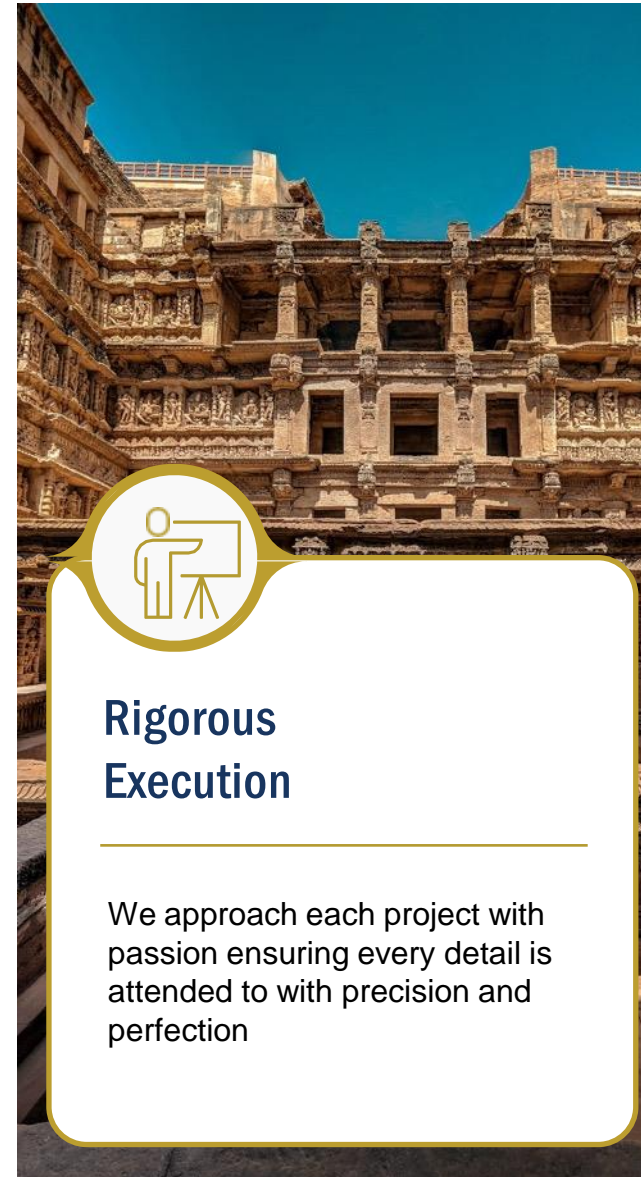
# A BRAND INSPIRED BY INDIA



## Thoughtful Integration

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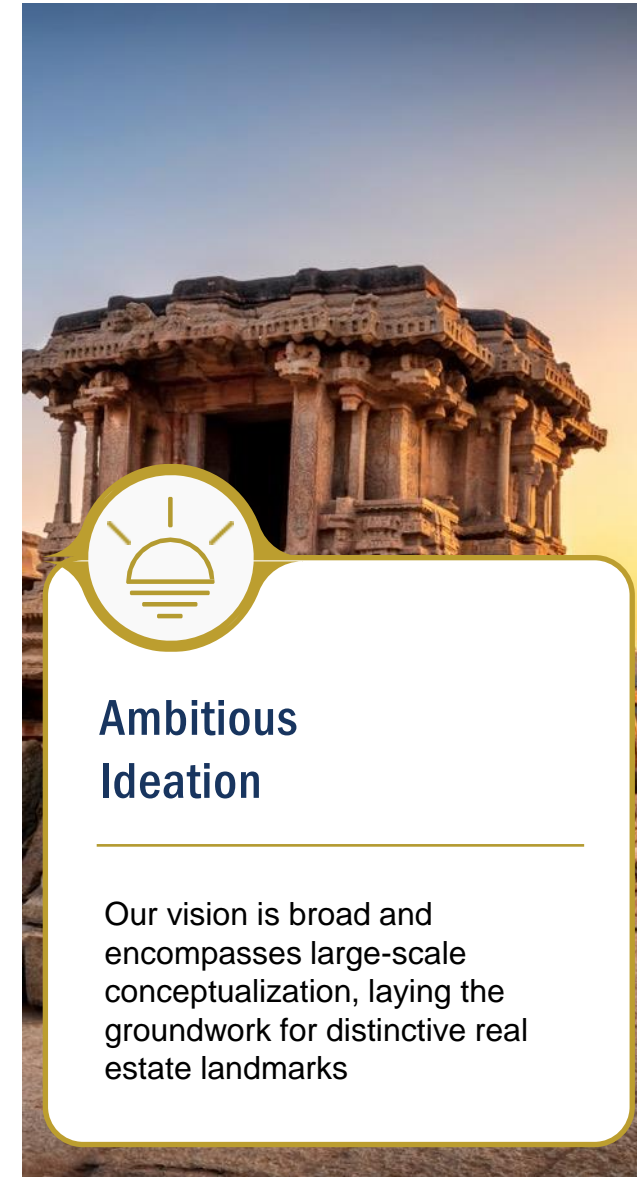
We aspire to seamlessly merge India's profound legacy, grandeur and values with modern design principles



