

Date: 11th August 2020

The Secretary,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, G Block
Bandra Kurla Complex, Bandra €
Mumbai - 400 051

Symbol: ASHIANA

Sub: Investor Update/Presentation for the quarter ended on 30th June 2020

Dear Sir,

Please find attached herewith an Investor update/Presentation for the quarter ended on 30th June 2020 in PDF form.

Kindly take the above presentation on record.

Thanking you,

For Ashiana Housing Ltd.
For ASHIANA HOUSING LTD.


Nitin Sharma
Company Secretary

Nitin Sharma
(Company Secretary)

Ashiana Housing Limited

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Saket, New Delhi 110 017 T: 011 4265 4265, F: 011 4265 4200
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CIN: L70109WB1986PLC040864



Investor Update

For the quarter ended 30th June, 2020

BSE: 523716 | NSE: ASHIANA | BLOOMBERG: ASFI:IN | REUTERS: AHFN.NS | WWW.ASHIANAHOUSING.COM

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Safe Harbor

Except for the historical information contained herein, statements in this presentation and the subsequent discussions, which include words or phrases such as "will", "aim", "will likely result", "would", "believe", "may", "expect", "will continue", "anticipate", "estimate", "intend", "plan", "contemplate", "seek to", "future", "objective", "goal", "likely", "project", "should", "potential", "will pursue", and similar expressions of such expressions may constitute "forward-looking statements". These forward looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion plans, obtain regulatory approvals, our provisioning policies, technological changes, investment and business income, cash flow projections, our exposure to market risks as well as other risks. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.



Saleable Area

Total saleable area of the entire project corresponding to 100% economic interest of all parties

Ongoing Projects

Projects in respect of which (i) all title, development rights or other interest in the land is held either directly by our Company and/or our Subsidiaries and/or other entities in which our Company and/or our Subsidiaries have a stake; (ii) wherever required, all land for the project has been converted for intended land use; and (iii) construction development activity has commenced.

Future Projects

Projects in respect of which (i) all title, development rights or other interest in the land is held either directly by our Company and/or our Subsidiaries and/or other entities in which our Company and/or our Subsidiaries have a stake; and (ii) our management has commenced with the formulation of development plans.

Land available for Future Development

Lands in which we have obtained any right or interest, or have entered into agreements to sell/memorandum of understanding with respect to such rights or interest, as the case may be, and which does not form part of our Completed, Ongoing and Future Projects

Project

Project includes project phases



01 Highlights and Overview



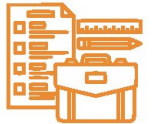
02 Ongoing Projects



03 Financials



04 Future Outlook



05 Annexures



Highlights and Overview

01 Highlights

02 Operational Overview

03 Financial Overview

04 Quarterly Performance

05 Cash Flow Position

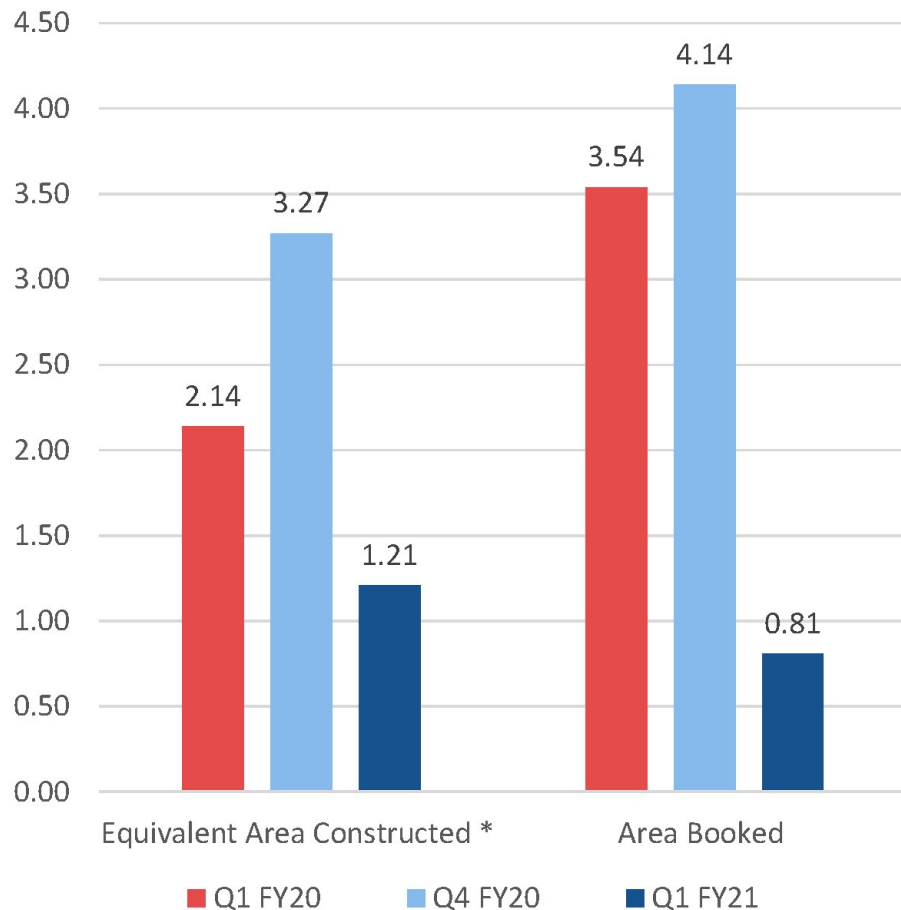


Quarterly Highlights

- Booking lower at 0.81 Lakhs Sq. ft.(Q1FY21) vs. 4.14 Lakhs Sq. ft (Q4FY20). The fall in bookings was largely attributable to the lockdown implemented due to the spread of Covid-19 pandemic. Out of the 0.81 Lakhs Sq. Ft. booked area, documentation regarding cancellation of 41 units (0.72 Lsft.) in Ashiana Amantran is pending completion in the system
- Area constructed lower at 1.21 Lakhs Sq. ft. (Q1FY21) vs 3.27 Lakhs Sq. ft. (Q4FY20). Construction got hampered due to the lockdown
- Pre-tax operating cash flows positive at INR 10.56 Crores (Q1FY21) vis-a-vis positive INR 5.14 Crores (Q4FY20)
- Revenue recognized from completed projects of INR 25.19 Crores (Q1FY21) vs INR 80.37 Crores (Q4FY20)
- Partnership Income of INR 0.18 Crores (Q1FY21) vs INR 3.84 Crores (Q4FY20)
- Other Income of INR 12.82 Crores (Q1FY21) vs INR 14.37 Crores (Q4FY20). Other income includes income from Maintenance, Hospitality and Income from Investments (i.e. all incomes other than revenue from completed projects and partnership income)
- Total Comprehensive Income of negative at INR 2.30 Crores (Q1FY21) vs. negative INR 8.63 Crores (Q4FY20)
- We were ranked as North India's No. 1 Developer and No.5 in India by Track2Realty for this year
- Prepaid NCDs of Rs. 10 Crs held by ICICI Prudential MF and Rs. 7 Crs held by Aditya Birla Capital in this quarter



