



# PURAVANKARA

**Quarter ended 30 September 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 115.43mn. 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

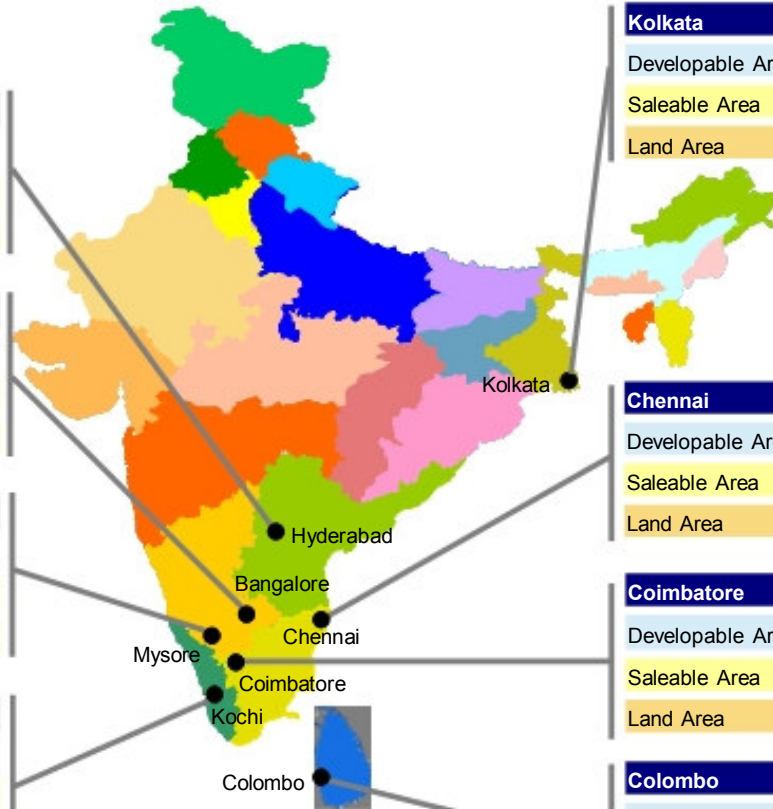
	Ongoing	Future	Total
Developable Area	19.13	106.26	125.39
Saleable Area	11.09	104.35	115.44
Land Area	10.08	34.11	44.19

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



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	-	4.12
Saleable Area	-	3.86
Land Area	-	2.16

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)
<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	1.10
15	Wellworth City	Doddaballapur Rd, Bangalore	3.46	3,360	1.55
	<b>Total</b>		<b>5.69</b>	<b>5,534</b>	<b>2.65</b>
	<b>Total Residential</b>		<b>18.60</b>	<b>13,355</b>	<b>10.63</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>11.09</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

