

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

Date: 12.11.2021

Scrip Code-523329

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

Subject: Investors' Presentation

Dear Sir/Madam,

In terms of Regulation 30 read with Para A of Part A of Schedule III of the Listing Regulations, please find enclosed herewith a copy of the Investors' Presentation *inter alia* for the Unaudited Financial Results of the Company for the quarter and half year ended September 30, 2021.

It may be noted that the Board of Directors of the Company has, considered and approved the aforesaid Financial Results of the Company, in its meeting held on Friday, November 12, 2021.

The same shall be uploaded on the website of the Company at [www.eldecogroup.com](http://www.eldecogroup.com)

You are requested to take the above information on record.

Thanking you,  
For Eldeco Housing and Industries Limited

For Eldeco Housing & Industries Limited



Chandni Vij Company Secretary

Company Secretary

Mem. No. : A46897

**Eldeco Housing & Industries Ltd.**



# ELDECO HOUSING & INDUSTRIES LTD. (EHIL)

Investor Presentation  
November '21

**ELDECO**

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Eldeco Shaurya, Bijnor Road, Lucknow

# GROUP OVERVIEW



High Brand Recall in North India



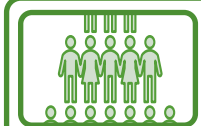
Key Player in UP Since 1985



Over 40 Years of Experience



200 Projects Delivered, 32 Under Execution



25,000+ Satisfied Customers



Eldeco Luxa at Eldeco Eternia, Sitapur Road, Lucknow

# KEY MILESTONES

## 1975-1985

- 1975: Group set up by S.K. Garg
- 1985: Got listed on BSE

## 1986-1995

- Strengthened its market position
- O.P. Bajaj joined as co-promoter
- Best Builder Excellence award and Best Entrepreneur of the decade award

## 1996-2005

- Pankaj Bajaj joined as a Promoter Director of EHIL
- Expanded operations in Lucknow & Kanpur
- Pride of India Gold Medal for international excellence

## 2006-2015

- Launched Eldeco City, Exclusive 133 acres township project
- S.K. Garg exits as a Promoter
- Large scale deliveries achieved in Lucknow

## 2016-2021

- Brand Leadership Award, 2018, By World Marketing Congress
- Awarded Best Value for Money Project for Eldeco Saubhagam



# EHIL – OVERVIEW

Eldeco Housing: Brand leader in Lucknow



~40 years + of experience

Focus on **Middle Income** segment

**41** projects completed, **13** projects on-going

FY21

Revenue	Rs. 159.4 Crores
EBITDA	Rs. 74.5 Crores
PAT	Rs. 54.2 Crores

5 Year CAGR

Revenue	2.5%
EBITDA	21.6%
PAT	22.2%

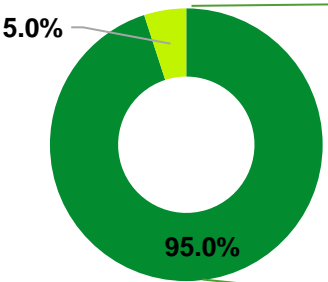
5 Year Average

ROE	19.2 %
ROCE	24.8%

# BUSINESS PORTFOLIO

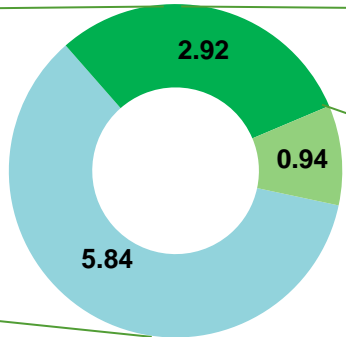
Strong sales track leading to steady cash flows

Completed Projects



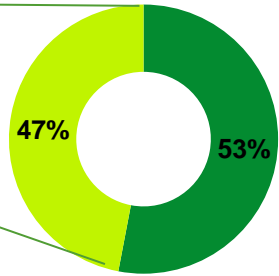
■ Area Booked ■ Inventory

Total Saleable Area (msf.)



■ Completed Projects ■ On-going Projects ■ Forthcoming Projects

On-going Projects



■ Area Booked ■ Inventory

Completed Projects	
Avg. Realisation	~Rs 2,493 /Sq. Ft.
Sale Value of Area Booked	~Rs 1,381 Cr

On-going Projects	
Avg. Realisations	~Rs 4,075 /Sq. Ft.