Quarterly Operational Overview

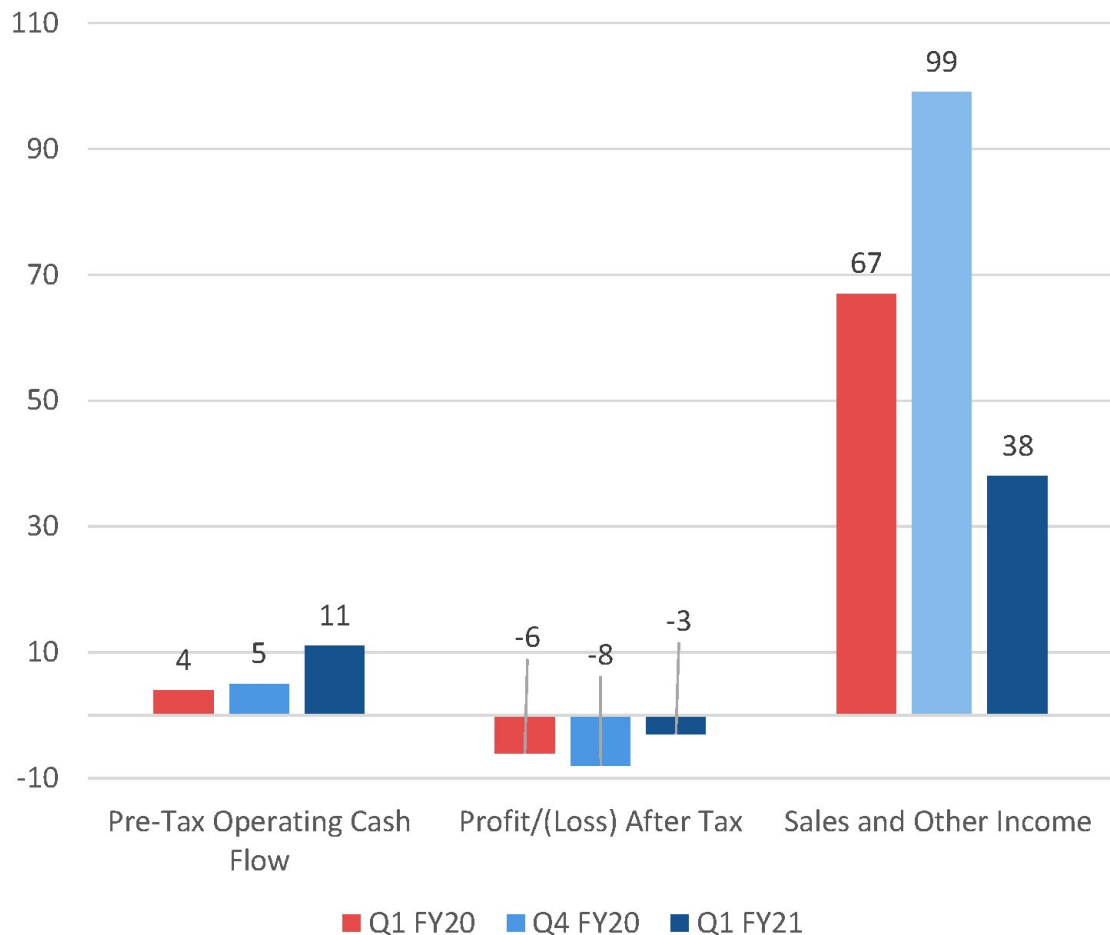


- Area booked as well as area constructed was lower as compared to previous quarter & corresponding quarter of last year due to lockdown

Note : * Equivalent Area Constructed (EAC) excludes EWS/LIG area as it is not a business activity of the company.



Quarterly Financial



- Pre-Operating Cash Flows positive at INR 10.6 Crores for Q1FY21 vs positive at INR 5 Crores for Q4FY20



Quarter wise Performance

| Particulars | | INR Crores | Lakhs Sq. ft. | Lakhs Sq. ft. | Lakhs Sq. ft. |
|----------------|--------------|----------------------|---------------|------------------------------|---|
| | | Value of Area Booked | Area Booked | Equivalent Area Constructed* | Area Delivered & Recognized for Revenue |
| FY21 Quarter 1 | AHL | 23.76 | 0.70 | 0.78 | 0.82 |
| | Partnership | 3.61 | 0.11 | 0.43 | 0.03 |
| | Total | 27.36 | 0.81 | 1.21 | 0.85 |
| FY20 | AHL | 592.74 | 17.32 | 6.65 | 6.98 |
| | Partnership | 78.89 | 2.50 | 3.20 | 1.78 |
| | Total | 671.63 | 19.82 | 9.85 | 8.76 |
| FY20 Quarter 4 | AHL | 140.43 | 3.98 | 2.19 | 2.69 |
| | Partnership | 5.53 | 0.16 | 1.08 | 1.36 |
| | Total | 145.96 | 4.14 | 3.27 | 4.06 |
| FY20 Quarter 3 | AHL | 306.79 | 9.16 | 1.40 | 1.45 |
| | Partnership | 20.83 | 0.62 | 0.99 | 0.05 |
| | Total | 327.63 | 9.78 | 2.39 | 1.50 |
| FY20 Quarter 2 | AHL | 59.93 | 1.71 | 1.55 | 1.51 |
| | Partnership | 20.64 | 0.65 | 0.49 | 0.14 |
| | Total | 80.58 | 2.37 | 2.04 | 1.65 |
| FY20 Quarter 1 | AHL | 85.59 | 2.47 | 1.50 | 1.33 |
| | Partnership | 31.88 | 1.06 | 0.64 | 0.22 |
| | Total | 117.47 | 3.54 | 2.14 | 1.55 |
| FY 19 | AHL | 231.21 | 7.19 | 5.31 | 9.44 |
| | Partnership | 101.41 | 3.60 | 2.37 | 2.34 |
| | Total | 332.62 | 10.79 | 7.68 | 11.78 |



