

To,
BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400001

Date: 09.02.2022

Scrip Code-523329

Sub: Investors' Presentation

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

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 *interalia* for the Unaudited Financial Results of the Company for the quarter and nine months ended December 31, 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 Wednesday, February 9, 2022.

The same shall be uploaded on the website of the Company at www.eldecogroup.com

You are requested 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
Q3FY22 || Feb '22

ELDECO

CONTENTS

03

Company
Overview

12

Financial
Overview

21

Key Investment
Thesis

25

Stock Data



Eldeco Shaurya, Bijnor Road, Lucknow

GROUP OVERVIEW



High Brand Recall in North India



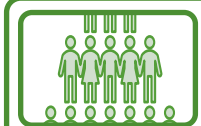
Key Player in UP Since 1985



Over 40 Years of Experience



200 Projects Delivered, 32 Under Execution



25,000+ Satisfied Customers



Eldeco Luxa at Eldeco Eternia, Sitapur Road, Lucknow

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%

MANAGEMENT COMMENTARY



Mr. Pankaj Bajaj
Chairman & Managing Director

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

“We continue to register strong bookings and improved realizations in our projects. We have clocked bookings worth Rs. 108 crore this quarter, making this our second successive quarter with highest ever sales value. Our cash collections have also grown this quarter, an indication of the fact that these are healthy bookings. The market response to the launch of villas in our Eldeco Imperia project was tremendous and we booked more than 90% inventory in this quarter.”

He also added- “in response to the strong demand environment we are sourcing new projects which we hope to bring to the market in the next financial year. There are inflationary pressures on the cost side but to some extent we are able to pass on the increased costs to the market”.

OPERATIONAL & SALES HIGHLIGHTS

Particulars	Q3 FY22	Q3 FY21	Y-o-Y Growth	Q2 FY22	Q-o-Q growth
Amount spent on Construction (INR Cr.)	10.2	8.2	24.1%	14.0	-27.2%
Area Booked (sq. ft.)	256,190	215,000	19.2%	264,619	-3.2%
Booking Value (INR Cr)	108.4	84.3	28.6%	107.8	0.5%
Revenue Recognized (INR Cr)	42.7	59.1	-27.7%	40.1	6.6%
Collections (INR Cr)	56.4	32.5	73.5%	37.9	48.9%

- **Booking Value:** 28.6% Y-o-Y growth in Q3FY22
- **Average Realization** (per sq. ft.) : Increased to Rs. 4,230 in Q3FY22 from Rs. 4,075 in Q2FY22
- **Collections:** 73.5% Y-o-Y and 48.9% Q-o-Q growth in Q3FY22
- **New Launches:** Villas in Imperia Phase 1

ON-GOING PROJECTS

Most Projects in advance stage of execution

S No	Ongoing Projects	Land Area	Saleable Area	Area Booked	Area Allotted to partner	Area Available	Value of Area Booked	Collections	Balance Pending	Expected Completion
		(Sq. Ft.)	(Sq. Ft.)	(Sq. Ft.)	(Sq. Ft.)	(Sq. Ft.)	INR Cr.	INR Cr.	INR Cr.	
1	Eldeco Luxa	67,264	1,32,736	72,196	45,013	15,527	26.5	16.8	9.6	Jun-22
2	Eldeco Luxa Arcade		1,728	-	-	1,728			-	Mar-22
3	Eldeco Regalia Arcade	19,698	17,759	15,986	-	1,773	9.4	4.8	4.5	Dec-22
4	Eldeco Uday	20,904	12,520	11,894	-	626	2.1	0.4	1.7	Applied for CC
5	Eldeco Joy		18,040	16,687	-	1,353	4.6	1.3	3.3	Applied for CC
6	Eldeco City Dreams	40,214	72,756	63,108	-	9,648	20.6	16.5	4.1	Mar-22
7	Eldeco Select	24,068	63,932	49,344	-	14,588	20.3	18.9	1.5	Applied for CC
8	Eldeco South Block	31,442	16,330	16,330	-	0	6.3	5.6	0.7	Applied for CC
9	Eldeco North Block	83,173	50,044	50,044	-	0	13.0	13.0	0.0	Applied for CC
10	Eldeco Inner Circle	83,367	41,735	41,735	-	0	12.7	9.8	2.8	Sep-22
11	Eldeco Shaurya Arcade	24,219	20,336	12,266	-	8,070	9.3	4.4	4.9	Jul-23
12	Eldeco East End	1,31,106	62,628	49,135	-	13,493	15.0	4.8	10.2	Mar-23
13	Eldeco Saksham	33,627	67,188	66,240	-	948	11.2	2.4	8.8	Mar-24
14	Eldeco Twin Tower	70,327	1,56,526	57,024	-	99,502	23.0	2.0	21.0	Sep-25
15	Eldeco City at Bareilly (40% Beneficial Interest)	15,51,394	8,73,549	5,35,921	-	3,37,628	148.4	60.7	87.7	Jun-26
16	Eldeco Imperia Phase I	7,40,527	2,59,168	2,07,253	-	51,915	96.7	3.9	92.8	Dec-24
	Total	29,21,330	18,66,975	12,65,163	45,013	5,56,799	418.9	165.1	253.7	