# COMPLETED PROJECTS

S No	Project Name	Type	Saleable Area (msq. Ft.)	Area Booked (msq. Ft.)	Inventory (msq. Ft.)	Average Realization (Rs / Sq. Ft.)	Date of Completion
<b>Group Housing</b>							
1	Eldeco Saubhagyam	Hi-Rise Group Housing	1.21	1.20	0.02	2,990	2016-2020*
2	Eldeco Eternia	Hi-Rise Group Housing	0.37	0.36	0.01	2,354	Jul-17
3	Eldeco City Breeze	Hi-Rise Group Housing	0.22	0.22	0.00	3,178	Jul-18
<b>Townships</b>							
1	Eldeco City	Plots & Villas	2.38	2.26	0.12	2,135	Jun-16
2	Eldeco Samridhi	Plots & Villas	0.17	0.16	0.01	3,606	Jun-19
3	Eldeco Shaurya (Phase- I)	Plots & Villas	0.64	0.58	0.06	2,380	Oct-17
4	Eldeco Regalia	Plots & Villas	0.69	0.64	0.06	3,085	Oct-20
<b>Commercial</b>							
1	Eldeco Elegante	Retail Cum Office Spaces	0.05	0.05	0.00	4,647	Jan-17
2	Eldeco Corporate Tower	Office Spaces	0.08	0.08	-	4,180	Feb-13
3	Eldeco City Arcade I	Shops	0.01	0.01	0.00	6,543	Jul-18
4	Eldeco City Arcade II	Shops	0.02	0.01	0.00	5,915	Jul-20
			<b>5.84</b>	<b>5.56</b>	<b>0.27</b>		



# ON-GOING PROJECTS

## Most Projects in advance stage of execution

S No	Ongoing Projects	Saleable Area	Area Booked	Area Allotted to partner	Area Available	Expected Completion
		(Sq. Ft.)	(Sq. Ft.)	(Sq. Ft.)	(Sq. Ft.)	
1	Eldeco Luxa	1,32,736	41,761	45,013	45,962	Sep-22
2	Eldeco Eternia Arcade	1,728	-	-	1,728	Sep-22
3	Eldeco Regalia Arcade	17,759	15,583	-	2,176	Sep-22
4	Eldeco Uday	12,520	12,207	-	313	Applied for CC
5	Eldeco Joy	18,040	18,040	-	-	Applied for CC
6	Eldeco City Dreams	72,756	63,983	-	8,773	Dec-21
7	Eldeco Select	63,932	46,438	-	17,494	Nov-21
8	Eldeco South Block	16,330	16,330	-	-	Dec-21
9	Eldeco North Block	50,044	50,044	-	-	Applied for CC
10	Eldeco Inner Circle	41,735	41,735	-	-	Jun-22
11	Eldeco Shaurya Arcade	20,336	11,858	-	8,478	Jul-23
12	Eldeco East End	62,628	49,135	-	13,493	Mar-23
13	Eldeco Saksham	67,188	67,188	-	0	Sep-23
14	Eldeco Twin Tower	1,56,526	42,140	-	1,14,386	Sep-25
15	Eldeco City at Bareilly (40% of 40 acres)	8,73,549	4,59,484	5,24,129	4,14,065	Jun-26
16	Eldeco Imperia Phase 1	2,59,168	31,686	-	2,27,482	Dec-24
	<b>Total</b>	<b>18,66,975</b>	<b>9,67,612</b>	<b>5,69,142</b>	<b>8,54,350</b>	

# FORTHCOMING PROJECTS

Sl. No.	Project Name	Project Type	Economic Interest	Saleable Area (Sq. Ft.)	Current Status
1	Eldeco Imperia Phase II	Township	100%	2,17,800	Under planning
2	Eldeco City Plaza	Commercial	100%	11,383	RERA approval received; construction Started
3	Eldeco City Commercial	Commercial	100%	1,25,476	Under planning
4	GH-03 Crest	Group Housing	100%	4,78,000*	Under planning
5	GH-04	Group Housing	100%	2,50,000	Under planning
	<b>Total</b>			<b>10,82,659</b>	

Forthcoming Projects: Projects yet to be launched for booking

\* Total Saleable area; out of this 44,000 Sq. Ft. allotted to the Partner

# FUTURE PROJECTS - LAND BANK

## Land Available for future development

SI. No.	Place	Area (msf)	Note
1	Jiamau, Lucknow	0.34	Writ petitions filed in the year 2012 & 2013 challenging land acquisition; still pending before the Allahabad High Court.

