

Prime Urban Development India Ltd

Investor Presentation - September, 2017



Safe Harbor



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Company Background



Tamil Nadu

- Tamil Nadu contributes 8.16% to Indian GDP
- Industrial growth and IT remains the dominant driver for the Real Estate market



Brief Profile

Promoted by the Patodia Family, we are 80 year old company with extensive experience in Textiles. For last 10 years we are in Real Estate Development with sole focus on Southern Indian state of Tamil Nadu

- **Prime Urban Enclave Apartment** - First of its kind township in city of Tirupur. The Project was conceived with a single-minded objective to create a new level of residential luxury in Tirupur
- **THE ONYX Villa** - The project consists of luxurious Villas amidst breathtaking, lush landscaping and an array of recreation which is available inside the gated community
- **Developed Land** - The Company has taken up Developed Land Projects and successfully completed sale of Land measuring over approximately 2,40,000 sq. ft. in 2015-16 & 2016-17

Our Ethos

Bottom-line Oriented

Group undertakes Real Estate projects across the value chain with an objective of earning high IRR

State of the Art Projects

We design and timely deliver state of the art projects and are pioneers in city of Tirupur

Asset Light Model

We follow an asset light model through JV/Partnership enabling risk diversification as well as high ROCE

In-House Construction

To execute all projects through in-house construction for better management, timely delivery and ultimately higher margins

South India focus

South India focused real estate company with a niche product delivery model



Visionary Promoter



P.D. Patodia

Chairman & Managing Director

He is mentor of the group with vast experience over five decades in textiles management and exports

- Chairman of standing Committee on Cotton in CITI (Cotton Development Research Association)
- Headed Cotton Textiles Export Promotion Council (TEXPROCIL)
- Headed Federation of Indian Exports Organization (FIEO)
- Headed the Confederation of Indian Textiles Industry (CITI)

Leadership Team



Manoj Patodia

Vice Chairman & Managing Director

- Vast experience in Textiles and Realty Segments
- Executive Council Committee member of
 - Indian Merchants Chamber
 - Cotton Textile Export Promotion Council
- Executive Committee Member of
 - Federation of Indian Chambers of Commerce and Industry (FICCI)
 - All India Exporters Chamber



Anuj Patodia

Managing Director

- Rich experience in the field of Textiles and Real Estate Development.
- Active member of the Mumbai Chapter of the Entrepreneurs Organization (EO)



T. Paul Sugumaran

Whole Time Director

- Knowledge base in the field of Civil Engineering
- Over three decades of experience
- Heading the Real Estate business operation

...supported by Board of Directors

N.K.Bafna



**Sr. Partner
Lodha & Co**

- Chartered Accountant
- More than 40 years of experience
- Chairman of the Stakeholders Relationship Committee
- Member of Audit Committee and Nomination and Remuneration Committee

B.L.Singhal



**Sr. Partner
B.L.Singhal & Co**

- Chartered Accountant
- More than 40 years of experience
- Chairman of the Audit Committee and Nomination and Remuneration Committee.
- Member of Stakeholders Relationship Committee

Venkat Ramaswamy



**Promoter Director
Edelweiss**

- Director of Edelweiss Financial Services Ltd, Edelweiss Tokio Life Insurance Company Ltd, Edelweiss Holdings Ltd, Edelweiss Capital (Singapore) Pte. Ltd, Edelweiss Alternative Asset Advisors Pte. Ltd
- Member of Nomination and Remuneration Committee of the Company.
- Member of Share Transfer Committee, Stakeholders Relationship Committee & Corporate Social Responsibility Committee of Edelweiss Financial Services Ltd

Ryna Zaiwalla Karani



**Partner
ALMT Legal**

- BA & LLB
- Practicing Lawyer
- Member of Bar Council of Maharashtra & Goa, Member of Bombay Bar Association, Member of Society of Women Lawyers – India
- Independent Director on the Board of various Listed as well as Unlisted entities
- Vast experience in the fields of M&A, Private Equity, Banking and Finance

Evolution – From Textiles to Real Estate



2016

Sale of Developed Land Project

Sold approximately 2,40,000 Sq. ft. of Developed Land in the year 2015-16 & 2016-17