## Rigorous Execution

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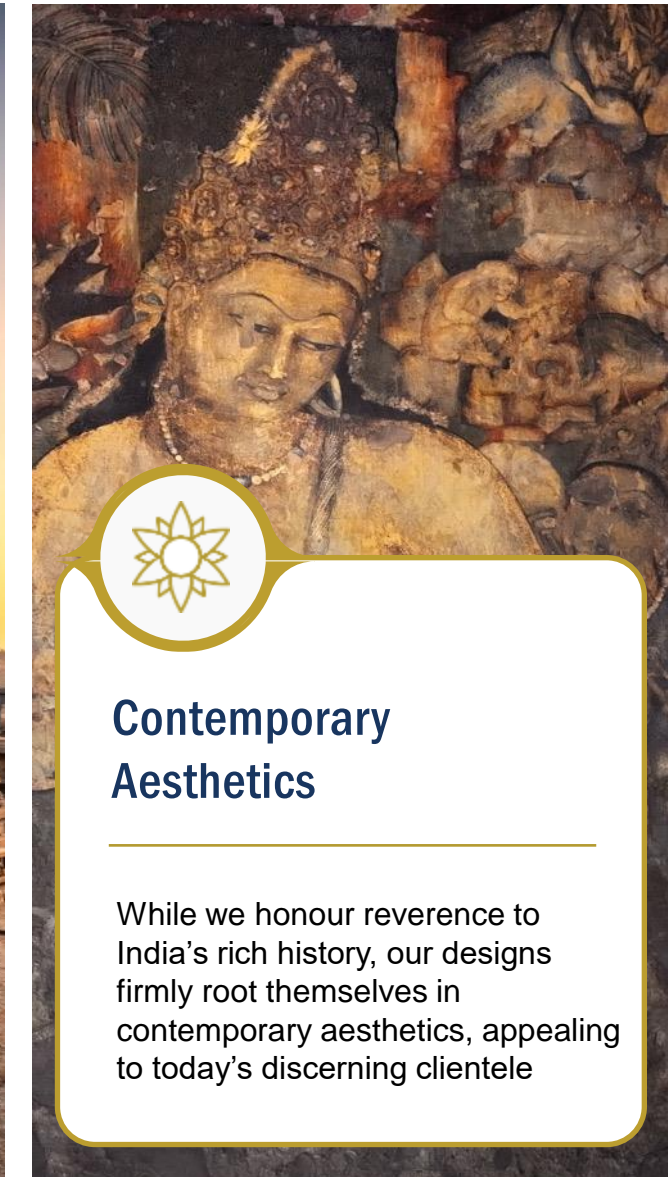
We approach each project with passion ensuring every detail is attended to with precision and perfection



## Ambitious Ideation

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Our vision is broad and encompasses large-scale conceptualization, laying the groundwork for distinctive real estate landmarks



## Contemporary Aesthetics

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While we honour reverence to India's rich history, our designs firmly root themselves in contemporary aesthetics, appealing to today's discerning clientele

# FOCUSSED MARKETS: DELHI & GURUGRAM

## Strategically located land holdings:

	<i>Acres</i>
Central, South and West Delhi	125
North and East Delhi	250
Haryana	100
Uttar Pradesh	25
<b>Total</b>	<b>500</b>

*The above land bank excludes land acquired by the Government for which compensation is receivable.*

TARC Kailasa

TARC Tripundra

TARC Ishva



TARC's land bank indicative locations in and around Delhi

# MISSION FY2025

₹ **5,000** Cr.

FY25 – Presales Guidance

## LUXURY RESIDENTIAL

Manifest leadership in Luxury Residential Developments



### Strategically Designed Product Portfolio

- Product positioning specific to location
- Pricing befitting luxury standards



### Affirm leadership in customer centricity

- Luxury customer experience
- Latest Technology aided solutions



### Excellence in execution

- Deliver on timelines
- Credible partnerships



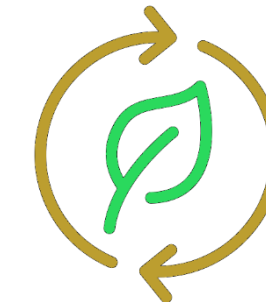
### Healthy financials

- Improve profitability
- Regular Cashflows



### Future Ready

- Building Organizational capabilities
- Leveraging brand positioning



### Sustainability focused

- Green building portfolio
- Building ESG framework

# KEY PERFORMANCE INDICATORS

## PRESALES

Q2: ₹1,012 crore (↑ 900% YoY) ; H1: ₹1,332 crore (↑ 600% YoY), best ever Q2 & H1

## GDV

GDV of ₹7,700 crore across three pioneer projects: Tripundra, Kailasa and Ishva

## LAUNCHES

TARC Ishva launched in Q2, with development potential of ₹2,700 crore

## REWARDS & RECOGNITION

TARC Kailasa has been recognized by Times Realty, Hindustan Times, Asia One, Golden Brick for its Luxury, Design and Branding  
TARC Tripundra has been recognized by Berkshire Corporate, International Brand Equity, Realty+, Economic Times and Outlook



## ACCESSIBLE OPPORTUNITIES

Refinancing of **₹1,000 crore** at cost of debt of 12.75%; provides substantial **savings**

Company to **generate** incremental cashflow of **₹500 crore** from the delivery of TARC Tripundra

The Company to receive **₹300 crores** as **compensation** from the government across multiple claims.