FORTHCOMING PROJECTS

Sl. No.	Project Name	Project Type	Economic Interest	Saleable Area (Sq.ft)	Current Status
1	Eldeco Imperia Phase II	Township	100%	2,72,250	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%	4,37,298	Under planning
5	GH-04	Group Housing	100%	3,26,117	Under planning
Total				11,72,524	

Forthcoming Projects: Projects yet to be launched for booking
 * Total Saleable area; out of this 44,000 Sq. Ft. allotted to the Partner

FINANCIAL OVERVIEW



Eldeco Corporate Chamber I & II

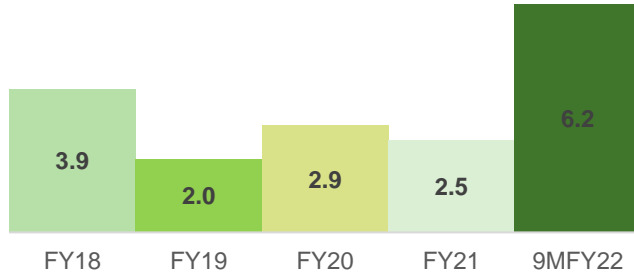
CONSOLIDATED FINANCIAL REVIEW (QUARTERLY)

Figures in Rs. Crores, except change and margins

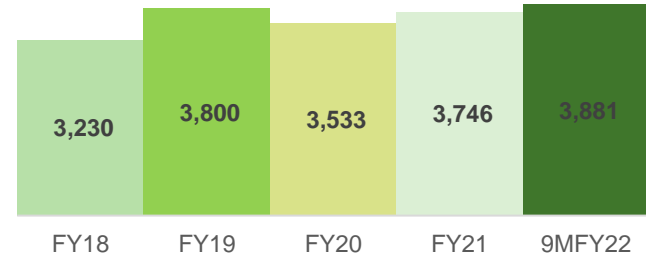
Particulars	Q3FY22	Q3FY21	YoY Change	Q2FY22	QoQ Change	9MFY22	9MFY21	YoY Change
Revenues	42.7	59.1	-28%	40.1	6.6%	97.9	119.2	-17.9%
EBITDA	20.2	23.3	-13%	22.6	-10.4%	49.3	54.6	-9.7%
Finance Cost	0.1	0.0	200%	0.1	-15.0%	0.4	0.4	-8.3%
PBT	19.9	23.1	-14%	22.3	-10.7%	48.4	53.7	-9.8%
PAT	14.9	17.2	-14%	16.7	-11.1%	36.3	40.2	-9.8%
EBITDA Margin	47.3%	39.4%	789 bps	56.3%	(897 bps)	50.4%	45.8%	456 bps
PBT Margin	46.6%	39.1%	748 bps	55.6%	(901 bps)	49.5%	45.1%	440 bps
PAT Margin	34.8%	29.1%	569 bps	41.7%	(691 bps)	37.0%	33.7%	330 bps