2008

Entry of FDI Partner and Launch of THE ONYX Villa

THE ONYX- comprising independent high-end villas has received an encouraging response
New Line Buildtech Pvt. Ltd became our FDI Partner and invested in our Company in the year 2008
The Textile Spinning Unit Ceases to be in Operation with effect from 31st March, 2008



2007

Commercial Mall

Sold Land to Reliance Prolific Traders Pvt. Ltd for mall development



2005

Entry into Real Estate and Launch of Prime Enclave Vistas

Prime Urban Development India Limited changed into realty business in the year 2005
Its pilot project – Prime Enclave Vistas comprising 376 luxury apartments for the first time in Tirupur was an outstanding success



1988

Patodia Group

The Patodia Group taking over the company, emerged as an Export House for supply of high quality cotton yarns and knitted garments.

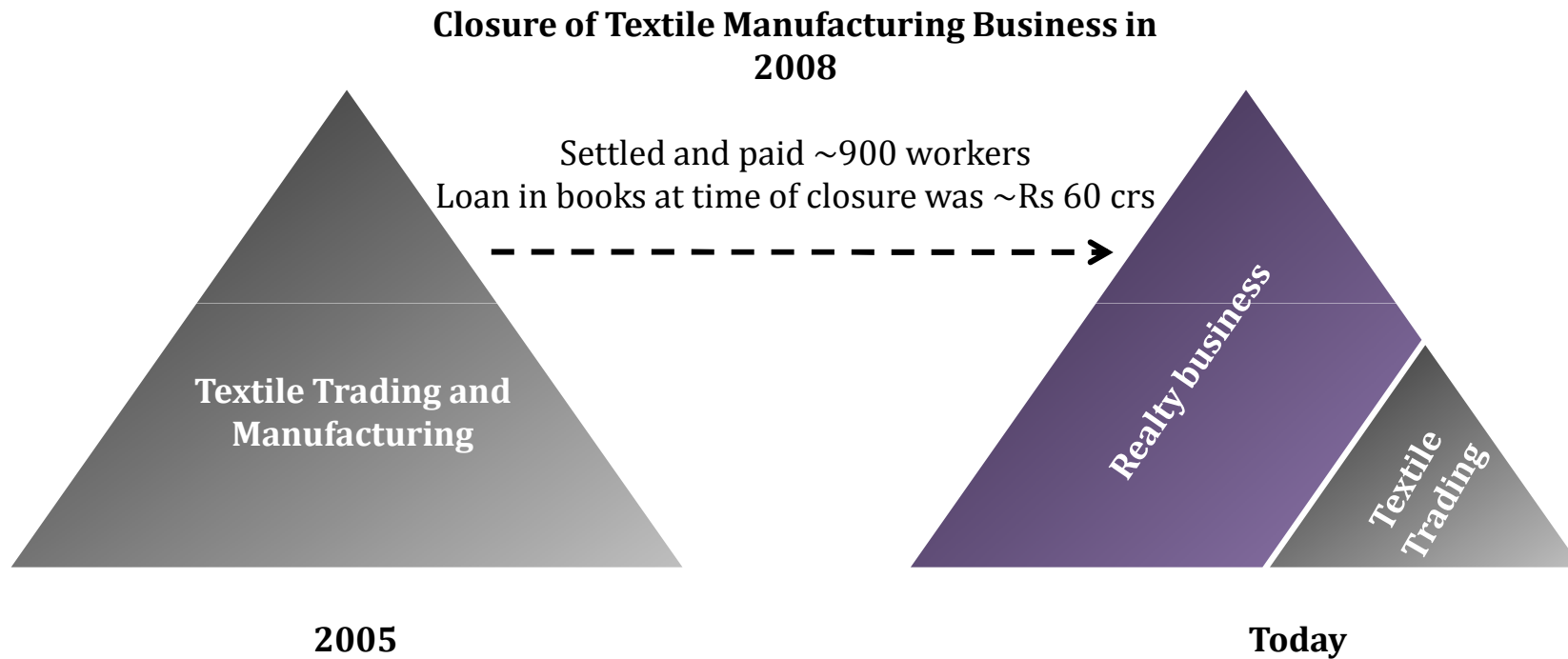


1936

Incorporation

Incorporated as Asher Textiles Limited in the year 1936. Later established a Spinning Unit at Tirupur

