

To,  
BSE Limited  
Corporate Relationship Department  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001

Date: 13/08/2020

Scrip Code-523329

Subject: Investors' Presentation

Ref: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")

Dear Sir/Madam,

In terms of Regulation 30 read with Para A of Part A of Schedule III of the SEBI Listing Regulations, please find enclosed herewith a copy of the latest Investors' presentation. The same shall be uploaded on the website of the Company at [www.eldecogroup.com](http://www.eldecogroup.com)

We request you to take the above information on record.

Thanking you,  
For Eldeco Housing and Industries Limited

  
Chandni Vij  
Company Secretary  
Mem. No. : A46897



**Eldeco Housing & Industries Ltd.**

# ELDECO HOUSING & INDUSTRIES LTD. (EHIL)

Investor Presentation  
August 2020

**ELDECO**



# DISCLAIMER

*This presentation provided by Eldeco Housing & Industries Ltd., is highly confidential and is being given solely for your information and your use. This presentation may contains certain forward looking statements concerning Company's future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the company.*

*In addition to Company data, data from market research agencies, Stock Exchanges and industry publications has been used for this presentation. This work may not be used, sold, transferred, adapted, abridged, copied or reproduced in whole or in part in any manner or form or in any media without the prior written consent. Any unauthorized use, disclosure or public dissemination of information contained herein is prohibited.*

*The information contained in these materials has not been independently verified. None of the companies, its Directors, Promoters or affiliates, nor any of its or their respective employees, advisors or representatives or any other person accepts any liability whatsoever, whether arising in tort, contract or otherwise, for any errors, omissions or inaccuracies in such information or opinions or for any loss, cost or damage suffered or incurred howsoever arising, directly or indirectly, from any use of this document or its contents or otherwise in connection with this document and makes no representation or warranty, express or implied for the contents of this document including its accuracy, fairness, completeness or verification or for any other statement made or purported to be made by any of them or on behalf of them and nothing in this document or at this presentation shall be relied upon as a promise or representation in this respect, whether as to the past or the future. The information and opinions contained in this presentation are current and if not stated otherwise as of the date of this presentation. The company undertakes no obligation to update or revise any information or the opinions expressed in this presentation as a result of new information, future events or otherwise. Any opinions or information expressed in this presentation are subject to change without notice.*

*The distribution of this document in certain jurisdictions may be restricted by law and persons into whose possession this presentation comes should inform themselves about and observe any such restrictions. By participating in this presentation or by accepting any copy of the slides presented, you agree to be bound by the foregoing limitations.*



# Presentation Outline



Company Overview

6



Industry Overview

18



Financial Overview

21



Key Investment Thesis

27



Stock Information

32

# ELDECO GROUP OVERVIEW

Expertise in Housing and Commercial Space in Tier I, Tier II and Tier III towns.



Brand with high recall in North India



Key Player in U.P. since 1985  
Entered Delhi NCR in year 2000



Over 40 Years Experience



200 Projects Delivered  
30 Under Execution



25000+ Satisfied Customers

## Eldeco Group has two main Companies

**Eldeco Housing & Industries Limited (EHIL) -**  
Company listed on BSE.

**Eldeco Infrastructure & Properties Limited (EIPL)-**  
Unlisted Company

Prominent Market Player in Lucknow Area

Operates in Delhi NCR, Punjab, Haryana,  
Uttarakhand, Rajasthan & UP (except Lucknow)

## Key Business Areas

### Residential

- Group Housing –  
20 Projects Completed  
2 to 23 Acres each
- Integrated Township - 1000  
Acres Under Active  
Development

### Commercial

- 1.5 million Sq.ft.+ Space  
Developed

### Industrial Park

- Developed Eldeco Sidcul  
Industrial Park (ESIP) - 1200  
Acres in Sitarganj

# VISION AND VALUE SYSTEM

Mission to drive high grade real estate development in North India simultaneously providing enhanced returns to the shareholders.



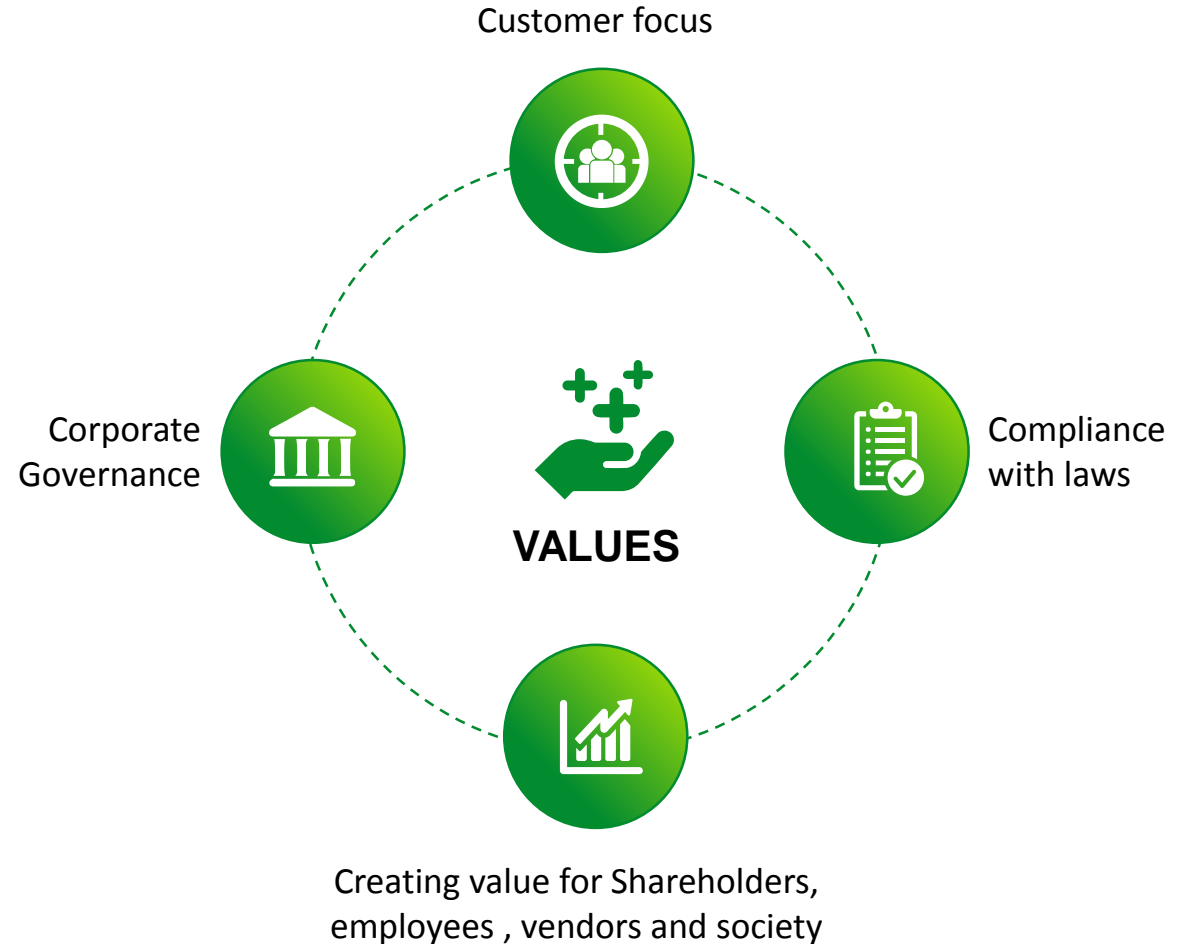
## VISION



To be the foremost player of North India across all our business verticals



Achieving success by adhering to our commitment of 'creating value and cementing trust'





