

ARVIND
SMARTSPACES
LIMITED

AUGUST
2022

ARVIND
SMARTSPACES

INFORMATION UPDATE Q1FY23

www.arvindsmartspaces.com



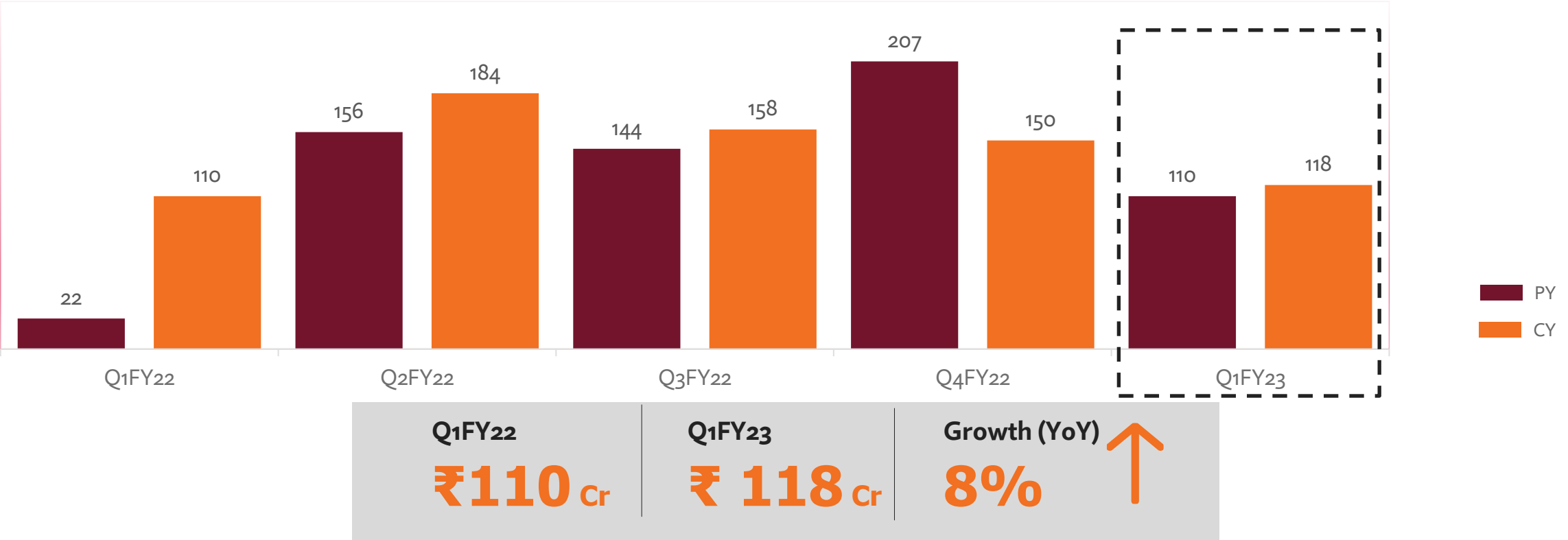
Q1FY23 PERFOR- MANCE

- OPERATIONAL HIGHLIGHTS
- FINANCIAL HIGHLIGHTS

BOOKINGS: Q1FY23

BOOKINGS

(In ₹ Cr.)



BOOKINGS: PROJECT-WISE

Q1FY23

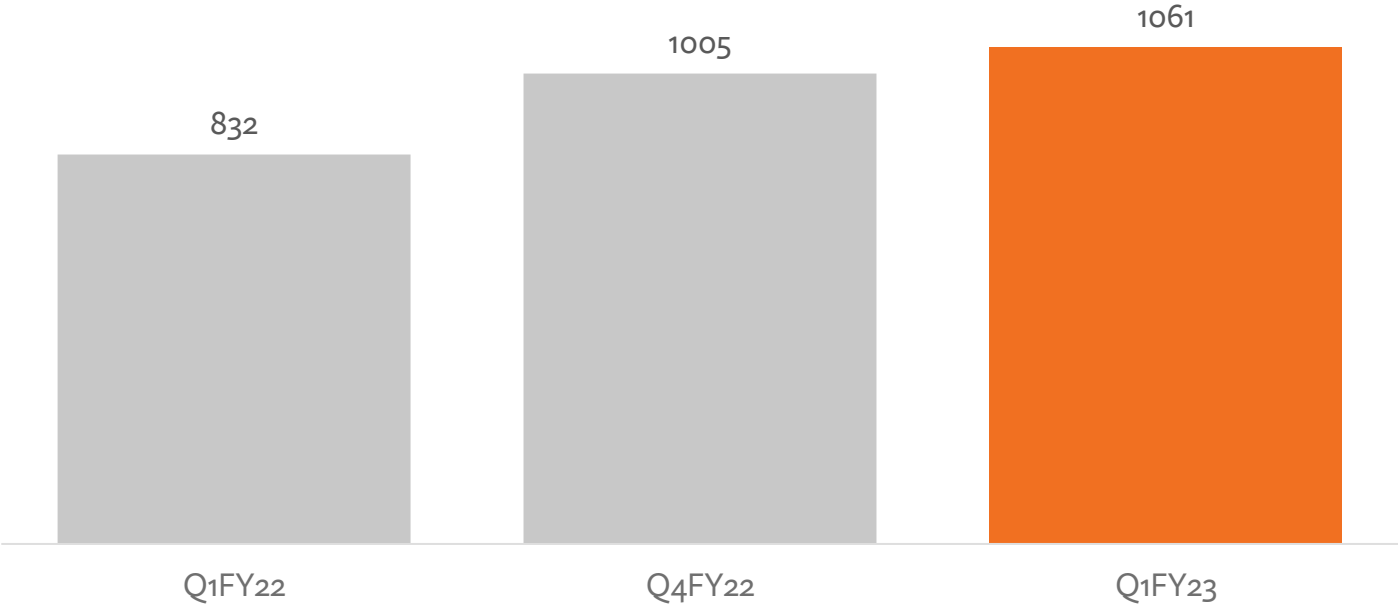
BOOKINGS

Project wise	Q1 FY 22 Rs. Cr	Q1 FY 23 Rs. Cr
Uplands	41	32
High Grove / CW	35	38
Forreste	17	3
Skylands	5	9
Belair	1	18
Oasis	5	14
The Edge	(1)	1
Aavishkaar	3	2
Elan	3	1
Other Completed Projects	1	0
Total	110	118

UNRECOGNIZED REVENUE: Q1FY23

UNRECOGNIZED REVENUE

(In ₹ Cr.)

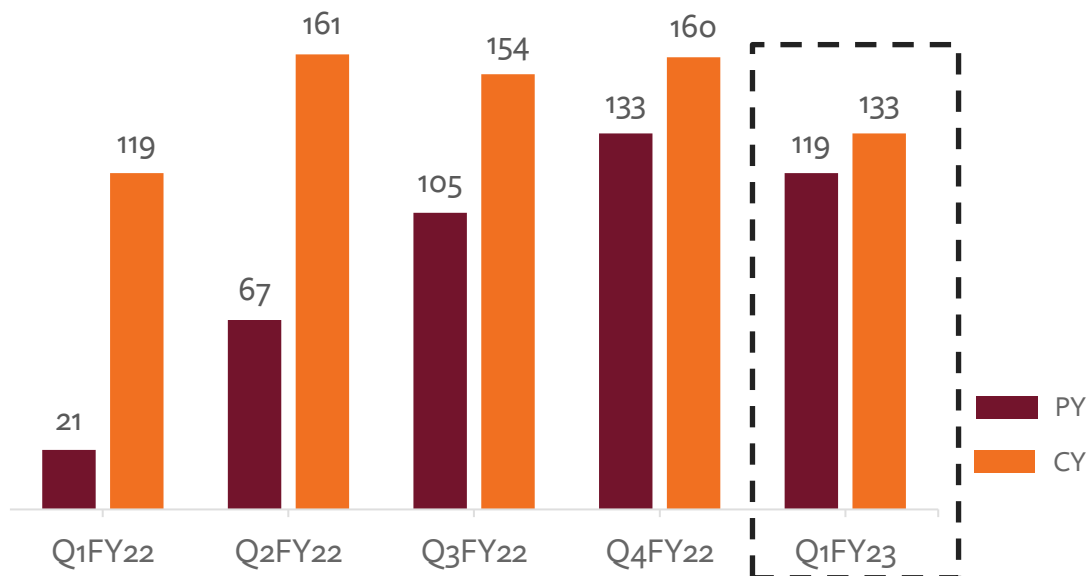


June 30, 2021	June 30, 2022
₹832 cr	₹1,061 cr

COLLECTIONS & NET DEBT: Q1FY23

Q1FY23 COLLECTIONS

(In ₹ Cr.)



