

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

Date: 10/02/2021

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

We request you to take the above information on record.

Thanking you,
For Eldeco Housing and Industries Limited

For Eldeco Housing & Industries Limited


Company Secretary

Chandni Vij
Company Secretary
Mem. No. : A46897

Eldeco Housing & Industries Ltd.

ELDECO HOUSING & INDUSTRIES LTD. (EHIL)

Investor Presentation
February 2021

ELDECO



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Presentation Outline



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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.



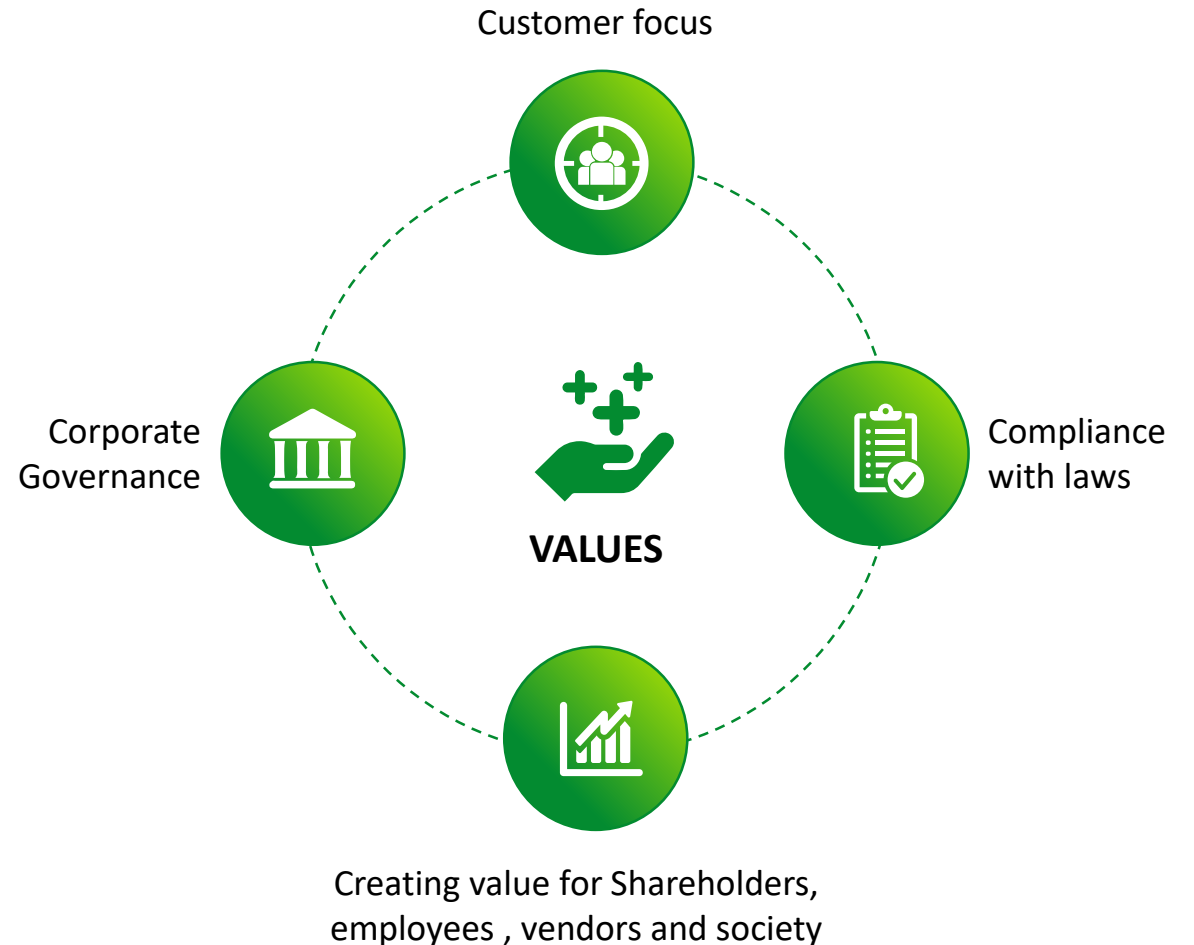
VISION



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%**



43 Projects Completed
8 Projects On-going



5 Year Average:
ROE : **20%**
ROCE : **31%**



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



Zero Debt Company *

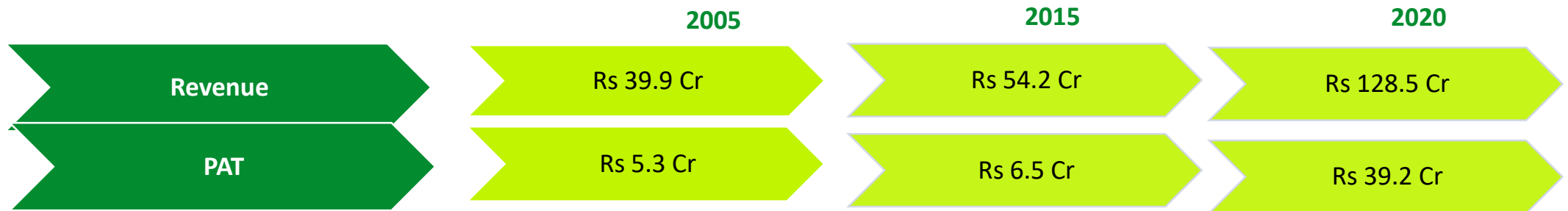
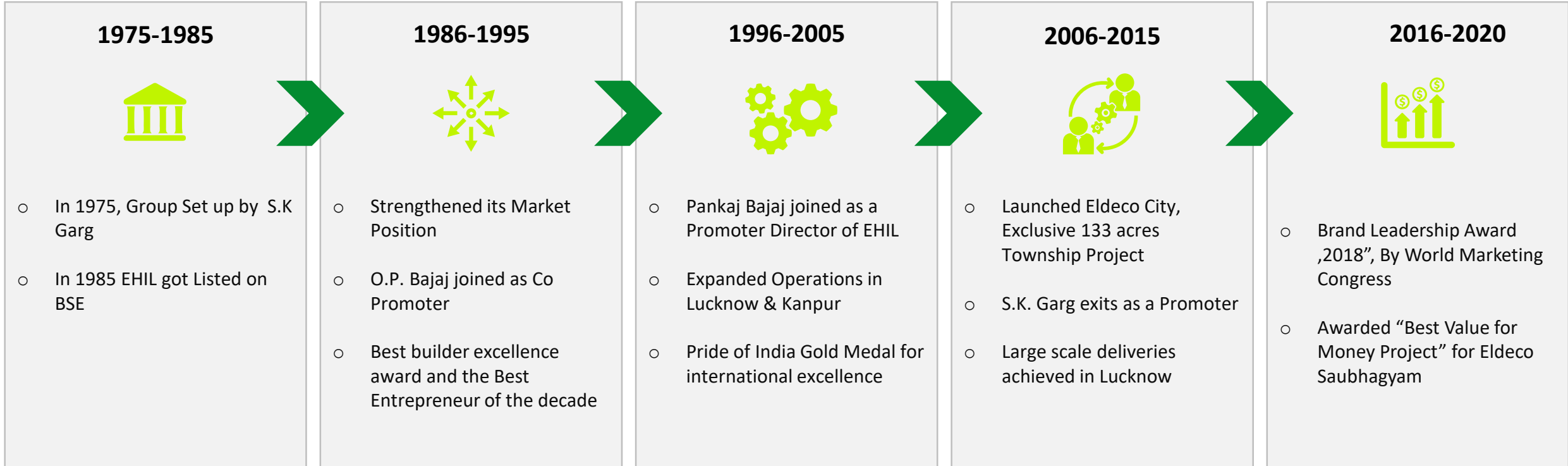