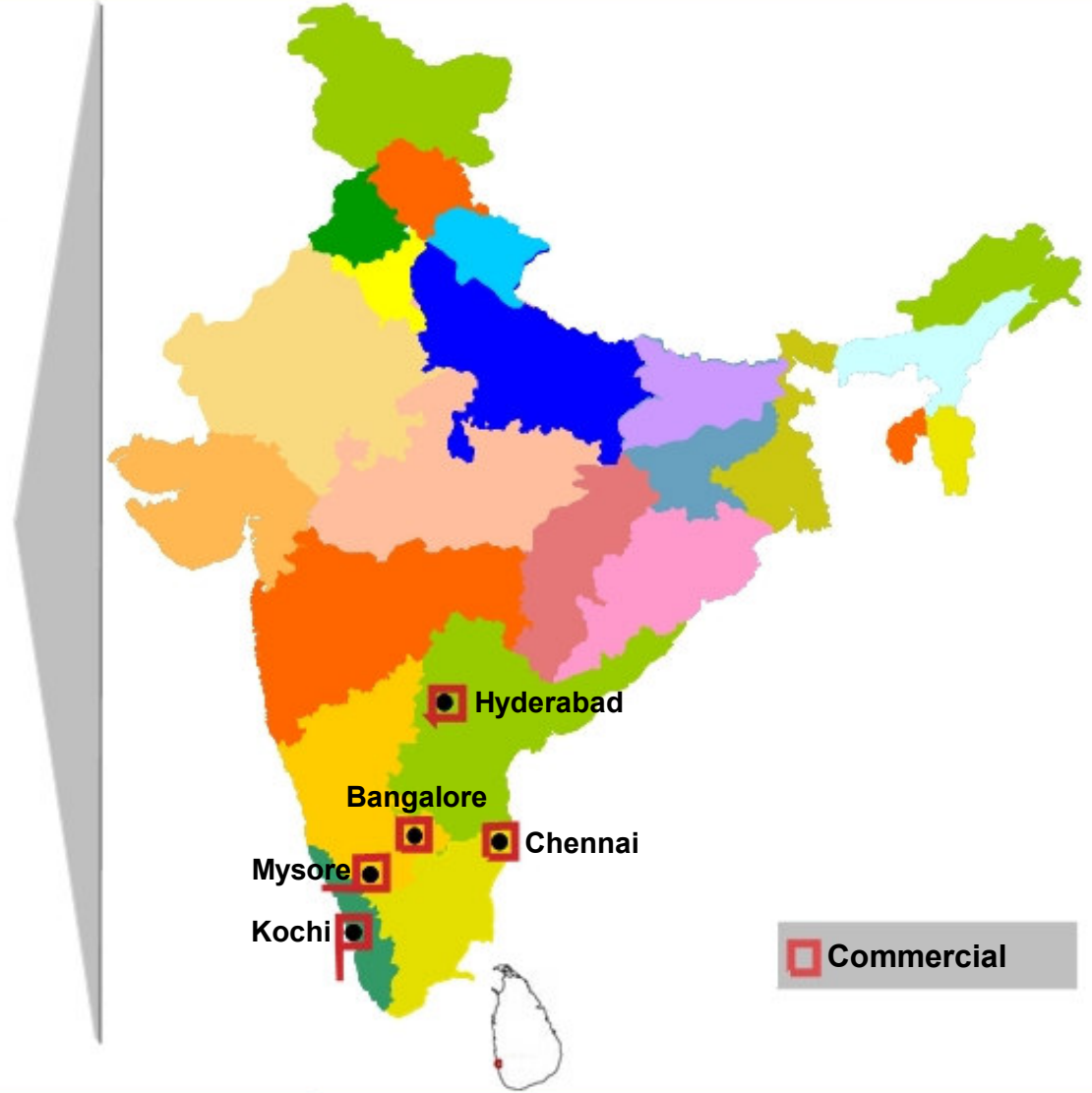


### 3 Pursue Property Mix

	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

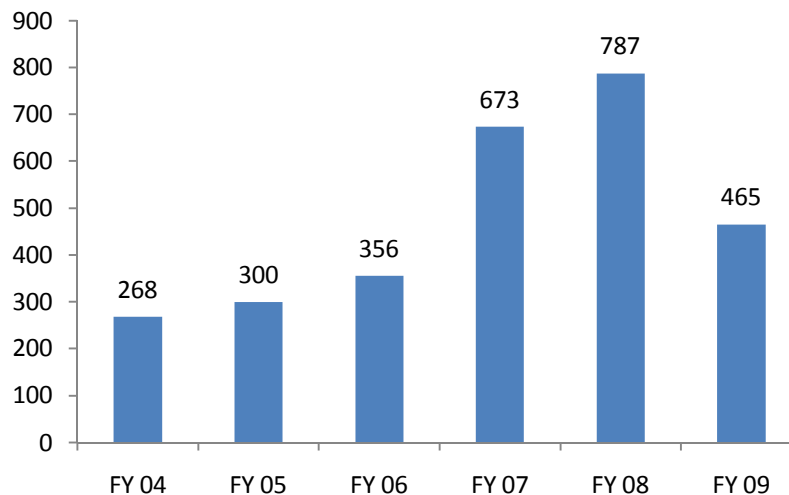
- Employees consists of technical, non-technical and trainees
- Currently **393** employees. Includes 201 Engineers and Architects
- Capability to manage construction and project management functions internally
- Reduces dependence on sub-contractors and third parties