Q1FY23

~₹133Cr

vs in Q1FY22
₹119 cr

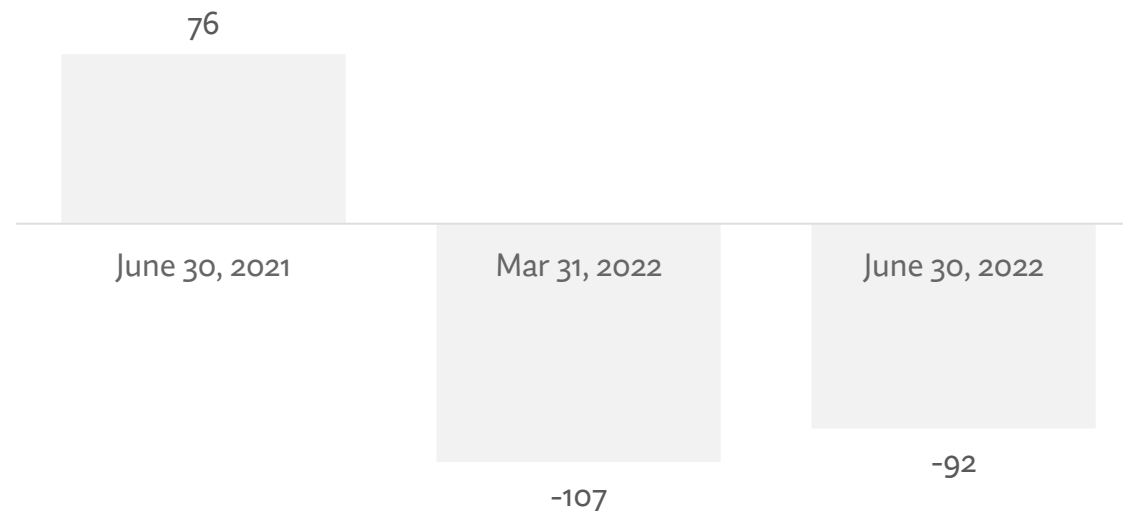
FY22

~₹595Cr

Vs FY21
₹326 cr

Q1FY23 NET DEBT

(In ₹ Cr.)



Net Interest-bearing funds as on June 30, 2022 is ₹ -92 Cr (vs June-20 ₹ 76 Cr) increased by ₹ 15 Cr during Q1 primarily due to business development.
Net Debt (Interest-bearing funds) to Equity ratio at (0.22) as on Jun-22 vs (0.26) on Mar-22

KEY UPDATES: Q1FY23

ONGOING PROJECTS

- Currently, executing 8 projects in Ahmedabad, Bengaluru and Pune measuring 14.9 Million sq ft of developable area
- Uplands One & Two, High Grove, Elan, The Edge, Forreste, Belair, Chirping Woods

Q1FY23 HIGHLIGHTS

- Healthy sales momentum continues
- Measured price hikes taken across projects; absorbed well by market.
- Signed new plotting scheme in Bavlu, Gandhinagar with ~44 acre land parcel, ~2 mn. Sq. ft. indicative saleable area, Rs150 cr Topline potential .
- Exited Bhugaon, Pune during due diligence process due to technical feasibility challenges.
- In Aug 2022, ASL Board approved the creation of Rs. 900 cr residential development platform with HDFC Capital Advisors

PROJECTS IN PIPELINE

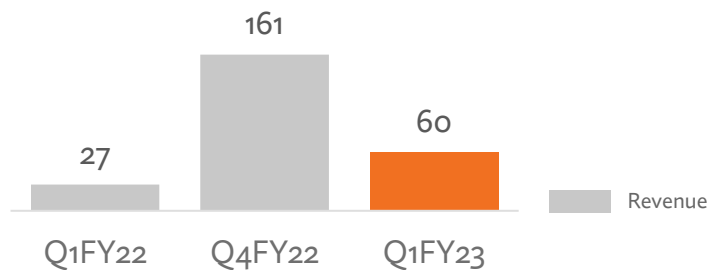
- Projects yet to be launched measures approx. 7.2 mn. sq ft.
- Plotting project at Devanahalli, Bangalore expected to be launched in upcoming quarters
- Plotting project at Bavlu, Gandhinagar expected to be launched in upcoming quarters
- Forreste 5, a premium villa township development project in Ahmedabad expected to be launched in upcoming quarters

P&L: Q1FY23

Q1FY23 CONSOLIDATED HIGHLIGHTS

REVENUE FROM OPERATIONS

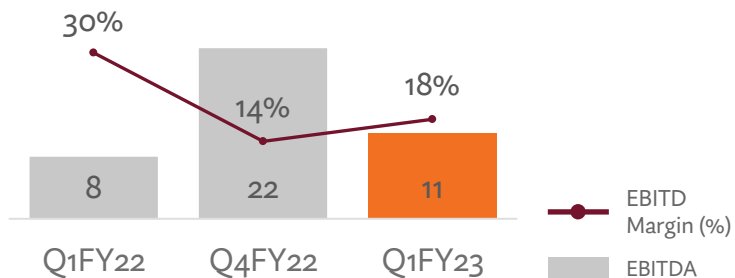
(In ₹ Cr.)



Q1FY22	Q1FY23	Growth (YoY)
₹27 cr	₹ 60 cr	124% ↑

EBITDA & EBITDA MARGINS

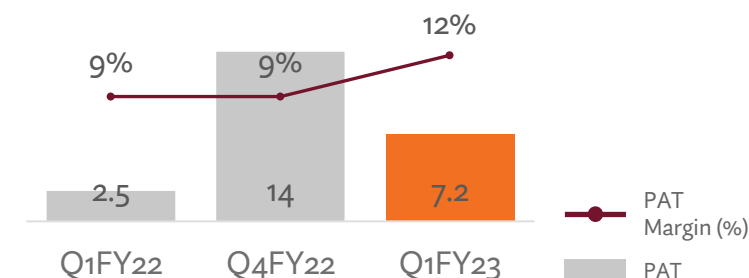
(In ₹ Cr.)



Q1FY22	Q1FY23	Growth (YoY)
₹8 cr	₹ 11 cr	31% ↑

PAT & PAT MARGINS

(In ₹ Cr.)



