



we make your dreams come true

September 29, 2017

To,  
**Bombay Stock Exchange Limited,**  
Phiroze Jeejeebhoy Tower,  
Dalal Street, Fort,  
Mumbai - 400 001.

Dear Sir(s),

**Sub: Investor Presentation - September, 2017**

Pursuant to Regulation 30 of (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing hereby a copy of the Investor presentation - September, 2017.

The aforesaid Investor Presentation - September, 2017 will also be uploaded on the website of the Company i.e. [www.ptlonline.com](http://www.ptlonline.com)

This is for your information and record.

Thanking you,

Yours faithfully,

**For Prime Urban Development India Limited**

**Krunal Shah**  
**Senior Manager- Legal and Company Secretary**



Encl: As above.

# Prime Urban Development India Ltd

Investor Presentation - September, 2017



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# About Us



## Company Background



### Tamil Nadu

- Tamil Nadu contributes 8.16% to Indian GDP
- Industrial growth and IT remains the dominant driver for the Real Estate market



## Brief Profile

Promoted by the Patodia Family, we are 80 year old company with extensive experience in Textiles. For last 10 years we are in Real Estate Development with sole focus on Southern Indian state of Tamil Nadu

- **Prime Urban Enclave Apartment** - First of its kind township in city of Tirupur. The Project was conceived with a single-minded objective to create a new level of residential luxury in Tirupur
- **THE ONYX Villa** - The project consists of luxurious Villas amidst breathtaking, lush landscaping and an array of recreation which is available inside the gated community
- **Developed Land** - The Company has taken up Developed Land Projects and successfully completed sale of Land measuring over approximately 2,40,000 sq. ft. in 2015-16 & 2016-17

# Our Ethos

## Bottom-line Oriented

Group undertakes Real Estate projects across the value chain with an objective of earning high IRR

## State of the Art Projects

We design and timely deliver state of the art projects and are pioneers in city of Tirupur

## Asset Light Model

We follow an asset light model through JV/Partnership enabling risk diversification as well as high ROCE

## In-House Construction

To execute all projects through in-house construction for better management, timely delivery and ultimately higher margins

## South India focus

South India focused real estate company with a niche product delivery model



**P.D. Patodia**

Chairman & Managing Director

He is mentor of the group with vast experience over five decades in textiles management and exports

- Chairman of standing Committee on Cotton in CITI (Cotton Development Research Association)
- Headed Cotton Textiles Export Promotion Council (TEXPROCIL)
- Headed Federation of Indian Exports Organization (FIEO)
- Headed the Confederation of Indian Textiles Industry (CITI)

# Leadership Team



**Manoj Patodia**

Vice Chairman & Managing Director

- 
- Vast experience in Textiles and Realty Segments
- Executive Council Committee member of
  - Indian Merchants Chamber
  - Cotton Textile Export Promotion Council
- Executive Committee Member of
  - Federation of Indian Chambers of Commerce and Industry (FICCI)
  - All India Exporters Chamber



**Anuj Patodia**

Managing Director

- 
- Rich experience in the field of Textiles and Real Estate Development.
- Active member of the Mumbai Chapter of the Entrepreneurs Organization (EO)



**T. Paul Sugumaran**

Whole Time Director

- 
- Knowledge base in the field of Civil Engineering
- Over three decades of experience
- Heading the Real Estate business operation



# ...supported by Board of Directors

**N.K.Bafna**



**Sr. Partner  
Lodha & Co**

- Chartered Accountant
- More than 40 years of experience
- Chairman of the Stakeholders Relationship Committee
- Member of Audit Committee and Nomination and Remuneration Committee

**B.L.Singhal**



**Sr. Partner  
B.L.Singhal & Co**

- Chartered Accountant
- More than 40 years of experience
- Chairman of the Audit Committee and Nomination and Remuneration Committee.
- Member of Stakeholders Relationship Committee

**Venkat Ramaswamy**



**Promoter Director  
Edelweiss**

- Director of Edelweiss Financial Services Ltd, Edelweiss Tokio Life Insurance Company Ltd, Edelweiss Holdings Ltd, Edelweiss Capital (Singapore) Pte. Ltd, Edelweiss Alternative Asset Advisors Pte. Ltd
- Member of Nomination and Remuneration Committee of the Company.
- Member of Share Transfer Committee, Stakeholders Relationship Committee & Corporate Social Responsibility Committee of Edelweiss Financial Services Ltd