HISTORICAL TRACK RECORD

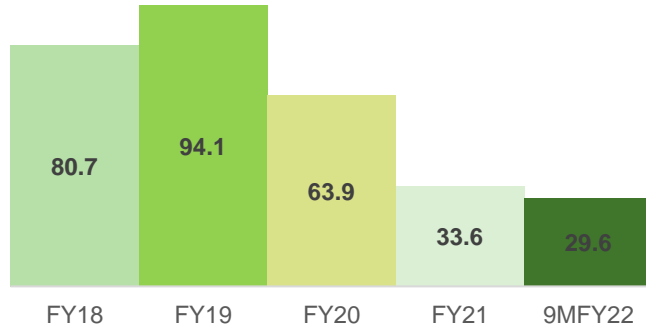
Area Booked (Lakh Sq. Ft.)



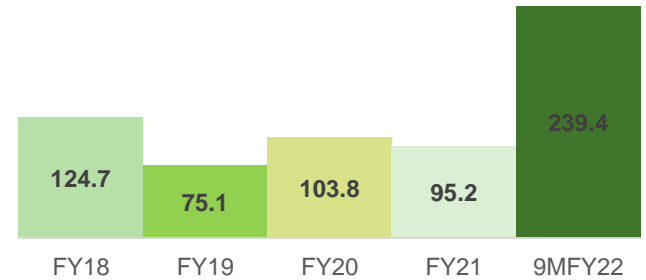
Average Realization (Rs. per sq. ft.)



Value of Construction (Rs. in Crore)

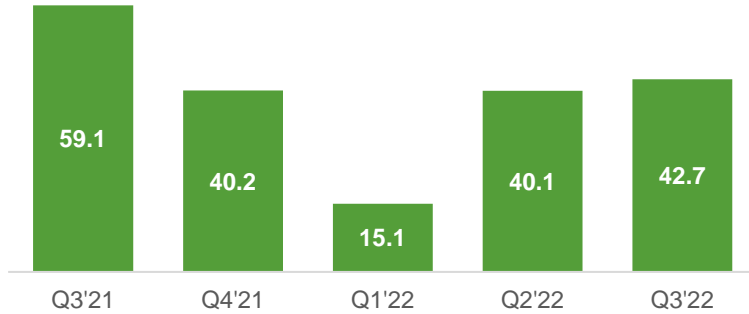


Value of Area Booked (Rs. Crores)

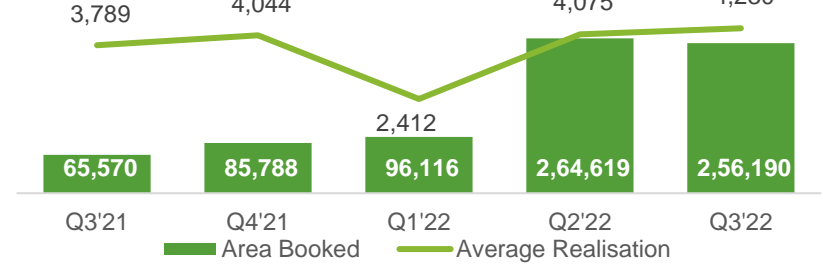


CONSOLIDATED FINANCIAL REVIEW (QUARTERLY)

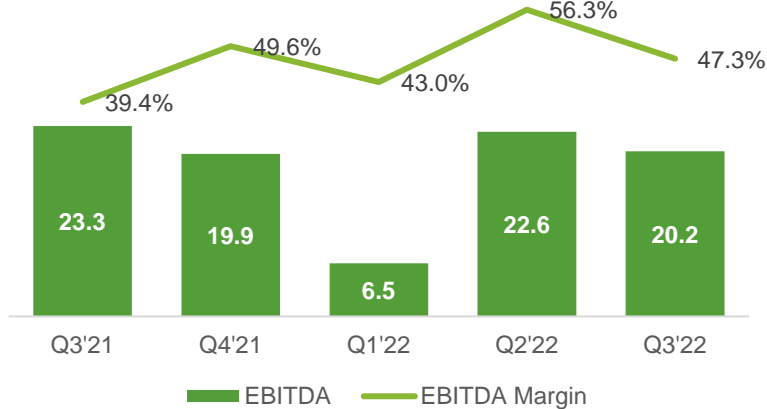
Revenue (INR Cr.)