Transitioned to Real Estate



Focus shall be Real Estate Development in South India

Award



- Onyx Project in Tirupur has received the **“Best Project in Non-Metro Commercial Award”**
- Project received from the **“Magpie Estate Award”**
- Award gives recognition to our commitment, hard work and desire to deliver unique experiences
- Adds enormously to our Brand Equity

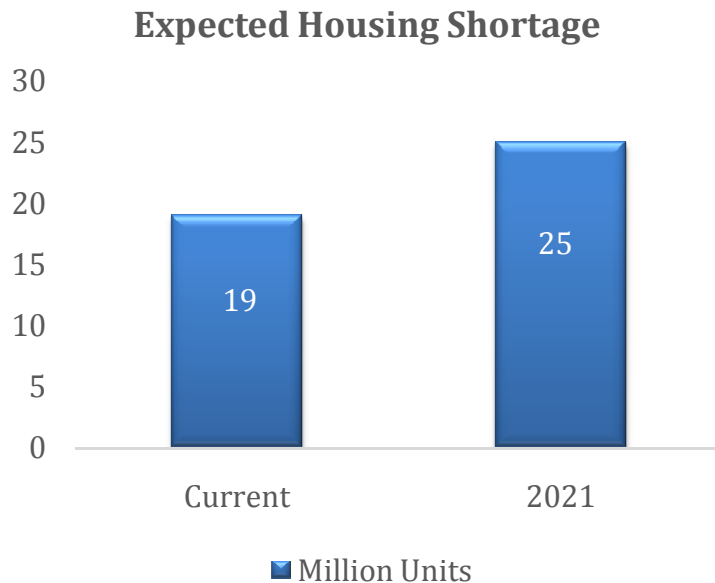


Business Strategy

Affordable Housing a big opportunity

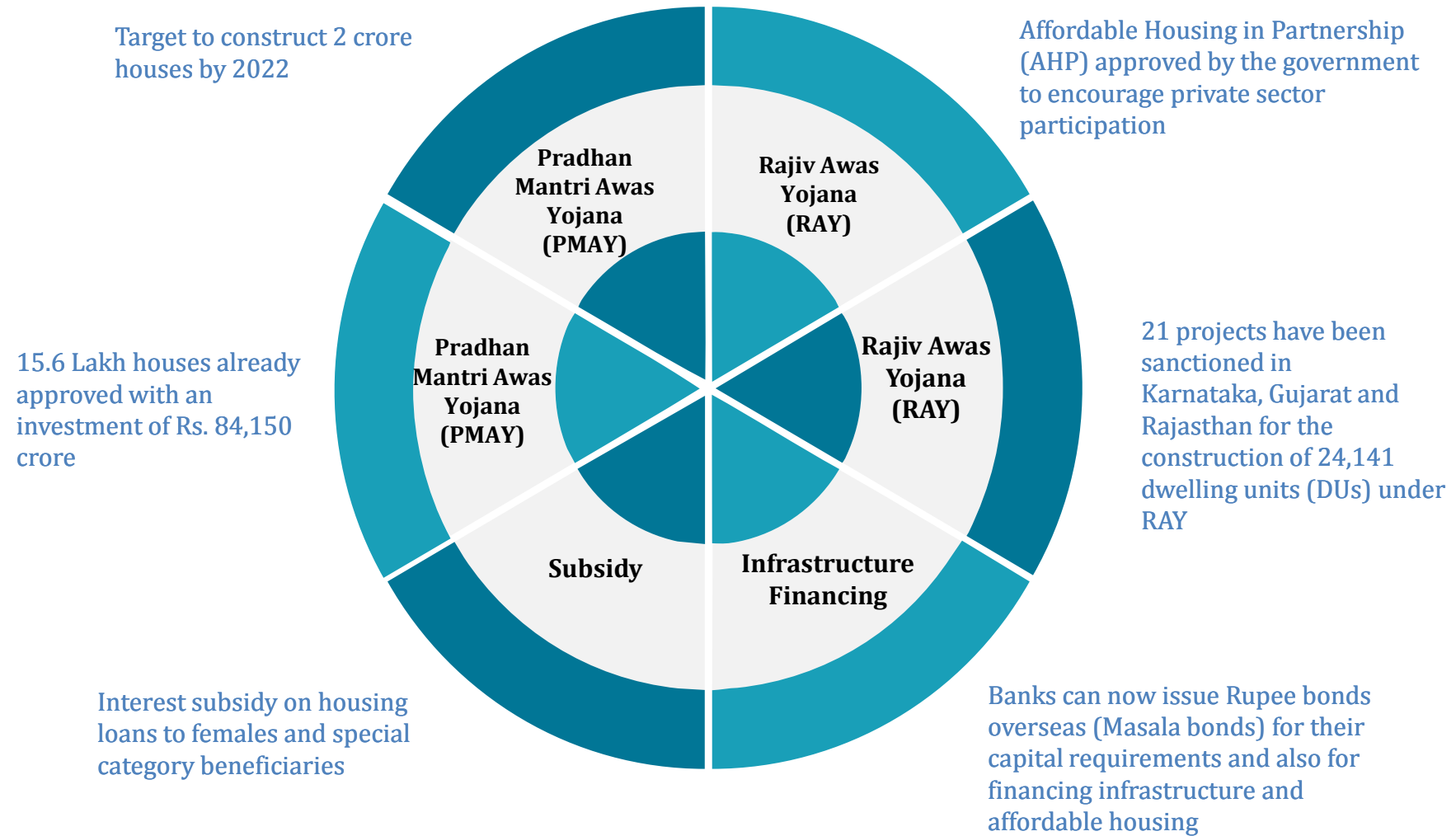


A Rs. 6.25 Trillion Opportunity in Housing Segment