# COMPANY OVERVIEW

*Leading Real Estate Developer in Lucknow*



*Eldeco City, Township Project, Lucknow*

# EHIL – OVERVIEW

Brand leader in the most popular state



**30+** Years of Experience  
& Brand Status



**Leadership** in **Lucknow** (UP)



**Real Estate - Residential  
& Commercial**



**FY20:**

**Revenue : Rs 129 Cr**

**EBITDA : Rs 54 Cr**

**PAT : Rs 39 Cr**



**Focus on 'Middle  
income' segment**



**5 Year CAGR:**

**Revenue : -2%**

**EBITDA : 11%**

**PAT : 18%**



**40 Projects Completed  
9 Projects On-going**



**5 Year Average:**

**ROE : 20%**

**ROCE : 31%**



**BSE Listed : 523329  
Track Record of  
Dividend Payment**



**Zero Debt Company \***



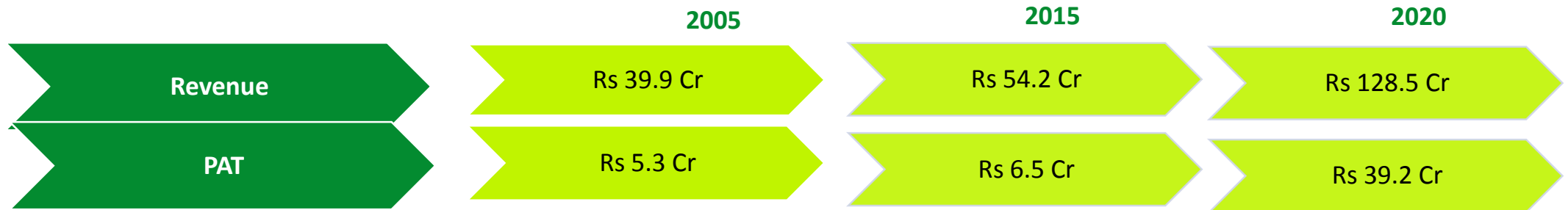
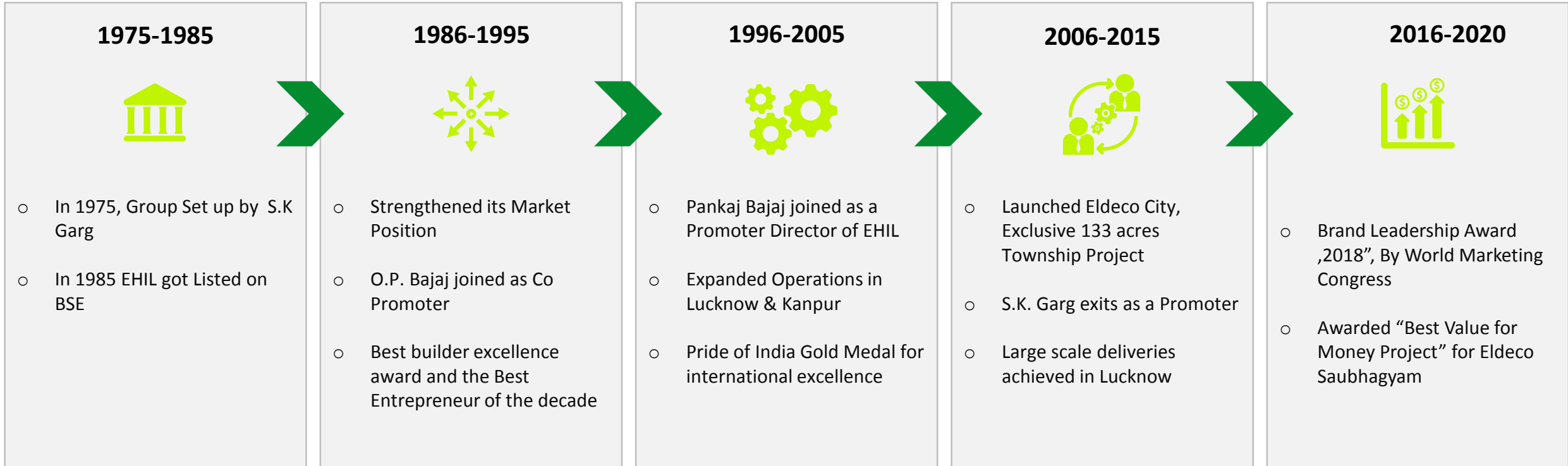
*Eldeco City Breeze, Group Housing, Lucknow*

\* Excluding Customer advances & Creditors



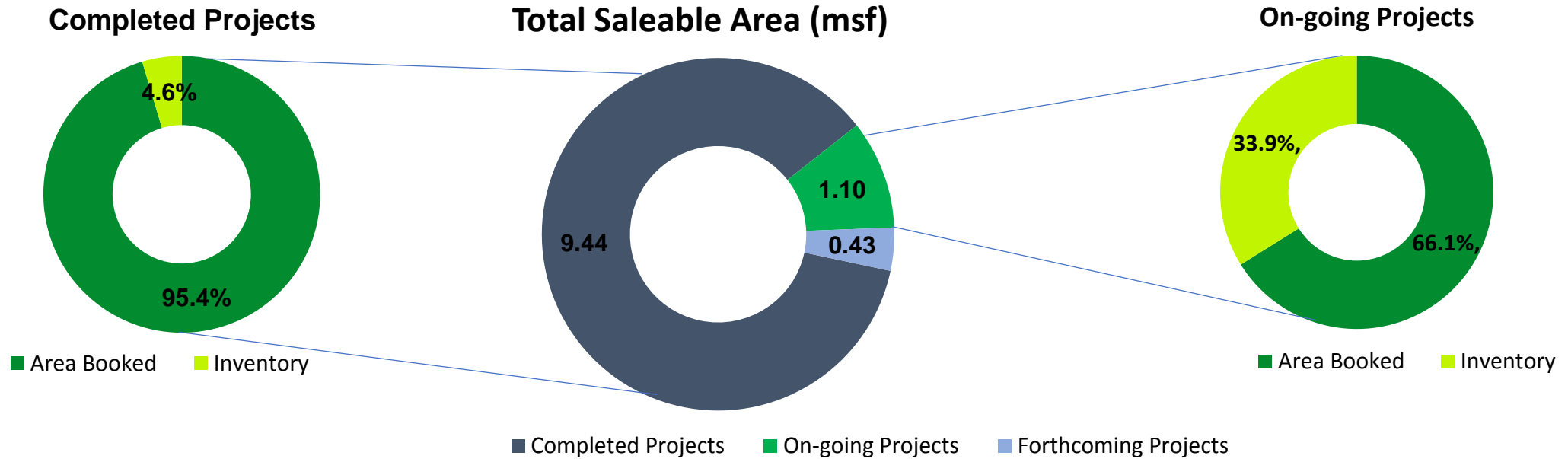
# KEY MILESTONES

Established Real Estate Developer in Lucknow over past several decades



# BUSINESS PORTFOLIO

Strong sales track leading to steady cash flows



## Completed Projects

% of Sold Area to be recognized in Revenue as per IND AS	~2%
Avg. Realisations	~Rs 1,850 /Sq. Ft.
Sale Value of Area Booked	Rs 1,670 Cr

## On-going Projects

% of Sold Area to be recognized in Revenue as per IND AS	100%
Avg. Realisations	~Rs 3,170 /Sq. Ft.
Sale Value of Area Booked	Rs 230 Cr

# BUSINESS SEGMENTS – GROUP HOUSING (COMPLETED)

Focus on VALUE Housing Segment



Group Housing – Major Projects Completed



Project	Eldeco Saubhagam	Eldeco Eternia	Eldeco City Breeze
Scheme Type	Hi-Rise Complex	Hi-Rise Complex	Hi-Rise Complex
Saleable Area (msf)	1.20	0.36	0.22
Area Booked (msf)	1.17	0.36	0.20
Inventory (msf)	0.03	0.00	0.02
Average Realisation (Rs / Sq. Ft.)	2,854	2,278	3,100

Note: EHIL Ownership in all projects is 100% unless specified



# BUSINESS SEGMENTS – TOWNSHIPS (COMPLETED)

Eldeco City, an integrated township spread across 133 acres is the current flagship project



Townships - – Major Projects Completed

Project	Eldeco City	Eldeco Samridhi	Eldeco Shaurya (Phase-I)
Scheme Type	Plots & Villas	Plots & Villas	Plots and Villas
Saleable Area (msf)	2.36	0.22	0.66
Area Booked (msf)	2.22	0.16	0.55
Inventory (msf)	0.14	0.06	0.11
Average Realisation (Rs / Sq. Ft.)	1,990	3,500	1,610