Eldeco City Breeze, Group Housing, Lucknow

* Excluding Customer advances & Creditors

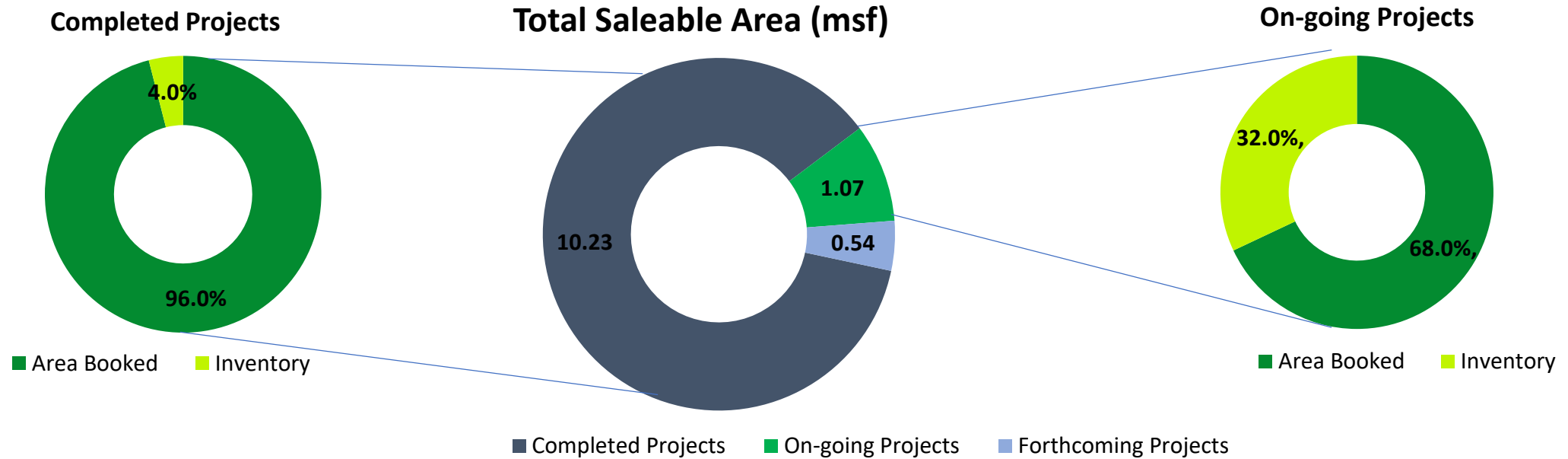
KEY MILESTONES

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	~1%
Avg. Realisations	~Rs 1,988 /Sq. Ft.
Sale Value of Area Booked	Rs 1,948 Cr

On-going Projects

% of Sold Area to be recognized in Revenue as per IND AS	100%
Avg. Realisations	~Rs 2,700 /Sq. Ft.
Sale Value of Area Booked	Rs 195 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)	1.18	0.35	0.21
Inventory (msf)	0.02	0.01	0.01
Average Realisation (Rs / Sq. Ft.)	3,757	2,278	2,527

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)	Eldeco Regalia
Scheme Type	Plots & Villas	Plots & Villas	Plots and Villas	Plots and Villas
Saleable Area (msf)	2.33	0.17	0.64	0.69
Area Booked (msf)	2.24	0.16	0.57	0.60
Inventory (msf)	0.09	0.01	0.07	0.09
Average Realisation (Rs / Sq. Ft.)	3,443	3,921	2,798	3,772

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	Eldeco City Arcade 2
Scheme Type	Retail Cum Office Spaces	Office Space	Shops	Shops
Saleable Area (msf)	0.05	0.08	0.01	0.02
Area Booked (msf)	0.05	0.08	0.01	0.02
Inventory (msf)	0.00	NIL	NIL	NIL
Average Realisation (Rs / Sq. Ft.)	8,170	4,180	6,600	7,298

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	0.06	0.01	Q3FY22
2	Eldeco Luxa	Group Housing	0.09	0.01	0.08	Q2FY23
3	Eldeco North Block	Township	0.05	0.05	NIL	Q4FY21
4	Eldeco South Block	Township	0.02	0.02	NIL	Q1FY22
5	Eldeco Inner Circle at Shaurya	Residential	0.04	0.04	NIL	Q1FY22
6	Eldeco Select (T-5) at Saubhagyam	Group Housing	0.06	0.03	0.03	Q3FY22
7	Eldeco Uday & Joy (EWS/LIG) at Regalia	Residential	0.03	0.03	NIL	Q4FY21
8	Regalia Arcade at Eldeco Regalia	Commercial	0.02	0.02	NIL	Q4FY21
9	Eldeco City at Bareilly	Residential	0.72	0.48	0.24	Q4FY24
	Total		1.07	0.73	0.34	

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	Maps submitted, Approval Awaited.
2	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.
3	Eldeco Twin Tower at Eldeco City	Residential	100%	0.15	Maps submitted, Approval Awaited.
4	Eldeco Saksham at Samridhi	Residential	100%	0.07	Approved layout received. Format of application sent to LDA for approval. RERA registration to follow
5	Eastend at Shaurya	Residential	100%	0.07	Maps submitted, Approval Awaited.
6	Shaurya	Commercial	100%	0.02	Maps submitted, Approval Awaited.
7	GH-3 Crest	Residential	-	0.04	Under Planning
	Total			0.54	

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
Total			0.07

Eldeco Samridhi			
Plot Details	Type	FAR	Area (msf)
Commercial	Commercial	1.00	0.01
Total			0.01

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	2.00	0.08
GH 3	Residential	2.50	0.44
Total			1.12

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

Eldeco Regalia			
Plot Details	Type	FAR	Area (msf)
School	Utility	1.00	0.02
Total			0.02

