

Prime Urban Development India Ltd

Investor Presentation - June, 2016



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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



— we make your dreams come true —
PRIME URBAN
DEVELOPMENT INDIA LTD

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 34 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 140,000 sq. ft. in 2014-15 & 2015-16

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





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

Vaijayanti Pandit



Sr. VP, Jaro Education and Advisor, Welingkar Institute of Management Development & Research

- Former Director of FICCI West, Mumbai
- Ph.D in Management Studies from Jamnalal Bajaj Institute of Management Studies and Specialization in Women Entrepreneurship Development
- Commissioned by ILO Geneva for Women Empowerment projects in Asia Pacific region
- Author of Business@ Home and Everyday Yoga

Evolution – From Textiles to Real Estate

2015

Sale of Developed Land Project

Sold 1,40,000 Sq.ft of Developed Land in the year 2014-15 & 2015-16

2008

Entry of FDI Partner and Launch of THE ONYX Villa

THE ONYX– comprising 34 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

Patodias Group

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

1936

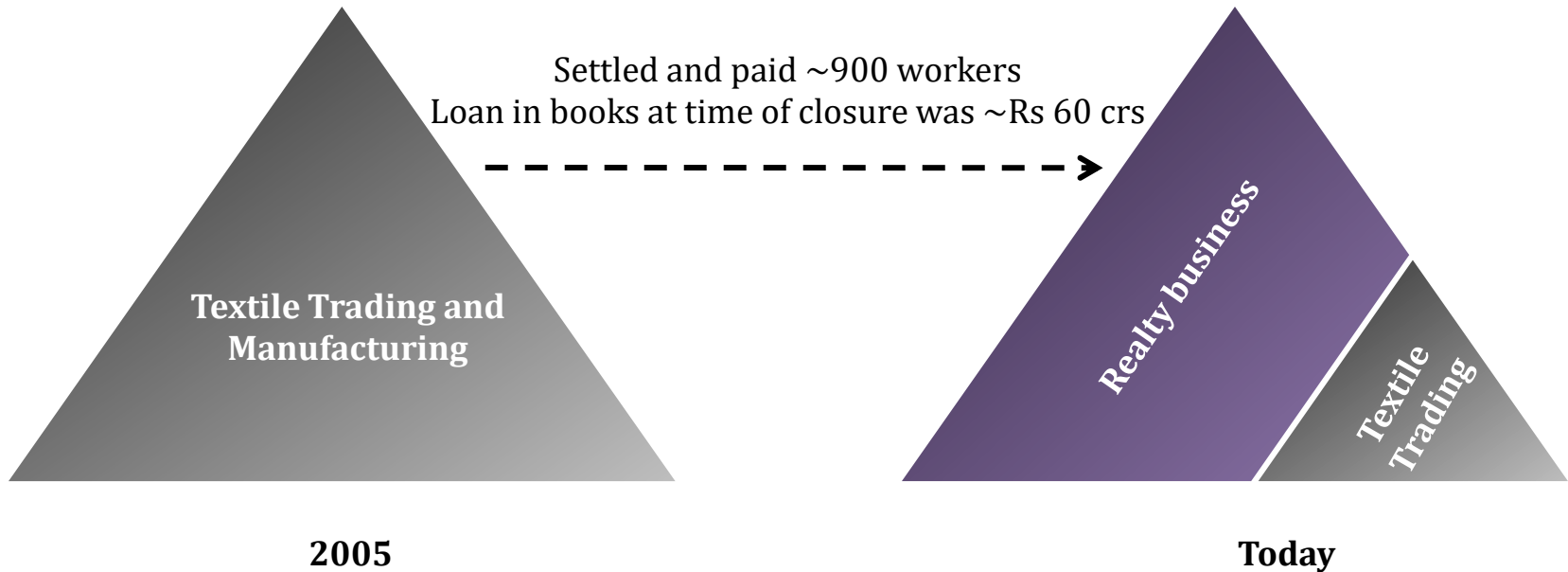
Incorporation

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

Transitioned to Real Estate

Closure of Textile Manufacturing Business in 2008

Settled and paid ~900 workers
Loan in books at time of closure was ~Rs 60 crs



Focus shall be Real Estate Development in South India



Business Strategy

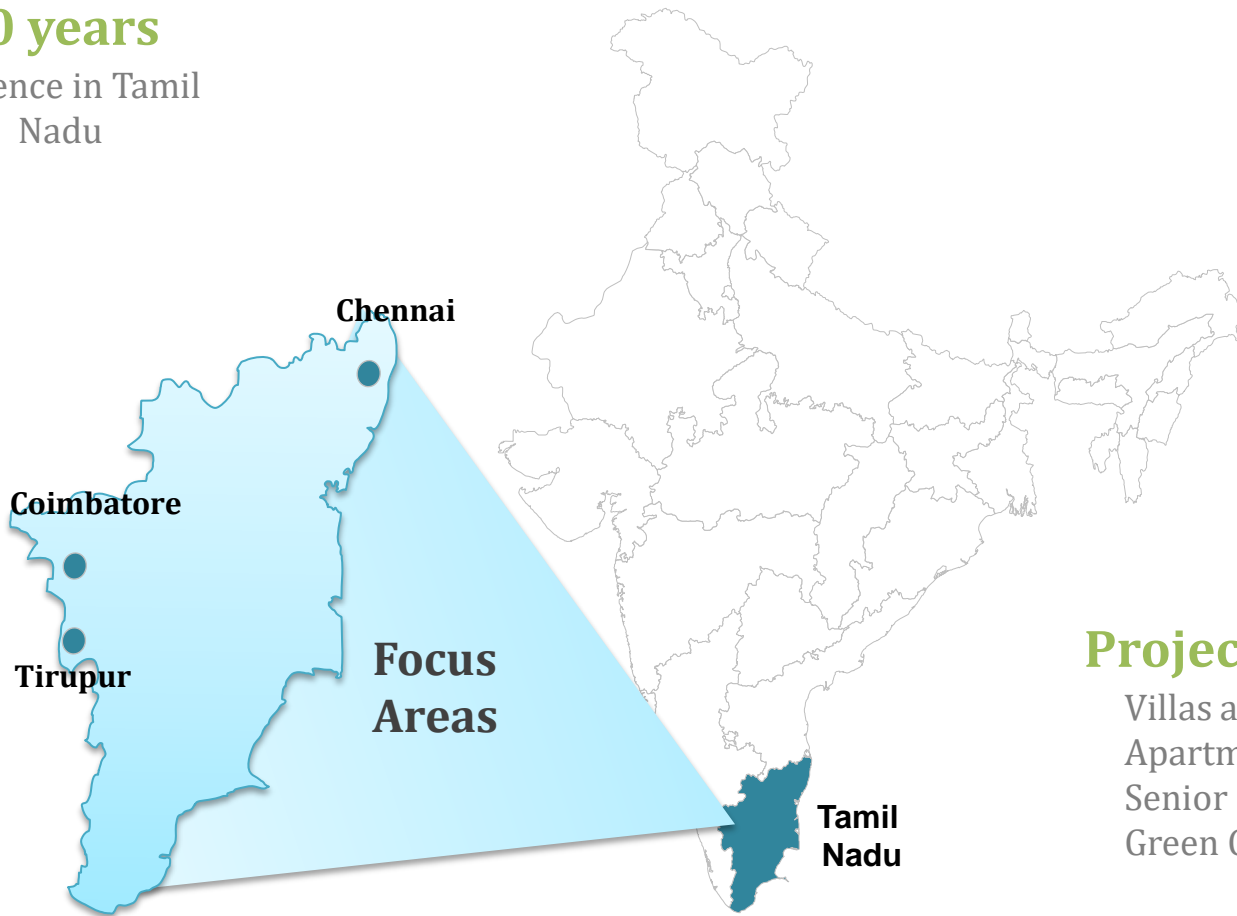
Strategy and Focus Area

80 years

Presence in Tamil
Nadu

10 years

Exposure in Real
Estate



Project Type Targeted

- Villas and Gated Communities
- Apartments
- Senior citizen Homes
- Green City

We are bottom line focused company

Strategy - Realty Focus

Strategy for Business Model

0.5 – 2 Acres

- In City Apartment Development
- Affordable Housing
- Various types of projects such as apartment projects, gated communities, Service Apartments

3 to 5 Acres

- Villa Development
- In City and Periphery
- Luxury Villas targeted towards entrepreneurs and executives

10 Acres +

- Villa Development and Developed lands
- Within radius of 5 kms
- Outskirts of Tirupur and Coimbatore
- Large townships with all modern amenities , Hospitals, Residential and Day Schools, Hotels

...Leading to Higher Profitability



... In South India...