Quarterly Sales Trend

| Project | Location | FY18 Q4 | FY19 Q1 | FY19 Q2 | FY19 Q3 | FY19 Q4 | FY20 Q1 | FY20 Q2 | FY20 Q3 | FY20 Q4 | FY21 Q1 |
|--|------------|----------------|----------------|----------------|----------------|----------------|-----------------|-----------------|-----------------|-----------------|---------------|
| AHL (Area in Sq. Ft.) | | | | | | | | | | | |
| Aangan | Neemrana | (1,150) | - | - | - | - | - | - | - | (251) | - |
| Anmol | Gurgaon | 12,845 | 15,600 | 22,950 | 10,260 | 14,660 | 7,650 | 17,020 | 5,015 | 2,088 | 1,515 |
| Tarang | Bhiwadi | - | 1,384 | (2,519) | 25,705 | 10,035 | 19,323 | 14,531 | 8,729 | 2,502 | 5,873 |
| Town | Bhiwadi | 35,925 | 30,745 | 16,290 | 25,880 | 25,295 | 13,275 | 25,245 | 18,530 | 2,800 | 9,900 |
| Surbhi | Bhiwadi | 3,635 | 4,355 | 7,350 | 10,745 | 11,255 | - | 5,500 | (545) | (255) | (845) |
| THR | Bhiwadi | 16,535 | - | - | 3,307 | 3,307 | - | - | 3,307 | - | 6,614 |
| Nirmay | Bhiwadi | 16,146 | 25,211 | 21,148 | 28,393 | 19,325 | 20,199 | 19,264 | 61,001 | 22,607 | (2,787) |
| Utsav | Bhiwadi | - | - | - | - | - | 1,420 | - | - | - | - |
| Dwarka | Jodhpur | 6,840 | 14,190 | 13,290 | 15,710 | 11,550 | 35,330 | 2,980 | 3,850 | 5,650 | 1,490 |
| Utsav | Jaipur | - | - | - | - | - | - | - | - | 3,660 | - |
| Umang | Jaipur | 20,330 | 28,430 | 104,985 | 35,870 | 58,400 | 27,645 | 38,255 | 16,935 | 16,220 | 3,525 |
| Daksh | Jaipur | - | - | - | - | - | - | - | 4,11,975 | 73,285 | 13,844 |
| Amantran | Jaipur | - | - | - | - | - | - | - | - | 2,15,740 | *18,380 |
| Navrang | Gujarat | 255 | 705 | 1,215 | 5,370 | - | 4,860 | (1,470) | 6,075 | 3,645 | - |
| Shubham | Chennai | 55,845 | 16,679 | 19,258 | 23,184 | 35,076 | 41,475 | 23,973 | 23,311 | 38,695 | 9,069 |
| Utsav | Lavasa | 8,595 | 7,470 | (7,055) | (915) | 4,900 | 7,025 | (1,705) | (9,340) | (2,210) | (880) |
| Sehar | Jamshedpur | - | - | - | - | - | 68,925 | 27,503 | 12,413 | 13,680 | 4,764 |
| Aditya | Jamshedpur | - | - | - | - | - | - | - | 3,54,750 | - | - |
| Total - Ashiana Housing Limited | | 175,801 | 144,769 | 196,912 | 183,509 | 193,803 | 2,47,127 | 1,71,096 | 9,16,006 | 3,97,856 | 70,462 |
| Partnership (Area in Sq. Ft.) | | | | | | | | | | | |
| Vrinda Gardens | Jaipur | 12,908 | 112,552 | 36,107 | 33,448 | 56,914 | 39,544 | 29,568 | 42,279 | 5,921 | 5,031 |
| Gulmohar Gardens | Jaipur | 33,739 | 22,743 | 29,150 | 37,620 | 31,800 | 66,897 | 35,839 | 18,990 | 10,306 | 5,622 |
| Rangoli Gardens Plaza | Jaipur | (1,070) | - | - | - | - | - | - | 1,070 | - | - |
| Total - Partnership | | 45,577 | 135,295 | 65,257 | 71,068 | 88,714 | 1,06,441 | 65,407 | 62,339 | 16,227 | 10,653 |
| Grand Total | | 221,378 | 280,064 | 262,169 | 254,577 | 282,517 | 3,53,568 | 2,36,503 | 9,78,345 | 4,14,083 | 81,115 |

* Out of this, documentation regarding cancellation of 71,566 Sq. Ft. is pending for up-dation in the system as on 30th June



Project wise Cash Flow Position in Ongoing Projects

| Location | Project | Phases | Saleable Area (Lakhs Sq. ft.) | Area Booked (Lakhs Sq. ft.) | Sale Value of Area Booked (INR Crores) | Amount Received (INR Crores) | Equivalent Area Constructed (Lakhs Sq. ft.)* |
|--|------------------|-----------|----------------------------------|--------------------------------|--|------------------------------------|--|
| Ashiana Housing Limited | | | | | | | |
| Bhiwadi | Nirmay | 3 | 2.35 | 0.52 | 18.82 | 9.55 | 0.86 |
| Bhiwadi | Tarang | 2 | 0.66 | 0.18 | 5.32 | 3.51 | 0.45 |
| Chennai | Shubham | 2 | 1.47 | 1.32 | 47.91 | 40.25 | 1.38 |
| Chennai | Shubham | 3 | 1.78 | 1.18 | 47.63 | 13.89 | 0.61 |
| Jaipur | Daksh | 1 & Plaza | 3.26 | 2.73 | 90.67 | 23.56 | 0.76 |
| Jaipur | Daksh | 2 | 2.35 | 2.26 | 73.10 | 12.59 | - |
| Jaipur | Amantran | 1 | 3.24 | 1.59 | 56.54 | 3.45 | 0.38 |
| Jaipur | Amantran | 2 | 1.03 | 0.75 | 27.37 | 1.56 | - |
| Jodhpur | Dwarka*** | 3 | 0.86 | 0.37 | 9.46 | 6.95 | 0.84 |
| Jamshedpur | Sehar | 1 | 3.44 | 1.27 | 47.66 | 18.06 | 0.60 |
| Jamshedpur | Aditya | 1 | 3.55 | 3.55 | 120.41 | 24.68 | 0.42 |
| Lavasa | Utsav ** | 4 | 0.63 | - | - | - | 0.62 |
| Total - Ashiana Housing Limited | | | 24.61 | 15.71 | 544.87 | 158.04 | 6.92 |
| Partnership | | | | | | | |
| Jaipur | Gulmohar Gardens | 4 | 0.64 | 0.47 | 12.30 | 8.22 | 0.28 |
| Jaipur | Gulmohar Gardens | Villas | 1.25 | 0.87 | 29.57 | 16.46 | 0.36 |
| Jaipur | Vrinda Gardens | 3B | 3.06 | 2.61 | 75.50 | 65.63 | 2.86 |
| Jaipur | Vrinda Gardens | 4 | 1.61 | 0.23 | 7.87 | 4.68 | 0.95 |
| Total – Partnership | | | 6.56 | 4.19 | 125.24 | 94.99 | 4.45 |
| Grand Total | | | 31.17 | 19.90 | 670.11 | 253.03 | 11.37 |

*Equivalent Area Constructed (EAC) excludes EWS/LIG area as it is not a business activity of the company.

** Construction for Phase-4 Ashiana Utsav, Lavasa is complete and OC has been applied for, it is yet to be launched for sales ***Saleable area was revised as per renegotiation with the JDA partner.



