



# PURAVANKARA

Quarter ended 31 December 2009

# Agenda

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## Exhibit

**Overview**

**I**

**Background and Operations**

**II**

**Financial Highlights**

**III**

# Overview

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- Over 34 years of experience in property development, real estate and construction
- Operations across major cities in South India, Kolkata, Colombo and UAE
- Developable area of 125.39 mn. sft. and saleable area of 115.44mn. sft
- JV with Keppel Land of Singapore
- First mover advantage with 100% affordable housing subsidiary, Provident
- Infrastructure and construction 100% subsidiary, Starworth Infrastructure
- Simplified corporate structure and commitment to disclosures
- Transparency in our business dealings with customers
- Operations spanning all aspects of real estate development

# Background and Operations

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**Extensive Land Bank and premium player in the South India market**

**Fostering growth through joint ventures and partnerships**

**Established brand and reputation**

**Expanding in-house construction capability**

**Constant innovation to drive growth**

**Experienced Management Team with strong track record**

## **Extensive Land Bank and Premium Player in the South India Market**

- 1 Land Bank
- 2 Land Acquisition Strategy
- 3 Pursue Property Mix
- 4 Recent Developments

# 1 Extensive Land Bank

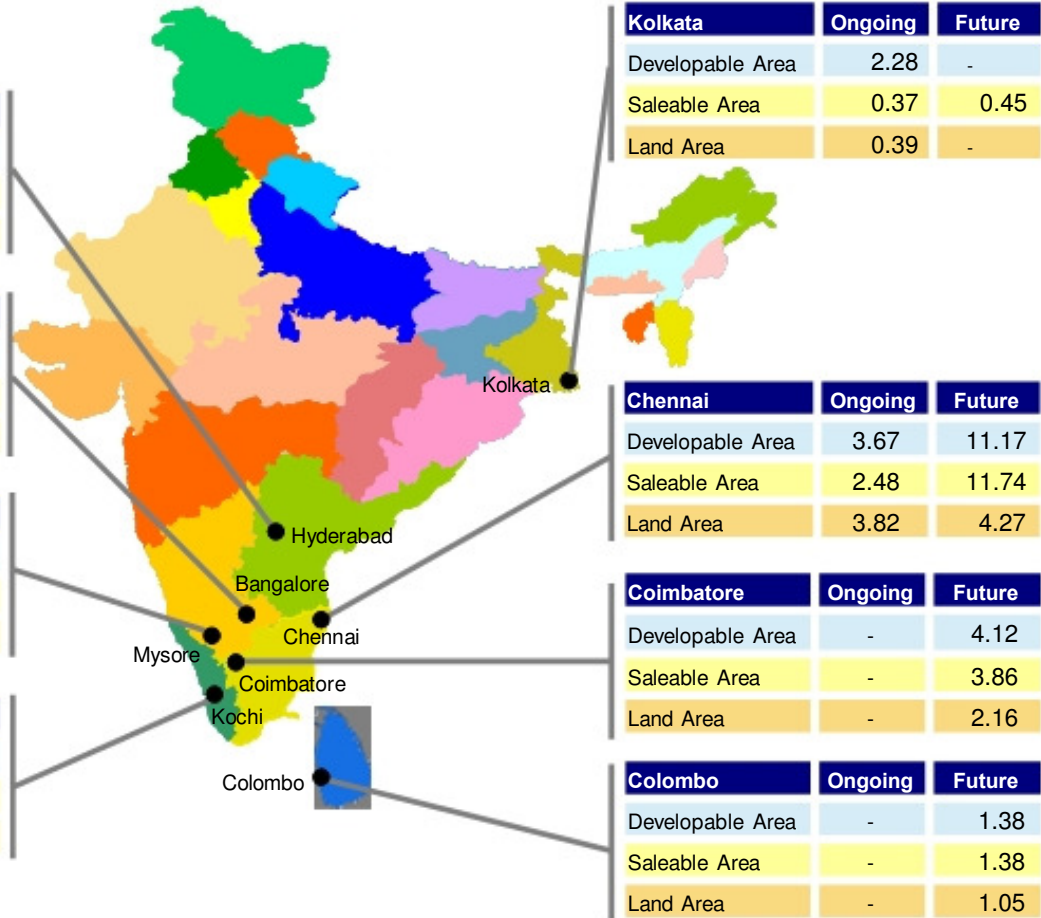
|                  | Ongoing | Future | Total  |
|------------------|---------|--------|--------|
| Developable Area | 19.13   | 106.26 | 125.39 |
| Saleable Area    | 11.09   | 104.35 | 115.44 |
| Land Area        | 10.08   | 34.11  | 44.19  |