...Through JDA/JV Route...



Follow Asset Light Model...



South India Real Estate market

Buyers primarily focused on the affordability quotient

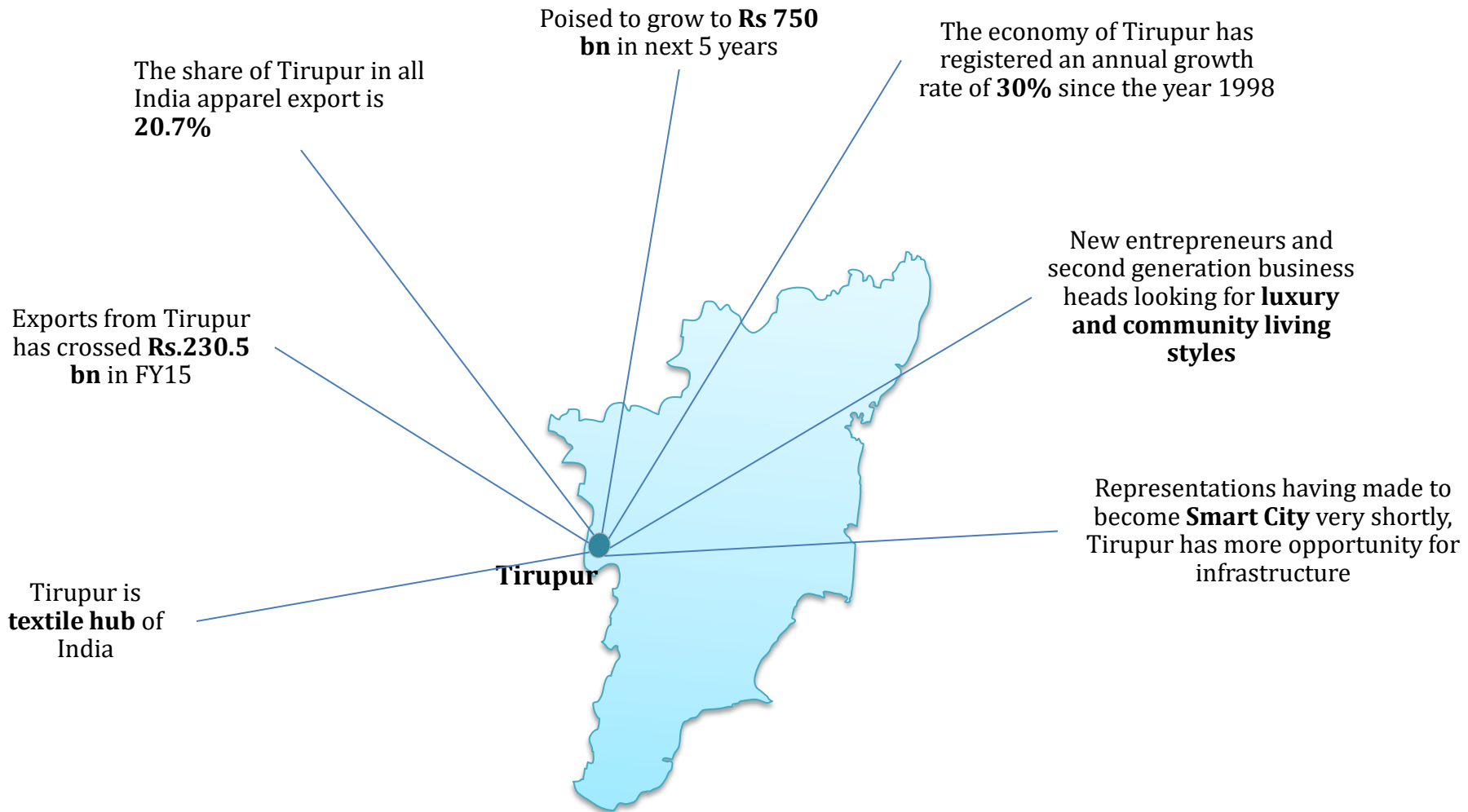
Foreign companies establishing back offices in South Indian cities