Q1FY22	Q1FY23	Growth (YoY)
₹2.5 cr	₹ 7.2 cr	190% ↑

FINANCIAL PERFORMANCE VS FRESH SALES

- Financial performance is based on applicable accounting standards wherein the revenue recognition is based on transfer of control with Project completion and satisfaction of performance obligation.
- Despite witnessing strong Sales momentum in fresh bookings, the same does not reflect in Financial performance due to a lag between the two

Q1FY23 SYNOPSIS

Projects	Area Booked in Q1 FY23 (sq ft.)	Units Booked in Q1 FY23 (nos.)	Sales Value for Q1 FY23 (Rs. Cr)	Amount Collected in Q1 FY23 (Rs. Cr)	Revenue Recognized in Q1 FY23 (Rs. Cr)
Skylands	16,507	14	9	7	6
Uplands ONE	19,251	1	5	24	6
Oasis	22,872	19	14	19	28
Aavishkaar	4,493	5	2	2	4
Elan	1,127	1	1	5	-
The Edge	969	1	1	3	-
Forreste^	14,247	2	3	28	3
Uplands Two	50,707	5	27	16	9
Belair	30,392	22	18	9	-
Highgrove	1,08,054	11	16	9	3
Chirping Woods	1,90,211	37	23	10	-
Megatrade	476	1	0	0	0
Total	4,59,306	119	118	133	60

^Forreste Revenue recognition for Arvind SmartSpaces would be equivalent to DM Fees only.

Amount Collected is inclusive of Taxes

DEBT PROFILE

Amount in ₹ Cr.	30-Jun-2021	31-Mar-2022	30-Jun-2022
Gross Debt*	147	2	3
Net Interest-bearing funds	76	(107)	(92)
Net Interest-bearing funds to Equity	0.25	(0.26)	(0.22)

* The above statement does not include OCD of ₹ 50 Cr issued to HDFC Capital Advisors (15 years tenure) for joint project in Bangalore and surplus accumulated towards landowners of High Grove and Chirping Woods

Note : The numbers for Gross Debt and Net Debt may appear different in financials basis the reporting as per accounting standards

As on June 30, 2022, the Company has Net surplus of Rs. 92 Cr available for deployment in business development.



PROJECT PORTFOLIO

- COMPLETED PROJECTS
- PROJECTS UNDER EXECUTION
- PROJECTS IN PIPELINE
- SYNOPSIS

PROJECT PORTFOLIO - COMPLETED

City	Project	Total Saleable (Sqft)	Booked (Sqft)	Unsold Inventory (Sqft)	Booking Value (₹ Cr)	Revenue Recognized (₹ Cr)	Collections (₹ Cr)	Average Price (Price till date) ₹ / Sq ft
Ahmedabad	Aavishkaar	5,45,524	3,51,846	1,93,678	94	32	59	2,662
	Alcove	10,32,660	9,84,150	48,510	25	25	25	251
	Citadel	1,01,859	1,01,859	-	55	55	55	5,407
	Megaestate	59,180	23,115	36,065	7	7	7	3,228
	Megapark	5,01,222	4,61,484	39,738	27	27	27	575
	Megatrade	82,526	72,794	9,732	30	29	29	4,097
	Square	9,15,809	9,15,809	-	254	254	254	2,776
Bangalore	Expansia	1,40,276	1,38,384	1,892	74	74	74	5,337
	Oasis	5,72,074	4,34,310	1,37,764	227	132	181	5,232
	Skylands	4,91,111	4,55,953	35,158	245	237	240	5,373
	Sporcia	5,01,265	4,98,573	2,692	234	234	234	4,691
	Total	49,43,506	44,38,277	5,05,229	1,271	1,107	1,185	

PROJECT PORTFOLIO - ONGOING

City	Project	Total Saleable (Sqft)	Booked (Sqft)	Unsold Inventory (Sqft)	Booking Value (₹ Cr)	Revenue Recognized (₹ Cr)	Collections (₹ Cr)	Average Price (Price till date) ₹ / Sq ft
Ahmedabad	Chirping Woods	13,39,092	7,13,165	6,25,927	74	-	34	1,044
	Foreste I - IV	29,58,846	24,10,555	5,48,291	341	18	183	1,414
	Highgrove	43,77,033	20,70,495	23,06,538	184	7	132	890
	Uplands I	31,92,901	28,76,377	3,16,524	475	304	411	1,651
	Uplands II	12,89,128	8,92,048	3,97,080	259	13	145	2,907
Bangalore	Belair	4,69,620	2,28,057	2,41,563	130	-	48	5,691
	Edge	1,68,224	57,466	1,10,758	40	-	6	6,982
Pune	Elan	1,34,952	55,081	79,871	41	-	22	7,490
	Total	1,39,29,796	93,03,243	46,26,553	1,545	341	981	

DEVANAHALLI, BANGALORE (UPCOMING)

DEVANAHALLI, PLOTTED DEVELOPMENT PROJECT



58 Acres
LAND AREA



1.13 Mn Sq ft
INDICATIVE
SALEABLE AREA



400 Cr
INDICATIVE
TOPLINE

100%
REVENUE
SHARE

This project is under the platform with HDFC Capital Advisors wherein HDFC has invested INR 50 crore. **This Marks our entry into the plotted development segment in Bangalore**

LOCATIONAL ADVANTAGE

- Devanahalli is an Established Residential Plotting Location which is near the Bangalore Airport.
- The micro-market is also home to major economic hubs such as Aerospace SEZ and KIADB IT Park.
- This Location enjoys excellent Infrastructure connectivity which will be further enhanced by the upcoming Metro.

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted developments from brands such as Godrej, Prestige, Sriram, Century, Puravankara, Goyal, etc...



POTENTIAL OPPORTUNITY TO DOUBLE THE SIZE TO 100 ACRES SUBJECT TO LAND AVAILABILITY AND TITLE CLEARANCE

NORTH BANGALORE

- Records 2nd highest share of launches at 30%.
- Micro Market Devanahalli launched 9,068 units.



INCREASED AFFINITY TOWARDS PLOTTED DEVELOPMENTS, 72% OF THE PLOTS LAUNCHED IN BANGALORE IN 2021 ARE SOLD OUT

- Plotted Developments launches witnessed > 11% y-o-y growth in 2021.
- Sale growth majorly influenced by huge influx of white-collar migrants, rising salaries in IT/ITES Industry, exponential growth in start-up ecosystem.
- For homebuyers, investing in plotted developments means relatively lesser investment plus building an independent and more spacious home at a later stage.

(Source: Anarock)

BAVLU, GANDHINAGAR (UPCOMING)

RESIDENTIAL PLOTTING PROJECT



~44 Acres

LAND AREA



~2 Mn Sq ft

INDICATIVE SALEABLE AREA



150 Cr

INDICATIVE TOPLINE

*In Aug. 2022, signed a binding agreement for an ~44-acre land parcel located at Bavlu, Gandhinagar. This is our 14th Project in Gujarat. **The deal is being signed on an outright basis with an expected closure on or before Q2FY23.***

PROJECT DESCRIPTION

- A place on the shore of a Bavlu lake that is full of native & migratory birds
- Premium weekend villa plots with your own fruit trees

AMENITIES

- Community fruits orchards of Mango, Chikoo, Pomegranate, Singapore cherry & Jamun trees!
- State-of-the-art clubhouse amidst nature.



FORRESTE V, AHMEDABAD (UPCOMING)

LAND ORIENTED PREMIUM VILLA TOWNSHIP PROJECT



14 Acres
LAND AREA



0.9 Mn Sq ft
INDICATIVE
SALEABLE AREA



180 Cr
INDICATIVE
TOPLINE

PROJECT USP

- A thick forest* trail with more than 25 different varieties of trees
- A 40,000 sq. ft. state-of-the-art clubhouse
- More than 150 bird feeders
- High tree density with 80% open space

AMENITIES

- Forest Trail
- Butterfly Park
- Adventure Camp
- Forest Caves
- Forest Sit-outs
- Tree House
- Campfire Point

SARJAPUR, BANGALORE (UPCOMING)

RESIDENTIAL VILLA PROJECT



17 Acres
LAND AREA



0.88 Mn Sq ft
INDICATIVE
SALEABLE AREA



600 Cr
INDICATIVE
TOPLINE

65%
REVENUE
SHARE

*In October 2021, signed a binding agreement for an 17-acre land parcel located on the Sarjapur Bagalur Road. **Marks our entry into the Sarjapur micro-market***

LOCATIONAL ADVANTAGE

- Sarjapur road has emerged as one of the fastest growing micro-markets in Bangalore
- The micro-market is in close proximity to the key business district of the Outer Ring Road and Electronic City
- The area has a well-developed social infrastructure with several international schools in the vicinity

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted, villa and villament developments like Prestige Smart City, Sriram Chirping Grove, Nambiar Ellegenza, etc...

