

**PODDAR**

—HOUSING—

HOMES FOR LIFE

# Investor Presentation

# Poddar Wondercity (Badlapur)

3



MAHA RERA Registration No. P51700020032 | P51700020028 | P51700020038 | P51700020041 | P51700020067 | P51700020027

# Index

4

1. Quarter Performance
2. Shareholding Pattern
3. Projects
4. Sources and Utilisation of Funds
5. Management Team

# Quarter Performance - Q1 Jun 19

## Sales Performance

6

### Area 207,737 sq. ft.

- WC - 327 units
- PSD - 9 units
- SEG - 11 units

### Pre-Sale of Rs. 100 Crs

- WC - 86 Crs
- PSD - 11Crs
- SEG - 3 Cr

### Realisation up by 28%

- WC - Rs. 4,500.

### Growth from Jun 18

Area **32.40** times

Pre-Sales **10.67** times

# Construction Performance

7



## Poddar Sparah Diamond

- Wing B Terrace slab casted
- Wing A – First typical slab in progress
- Rehab RCC Completed; Block work upto 13<sup>th</sup> floor, staircase flooring upto 14<sup>th</sup> floor and fire fighting upto 15<sup>th</sup> floor.
- Project will be completed with the RERA timelines



## Poddar Wondercity

- Excavation, PCC and Footing for 3 towers is completed
- 50% Plinth work completed for 3 towers

# Construction Performance

8



## Poddar Samrudhi Evergreen Phase - 4C

- Terrace slab of all seven buildings is completed.
- Finishing work for all the seven buildings is in progress
- Scheduled OC readiness by December 2019



