

Date: 15<sup>th</sup> May, 2024

The Manager  
**BSE Limited**  
Corporate Relationship Department,  
1<sup>st</sup> Floor, New Trading Ring,  
Rotunda Building  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai 400 001

The Manager  
**National Stock Exchange of India Limited**  
Listing Department  
Exchange Plaza  
5th Floor, Plot no C/1, G Block  
Bandra Kurla Complex  
Bandra (E), Mumbai – 400 051

**Scrip Code : 543990**

**Symbol : SIGNATURE**

**Subject: Investors Presentation**

Dear Sir/Madam,

Pursuant to the requirement of Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the presentation to be made to the Investors in the scheduled Investors/Analysts call to be held on Thursday, 16<sup>th</sup> May, 2024 at 4:00 P.M.

The same is also being uploaded on the Company's website at [www.signatureglobal.in](http://www.signatureglobal.in)

Kindly take the above information on your record.

Thanking You,

**For SIGNATUREGLOBAL (INDIA) LIMITED**

**RAVI AGGARWAL  
MANAGING DIRECTOR**

**Encl: A/a**



**SIGNATURE  
GLOBAL™**

REALTY. RELIABILITY. RESPONSIBILITY.

AN ISO 9001:2015; 14001:2015; 45001:2018; 27001:2022 CERTIFIED COMPANY

# SIGNATURE GLOBAL

## Disclaimer



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SignatureGlobal (India) Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



Operating Highlights



Strategy & Portfolio



Financial Snapshot



Company Overview





# The Company sold >4,600 units at an average ticket size of INR 16.0 mn during the current financial year



## Strong Sales Performance

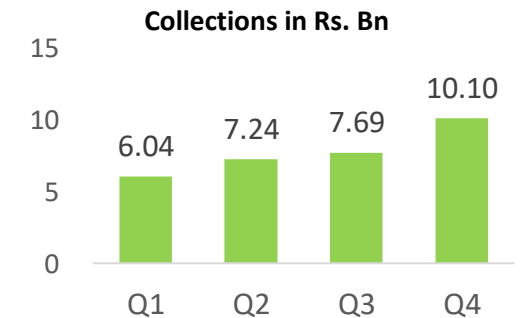
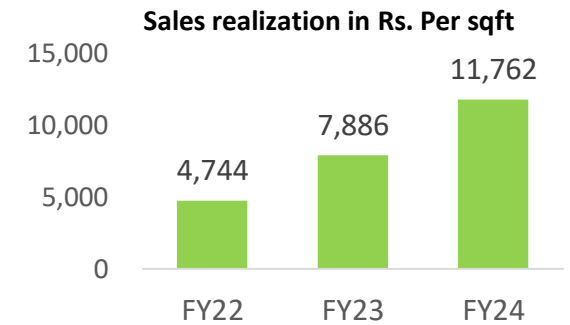
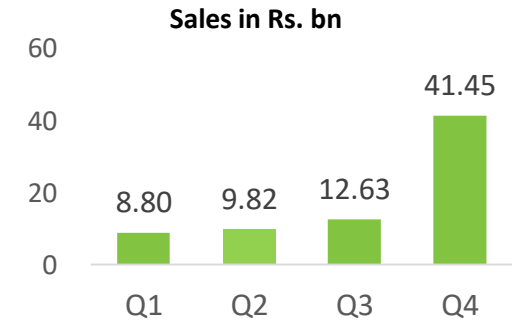
- **INR 72.7 bn** in FY24
- Growth of **112%** vis a vis FY23 at INR 34.3 bn
- c. **97%** of sales coming from high margin mid income & retail product categories with the **embedded EBITDA margin of ~32%**<sup>1</sup>

## Growing Sales Realizations

- Amongst the leading players in Mid-Income housing in the NCR Region
- **Strong tailwinds across the region** leading to sustainable growth in market prices
- **c. INR 11,762 per sq ft** in FY24 vis a vis c. INR 7,886 per sq. ft. in FY23 shows completion in shift to mid income

## Robust Collections

- **INR 31.1 bn** in FY24
- **Growth of 62%** vis a vis FY23 at INR 19.2 bn
- Consistent growth in collections on a quarterly basis



<sup>1</sup> Embedded EBITDA Margin is the Estimated EBITDA margin on Pre-sales for the period with estimated costs, excluding finance costs included on the cost of the project

# Portfolio addition of ~10 million sft during the current financial year in focus micro markets



## Operating Cashflow before Investment in Land<sup>1</sup>

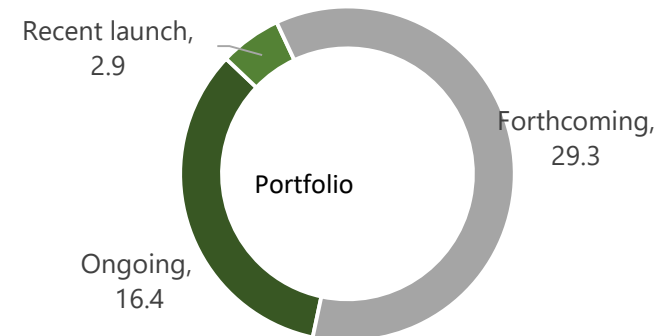
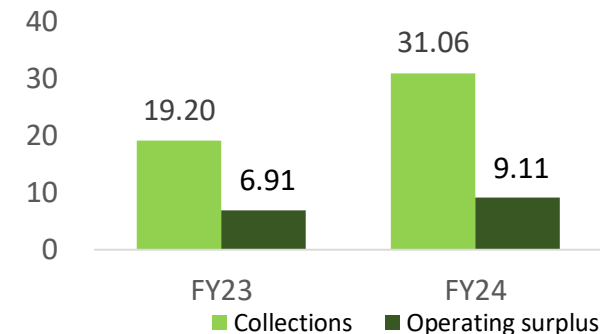
- Achieved an Operating Cash Surplus before Investment in Land of **INR 9.11 bn** in FY24
- Operating cash surplus of c. 29% of collections during FY24
- Land purchase will take full cognizance of operating cash surplus

## Growing Business Portfolio

- 48.6 mn sqft portfolio of Saleable Area** with 16.4 mn sft ongoing, 2.9 mn sqft of recent launch and 29.3<sup>2</sup> mn sft forthcoming projects
- Aim to deliver** ongoing projects **by FY26**
- Forthcoming projects **to be launched** between **FY24 and FY26**

## Business Development<sup>2</sup>

- During FY24, the company has added **c. 17mn sqft** at the strategic location of Sector 71, on Southern Peripheral Road
- 1.5 mn sqft** is converted from JDA to owned in FY24