## 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

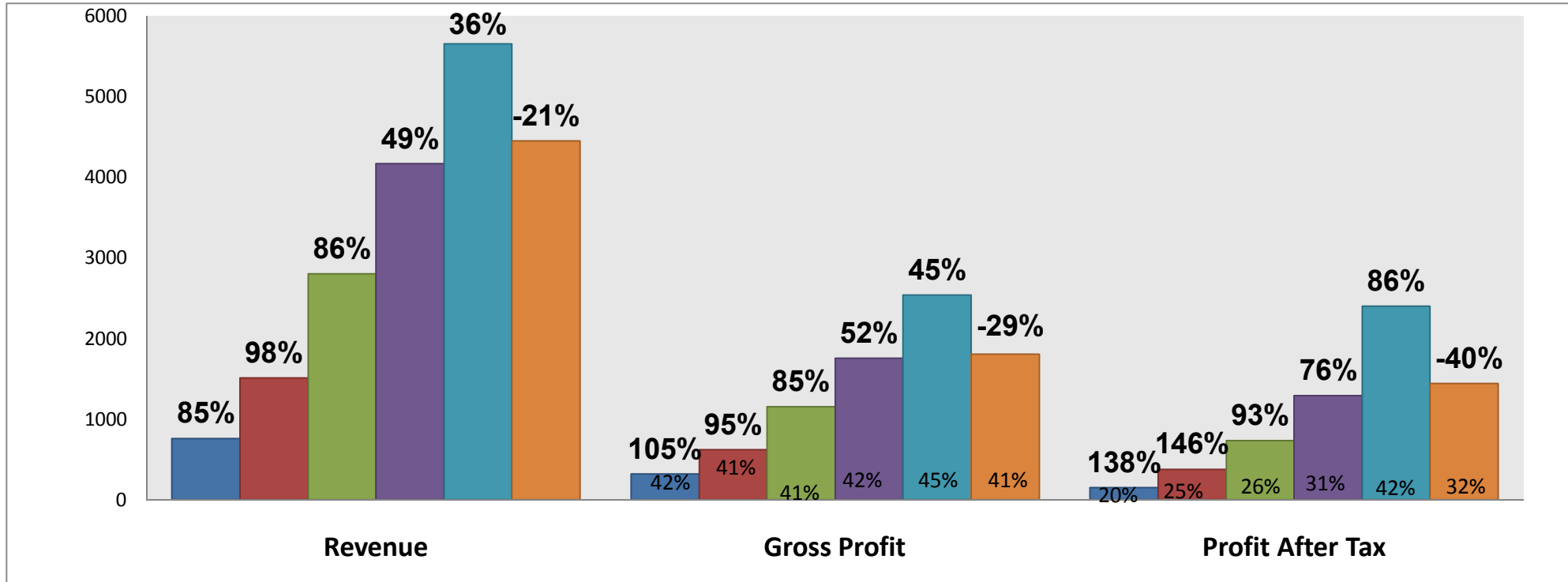
**R.V.S. Rao**  
*Independent Director*

- 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



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

*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 September 2009

	Q2 FY10 Quarter ended Sept 2009 Rs.		Q2 FY09 Quarter ended Sept 2008 Rs.		FY09 Year ended March 2009 Rs.	
<b>INCOME</b>						
Revenues	2,263,944,937		1,393,665,825		4,449,041,934	
Cost of revenues	<u>1,243,626,877</u>		<u>767,323,708</u>		<u>2,638,906,886</u>	
<b>GROSS PROFIT</b>	<b>1,020,318,060</b>	45.07%	<b>626,342,117</b>	44.94%	<b>1,810,135,048</b>	40.69%
Selling expenses	67,879,290	3.00%	82,313,696	5.91%	215,807,760	4.85%
General and administrative expenses	<u>72,678,883</u>	3.21%	<u>73,502,680</u>	5.27%	<u>282,818,150</u>	6.36%
<b>OPERATING PROFIT</b>	<b>879,759,887</b>	38.86%	<b>470,525,741</b>	33.76%	<b>1,311,509,138</b>	29.48%
Net finance income/(charges)	<u>4,014,745</u>	0.18%	<u>4,302,795</u>	0.31%	<u>7,629,903</u>	0.17%
	<b>883,774,632</b>	39.04%	<b>474,828,536</b>	34.07%	<b>1,319,139,041</b>	29.65%
Share of profit in associate	<u>27,833,488</u>		<u>38,471,039</u>		<u>151,023,669</u>	
<b>PROFIT BEFORE TAX</b>	<b>911,608,120</b>	40.27%	<b>513,299,575</b>	36.83%	<b>1,470,162,710</b>	33.04%
Provision for tax	<u>303,021,929</u>	33.24%	<u>8,554,019</u>	1.67%	<u>25,974,310</u>	1.77%
<b>PROFIT AFTER TAX</b>	<b>608,586,191</b>	26.88%	<b>504,745,556</b>	36.22%	<b>1,444,188,400</b>	32.46%