EAST BANGALORE

- Records highest share of launches 44%
- Micro Market Sarjapur with the highest number of launches 13,618 units.



IN 2021, THE CITY REGISTERED A SURGE IN LAUNCHES BY 43% AND SALES BY 33%

- Luxury housing priced between INR 1.5 cr – INR 2.5 cr witnessed the highest growth of 214% y-o-y in 2021 supported by demand for unpolluted and spacious living which is also connected to other parts of the city.
- The demand for 3 BHK and above constitutes 64% of the market.
- Sarjapur road is the second highest searched micro market in the city after Whitefield.

(Source: Anarock)

PROJECT PORTFOLIO

Status	City	Project	Type	Structure	Economic Interest	Estimated Completion Date	Total
A. Completed	Ahmedabad	Alcove	Residential	Owned	100%	Complete	10,32,660
		Citadel	Residential	Owned	100%	Complete	1,01,859
		Megaestate	Industrial	Owned	100%	Complete	59,180
		Megapark	Industrial	JD	100%	Complete	5,01,222
		Megatrade	Commercial	Owned	100%	Complete	82,526
		Parishkar / Trade Square	Residential	JV	~ 50% Profit Share	Complete	9,15,809
		Aavishkaar	Residential	Owned	100%	Complete	5,45,524
	Bangalore	Expansia	Residential	Owned	100%	Complete	1,40,276
		Oasis	Residential	Owned	100%	Complete	5,72,074
B. Ongoing	Ahmedabad	Skylands	Residential	Owned	100%	Complete	4,91,111
		Sporcia	Residential	Owned	100%	Complete	5,01,265
		Chirping Woods	Residential	JV	~ 50% Revenue Share	2024	13,39,092
		Foreste I - IV	Residential	DM	~ 10% Revenue Share	2024	29,58,846
		Highgrove	Residential	JV	~ 45% Revenue Share	2024	43,77,033
		Uplands I	Residential	JV	~ 77% Revenue Share	2022	31,92,901
		Uplands II	Residential	JV	~ 77% Revenue Share	2023	12,89,128
	Bangalore	Belair	Residential	Owned	100%	2024	4,69,620
		Edge	Commercial	Owned	100%	2024	1,68,224
	Pune	Elan	Residential	JD	~ 67% Area Share	2023	1,34,952
C. Planned	Ahmedabad	Foreste V & VI	Residential	DM	~ 10% Revenue Share	2025	20,14,319
		Uplands III	Residential	JV	~ 77% Revenue Share	2025	11,15,294
	Bangalore	Bavlu, Gandhinagar	Residential	Owned	100%	Yet to be launched	20,54,762
		Devanhalli	Residential	JV	100%	Yet to be launched	11,32,560
		Sarjapur	Residential	JD	~ 65% Revenue Share	Yet to be launched	8,89,169
Grand Total							2,60,79,406

ESTIMATED OPERATING CASH FLOW

₹ Cr	Status	Total Est. Sales Value	Booking Value	Receivables	Estimated Value of Inventory	Balance Cost to be Incurred*	Est. Operating Cashflow
Ahmedabad	Completed	568	491	35	77	1	111
	Ongoing	1,795	1,334	428	461	694	195
	Yet to be launched	852	0	0	852	623	229
Ahmedabad Total		3,215	1,825	463	1,390	1,319	535
Bangalore	Completed	875	780	52	95	15	131
	Ongoing	410	170	116	240	159	198
	Yet to be launched	993	0	0	993	653	341
Bangalore Total		2,278	950	168	1,328	826	670
Pune	Ongoing	75	41	19	34	21	32
	Yet to be launched	-	-	-	-	-	-
Pune Total		75	41	19	34	21	32
Grand Total		5,569	2,816	650	2,752	2,166	1,236
Add: Surplus							92
Net Operating Cash for the Company							1,328

Note: EBITDA level Estimated Cash flow after allocation of Corporate overheads. Details basis June 30, 2022

* Includes Land cost payable to Land partners. Further, DM model is grossed up for Revenue and Cost. Net Operating Cash flow for the Company from DM would be equivalent to DM fees



AWARDS AND RECOG- NITION

■ FY23

ACCOLADES

AWARDS & ACCOLADES Q1FY23

ARVIND
SMARTPACES
LIMITED

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Inspiring CEO of India 2022 @ 2nd Edition of The Economic Times CEO Conclave



AWARDS & ACCOLADES Q1FY23

Realty+ 40 Under 40



Business World CFO - 40 Under 40



AWARDS & ACCOLADES - Q1FY23



Digital Innovation Of The Year for Arvind Belair – Online Booking Platform

Marketer Of The Year – Viral Shah





ABOUT THE COMPANY

ARVIND
SMARTSPACES
LIMITED

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OVERVIEW

Part of Lalbhai Group with a 120-year legacy, listed in 2015 post demerger from Arvind Ltd

Corporate developer with a strong trusted consumer brand, benefiting from consolidation post RERA

Robust governance & experienced professional management, learnings in place to help scale up

Focussed on high opportunity markets of Ahmedabad, Gandhinagar, Bangalore & Pune

Primarily focussed on residential development, with wide spectrum of products

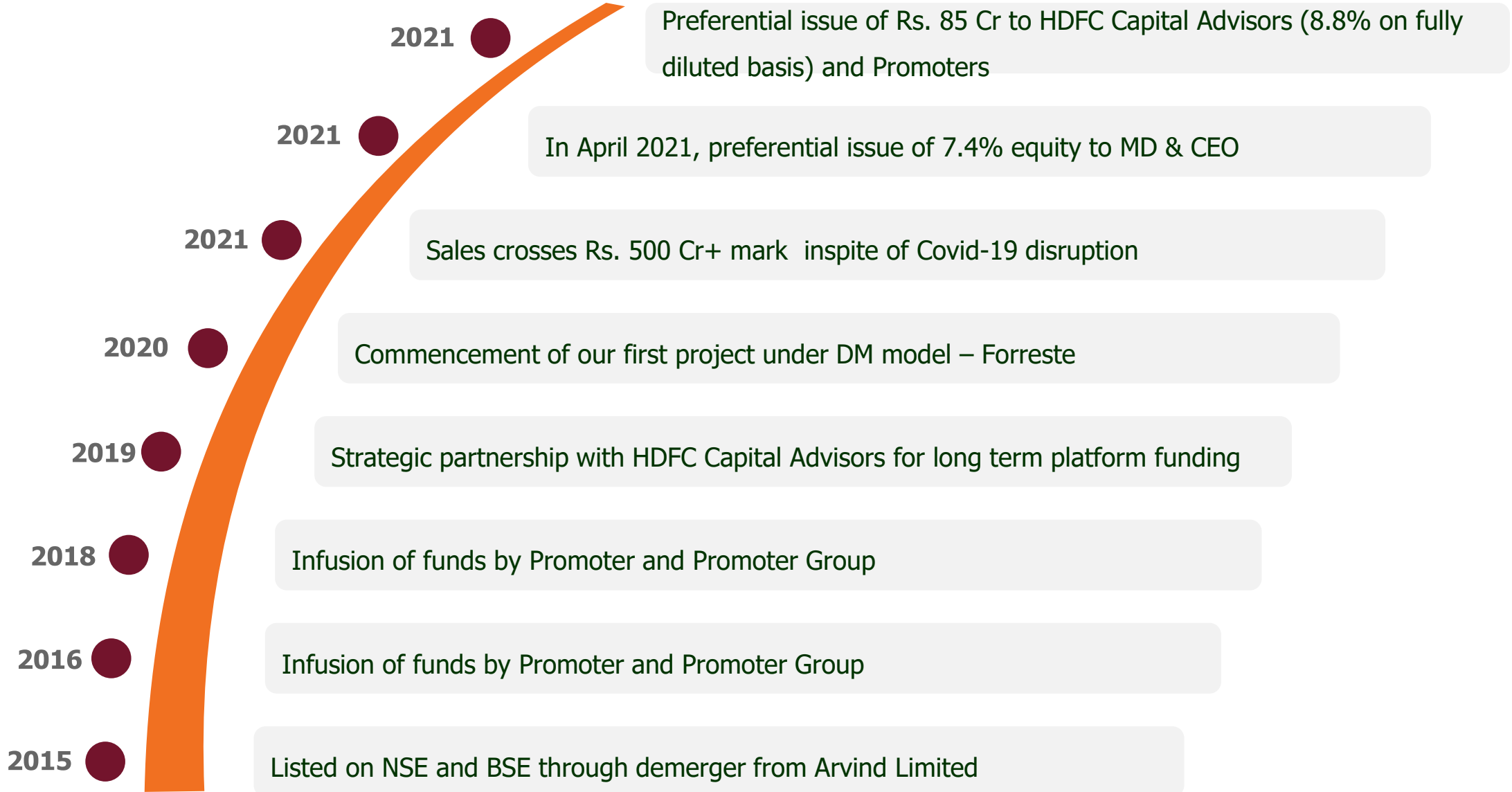
Delivered 4.9 Mn sq. Ft., ongoing projects of 13.9 msf and planned projects of 7.2 msf