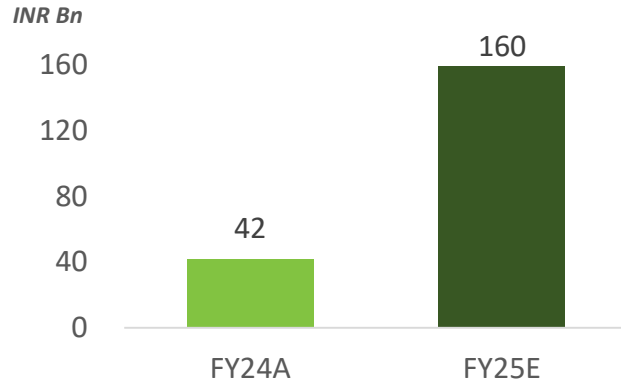
Business development	Estimated Saleable Area <sup>2</sup> (in mn sft)
Sector 71, Gurugram	17.0
JDA to owned land	1.5
<b>Total</b>	<b>18.5</b>

<sup>1</sup>Operating surplus before land advance/acquisition, which reflect the surplus post construction expenses, selling, general and administrative expenses and taxes adjusted from collections

<sup>2</sup>Saleable Area potential for forthcoming projects including new portfolio additions is based on best estimates as per the current zoning regulations

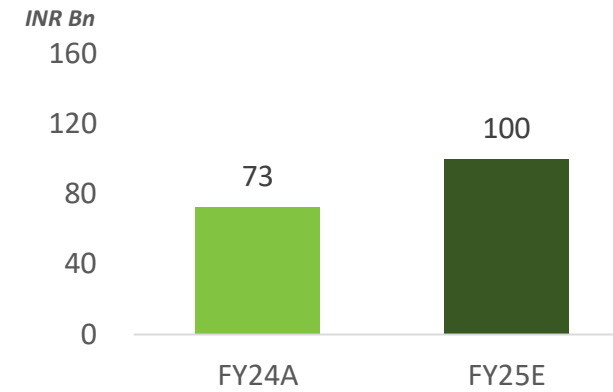
# The Company has FY25 annual guidance

## Launches<sup>1</sup>



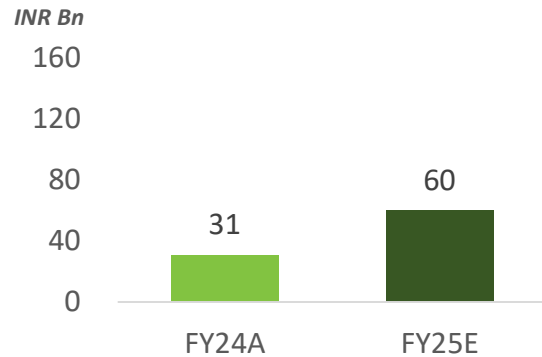
*The company has witnessed a strong subscription rate on the project launches & looking forward to a strong trend in the coming year*

## Pre-Sales



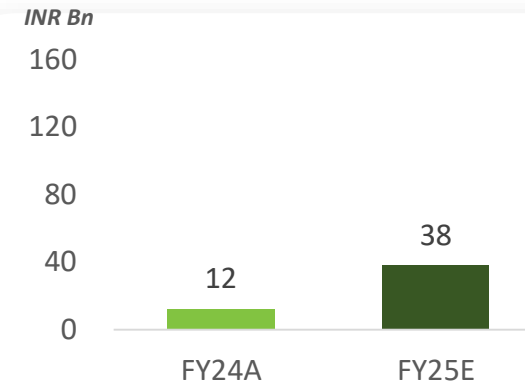
*Owing to the generous response, we expect sales growth of >35%*

## Collections



*The company anticipates the operating surplus of 45% of collections*

## Revenue recognition



*The company aims to focus on completions yielding into higher revenue recognition for the coming year*

A: Actual; E: Estimated

<sup>1</sup>Estimated booking value of the projects launched or proposed to be launched

# Pro Forma P&L on FY25 Guidance



Particulars	FY24		FY25E	
	INR Bn	%	INR Bn	%
Pre Sales	72.68		100.00	
<b>Embedded EBITDA</b>	<b>23.26</b>	<b>32%</b>	<b>35.00</b>	<b>35%</b>
- D&A	0.22		0.22	
- Finance Cost	2.20		2.00	
<b>Embedded PBT</b>	<b>20.84</b>	<b>29%</b>	<b>32.78</b>	<b>33%</b>
Tax rate ( assumed rate 25.2%)	5.25		8.26	
<b>Embedded PAT</b>	<b>15.59</b>	<b>21%</b>	<b>24.52</b>	<b>25%</b>

Growth in Sales with wider margins

E: Estimated

\*Finance cost is assumed to be the interest payments expected to incur in FY25





Operating Highlights



Strategy & Portfolio



Financial Snapshot



Company Overview



# Focus across three distinct micro markets fueled by world class infrastructure



## THREE FOCUS AREAS

**1) Sector 71**  
**17.0 mn sft<sup>1</sup>**

Proximity to all prime areas of Gurugram; red light free to Golf Course Road in future

**2) Sohna Elevated Corridor**  
**7.2 mn sft<sup>1</sup>**

Opened in 2022; Closer to Cybercity and MG Road than parts of Gurugram

**3) Sector 37D**  
**3.3 mn sft<sup>1</sup>**

Dwarka Expressway to be inaugurated in FY24 by Hon'ble Prime Minister

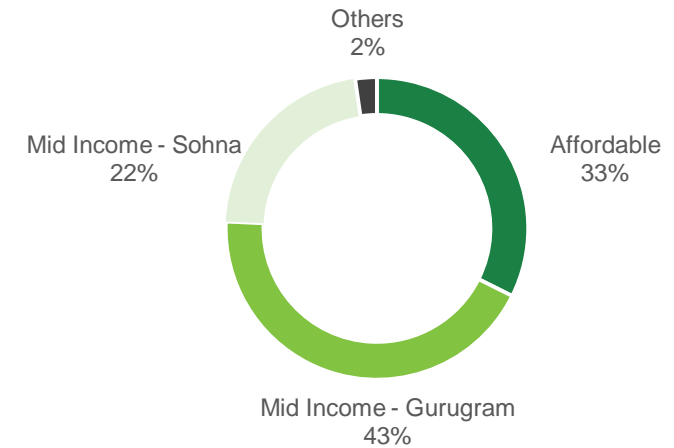


<sup>1</sup>Saleable Area potential for forthcoming projects in the focus area - based on best estimates as per the current zoning regulations

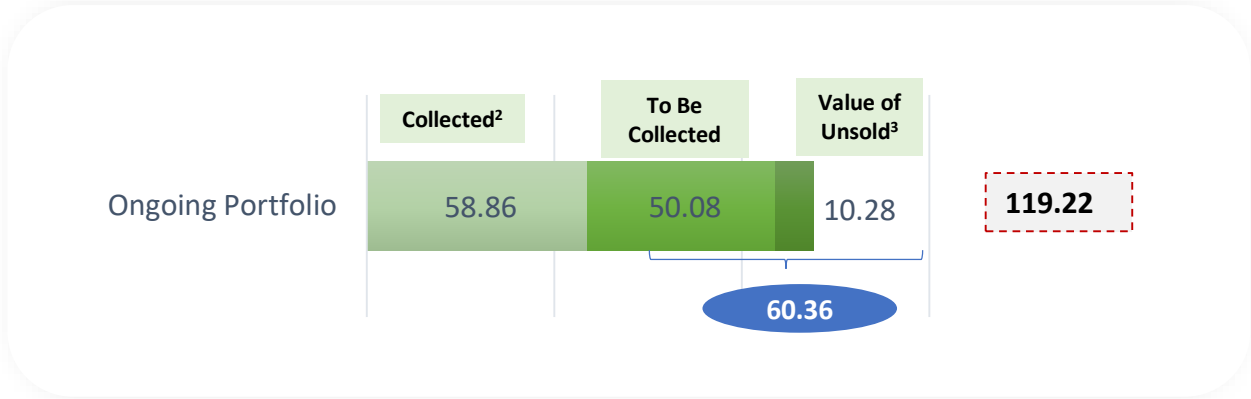
# Snapshot of Ongoing Portfolio; Aim to be delivered by FY26