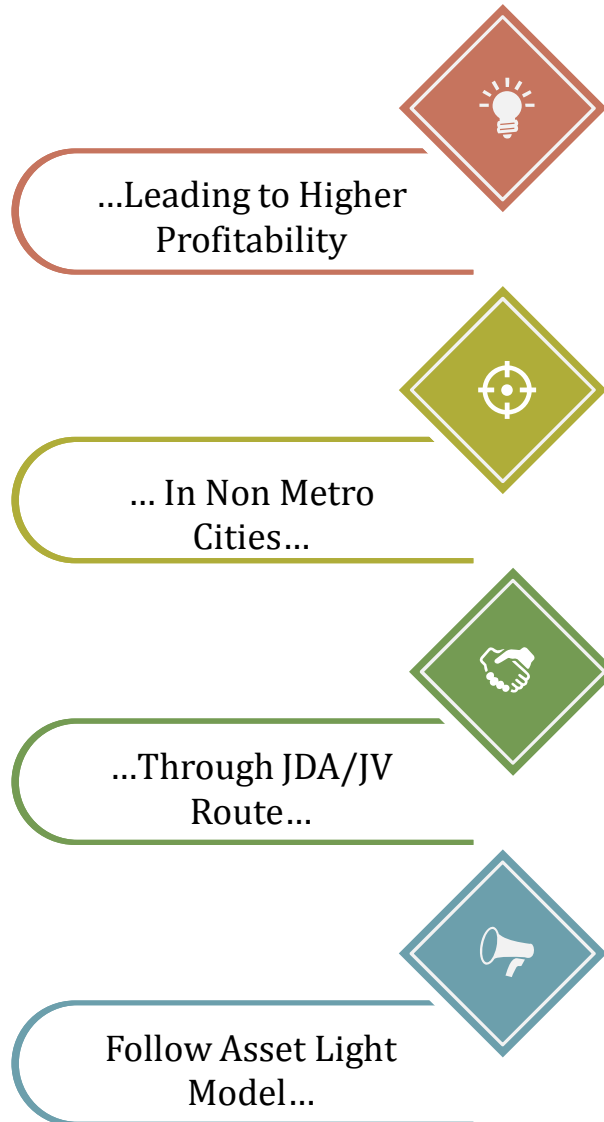


- Shortage of almost 1.80 crore units in affordable housing segment showcases a huge opportunity in the segment
- Demand to be supported by:
 - Growing population
 - Young demographic profile
 - Shift towards nuclear families
 - Rapid urbanization
- Till now the segment was catered by Govt. undertakings and by smaller unorganized developers
- Participation of organized developers would increase in the affordable housing segment with various tax incentives announced by the Govt.