Note: EHIL Ownership in all projects is 100% unless specified

# BUSINESS SEGMENTS – COMMERCIAL (COMPLETED)

Local shopping centers provides significant opportunities ahead



**Commercial – Major Projects Completed**



Project	Eldeco Elegante	Eldeco Corporate Tower	Eldeco City Arcade 1
Scheme Type	Retail Cum Office Spaces	Office Space	Shops
Saleable Area (msf)	0.05	0.08	0.01
Area Booked (msf)	0.04	0.08	0.01
Inventory (msf)	0.01	NIL	NIL
Average Realisation (Rs / Sq. Ft.)	6,180	4,180	6,200

Note: EHIL Ownership in all projects is 100% unless specified

# ON-GOING PROJECTS

Robust Project Pipeline would significantly add up Topline in the coming period

Sl. No.	Project Name	Project Type	Saleable Area (msf)	Area Booked (msf)	Inventory (msf)	Expected Completion Date
1	Eldeco City Dreams	Group Housing	0.07	0.04	0.03	Q1FY22
2	Eldeco Luxa	Group Housing	0.13	0.01	0.12	Q2FY22
3	Eldeco Regalia	Township	0.69	0.54	0.15	Applied and Awaiting for Completion Certificate. Registry & possession started in June 2020.
4	Eldeco North Block	Township	0.05	0.05	NIL	Q1FY22
5	Eldeco South Block	Township	0.02	0.02	NIL	Q2FY22
6	Eldeco Inner Circle at Shaurya	Residential	0.04	0.03	0.01	Construction going on. RERA registration done. More than 90% of Inventory is sold out.
7	Eldeco Select ( T-5) at Saubhagyam	Group Housing	0.06	0.02	0.04	Construction going on. RERA registration done. Sale of units is in progress.
8	Eldeco City Arcade 2	Commercial	0.02	0.02	NIL	Physical Possession started in July 2019.
9	Eldeco Saubhagyam Arcade	Commercial	0.01	0.01	NIL	Applied and Awaiting for Completion Certificate. Completion Certificate received on May 2020
	<b>Total</b>		<b>1.10</b>	<b>0.72</b>	<b>0.37</b>	

Note: EHIL Ownership in all projects is 100% unless specified



# FORTHCOMING PROJECTS

Eldeco Imperia, an integrated township to become a second flagship project of EHIL

Sl. No.	Project Name	Project Type	Economic Interest	Saleable Area (msf)	Current Status
1	Eldeco Imperia (phase I)	Residential	100%	0.23	Under planning
2	Eldeco Uday & Joy (EWS/LIG) at Regalia	Residential	100%	0.03	Construction going on. RERA registration done. Registration of application form is going on.
3	Eldeco City Plaza at City	Commercial	100%	0.01	Construction of structure nearing completion. RERA registration done. Project to be launched under two three month.
4	Eldeco Twin Tower at Eldeco City	Residential	100%	0.15	Under planning
5	Regalia Arcade at Eldeco Regalia	Commercial	100%	0.02	Under planning
	<b>Total</b>			<b>0.43</b>	

# UNSOLD PLOTS IN COMPLETED & ON-GOING PROJECTS

Fungible land with option to sell as developed projects

Eldeco Shaurya			
Plot Details	Type	FAR	Area (msf)
Shopping Mall	Commercial	1.75	0.02
School	Utility	1.00	0.02
LIG	Residential	1.00	0.01
EWS	Residential	1.00	0.01
<b>Total</b>			<b>0.07</b>

Eldeco Samridhi			
Plot Details	Type	FAR	Area (msf)
Commercial	Commercial	1.00	0.01
LIG & EWS	Residential	1.00	0.03
<b>Total</b>			<b>0.04</b>

Eldeco City			
Plot Details	Type	FAR	Area (msf)
Shopping Mall	Commercial	1.75	0.13
GH - 1	Residential	2.50	0.07
GH - 3	Residential	2.50	0.38
Nursing	Utility	1.00	0.01
Commercial	Commercial	1.50	0.01
School	Utility	1.00	0.04
<b>Total</b>			<b>0.64</b>

<b>Total Unsold Plots inventory</b>		<b>0.85 msf</b>
Expected Avg. Realisations	~Rs 1,365 / Sq. Ft.	

Eldeco Regalia			
Plot Details	Type	FAR	Area (msf)
Shops	Commercial	1.50	0.003
School	Utility	1.00	0.02
<b>Total</b>			<b>0.02</b>

Eldeco Imperia			
Plot Details	Type	FAR	Area (msf)
School	Utility	1.00	0.04
Commercial	4.18	1.50	0.03
<b>Total</b>			<b>0.07</b>

# FUTURE PROJECTS

Focused on execution linked growth plans

## Land Available for Future Development

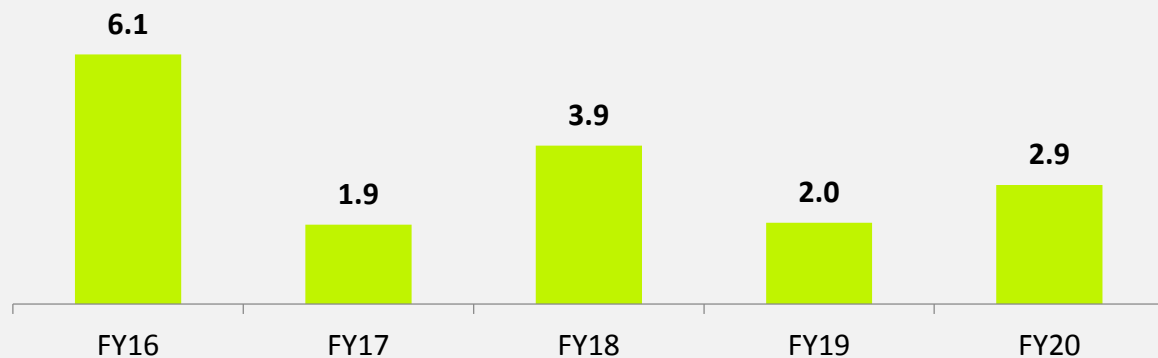
Sl. No.	Place	Area (msf)
1	Jiamau, Lucknow	0.34
2	Eldeco City Bareilly (40% economic interest in 40 acres)	0.36
<b>Total</b>		<b>0.70</b>



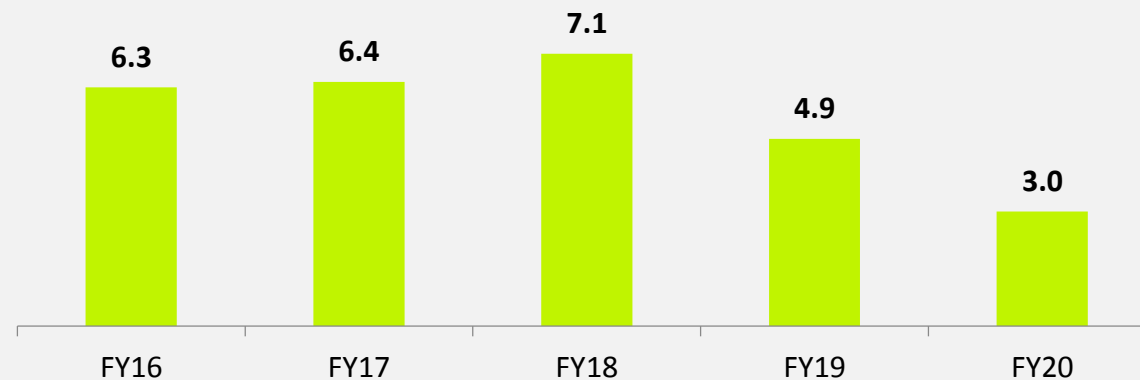
# HISTORICAL TRACK RECORD

Trusted Delivery, Enduring Values

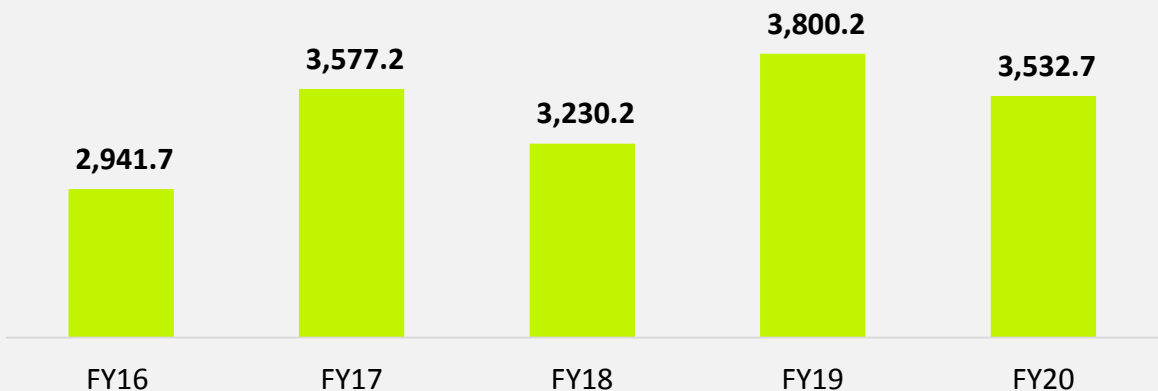
### Area Booked (Lakh Sq. Ft.)