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

FUTURE PROJECTS

Focused on execution linked growth plans

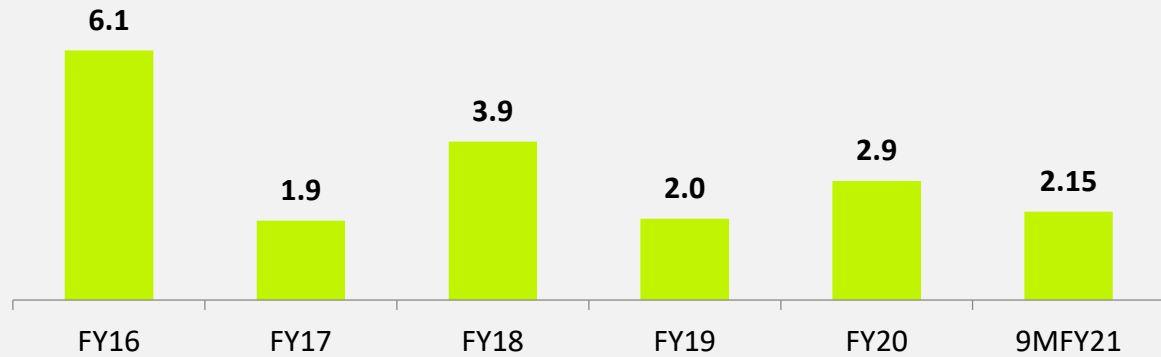
Land Available for Future Development

Sl. No.	Place	Area (msf)
1	Shopping Mall at Eldeco City	1.25
2	Commercial at City	0.10
3	GH-4	1.45
Total		2.80

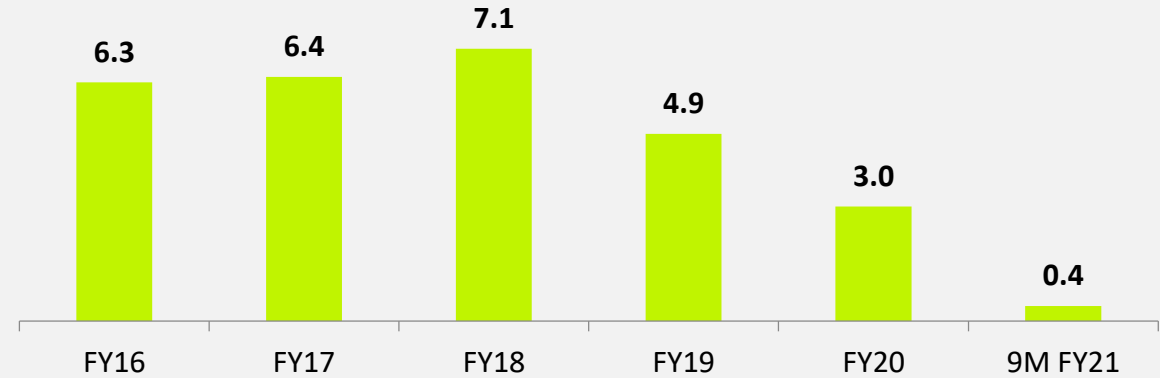
HISTORICAL TRACK RECORD

Trusted Delivery, Enduring Values

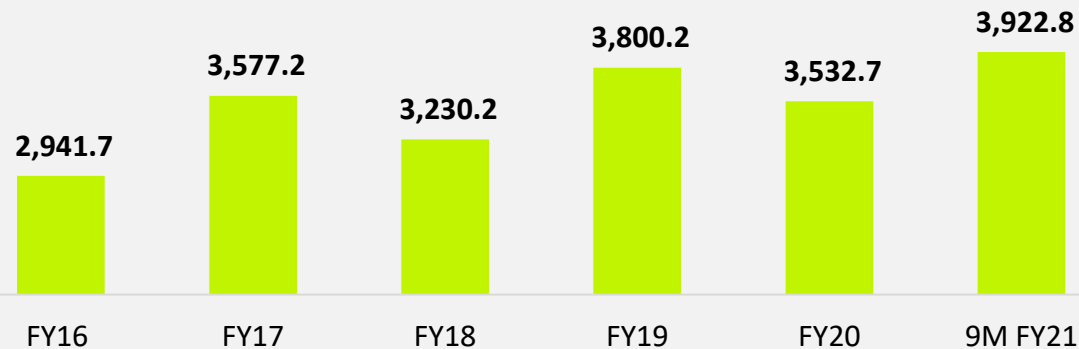
Area Booked (Lakh Sq. Ft.)



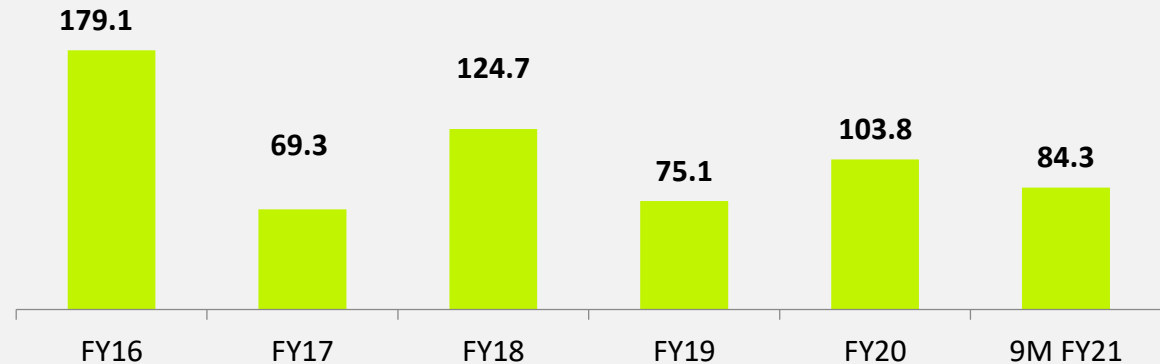
Area Constructed (Lakh Sq. Ft.)