Cash Flow Position in Ongoing Projects

| Entity | Saleable Area (Lakhs Sq. ft.) | Area Booked (Lakhs Sq. ft.) | Sale Value of Area Booked (INR Crores) | Amount Received (INR Crores) | Equivalent Area Constructed * (Lakhs Sq. ft.) |
|-------------------------|----------------------------------|--------------------------------|--|------------------------------------|---|
| Ashiana Housing Limited | 24.61 | 15.71 | 544.87 | 158.04 | 6.92 |
| Partnership | 6.56 | 4.19 | 125.24 | 94.99 | 4.45 |
| Grand Total | 31.17 | 19.90 | 670.11 | 253.03 | 11.37 |

- Out of a total saleable area of 31.17 Lakhs Sq. ft., 11.37 Lakhs Sq. ft. (36%) has already been constructed
- Out of the total area booked so far, an amount of around INR 417.08 Crores is to be received in due course in future

• *Equivalent Area Constructed (EAC) excludes EWS/LIG area as it is not a business activity of the company.*



Ongoing Projects

01 Geographical Presence

02 Ongoing Projects Summary

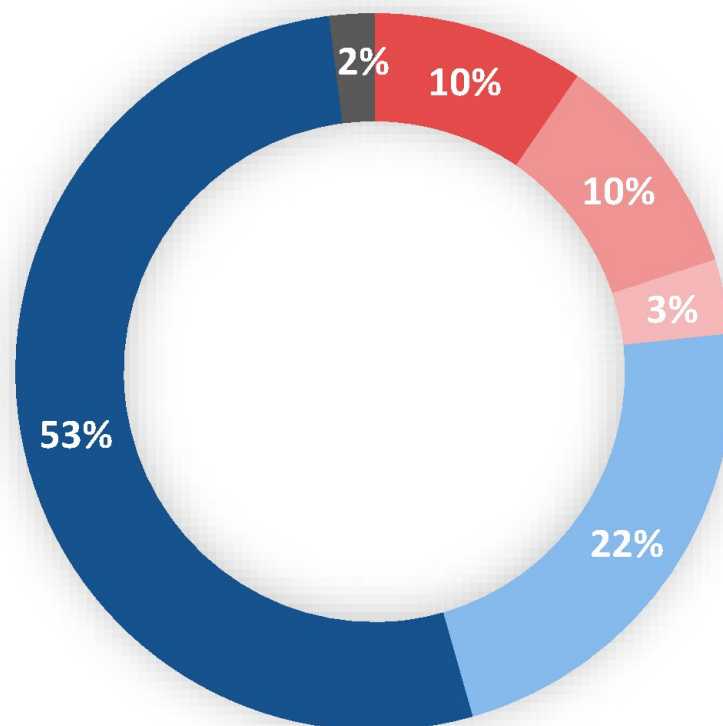
03 Break up of Area Booked

04 Operational data - Yearly
- Quarterly



Geographical Presence

Saleable Area of Ongoing Projects



■ Bhiwadi ■ Chennai ■ Jodhpur ■ Jamshedpur ■ Jaipur ■ Pune



Ongoing Projects Summary

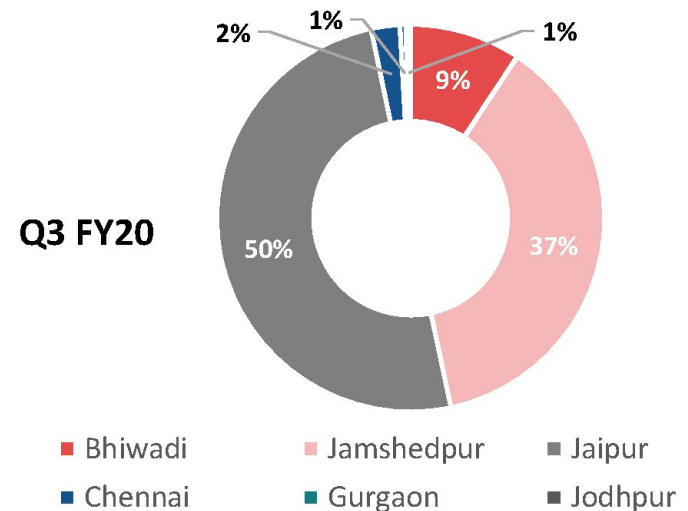
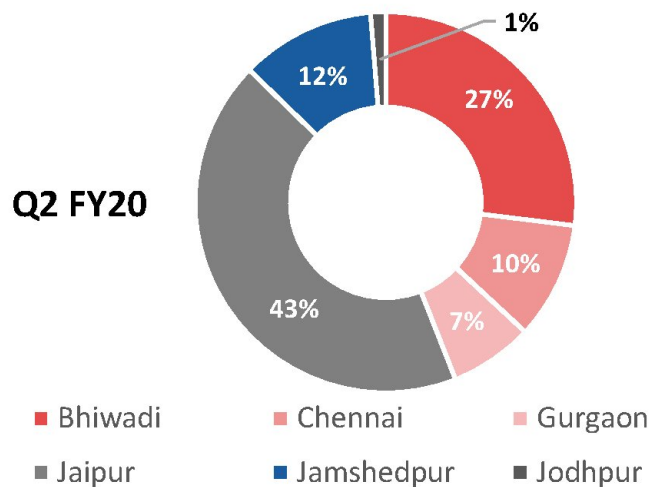
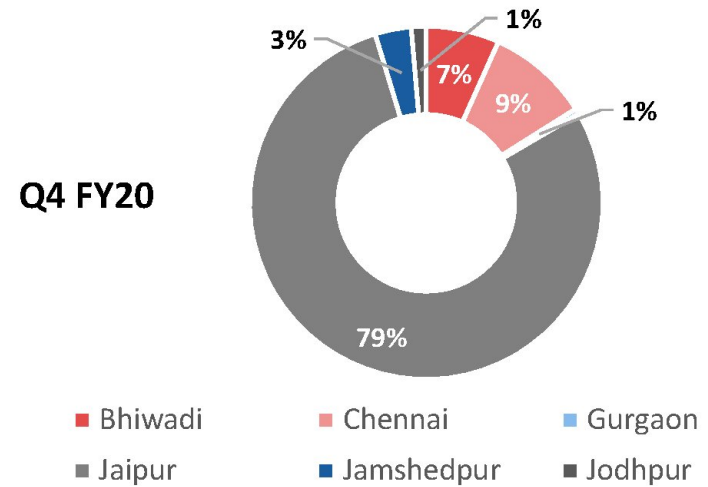
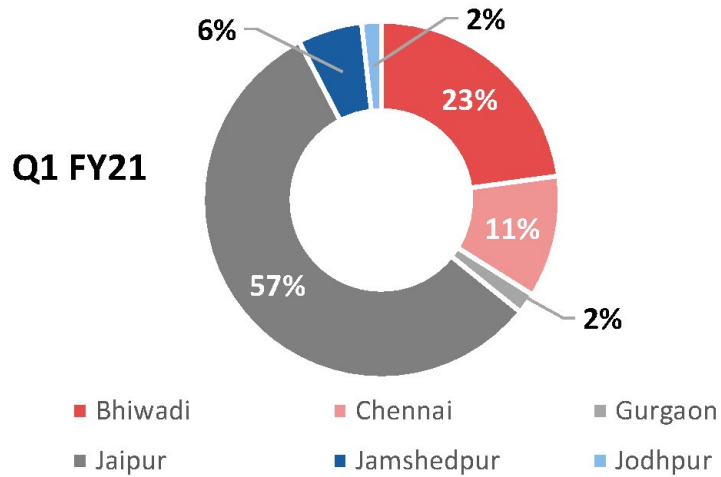
| Location | Project | Phase | Economic Interest | Project Type | Saleable Area (Lakhs Sq. ft.) | Area Booked (Lakhs Sq. ft.) | Expected Completion Time |
|--------------|------------------|-----------|-------------------------|---------------|-------------------------------|-----------------------------|--------------------------|
| Bhiwadi | Nirmay | 3 | 100% | Senior Living | 2.35 | 0.52 | Q3FY23 |
| Bhiwadi | Tarang | 2 | 100% | Comfort Homes | 0.66 | 0.18 | Q1FY23 |
| Chennai | Shubham | 2 | 73.75% of Revenue Share | Senior Living | 1.47 | 1.32 | Q4FY21 |
| Chennai | Shubham | 3 | 73.75% of Revenue Share | Senior Living | 1.78 | 1.18 | Q3FY23 |
| Jaipur | Gulmohar Gardens | 4 | 50% of Profit Share | Comfort Homes | 0.64 | 0.47 | Q1FY23 |
| Jaipur | Gulmohar Gardens | Villas | 50% of Profit Share | Comfort Homes | 1.25 | 0.87 | Q3FY23 |
| Jaipur | Vrinda Gardens | 3B | 50% of Profit Share | Comfort Homes | 3.06 | 2.61 | Q1FY22 |
| Jaipur | Vrinda Gardens | 4 | 50% of Profit Share | Comfort Homes | 1.61 | 0.23 | Q3FY23 |
| Jaipur | Daksh | 1 & Plaza | 100% | Comfort Homes | 3.26 | 2.73 | Q2FY24 |
| Jaipur | Daksh | 2 | 100% | Comfort Homes | 2.35 | 2.26 | Q3FY24 |
| Jaipur | Amantran | 1 | 75% Revenue Share | Comfort Homes | 3.24 | 1.59 | Q3FY24 |
| Jaipur | Amantran | 2 | 75% Revenue Share | Comfort Homes | 1.03 | 0.75 | Q1FY25 |
| Jodhpur | Dwarka** | 3 | 100% | Comfort Homes | 0.86 | 0.37 | Q1FY23 |
| Jamshedpur | Sehar | 1 | 76.75% Revenue Share | Comfort Homes | 3.44 | 1.27 | Q2FY24 |
| Jamshedpur | Aditya | 1 | 74% Revenue Share | Comfort Homes | 3.55 | 3.55 | Q3FY23 |
| Lavasa | Utsav * | 4 | 100% | Senior Living | 0.63 | 0.00 | - |
| Total | | | | | 31.17 | 19.90 | |

