



PURAVANKARA

Quarter ended 30 June 2009

Agenda

Exhibit

Overview

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Background and Operations

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Overview

- 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 125.17 m sft. and saleable area of 115.48 m 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
- Revenue for the fiscal ~ Rs. 4.45 billion at an over 32% net profit margin

Background and Operations

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

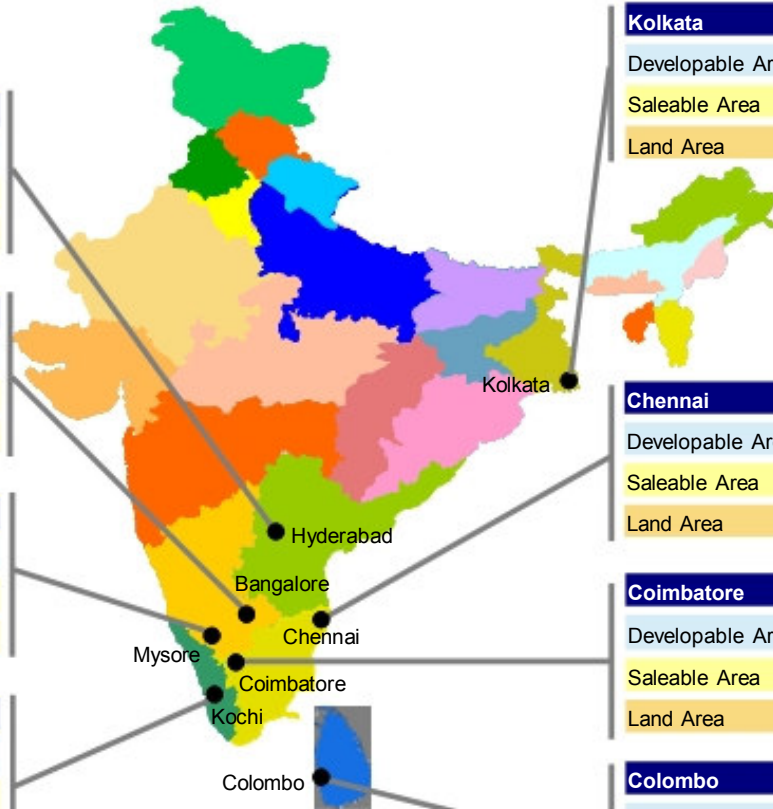
	Ongoing	Future	Total
Developable Area	19.13	106.04	125.17
Saleable Area	11.09	104.39	115.48
Land Area	10.08	33.30	43.38

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	11.07
Saleable Area	1.71	11.05
Land Area	1.07	1.60



Kolkata	Ongoing	Future
Developable Area	2.28	-
Saleable Area	0.37	0.45
Land Area	0.39	-

Chennai	Ongoing	Future
Developable Area	3.67	11.17
Saleable Area	2.48	11.74
Land Area	3.82	4.27

Coimbatore	Ongoing	Future
Developable Area	-	2.36
Saleable Area	-	2.36
Land Area	-	0.98

Colombo	Ongoing	Future
Developable Area	-	1.38
Saleable Area	-	1.38
Land Area	-	1.05

All figures in million sq. ft.

Ongoing Projects

Sl.No.	Project	Location	Developable Area (million sft)	Total Flats (no.)	Launched Saleable Area (million sft)
Residential:					
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
Total - Puravankara Projects			12.91	7,821	7.98
14	Cosmo City	Pudupakkam, Chennai	2.23	2,174	1.10
15	Welworth City	Doddaballapur Rd, Bangalore	3.46	3,360	1.55
Total - Provident Housing			5.69	5,534	2.65
Total Residential			18.60	13,355	10.63
Commercial:					
16	Moneta	Chennai	0.36	-	0.36
17	Primus (60%)	Chennai	0.17	-	0.10
Total - Puravankara Projects			0.53		0.46
Grand Total			19.13	13,355	11.09