# Results for Q1 2019 - 20

No.	Particulars	Quarter Ended						Year Ended	
		Standalone			Consolidated			Standalone	Consolidated
		June 30, 2019	March 31, 2019	June 30, 2018	June 30, 2019	March 31, 2019	June 30, 2018	March 31, 2019	March 31, 2019
		(Unaudited)	Audited	(Unaudited)	(Unaudited)	Refer Note-2	Refer Note-2	Audited	Audited
<b>1</b>	Income from operations								
	i. Revenue from Operations	11.65	10.98	7.06	11.65	11.79	7.09	46.48	47.56
	ii. Other Income	1.48	1.08	0.46	1.32	1.45	0.41	3.41	3.23
	<b>Total income from operations (net)</b>	<b>13.13</b>	<b>12.06</b>	<b>7.52</b>	<b>12.97</b>	<b>13.24</b>	<b>7.50</b>	<b>49.89</b>	<b>50.79</b>
<b>2</b>	Expenses								
	i. Cost of Construction	29.69	44.37	17.28	29.69	44.37	17.28	94.94	94.94
	ii. Changes in Inventories of WIP and Finished goods	(21.18)	(37.48)	(12.54)	(21.18)	(36.90)	(12.54)	(62.69)	(62.11)
	iii. Employee Benefit Expenses	1.52	1.12	0.78	1.84	1.10	1.10	3.16	4.66
	iv. Depreciation and Amortisation Expenses	0.10	(0.27)	0.14	0.10	(0.26)	0.14	0.33	0.34
	v. Finance Costs	1.39	0.79	2.14	1.93	1.94	2.15	4.53	5.69
	vi. Other Expenses	8.90	3.78	2.93	9.16	4.24	3.09	15.49	16.06
	<b>Total expenses</b>	<b>20.41</b>	<b>12.32</b>	<b>10.73</b>	<b>21.54</b>	<b>15.00</b>	<b>11.22</b>	<b>55.76</b>	<b>59.58</b>
<b>3</b>	<b>Profit / (Loss) before tax</b>	<b>(7.28)</b>	<b>(0.26)</b>	<b>(3.22)</b>	<b>(8.57)</b>	<b>(1.76)</b>	<b>(3.72)</b>	<b>(5.87)</b>	<b>(8.79)</b>
<b>4</b>	<b>Tax expense:</b>								
	i. Current Tax Exeexpense/ (Benefit)	-	-	-	-	-	-	-	-
	ii. Deferred Tax Exeexpense/ (Benefit)	(1.83)	(0.38)	(0.97)	(1.83)	(0.37)	(0.97)	(1.53)	(1.54)
	<b>Total Tax Expense/ (Benefit)</b>	<b>(1.83)</b>	<b>(0.38)</b>	<b>(0.97)</b>	<b>(1.83)</b>	<b>(0.37)</b>	<b>(0.97)</b>	<b>(1.53)</b>	<b>(1.54)</b>
<b>5</b>	<b>Net Profit/ (Loss) after tax</b>	<b>(5.44)</b>	<b>0.12</b>	<b>(2.25)</b>	<b>(6.74)</b>	<b>(1.39)</b>	<b>(2.75)</b>	<b>(4.34)</b>	<b>(7.25)</b>
<b>6</b>	<b>Other comprehensive income (OCI)</b>								
	Items not to be reclassified subsequently to profit or loss:								
	- Loss on fair valuation of defined benefit plans as per actuarial valuation	-	(0.13)	-	-	(0.13)	-	(0.13)	(0.17)
	- Gain on fair valuation of equity/mutual fund instruments	(0.01)	0.08	0.82	(0.01)	0.08	0.82	1.25	1.25
	- Deferred tax (expense)/benefit relating to these items	0.00	0.02	(0.25)	0.00	0.02	(0.25)	(0.29)	(0.29)
	<b>Other comprehensive income for the year (net of tax)</b>	<b>(0.01)</b>	<b>(0.03)</b>	<b>0.57</b>	<b>(0.01)</b>	<b>(0.03)</b>	<b>0.57</b>	<b>0.83</b>	<b>0.79</b>
<b>7</b>	<b>Total comprehensive income for the year (net of tax)</b>	<b>(5.45)</b>	<b>0.09</b>	<b>(1.68)</b>	<b>(6.75)</b>	<b>(1.42)</b>	<b>(2.18)</b>	<b>(3.51)</b>	<b>(6.46)</b>
<b>8</b>	Paid-up Equity Share Capital (Face Value INR 10/- each)	6.32	6.32	6.32	6.32	6.32	6.32	6.32	6.32
<b>9</b>	Earnings per share (in INR)								
	i. Basic	(8.62)	0.19	(3.56)	(10.67)	(2.20)	(4.35)	(6.87)	(11.48)
	ii. Diluted	(8.62)	0.19	(3.56)	(10.67)	(2.20)	(4.35)	(6.87)	(11.48)