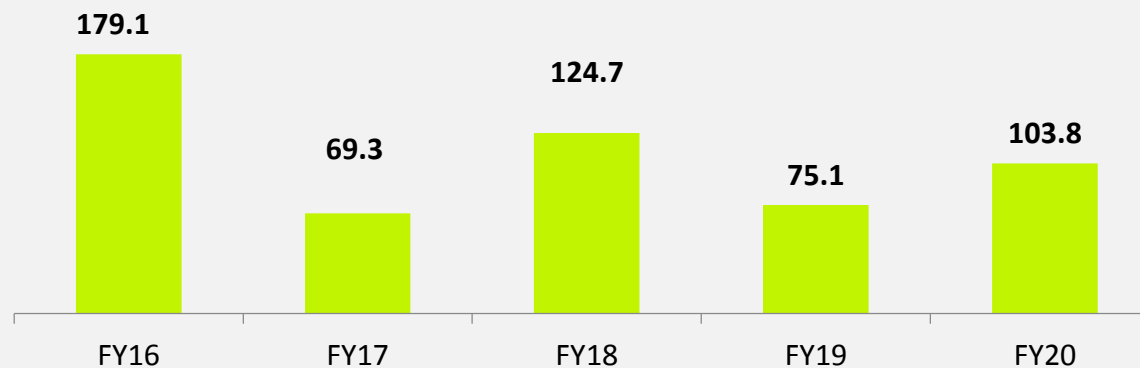
### Area Constructed (Lakh Sq. Ft.)



### Average Realisation (Rs / Sq. Ft.)



### Value of Area Booked (Rs Crore)



# INDUSTRY OVERVIEW

*Lucknow : Among the Top Tier 2 Cities of India*



# LUCKNOW REAL ESTATE MARKET

The fastest growing city in India offering a mix of Affordability and Luxury Housing



Capital City of Uttar Pradesh (U.P)



Hub of business and financial activities



High rate of growth



Robust Market Opportunities

*The market is primarily driven by public sector employees, local businesses and influx of population and investment from East U.P.*






# Real Estate Market in Lucknow

## Rapid Urbanisation triggered the boom in Lucknow Real Estate



Population growth and Urbanisation



Major infrastructure upgrade by successive Governments in past 15 years. Lucknow enjoys strong position in the smart cities of the country.



Lucknow-Agra Expressway




National Highway – NH-56



Metro Rail



Educational Institutions  
Indian Institute of Management, Lucknow




Mid and Affordable housing segment driven market demand



Increasing demand of Integrated Townships boosting the growth of commercial sector



Flourishing MNCs and IT Companies as well as hospitals and the health care industry



Increasing interest of Indians and NRIs to enjoy an excellent return on investment or to enjoy the best rental income from the property



# FINANCIAL OVERVIEW

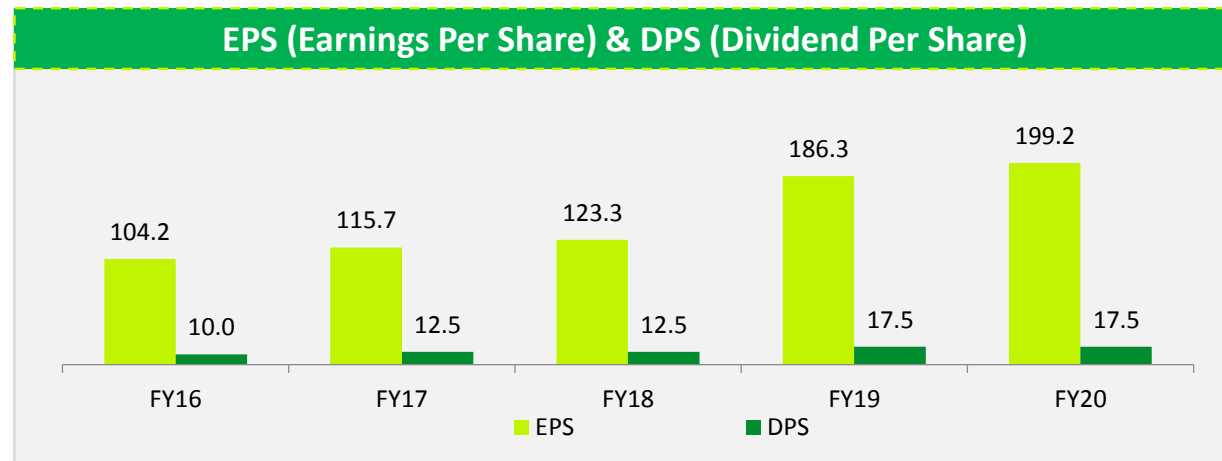
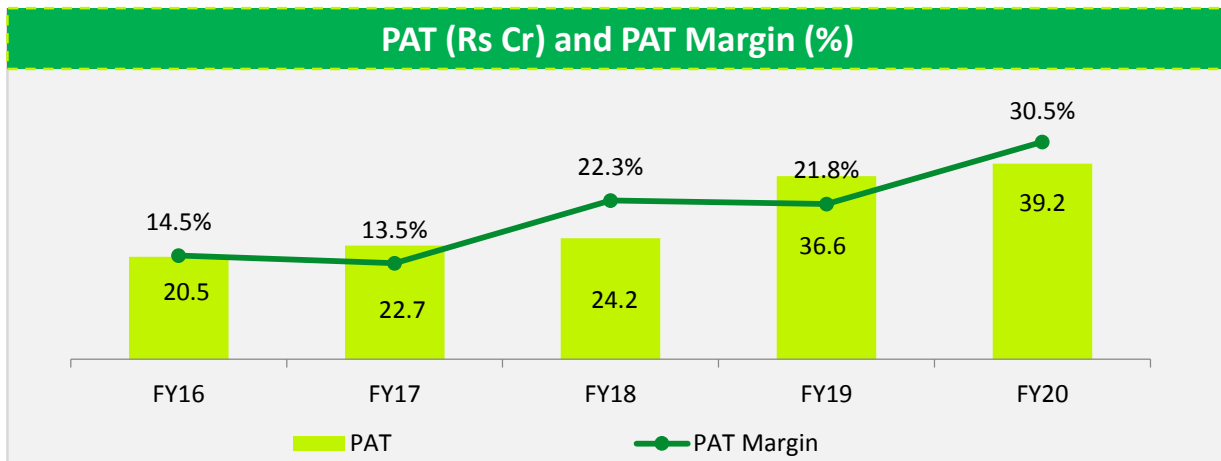
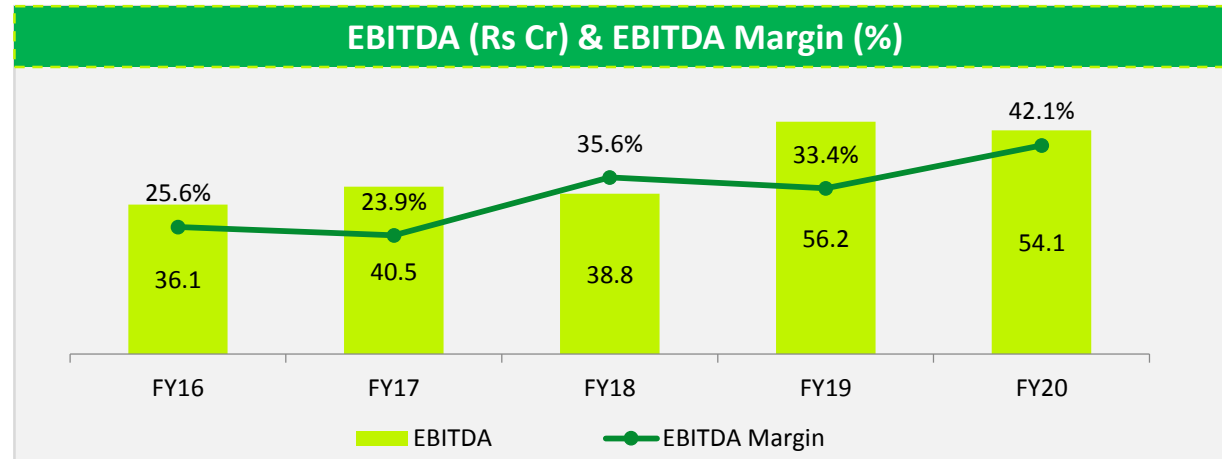
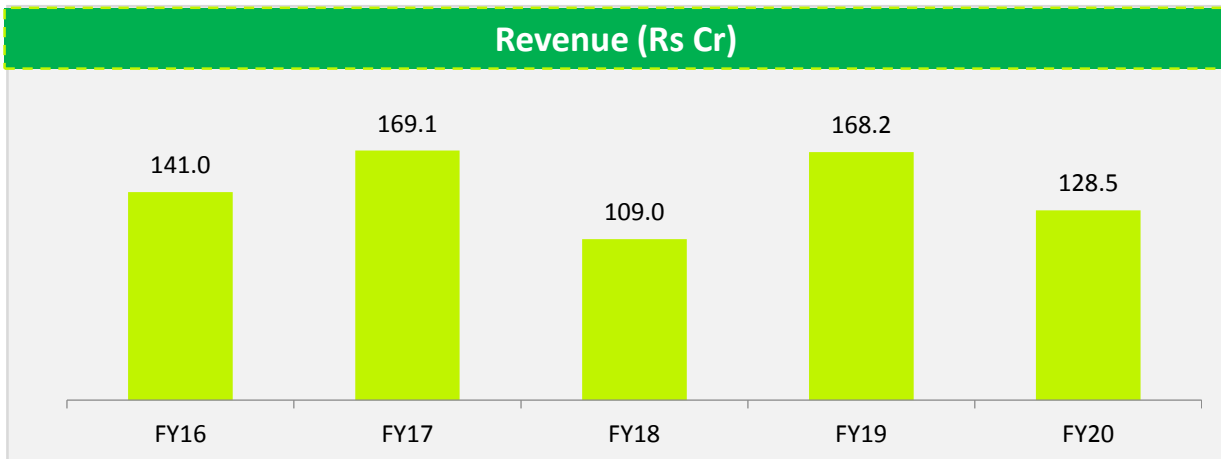
*Strongly Committed, Consistent Performer*



