



we make your dreams come true

November 29, 2017

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

Dear Sirs,

Sub: Investor Presentation - November, 2017

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

The aforesaid Investor Presentation - November, 2017 will also be uploaded on the website of the Company i.e. 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 - November, 2017



Safe Harbor



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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 2,56,000 sq. ft. in 2015-16, 2016-17 & 2017-18

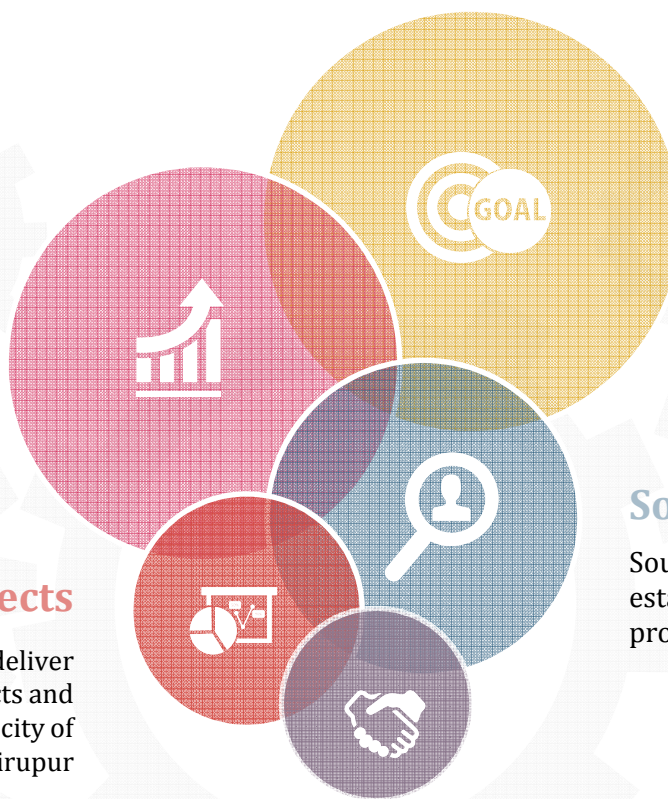
Our Ethos

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



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

Asset Light Model

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

Visionary Promoter



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



2016

Sale of Developed Land Project

Sold approximately 2,56,000 Sq. ft. of Developed Land in the year 2015-16, 2016-17 & 2017-18

2008

Entry of FDI Partner and Launch of THE ONYX Villa

THE ONYX– comprising 34 independent high-end villas has received an encouraging response. New Line Buildtech Pvt. Ltd became our FDI Partner and invested in our Company in the year 2008. The Textile Spinning Unit Ceases to be in Operation with effect from 31st March, 2008.

2007

Commercial Mall

Sold Land to Reliance Prolific Traders Pvt. Ltd for mall development

2005

Entry into Real Estate and Launch of Prime Enclave Vistas

Prime Urban Development India Limited changed into realty business in the year 2005. Its pilot project – Prime Enclave Vistas comprising 376 luxury apartments for the first time in Tirupur was an outstanding success.