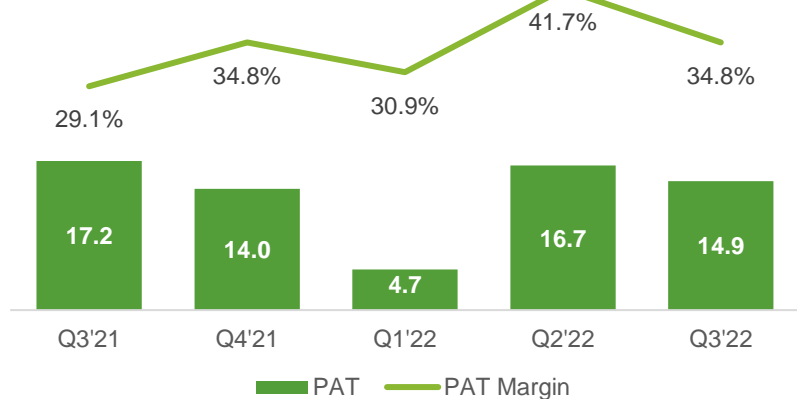
Area Booked (sq. ft.) and Average Realization (Rs per sq. ft.)



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



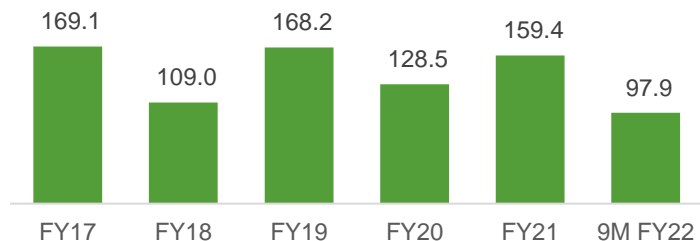
PAT (Rs. Cr.) and PAT Margin (%)



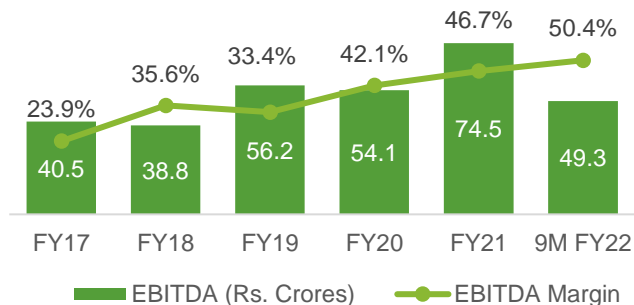
*Out of total 96,116 sq. ft. sold in Q1'22, 70% of the sales was contributed by Eldeco Saksham which has EWS properties, causing average realization to drop vis-à-vis previous quarters.

CONSOLIDATED PERFORMANCE REVIEW (1/2) (ANNUAL)

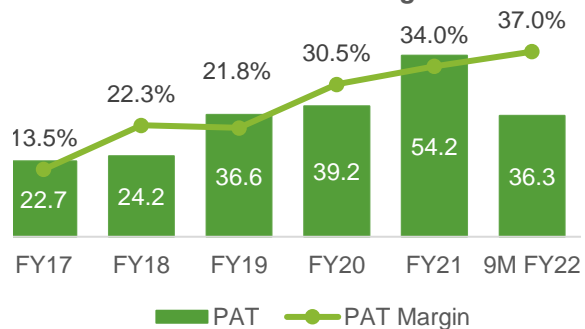
Revenue (Rs. Crores)