*Eldeco City Dreams, Group Housing, Lucknow*

# CONSOLIDATED FINANCIAL OVERVIEW

High Performance Delivered, significant upside in profits and margins



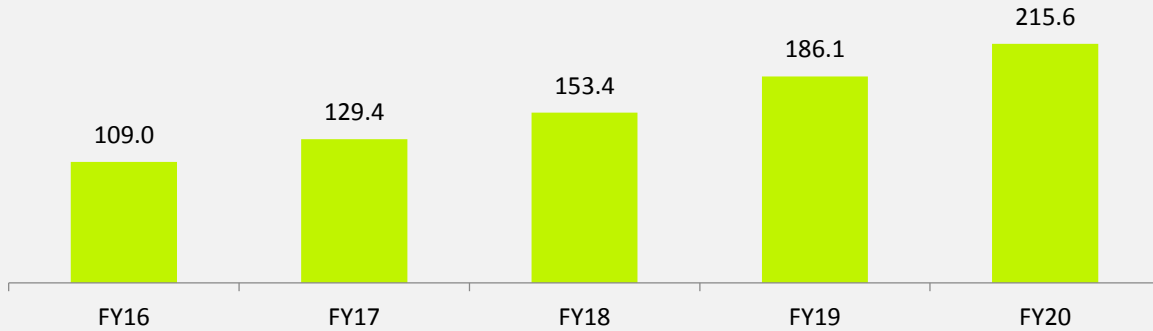
Note 1: PAT and EPS are after adjusting Minority Interest

Note 2: The financial statements for the year ended 31st March, 2018 (FY18) are the first financial statements, the Company has prepared in accordance with Ind AS. For the purpose of comparatives, financial statements for FY17 are also prepared under Ind AS by the Company. FY19 and FY20 numbers are also as per IND AS.

# CONSOLIDATED FINANCIAL OVERVIEW

## Achieving growth by internal cash accruals

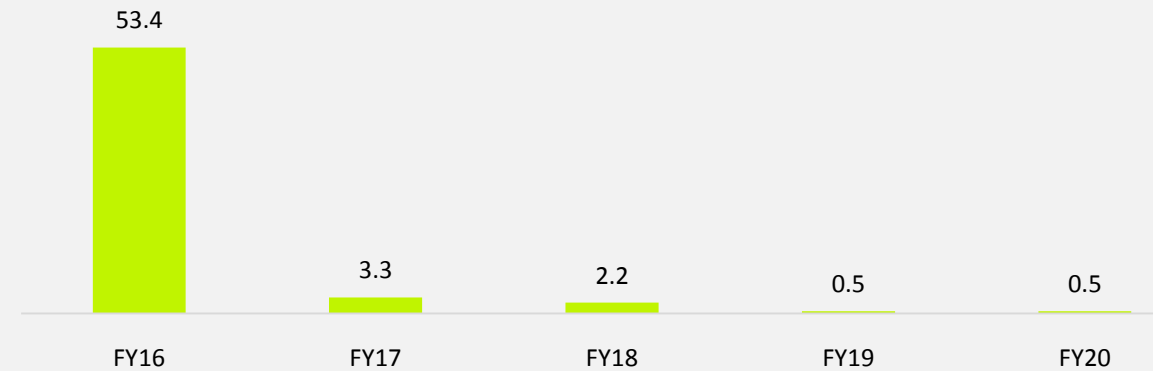
### Capital Employed (Rs Cr)



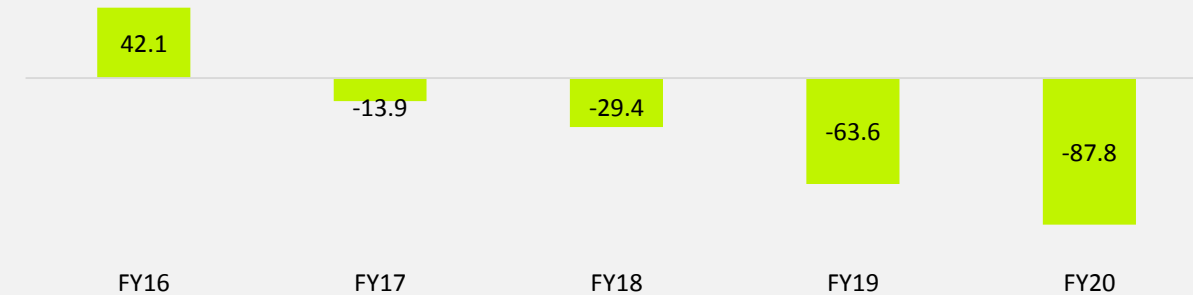
### Networth (Rs Cr)



### Gross Debt (Rs Cr)



### Net Debt (Rs Cr)



Note 1: Gross Debt = Long Term Borrowings + Short Term Borrowings + Current Maturities of Long Term Borrowings; Net Debt = Gross Debt – Cash & Cash Equivalents

Note 2: The financial statements for the year ended 31st March, 2018 (FY18) are the first financial statements, the Company has prepared in accordance with Ind AS. For the purpose of comparatives, financial statements for FY17 are also prepared under Ind AS by the Company. FY19 and FY20 numbers are also as per IND AS.