Company to receive **75,000 sqm** of industrial plots as part of **compensation** from the govt authority in Manesar.

# CATALYSING GROWTH

DRIVING SUSTAINABLE GROWTH THROUGH A CALIBRATED APPROACH



Strategically located land bank at low costs



Robust demand for luxury condominium



Compelling launch pipeline



Financial strength on back of strong cashflows



Accomplished Organizational Capabilities



Positioning as a Luxury Residential Brand

STRONG FOUNDATION OF FOCUSED PROMOTER COMMITMENT

## BUILDING BLOCKS OF BRAND 'TARC'

- TARC focused on building its brand and leveraging its legacy of over 50 years to raise customer awareness.
- This was succeeded by the successful delivery of TARC Maceo, the inaugural project under the TARC brand, in New Gurugram.
- TARC embarked on its journey as a Luxury Residential Developer with the introduction of TARC Tripundra, followed by TARC Kailasa and further strengthened by TARC Ishva.
- TARC has planned growth pipeline of 3 more projects over next 18 months in Delhi & Gurugram.



# CORE BUSINESS FUNDAMENTALS FOR GROWTH



**EMPHASIZE OPERATIONAL EFFICACY AND ENHANCED CORPORATE PROFICIENCY**

**DEFINED SALES MODEL TRANSLATES TO PROFITABLE, SCALABLE AND SUSTAINABLE GROWTH**

- Controlled fixed cost: Consolidated Core functions
- Effective team: Total strength of ~350 (March 2024)

- Significant dependence on outsourcing non-core functions and all construction activities.
- Focussed on Development and Customer Centricity

- Target selling 30-40% in first six months of launch
- Launch in phases

# OPTIMIZED SYSTEMS & PROCESSES

## DEFINED PROCESSES & FUNCTIONS

- Experienced team ensures strong oversight over approval process.
- Strong commercial terms and safeguards support construction team ensures seamless coordination with the EPC contractor
- Strong relationship with channel partners

## STRONG SALES ENGINE

- Systematic sales funnel designed to improve efficiency and effectiveness in lead management through automated data tracking and analytics.
- Comprehensive software for managing pre-sales, sales, post-sales, and customer experience.
- Strong Sales and Support team of more than 15 team members.
- Extensive network of over 1,200 channel partners supported by a comprehensive channel partner management system.

## DESIGN & DEVELOPMENT

- Best in class Architect agencies bring pioneering designs for TARC's developments: Andy Fisher Workshop, RSP, GPMA
- Strong inhouse team