## Results for Q1 2019 - 20

10

### Operating performance

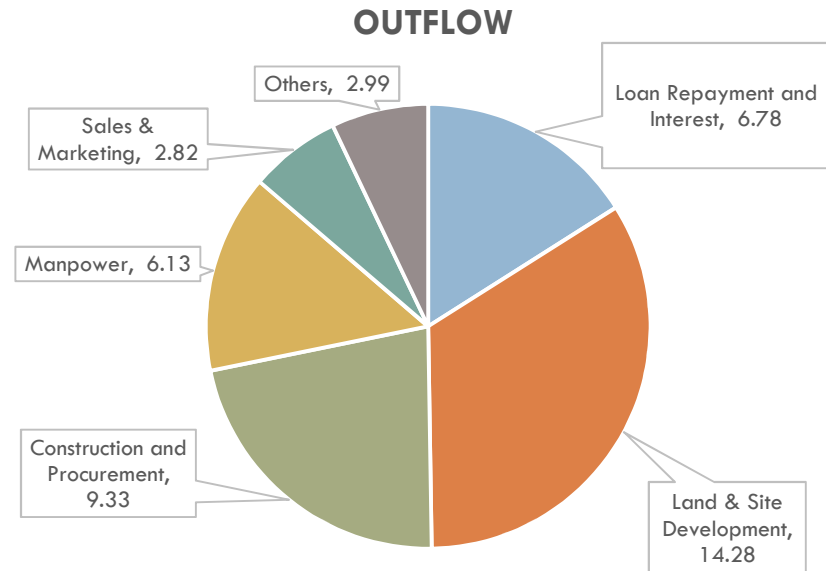
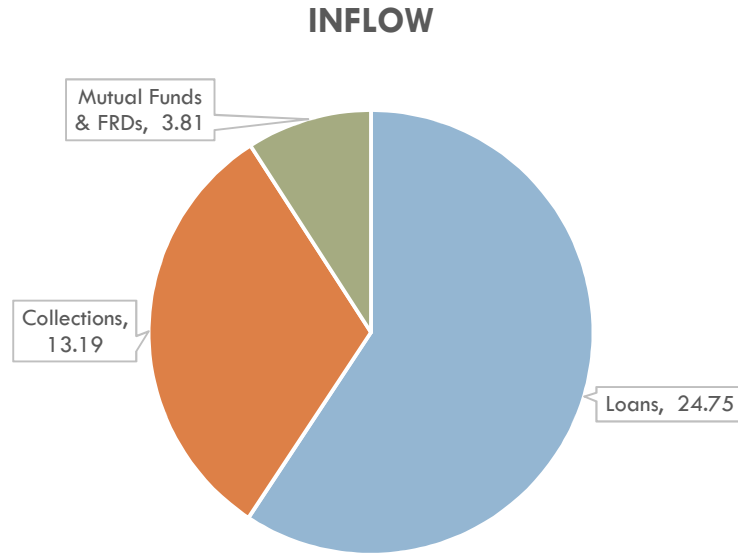
During Q1 on auspicious day of Gudi Padwa, April 6<sup>th</sup> 2019 the Company has launched its first PMAY project at Badlapur E and achieved pre sales value of Rs. 86 crores with sale of 327 units at an average realisation of Rs. 4,500 per square feet on builtup basis.

For this launch the Company has incurred the sales and marketing cost of amounting to Rs. 6 crores during the quarter. The Company is expecting significant demand in this segment and expects to achieve the similar numbers in subsequent quarters.

# Cash flows for Q1 2019 - 20

11

## Cash flow



## Cash flows for Q1 2019 - 20

12



### Cash inflows –

- The Company has raised finance amounting to Rs. 25 crores from Tata Capital Financial Services Ltd by securing inventory of Poddar Samruddhi Evergreen for completion of various projects.
- Achieved presales of Rs. 100 crores out of which Rs. 5.82 received and Rs. 7.37 received from previous sales; the collection from presales is expected to be achieved in Q2 onwards