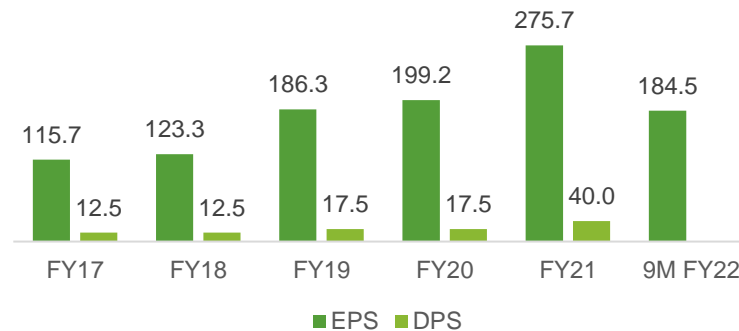
EBITDA and EBITDA Margin



PAT and PAT Margin



EPS & DPS

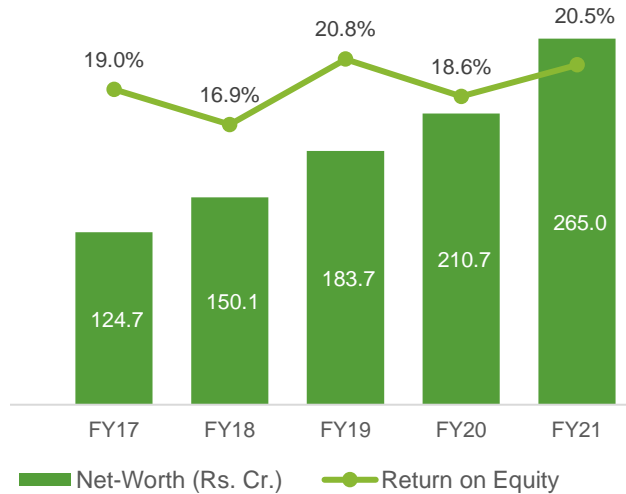


Note 1: PAT and EPS are after adjusting Minority Interest

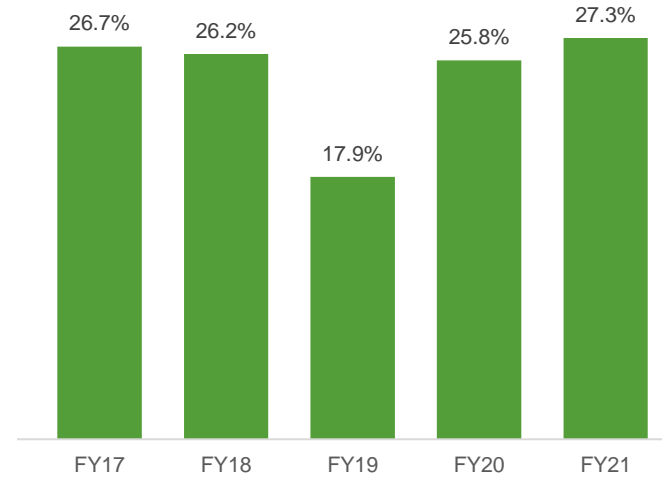
Note 2: All figures are as per IND-AS.

CONSOLIDATED PERFORMANCE REVIEW (2/2) (ANNUAL)

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



Return on Capital Employed



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@eldecousing.co.in

For IR Contact:

Kanav Khanna: kkhanna@christensenir.com

Vikash Verma: vverma@christensenir.com



ANNEXURES

COMPLETED PROJECTS

S No	Project	Location	Type	Saleable Area (sq ft)
1	Eldeco Pragati Kendra	Kapoorthala - Lucknow	Commercial	1,00,763
2	Eldeco Kusha Mini Villa	Puraniya Chauraha, Lucknow	Commercial cum GH	11,636
3	Eldeco Udyan I	Bangla Bazar, Lucknow	Township	15,29,850
4	Eldeco Fountain Plaza	Bangla Bazar, Lucknow	Local Shopping	33,524
5	Eldeco Harmony Enclave	Bangla Bazar, Lucknow	Township	81,805
6	Eldeco Udyan II	Raibareilly Road, Lucknow	Township	24,59,714
7	Eldeco Sanskriti Enclave	Raibareilly Road, Lucknow	Township	1,23,307
8	Eldeco Suraksha Enclave - I	Raibareilly Road, Lucknow	Township	3,80,326
9	Eldeco Suraksha Enclave - II	Raibareilly Road, Lucknow	Township	3,05,445
10	Eldeco Samridhi	Raibareilly Road, Lucknow	Township	5,84,948
11	Eldeco Ashray	Raibareilly Road, Lucknow	EWS	3,40,917
12	Eldeco Ashray Bazar	Raibareilly Road, Lucknow	Local Shopping	12,416
13	Eldeco Utsav Plaza	Raibareilly Road, Lucknow	Local Shopping	9,482
14	Eldeco Udyan Plaza	Raibareilly Road, Lucknow	Local Shopping	35,426
15	Eldeco Highway Plaza	Raibareilly Road, Lucknow	Commercial	34,548
16	Eldeco Highway Annexy	Raibareilly Road, Lucknow	Commercial	14,905
17	Eldeco Express Plaza	Raibareilly Road, Lucknow	Commercial	1,07,197
18	Eldeco Heritage	Park Road, Hazrat Ganj, Lucknow	GH	48,385
19	Eldeco Emperur	New Hyderabad, Lucknow	GH	94,184
20	Eldeco Eden Park Estate	Kursi Road, Lucknow	GH	1,95,126
21	Eldeco Park View	Sitapur Road, Lucknow	GH	1,82,694
22	Eldeco Basera Palash	New Hyderabad, Lucknow	GH	
23	Eldeco Basera Palash Annexy	New Hyderabad, Lucknow	GH	65,122
24	Eldeco Kusum Deep	Chowk, Lucknow	Commercial cum GH	62,883
25	Eldeco Saraswati Apartment	Chand Ganj Garden, Lucknow	GH	16,806
26	Eldeco Savitri Sahnii Enclave	New Hyderabad, Lucknow	GH	23,259

Total

S No	Project	Location	Type	Saleable Area (sq ft)
27	Eldeco Kusum Villa	Mahanagar, Lucknow	GH	22,408
28	Eldeco Greens	Gomti Nagar, Lucknow	Township	8,39,455
29	Eldeco Greens Apartment	Gomti Nagar, Lucknow	GH	2,28,339
30	Eldeco Magnum Plaza	Gomti Nagar, Lucknow	Commercial	84,121
31	Eldeco Corporate Chamber I	Vibhuti Khand, Gomti Nagar, Lucknow	Commercial	97,862
32	Eldeco Corporate Chamber II	Vibhuti Khand, Gomti Nagar, Lucknow	Commercial	1,11,735
33	Eldeco Corporate Tower	Vibhuti Khand, Gomti Nagar, Lucknow	Commercial	1,07,805
34	Eldeco Elegance	Vibhuti Khand, Gomti Nagar, Lucknow	GH	8,05,123
35	Eldeco Elegante	Vibhuti Khand, Gomti Nagar, Lucknow	Commercial	53,033
36	Eldeco Greenwood	Vikalp Khand, Gomti Nagar, Lucknow	Township	86,189
37	Eldeco Greenwood Arcade	Vikalp Khand, Gomti Nagar, Lucknow	Local Shopping	5,359
38	Eldeco Kusum Plaza	Nishat Ganj, Lucknow	Commercial	19,919
39	Eldeco Shivani Plaza	Near Kapoorthala, Lucknow	Commercial	17,653
40	Eldeco Towne	IIM Road, Lucknow	Township	3,29,654
41	Eldeco Eternia	Sitapur Road, Lucknow	GH	3,67,128
42	Eldeco Regalia	Off IIM Road, Lucknow	Township	6,93,365
43	Eldeco City	IIM Road, Lucknow	Township	21,87,684
44	Eldeco City Breeze	IIM Road, Lucknow	GH	2,17,536
45	Eldeco Sukriti	IIM Road, Lucknow	LIG	1,24,416
46	Eldeco Sukriti Premium	IIM Road, Lucknow	GH	28,512
47	Eldeco Kuteer	IIM Road, Lucknow	EWS	66,240
48	Eldeco City Arcade I	IIM Road, Lucknow	Local Shopping	13,983
49	Eldeco City Arcade II	IIM Road, Lucknow	Local Shopping	16,074
50	Eldeco Sukriti Arcade	IIM Road, Lucknow	Local Shopping	3,327
51	Eldeco Saubhagyam	Vrindavan Yojna, Lucknow	GH	12,04,533
52	Eldeco Saubhagyam Arcade	Vrindavan Yojna, Lucknow	Local Shopping	7,227
53	Eldeco Shaurya	Bijnore Road, Lucknow	Township	6,39,936