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

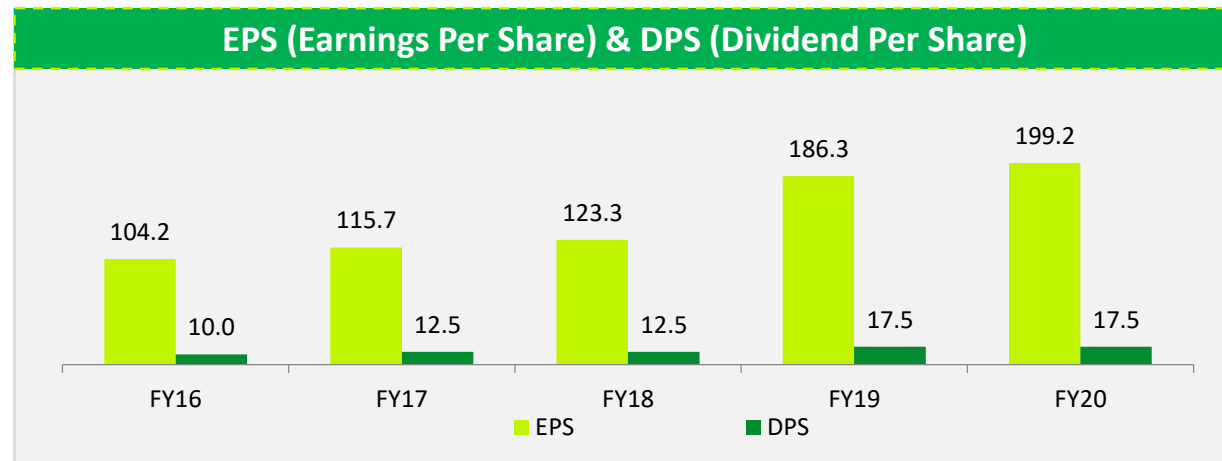
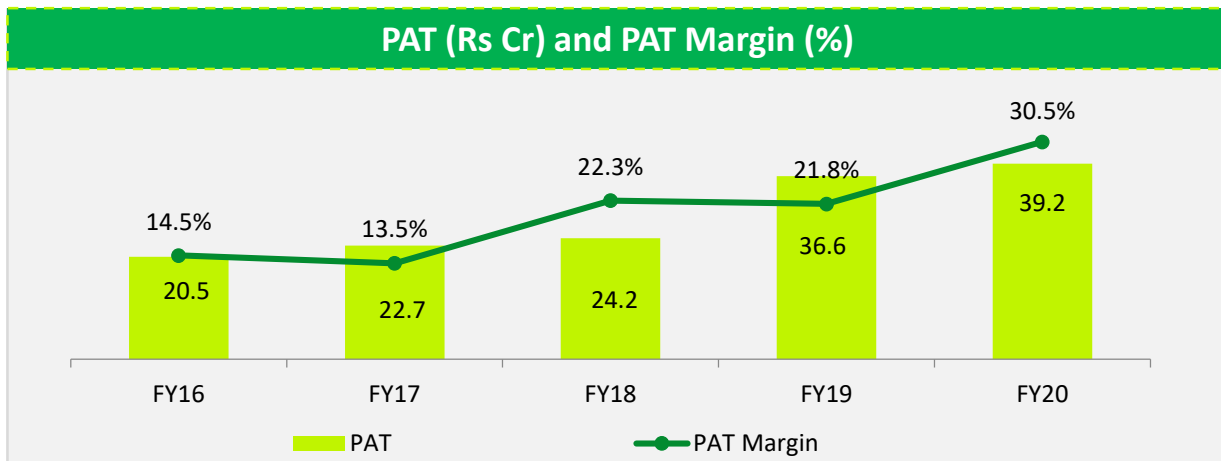
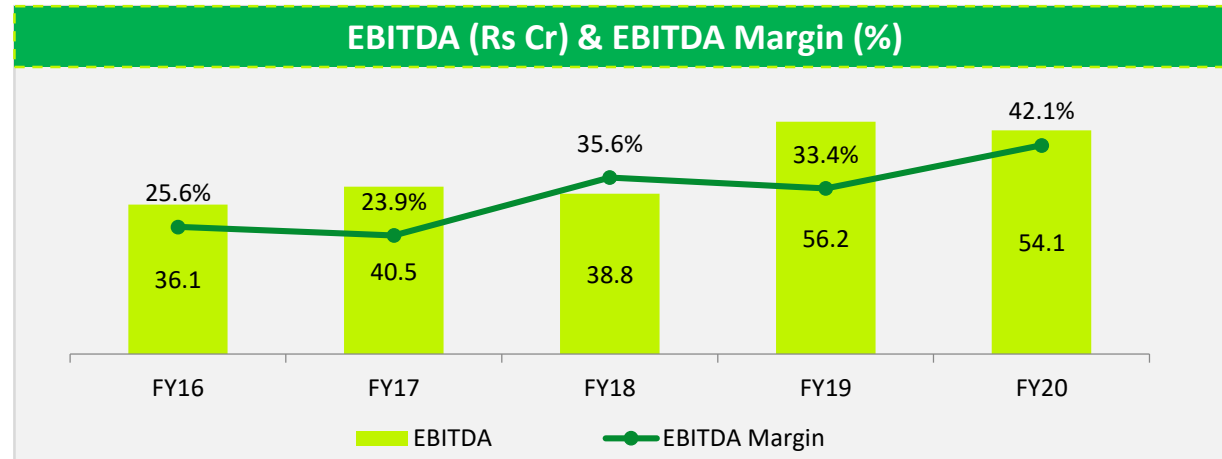
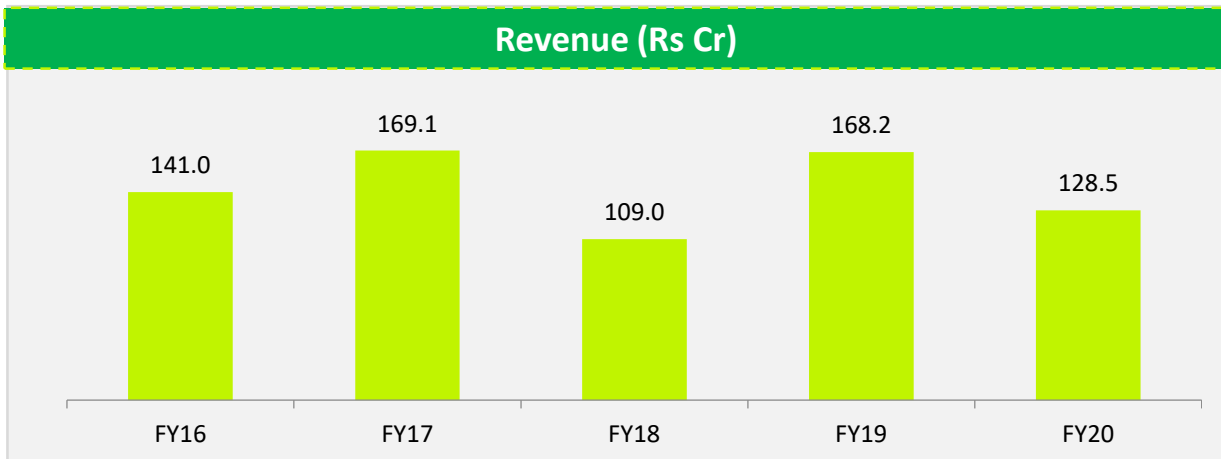
Strongly Committed, Consistent Performer