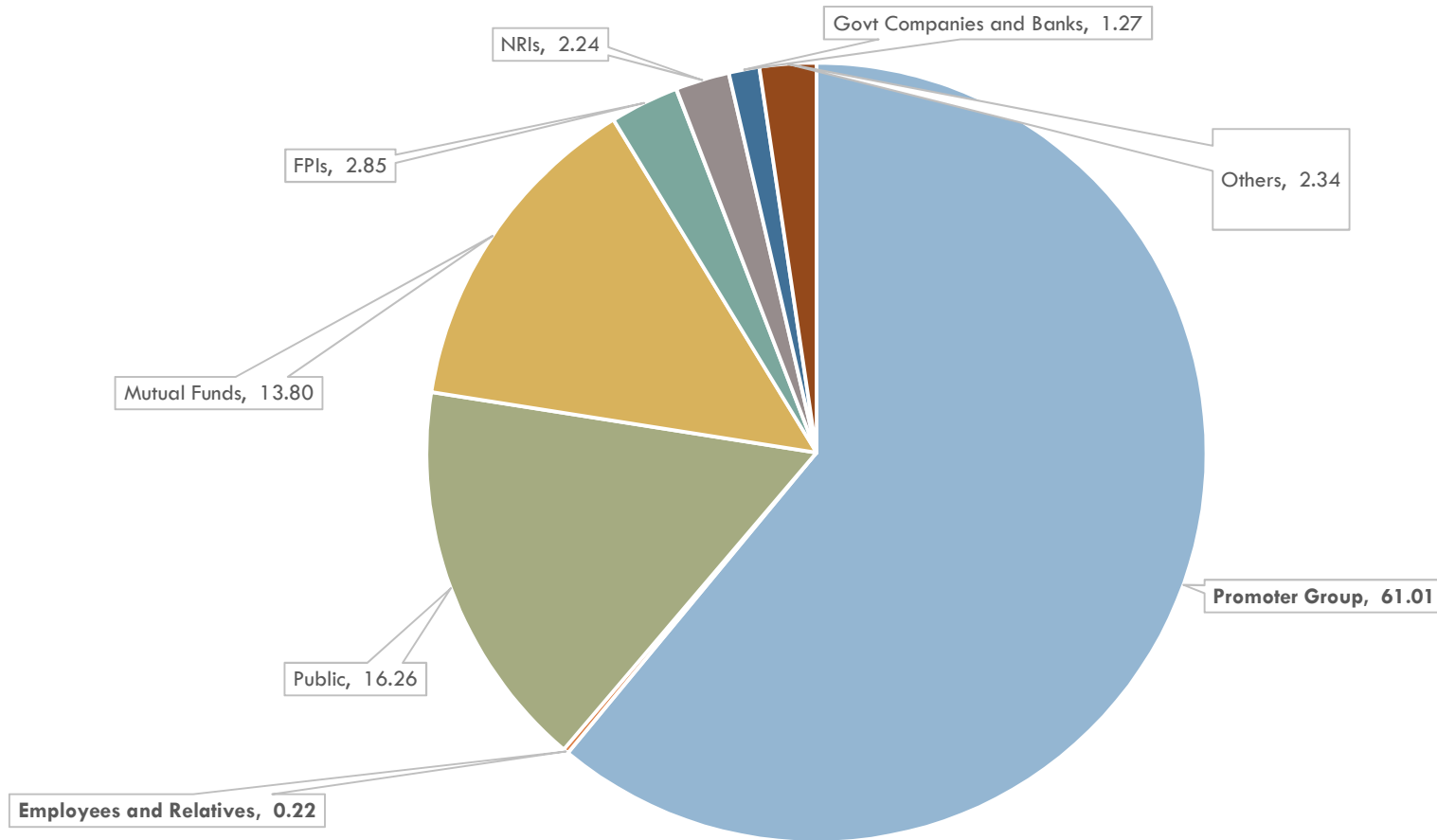
### Cash outflows -

- Rs. 14.28 crores paid for approvals, land and site development for its ongoing and upcoming projects including SRA and own land.
- The Company has also honoured all the financial commitments towards its lenders with respect to loan repayments and interest.