Strong conviction - 3 rounds of capital infusion by promoters and recent one by MD & CEO

Strategic partnership with HDFC Capital; Equity investment at Hold co and Platform funding

Strong financial performance, 46% CAGR1 in Fresh sales, Long term credit rating of A/Positive

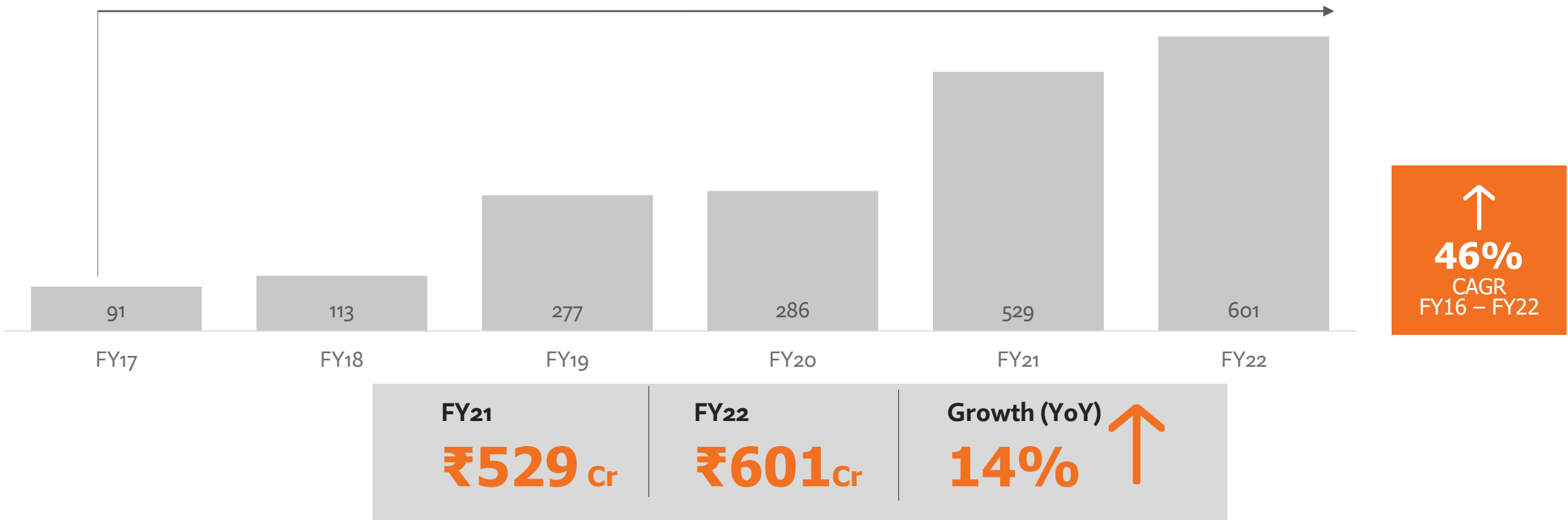
THE JOURNEY SO FAR



BOOKINGS TREND

BOOKINGS

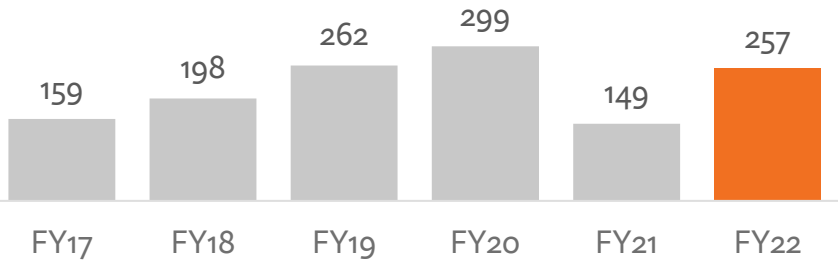
(In ₹ Cr.)



FINANCIAL PERFORMANCE

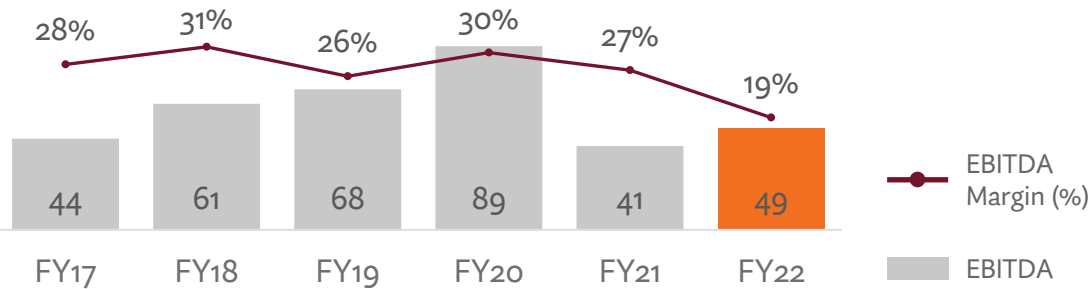
REVENUE

(In ₹ Cr.)



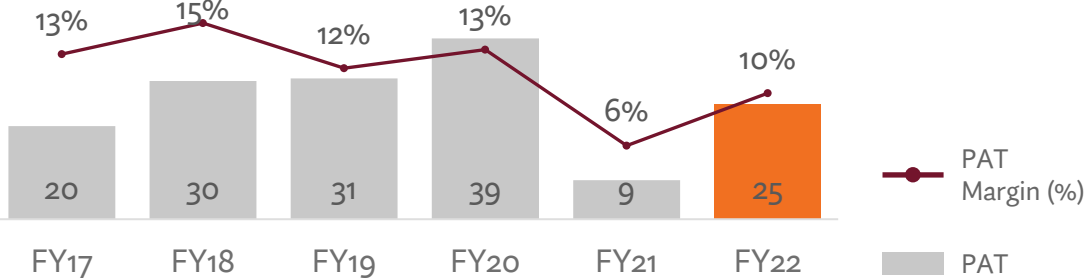
EBITDA AND EBITDA MARGIN

(In ₹ Cr.)