Category	Number of Projects	Land (in acres)	Saleable Area (in mn sft)	Sold Area (%)	Sold Value (INR bn)
Affordable	8	53.6	4.7	96.5%	22.32
Mid Income - Gurugram	8	91.6	7.5	87.4%	61.00
Mid Income - Sohna	6	52.2	3.8	96.1%	21.35
Others – Retail/SCO	5	15.7	0.4	64.7%	4.27
<b>Total</b>	<b>27</b>	<b>213.1</b>	<b>16.4</b>		<b>108.94</b>

Category Wise Share of 16.4 mn sft Ongoing Portfolio



c. 120 bn<sup>1</sup> of Revenue yet to be recognized from Ongoing Projects



- Ongoing projects are expected to be completed by FY26
- Estimated revenue recognition of c. INR 120 bn over FY24 – FY26
- Estimated collection of c. INR 60 bn from ongoing projects over FY24 – FY26

<sup>1</sup>Does not include any minor unsold area or future collection from Completed Projects which would lead to additional revenue recognition  
<sup>2</sup>Does not include INR 10.28 bn which has been recognized as revenue in Ongoing Projects till 31st Mar 2024 as OC's are received unit wise in Low Rise Mid Income  
<sup>3</sup>Estimated value of unsold inventory basis company analysis



## Strong pipeline of mid income housing projects across focused micro markets; aim to launch by FY26

Location	Project	Land (in acres)	Estimated Saleable Area <sup>1</sup> (in mn sft)
Sector 71, SPR	Group Housing, Commercial and Retail	92.6	17.0
Sector 37D, DXP	Group Housing & Low-Rise Floors	24.2	3.3
Sohna Corridor	Low-Rise Floors & Industrial Plots	138.7	7.2
Manesar	Low-Rise & Industrial Plots	150.4	1.6
Others	Residential housing & Retail	28.8	3.0
<b>Total</b>		<b>406.3</b>	<b>32.2</b>

Recent launch of **2.9 mn sqft** in Mar '24 with **5.4x** subscription

*Each focus area has distinct price point thus catering to diverse consumers*

Market	Selling Price*
Sector 71	INR 17,500 psft
Sector 37D	INR 14,200 psft
Sohna Corridor	INR 10,000 psft
Manesar	INR 7,200 psft
Others	INR 14,000 psft

*\*Subject to market conditions.*

<sup>1</sup>Saleable Area potential for forthcoming projects is based on best estimates as per the current zoning regulations

# Strong Portfolio of ~49 msf across Ongoing and Forthcoming projects

Ongoing projects of 16.4 msf saleable area

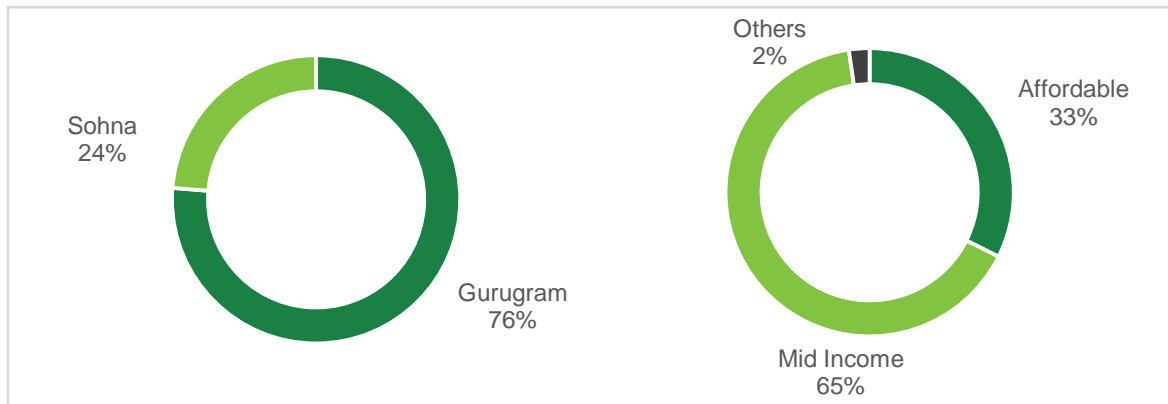
Strong project pipeline to result in sustainable growth

Category	Affordable Housing	Mid Income Housing	Mixed Use	Others	Total – in mn sqft
Ongoing	4.7	11.3	0.0	0.4	16.4
Recent launch		2.9			2.9
Forthcoming	0.2	21.6	4.7	2.8	29.3
<b>Total</b>	<b>4.9</b>	<b>35.8</b>	<b>4.7</b>	<b>3.2</b>	<b>48.6</b>

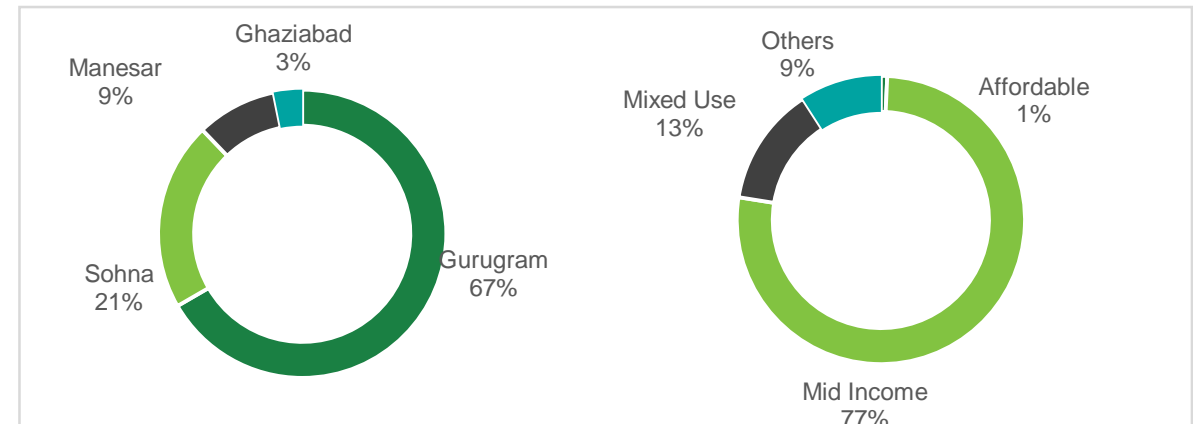
Forthcoming projects of 29.3 msf saleable area<sup>1</sup>