| Hyderabad        | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | 0.00    | 6.44   |
| Saleable Area    | 0.00    | 6.17   |
| Land Area        | 0.17    | 1.31   |

| Bangalore        | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | 11.07   | 72.16  |
| Saleable Area    | 6.53    | 69.96  |
| Land Area        | 4.63    | 23.42  |

| Mysore           | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | 0.00    | 1.46   |
| Saleable Area    | 0.00    | 1.28   |
| Land Area        | -       | 0.67   |

| Kochi            | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | 2.11    | 9.53   |
| Saleable Area    | 1.71    | 9.51   |
| Land Area        | 1.07    | 1.23   |



All figures in million sq. ft.

# Ongoing Projects

| Sl.No.                   | Project                  | Location                    | Developable Area<br>(million sft) | Total Flats<br>(no.) | Launched<br>Saleable area<br>(million sft) |
|--------------------------|--------------------------|-----------------------------|-----------------------------------|----------------------|--|
| <b>Residential:</b>      |                          |                             |                                   |                      |  |
| 1                        | Vantage (81%)            | HSR Layout, Bangalore       | 0.13                              | 76                   | 0.10                                       |
| 2                        | Atria-I (62%)            | Sanjay Nagar, Bangalore     | 0.26                              | 131                  | 0.16                                       |
| 3                        | Elita Promenade (49%)    | JP Nagar, Bangalore         | 2.55                              | 1,573                | 1.25                                       |
| 4                        | Venezia                  | Yelahanka, Bangalore        | 2.09                              | 1,332                | 2.09                                       |
| 5                        | Highlands                | Mallasandra, Bangalore      | 2.54                              | 1,589                | 1.36                                       |
| 6                        | Grand Bay                | Marine Drive, Kochi         | 0.50                              | 265                  | 0.50                                       |
| 7                        | Eternity                 | Kakkanad, Kochi             | 0.96                              | 600                  | 0.80                                       |
| 8                        | Swan Lake                | OMR, Chennai                | 0.83                              | 522                  | 0.83                                       |
| 9                        | Jade                     | Vadapalani, Chennai         | 0.09                              | 55                   | 0.09                                       |
| 10                       | Moon Reach               | Airport-Seaport Rd, Kochi   | 0.39                              | 196                  | 0.15                                       |
| 11                       | Oceana                   | Marine Drive, Kochi         | 0.26                              | 96                   | 0.26                                       |
| 12                       | Parkway (55%)            | Hall Road, Bangalore        | 0.03                              | 10                   | 0.02                                       |
| 13                       | Elita Garden Vista (36%) | Rajarhat, Kolkata           | 2.28                              | 1,376                | 0.37                                       |
| <b>Total</b>             |                          |                             | <b>12.91</b>                      | <b>7,821</b>         | <b>7.98</b>                                |
| 14                       | Cosmo City               | Pudupakkam, Chennai         | 2.23                              | 2,174                | 1.35                                       |
| 15                       | Wellworth City           | Doddaballapur Rd, Bangalore | 3.46                              | 3,360                | 1.12                                       |
| <b>Total</b>             |                          |                             | <b>5.69</b>                       | <b>5,534</b>         | <b>2.47</b>                                |
| <b>Total Residential</b> |                          |                             | <b>18.60</b>                      | <b>13,355</b>        | <b>10.45</b>                               |
| <b>Commercial:</b>       |                          |                             |                                   |                      |  |
| 16                       | Moneto                   | Chennai                     | 0.36                              | -                    | 0.36                                       |
| 17                       | Primus (60%)             | Chennai                     | 0.17                              | -                    | 0.10                                       |
| <b>Total Commercial</b>  |                          |                             | <b>0.53</b>                       |                      | <b>0.46</b>                                |
| <b>Grand Total</b>       |                          |                             | <b>19.13</b>                      | <b>13,355</b>        | <b>10.91</b>                               |