Huge levers for Organized players



Strategy - Realty Focus



Strategy for Business Model



- | | | |
|--|---|--|
| <ul style="list-style-type: none"> ▪ In City Apartment Development ▪ Affordable Housing ▪ Various types of projects such as apartment projects, gated communities, Service Apartments | <ul style="list-style-type: none"> ▪ Small apartments ▪ In City and Periphery ▪ Affordable Housing | <ul style="list-style-type: none"> ▪ Villa Development, Developed lands and Small apartments ▪ Within radius of 5 Kms ▪ Outskirts of Tirupur and Coimbatore ▪ Mass housing including civic amenities |
|--|---|--|



Current Projects

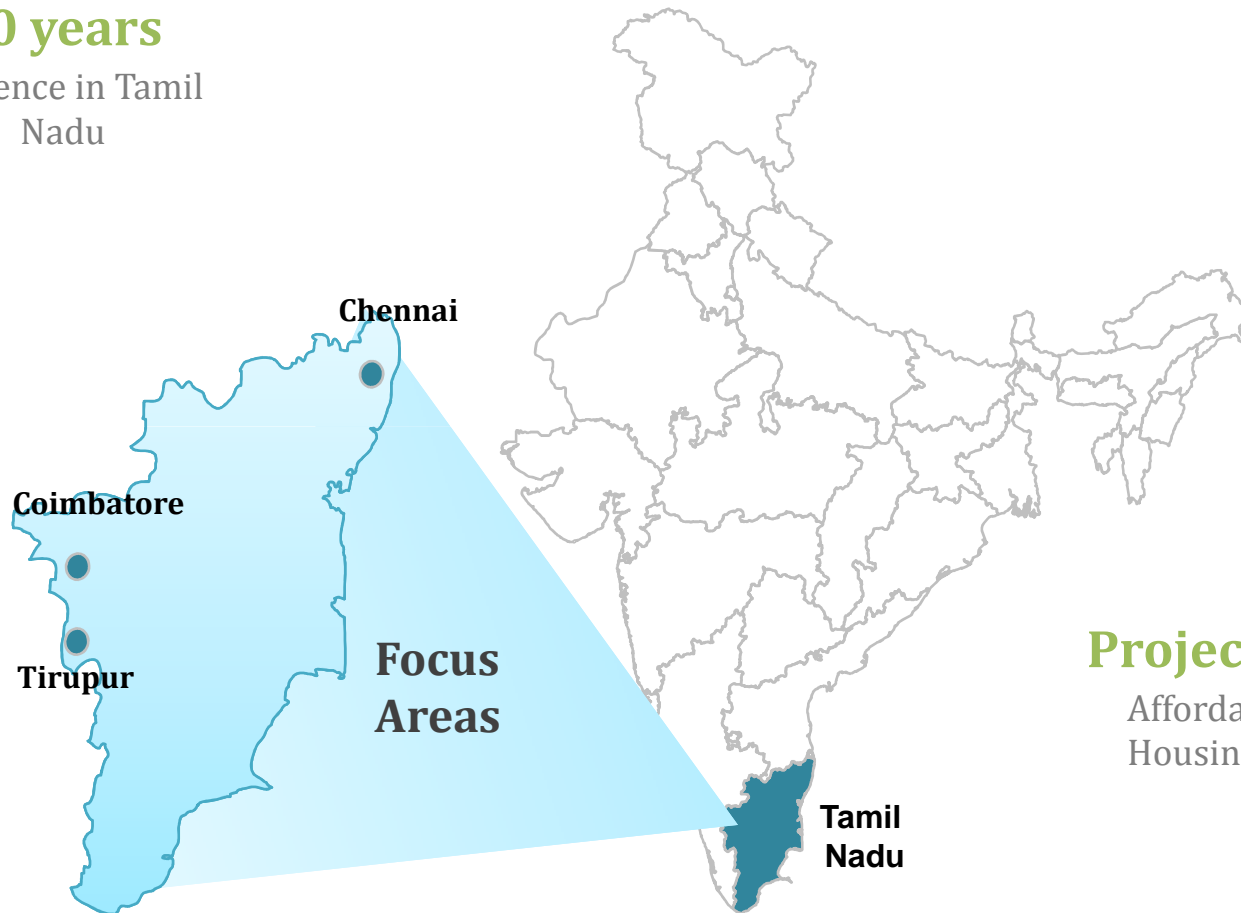