*Estimated launch of all forthcoming projects in the next 2-3 years*

Ongoing Projects



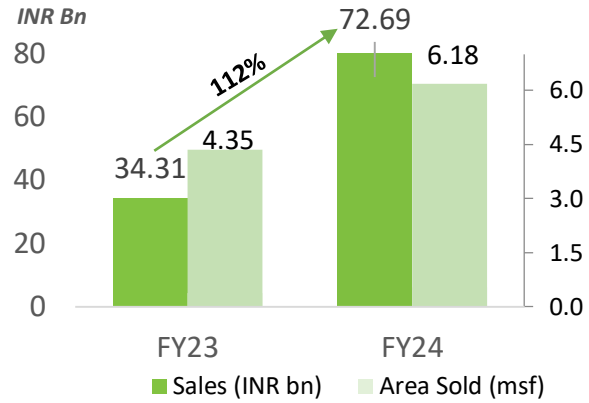
Forthcoming Projects



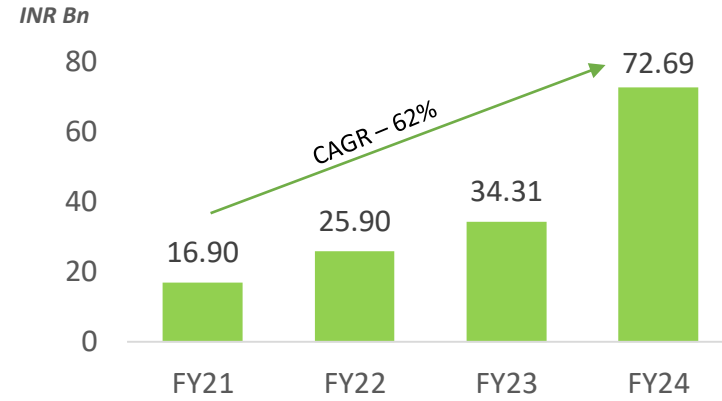
<sup>1</sup>Saleable Area potential for forthcoming projects is based on best estimates as per the current zoning regulations

# Strong sales momentum

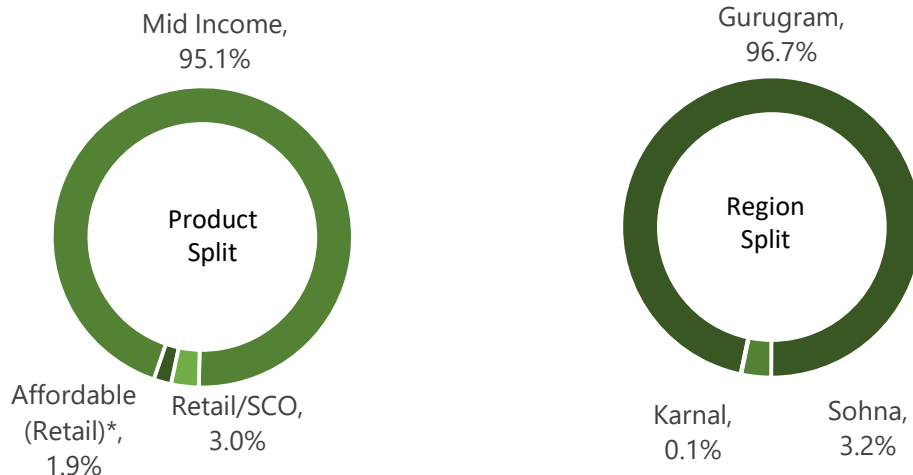
## SALES GROWTH OF 112% IN FY24 VS FY23



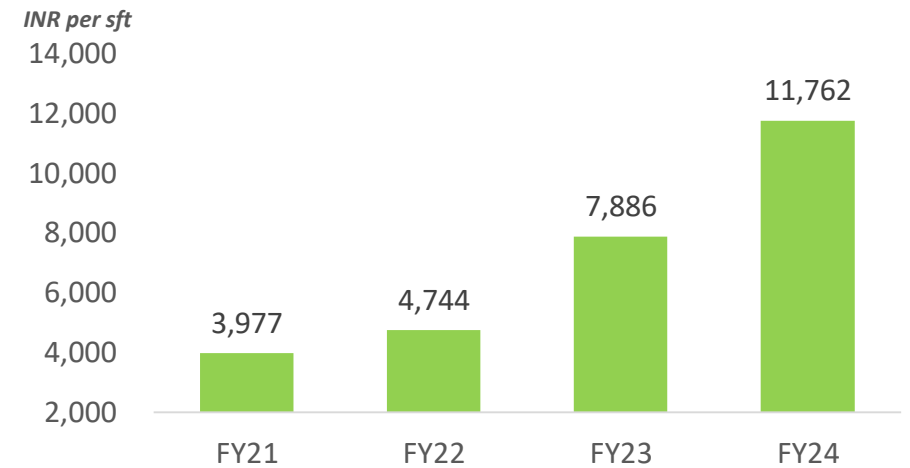
## SALES CAGR OF 62% DURING FY21-FY24



## FY24 SALES COMING FROM HIGH MARGIN MID INCOME PRODUCT



## UPWARD SHIFT IN PER SFT REALISATION

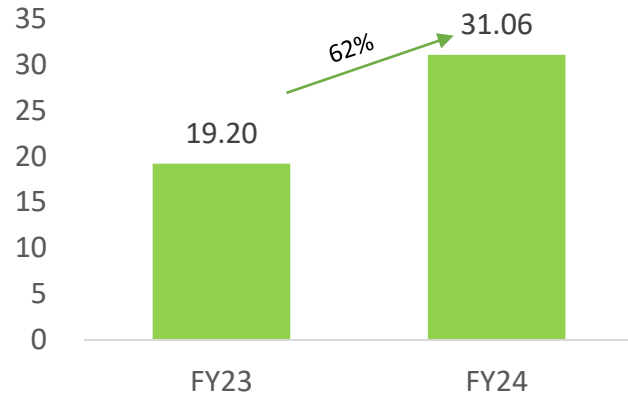


\*Retail Component of Affordable Housing Policy  
 Note : Mid Income includes the retail component of the project

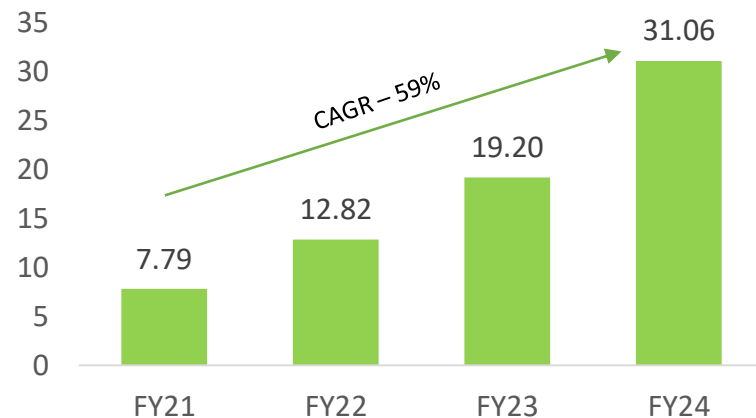


# Growing collections leading to fast paced construction while maintaining low net debt

## 62% GROWTH IN Y-o-Y COLLECTIONS



## COLLECTIONS CAGR OF 59% DURING FY21-FY24



Particulars	FY24 (INR Bn)
Collections	31.06
Others (GST & other charges)	2.15
<b>Cash inflow</b>	<b>33.22</b>
Less : Operating Expenses	
- Construction Expenses (incl. allied approval expenses)	16.89
- SG&A	5.40
- Taxes (Direct & Indirect)	1.82
<b>Operating Cashflow available for Growth &amp; Capital Providers</b>	<b>9.11</b>
Add: IPO Proceeds	6.03
Less: Land Advance/Acquisition*	13.66
Less: Interest payments	2.11
<b>Decrease/(Increase) in Net Debt</b>	<b>(0.62)</b>