# Shareholding Pattern

# Shareholding Pattern as on Jun 19

14



In past one year senior employees' shareholding increased to **0.22%**

# Project Updates

# Project approval status and sale (built-up) area statement

16

Particulars	Location	Approval status	Total		Sold		To be Sold	
			No. of Units	Area	No. of Units	Area	No. of Units	Area
<b>LAUNCHED PROJECTS</b>								
Samruddhi Evergreens - 4C	Badlapur, Thane	All approvals in place	114	76,963	48	32,050	66	44,913
Spraha Diamond	Chembur, Mumbai	All approvals in place	132	105,177	60	49,050	72	56,127
Poddar Wondercity - I	Badlapur, Thane	All approvals in place	765	489,153	381	222,506	384	266,647
<b>Sub Total - A</b>			<b>1,011</b>	<b>671,293</b>	<b>489</b>	<b>303,606</b>	<b>522</b>	<b>367,687</b>
<b>PROJECTS AT ADVANCE STAGE</b>								
Poddar Wondercity - Phase II	Badlapur, Thane	All approvals in place	1,098	718,382	-	-	1,098	718,382
Poddar Anantah Riviera I	Kalyan, Thane	Layout approved, IOD & CC in process	2,274	1,470,754	-	-	2,274	1,470,754
Poddar Anantah Aspire	Kalyan, Thane	IOD & CC revision in process	396	296,484	-	-	396	296,484
Poddar Prarambha	Pune	IOD & CC in process	188	161,800	-	-	188	161,800
Poddar Code Name I	Kandivali, Mumbai	LOI received, IOA & CC in process	275	256,767	-	-	275	256,767
Poddar Code Name II (Phase I)	Chakan, Pune	PMAY sacntion received, Layout approval in process	1,641	1,017,248	-	-	1,641	1,017,248
<b>Sub Total - B</b>			<b>5,872</b>	<b>3,921,435</b>	<b>-</b>	<b>-</b>	<b>5,872</b>	<b>3,921,435</b>
<b>FUTURE PROJECTS</b>								
Poddar Wondercity - Phase III	Badlapur, Thane	Plan revision in process	2,880	2,003,542	-	-	2,880	2,003,542
Poddar Anantah Riviera II	Kalyan, Thane	Layout approved, IOD & CC in process	905	860,913	-	-	905	860,913
Poddar Code Name III	Sangli	IOD and CC in process	1,258	1,340,240	-	-	1,258	1,340,240
Poddar Code Name IV	Chakan, Pune	PMAY sacntion received, Layout approval in process	286	549,916	-	-	286	549,916
<b>Sub Total - C</b>			<b>5,329</b>	<b>4,754,611</b>	<b>-</b>	<b>-</b>	<b>5,329</b>	<b>4,754,611</b>
<b>Total (A+B+C)</b>			<b>12,212</b>	<b>9,347,339</b>	<b>489</b>	<b>303,606</b>	<b>11,723</b>	<b>9,043,733</b>



# Sources and Utilisation of Funds

## Sources and Utilisation of Funds – as at 30 June 2019

₹ Crores

18

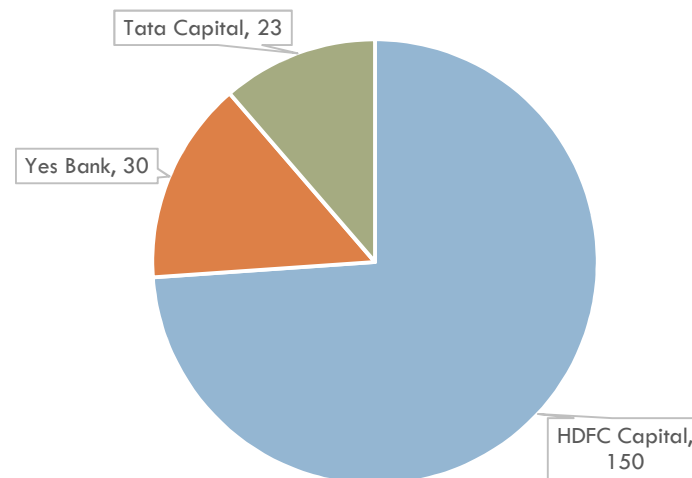
Particulars	Amount	
<b>Sources of Funds</b>		<b>380</b>
- Equity and Reserves	206	
- Borrowings	174	
HDFC - NCD's	150	
YES Bank - CF	31	
TATA Capital	23	
Others	7	
Investments in Mutual Funds	(36)	
<b>Utilization of Funds</b>		<b>380</b>
- Land, Construction and WIP	360	
- Investments in Other Firms and Cos	2	
- Bank Balance with FD's	2	
- Trade Receivables	7	
- Other Business Advances	6	
- Fixed Assets	4	


## Debt Profile

19

 The present outstanding debt is as under –

₹ Crores



 In addition to above, the Company has received sanctions amounting to Rs 145 Cr at an average rate of 12% (based on the nature of project) for its ongoing and upcoming projects. These sanction limits will ensure the financial closer of these projects as well as speedy construction and early completion.

# Management Team

## Management Team

21



**Dipak Kumar Poddar**  
Executive Chairman  
(Whole-time Director)



**Rohitashwa Poddar**  
Managing Director

## Management Team

22



**Mahesh Bhudia** Director  
Operations and Projects



**Ravi Chikara**  
Head Business Development



**Vishal Kokadwar**  
Chief Financial Officer



**Satyam Marolia**  
Chief Sales and Marketing Officer



**Chetan Kubal**  
VP, Construction



**Parineeta Katgaonkar**  
AVP, Design and Planning

## Management Team

23

During the previous year the Company has hired a new professional management team and work force across all the vertices. The new management team has rich experience to lead the Company and achieve the future launches and to manage the projects.