## LEADERSHIP EXPERIENCE



## STRENGTH

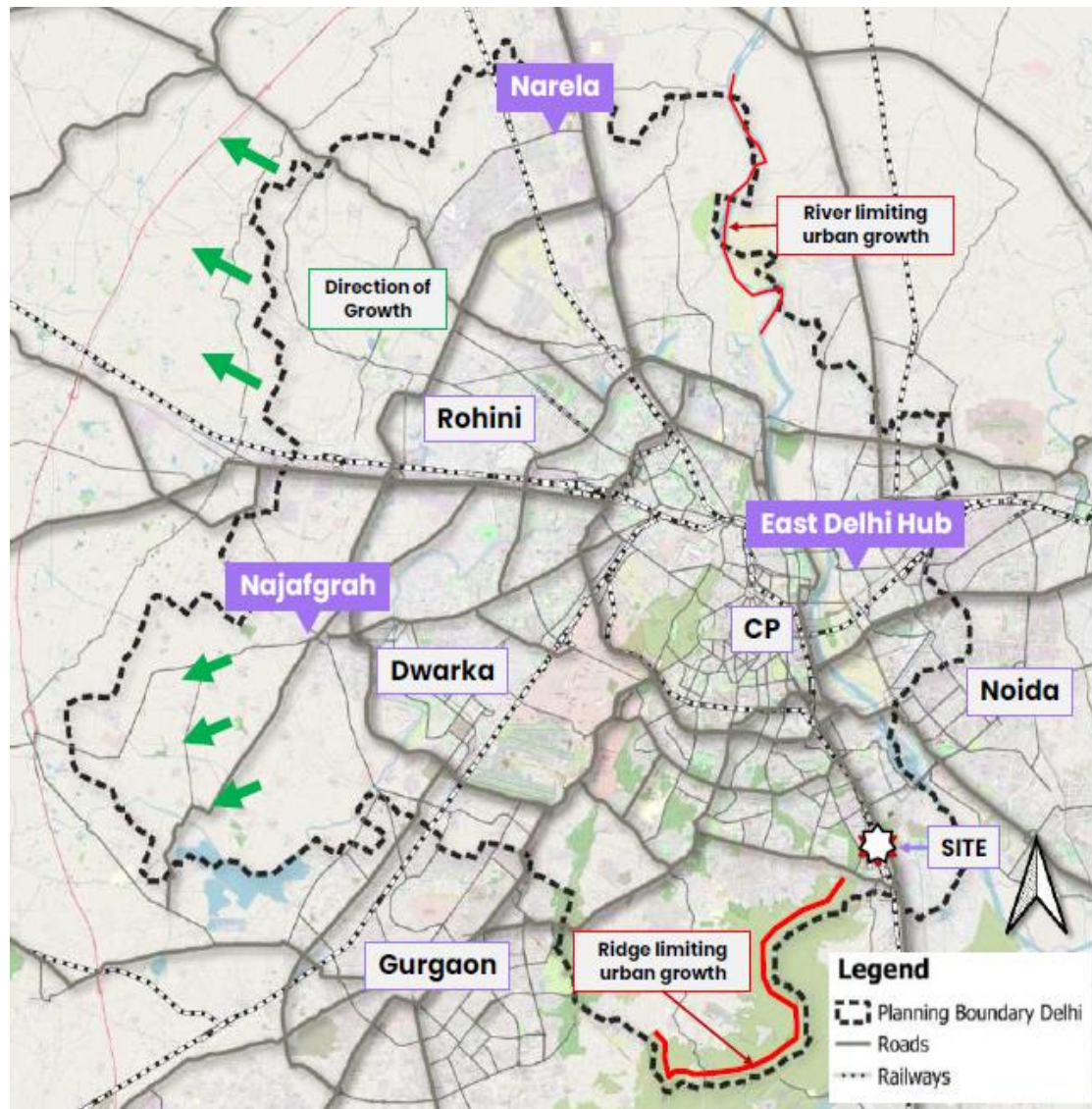


## TECHNOLOGY



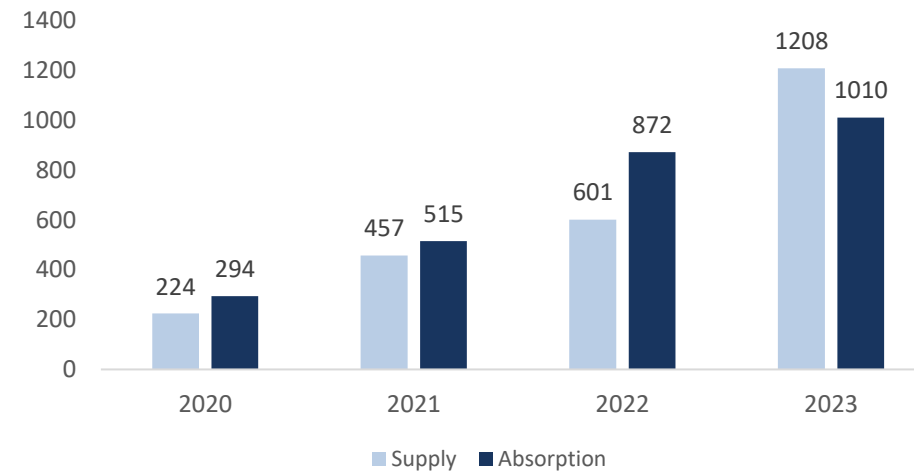
# DELHI – Will Contribute to Growth

## Urban Growth Areas: Delhi City



Scale 1: 300,000

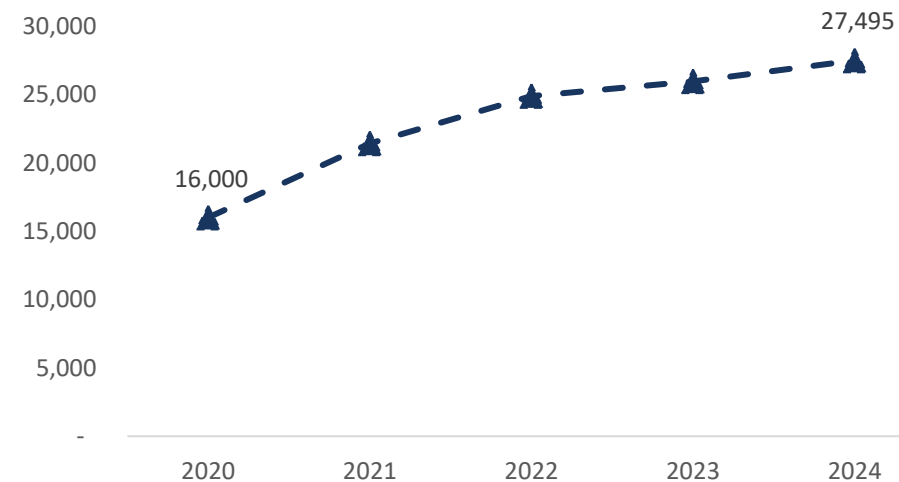
### Supply & Absorption



A steadily rising trend can be observed within the supply and absorption of Delhi City.