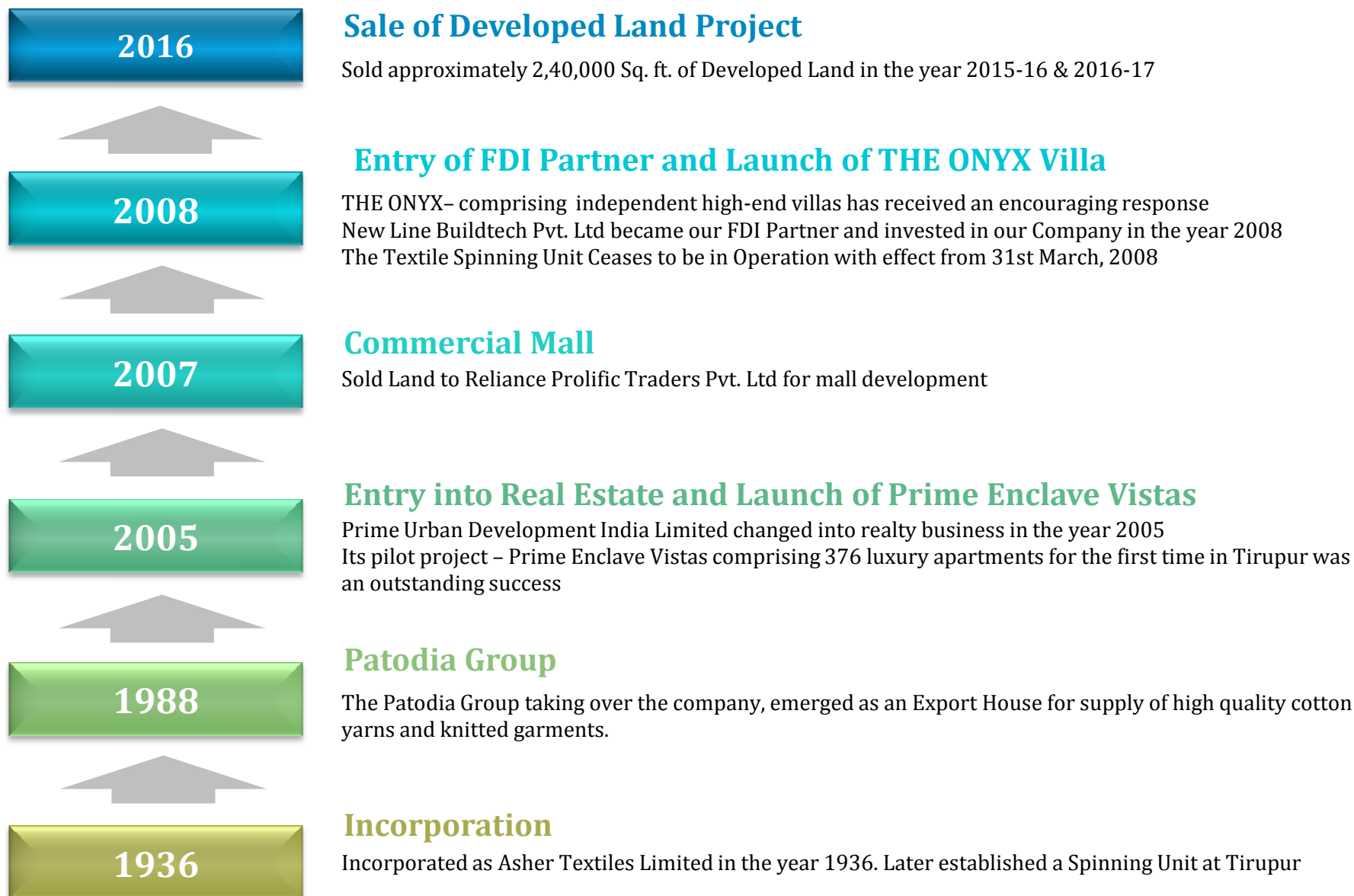
**Ryna Zaiwalla Karani**



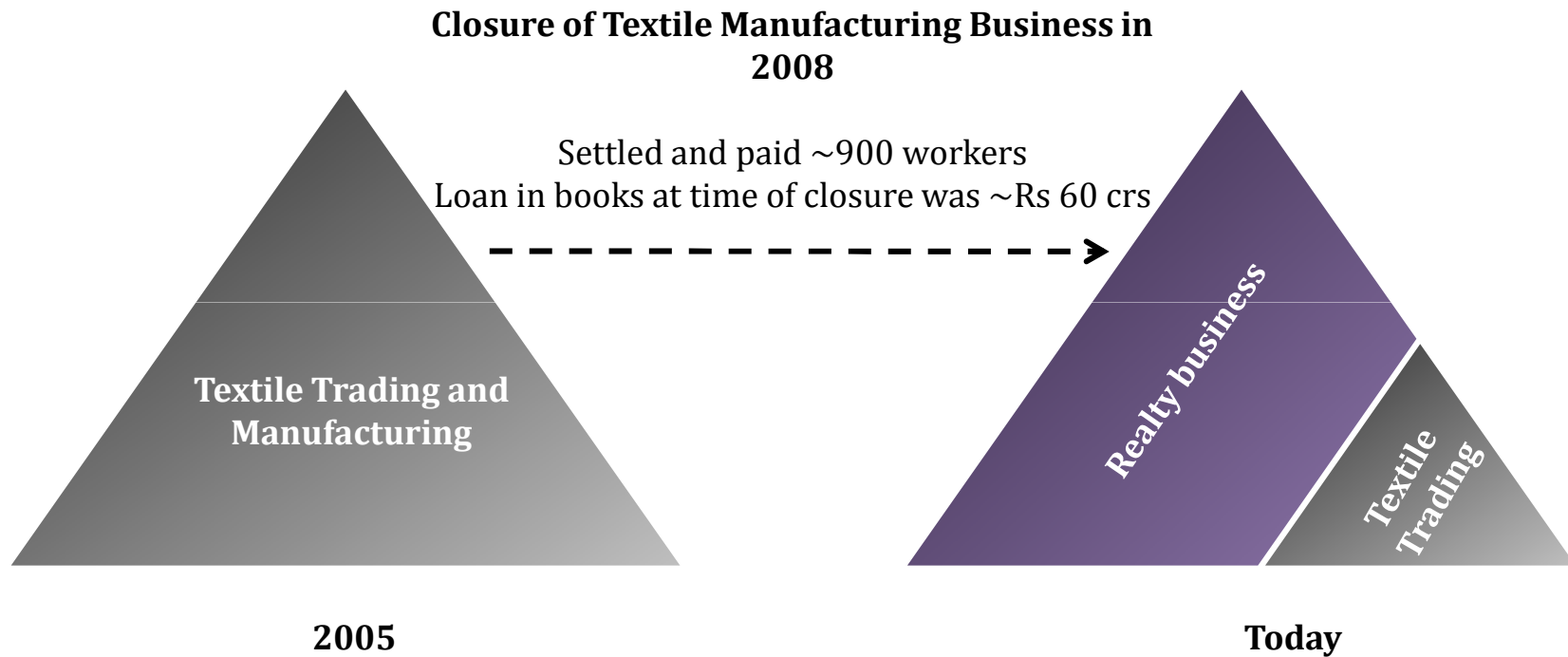
**Partner  
ALMT Legal**

- BA & LLB
- Practicing Lawyer
- Member of Bar Council of Maharashtra & Goa, Member of Bombay Bar Association, Member of Society of Women Lawyers – India
- Independent Director on the Board of various Listed as well as Unlisted entities
- Vast experience in the fields of M&A, Private Equity, Banking and Finance

# Evolution – From Textiles to Real Estate



# Transitioned to Real Estate



**Focus shall be Real Estate Development in South India**

# Award



- Onyx Project in Tirupur has received the **“Best Project in Non-Metro Commercial Award”**
- Project received from the **“Magpie Estate Award”**
- Award gives recognition to our commitment, hard work and desire to deliver unique experiences
- Adds enormously to our Brand Equity