1988

Patodia Group

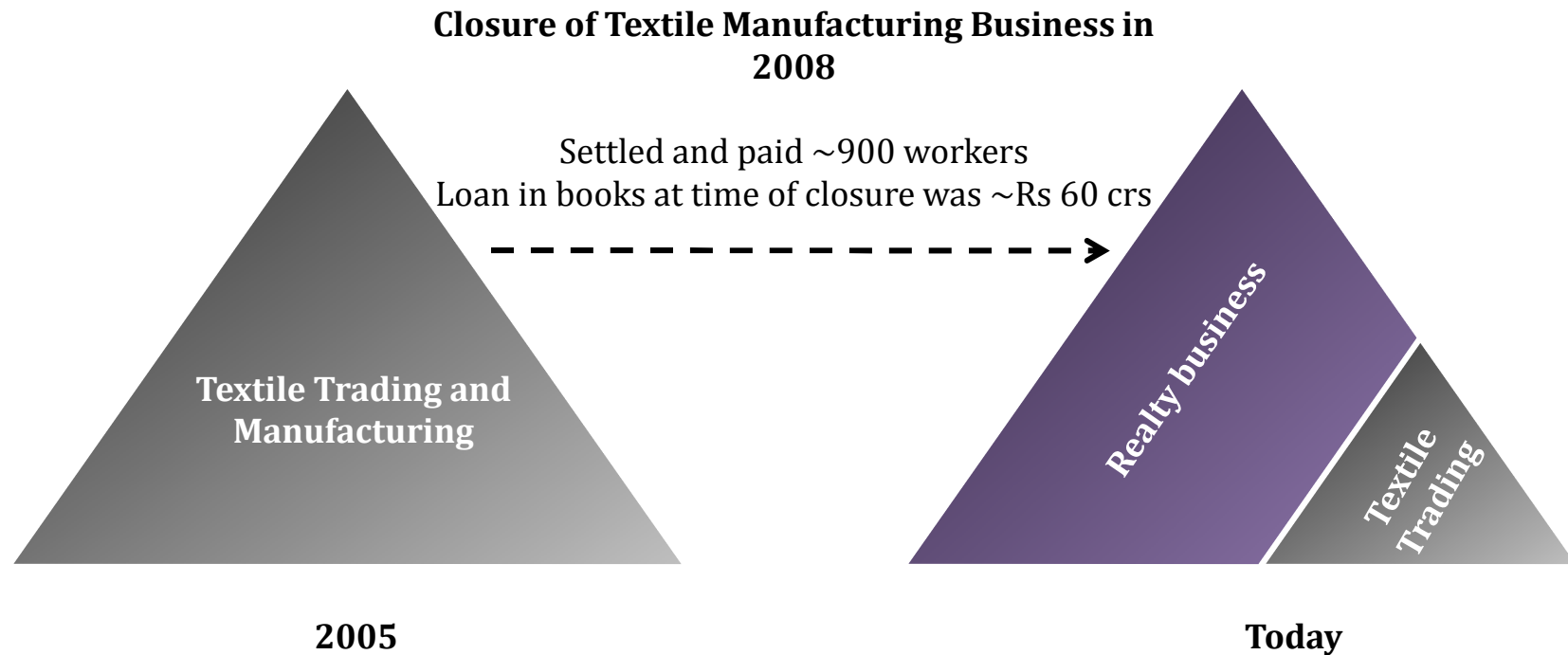
The Patodia Group taking over the company, emerged as an Export House for supply of high quality cotton yarns and knitted garments.

1936

Incorporation

Incorporated as Asher Textiles Limited in the year 1936. Later established a Spinning Unit at Tirupur

Transitioned to Real Estate



Focus shall be Real Estate Development in South India

Award



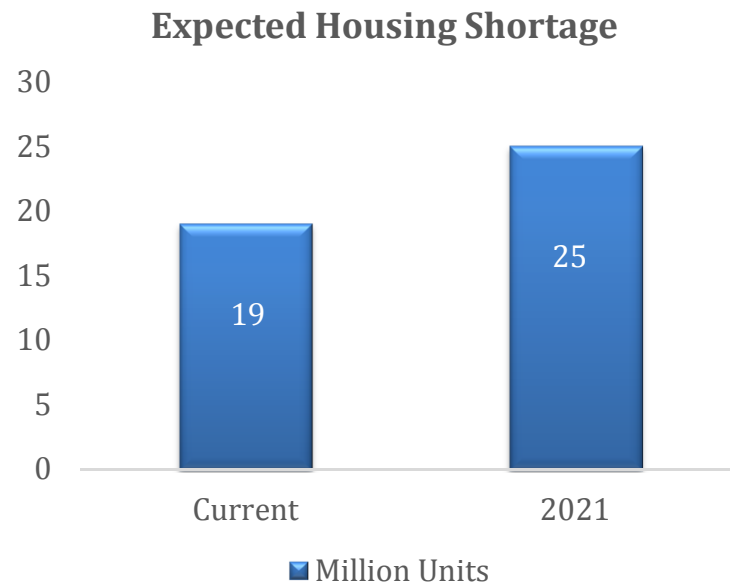
- Onyx Project in Tirupur has received the **“Best Project in Non-Metro Commercial Award”**
- **Project received from the “Magppie Estate Award”**
- Award gives recognition to our commitment, hard work and desire to deliver unique experiences
- Adds enormously to our Brand Equity