## 2 Land Acquisition Strategy

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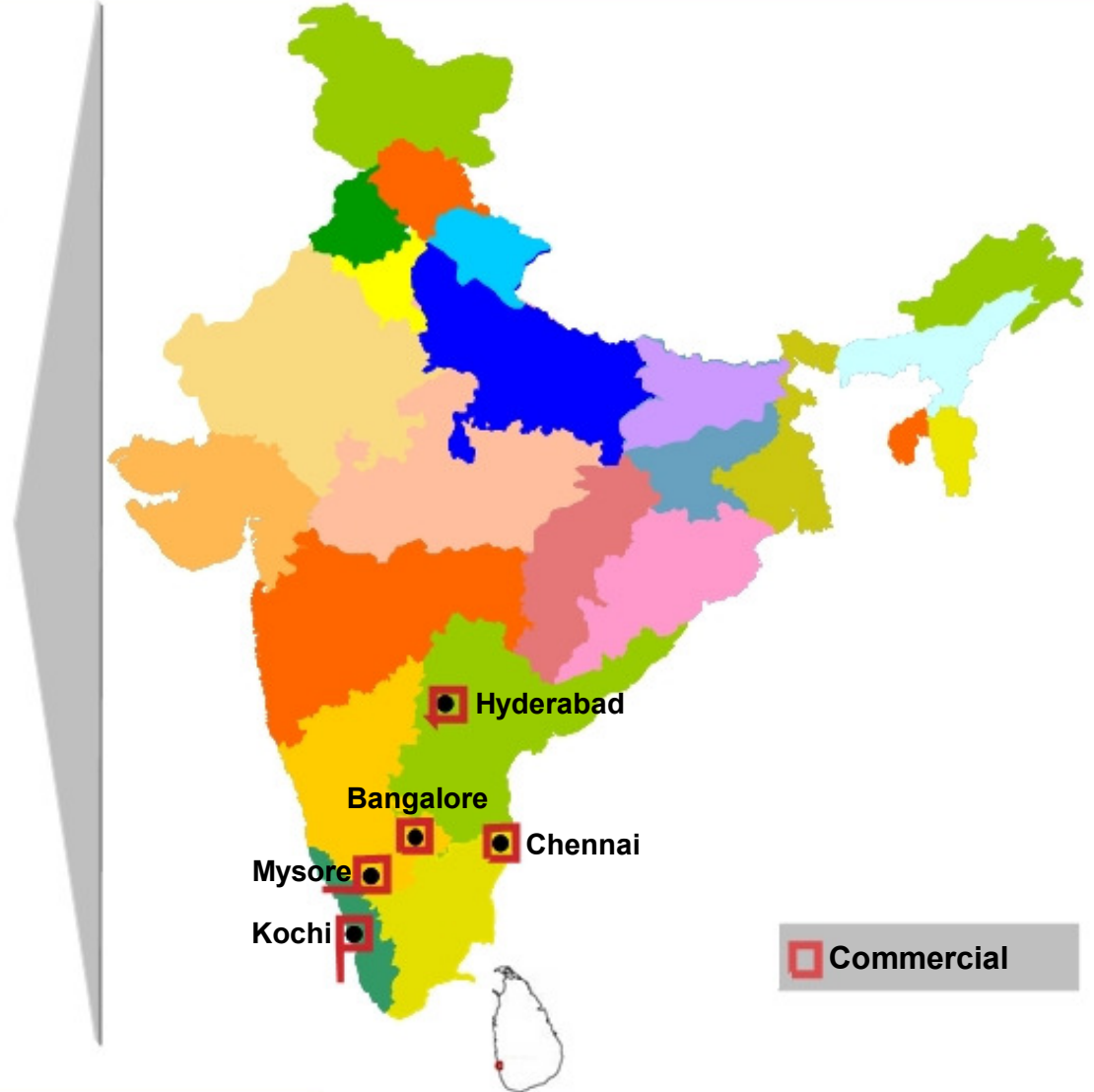
- Land Acquisition Strategy
  - Suburban areas of Tier I cities
  - Tier II cities
- Future strategy to continue on the above lines