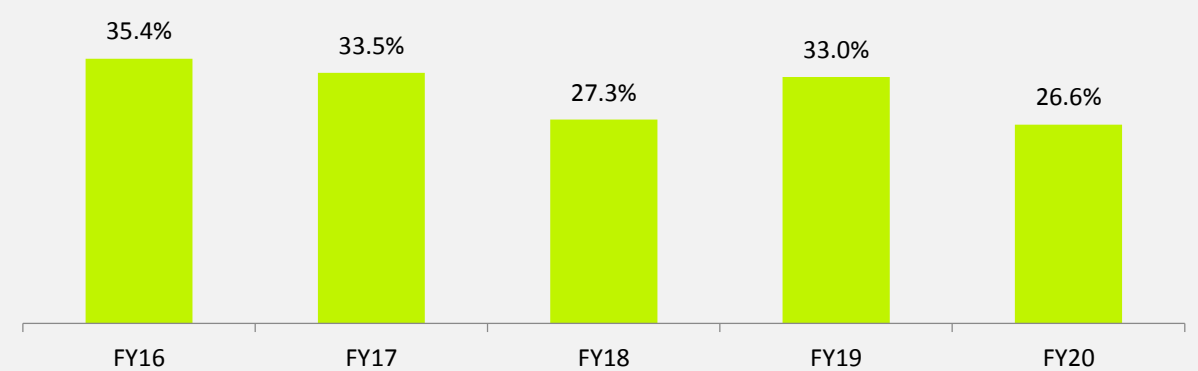
# CONSOLIDATED FINANCIAL OVERVIEW

## Increased returns with minimal leverage

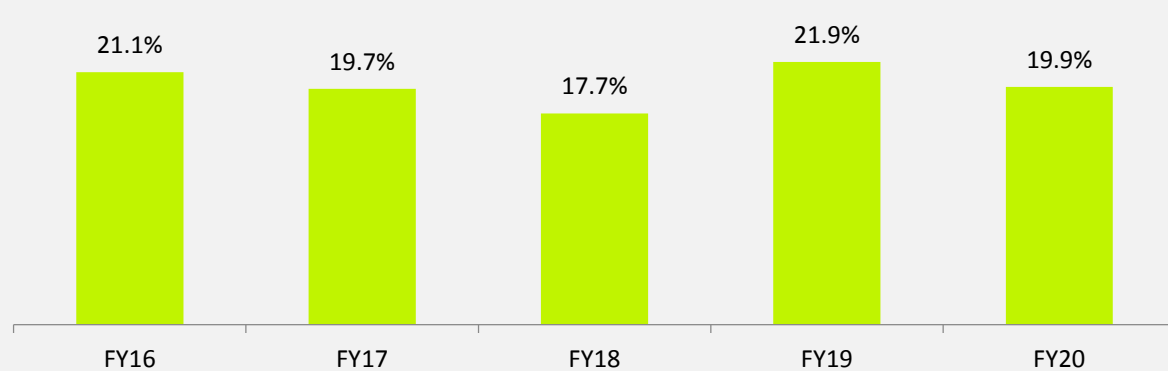
### Current Ratio (x)



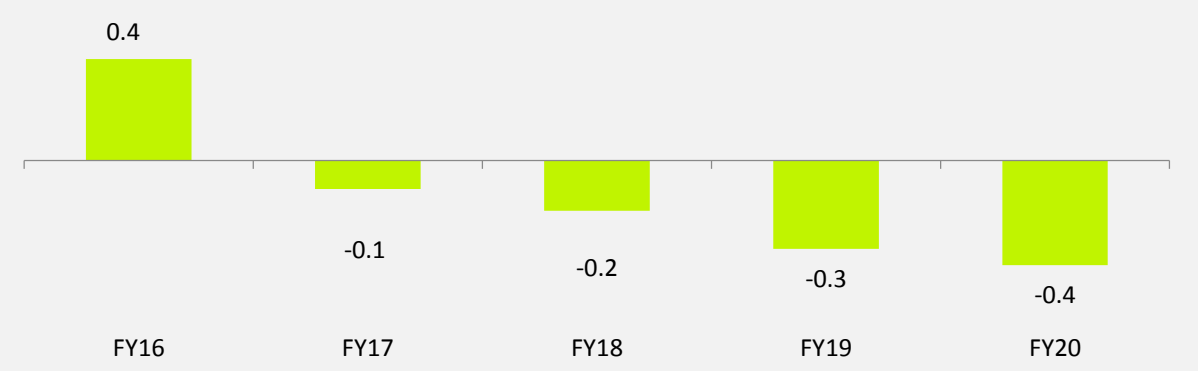
### Return on Capital Employed (%)