During the quarter the Company has added 20 employees.

### Management Team



#### **Dipak Kumar Poddar - Executive Chairman (Whole-time Director)**

- Holds a master's degree in Mechanical Engineering from Massachusetts Institute of Technology, USA
- Experience of about four decades in real estate, finance, automobiles, garment exports, precision engineering and other areas
- Past Managing Director of Bajaj Auto Finance Ltd.
- On the board of companies such as VIP Industries Limited, Bajaj Allianz General Insurance Company Limited and Bajaj Finserve Limited amongst others.

## Management Team

24



### **Rohitashwa Poddar - Managing Director**

- Managing Director of the Company and associated with the Company since 1995
- Holds BSc. (Hons.) degree in Engineering and Business Management from King's College, UK
- Over 22 years of work experience in manufacturing, financial services and real estate
- Holds directorship in Poddar Natural Resources and Ores Ltd, Poddar Bhumi Holdings Ltd and Poddar Heavens Home Ltd amongst others.



### **Mahesh Bhudia – Director Operations and Projects**

- Mr. Mahesh has completed his masters from University of East London.
- Mr. Mahesh is having more than two decades of experience in the field of Project Management, Construction of high rise towers and mass housing and infrastructure projects in India and United Kingdom
- Played key role in some prestigious projects like Redevelopment of the London Stock Exchange, Athletes Village London and were responsible as Project Director for the Landmark World Towers – World One project in south Mumbai.



## Management Team

25



### Ravi Chikara – Head Business Development

- Mr. Ravi is an Arts Graduate.
- A veteran with over 20 years of extensive work in Real Estate.
- He was a principal consultant with many a big developer in the Real Estate Industry, including Omaxe, Emaar MGF, Parshavnath amongst many, in the areas of land identification, land acquisitions, liasioning, approval etc. Ravi has served as The Director - Academic Council Mahaganapati Ayurvedic Medical College in Dharwad.
- His biggest strength is the humility and ease with which he has turned bottlenecks in land deals into successful and profitable deals. His biggest strength is ROI profitability. His inter personal skills have enhanced business relationships in all spheres.



### Vishal Kokadwar – Chief Financial Officer

- Mr. Vishal is a qualified Chartered Accountant and has done his Masters in Commerce from Pune University.
- Mr. Vishal is having more than 16 years of reach experience in the Corporate Finance, Project Management, Audit and assurance, Mergers and acquisitions, Corporate structuring, Private Equity, ERP Implementation and Financial management ETC.,
- In past he was associated with the BIG 4 consulting firms - Deloitte and KPMG and was responsible for and part of the audit and assurance team for the companies like Tata Consultancy Services Ltd, Merck Ltd, Shapoorji Real Estate Group, Tata Realty and Infrastructure Limited, Rustomjee Group of companies, MCA, etc.
- Lately, Mr. Vishal was associated with Rustomjee Group of companies as a senior finance controller.

## Management Team

26



### **Satyam Marolia – Chief Sales and Marketing Officer**

- Holding Masters Degree in Marketing and Finance from Nagpur University and brings with him 17 years of rich experience in different terrains be it Rural, Satellite, Urban or Metro across various industries including FMCG, Telecom, M-Commerce, Medial and Real Estate.
- Past taken care of a seasoned and successful sales, sourcing and Marketing expertise in Real Estate Industry, clubbed with hands on business experience, creative and adaptive sale approach and innovative team management skills.



### **Chetan Kubal – VP, Construction**

- Holding B.E Civil and certified Project Management Professional (PMP) from USA
- Having 21 years of post qualification experience in project management and execution of high rise, township and Industrial Construction.
- Entrusted with fortifying the Construction function in Poddar Housing with his skills and experience.
- He comes with vast experience having worked lately with Lodha Group of Companies as AVP
- Construction and previously with firms like Infrastructure Ventur India Ltd and Soham Group among others.