### 3 Pursue Property Mix

|                      | Residential | Commercial |
|----------------------|-------------|------------|
| Current Position     | 97%         | 3%         |
| Medium term position | 75%-80%     | 20%-25%    |

**Expand portfolio of commercial & hospitality projects to 15% - 20%**

- Acquiring land at strategic locations
- Leveraging on the strength of established Purva brand in residential segment and partnerships with world reputed organizations





## Recent Developments

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**Provident Housing**, our 100% affordable housing subsidiary, launches its first two projects:

*At Chennai:*

- **Provident CosmoCity**

2.23 m sft. of saleable area, launched in late March 2009  
2,174 apartments

*At Bangalore:*

- **Provident Welworth City**

3.46 m sft. of saleable area, launched end July 2009  
3,360 apartments

**Starworth Infrastructure & Construction**, our 100% infrastructure and construction subsidiary, established August 2009.

**Entered into a Joint Development Agreement for 27 acres of land in Coimbatore** for affordable housing with a saleable area of 1.50 m sft. in August 2009.

# JVs and Partnerships

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- 49% JV with Singapore based Keppel Investment Mauritius Private Limited
  - One of the first few FDI in the real estate sector in India under automatic route
  - 7.85 mn sft. of developable area in Bangalore and Kolkata
  - Keppel's expertise and experience in developing world class integrated township projects provides an opportunity to scale up
- Strategic JVs and partnerships
  - Foster growth, increase scale of operations
  - Maximise the value of land assets and future land bank
  - Gain international expertise and create new sources of revenues

# Established Brand and Reputation

## Recognised Brand Name

- Over 34 years of experience in real estate
- Simplified Corporate Structure
- Transparency in customer dealings

## Competitive Advantage

- Pricing sales and rental strength
- Strategically located land bank
- Proven Partnership with world leader
- Strong marketing network with sales and marketing offices in Bangalore, Chennai, Kochi, Mumbai, U.A.E, U.K and U.S.
- Dedicated customer care division to offer one-point interface to client

## Promote and expand

- Focusing on quality and innovation, strong after sales support, property management services
- Delivering value to customers and enhancing overall satisfaction
- Building market recognition through advertising campaigns and participation in international real estate exhibitions

# In-house construction capability

## Increasing manpower base

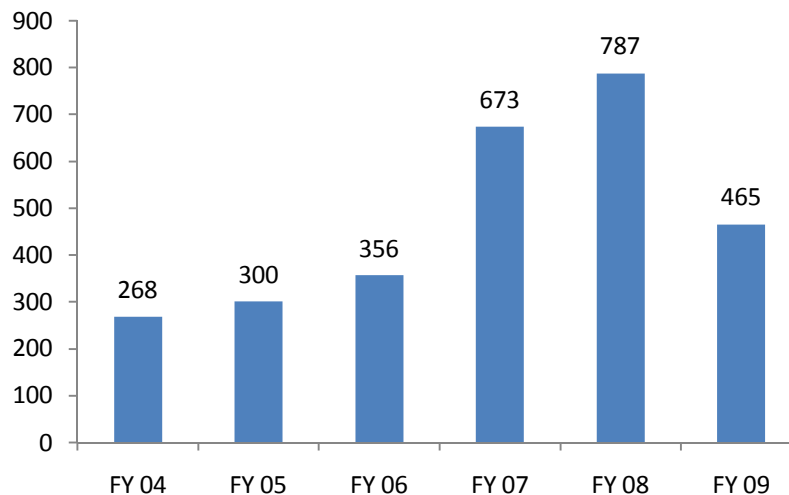
- Employees consists of technical, non-technical and trainees
- Currently **406** employees. Includes 207 Engineers and Architects
- Capability to manage construction and project management functions internally
- Reduces dependence on sub-contractors and third parties