Business Strategy

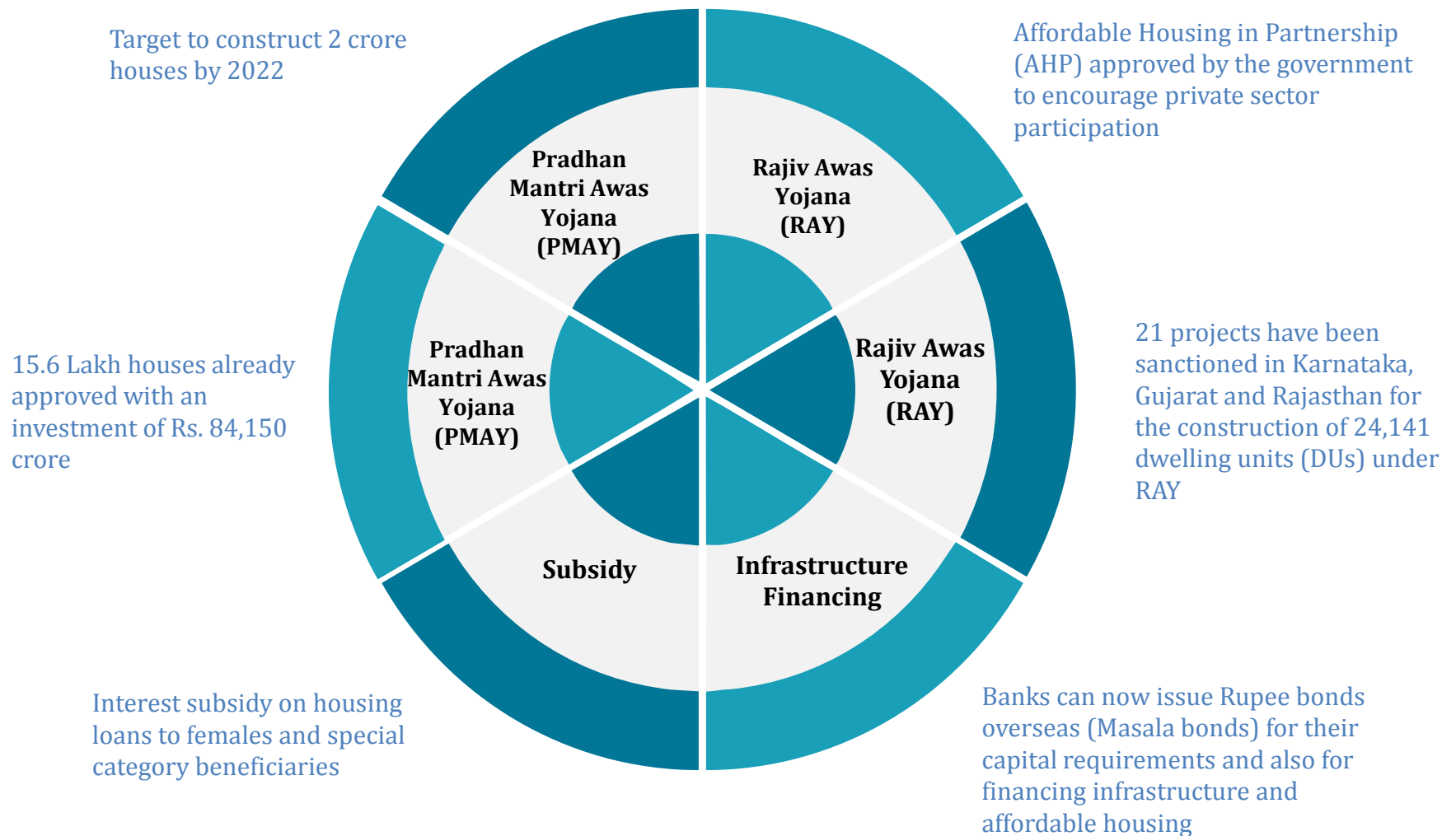
Affordable Housing a big opportunity

A Rs. 6.25 Trillion Opportunity in Housing Segment

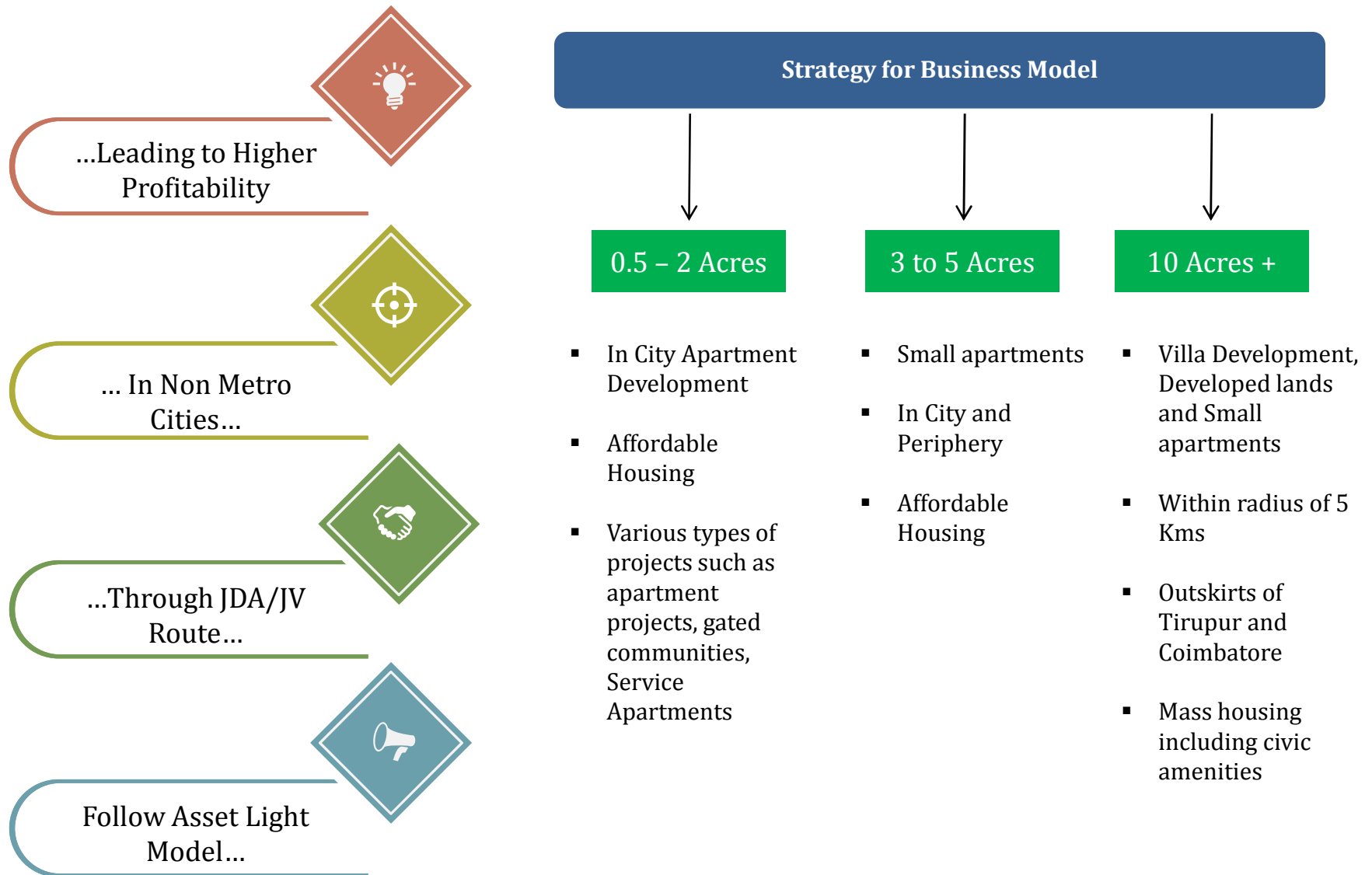


- Shortage of almost 1.80 crore units in affordable housing segment showcases a huge opportunity in the segment
- Demand to be supported by:
 - Growing population
 - Young demographic profile
 - Shift towards nuclear families
 - Rapid urbanization
- Till now the segment was catered by Govt. undertakings 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