# UNSOLD PLOTS IN COMMERCIAL & UTILITY

Project	Project Type	Land Area (msq. ft.)	Saleable Area (msq. ft.)
Eldeco City	Commercial	0.13	0.19
Eldeco Regalia	Commercial	0.01	0.01
Eldeco Samridhi	Commercial	0.01	0.01
Eldeco Imperia	Commercial	0.03	0.03
<b>Total</b>		<b>0.18</b>	<b>0.24</b>
Eldeco City	School/Nursing	0.10	0.10
Eldeco Regalia	School	0.02	0.02
Eldeco Shaurya	School	0.02	0.02
Eldeco Imperia	School	0.05	0.05
<b>Total</b>		<b>0.19</b>	<b>0.19</b>
<b>Grand Total</b>		<b>0.36</b>	<b>0.43</b>

# FINANCIAL OVERVIEW



Eldeco Corporate Chamber I & II

# MANAGEMENT COMMENTARY



Mr. Pankaj Bajaj  
*Chairman cum Managing Director*

Commenting on the results, **Mr. Pankaj Bajaj, Chairman cum Managing Director** said,

*“With the easing of COVID-19 induced lockdown, the Company witnessed a strong demand for residential properties. We registered strong booking in our on-going projects with improved realisation and registration of properties in completed projects. I am delighted to share that our sales booking in Q2 at Rs. 108 cr is higher than the entire booking figure for FY 21. Our newly launched villas in project ‘Eldeco Imperia’ witnessed strong demand where booked more than 50% available villas within a few days of launch. We expect this demand environment to sustain time.”*

*He also added: “Five of our projects are nearing completion which gives us strong visibility of revenues in the near term while our pipeline of projects also is strong with five projects in planning and approval stage. However, there has been high-cost inflation this year. We will have no choice but to pass on these cost increases to the customers.”*

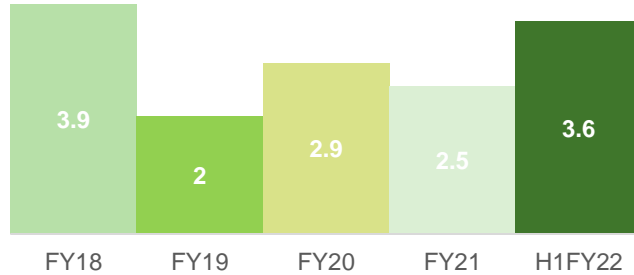
# CONSOLIDATED FINANCIAL REVIEW (QUARTERLY)

Particulars	Q2FY22	Q2FY21	YoY Change	Q1FY22	QoQ Change	H1FY22	H1FY21	YoY Change
<b>Revenues</b>	40.1	40.1	0.0%	15.1	165.7%	55.2	60.1	-8.2%
<b>EBITDA</b>	22.6	21.1	6.9%	6.5	247.6%	29.1	31.3	-7.0%
<b>Finance Cost</b>	0.12	0.24	-47.9%	0.12	0.2%	0.25	0.35	-29.2%
<b>PBT</b>	22.3	20.7	7.6%	6.2	258.6%	28.5	30.6	-6.8%
<b>PAT</b>	16.7	15.8	6.1%	4.7	259.3%	21.4	23.0	-7.0%
<b>EBITDA Margin</b>	56.3%	52.7%	363 bps	43.0%	1,327 bps	52.7%	52.0%	65 bps
<b>PBT Margin</b>	55.6%	51.7%	393 bps	41.2%	1,440 bps	51.7%	50.9%	76 bps
<b>PAT Margin</b>	41.7%	39.3%	240 bps	30.9%	1,087 bps	38.8%	38.3%	49 bps

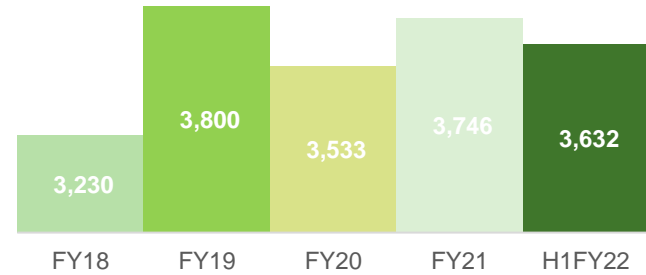
Figures in Rs. Crores, except change and margins