Unsold stock has come down to 606 units in 2024 from 1190 in 2019.

### Price Trend ₹/sqft



The weighted average price for absorption is growing and at all time high.

# REFINANCING

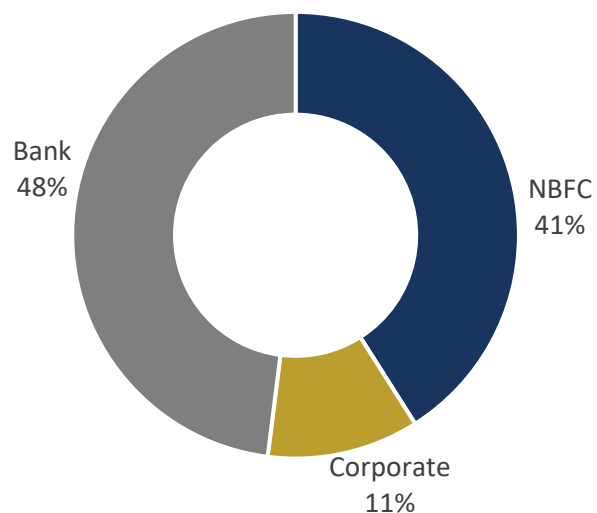
₹1,000 Cr  
Refinancing

12.75%  
Cost of Debt

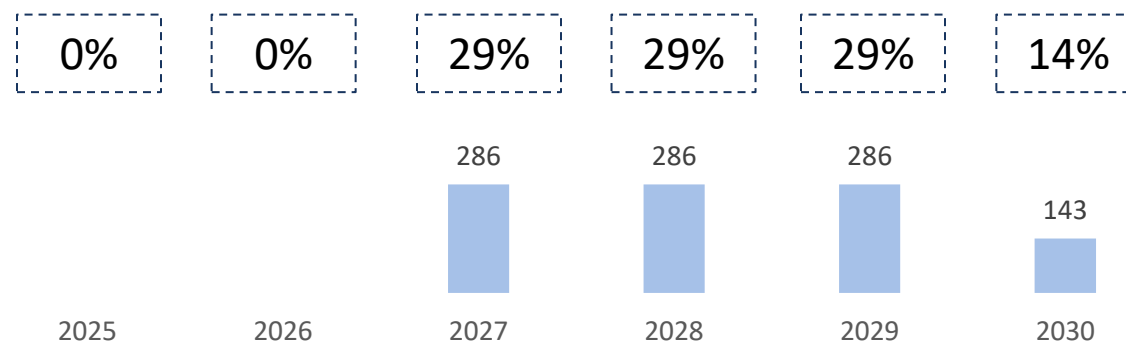
BB+/Stable  
Credit Ratings

₹250 Cr  
Additional Limit

## Diversified Investor Pool



## Staggered Debt Maturity



Kotak Mahindra Bank, led consortium comprising prominent institutions such as Nomura Capital, Aditya Birla Capital, and STCI.

This refinancing is secured by project land and cashflows of TARC Kailasa and TARC Tripundra

Additional Credit Lines to ensure continued progress at site.

Additionally, the remaining debt of TARC Limited is to be secured by project cash flows from TARC Ishva.

# RESIDENTIAL PORTFOLIO: CURRENT FOCUS



**TARC TRIPUNDRA**

Bijwasan Road, New Delhi



**TARC KAILASA**

Patel Road, Delhi



**TARC ISHVA**

Sector 63A, Gurugram

	TARC TRIPUNDRA	TARC KAILASA	TARC ISHVA
Launch Period	Q3 FY2023	Q4 FY2024	Q2 FY2025
Plot Area	~ 3 acres	~ 6 acres	~ 7 acres
Saleable Area	~ 0.5 msf	~ 1.7 msf	~ 1.4 msf
No. of Apartments	187	400+	400+
Sales Potential	~ ₹ 1000 crore	~ ₹ 4,000 crore	~ ₹ 2,700 crore
Total Booking Value*	₹ 802 crore	₹ 1532 crore	-
Collection*	₹ 305 crore	₹ 269 crore	-

Booking & Collections nos. are as per Q1FY25 Investor Presentation  
\* approximate



## Ongoing Project

### TARC TRIPUNDRA

MAIN BIJWASAN ROAD, NEW DELHI

TYPE RESIDENTIAL

LOCATION NEW DELHI

STATUS >80% SOLD

SALEABLE AREA 0.5 Mn Sq. Ft.