Tier II cities like, Coimbatore, Madurai, Karur, Erode have shown potential on economical front

People have accepted concept of community living and closed gated living styles



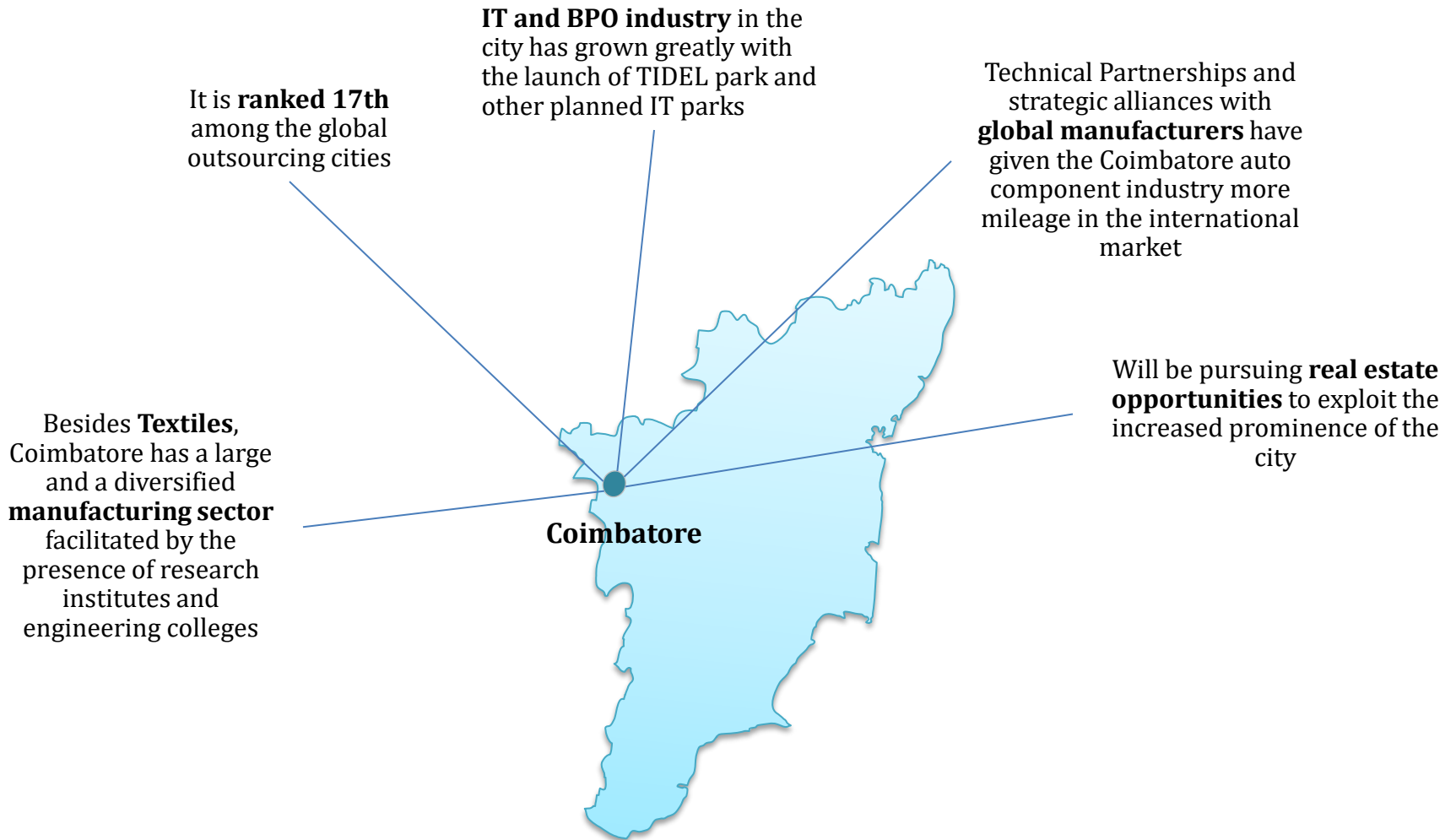
Tirupur - Our Current Focus



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

Foray in Coimbatore



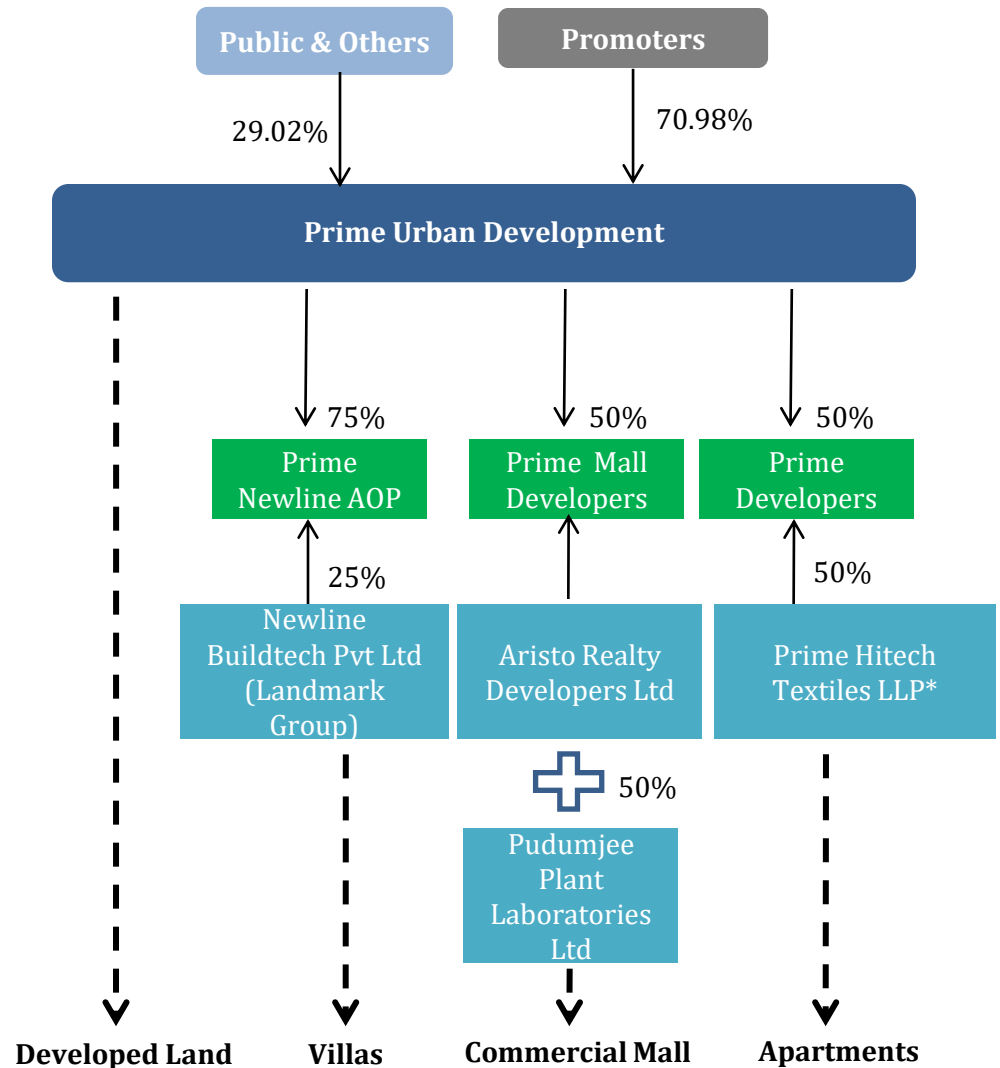
Coimbatore



Current Projects

Corporate Structure

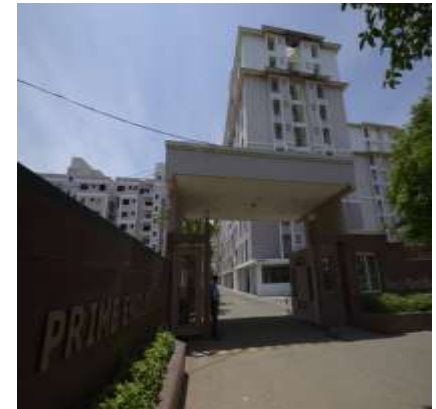
- PRIME ENCLAVE VISTAS
- THE ONYX – VILLA PROJECT
- DEVELOPED LAND PROJECT
- COMMERCIAL MALL



* Previously known as Prime Hitech Admin Service LLP

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:**
 - 97% sold out
 - Fully Occupied



THE ONYX - Villas

- **About:**
 - Singularly distinctive independent Villas
 - Consists of 34 independent villas with undivided land area of ~5,000 sq.foot
 - Construction Saleable Area of 5,600 sft to 11,000 sft
- **Location:**
 - Avinashi Main Road, heart of Tirupur
- **Type:**
 - Lower ground, ground and two floors