# HISTORICAL TRACK RECORD

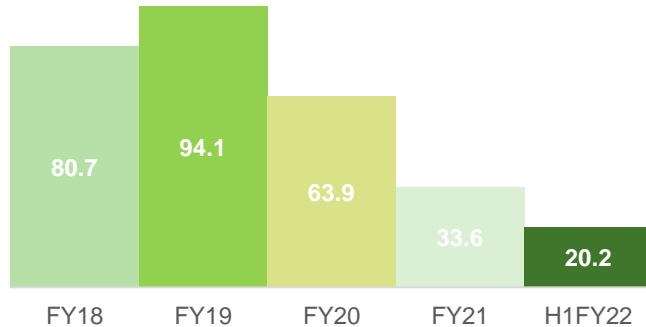
## Area Booked (Lakh Sq. Ft.)



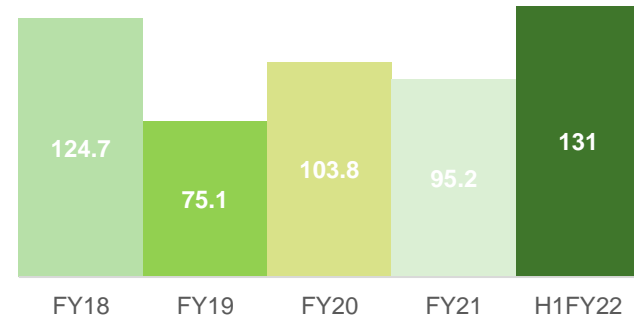
## Average Realization (Rs. per sq. ft.)



## Value of Construction (Rs. in Crore)



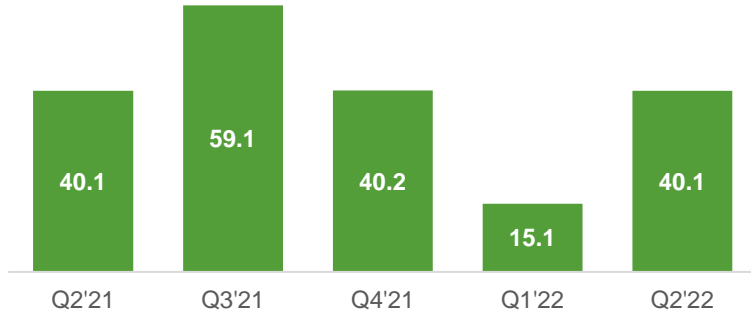
## Value of Area Booked (Rs. Crores)



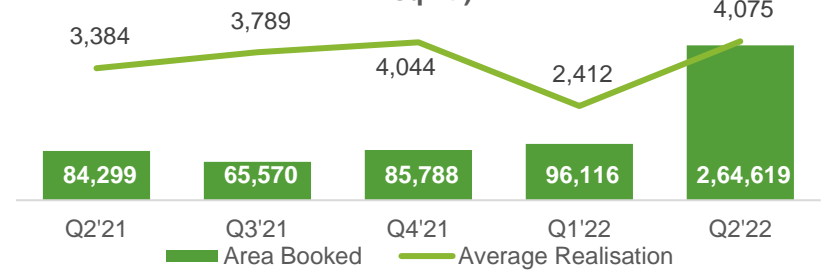


# CONSOLIDATED FINANCIAL REVIEW (QUARTERLY)

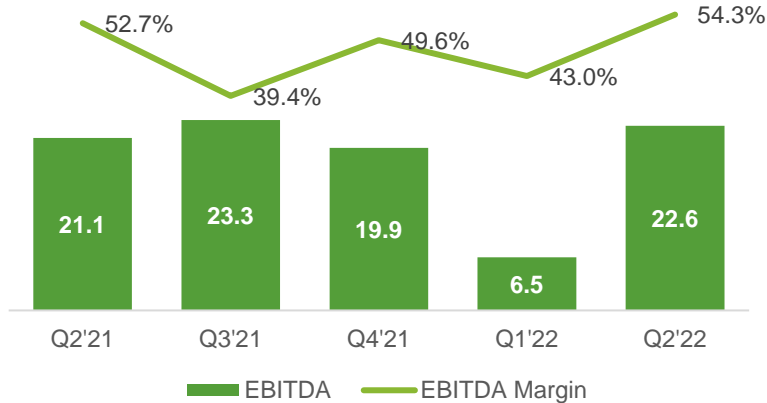
Revenue (INR Cr.)