## Upgrading Technology

- Implementation of ERP package based on Oracle software to integrate various operations
- Increase the scale of operation by investing in mechanized and technological construction capability

## Forward integration of operations

- In-house modification and interior division
  - Provides value added services to customers
  - Interior decoration facilities



# Innovation in projects and processes

- Among the first to design and develop theme based projects
  - Purva Riviera, Purva Swanlake, Purva Grandbay
- One of the first to introduce customer loyalty programme
  - Purva Privileges - referral programme
- Anticipate changing preferences of customers
- Incorporate novel design ideas



## Purva Riviera

Luxury apartments, Airport Road, Bangalore  
(Saleable Area of 1.26 msf)

- Resort based theme
- 80% of the development consists of landscaped gardens



## Purva Swanlake

World-class apartments, OMR Road, Chennai  
(Saleable Area of 0.83 msf)

- Extensively landscaped
- Safety gadgets like biometric keypads, video door phones and sensor lighting for common areas



## Purva Grandbay

Ultra luxury apartments, Marine Drive, Kochi  
(Saleable Area of 0.51 msf)

- Premium apartments facing the backwaters

# Highly Qualified and Experienced Management Team

**Ravi Puravankara**  
*Chairman and Managing Director*

- Over 33 years of experience in real estate industry
- Former president of the International Real Estate Federation, Indian Chapter Paris

**Ashish Puravankara**  
*Director*

- Bachelor's degree in Business Administration from Virginia Tech
- Master's degree in Business Administration from Willamette University in Salem, Oregon
- Head of Operations and Business in Bangalore

**Nani R. Choskey**  
*Director*

- Experience of over 33 years in the real estate development, construction and finance sector
- Associated with the company since inception and responsible for finance and construction function

**Ravi Ramu**  
*Director*

- Member of the Institute of Chartered Accountants in England and Wales and a member of the Institute of the Institute of Chartered Accountants, India
- Over 29 years of experience in finance, systems and procedures; currently oversees finance and accounting functions