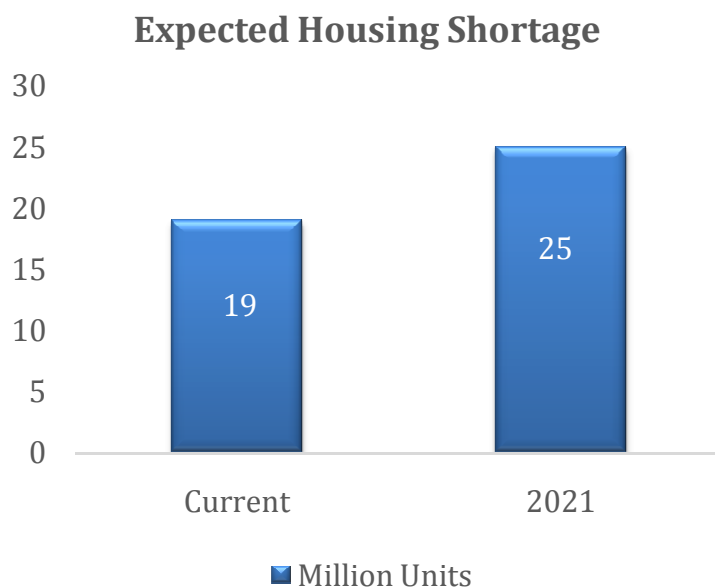


## Business Strategy



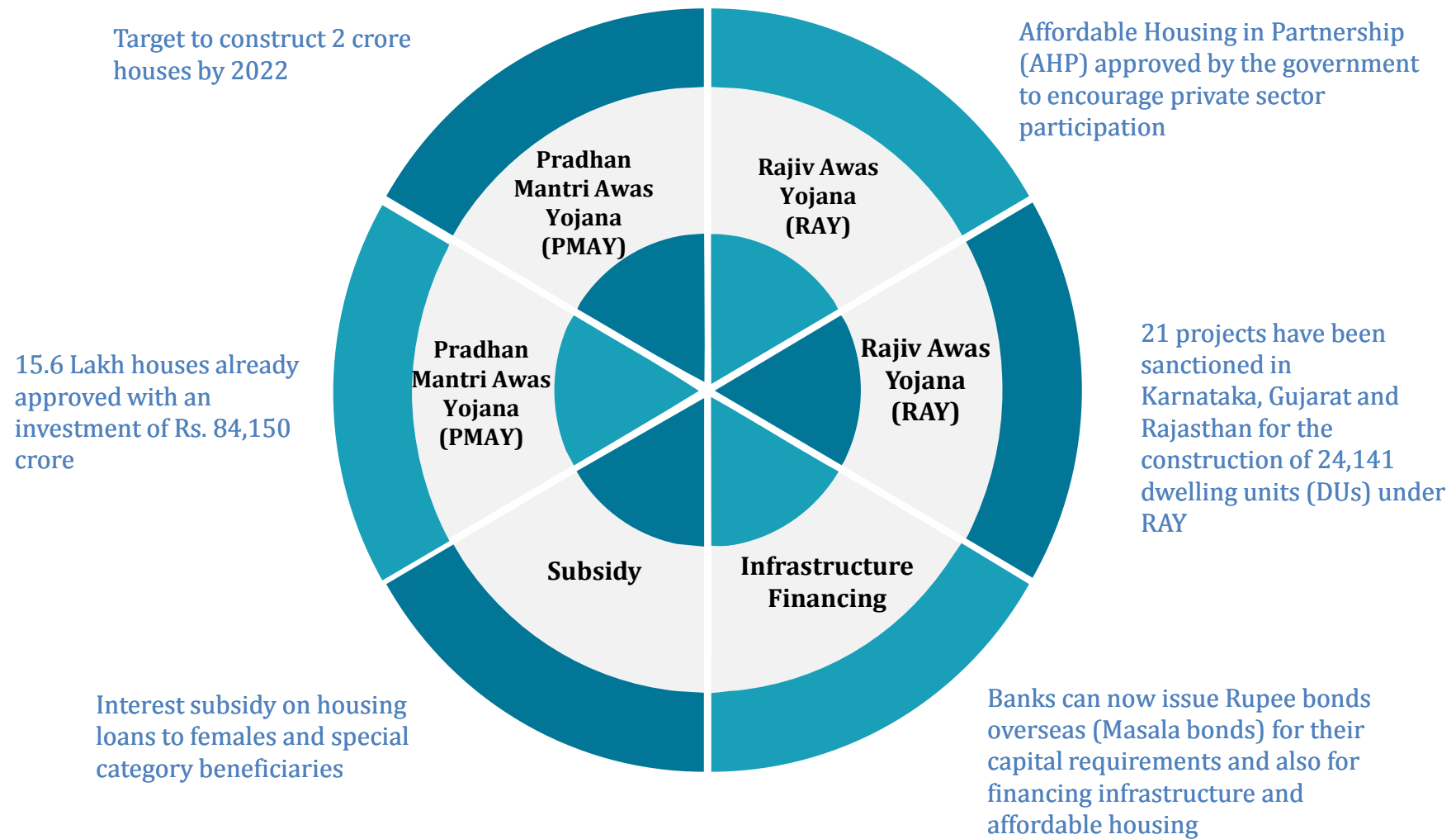
# Affordable Housing a big opportunity

A Rs. 6.25 Trillion Opportunity in Housing Segment

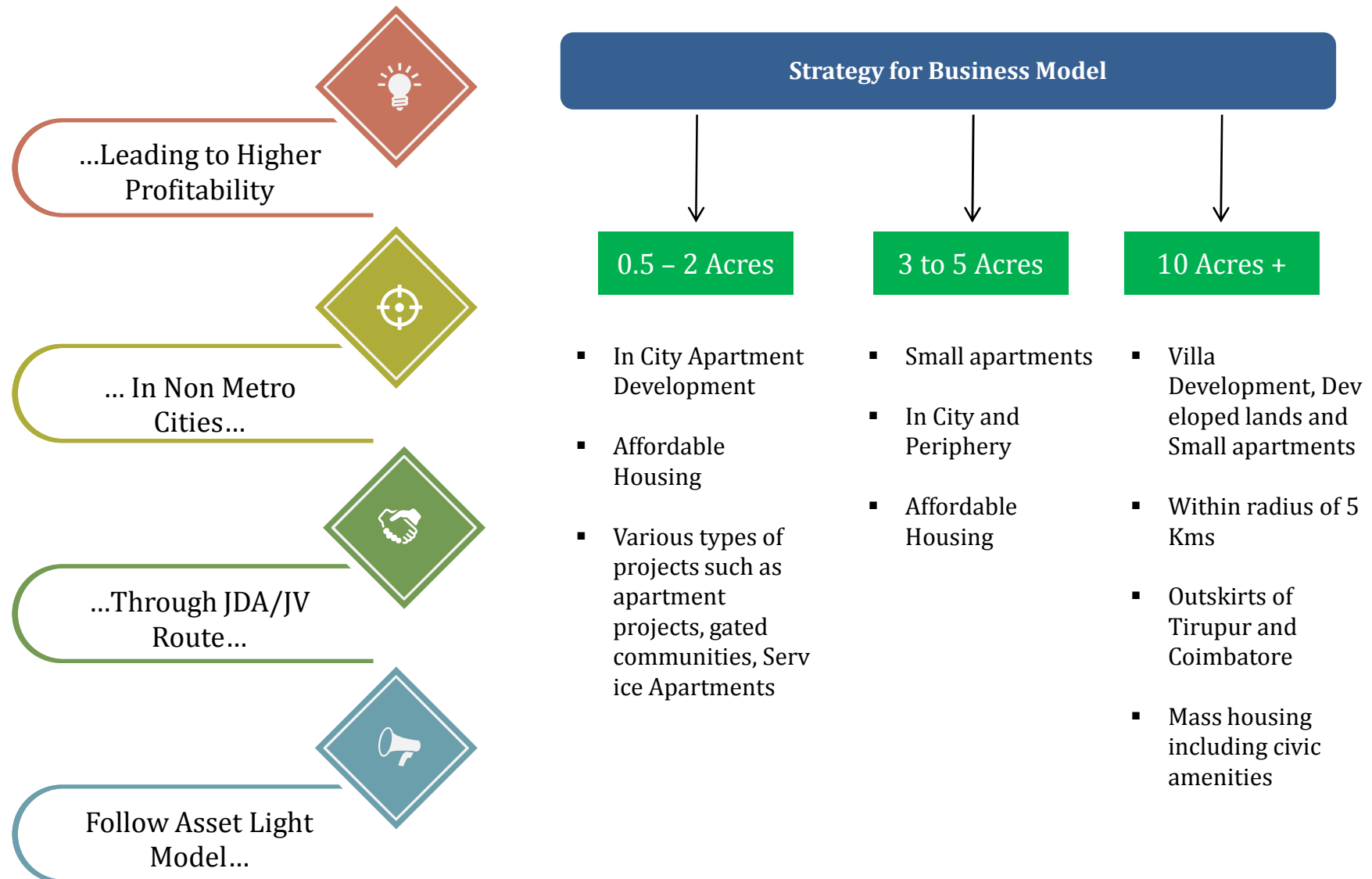


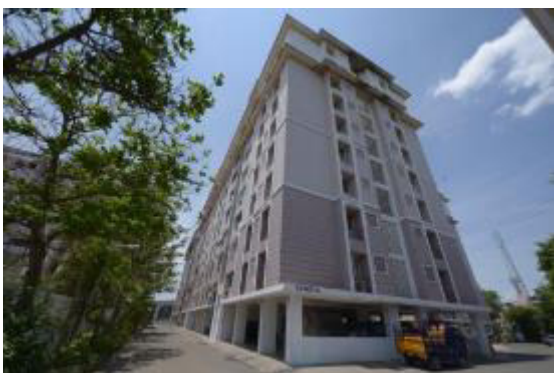
- Shortage of almost 1.80 crore units in affordable housing segment showcases a huge opportunity in the segment
- Demand to be supported by:
  - Growing population
  - Young demographic profile
  - Shift towards nuclear families
  - Rapid urbanization
- Till now the segment was catered by Govt. undertakings and by smaller unorganized developers
- Participation of organized developers would increase in the affordable housing segment with various tax incentives announced by the Govt.