## TARC TRIPUNDRA

MAIN BIJWASAN ROAD, NEW DELHI

TARC Tripundra, a luxury residential development offering contemporary international design & architecture, curated clubhouse & recreation zones is the upcoming residential development in the New Delhi Aerocity zone. The super structure of TARC Tripundra is now ready and the Company is working towards commencing handovers in FY25.

### PROJECT

High end luxury residential project with 3 & 4 BHK apartments.

### HIGHLIGHTS

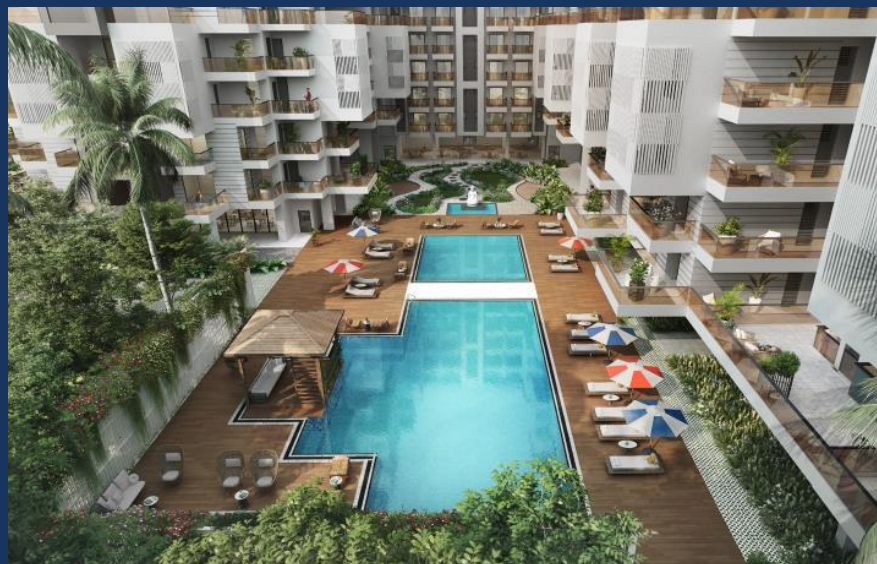
Ultra-modern amenities & facilities for a pristine urban living experience.

### LOCATION

Located in South Delhi, Main Bijwasan Road, with close proximity to IGI Airport, Vasant Vihar & Aerocity.

### PLOT AREA

~3 Acres.



TOTAL SALEABLE AREA: 0.5 MN SQ. FT.

• TOTAL NUMBER OF UNITS: 187

## *Ongoing Project*

### TARC KAILASA

PATEL ROAD, NEW DELHI

TYPE RESIDENTIAL

LOCATION NEW DELHI

STATUS PHASE 2  
LAUNCHED

SALEABLE AREA 1.7 Mn Sq. Ft.



## TARC KAILASA

PATEL ROAD, NEW DELHI

A large format high-end luxury project located on Patel Road, New Delhi is designed to be an epitome of luxury offering customers all the conveniences of an ultra-luxurious lifestyle.

### PROJECT

An ultra luxury residential project offering 3 & 4 BHK apartments

### HIGHLIGHTS

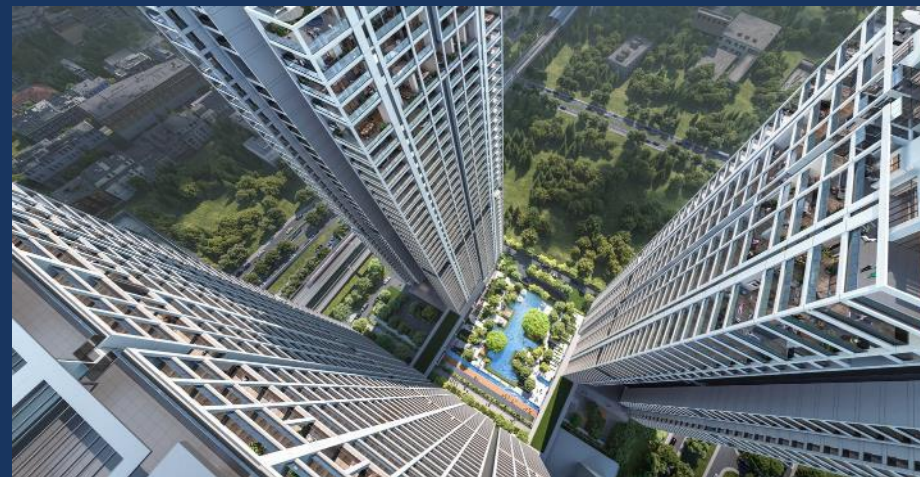
6 Layer Forest Court, 170,000 sq. Ft. of club amenities, Olympic Length Swimming Pool and ample parking spaces

### LOCATION

Located in Central West Delhi, TARC Patel Road project sets a new standard for luxury living.

### PLOT AREA

~6 Acre.