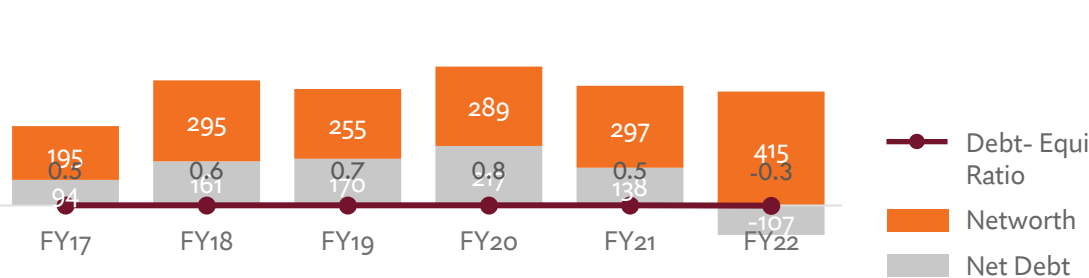
PAT AND PAT MARGIN

(In ₹ Cr.)



NETWORTH & NET DEBT AND DEBT-EQUITY RATIO

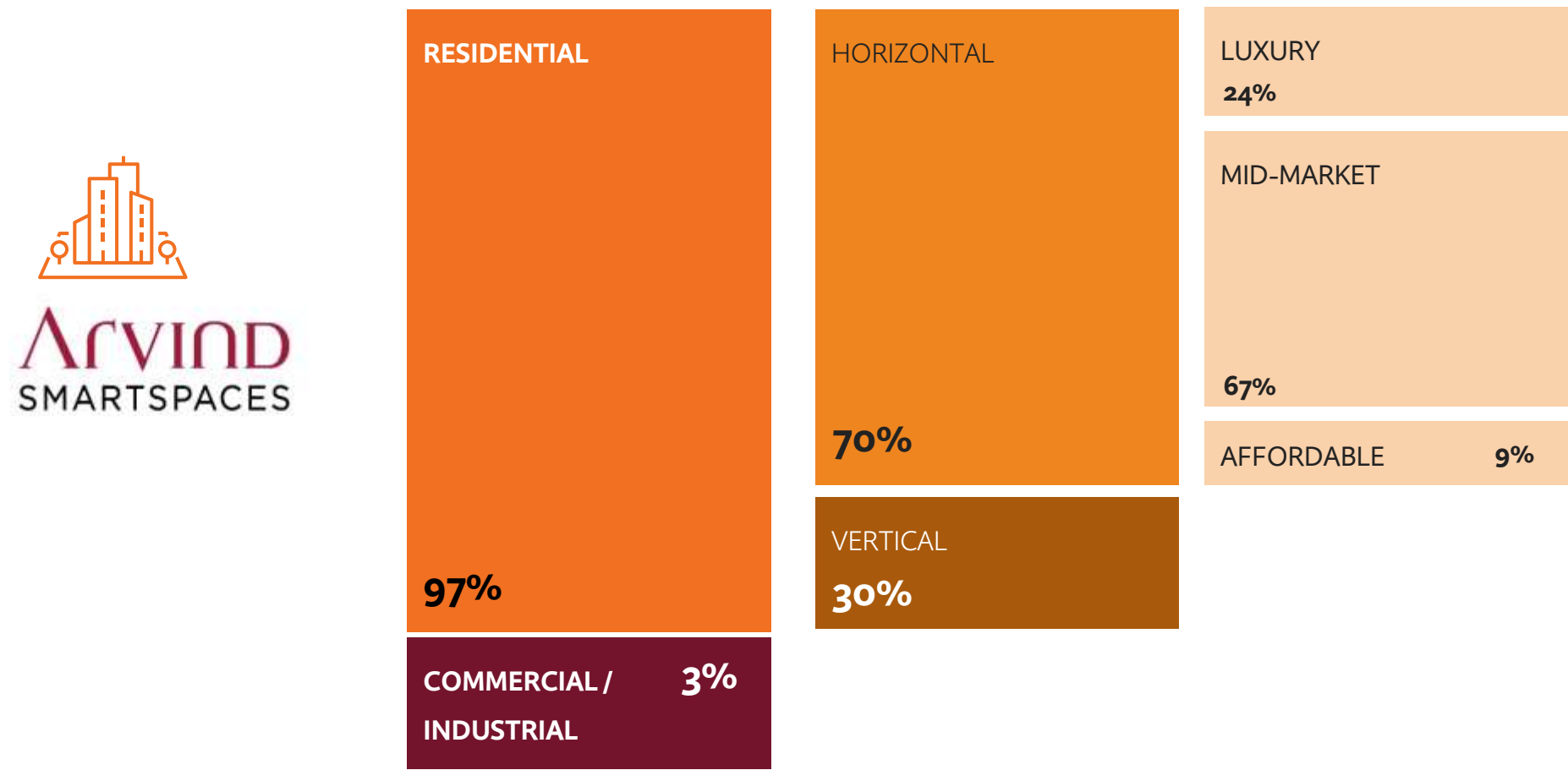
(In ₹ Cr.)



Financial performance is based on applicable accounting standards wherein the revenue recognition is based on transfer of control with Project completion and satisfaction of performance obligation. Previous year periods have been regrouped wherever necessary.

CARVED ITS NICHE IN RESIDENTIAL DEVELOPMENT PROJECTS

PROJECT CLASSIFICATION (ONGOING AND PLANNED) JUNE2022

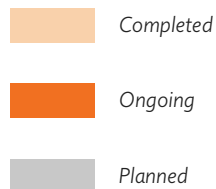


- Horizontal Projects comprises of villas, plotting schemes, etc. that has witnessed exponential growth post the pandemic with surge in residential demand considering hybrid work culture

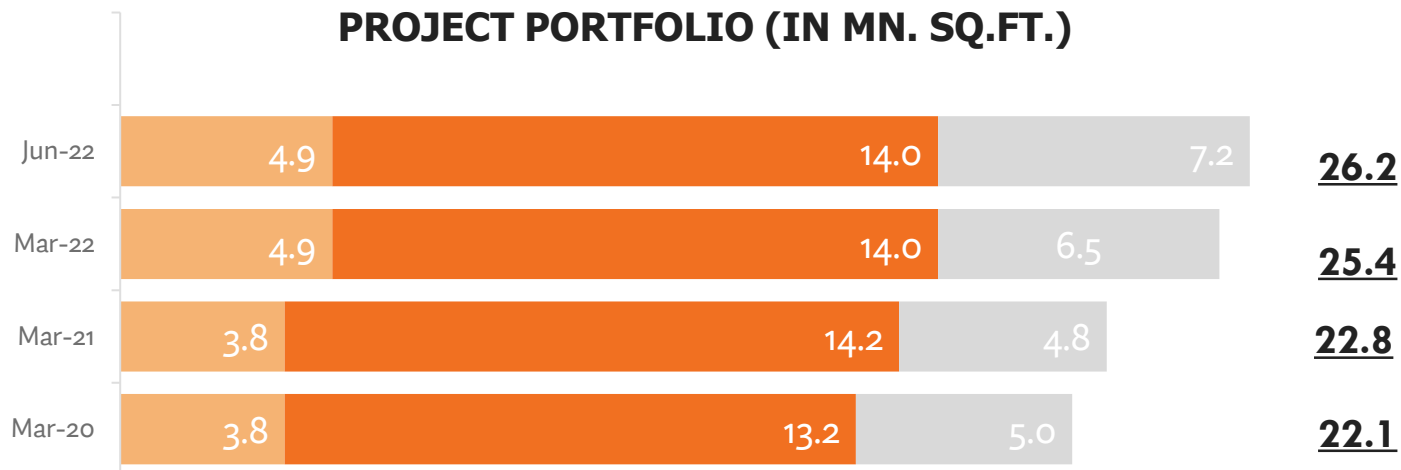
LISTED (2015), CORPORATE REAL ESTATE DEVELOPER SINCE 2008

CAPITAL PAYMENTS

- In a span of 14 years, falling true to brand Arvind, successfully delivered 9 projects i.e. 4.9 mn.sq.ft. of which 100% projects handed over as per the committed date.