Eldeco City Dreams, Group Housing, Lucknow

CONSOLIDATED FINANCIAL OVERVIEW

High Performance Delivered, significant upside in profits and margins



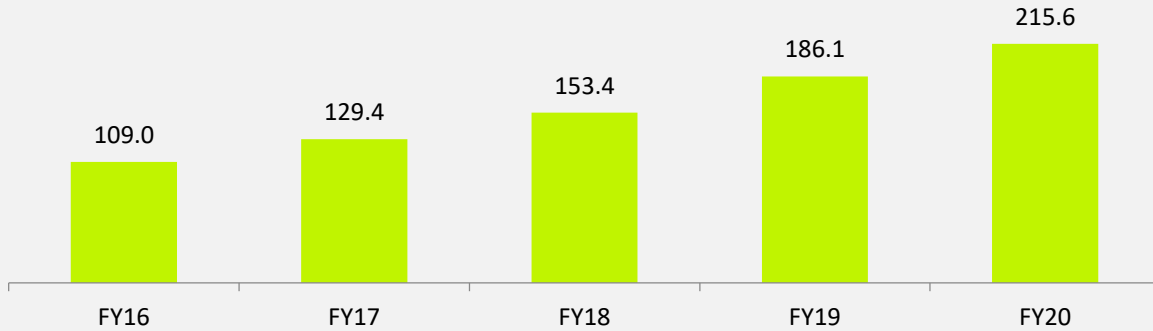
Note 1: PAT and EPS are after adjusting Minority Interest

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.

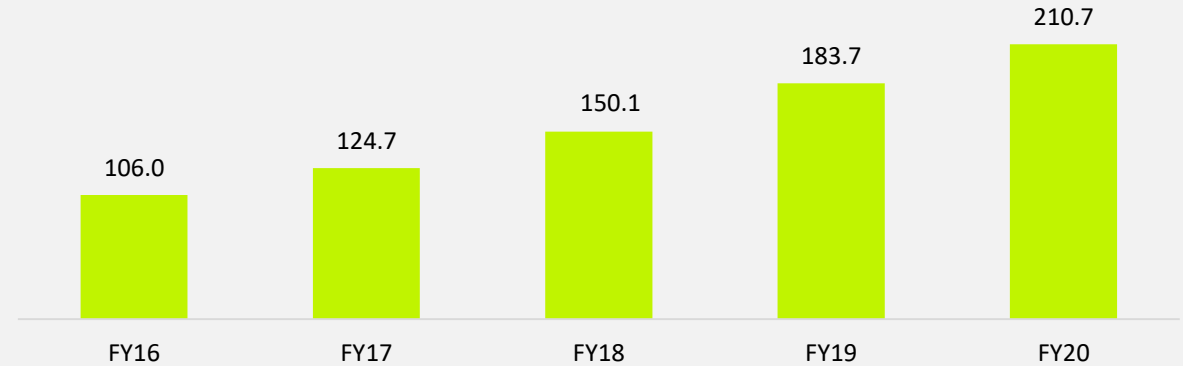
CONSOLIDATED FINANCIAL OVERVIEW

Achieving growth by internal cash accruals

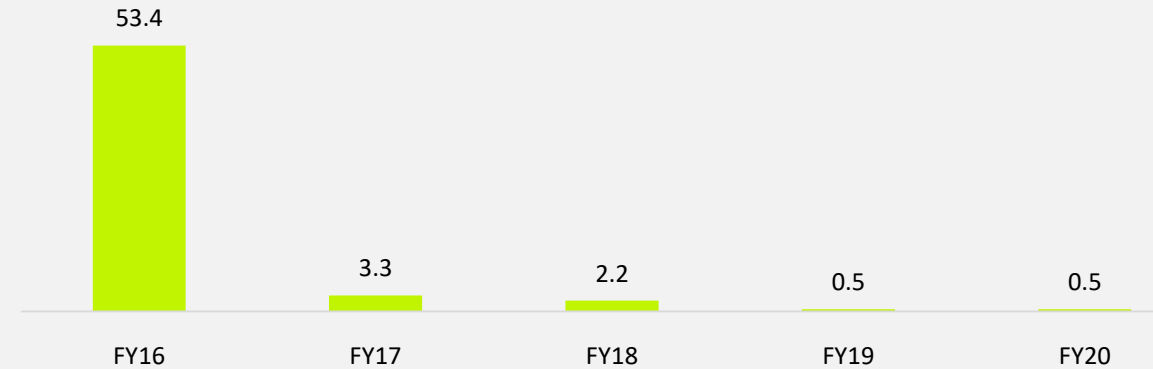
Capital Employed (Rs Cr)



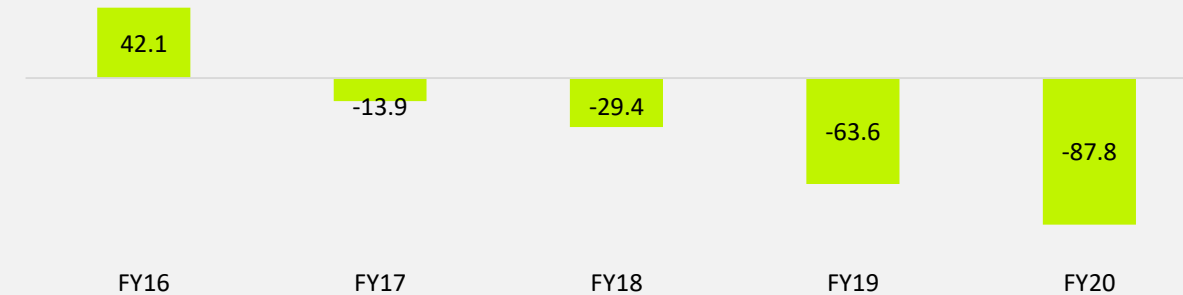
Networth (Rs Cr)



Gross Debt (Rs Cr)



Net Debt (Rs Cr)



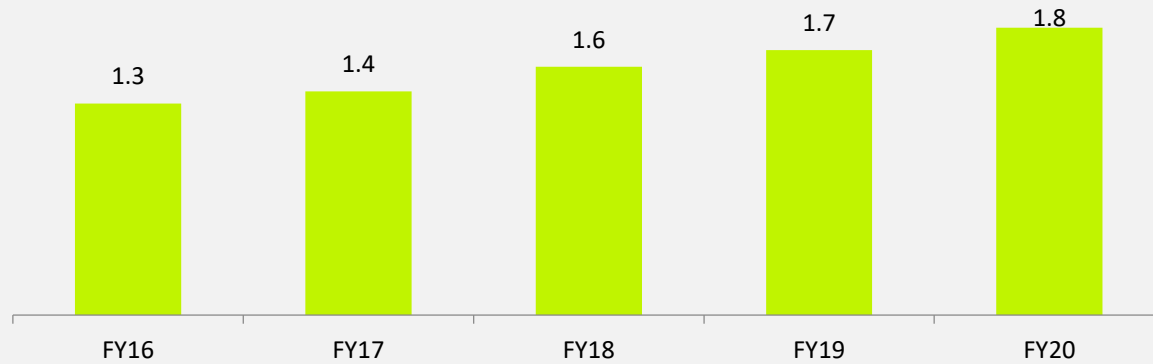
Note 1: Gross Debt = Long Term Borrowings + Short Term Borrowings + Current Maturities of Long Term Borrowings; Net Debt = Gross Debt – Cash & Cash Equivalents

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.