### Return on Equity (%)



### Net Debt/Equity (x)



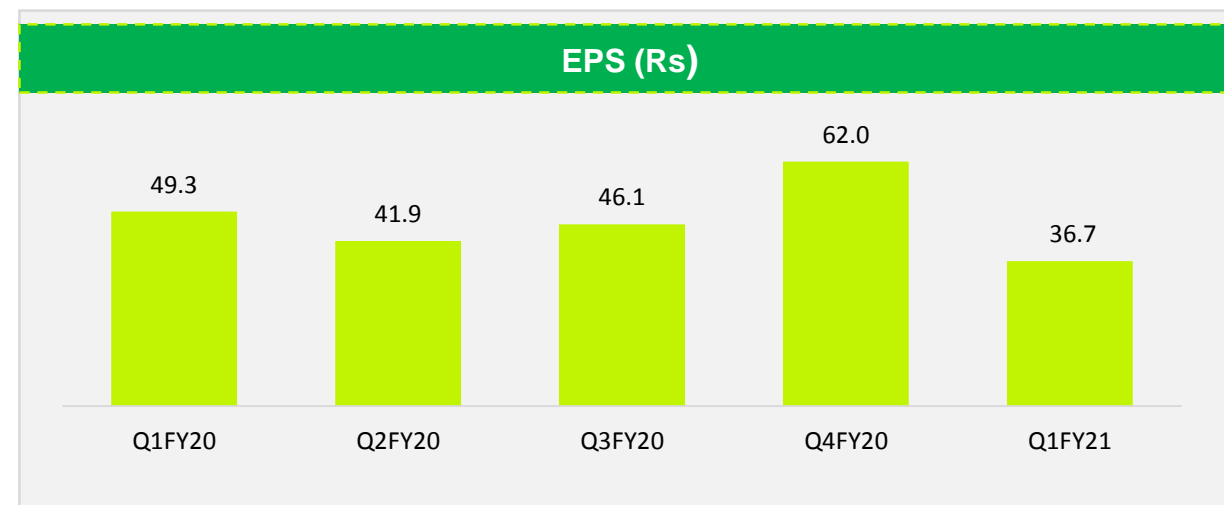
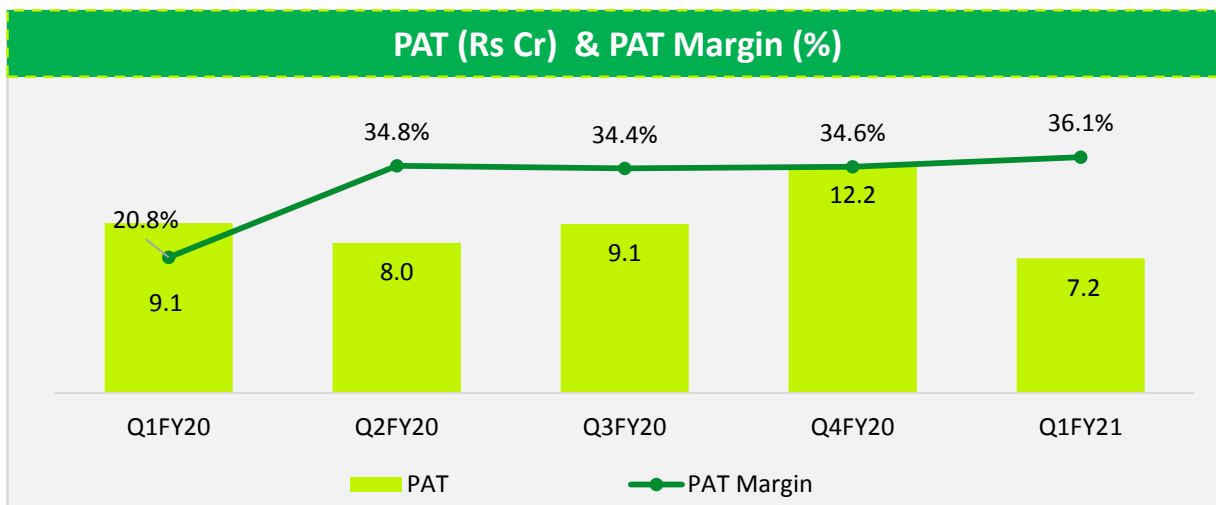
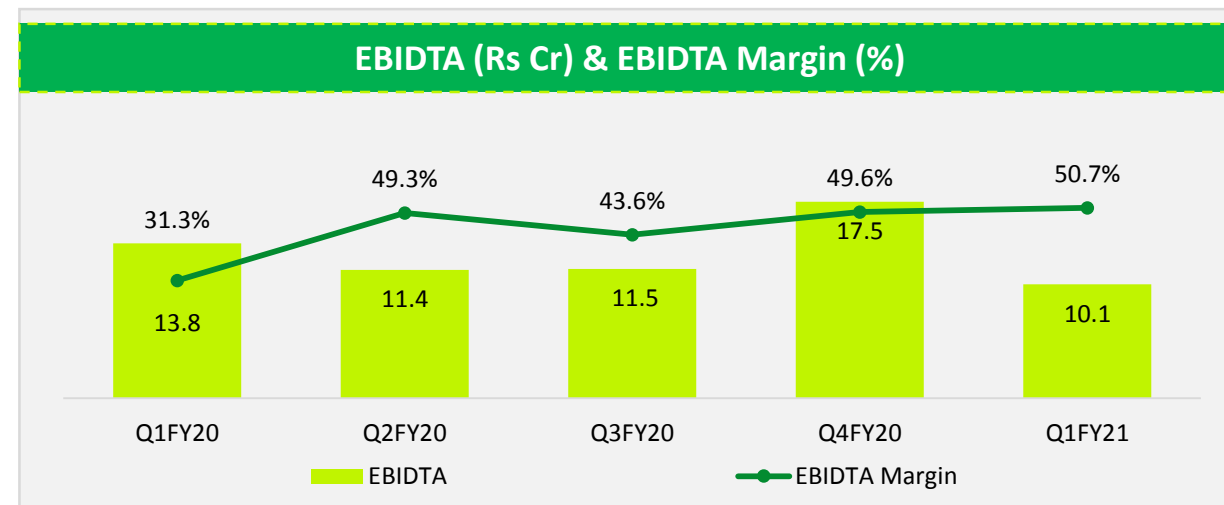
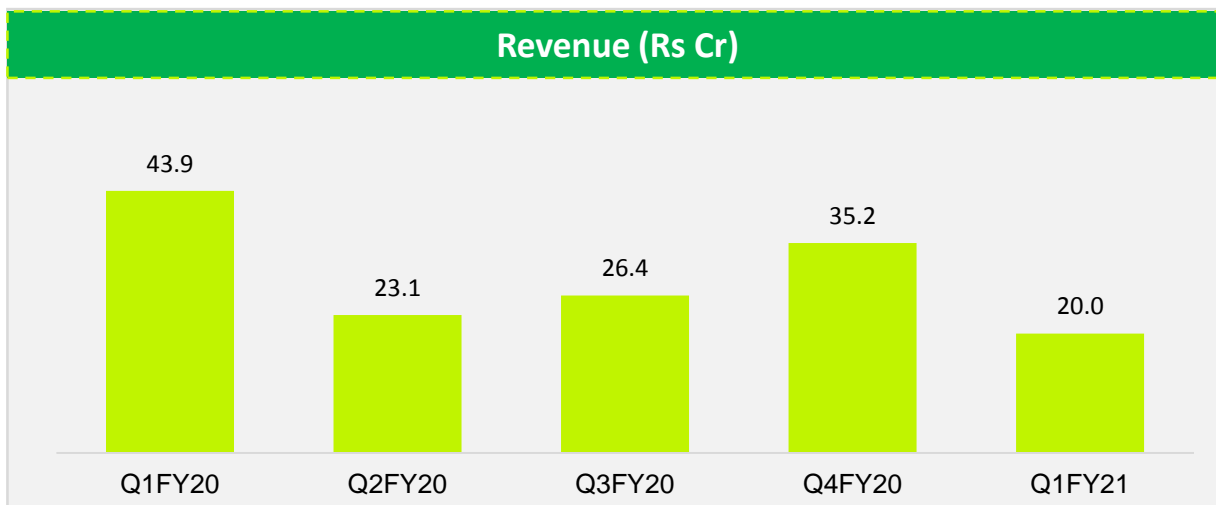
Note 1: Current Ratio = Current Assets / Current Liabilities; ROCE = EBIT / Average Capital Employed (Total Assets – Current Liabilities); ROE = PAT / Average Shareholders Fund; Net Debt / Equity = (Gross Debt – Cash & Cash Equivalent) / Shareholders Fund

Note 2: The financial statements for the year ended 31st March, 2018 (FY18) are the first financial statements, the Company has prepared in accordance with Ind AS. For the purpose of comparatives, financial statements for FY17 are also prepared under Ind AS by the Company. FY19 and FY20 numbers are also as per IND AS.



# CONSOLIDATED QUARTERLY FINANCIALS

Quarterly fluctuations due to lumpy project completion



Note: PAT and EPS are after adjusting Minority Interest

# Q1FY21 RESULTS (CONSOLIDATED)

Significant Improvement in EBIDTA and Profitability Margins in Q1FY21

Particulars (Figures in Rs Cr)	Q1FY21	Q1FY20	% Chg (YoY)	FY20
Revenues	19.98	43.88	-54.46%	128.53
EBIDTA	10.14	13.75	-26.29%	54.09
Finance Cost	0.11	0.14	-19.69%	0.90
PBT	9.87	13.56	-27.24%	52.54
PAT	7.22	9.11	-20.72%	39.18
EPS (Rs)	36.73	49.30	-25.51%	199.22
EBIDTA Margin	50.73%	31.34%	1939 bps	42.08%
PBT Margin	49.37%	30.90%	1847 bps	40.88%
PAT Margin	36.14%	20.76%	1538 bps	30.48%

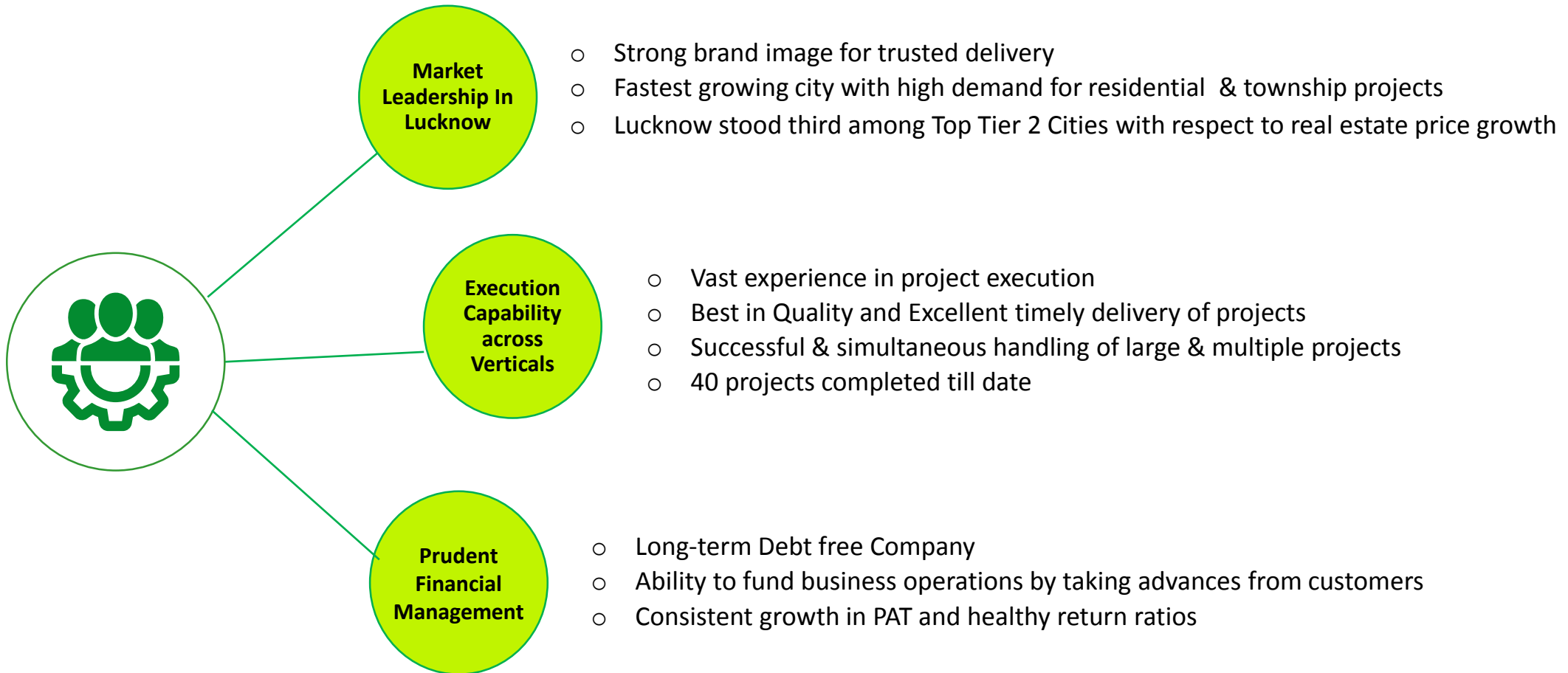
Note : PAT and EPS are after adjusting Minority Interest