Strong Brand in South India

80 years

Presence in Tamil
Nadu

10 years

Exposure in Real
Estate

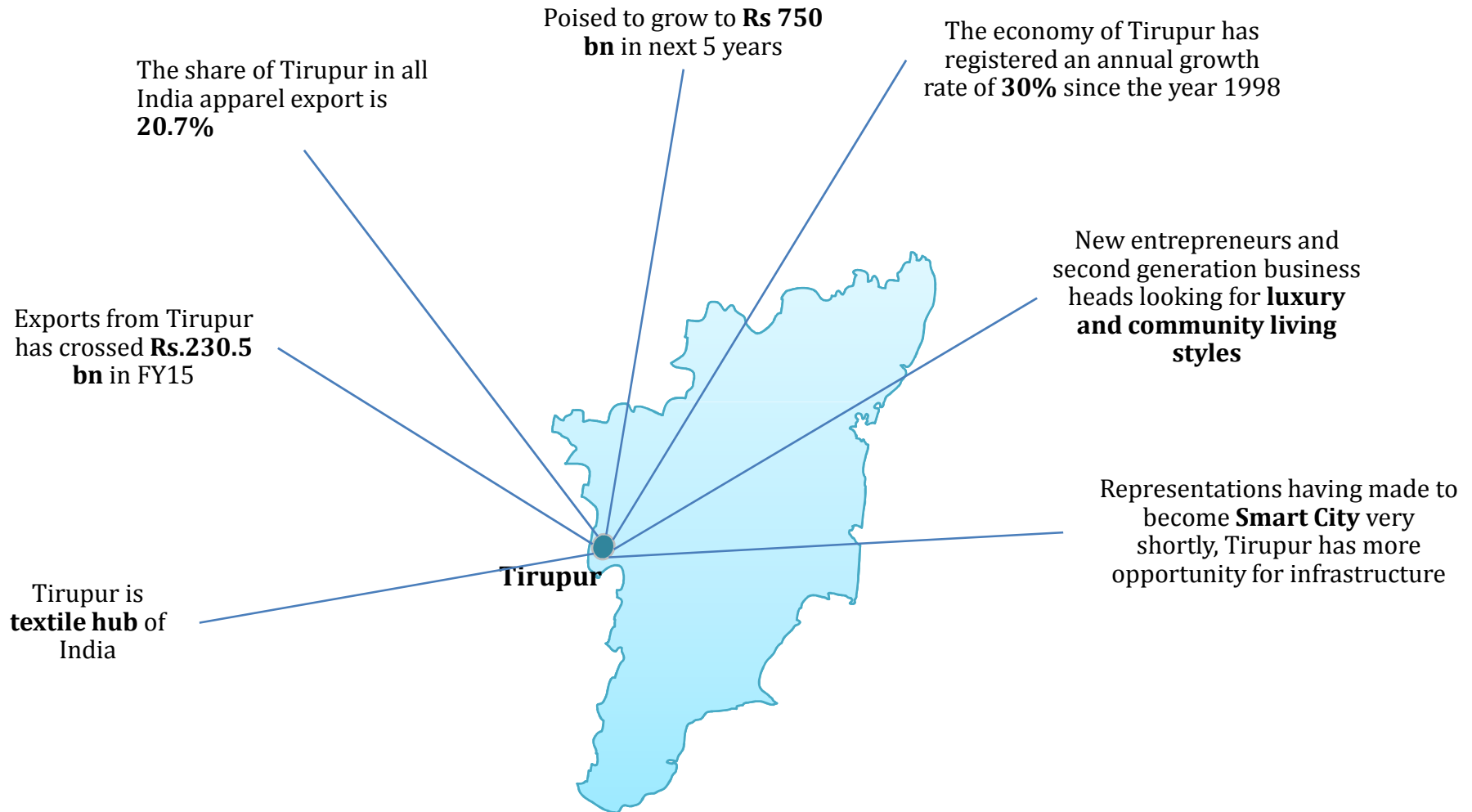


Project Type Targeted

Affordable Housing projects
Housing for All

We are bottom line focused company

Tirupur - Our Current Focus



Source - TEA-Tirupur Export Assn

Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness

Prime Enclave Vistas

- About:
 - Basement + stilt + Nine Floor Apartment
 - First of its kind in Coimbatore region
 - Consist of 376 apartments
- Location:
 - Avinashi Main Road, heart of Tirupur
- Type:
 - 2BHK, 3BHK, Penthouse
- Status:
 - Fully sold out & Occupied
 - Hand over to flat owners association completed