## Consolidated Profit and Loss Account – Half year ended 30 September 2009

	H1 FY10 Half year ended Sept 2009 Rs.	H1 FY09 Half year ended Sept 2008 Rs.	FY 09 Year ended March 2009 Rs.
<b>INCOME</b>			
Revenues	2,823,601,069	2,969,421,545	4,449,041,934
Cost of revenues	<u>1,627,193,631</u>	<u>1,622,818,191</u>	<u>2,638,906,886</u>
<b>GROSS PROFIT</b>	<b>1,196,407,438</b> 42.37%	<b>1,346,603,354</b> 45.35%	<b>1,810,135,048</b> 40.69%
Selling costs	84,980,686 3.01%	146,156,970 4.92%	215,807,760 4.85%
General and administrative expenses	<u>135,436,934</u> 4.80%	<u>140,972,269</u> 4.75%	<u>282,818,150</u> 6.36%
<b>OPERATING PROFIT</b>	<b>975,989,818</b> 34.57%	<b>1,059,474,115</b> 35.68%	<b>1,311,509,138</b> 29.48%
Net finance income/(expense)	<u>7,003,360</u> 0.25%	<u>2,778,473</u> 0.09%	<u>7,629,903</u> 0.17%
	<b>982,993,178</b> 34.81%	<b>1,062,252,588</b> 35.77%	<b>1,319,139,041</b> 29.65%
Share in the profits of Associates	<u>32,355,521</u>	<u>79,718,306</u>	<u>151,023,669</u>
<b>NET PROFIT BEFORE TAX</b>	<b>1,015,348,699</b> 35.96%	<b>1,141,970,894</b> 38.46%	<b>1,470,162,710</b> 33.04%
Provision for tax	<u>304,315,161</u> 29.97%	<u>18,296,046</u> 1.60%	<u>25,974,310</u> 1.77%
<b>PROFIT AFTER TAX</b>	<b>711,033,538</b> 25.18%	<b>1,123,674,848</b> 37.84%	<b>1,444,188,400</b> 32.46%

## Liquidity Position at 30 September 2009

	30 Sep 2009	30 Sep 2008	(Rs. crores) 31 Mar 2009
Cash and cash equivalents	27.62	37.38	26.79
Less: Loans	<u>(832.64)</u>	<u>(804.98)</u>	<u>(814.58)</u>
Net borrowings	<u>(805.02)</u>	<u>(767.60)</u>	<u>(787.79)</u>
Debt Equity Ratio	0.56	0.58	0.58