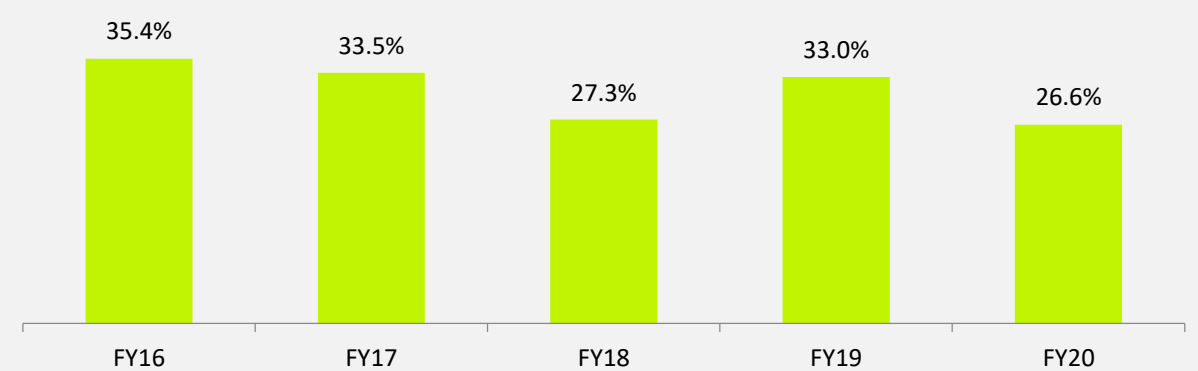
CONSOLIDATED FINANCIAL OVERVIEW

Increased returns with minimal leverage

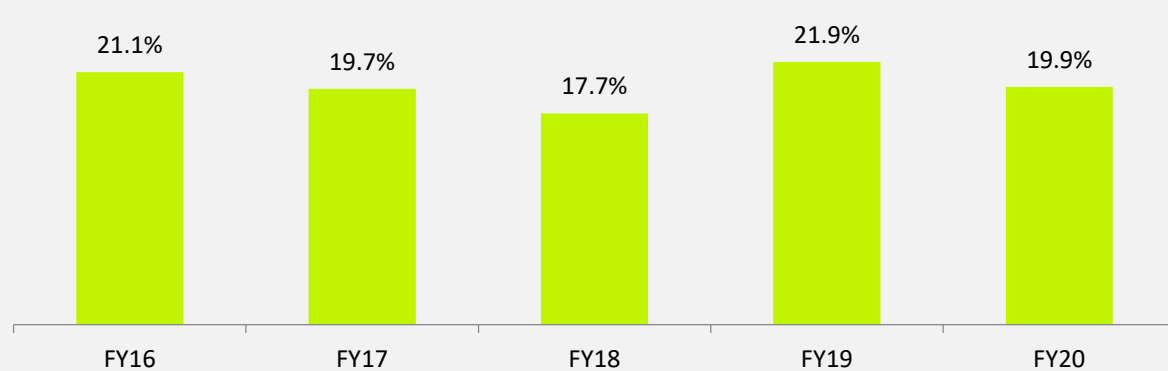
Current Ratio (x)



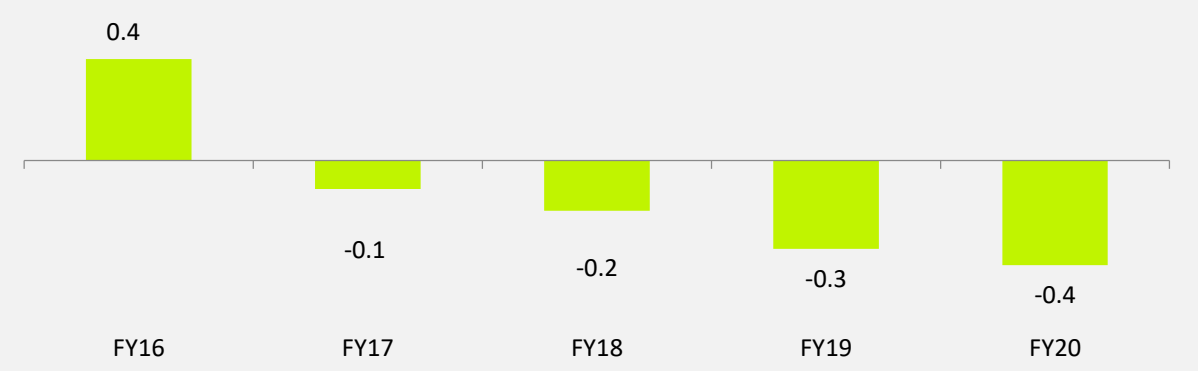
Return on Capital Employed (%)



Return on Equity (%)



Net Debt/Equity (x)