TOTAL SALEABLE AREA: 1.7 MN SQ. FT. • STATUS: ONGOING

## Ongoing Project

### TARC ISHVA

SEC 63A, GURUGRAM

TYPE RESIDENTIAL

LOCATION GURUGRAM

STATUS LAUNCHED

SALEABLE AREA 1.4 Mn Sq. Ft.



## TARC ISHVA

SEC 63A, GURUGRAM

TARC launched state-of-the-art luxury apartments located in the future hub of Gurugram in Sector 63A. The development includes best in class amenities and is well connected with close proximity to malls, restaurants, hospitals and schools for an ultra-luxurious lifestyle.

### PROJECT

A luxury residential development offering four side open residences.

### HIGHLIGHTS

TARC ISHVA, Gurugram project has green views of Aravali Hills and immaculate design which is one of its kind having no parallel.

### LOCATION

Located on the Extended Golf Course road

### PLOT AREA

~7 Acres.



TOTAL SALEABLE AREA: 1.4 MN SQ. FT. • STATUS: APPROACHING LAUNCH

## Recently Delivered Project

### TARC MACEO

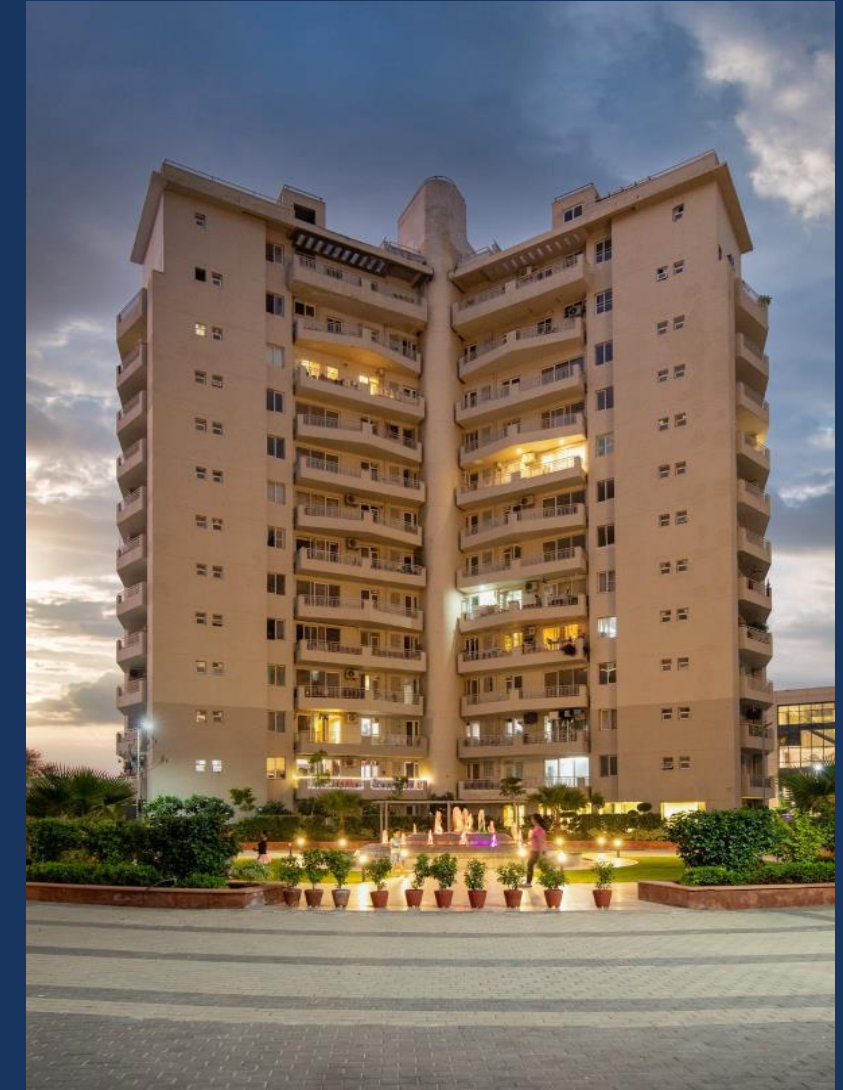
SECTOR – 91, GURUGRAM

TYPE RESIDENTIAL

LOCATION GURUGRAM

STATUS 100% SOLD

SALEABLE AREA 1.5 Mn Sq. Ft.



# GOVERNING SUCCESS



## Anil Sarin

Founder and Chairman of the Board has invaluable experience and vision, which helped transform a modest construction enterprise of the 70's to an all-embracing luxury real estate development Company TARC Limited.



## Amar Sarin

Managing Director & CEO is the driving force at TARC Limited and possesses the commitment and passion to lead the team at TARC with a well-defined strategy steering the organization's vision and developing capabilities for planning, solution finding and delegating.



## Muskaan Sarin

Whole-time Director leads the marketing, branding and customer centric culture of TARC Limited playing a key role that involves the Company's visibility and outreach besides interactions with the Company's new and old patrons who are the brand ambassadors.