# Huge levers for Organized players



# Strategy – Realty Focus





## Current Projects

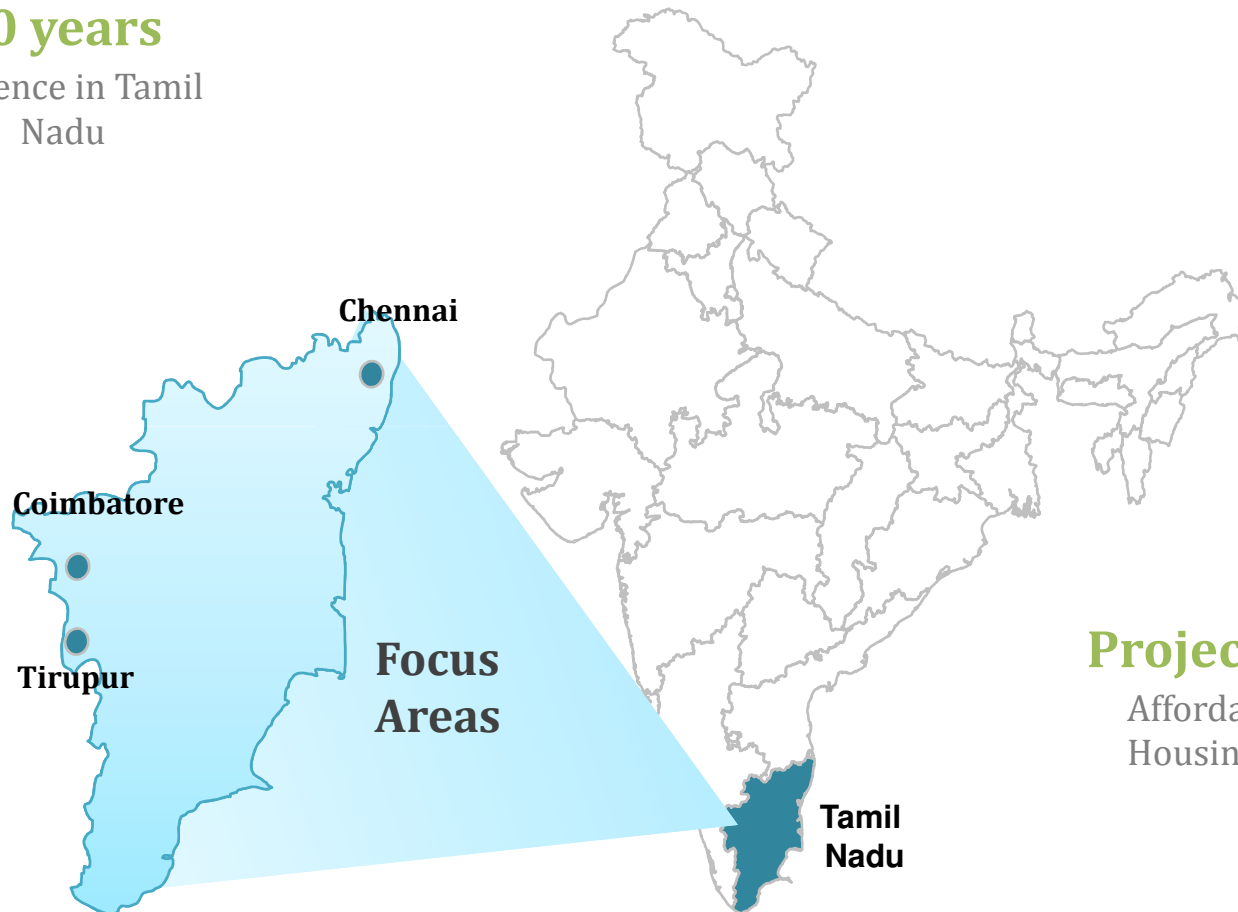
# Strong Brand in South India

**80 years**

Presence in Tamil  
Nadu

**10 years**

Exposure in Real  
Estate