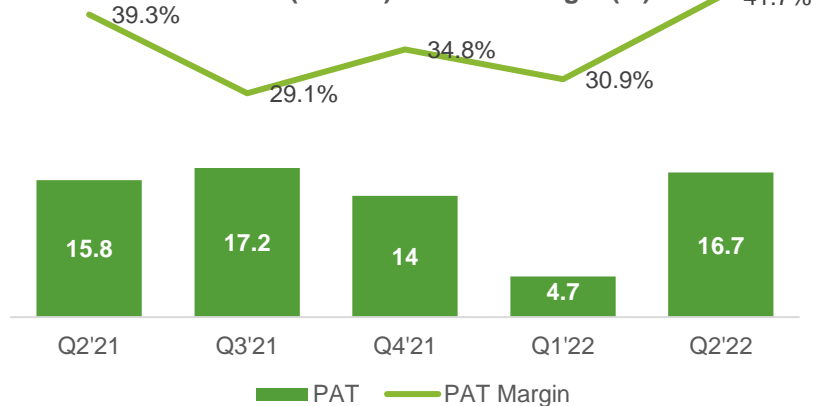
Area Booked (sq. ft.) and Average Realization (Rs per sq. ft.)



EBITDA (Rs. Cr.) and EBITDA Margin (%)



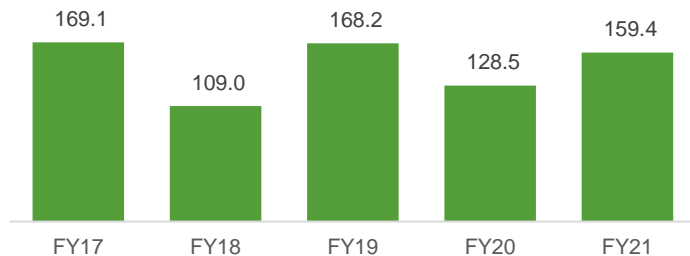
PAT (Rs. Cr.) and PAT Margin (%)



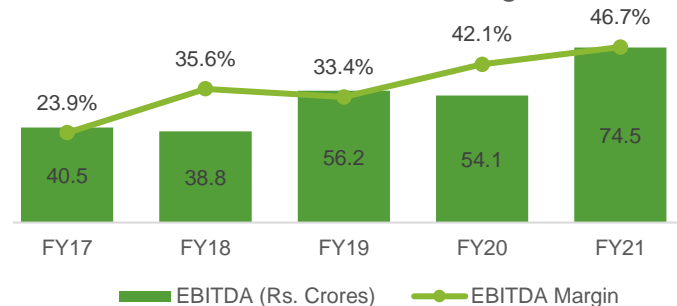
\*Out of total 96,116 sq. ft. sold in Q1'22, 70% of the sales was contributed by Eldeco Saksham which has EWS properties, causing average realization to drop vis-à-vis previous quarters.

# CONSOLIDATED PERFORMANCE REVIEW (1/2) (ANNUAL)

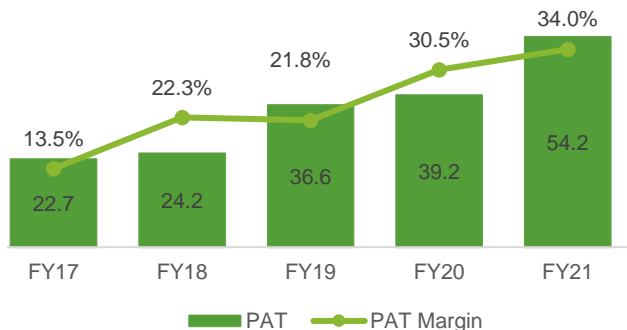
Revenue (Rs. Crores)