- **Status:**
 - 8 villas have been sold
 - 50 % Occupied



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





Financials

Consolidated Profit & Loss Statement

Rs. Cr	FY 16	FY15	FY14
Revenue	72.19	58.18	73.08
Direct Expenses	38.83	43.8	62.03
Employee Expenses	2.64	2.44	2.24
Other Expenses	5.54	5.72	5.64
EBITDA	25.18	6.21	3.17
EBITDA Margin	34.88%	10.68%	4.34%
Other Income	1.00	0.36	0.42
Depreciation	0.29	0.24	0.22
EBIT	25.89	6.33	3.37
EBIT Margin	35.86%	10.88%	4.61%
Finance costs	2.12	3.86	3.09
PBT before Extraordinary Items	23.77	2.49	-0.31
Extraordinary Items	5.55	0.02	-0.59
PBT	18.22	2.49	-0.31
Tax	3.73	0.51	0.39
PAT	14.49	1.98	-0.7
PAT Margin	20.07%	3.40%	-0.96%

Consolidated Balance Sheet

Rs. Cr	Mar-16	Mar-15	Mar-14
Share Capital	5.33	5.33	4.55
Reserves & Surplus	14.00	29.81	26.91
Business Reconstruction Reserve	29.04	116.29	127.2
Money received against share warrant	0	0	0.49
Shareholders Fund	48.37	151.43	159.15
Long Term Borrowings	0.65	0.23	0.43
Other Long Term Liabilities	12.70	13.36	13.16
Total Non Current Liabilities	13.35	13.59	13.59
Short Term Borrowings	17.69	30.19	32.28
Trade Payables	2.40	2.55	3.13
Other Current Liabilities	1.20	3.23	3.28
Short term provision	1.78	1.43	0.48
Total Current Liabilities	23.07	37.40	39.17

TOTAL EQUITY & LIABILITIES	84.79	202.41	211.90
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Rs. Cr	Mar-16	Mar-15	Mar-14
Fixed Assets	31.96	146.94	158.10
Non Current Investments	0.06	0.06	0.06
Long term loans & advances	4.35	6.76	5.20
Other Non Current assets	0	0	0
Total Non Current Assets	36.37	153.76	163.36
Current Investment	0	0.06	0.64
Inventories	31.19	31.23	31.40
Trade Receivables	3.05	8.05	3.42
Cash & Cash Equivalents	2.59	1.28	3.26
Short Term loans & Advances	9.40	1.55	3.22
Other current asset	2.19	6.49	6.59
Total Current Assets	48.42	48.65	48.53

TOTAL ASSETS	84.79	202.41	211.90
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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 / Ms. Ekta Bhalja

ishogun@sgapl.net / bekta@sgapl.net

+91-7738377756/ +91-7738031362

www.sgapl.net