# KEY INVESTMENT THESIS

*Experience Driven and Delivery Focused*

# KEY INVESTMENT THESIS

Firm and Focused on Project Delivery with Judicious Capital Management will drive future growth





# Key Investment Thesis

**Strongly Dedicated on project execution, mid-income value segment and enhancing shareholder's wealth**

## Robust Growth Underway

- Experienced Land Procurement Team
- Several Ongoing Projects in different segments with total saleable area of ~1.10 msf

## Future Strategies

- Focus on Execution and Customer Satisfaction
- Fungible land usage due to Township Concept
- Operations focussed in Mid - Income Value category

## Road Ahead

- Focussed on Providing steady returns
- Financial Conservatism, ensuring higher shareholders' wealth
- Several sizeable projects being negotiated



*Eldeco City Arcade, Commercial, Lucknow*

# SWOT ANALYSIS

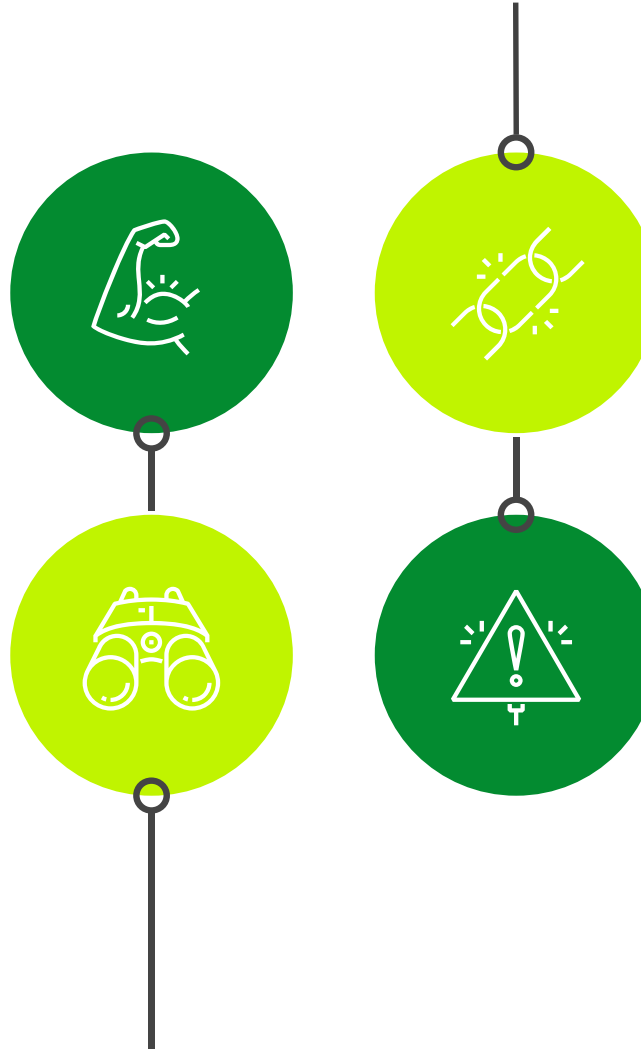
Inherent Strengths and Market Opportunities aids in steering clear of Threats and Weaknesses

## Strength

- Foremost Real Estate Player in Lucknow
- Zero Long-term debt
- Sales & Execution Capability
- Trusted Brand
- Ability to play the entire value chain-from land assembly to asset maintenance

## Threats

- Muted demand resulting in oversupply
- Lack of suitable land for development
- Lack of deep pool of institutional capital for real estate development in Lucknow



## Weakness

- Geographical Concentration in Lucknow
- Low volume growth in last 2-3 years

## Opportunities

- Booming Infrastructure in Lucknow
- RERA , GST, NBFC Cash crunch resulting in market consolidation
- Population growth, urbanisation and increase in buying power

# MANAGEMENT

## Experienced and Professional Management Team



**Mr. Pankaj Bajaj**  
*Chairman cum Managing Director*

- B.Com (Honors) from SRCC
- PGDM (MBA) from IIM, Ahmedabad
- Over 20 years of experience in construction and real estate development.
- President of CREDAI-NCR (Confederation of Real Estate Developers Association of India)



**Mr. S.K. Jaggi**  
*EHIL COO*

- Over 28 years experience in real estate
- Post graduate from Kanpur University



**Mr. A.K. Dhanda**  
*Group CFO*

- Total experience of around 35 years; previously with NIIT and Uptron
- Fellow member of the ICAI



# STOCK INFORMATION

*Outperforming the Benchmarks*



*Eldeco Saubhagyam Arcade, Group Housing, Lucknow*



# STOCK INFORMATION & KEY NUMBERS

EHIL stock outperformed across Indices and Sector on a long term basis

Shareholding Pattern (%) as on 30 June 2020



Stock Data – BSE as on 12 August 2020

	Stock Price	Rs 1001
	52 Week High/Low	Rs 2285 / 678
	Market Capitalization	Rs 197 Cr
	Shares Outstanding	1.97 Mn
	Free Float	Rs 91 Cr / 46%

Valuation Metrics

Enterprise value – EV (Rs Cr)	109.0
P/E (x)	5.0
P/BV (x)	1.0
EV / Sales (x)	0.9
EV / EBITDA (x)	2.0

Note: 1. Market Data as on 12 August 2020; Other data are based on FY20 Consolidated Financials.  
2. EV = Market Cap + Borrowings – Cash; P/E = Price / EPS; P/BV = Price / Book Value per Share; EV/Sales = EV / Revenue

Stock Returns (in %)

Company / Indices	1 Year	3 Year	5 Year
EHIL	-51.6%	18.2%	292.6%
BSE Realty	-20.6%	-17.0%	20.8%
Sensex	2.10%	22.9%	39.5%



**THANK YOU**

## **Eldeco Housing & Industries Ltd.**

**Registered Office and Corporate Office:**

Eldeco Corporate Chamber-1, 2nd Floor,  
Vibhuti Khand (Opp. Mandi Parishad),  
Gomti Nagar, Lucknow-226010

Tel : 0522 4039999

Fax : 0522-4039900

[www.eldecogroup.com](http://www.eldecogroup.com)

[eldeco@eldecohousing.co.in](mailto:eldeco@eldecohousing.co.in)

**For IR Contact:**

Mr. Gautam Jain

One IR Advisors

C/O Dextrus, A-802, Crescenzo, C/38-39 G-Block,  
Bandra Kurla Complex, Mumbai – 400 051

Tel : +91 99878 99747

[gautam.jain@oneir.co.in](mailto:gautam.jain@oneir.co.in)