Operating Highlights



Strategy & Portfolio



Financial Snapshot



Company Overview



# Healthy gross profit margins and Low Leverage Levels



## Financial Performance

- INR 12.4 bn revenue recognized from operations in FY24 vs INR 15.5 bn in FY23
- Adjusted gross margin of INR 3.3 bn (27.6%) for FY24 vs INR 4.1 bn (26.78%) for FY23
- Achieved a **positive PAT** of INR 0.17 bn for the FY24
- **Revenue recognition to go up significantly** as completion picks up in coming year



*Revenue being recognized from recently delivered units of Signature Global Park*



## Net Debt

- Net Debt is **INR 11.6 bn** as on 31st Mar 2024 from INR 10.9 bn on 31st Mar 2023
- The Company aims to keep net debt **below 0.5x the projected operating surplus<sup>1</sup>** for the ongoing financial year, as a long-term discipline

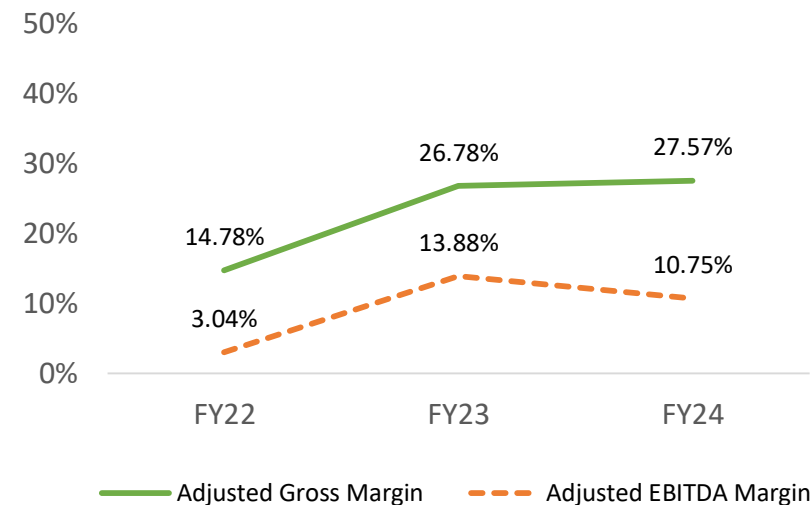
<sup>1</sup>Operating surplus before land advance/ acquisition reflect the surplus post construction expenses, selling, general and administrative expenses and taxes adjusted from collections

# Consolidated PL Snapshot

PL Statement (INR bn)	FY24	FY23	Y-o-Y%
<b>Revenue from real estate properties</b>			
- Mid- Income Housing	8.1	6.7	21.80%
- AHP	3.9	8.6	-60.14%
<b>Total Revenue from real estate properties</b>	<b>12.0</b>	<b>15.2</b>	
Cost of Goods Sold	-8.7	-11.1	
<b>Adj. Gross Profit(i)</b>	3.3	4.1	
<b>Adj. Gross Profit %(ii)</b>	<b>27.57%</b>	<b>26.78%</b>	
Other operating revenue & income	1.0	0.4	
Employee Cost	(1.2)	(0.9)	
SG&A	(1.2)	(0.9)	
Other expenses	(0.6)	(0.5)	
<b>Adj. EBITDA(iii)</b>	1.3	2.2	
<b>Adj. EBITDA %(iv)</b>	<b>10.75%</b>	<b>13.88%</b>	

PL Statement (INR bn)	FY24	FY23
<b>Total Revenue</b>	12.41	15.54
<i>Profit After Tax (PAT)</i>	0.16	(0.64)
<b>Profit After Tax (PAT) Margin %</b>	<b>1.29%</b>	<b>-4.12%</b>

## Adjusted Gross Margin % & Adjusted EBITDA Margin %



- Decline in revenue recognition during FY24 versus FY23 due to lower completions
- Improvement in Adjusted Gross Profit margin due to recognition from higher margin products
- **Positive PAT** recognition for FY24

### Notes:

(i) Adjusted Gross Profit is calculated as revenue from real estate operations (comprises revenue from sale of real estate properties, forfeiture income/cancellation charges, compensation received on compulsory acquisition of land and other operating income related to real estate business) less cost of sales relating to real estate operations (i.e. cost of sales as reduced by finance cost written off through cost of sales and cost of sales relating to contracting business).

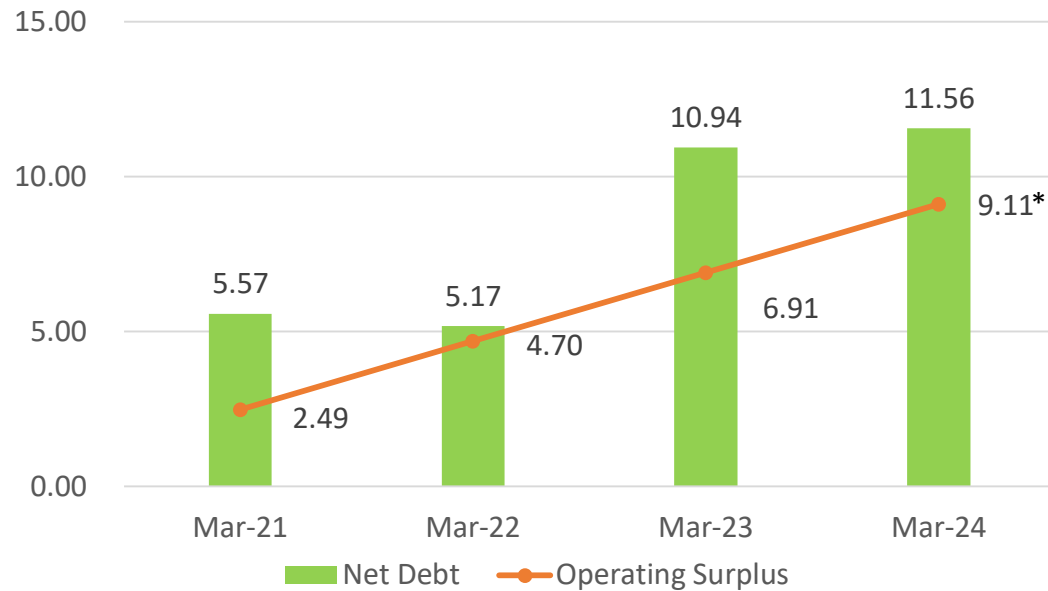
(ii) Adjusted Gross Profit Margin is calculated as Adjusted Gross Profit divided by revenue from real estate operations (comprises revenue from sale of real estate properties, forfeiture income/cancellation charges, compensation received on compulsory acquisition of land and other operating income related to real estate business).