*Phase-4 Ashiana Utsav, Lavasa Construction is complete and OC has been applied for. The Phase is yet to be launched for sales

** The saleable area was revised as per renegotiation with the JDA partner



Break Up of Area Booked (QoQ)



Yearly Operational Data

| Particulars | Unit | FY 14 | FY 15 | FY 16 | FY 17 | FY 18 | FY 19 | FY20 |
|------------------------------|---------------|--------|--------|--------|--------|--------|--------|--------|
| Equivalent Area Constructed* | Lakhs Sq. ft. | 17.87 | 22.80 | 23.44 | 17.39 | 8.16 | 7.68 | 9.85 |
| Area Booked | Lakhs Sq. ft. | 22.13 | 18.12 | 8.63 | 6.96 | 6.93 | 10.79 | 19.82 |
| Value of Area Booked | INR Lakhs | 64,756 | 54,772 | 28,421 | 22,508 | 21,736 | 33,262 | 67,163 |
| Average Realizations | INR/ Sq. ft. | 2,926 | 3,022 | 3,293 | 3,234 | 3,135 | 3,082 | 3,388 |

**Equivalent Area Constructed (EAC) does not include EWS/LIG area as it is not a business activity of the company. EAC of The Ashiana School has been excluded in this data as it was constructed with an intention to let out.*



Quarterly Operational Data

| Particulars | Unit | Q2 FY19 | Q3 FY19 | Q4 FY19 | Q1 FY20 | Q2 FY20 | Q3 FY20 | Q4 FY20 | Q1 FY21 |
|------------------------------|--------------|---------|---------|---------|---------|---------|---------|---------|---------|
| Equivalent Area Constructed* | Lakhs Sq.ft. | 1.97 | 1.62 | 2.46 | 2.14 | 2.04 | 2.39 | 3.27 | 1.21 |
| Area Booked | Lakhs Sq.ft. | 2.62 | 2.55 | 2.83 | 3.54 | 2.37 | 9.78 | 4.14 | 0.81 |
| Value of Area Booked | INR Lakhs | 7,942 | 7,692 | 8,917 | 11,747 | 8,058 | 32,763 | 14,596 | 2,736 |
| Average Realizations | INR/ Sq. ft. | 3,029 | 3,022 | 3,156 | 3,322 | 3,407 | 3,349 | 3,525 | 3,373 |

*Equivalent Area Constructed (EAC) does not include EWS/LIG area as it is not a business activity of the company. EAC of The Ashiana School has been excluded in this data as it was constructed with an intention to let out.



01 Financial Summary YoY

02 Financial Summary QoQ



Financial Summary YoY (Consolidated)

| Particulars | Unit | FY 14 | FY 15 | FY 16 | FY 17 | FY 18 | FY 19 | FY20 |
|--------------------------------|------------|--------|--------|---------|--------|---------|--------|---------|
| Sales & Other Income | INR Crores | 122.80 | 164.44 | 542.67 | 397.02 | 334.92 | 350.63 | 317.55 |
| Operating Expenditure | INR Crores | 90.91 | 105.42 | 385.47 | 291.00 | 266.92 | 303.37 | 316.84 |
| EBITDA | INR Crores | 31.89 | 59.02 | 157.20 | 106.02 | 68.00 | 47.26 | 0.72 |
| Profit/(Loss) After Tax | INR Crores | 21.86 | 46.49 | 105.81 | 67.01 | 38.23 | 13.78 | (30.24) |
| Other Comprehensive income | INR Crores | N.A | N.A | 4.99 | 5.77 | 7.98 | 5.33 | 1.29 |
| Total Comprehensive income | INR Crores | N.A | N.A | 110.80 | 72.78 | 46.21 | 19.10 | (28.95) |
| Pre - Tax Operating Cash Flow | INR Crores | 125.90 | 72.58 | (10.89) | (32.9) | (20.21) | 16.41 | 34.22 |
| EBITDA Margin | % | 25.97% | 35.46% | 28.97% | 26.70% | 20.30% | 13.48% | 0.23% |
| Net Profit/ (Net loss) Margin | % | 17.80% | 27.99% | 19.50% | 16.88% | 11.42% | 3.93% | -9.52% |
| TCI Margin | % | N.A | N.A | 20.42% | 18.33% | 13.80% | 5.45% | -9.12% |
| Return on Average Net worth | % | 7.91% | 14.03% | 17.60% | 10.60% | 6.21% | 2.47% | -3.78% |
| Debt to Equity Ratio | | 0.03 | 0.06 | 0.09 | 0.12 | 0.16 | 0.20 | 0.17 |