### **Parineeta Katgaonkar - AVP, Design and Planning**

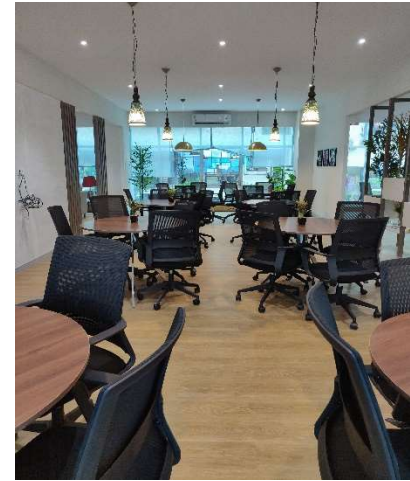
- Holding degree of M.Arch, PGPMX – IIM from Indore.
- Heading the Design and planning function at Poddar. Work profile includes pre-construction activities like feasibility, defining project brief in consultation with the senior management, arriving at a product mix, determining the constructability of the design, co-ordinating with various consultants for a sustainable design, the ensuring quality and timeliness during construction.

# Project Launch – Wondercity at Badlapur E – Show and Sample Apartment



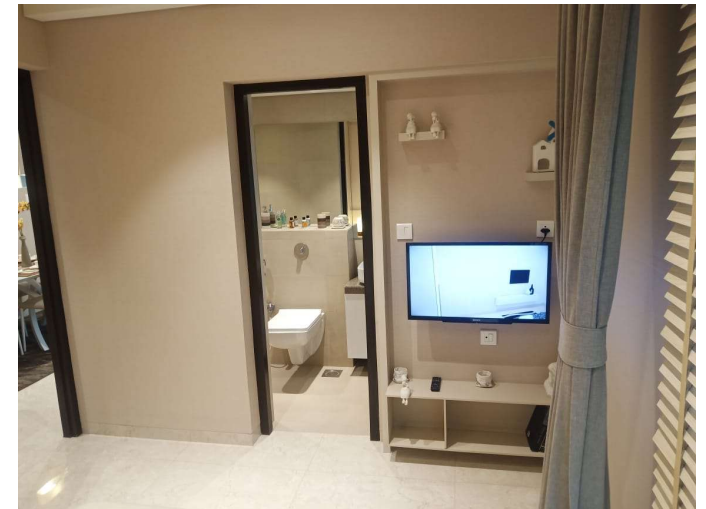
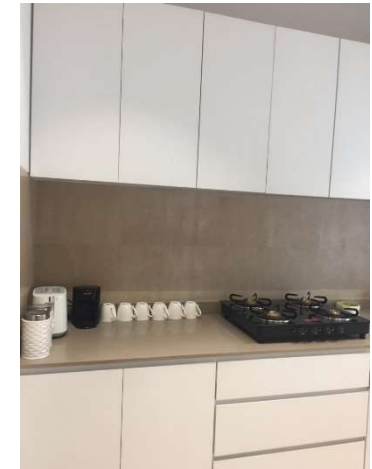
# Project Launch – Wondercity at Badlapur E

28



# Project Launch – Spraha Diamond – Chembur, Mumbai – Sample Apartment

29



# Thank You

**Mr. Vishal Kokadwar, Chief Financial Officer – [vishal.Kokadwar@poddarhousing.com](mailto:vishal.Kokadwar@poddarhousing.com)**

**Mr. Rajendra Agrawal, Head – Finance & Account – [rajendra.agrawal@poddarhousing.com](mailto:rajendra.agrawal@poddarhousing.com)**

## **Disclaimer**

This presentation has been prepared by Poddar Housing and Development Limited (“Company”) solely for providing information about the Company. It contains certain forward looking statements concerning Poddar Housing and Development Limited as future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties, regarding approvals, fluctuations in Net realisation, our ability to manage growth, competition, economic growth in India, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, government policies and actions with respect to investments, regulations. The company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time on be half of the company.