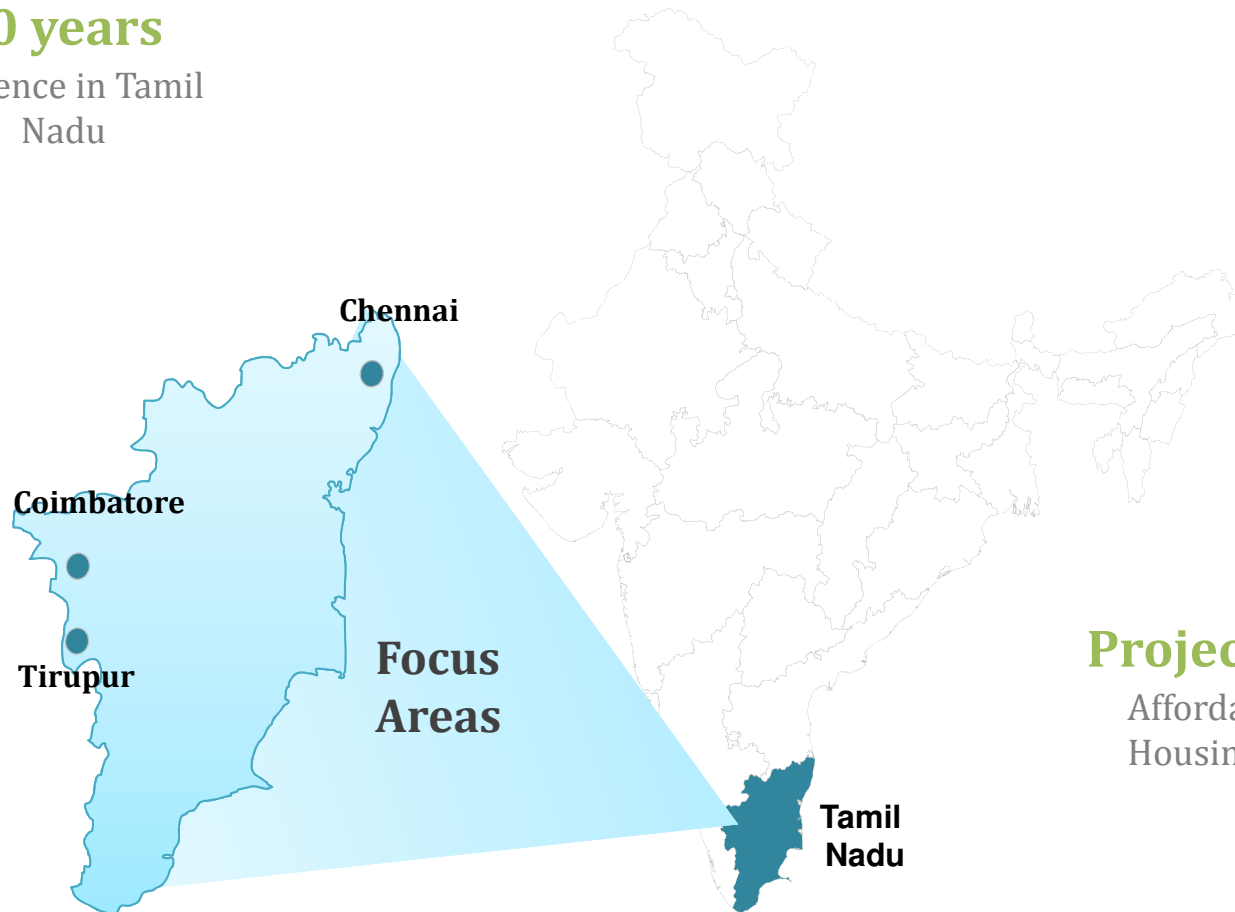
Strong Brand in South India

80 years

Presence in Tamil
Nadu

10 years

Exposure in Real
Estate

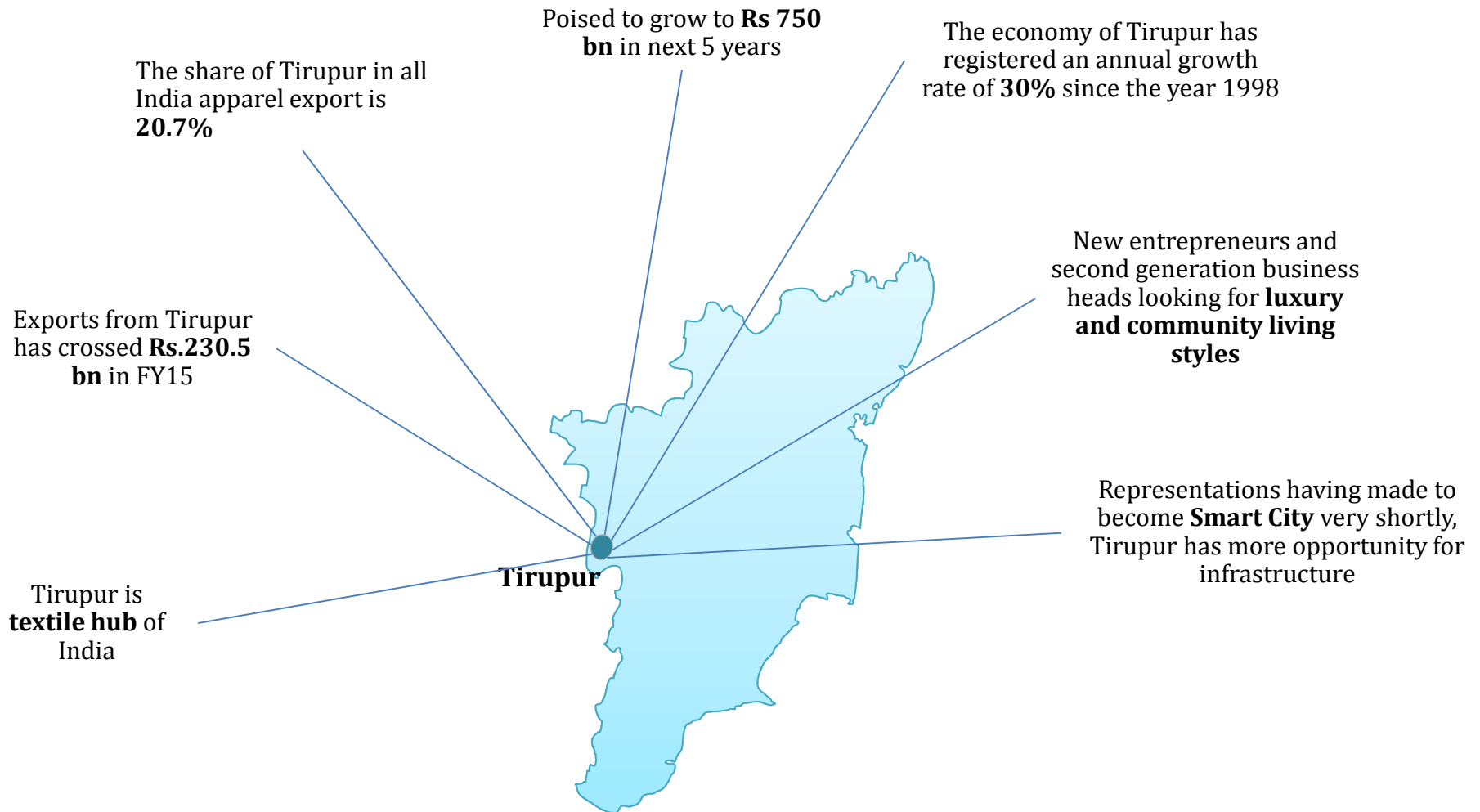


Project Type Targeted

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:
 - Project Completed



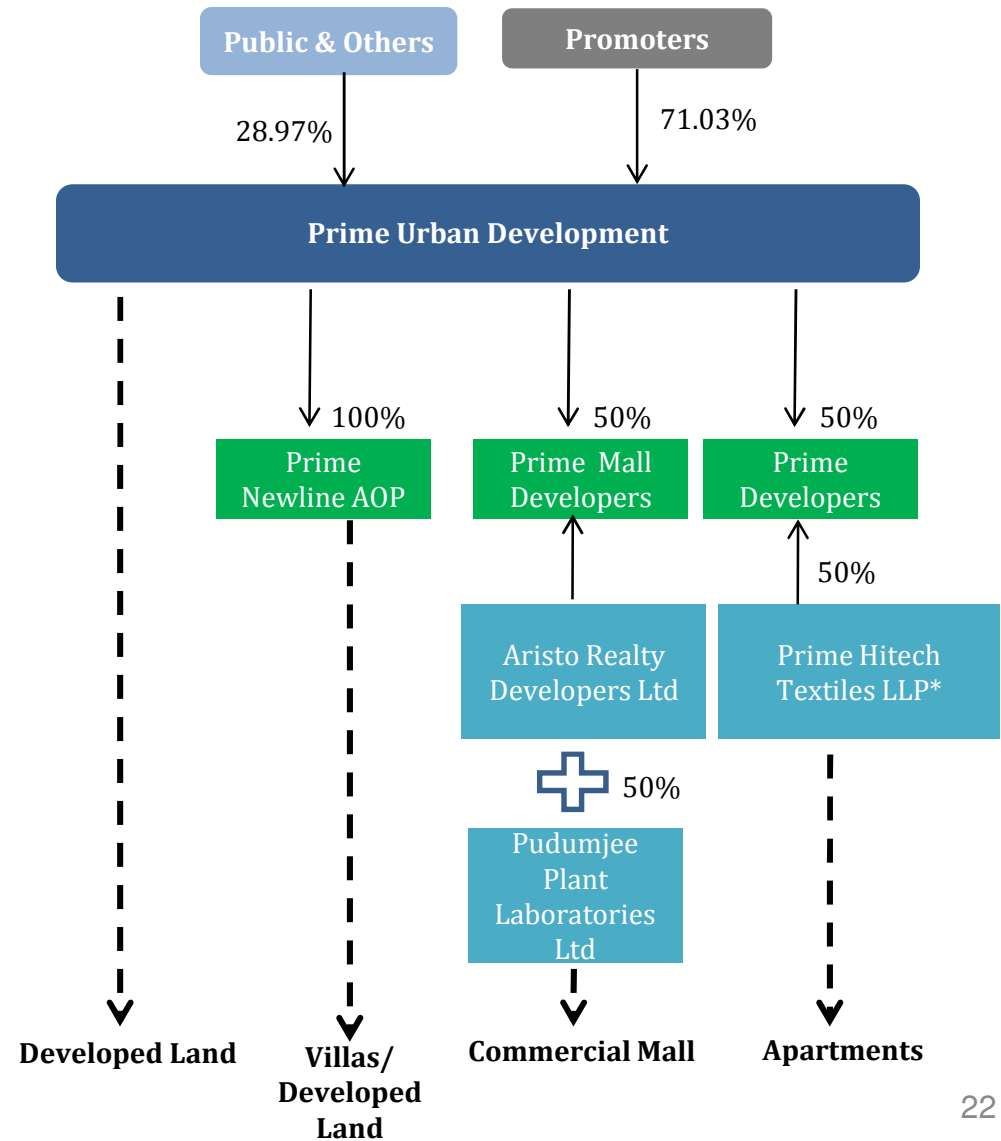
Commercial Mall

- 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	H1 FY18*	FY17^	FY16^	FY15^	FY14^
Revenue	29.44	56.88	72.19	58.18	73.08
Direct Expenses	24.76	35.94	38.83	43.8	62.03
Employee Expenses	1.38	2.73	2.64	2.44	2.24
Other Expenses	3.15	6.01	5.54	5.72	5.64
EBITDA	0.14	12.20	25.18	6.21	3.17
EBITDA Margin	0.46%	21.44%	34.88%	10.68%	4.34%
Other Income	2.17	1.27	1.00	0.36	0.42
Depreciation	0.16	0.36	0.29	0.24	0.22