Note: Figures from FY 2015-16 onwards are according to Ind AS



Financial Summary QoQ (Consolidated)

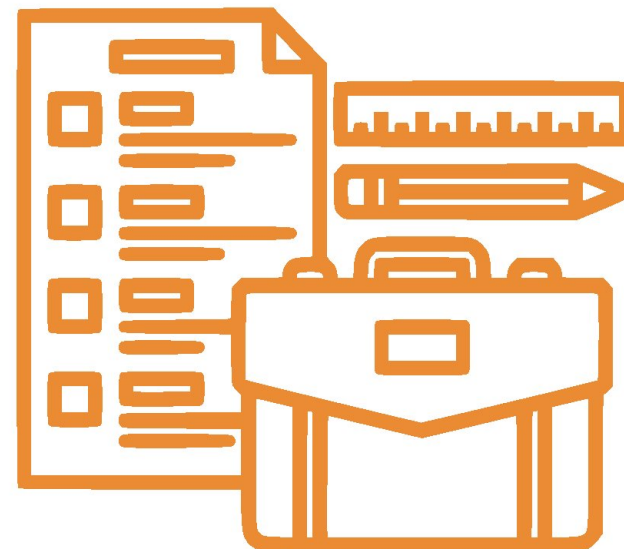
| Particulars | Unit | Q2FY19 | Q3FY19 | Q4FY19 | Q1FY20 | Q2FY20 | Q3FY20 | Q4FY20 | Q1FY21 |
|--------------------------------|------------|--------|--------|---------|--------|---------|--------|--------|--------|
| Sales & Other Income | INR Crores | 71.39 | 70.88 | 66.81 | 66.76 | 75.38 | 76.82 | 98.59 | 38.19 |
| Operating Expenditure | INR Crores | 63.10 | 59.96 | 69.24 | 69.82 | 80.74 | 76.73 | 89.55 | 36.98 |
| EBITDA | INR Crores | 8.29 | 10.93 | (2.43) | (3.06) | (5.36) | 0.09 | 9.05 | 1.21 |
| Profit/(Loss) After Tax | INR Crores | 2.06 | 3.44 | (7.88) | (5.50) | (9.51) | (7.11) | (8.12) | (3.27) |
| Total Comprehensive income | INR Crores | 2.68 | 5.84 | (6.25) | (4.87) | (9.05) | (6.39) | (8.63) | (2.30) |
| Pre - Tax Operating Cash Flow | INR Crores | 4.50 | 3.94 | 9.95 | 4.42 | 3.32 | 21.35 | 5.14 | 10.56 |
| EBITDA Margin | % | 11.61% | 15.41% | -3.64% | -4.58% | -7.11% | 0.12% | 9.18% | 3.17% |
| Net Profit/ (Net loss) Margin | % | 2.89% | 4.85% | -11.79% | -8.24% | -12.62% | -9.26% | -8.23% | -8.57% |
| TCI Margin | % | 3.75% | 5.72% | -9.35% | -7.30% | -12.01% | -8.32% | -8.75% | -6.01% |



01 Future Projects Summary

02 Land available for Future Development

03 Completed Projects having Inventory



Future Projects Summary

| Location | Project | Phase | Economic Interest | Saleable Area (Lakhs Sq. ft.) |
|--------------|------------------|----------|-------------------------|-------------------------------|
| Bhiwadi | Tarang | 3, 4 & 5 | 100% | 8.66 |
| Bhiwadi | Gamma | 1 | 100% | 18.45 |
| Bhiwadi | Nirmay | 4 & 5 | 100% | 2.41 |
| Jaipur | Vrinda Gardens | 5 | 50% of Profit Share | 3.20 |
| Jaipur | Ashiana Daksh | 3 | 100% | 1.17 |
| Jaipur | Ashiana Amantran | 3 | 75% of Revenue Share | 3.52 |
| Gurgaon | Anmol | 2 & 3 | 65% of Revenue Share | 7.33 |
| Chennai | Shubham | 4 & 5 | 73.75% of Revenue Share | 4.79 |
| Jamshedpur | Aditya | 2 | 74% of Revenue Share | 2.75 |
| Jodhpur | Dwarka * | 4 & 5 | 100% | 3.28 |
| Neemrana | Aangan | 2 | 100% | 4.37 |
| Lavasa | Utsav | 5 | 100% | 0.84 |
| Total | | | | 60.76 |

* The terms have been renegotiated with the JDA partner and our share in Phase 4 & 5 now stands at 100%



Land available for Future Development

| Location | Land | Estimated Land Area (Acres) | Estimated Saleable Area (Lakhs Sq. ft) | Proposed Development |
|--------------|-----------------|-----------------------------|--|---------------------------------|
| Bhiwadi | Milakpur Land | 40.63 | 31.00 | Comfort Homes/ Senior Living |
| Jaipur | Umang Extension | 7.20 | 6.50 | Comfort Homes/ Senior Living |
| Pune | Marunji | 19.27 | 15.50 | Comfort Homes /Senior Living |
| Kolkata | Maitri/Nitya | 19.72 | 14.88 | Kid Centric Homes/Senior Living |
| Total | | 86.82 | 67.88 | |

Note: Milakpur Land is under acquisition and company's writ petition is pending before the Hon'ble High Court of Rajasthan against acquisition