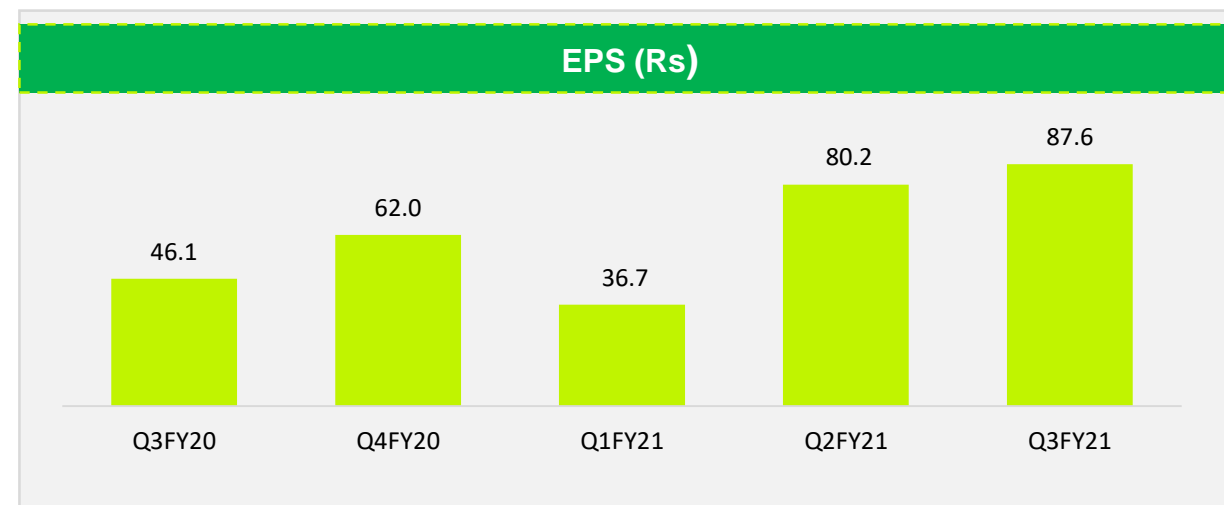
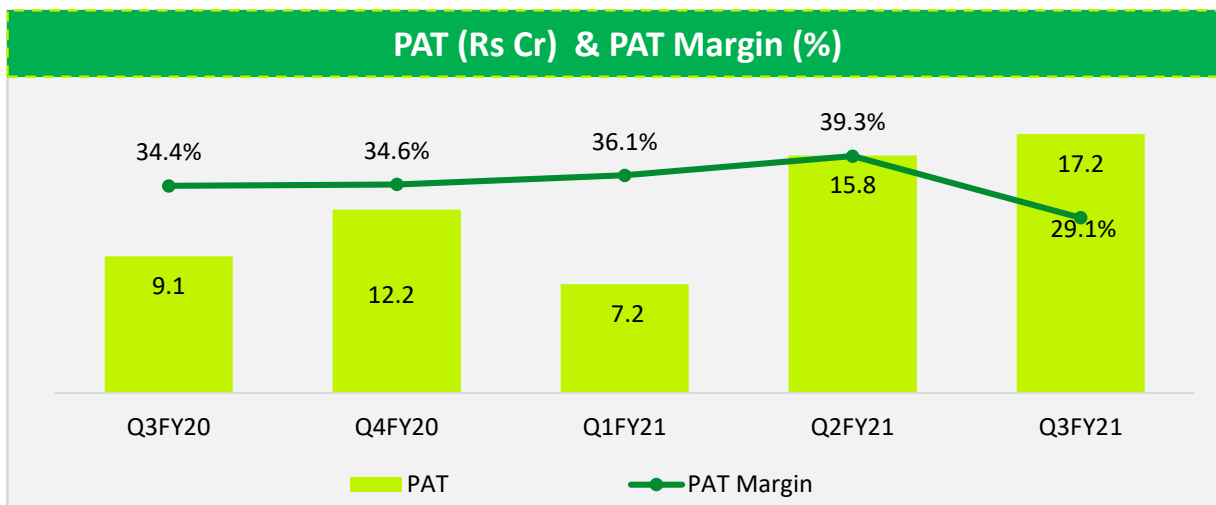
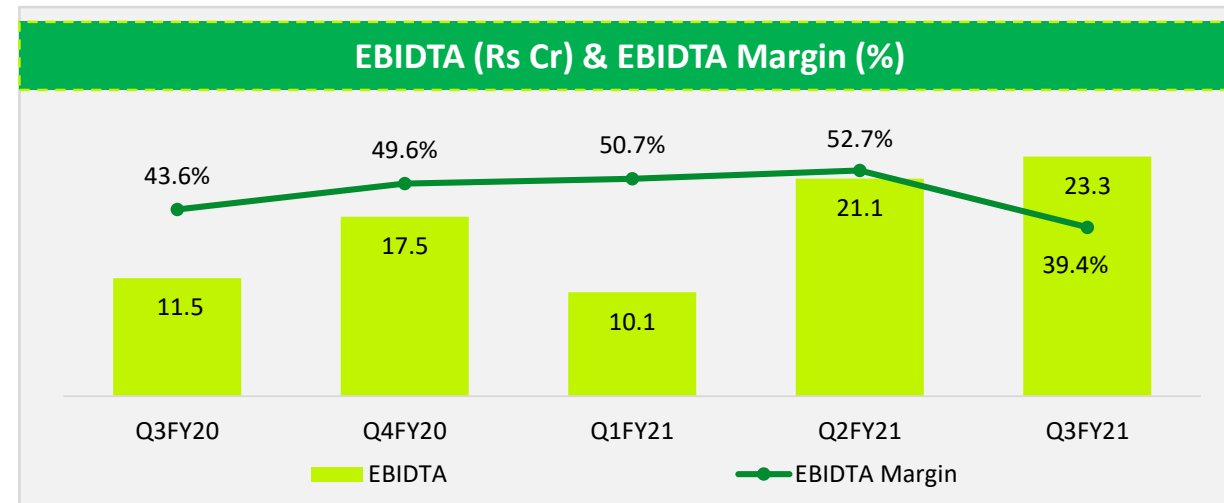
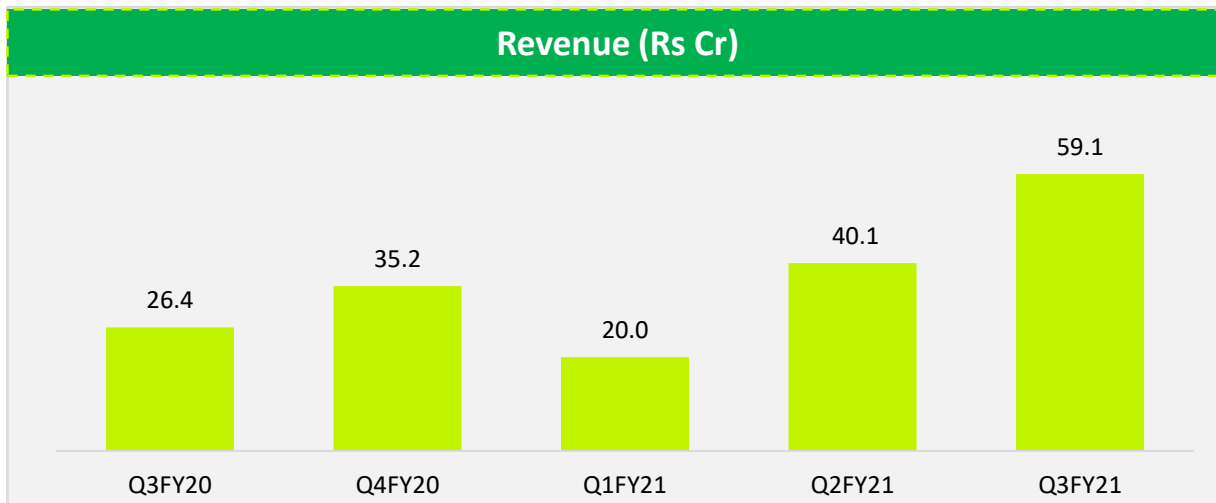


Note 1: Current Ratio = Current Assets / Current Liabilities; ROCE = EBIT / Average Capital Employed (Total Assets – Current Liabilities); ROE = PAT / Average Shareholders Fund; Net Debt / Equity = (Gross Debt – Cash & Cash Equivalent) / Shareholders Fund

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

Q3FY21 RESULTS (CONSOLIDATED)