PROJECT PORTFOLIO (IN MN. SQ.FT.)

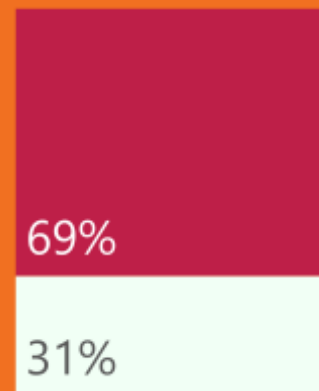


- “Ongoing” - already launched
- “Planned” - Next phases of already launched Projects + Lands already acquired, and site preparation started

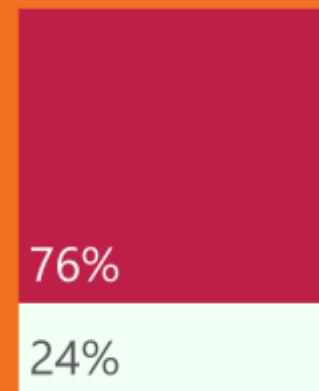
MULTIPLE LAND SOURCING MODELS

- 70% Projects are through JDs
- One DM Project with Arvind Limited

VALUE SHARE in %



VOLUME SHARE in %



JDAs

Land Purchase

VENTURING INTO NEWER GEOGRAPHIES IN A PHASED MANNER

DIVERSIFIED FROM AHMEDABAD/GANDHINAGAR TO BANGALORE IN THE YEAR 2014 AND TO PUNE IN 2019

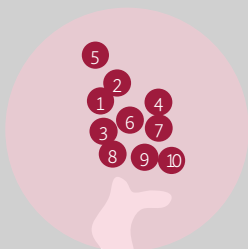


Ahmedabad / Gandhinagar 58%

Bangalore 41%

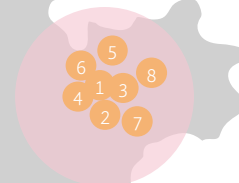
Pune 1%

AHMEDABAD / GANDHINAGAR, GUJARAT



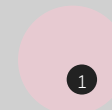
1. Aavishkaar, 2. Alcove, 3. Chirping Woods 4. Citadel, 5. Forreste, 6. HighGrove, 7. MegaPark, 8. Megaestate, 9. MegaTrade, 10. Parishkar, 11. Trade Square, 12. Uplands One, 13. Uplands Two 14. Bavlu

BANGALORE, KARNATAKA



1. BelAir, 2. Devenahalli, 3. Expansia, 4. Oasis, 5. Sarjapur, 6. Skylands, 7. Sporcía, 8. The Edge

PUNE, MAHARASHTRA



1. Elan

STRATEGIC PARTNERSHIP WITH HDFC CAPITAL ADVISORS

STRUCTURE

80/20 venture between Company and H-CARE with SPV entity for mid-market/ affordable housing development in 2019

INVESTMENT

Platform investment done by H-CARE-I, first project acquired at Devenhalli, Bangalore (plotted development)

QUALITY CAPITAL

- Provides patient capital to the Company while leaving balance sheet health intact
- H-CARE to receive waterfall based sweat payouts; Company retains all operating rights

INVESTOR PEDIGREE

- The allotment of equity shared on preferential basis to HDFC Capital through HCARE-1, showcases confidence in the Company by HDFC.
- Mr. Vipul Roongta, MD& CEO, HDFC Capital Advisors Ltd. has joined the Board of Directors as a Nominee Director.

BRAND

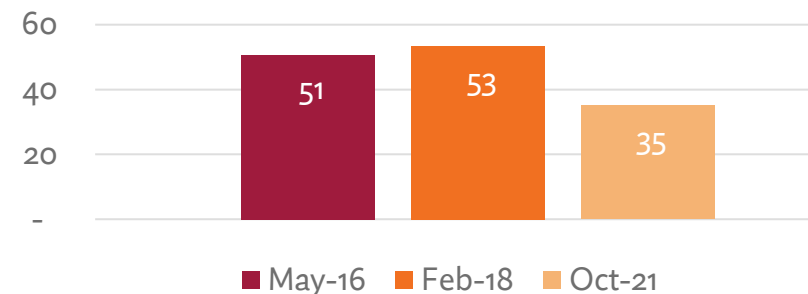
- Two most trusted brands- HDFC & Arvind together unlocking tremendous value for stakeholders
- First investment in OCD form of Rs.50 crore for Devenhalli project and Rs.50 crore invested for 8.8% stake on a fully diluted basis

STRONG BRAND RECALL 'ARVIND' SYNONYMOUS WITH VALUES AND REPUTE

SmartSpaces is part of Gujarat based Lalbhai Group with a **120 year legacy** that presides over a wide portfolio of businesses viz. Textiles and clothing, Branded Apparels, Technical textiles, Water stewardship, Omni channel, Telecommunications and Heavy Engineering. **Arvind Group today is a \$ 1.7 billion conglomerate, run by professional management**

- SmartSpaces got listed on bourses in 2015 post the demerger from Arvind Ltd. Run under the leadership of Mr. Kamal Singal, MD & CEO
- In Ahmedabad, Gujarat Market, Arvind is a household name, widespread awareness amongst consumers due to brand patronage
- In Bangalore, with an exposure/experience of 8 projects and with fashion business housed in the city since 2 decades, making Arvind a well-known name in this market
- Pune is a new market, started making in-roads since 2019, now further penetrating with new projects

INFUSION OF FUNDS BY PROMOTERS



Capital infusion by Professional MD & CEO, exuberates strong conviction of the business from a long-term view point

STRONG GOVERNANCE & CSR INITIATIVES



Mr. Sanjay S. Lalbhai
Chairman &
Non-Executive



Mr. Kamal Singal
Managing Director
& CEO



Mr. Kulin S. Lalbhai
Non-Executive
Director



Mr. Pratul Shroff
Independent
Director



Ms. Pallavi Vyas
Independent
Director



Mr. Vipul Roongta
Nominee Director



Mr. Prem Prakash Pangotra
Independent
Director



Mr. Nirav Shah
Independent
Director



Impactful CSR initiatives such as improving the quality of life of people through Education, Health (including Covid Relief), Environment, Livelihood and similar initiatives around Sites and offices of Arvind SmartSpaces & its subsidiaries.

LED BY AN EXPERIENCED PROFESSIONAL MANAGEMENT TEAM



MR. KAMAL SINGAL MANAGING DIRECTOR & CHIEF EXECUTIVE OFFICER

- Associated with the Lalbhai Group since 2001 in various capacities. He was elevated to head the real estate business of the Lalbhai Group in 2008. He is responsible for giving strategic direction to the real estate business and also identifying new business opportunities and to further expand the product portfolio of the real estate business.
- Overall experience of ~30 years
- He holds an EPGM from the Indian Institute of Management, Indore
- ASL has allotted warrants convertible into equity of INR 29 Cr



JAGDISH DALAL |
Senior Vice President

- Over 32 years of experience
- Excels in corporate finance



AVINASH SURESH |
Chief Operating Officer

- Overall experience of 17 years with Godrej, Aditya Birla etc.