(iii) Adjusted EBITDA refers to earnings before interest, taxes, depreciation, amortization ("EBITDA"), plus finance cost written off through cost of sales and Adjustment of gain/loss on fair valuation of derivative instruments and impairment of Goodwill.

(iv) Adjusted EBITDA Margin is calculated as Adjusted EBITDA divided by revenue from operations.

# Net Debt Position of the Company with Growing Operating Cashflows

Operating Surplus<sup>1</sup> and Net Debt<sup>2</sup> (INR bn)



Lenders to Signature Global



**Comfortable Net Debt position given the current scale of operations**

**The Company aims to keep net debt below 0.5x the projected operating surplus<sup>1</sup>**

<sup>1</sup> Operating surplus before land advance/ acquisition reflect the surplus post construction expenses, selling, general and administrative expenses and taxes adjusted from collections

<sup>2</sup> Net debt comprise of non-current and current debts (including trade payables and other financial liabilities) as reduced by cash and cash equivalents, bank balances other than cash and cash equivalents and current investments

\*Operating surplus as on 31<sup>st</sup> Mar 24



# Successful launch of Deluxe DXP Group Housing Project: Marking entry into Premium Housing

*Fully Sold out within 48 hours with  
5.4x oversubscription*

## Project Highlights

- Located on Dwarka expressway, a central location on an expressway connecting Delhi with Gurgaon;
- Received 5.4x of EoIs\* from customers versus the units launched;
- 1<sup>st</sup> entirely digital process by any developer in Delhi-NCR, right from EOI submission to unit selection ensuring reliability and transparency;
- High interest registered from NRIs, Fortune 500 professionals, Corporate leaders and young working-class segment.





# Key projects sold during FY24



**Deluxe - DXP**



Particulars	Amount
Launch Qtr	Mar-24
# of Residential Units	1,008
Residential Units Sold Till 31st Mar 2024	927
Sales* in FY24	INR 36.8 Bn

**CITY 93**



Particulars	Amount
Launch Qtr	Mar-23
# of Residential Units	996
Residential Units Sold Till 31st Mar 2024	865
Sales* in FY24	INR 8.2 Bn

**CITY 92-2**



Particulars	Amount
Launch Qtr	Mar-23
# of Residential Units	688
Residential Units Sold Till 31st Mar 2024	626
Sales* in FY24	INR 4.9 Bn

\*Sales includes sales of residential units and commercial units

# Seen success in mid income low rise floors since entering the market



## CITY 37D



Particulars	Amount
Launch Qtr	Sep-21
# of Residential Units	1,204
Residential Units Sold Till 31st Mar 2024	1,169
Sales* in FY24	INR 1.4 Bn

## CITY 81



Particulars	Amount
Launch Qtr	Sep-21
# of Residential Units	828
Residential Units Sold Till 31st Mar 2024	803
Sales* in FY24	INR 2.9 Bn

## CITY 63-A



Particulars	Amount
Launch Qtr	Sep-22
# of Residential Units	276
Residential Units Sold Till 31st Mar 2024	230
Sales* in FY24	INR 2.1 Bn

\*Sales includes sales of residential units and commercial units



## Successful deliveries in recent times gives confidence to customers



**SG Park, Sohna**



**Orchard Avenue – Sector 93, Gurugram**



**Orchard Avenue 2 – Sector 93, Gurugram**



**Roselia, Sector 95A, Gurugram**



**Serenas, Sohna**



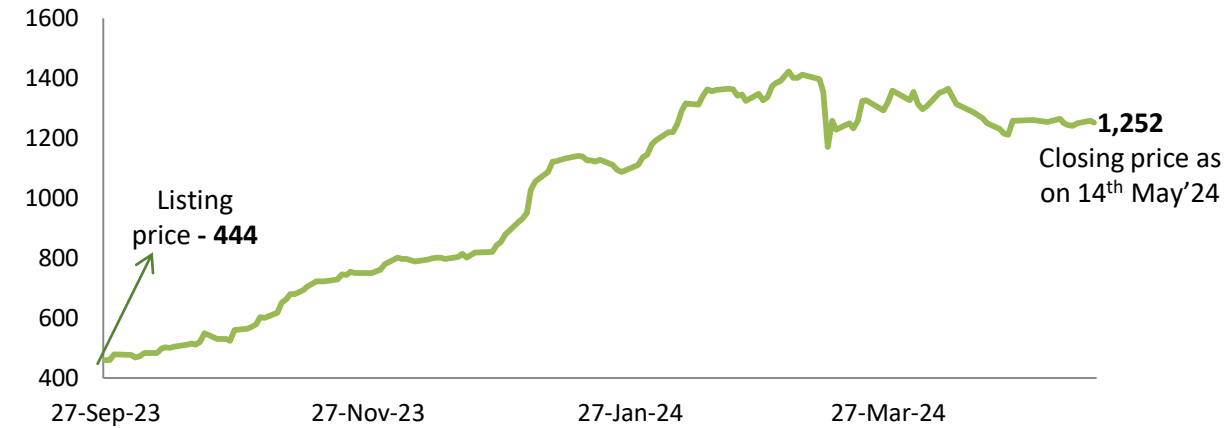
**Grand Iva, Sector 103, Gurugram**

# Strong debut at the stock exchange

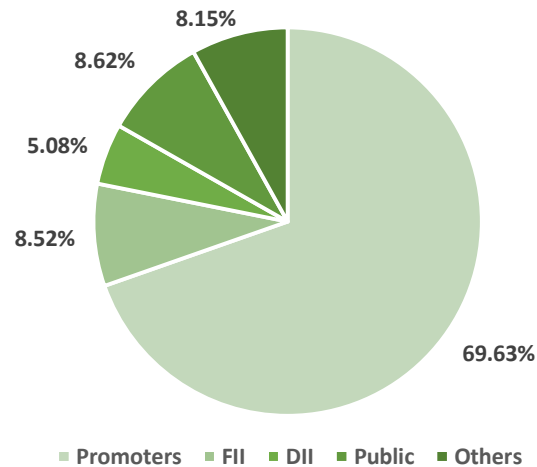
## Issue details

Issue Size	INR Bn
Fresh issue size	6.03
Offer for sale issue size	1.27
<b>Total issue size</b>	<b>7.30</b>

## Share price performance – stellar >3x return from offer price of INR 385



## Shareholding pattern as on 31<sup>st</sup> Mar 23



## Key Institutional Investors

The Nomura Trust And Banking Co.	HDFC Capital
Bandhan MF	International Finance Corporation
Prudential Hong Kong Limited	Eastspring Investments
Kotak MF	Nippon India
JM Financial MF	BOFA Securities
Goldman Sachs (Singapore)	Morgan Stanley Asia