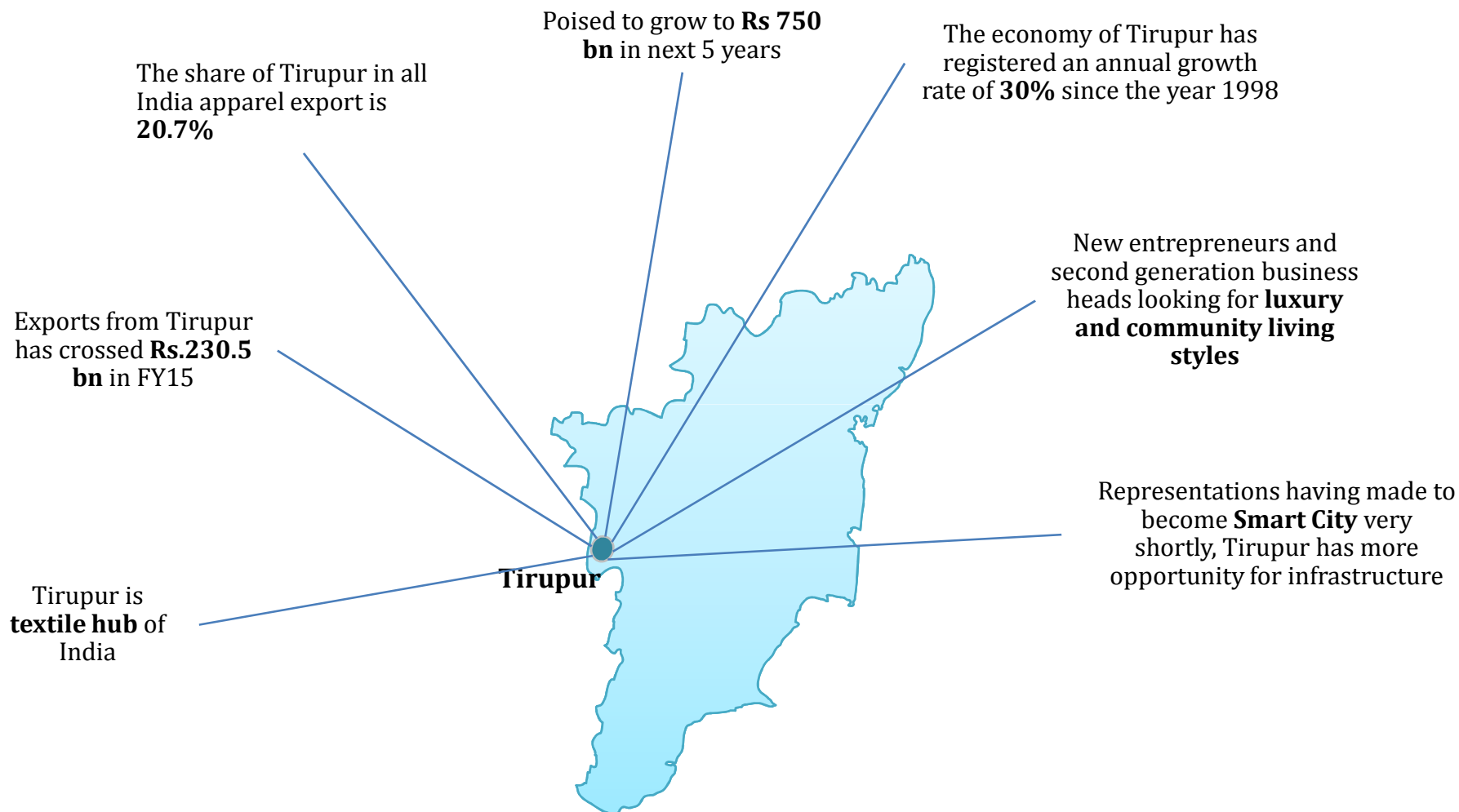
**Project Type Targeted**

Affordable Housing projects  
Housing for All

**We are bottom line focused company**



# Tirupur – Our Current Focus

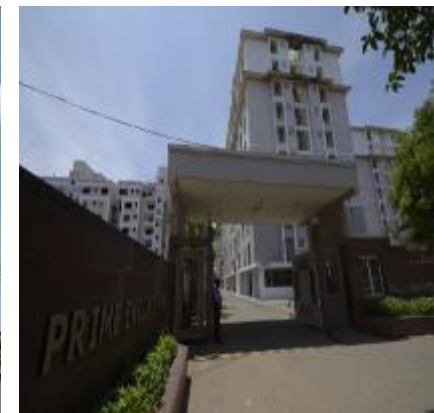
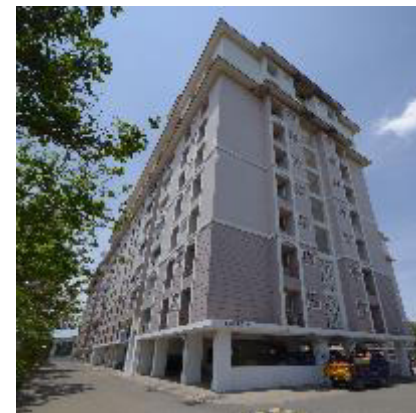