## Independent Directors

### Jyoti Ghosh

Retired as the Managing Director of State Bank of Bikaner & Jaipur. Presently, contributes expertise as a lecturer at Bandhan School of Development & Management, Rajpur.

### Miyar Ramanath Nayak

B.Com and C.A. L.L.B., held offices as General Manager, HO of Corporation Bank, and as Executive Director of Allahabad Bank.

### Bindu Acharya

Retired banker with 32+ years of experience in banking and finance, ex Deputy General Manager (DGM) at State Bank of India.

### Ambarish Chatterjee

Fellow member of the Institute of Company Secretaries of India. He has more than 40 years post qualification experience in Economic and Corporate legislation.



# LEADING FROM THE FRONT



**Rajeev Trehan**  
CHIEF OPERATING OFFICER



**Anil Mahindra**  
LAND & LEGAL



**Nitin Goel**  
FINANCE



**Amit Narayan**  
COMPANY SECRETARY



**Prabhleen Singh**  
DESIGN



**Vikas Sharma**  
SALES & MARKETING



**Suneet Singh**  
MARKETING



**Anjul Gupta**  
PEOPLE & CULTURE



**Atul Bajaj**  
HOSPITALITY & FACILITIES



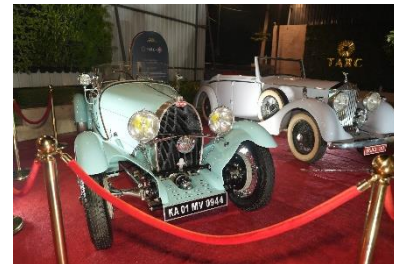
**Ankush Vijan**  
INVESTOR RELATIONS

# ABOVE & BEYOND

## We painted the town TARC



## TARC EVENTS



### TARC x HMCI

TARC and the Heritage Motoring Club hosted an exclusive evening of vintage cars, blending heritage, luxury and networking.

### TARC x BMW

TARC, in collaboration with BMW, presents an exclusive event for discerning clients, blending luxury real estate with high-end automotive excellence.



### TARC x MUBELERIA

TARC and MUEBLERIA invite you to an exclusive event at the Kailasa Experience Centre, celebrating luxury real estate and design.

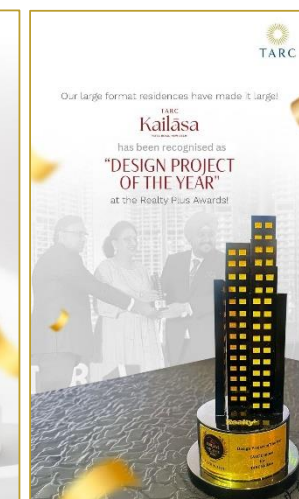


## TARC AVYA NEWSLETTER

SEPTEMBER | 2024



## AWARDS & ACCOLADES



# ESG VISION

## NET ZERO TARGET

Committed to create strategy for Carbon Neutrality and Net Zero developments.

## GREEN BUILDING

Committed for 100% Green certified residential portfolio

## COMMUNITY ENGAGEMENT

Committed to lead community development initiatives improving the welfare and wellbeing of society.

## GOVERNANCE

Committed to grow ethically with transparency and accountability built at core.

## SUSTAINABLE SUPPLY CHAIN

Committed to integrate ESG in supply chain decisions.

## EMPLOYEE ENGAGEMENT

Attract and retain the best talent and create more motivation in employees to work with an ethical company.



# SUSTAINABILITY: A WORK IN PROGRESS

## ENVIRONMENT

- Concluding ESG framework for the organization
- We are committed towards 100% Green certified Residential Portfolio.
  - Received IGBC Platinum pre-certification for TARC Ishva
  - Received IGBC Gold pre-certification for TARC Tripundra
  - Approaching for IGBC Platinum rating for TARC Kailasa

## SOCIAL

- Working towards developing community spaces around the ongoing projects.
- Provide child educational support to team members.
- Company has conscientiously moved to explore alternate energy resources.
- TARC has adopted No Single-Use Plastic Policy at workplace.

## GOVERNANCE

- Working towards implementing Risk Management Framework
- Robust policies, procedures and Internal Controls with active board oversight periodically updated.
- Timely disclosures to ensure highest level of transparency and accountability.

# THANK YOU

TARC Limited

[www.tarc.in](http://www.tarc.in)

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Disclosure: This presentation contains certain forward-looking statement concerning TARC's future business prospects and business profitability, which are subject to a number of risks and uncertainties & the actual results could materially differ from those in such forward-looking statements. The risks and uncertainties relating to such statements include, but are not limited to, earnings fluctuations, our ability to manage growth, competition, economic growth in India, ability to attract & retain highly skilled professionals, time & cost overruns on contracts, government policies and actions related to investments, regulation & policies etc., interest & other fiscal policies generally prevailing in the economy. The Company does not undertake to make any announcements in case any of these forward-looking statements become incorrect in future or update any forward-looking statements made from time to time on behalf of the Company