Completed Projects having Inventory

| Location | Project | Phase | Share in Project | Type | Total Saleable Area (Lakhs Sq. ft.) | Booked Area (Lakhs Sq. ft.) | Area Recognised for Revenue (Lakhs Sq. ft.) | Area Booked and Unrecognised for Revenue (Lakhs Sq. ft.) | Unbooked Area (Lakhs Sq. ft.) |
|----------|------------------|-------------|---------------------|-------------------|-------------------------------------|-----------------------------|---|--|-------------------------------|
| Bhiwadi | Nirmay | 1 & 2 | 100% | Senior Living | 3.36 | 3.34 | 2.99 | 0.35 | 0.02 |
| Bhiwadi | Tarang | 1 & Plaza | 100% | Comfort Homes | 2.30 | 2.24 | 2.19 | 0.04 | 0.06 |
| Bhiwadi | Town | 1,2 & 3 | 100% | Kid Centric Homes | 15.33 | 12.51 | 12.35 | 0.16 | 2.82 |
| Bhiwadi | Surbhi | 1-5 & Plaza | 100% | Comfort Homes | 4.02 | 3.32 | 3.24 | 0.07 | 0.71 |
| Bhiwadi | THR | 1 & Plaza | 100% | Comfort Homes | 1.28 | 1.05 | 1.04 | 0.01 | 0.23 |
| Bhiwadi | Utsav | 2 & 3 | 100% | Senior Living | 4.92 | 4.91 | 4.89 | 0.01 | 0.01 |
| Chennai | Shubham | 1 | 73.75% of Revenue | Senior Living | 1.63 | 1.63 | 1.63 | - | - |
| Gurgaon | Anmol | 1 & Plaza | 65% of Revenue | Kid Centric Homes | 4.18 | 2.75 | 2.56 | 0.19 | 1.43 |
| Gujarat | Navrang | 1, 2 & 3 | 81% of Revenue | Comfort Homes | 3.27 | 3.03 | 2.97 | 0.06 | 0.24 |
| Neemrana | Aangan | 1 & Plaza | 100% | Comfort Homes | 4.24 | 4.16 | 4.12 | 0.04 | 0.08 |
| Jodhpur | Dwarka* | 1 & 2 | Area Share | Comfort Homes | 2.47 | 2.45 | 2.45 | 0.00 | 0.01 |
| Jaipur | Gulmohar Gardens | 3, 6 & 8 | 50% of Profit Share | Comfort Homes | 3.62 | 3.59 | 3.54 | 0.05 | 0.03 |
| Jaipur | Rangoli Gardens | Plaza | 50% of Profit Share | Comfort Homes | 0.69 | 0.48 | 0.47 | 0.01 | 0.21 |
| Jaipur | Umang | 1,2, 3 & 4 | 100% | Kid Centric Homes | 12.43 | 12.07 | 11.50 | 0.58 | 0.36 |
| Jaipur | Vrinda Gardens | 1, 2 & 3A | 50% of Profit Share | Comfort Homes | 7.22 | 7.21 | 7.17 | 0.03 | 0.01 |
| Pune | Utsav | 1, 2 & 3 | 100% | Senior Living | 4.51 | 4.15 | 4.12 | 0.03 | 0.36 |
| | Total | | | | 75.46 | 68.88 | 67.24 | 1.64 | 6.58 |

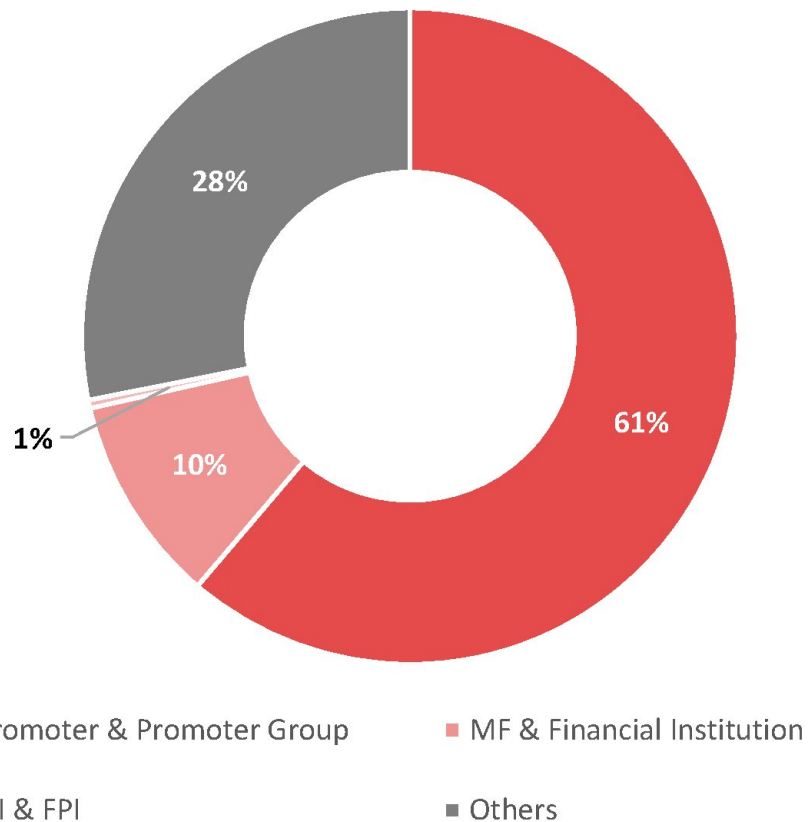
* Only AHL's share of saleable and unsold area shown in above table.

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Shareholding Pattern as on 30th June 2020

Shareholding Pattern



Institutional Holding above 1%

| Rank | Fund / Institution | No. of Shares | % Holding |
|------|-------------------------------------|---------------|-----------|
| 1 | ICICI Prudential Equity & Debt Fund | 76,57,693 | 7.48% |
| 2 | SBI Small Cap Fund | 27,26,821 | 2.66% |