1,52,33,284 Sq Ft.

LUCKNOW REAL ESTATE MARKET

Rapid Urbanization and Infrastructure development pushing Lucknow's growth



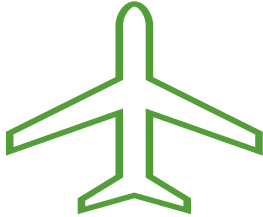
Capital of UP



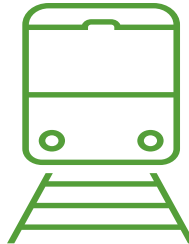
Influx of population from Eastern UP and Bihar



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



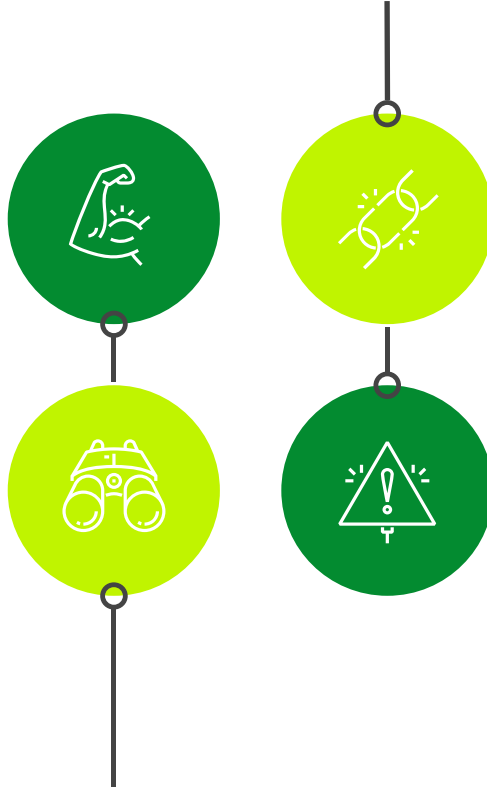
SWOT ANALYSIS

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 & 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. SK Jaggi
EHIL COO

- Over 30 years experience in real estate previously with Ansal Group, Emaar MGF and Eldeco Infra in various capacities
- Attended IIM-B CREDAI Business Leadership Program and Post-Graduate from Kanpur University

Mr. AK Dhanda
Group CFO

- Total experience of around 35 years; previously with NIIT and Uptron
- Fellow member of the ICAI
- Apart from heading the finance function, Involved in strategic planning, budgeting, investor relations and new business and collaborations for the group



Mr. Manish Jaiswal
Group COO

- B.E., NSIT, Delhi University
- PGDM (MBA), IIM Calcutta
- 15+ years of Real Estate experience
- Leading revenue and expansion
- Previous associated with real estate organizations such as Unitech, M3M, Tribeca etc.



STOCK DATA

Stock Information	
Stock Price	Rs 815
52 Week High/Low	Rs 977 / 338
Market Capitalization	Rs 837 Cr
Shares Outstanding	1.97 Mn
Free Float	Rs 362 Cr / 45%

Note: Stock Prices as on 9th February 2022.

Shareholding as on 31st Dec 2021