Source - TEA-Tirupur Export Assn

Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness

# Prime Enclave Vistas

- About:
  - Basement + stilt + Nine Floor Apartment
  - First of its kind in Coimbatore region
  - Consist of 376 apartments
- Location:
  - Avinashi Main Road, heart of Tirupur
- Type:
  - 2BHK, 3BHK, Penthouse
- Status:
  - Fully sold out & Occupied
  - Hand over to flat owners association completed



# THE ONYX - Villas

- About:
  - Singularly distinctive independent Villas
  - Consists of independent villas, starting with land area of 5,000 sft
- Location:
  - Avinashi Main Road, heart of Tirupur
- Type:
  - Lower ground, ground and two floors
- Status:
  - Construction of 14 villas completed
  - Now following a Build to suit model in line with changing customer preferences



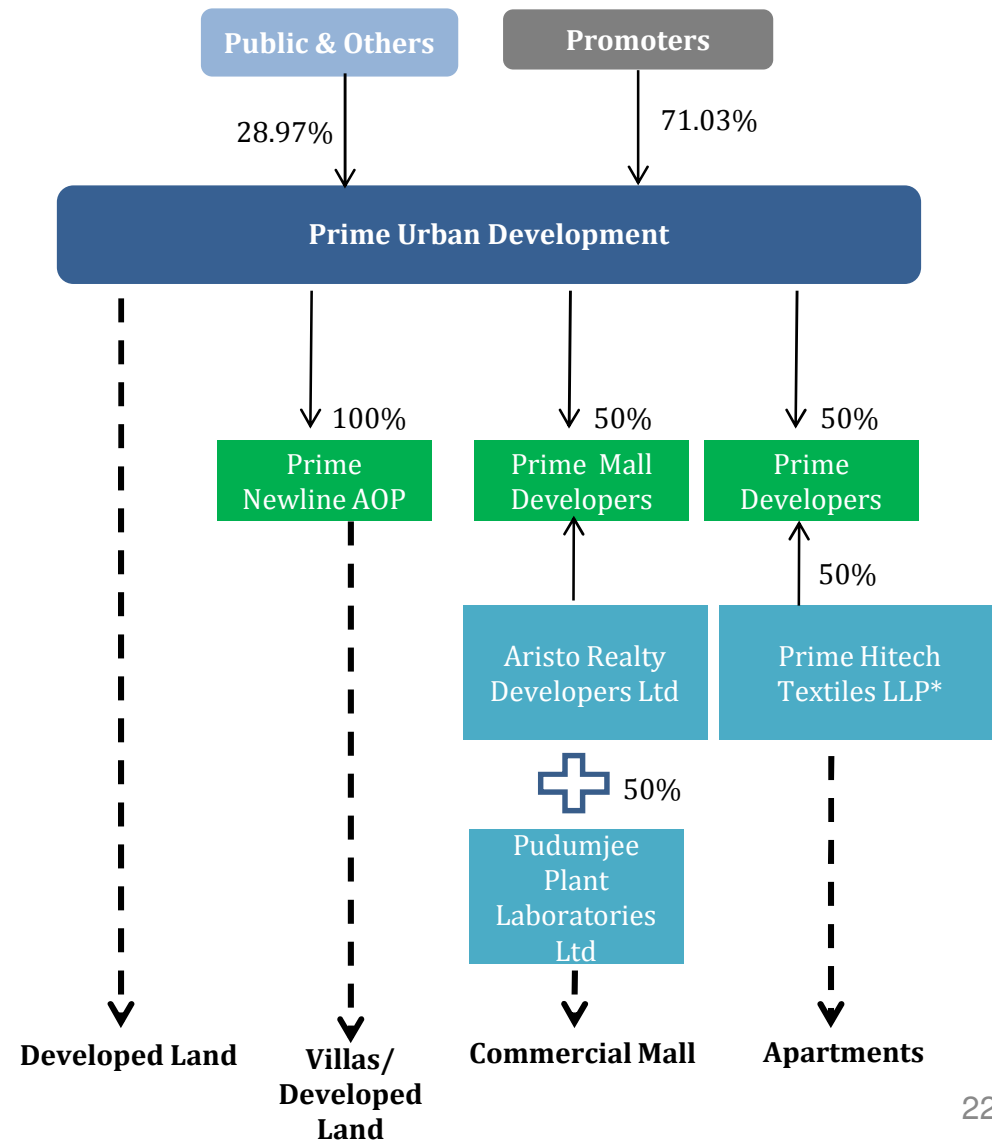
# Commercial Mall

- About:
  - Sold land to Reliance Prolific Traders Private Limited for Mall development
- Location:
  - Avinashi Main Road, heart of Tirupur
- Type:
  - Mall consist of Multiplex theatres, food court, banquet hall, entertainment hub, retail
- Status:
  - Construction agreement entered with Reliance Prolific Traders Private Limited