**Anup Shah**  
*Independent Director*

- Bachelor's degree in law
- Over 26 years of experience in the legal field

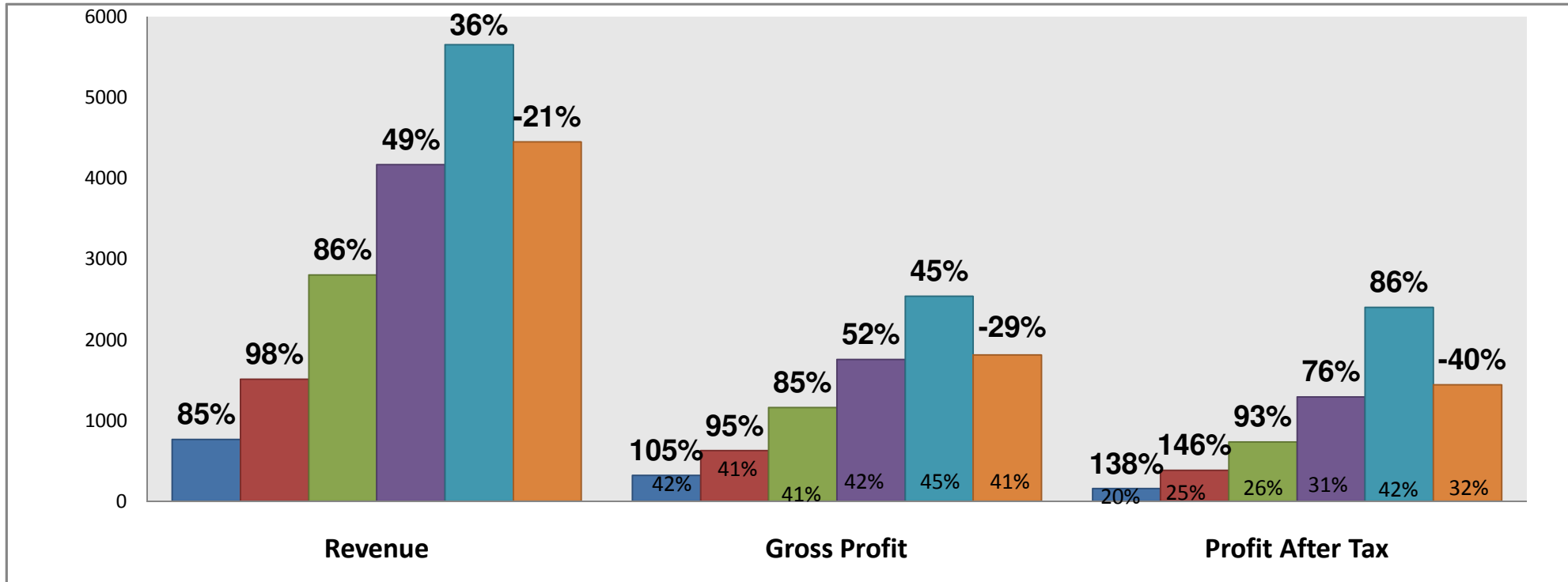
**R.V.S. Rao**  
*Independent Director*

- Bachelor's degree in Commerce and Law
- Over 37 years of experience in banking and finance

**Pradeep Guha**  
*Independent Director*

- Management Diploma from Asian Institute of Management, Manila
- Over 33 years of experience in marketing and advertising

# Financials



|       |       |       |       |
|-------|-------|-------|-------|
| FY 04 | 764   | 320   | 154   |
| FY 05 | 1,510 | 624   | 380   |
| FY 06 | 2,804 | 1,157 | 735   |
| FY 07 | 4,169 | 1,756 | 1,291 |
| FY 08 | 5,658 | 2,539 | 2,400 |
| FY 09 | 4,449 | 1,810 | 1,444 |

*Percentage at the top of the bar indicates sequential growth*

*Percentage inside the bar indicates gross profit and profit after tax as a percentage of revenue*

## Consolidated Profit and Loss Account – Quarter ended 31 December 2009

|                                     | Q3 FY10<br>Quarter ended<br>Dec 2009<br>Rs. |        | Q3 FY09<br>Quarter ended<br>Dec 2008<br>Rs. |        | FY09<br>Year ended<br>March 2009<br>Rs. |        |
|-------------------------------------|---|--------|---|--------|---|--------|
| <b>INCOME</b>                       |   |        |   |        |   |        |
| Revenues                            | 731,938,432                                 |        | 800,406,491                                 |        | 4,449,041,934                           |        |
| Cost of revenues                    | <u>336,740,938</u>                          |        | <u>556,932,261</u>                          |        | <u>2,638,906,886</u>                    |        |
| <b>GROSS PROFIT</b>                 | <b>395,197,494</b>                          | 53.99% | <b>243,474,230</b>                          | 30.42% | <b>1,810,135,048</b>                    | 40.69% |
| Selling expenses                    | 52,968,682                                  | 7.24%  | 29,902,496                                  | 3.74%  | 215,807,760                             | 4.85%  |
| General and administrative expenses | <u>74,162,940</u>                           | 10.13% | <u>63,788,605</u>                           | 7.97%  | <u>282,818,150</u>                      | 6.36%  |
| <b>OPERATING PROFIT</b>             | <b>268,065,872</b>                          | 36.62% | <b>149,783,129</b>                          | 18.71% | <b>1,311,509,138</b>                    | 29.48% |
| Net finance income/(charges)        | <u>6,078,822</u>                            | 0.83%  | <u>2,707,489</u>                            | 0.34%  | <u>7,629,903</u>                        | 0.17%  |
|                                     | <b>274,144,694</b>                          | 37.45% | <b>152,490,618</b>                          | 19.05% | <b>1,319,139,041</b>                    | 29.65% |
| Share of profit in associate        | <u>63,766,877</u>                           |        | <u>30,613,237</u>                           |        | <u>151,023,669</u>                      |        |
| <b>PROFIT BEFORE TAX</b>            | <b>337,911,571</b>                          | 46.17% | <b>183,103,855</b>                          | 22.88% | <b>1,470,162,710</b>                    | 33.04% |
| Provision for tax                   | <u>33,039,194</u>                           | 9.78%  | <u>8,446,149</u>                            | 4.61%  | <u>25,974,310</u>                       | 1.77%  |
| <b>PROFIT AFTER TAX</b>             | <b>304,872,377</b>                          | 41.65% | <b>174,657,706</b>                          | 21.82% | <b>1,444,188,400</b>                    | 32.46% |