**For Any
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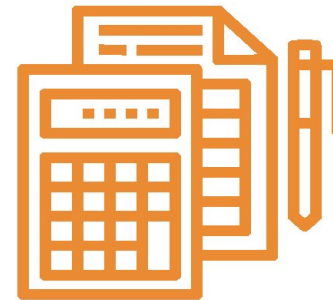
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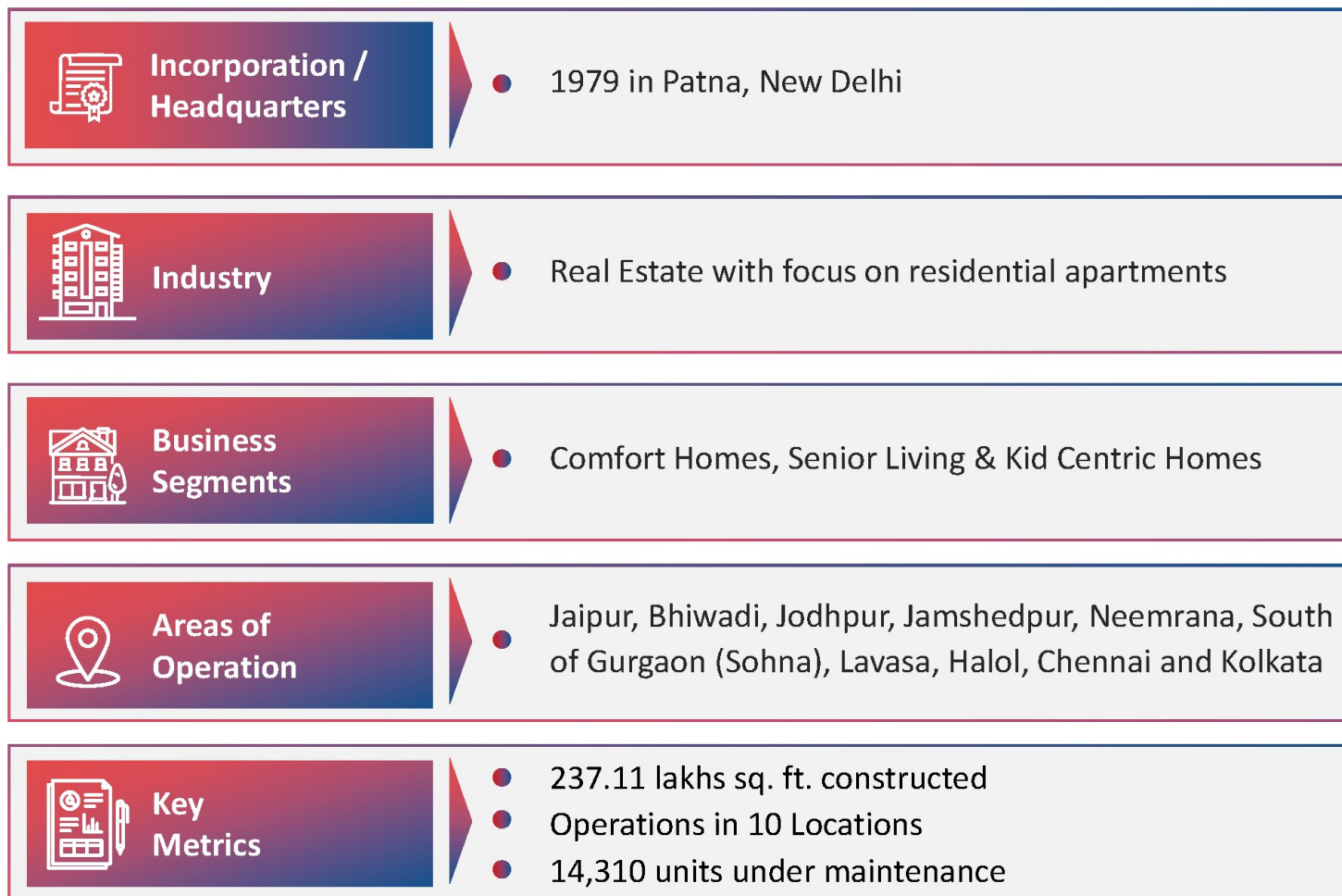
01 About Ashiana

02 Business Model

03 Accolades

04 Abbreviations





Note: Key Metrics are updated on annual basis at the end of each Financial Year



Business Model

High quality in-house construction

- In house end-to-end construction capabilities – Ensure higher control over cost and quality and flexibility in execution
- Focus on use of high quality and efficient construction methodologies & techniques to help reduce time and cost

In-house sales and marketing

- Instead of broker-driven model, Ashiana has in-house sales and marketing team
- Ensures greater ownership of customers and helps in selling projects to them in future
- High proportion of customer referral sales to overall sales due to established brand and high customer satisfaction level

In-house Facility Management Services

- Services provided to some of the projects of Ashiana through its wholly owned subsidiary
- Other than facility management and maintenance facilities, resale and renting services also provided
- This acts as a continuous direct customer feedback channel

Land is Raw Material

- Execution based model instead of land banking model
- Target land inventory of 5-7 times of current year execution plan



Accolades

Awards & Recognitions

| 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|---|---|--|---|--|---|
| <ul style="list-style-type: none"> Rated by FORBES' among Asia's 200 Best Under a Billion Dollar Companies Received BMA - Siegwark award for Corporate Social Responsibility | <ul style="list-style-type: none"> Ashiana Aangan Bhiwadi awarded as India's Best Residential Project (North) by ZEE - Business RICS Awards Ashiana Woodlands, Jamshedpur awarded as India's Best Residential Project (East) by ZEE - Business RICS Awards Rated by FORBES' among Asia's 200 Best Under a Billion Dollar Companies twice in a row | <ul style="list-style-type: none"> Ashiana Aangan, Bhiwadi awarded as India's Best Affordable Housing by CNBC Awaaz Ashiana Aangan, Bhiwadi awarded as NCR's Best Affordable Housing by CNBC Awaaz Received BMA - Siegwark award for Corporate Social Responsibility | <ul style="list-style-type: none"> Received Bhamashah award for Contribution made in the field of Education by Govt. of Rajasthan Think Media Award for Outstanding Corporate Social Responsibility work in Real Estate Sector Honored by Bharat Vikas Parishad Rajasthan for Corporate Social Responsibility activities | <ul style="list-style-type: none"> Awarded as Realty Giants North India by Realty Kings North India Received Bhamashah award for Contribution made in the field of Education by Govt. of Rajasthan Ashiana Utsav, Lavasa awarded as Senior Living Project of the Year in India by Realty Excellence Award | <ul style="list-style-type: none"> CNBC Awaaz felicitated Ashiana Housing Limited with One of the Most Promising Company of the Next Decade Rangoli Gardens, Jaipur awarded as The Best Budget Apartment Project of the Year by NDTV PROFIT |
| 2015 | 2017 | 2018 | 2019 | 2020 | |
| <ul style="list-style-type: none"> Received Bhamashah award for Contribution made in the field of Education by Govt. of Rajasthan Received FICCI "Category" - CSR Award for Small & Medium Enterprises (SME) with turnover upto 200 crores p.a. | <ul style="list-style-type: none"> NDTV Property Awards 2016 felicitated "Ashiana Dwarka" as "Budget Apartment Project of the Year" in Tier 2 cities 2017 Received CIDC Vishwakarma Awards 2017 under the category "Achievement Award for Construction Skill Development" 2017 Received CREDAI CSR Award 16-17 under the category "Education (Establishing of schools, educational institutions and creating educational facilities)" 2017 | <ul style="list-style-type: none"> Awarded Themed Project of the Year for Ashiana Umang, Kid Centric Homes by Realty+ Excellence Awards (North) Awarded Real-Estate Website of the Year for being user friendly, visually aesthetic with easy navigation by Realty+ Excellence Awards (North) 2018 | <ul style="list-style-type: none"> Recognised for Digital Campaign of the year "Behatar Parvarish ka Pata" by ABP News Ranked as India's No. 1 Senior Living Brand 3 times in a row by Track2 Realty | <ul style="list-style-type: none"> Recognised as Best Theme based Project "Ashiana Anmol-Kid Centric" by Realty+ Excellence Awards (North) 2019 Ranked as No. 1 Developer in North India and No. 5 in India by Track2 Realty. | |



These awards are a great acknowledgement of our work. However, our satisfaction comes from delivering value and differentiated product to you.



Abbreviations

- Sq. ft.: Square Feet
- EAC: Equivalent Area Constructed
- PAT : Profit after Tax