# Corporate Structure

- PRIME ENCLAVE VISTAS
- THE ONYX – VILLA PROJECT
- DEVELOPED LAND PROJECT
- COMMERCIAL MALL



\* Previously known as Prime Hitech Admin Service LLP





## Financials

# Profit & Loss Statement

Rs. Cr	Q1 FY18*	FY17^	FY16^	FY15^	FY14^
<b>Revenue</b>	<b>14.12</b>	<b>56.88</b>	<b>72.19</b>	<b>58.18</b>	<b>73.08</b>
Direct Expenses	13.3	35.94	38.83	43.8	62.03
Employee Expenses	0.68	2.73	2.64	2.44	2.24
Other Expenses	1.34	6.01	5.54	5.72	5.64
<b>EBITDA</b>	<b>-1.22</b>	<b>12.20</b>	<b>25.18</b>	<b>6.21</b>	<b>3.17</b>
<b>EBITDA Margin</b>	<b>-8.64%</b>	<b>21.44%</b>	<b>34.88%</b>	<b>10.68%</b>	<b>4.34%</b>
Other Income	1.62	1.27	1.00	0.36	0.42
Depreciation	0.08	0.36	0.29	0.24	0.22
<b>EBIT</b>	<b>0.32</b>	<b>13.11</b>	<b>25.89</b>	<b>6.33</b>	<b>3.37</b>
<b>EBIT Margin</b>	<b>2.30%</b>	<b>23.04%</b>	<b>35.86%</b>	<b>10.88%</b>	<b>4.61%</b>
Finance costs	0.17	0.58	2.12	3.86	3.09
<b>PBT before Extraordinary Items</b>	<b>0.15</b>	<b>12.53</b>	<b>23.77</b>	<b>2.49</b>	<b>-0.31</b>
Extraordinary Items	-	-	5.55	0.02	-0.59
<b>PBT</b>	<b>0.15</b>	<b>12.53</b>	<b>18.22</b>	<b>2.49</b>	<b>-0.31</b>
Tax	0.0	2.82	3.73	0.51	0.39
<b>PAT</b>	<b>0.15</b>	<b>9.71</b>	<b>14.49</b>	<b>1.98</b>	<b>-0.7</b>
<b>PAT Margin</b>	<b>1.06%</b>	<b>17.06%</b>	<b>20.07%</b>	<b>3.40%</b>	<b>-0.96%</b>

\* Standalone (As per IndAS)

^ Consolidated (As per IGAAP)

# Consolidated Balance Sheet

Rs. Cr	Mar-17^	Mar-16^	Mar-15^	Mar-14^
Share Capital	5.33	5.33	5.33	4.55
Reserves & Surplus	25.28	14.00	29.81	26.91
Business Reconstruction Reserve	-	29.04	116.29	127.2
Money received against share warrant	-	-	-	0.49
<b>Shareholders Fund</b>	<b>30.61</b>	<b>48.37</b>	<b>151.43</b>	<b>159.15</b>
Long Term Borrowings	0.39	0.65	0.23	0.43
Other Long Term Liabilities	12.70	12.70	13.36	13.16
<b>Total Non Current Liabilities</b>	<b>13.09</b>	<b>13.35</b>	<b>13.59</b>	<b>13.59</b>
Short Term Borrowings	18.78	17.69	30.19	32.28
Trade Payables	3.67	2.40	2.55	3.13
Other Current Liabilities	1.32	1.20	3.23	3.28
Short term provision	2.43	1.78	1.43	0.48
<b>Total Current Liabilities</b>	<b>26.19</b>	<b>23.07</b>	<b>37.40</b>	<b>39.17</b>
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>69.90</b>	<b>84.79</b>	<b>202.41</b>	<b>211.90</b>

^ As per I-GAAP

Rs. Cr	Mar-17^	Mar-16^	Mar-15^	Mar-14^
Fixed Assets	9.88	31.96	146.94	158.10
Non Current Investments	4.57	0.06	0.06	0.06
Long term loans & advances	-	4.35	6.76	5.20
Other Non Current assets	-	-	-	-
<b>Total Non Current Assets</b>	<b>14.45</b>	<b>36.37</b>	<b>153.76</b>	<b>163.36</b>
Current Investment	2.02	-	0.06	0.64
Inventories	32.43	31.19	31.23	31.40
Trade Receivables	7.16	3.05	8.05	3.42
Cash & Cash Equivalents	1.00	2.59	1.28	3.26
Short Term loans & Advances	10.78	9.40	1.55	3.22
Other current asset	2.07	2.19	6.49	6.59
<b>Total Current Assets</b>	<b>55.44</b>	<b>48.42</b>	<b>48.65</b>	<b>48.53</b>
<b>TOTAL ASSETS</b>	<b>69.90</b>	<b>84.79</b>	<b>202.41</b>	<b>211.90</b>

## For further information, please contact:

### Company :

**Prime Urban Development India Ltd**

CIN:L70200TZ1936PLC000001

Mr. Anuj Patodia

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### Investor Relations Advisors :

**Strategic Growth Advisors Pvt. Ltd.**

CIN: U74140MH2010PTC204285

Mr. Shogun Jain / Mr. Pratik R. Shah

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