## Consolidated Profit and Loss Account – Nine Months ended 31 December 2009

|                                     | 9 months<br>ended<br>Dec 2009<br>Rs. |        | 9 months<br>ended<br>Dec 2008<br>Rs. |        | FY 09<br>Year ended<br>March 2009<br>Rs. |        |
|-------------------------------------|--------------------------------------|--------|--------------------------------------|--------|--|--------|
| <b>INCOME</b>                       |                                      |        |                                      |        |  |        |
| Revenues                            | 3,555,539,502                        |        | 3,769,828,036                        |        | 4,449,041,934                            |        |
| Cost of revenues                    | <u>1,963,934,568</u>                 |        | <u>2,179,750,453</u>                 |        | <u>2,638,906,886</u>                     |        |
| <b>GROSS PROFIT</b>                 | <b>1,591,604,934</b>                 | 44.76% | <b>1,590,077,583</b>                 | 42.18% | <b>1,810,135,048</b>                     | 40.69% |
| Selling costs                       | 137,949,368                          | 3.88%  | 176,059,464                          | 4.67%  | 215,807,760                              | 4.85%  |
| General and administrative expenses | <u>209,599,875</u>                   | 5.90%  | <u>204,760,873</u>                   | 5.43%  | <u>282,818,150</u>                       | 6.36%  |
| <b>OPERATING PROFIT</b>             | <b>1,244,055,691</b>                 | 34.99% | <b>1,209,257,246</b>                 | 32.08% | <b>1,311,509,138</b>                     | 29.48% |
| Net finance income/(expense)        | <u>13,082,182</u>                    | 0.37%  | <u>5,485,962</u>                     | 0.15%  | <u>7,629,903</u>                         | 0.17%  |
|                                     | <b>1,257,137,873</b>                 | 35.36% | <b>1,214,743,208</b>                 | 32.22% | <b>1,319,139,041</b>                     | 29.65% |
| Share in the profits of Associates  | <u>96,122,398</u>                    |        | <u>110,331,543</u>                   |        | <u>151,023,669</u>                       |        |
| <b>NET PROFIT BEFORE TAX</b>        | <b>1,353,260,271</b>                 | 38.06% | <b>1,325,074,751</b>                 | 35.15% | <b>1,470,162,710</b>                     | 33.04% |
| Provision for tax                   | <u>337,354,356</u>                   | 24.93% | <u>26,742,195</u>                    | 2.02%  | <u>25,974,310</u>                        | 1.77%  |
| <b>PROFIT AFTER TAX</b>             | <b>1,015,905,915</b>                 | 28.57% | <b>1,298,332,556</b>                 | 34.44% | <b>1,444,188,400</b>                     | 32.46% |

## Liquidity Position at 31 December 2009

(Rs. crores)

|                           | 31 Dec 2009     | 31 Dec 2008     | 31 Mar 2009     |
|---------------------------|-----------------|-----------------|-----------------|
| Cash and cash equivalents | 81.19           | 69.76           | 26.79           |
| Less: Loans               | <u>(832.57)</u> | <u>(826.88)</u> | <u>(814.58)</u> |
| Net borrowings            | <u>(751.38)</u> | <u>(757.12)</u> | <u>(787.79)</u> |
| <br>                      |                 |                 |                 |
| Debit Equity Ratio        | 0.51            | 0.56            | 0.58            |