2 Land Acquisition Strategy

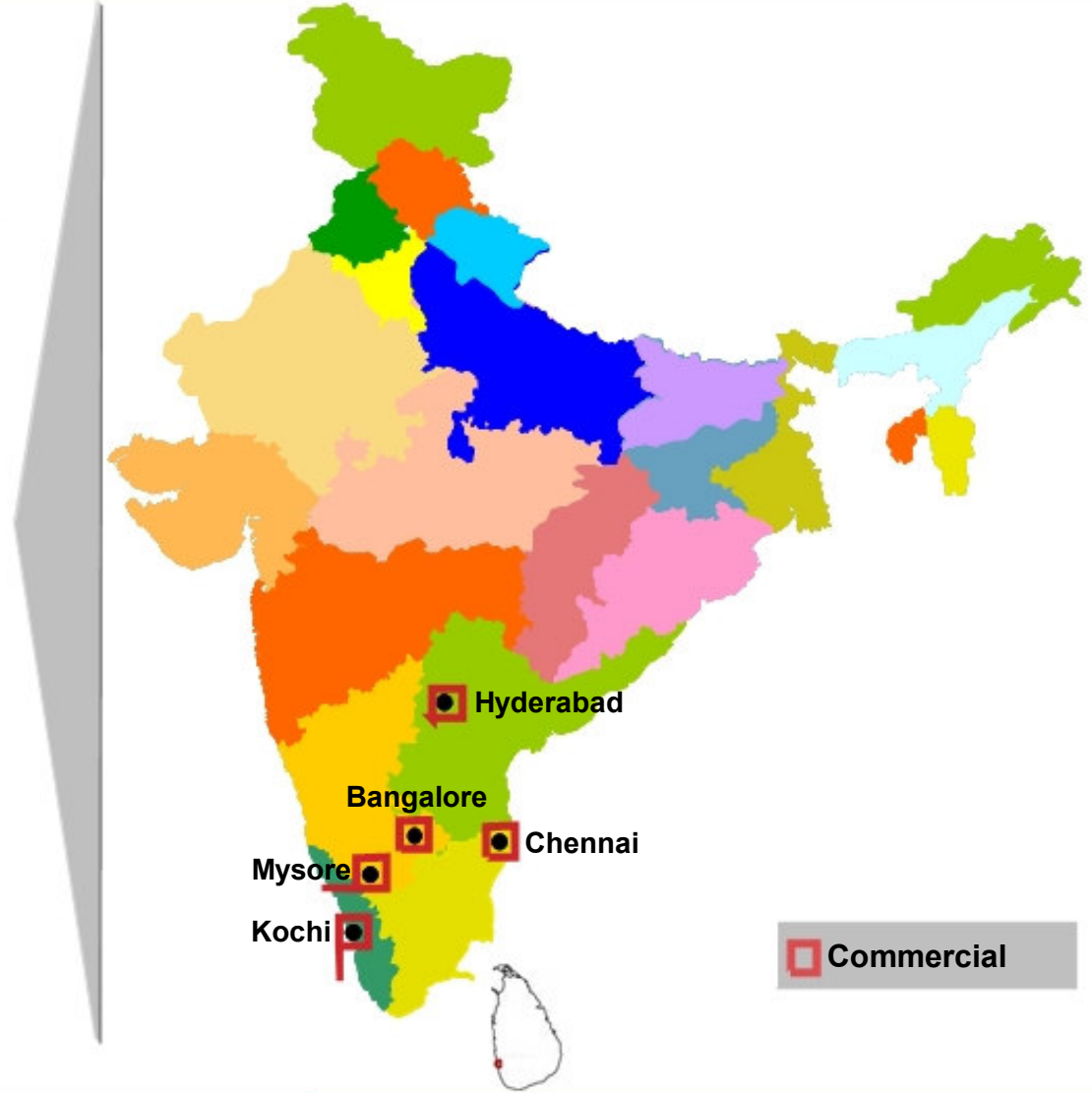
- Land Acquisition Strategy
 - Suburban areas of Tier I cities
 - Tier II cities
- Future strategy to continue on the above lines

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

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 in this quarter

JVs and Partnerships

- 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

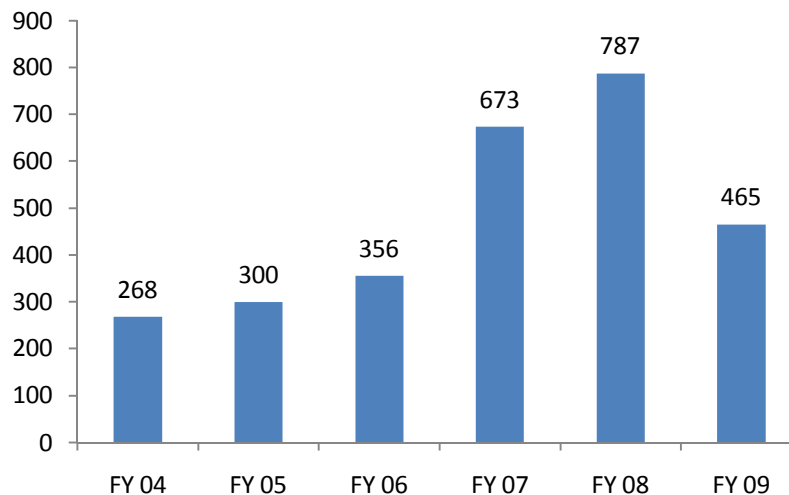
- Employees consists of technical, non-technical and trainees
- Currently **383** employees. Includes 197 Engineers and Architects
- Capability to manage construction and project management functions internally
- Reduces dependence on sub-contractors and third parties

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 State University
- 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