>55k public shareholders on the date of listing





Operating Highlights



Strategy & Portfolio



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Company Overview



# Largest Player in Delhi NCR's Affordable and Lower Mid-Income Housing Market

## Focused housing factory



- Commenced operations# in **2014** with **affordable housing**, ventured into **mid-income housing market in 2017** with 1<sup>st</sup> project launch under DDJAY scheme
- Successful transitioned to **premium mid-income housing in 2024** with a project launch with 5.4x over subscription

## Market cap of INR 18,000 Crs +



- Successful IPO in Sept '23 with an overwhelming **12.5x** subscription rate
- stellar **3.5x return** from offer price of Rs. 385
- Ranks **7<sup>th</sup>** in Real Estate Industry basis Market Cap

## Well Established Brand in the Delhi NCR market



- Signature Global** has a strong brand recall
- Sales team of **162 members<sup>2</sup>** & network of **1,600<sup>2</sup> channel partners<sup>3</sup>**

## Strong Project Pipeline



- On-going pipeline of **16.4 msf<sup>2,3</sup>**
- Forthcoming pipeline of **32.2 msf<sup>2,3</sup>** of saleable area, out of which 2.9 mnn sqft got recently launched with 5.4x over subscription in Mar'23.

## Leading Position in Delhi NCR in less than a decade



- Market share<sup>1</sup> of **14%** in Delhi NCR and **36%** in Gurugram in terms of units supplied < INR 30 Mn
- Achieved sales bookings of **INR 72.7 bn** in FY24 and **62%** sales CAGR in the period FY21-FY24

## Key institutional Investors



- |                 |                                  |
|-----------------|----------------------------------|
| HDFC Capital    | IFC                              |
| Nippon India    | The Nomura Trust And Banking Co. |
| Bandhan MF      | Morgan Stanley Asia              |
| Kotak MF        | Vanguard Global                  |
| JM Financial MF | Goldman Sachs (Singapore)        |

\* rounded off from two decimal points# through its Subsidiary, Signature Builders Private Limited

1: in FY24 (Source Nuvama research)

2: As of 31<sup>st</sup> Mar,'24

3: Saleable Area potential for forthcoming projects including new portfolio additions is based on best estimates as per the current zoning regulations



# Track Record of Execution

## Delivered Housing Projects Totaling to c. 10.4 msf<sup>1</sup>



Solera	Synera	Grand Iva	Orchard Avenue	Serenas
				
				
Sector 107, Gurugram	Sector 81, Gurugram	Sector 103, Gurugram	Sector 93, Gurugram	Sector 36, Sohna
1,157 units	898 units	1,581 units	800 units	1,418 units



Best Affordable Developer of the Year at the 13th Annual Estate Awards 2021



Developer of the Year, Residential, at the 13th Realty+ Awards (North), 2021



Urban Development Conclave, 2022- DTCP<sup>2</sup>, Govt. of Haryana recognized development - Solera 107 & Sunrise Floors

<sup>1</sup>As of Mar 1, 2024, Company has 13 Completed Projects with a Saleable Area of 7.3 mn square feet. Ongoing Projects have additionally received occupation certificates for 2.5 mn sft Saleable Area and Promoter Holding Company, Sarvpriya Securities Private Limited, has also completed an aggregate Saleable Area of 0.6 mn square feet in two projects

<sup>2</sup>:DTCP Directorate of Town and Country Planning, Haryana

## ... With Quick Turnaround of Land Resources

**2.2 msf of Individual Floors completed**

***Sunrise & Karnal City : Completed 906 Units***



***Park Series: Completed 1,412 units***



**Disciplined approach to land acquisition leading to quick turnaround of up to 18 months from acquisition to launch**

Project	Land Acquisition Date	Launch Date	Time from Land Acquisition to Launch (Years)
Synera#	Apr 8, 2014	Dec 27, 2014	0.7
Grand Iva#	Sep 21, 2015	Oct 14, 2015	0.1
Park 4##	Nov 6, 2019	Aug 4, 2020	0.7
City 37D##	Dec 9, 2019	July 15, 2021	1.6

**Construction timelines of 4 yrs – 5 yrs despite NGT<sup>1</sup> bans on construction and COVID related disruptions**

Project	EC Date <sup>2</sup>	OC Receipt Date <sup>3</sup>	Construction Period (Years) <sup>4</sup>
Solera	Jan 5, 2015	Oct 3, 2018	3.7
Synera	Mar 9, 2015	Oct 24, 2019	4.6
Grand Iva	Sep 29, 2016	Apr 20, 2021	4.6
Sunrise	Apr 4, 2018	Oct 21, 2021 <sup>5</sup>	3.6
Roselia 2	Jan 28, 2019	May 06, 2022	3.3

**Quick turnaround model has enabled to generate cash flows in a short period to support further developments**

# Date of launch represents the start date of application from published advertisement in the newspaper; ## Date of launch represents the date of first booking with respect to DDJAY and other projects

1- NGT- National Green Tribunal (The NGT has, in recent times imposed a number of restrictions on real estate developers and construction activities to curb pollution levels in the months of December and January in north India)

2 EC- Environment Clearance ; 3 OC- Occupation Certificate ; 4: Construction period is time period between receipt of Environment Clearance and Occupation Certificate; 5. Date of last occupation received for last residential unit in the project

# Well Established Brand and Strong Distribution Network Focused on Mid-Income Segments



## Well entrenched sales and distribution network driving customer acquisition

### Strong Distribution Network

- ✓ Strong in-house direct sales team of 45 members<sup>1</sup> and indirect sales team of 117 members<sup>1</sup>
- ✓ Wide network of **1,600<sup>1</sup> active channel partners** driving customer traffic to the website
- ✓ Digital experience centers and augmented reality for project walkthroughs providing immersive experience for customers

## Strong Brand Recall



*Engaged celebrity brand ambassadors for various campaigns*

Campaign Name	Response <sup>2</sup>
No Agal No Bagal No Dakhal	106.64 mn views
Kiraye se Azadi	56.78 mn views
Apne Ghar Pe Kaisa Lockdown (featuring Vidya Balan)	4.00 mn views
Independent Floors for Independent You	4.40 mn views
Diwali Apne Ghar Wali	23.90 mn views
Life at Signature Global TVC	13.81 mn views
Smart Decision (featuring Vidya Balan)	5.14 mn views

Effective marketing and distribution strategy with several national level campaigns to increase brand reach



# Standardized Product Leading To Low Design Costs & Higher Design Efficiencies...

## Using Aluminium Formwork Technology to Reduce Construction Time

- Imported the Aluminum formwork technology providing a competitive edge
  - ❑ **Reduced structure cost**
  - ❑ **Increased pace of construction**
  - ❑ Results in strong and high-quality structures



## Standardization providing unique advantages

- ✓ Standardization of product design, technical specifications and layout plans
- ✓ Low design costs allowing faster replication
- ✓ Quick turnaround at predictable costs, leading to efficient execution on a larger scale

Standardization helping provide high quality products at competitive prices to consumers