Improvement in EBIDTA and Profitability Margins

Q3FY21	Q3FY20	% Chg (YoY)	Particulars (Figures in Rs Cr)	9MFY21	9MFY20	% Chg (YoY)
59.15	26.36	124.40%	Revenues	119.25	93.35	27.75%
23.33	11.48	103.23%	EBIDTA	54.60	36.64	49.04%
0.03	0.14	-74.59%	Finance Cost	0.38	0.52	-26.43%
23.14	11.29	105.03%	PBT	53.74	35.94	49.51%
17.23	9.06	90.03%	PAT	40.22	27.00	49.00%
87.59	46.09	90.03%	EPS	204.54	137.27	49.00%
39.45%	43.56%	-411 bps	EBIDTA Margin	45.79%	39.25%	654 bps
39.12%	42.82%	-370 bps	PBT Margin	45.07%	38.51%	656 bps
29.12%	34.39%	-527 bps	PAT Margin	33.73%	28.92%	481 bps

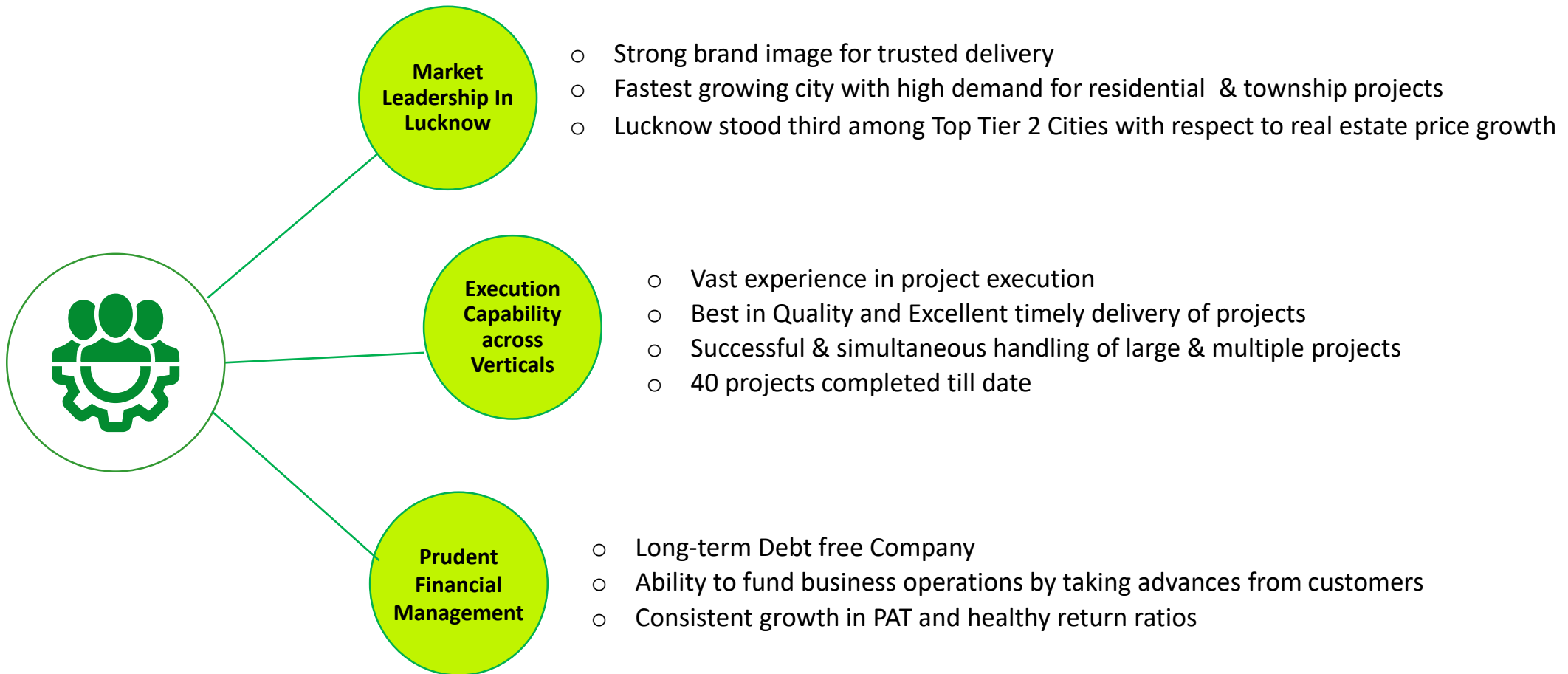
Note : PAT and EPS are after adjusting Minority Interest

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

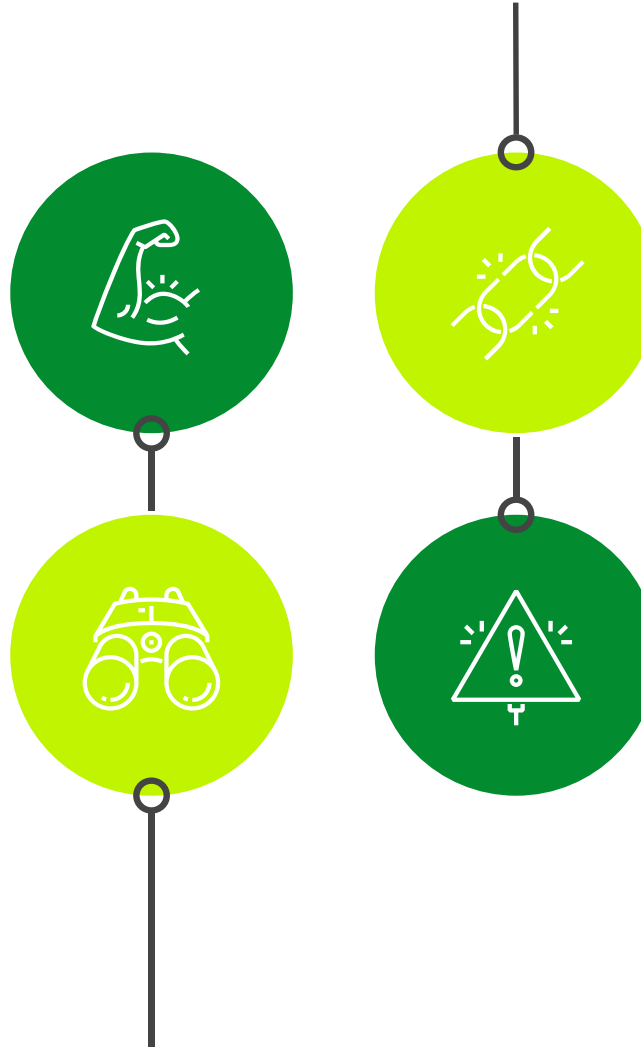
Inherent Strengths and Market Opportunities aids in steering clear of Threats and Weaknesses

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 31st December 2020



Stock Data – BSE as on 10th February 2021

	Stock Price	Rs 1,955
	52 Week High/Low	Rs 2,378 / 678
	Market Capitalization	Rs 384 Cr
	Shares Outstanding	1.97 Mn
	Free Float	Rs 177 Cr / 46%

Note: 1. Market Data as on 3rd November 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



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

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