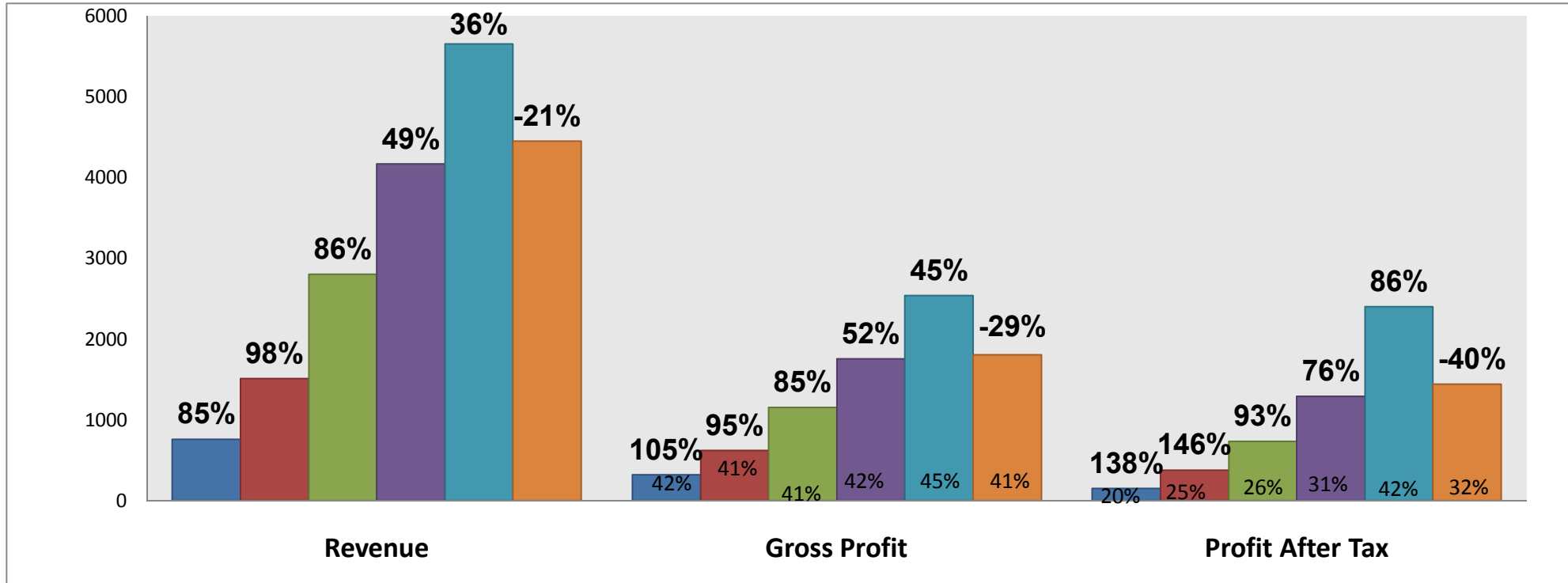
R.V.S. Rao
Independent Director

- 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 30 June 2009

	Quarter ended June 2009 Rs.		Quarter ended June 2008 Rs.		Year ended March 2009 Rs.	
INCOME						
Revenues	559,656,133		1,575,755,719		4,449,041,934	
Cost of revenues	<u>383,566,753</u>		<u>855,494,484</u>		<u>2,638,906,886</u>	
GROSS PROFIT	176,089,380	31.46%	720,261,235	45.71%	1,810,135,048	40.69%
Selling expenses	17,101,396	3.06%	63,843,272	4.05%	215,807,760	4.85%
General and administrative expenses	<u>62,758,050</u>	11.21%	<u>67,469,591</u>	4.28%	<u>282,818,150</u>	6.36%
OPERATING PROFIT	96,229,934	17.19%	588,948,372	37.38%	1,311,509,138	29.48%
Net finance income/(charges)	<u>2,988,615</u>	0.53%	<u>(1,524,322)</u>	(0.10%)	<u>7,629,903</u>	0.17%
	99,218,549	17.73%	587,424,050	37.28%	1,319,139,041	29.65%
Share of profit in associate	<u>4,522,033</u>		<u>41,247,267</u>		<u>151,023,669</u>	
PROFIT BEFORE TAX	103,740,582	18.54%	628,671,317	39.90%	1,470,162,710	33.04%
Provision for tax	<u>1,293,233</u>	1.25%	<u>9,742,027</u>	1.55%	<u>25,974,310</u>	1.77%
PROFIT AFTER TAX	<u>102,447,349</u>	18.31%	<u>618,929,290</u>	39.28%	<u>1,444,188,400</u>	32.46%

Liquidity Position at 30 June 2009

	30 Jun 2009	30 Jun 2008	(Rs. crores) 31 Mar 2009
Cash and cash equivalents	26.23	39.63	26.79
Less: Loans	<u>(829.71)</u>	<u>(652.41)</u>	<u>(814.58)</u>
Net borrowings	<u>(803.48)</u>	<u>(612.78)</u>	<u>(787.79)</u>
Debt Equity Ratio	0.58	0.51	0.58