# Leveraging Technology for efficiency & scale

## Digital Integration of all stakeholders

- ✓ Stronger Internal Controls
- ✓ Human Resource Management Software
- ✓ Strong Linkage with Core ERP

**SAP**

**SALESFORCE**

- ✓ Strong Tools for Pre & Post Sales Management
- ✓ Better Lead Generation & Follow Ups
- ✓ Automated Sales Booking System
- ✓ Enhanced Customer Experience

## Strong emphasis on digital sales



*Projects being sold through various digital channels including website since 2014*

*AHP projects sold exclusively through digital channels mandated by "DTCP" since Jan 2022*

*Selling units digitally enhancing scale and reach of brand and enabling faster sales*

**100% Digitally Sold Projects**

**DE LUXE-DXP**  
AN EXPRESSWAY OF REALTY

**THE MILLENNIA IV**  
SECTOR 37 & GURUGRAM

**SIGNATURE GLOBAL IMPERIAL**  
SECTOR 28A, GURUGRAM

**Continued focus on digitization leading to faster sales, greater efficiency and reduced manpower costs**

## Trusted brand with strong campaign being run at a national level

- **Relatable** brand ambassadors like **Vidya Balan** and **Vijay Raaz**
- Company has strong presence across social media and has touched **c. 30 mn social media users**
- Strong in-house direct sales team of **45 members<sup>1</sup>** and indirect sales team of **117 members<sup>1</sup>**
- Wide network of **1,600<sup>1</sup> active channel partners** driving customer traffic to the website
- **Digital experience centers and augmented reality** for project walkthroughs providing immersive experience for customers
- Company has been certified as **Great place to work\***



*Your own home isn't a place but a feeling.  
Created with hopes and dreams, not just bricks and beams.*

*Where late night laughter can freely echo within its halls,  
and children's unbound imagination adorn the walls.*

*Where the answers to peace of mind lie,  
and questions about lease or rent do not arise.*

*It's a feeling that welcomes you each time with open doors,  
and lets in the sweet smell of your success through its windows.*

**APNA GHAR,  
TOH APNA HI HOTA HAI!**

Affordable homes from  
**SIGNATURE GLOBAL**  
MAKING INDIA AFFORDABLE

7053-121-121

- SOLERA  
INDIA REG. NO. 19 OF 2017 DATED 26.06.2017
- SOLERA 2  
INDIA REG. NO. 4 OF 2017 DATED 26.06.2017
- SYNERIA  
INDIA REG. NO. 19 OF 2017 DATED 26.06.2017
- ANDLUK  
INDIA REG. NO. 12 OF 2017 DATED 08.07.2017
- ORANJIVA  
INDIA REG. NO. 12 OF 2017 DATED 03.07.2017
- ORANJIVA AVENUE  
INDIA REG. NO. 11 OF 2017 DATED 26.06.2017
- Serenas  
INDIA REG. NO. 02 OF 2017 DATED 19.06.2017
- THE ROSELIA  
INDIA REG. NO. 08 OF 2017 DATED 26.06.2017
- THE ROSELIA 2  
INDIA REG. NO. 14 OF 2017 DATED 26.06.2017
- THE MILLENIUM  
INDIA REG. NO. 03 OF 2017 DATED 26.06.2017
- SUNRISE  
INDIA REG. NO. 07 OF 2017 DATED 05.07.2017
- SIGNATURE GLOBAL CITY  
INDIA REG. NO. 05 OF 2017 DATED 26.06.2017
- THE MILLENIUM 2  
INDIA REG. NO. 04 OF 2017 DATED 26.06.2017
- SIGNATURE GLOBAL PARK  
INDIA REG. NO. 01 OF 2017 DATED 26.06.2017
- ORANJIVA AVENUE  
INDIA REG. NO. 11 OF 2017 DATED 26.06.2017



**SIGNATURE GLOBAL**  
MAKING INDIA AFFORDABLE  
INDIA'S NO.1 AFFORDABLE HOUSING COMPANY

INDIA REGISTRATION NO. 01/2017/WARRAJ/SIGN/14/21/19/2017/121  
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www.signatureglobal.com

**ASCEND TO THE  
SIGNATURE  
LIFE**

**INDEPENDENT FLOORS FOR THE INDEPENDENT YOU**

<sup>1</sup>As on 31<sup>st</sup> Mar 2024





\*Recognized by Great Place to work India in Dec '23



# High Quality Board & Experienced Management Team



	Name	Designation	Brief Profile
	<b>Pradeep Kumar Aggarwal</b>	Chairman & Whole-Time Director	8+ years of experience in real estate industry; Served as MD on the board of SMC Comtrade Limited for 10 years
	<b>Lalit Kumar Aggarwal</b>	Vice Chairman & Whole-Time Director	7+ years of experience in real estate; responsible for the construction, marketing and HR aspects
	<b>Ravi Aggarwal</b>	Managing Director	9+ years of experience in real estate; CA; Responsible for overall business development of Company; Ex-Director of SMC Insurance Brokers
	<b>Devender Aggarwal</b>	Joint MD & Whole-Time Director	11+ years of experience in real estate; Plays key role in formulation & implementation of Company's forward plans;
	<b>Rajat Kathuria</b>	Chief Executive Officer	CA; Previously worked with Ernst & Young LLP for over 9 years & served as a Director with KPMG India for over 4 years
	<b>Sanjay Kumar Varshney</b>	Chief Operating Officer	Previously associated with Mahagun, the Corenthum as a Senior Vice President (construction & planning)
	<b>Meghraj Bothra</b>	Company Secretary & Compliance Officer	ICSI; ICMAI; Worked with 'Digispice Technologies Ltd, DCM Shriram Ltd & Dhanuka Pesticides Ltd
	<b>Manish Garg</b>	Chief Financial Officer	CA; Previously associated with Bhargava Garg & Asso, Jaiprakash Asso Ltd, ATS Infra Ltd & JM Housing Ltd

Independent Directors	
	<b>Kundan Mal Agarwal</b> Ex-director on board of SMC Global Securities Ltd & Moneywise Financial Services
	<b>Venkatesan Narayanan</b> Served in Centrum Infrastructure and Realty Limited, and was an independent director of Industrial Investment Trust Limited
	<b>Chandra Wadhwa</b> Holds a certificate of registration to act as an insolvency professional ; Admitted as a fellow member of the ICSI, ICWA
	<b>Lata Pillai</b> Served as the "group president (large corporates)" at Yes Bank Limited for a period of over two years

# Focus On Sustainable Development



Waste Management



Use Of Solar Panels



Use Of LED lights



Green Building Initiatives



Green Building Initiatives (Water Management)



Use of Low Flow Fixtures

## INDUSTRY LEADING CERTIFICATIONS



Green Building Certification\*



IGBC Certification



Occupational Health & Safety



Quality Management Systems



Environmental Management System

All projects launched between FY20-FY24 have been either Edge or IGBC certified

\*EDGE is a registered trademark of IFC





**SIGNATURE  
GLOBAL**

REALTY. RELIABILITY. RESPONSIBILITY.

AN ISO 9001:2015, 14001:2015, 45001:2018, 27001:2022 CERTIFIED COMPANY

**THANK YOU**