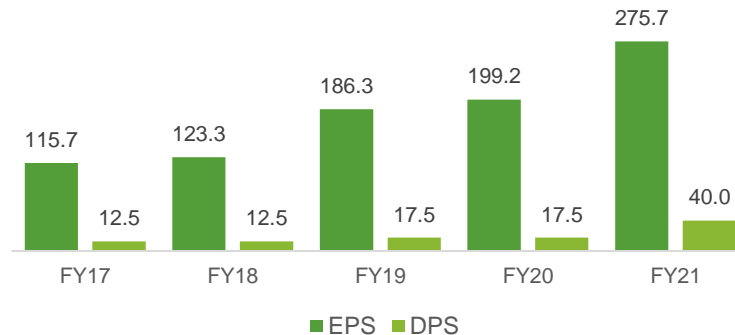
EBITDA and EBITDA Margin



PAT and PAT Margin



EPS & DPS

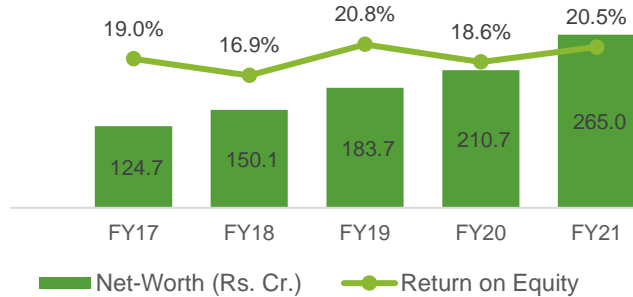


Note 1: PAT and EPS are after adjusting Minority Interest

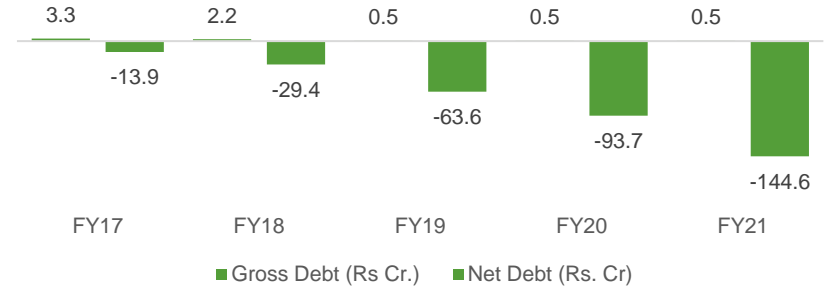
Note 2: All figures are as per IND-AS.

# CONSOLIDATED PERFORMANCE REVIEW (2/2) (ANNUAL)

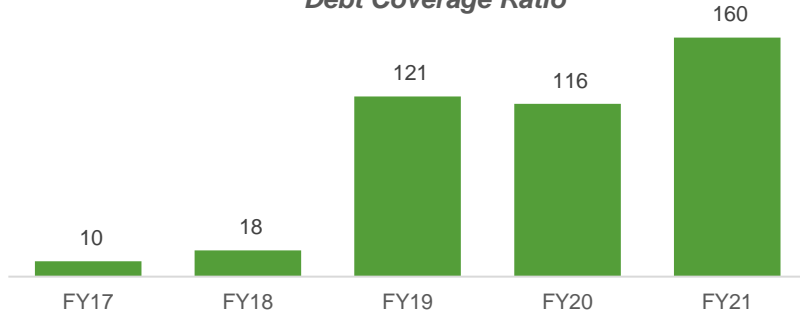
**Net-Worth (Rs. Cr.) and ROE (%)**



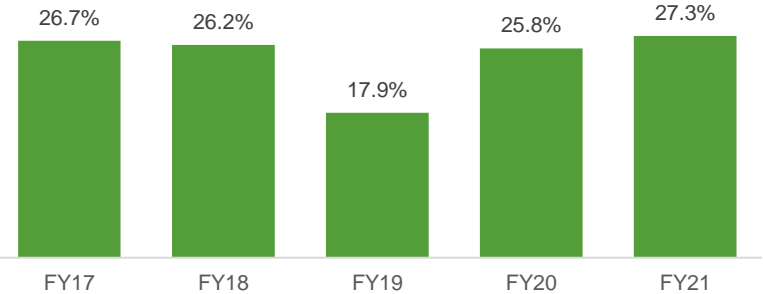
**Gross Debt and Net Debt**



**Debt Coverage Ratio**



**Return on Capital Employed**



Debt Coverage= EBIT/ Cl. Debt, ROCE= EBIT/ Capital Employed, Gross Debt = Long Term Borrowings + Short Term Borrowings + Current Maturities of Long-Term Borrowings; Net Debt = Gross Debt – Cash & Cash Equivalents