THE ONYX - Villas

- About:
 - Singularly distinctive independent Villas
 - Consists of independent villas, starting with land area of 5,000 sft
- Location:
 - Avinashi Main Road, heart of Tirupur
- Type:
 - Lower ground, ground and two floors
- Status:
 - Construction of 14 villas completed
 - Now following a Build to suit model in line with changing customer preferences



Commercial Mall

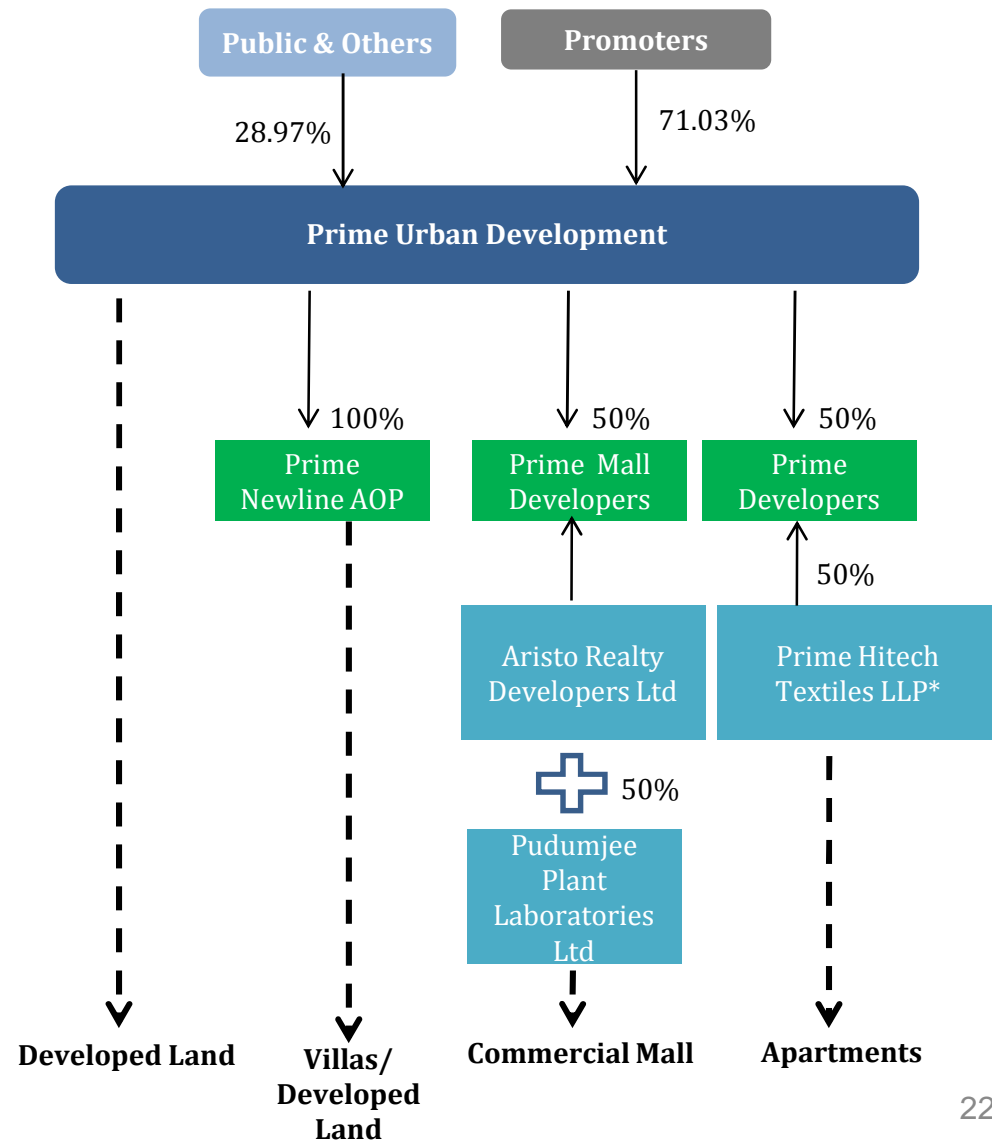
- **About:**
 - Sold land to Reliance Prolific Traders Private Limited for Mall development
- **Location:**
 - Avinashi Main Road, heart of Tirupur
- **Type:**
 - Mall consist of Multiplex theatres, food court, banquet hall, entertainment hub, retail
- **Status:**
 - Construction agreement entered with Reliance Prolific Traders Private Limited