EBIT	2.15	13.11	25.89	6.33	3.37
EBIT Margin	7.30%	23.04%	35.86%	10.88%	4.61%
Finance costs	1.72	0.58	2.12	3.86	3.09
PBT before Extraordinary Items	0.43	12.53	23.77	2.49	-0.31
Extraordinary Items	-	-	5.55	0.02	-0.59
PBT	0.43	12.53	18.22	2.49	-0.31
Tax	0	2.82	3.73	0.51	0.39
PAT	0.43	9.71	14.49	1.98	-0.7
PAT Margin	1.46%	17.06%	20.07%	3.40%	-0.96%

* Standalone (As per IndAS)

^ Consolidated (As per IGAAP)

Standalone Balance Sheet – As per IndAS

Rs. Cr	Sept-17	Mar-17
Non Current Assets		
Property, Plant and Equipment	6.83	8.89
Capital WIP	0.46	0.46
Financial Assets		
Investments	48.36	7.31
Others	0.24	0.05
Total Non-Current Assets	55.89	16.71
Current Assets		
Inventories	57.99	12.08
Financial Assets		
Investments	4.93	2.02
Trade Receivables	4.57	5.17
Cash & Cash Equivalents	1.49	0.46
Bank balances	0.18	0.14
Loans	17.69	20.69
Current Tax Asset (Net)	2.09	1.99
Other Current Assets	0.79	0.35
Total Current Assets	89.76	42.90
Total Assets	145.65	59.61

Rs. Cr	Sept-17	Mar-17
Equity		
Share Capital	5.33	5.33
Other Equity	22.88	25.31
Total Equity	28.21	30.64
Non Current Liabilities		
Other Financial Liabilities	5.54	5.55
Other Non current Liabilities	12.70	12.70
Total Non current Liabilities	18.24	18.25
Current Liabilities		
Financial Liabilities		
Trade Payables	41.34	2.85
Other	1.91	0.66
Borrowings	55.89	4.79
Provisions	0.06	2.43
Total Current Liabilities	99.21	10.73
Total Equity & Labilities	145.65	59.61

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
Shareholders Fund	30.61	48.37	151.43	159.15
Long Term Borrowings	0.39	0.65	0.23	0.43
Other Long Term Liabilities	12.70	12.70	13.36	13.16
Total Non Current Liabilities	13.09	13.35	13.59	13.59
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
Total Current Liabilities	26.19	23.07	37.40	39.17
TOTAL EQUITY & LIABILITIES	69.90	84.79	202.41	211.90

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	-	-	-	-
Total Non Current Assets	14.45	36.37	153.76	163.36
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
Total Current Assets	55.44	48.42	48.65	48.53
TOTAL ASSETS	69.90	84.79	202.41	211.90

^ As per I-GAAP

For further information, please contact:

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