# LUCKNOW REAL ESTATE MARKET

Rapid Urbanization and Infrastructure development pushing Lucknow's growth



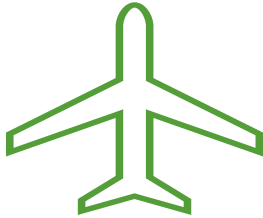
Capital of UP



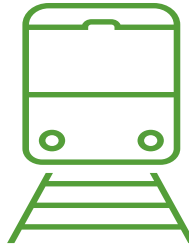
Influx of population from Eastern UP and Bihar



Hub of services in Central and Eastern UP



Direct air connectivity with all major cities



Metro Rail Network



Prominent Educational Institutions like IIM-L, NLU, IHM

# KEY INVESTMENT THESIS

Market leadership, strong execution capability and conservative financial management drive consistent performance



# KEY INVESTMENT THESIS

Strong project execution capabilities, focus on mid-income segment and strong balance sheet will lead to sustained growth in shareholder's value



## Robust Growth Underway

- Experienced Land Procurement Team
- Several Ongoing Projects in different segments



## Future Strategy

- Focus on Execution and Customer Satisfaction
- Operations focused in Mid - Income segment
- Sensible land procurement



## Road Ahead

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



Eldeco Eternia, Lucknow

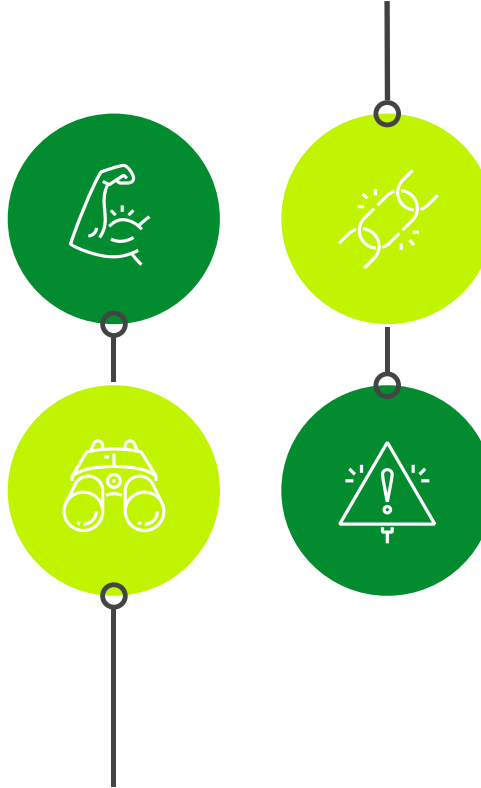
# SWOT ANALYSIS

## Strengths

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

## Threats

- Lack of suitable land for development
- Lack of deep pool of institutional capital for real estate development in Lucknow
- Income shock to target market due to pandemic



## 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, urbanization and increase in buying power

# THE MANAGEMENT



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

- B.Com (Honors) from SRCC
- PGDM (MBA) from IIM, Ahmedabad
- Over 25 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

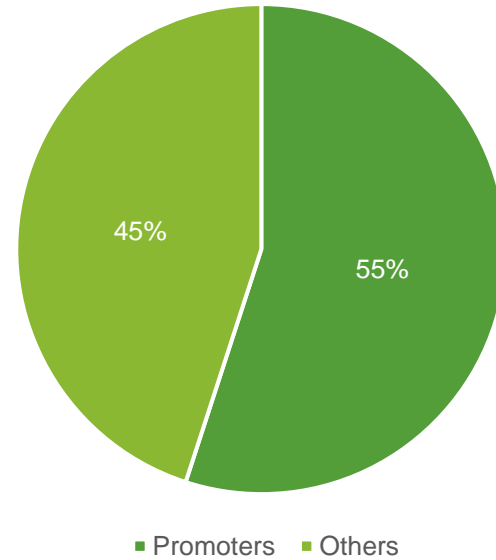


# STOCK DATA

Stock Information	
Stock Price	Rs 3,780
52 Week High/Low	Rs 3,850 / 1,163
Market Capitalization	Rs 745 Cr
Shares Outstanding	1.97 Mn
Free Float	Rs 243 Cr / 45%

Note: Stock Prices as on 9<sup>th</sup> November 2021.