Corporate Structure



- PRIME ENCLAVE VISTAS
- THE ONYX – VILLA PROJECT
- DEVELOPED LAND PROJECT
- COMMERCIAL MALL



* Previously known as Prime Hitech Admin Service LLP



Financials

Profit & Loss Statement



Rs. Cr	Q1 FY18*	FY17^	FY16^	FY15^	FY14^
Revenue	14.12	56.88	72.19	58.18	73.08
Direct Expenses	13.3	35.94	38.83	43.8	62.03
Employee Expenses	0.68	2.73	2.64	2.44	2.24
Other Expenses	1.34	6.01	5.54	5.72	5.64
EBITDA	-1.22	12.20	25.18	6.21	3.17
EBITDA Margin	-8.64%	21.44%	34.88%	10.68%	4.34%
Other Income	1.62	1.27	1.00	0.36	0.42
Depreciation	0.08	0.36	0.29	0.24	0.22
EBIT	0.32	13.11	25.89	6.33	3.37
EBIT Margin	2.30%	23.04%	35.86%	10.88%	4.61%
Finance costs	0.17	0.58	2.12	3.86	3.09
PBT before Extraordinary Items	0.15	12.53	23.77	2.49	-0.31
Extraordinary Items	-	-	5.55	0.02	-0.59
PBT	0.15	12.53	18.22	2.49	-0.31
Tax	0.0	2.82	3.73	0.51	0.39
PAT	0.15	9.71	14.49	1.98	-0.7
PAT Margin	1.06%	17.06%	20.07%	3.40%	-0.96%

* Standalone (As per IndAS)

^ Consolidated (As per IGAAP)

Consolidated Balance Sheet



Rs. Cr	Mar-17^	Mar-16^	Mar-15^	Mar-14^
Share Capital	5.33	5.33	5.33	4.55
Reserves & Surplus	25.28	14.00	29.81	26.91
Business Reconstruction Reserve	-	29.04	116.29	127.2
Money received against share warrant	-	-	-	0.49
Shareholders Fund	30.61	48.37	151.43	159.15
Long Term Borrowings	0.39	0.65	0.23	0.43
Other Long Term Liabilities	12.70	12.70	13.36	13.16
Total Non Current Liabilities	13.09	13.35	13.59	13.59
Short Term Borrowings	18.78	17.69	30.19	32.28
Trade Payables	3.67	2.40	2.55	3.13
Other Current Liabilities	1.32	1.20	3.23	3.28
Short term provision	2.43	1.78	1.43	0.48
Total Current Liabilities	26.19	23.07	37.40	39.17
TOTAL EQUITY & LIABILITIES	69.90	84.79	202.41	211.90

Rs. Cr	Mar-17^	Mar-16^	Mar-15^	Mar-14^
Fixed Assets	9.88	31.96	146.94	158.10
Non Current Investments	4.57	0.06	0.06	0.06
Long term loans & advances	-	4.35	6.76	5.20
Other Non Current assets	-	-	-	-
Total Non Current Assets	14.45	36.37	153.76	163.36
Current Investment	2.02	-	0.06	0.64
Inventories	32.43	31.19	31.23	31.40
Trade Receivables	7.16	3.05	8.05	3.42
Cash & Cash Equivalents	1.00	2.59	1.28	3.26
Short Term loans & Advances	10.78	9.40	1.55	3.22
Other current asset	2.07	2.19	6.49	6.59
Total Current Assets	55.44	48.42	48.65	48.53
TOTAL ASSETS	69.90	84.79	202.41	211.90

^ As per I-GAAP

For further information, please contact:

Company :

Prime Urban Development India Ltd

CIN:L70200TZ1936PLC000001

Mr. Anuj Patodia

anuj@ptlonline.com

www.ptlonline.com

Investor Relations Advisors :

Strategic Growth Advisors Pvt. Ltd.

CIN: U74140MH2010PTC204285

Mr. Shogun Jain / Mr. Pratik R. Shah

shogun.jain@sgapl.net / pratik.shah@sgapl.net

+91-7738377756/ +91-9769260769

www.sgapl.net