Shareholding as on 30th Sep 2021



# 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@eldecousing.co.in](mailto:eldeco@eldecousing.co.in)

### For IR Contact:

Lokesh Pareek: [lpareek@christensenir.com](mailto:lpareek@christensenir.com)

Kanav Khanna: [kkhanna@christensenir.com](mailto:kkhanna@christensenir.com)



# ANNEXURES

# VISION AND VALUE SYSTEM

Mission to drive high grade real estate development, simultaneously providing enhanced returns to the shareholders.



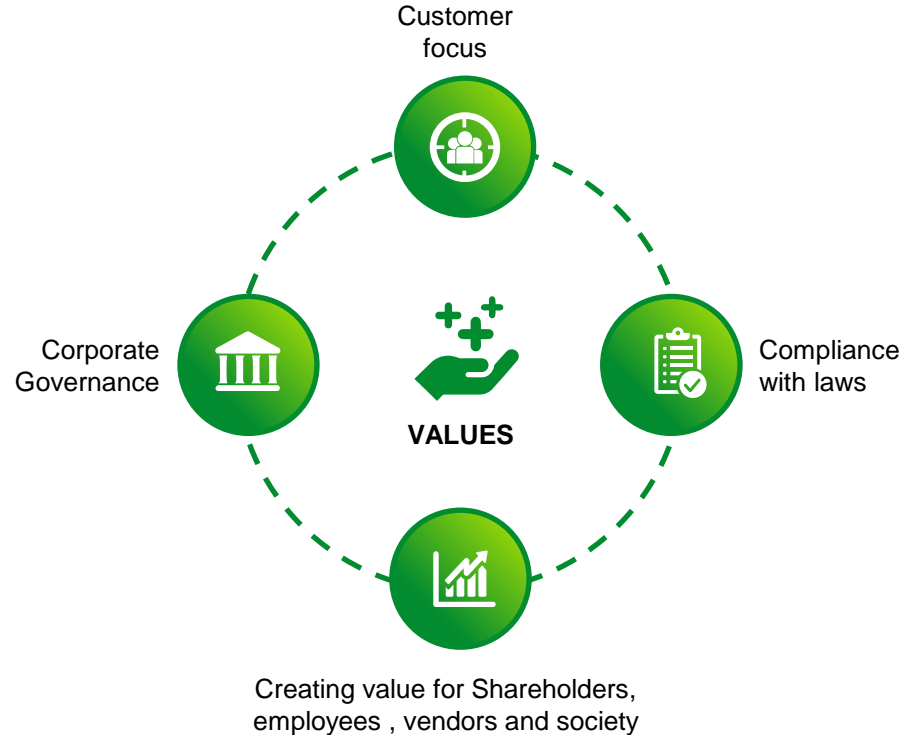
## VISION



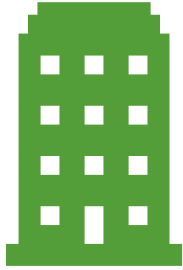
To be the foremost player of North India across all our business verticals



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



# BUSINESS SEGMENT- GROUP HOUSING (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)	1.19	0.36	0.21
Inventory (msf)	0.01	0.00	0.01
Average Realisation (Rs / Sq. Ft.)	2,849	2,357	3,234
Date of Completion	2016-2020*	Jul-17	Jul-18

\* Project completed in various stages

# BUSINESS SEGMENT- TOWNSHIPS (COMPLETED)



Project	Eldeco City	Eldeco Samridhi	Eldeco Shaurya (Phase-I)
Scheme Type	Plots & Villas	Plots & Villas	Plots and Villas
Saleable Area (msf)	2.33	0.17	0.64
Area Booked (msf)	2.24	0.16	0.58
Inventory (msf)	0.09	0.01	0.06
Average Realisation (Rs / Sq. Ft.)	2,029	3,428	1,700
Date of Completion	Jun-16	Jun-19	Oct-17

# BUSINESS SEGMENT- COMMERCIAL (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)	0.05	0.08	0.01
Inventory (msf)	NIL	NIL	NIL
Average Realisation (Rs / Sq. Ft.)	4,647	4,180	7,783
Date of Completion	Jan-17	Feb-13	Jul-18