ANKIT JAIN |
Chief Financial Officer

- Overall experience of 17 years with Marico and with Arvind for more than 2 years



MANOJ CHELLANI |
Chief Sales Officer

- Overall experience of 18 years with Lodha, Runwal, Tech Mahindra and Radius Developers (with Arvind more than 3 years)



PRAKASH MAKWANA |
Company Secretary & Compliance Officer

- Member of Arvind group for >25 years



PANKAJ JAIN |
Head of CRM

- Overall experience of 30 years with more than 20 years in Arvind Group



BUSINESS MODEL & STRATEGIC PILLARS

- FUNDAMENTALS
- STRATEGIC PILLARS

KEY BUSINESS FUNDAMENTALS THAT ATTRIBUTED TO OUR SUCCESS SO FAR

**FOCUS ON LOW OPERATING LEVERAGE
AND GREATER CORPORATE EFFICIENCY**



**HAS TRANSLATED TO PROFITABLE,
SCALABLE AND SUSTAINABLE GROWTH**

LEAN ORGANISATION

- Low fixed cost: Centralized key functions
- Small team comprising key skill sets: Total on-roll strength of ~235

OUTSOURCING MODEL

- High reliance on outsourcing of noncore activities and entire construction activities
- 70% Projects are through JDs

FOCUS ON HORIZONTAL DEVELOPMENT

- Low proportion of Construction volume and value vis a vis value creation
- Significant reduction contingent liabilities on account of construction commitments post launch

BUILD TO SELL

- Launch in Phases
- Aggressive Sales at Launch: Target selling 30-40% inventory in first 6 months of launch

STRATEGIC PILLARS OF GROWTH

1



Asset light

*Land as Raw Material,
no Land Banking,
Process Industry
approach*

2



Balanced Risk Profile

*Focus on efficient cash
flow management and
low leverage, Focussed
market and geography
strategy*

3



Innovation

*Product Innovation and
design*

4



Customer Centricity

*Aiming for delight at
every touch point in
customer life cycle, On-
time delivery*

4



Systems & Processes

*Strong Governance.
Defined Project
acquisition process,
powerful Sales engine,
design and development
process, supported by
best in class technology*



LOOKING AHEAD

- DIFFERENTIATING FACTORS
- KEY FOCUS AREAS

OUR DIFFERENTIATING FACTORS IN THE REAL ESTATE MARKETPLACE

EFFICIENT AND COMPETITIVE LAND SOURCING

- Created Joint Development models
- Competitive land sourcing

SUCCESSFUL PARTNERSHIP – LONG TERM VALUE CREATION

Uplands, High Grove, Arvind B Safal, Tata Value Housing (now under execution by Arvind Ltd.) are examples of successful partnership of Arvind

ON TIME EXECUTION

100% track record for on-time delivery

VALUE FOR MONEY

- Focus on end-customer
- Greater value through superior price-product offering vs the competition

LEVERAGING BRAND ARVIND

- Brand Equity
- Legacy of over 120 years of Trust & Excellence

EXECUTION EXPERTISE

- Executive golf course, company owned large clubs, Disney tie-up, Sky Club, Sky walk, Sport centricity, elevated amenities & common facilities
- 10-15% cost advantage through contracting model, strong in-house technical team, design optimisation

OUR BUSINESS STRATEGIES TO ACCELERATE GROWTH

NEAR TERM BUSINESS PLAN



ARVIND SMARTSPACES

Medium term focus on land oriented horizontal development with low working capital

Continued focus on Residential Segment

Limited geographical expansion - focus on deeper penetration in existing markets

Next big potential market: MMR

Judicious mix of long term value creation –through creation of destination in larger land parcels

Use Available Headroom To Significantly Grow Project Pipeline

Expansion through expansion & extension of existing projects as well as greenfield acquisitions

Leverage HDFC Partnership



AWARDS AND RECOG- NITION

- AWARDS
- ACCOLADES

AWARDS & RECOGNITIONS

2016



Realty Plus Excellence Awards
(South), Bengaluru

2017



9th Realty Plus Conclave &
Excellence Awards



National Awards for Marketing
Excellence in Real Estate and
Infrastructure, Mumbai

2018



The Global Business
Symposium, Dubai



3rd Edition of Gujarat
Real Estate Awards



Realty Plus Award

2019



India News Gujarat at
Gujarat First Conclave



Golden Brick Awards,
Dubai



Realty Plus
Conclave & Excellence Award



AWARDS & ACCOLADES (1/2)

CNN NEWS 18 AWARDS

MOST ADMIRER PROJECT OF THE YEAR- FORRESTE



MOST TRUSTED REAL ESTATE BRAND OF THE YEAR



REALTY CONCLAVE EXCELLENCE AWARDS, GUJARAT



Ultra luxury-lifestyle project of the year for **ARVIND UPLANDS**



Plotted development of the year for **ARVIND HIGHGROVE**



Villa Project of the year (Metro) for **ARVIND FORRESTE**

AWARDS & ACCOLADES (2/2)

CNBC AWAAZ REAL ESTATE & BUSINESS EXCELLENCE AWARDS 2022



DEVELOPER OF THE YEAR - RESIDENTIAL



**RESIDENTIAL PROPERTY OF THE YEAR
(ARVIND BEL AIR)**



**E4M PRIDE OF INDIA THE BEST
OF BHARAT' AWARDS 2022**



**The Economic Times
Real Estate Conclave
& Awards 2022**



**Realty + Conclave
Iconic Project of
the Year 2022 –
Arvind Elan**



ANNEXURE: PROJECT PROFILE | IN DETAIL

- OVERVIEW
- PROJECT DETAILS

PROJECT// NASMED VILLAGE, GANDHI NAGAR

UPLANDS

*Premium Golf Based Township
18g Villas Phase I, 54 Villas Phase II
Overall 56 Lakh Sq. Ft.*

Deal Structure: JOINT DEVELOPMENT

Architect: WOODS BAGOT

AMENITIES



9 Hole Executive
Golf Course



3 Clubs (Golf Square,
Zen Square, Fun Square)



Premium
Concierge Services



Disney® themed kids
bedroom



Personal Swimming Pool, Gym, Home Theatre - Optional



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UPLANDS



UPLANDS CLUBHOUSE



PROJECT// JAKKUR ROAD, SHIVANAHALLI, BENGALURU

SKYLANDS

*High Rise Residential Apartments
417 Units – 4.9 Lakh Sq. Ft.*

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Sky lounge
on Terrace



Jogging track on
terrace



Open café on
terrace



Star gazing deck on
terrace



Club House with Indoor &
Outdoor Sports Amenities



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PROJECT// JAKKUR ROAD, SHIVANAHALLI, BENGALURU

SKYLANDS

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PROJECT// NARODA ROAD, AHMEDABAD

AAVISHKAAR

*Affordable Residential Apartments
574 Units – 5.5 Lakh Sq. Ft.*

Deal Structure: DEVELOPMENT AGREEMENT

Architect: VITAN (JAGRUT & PARTNERS LLP)

AMENITIES



Gated community
& CCTV camera



Central
Landscape area



Outdoor & Indoor
Gym



Yoga & Multipurpose
room



Jogging
pathway/track



Children's splash pool &
sports facilities



AAVISHKAAR



PROJECT// TUMKUR ROAD BENGALURU

OASIS

2 and 3 BHK Residential Apartments
470 units – 5.7 Lakh Sq. Ft.

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Terrace café



Aqua Center



Indoor Gym &
Steam Room



Senior Citizen's Nook



Central Landscape
Area



Sports facilities like Cricket,
Basketball & Badminton



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PROJECT// NEW TOWN ROAD YELAHANKA, BENGALURU

BELAIR

2, 2.5 & 3 BHK Residential Apartments
334 units – 4.7 Lakh Sq. Ft.

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Cantilevered
Sky Club



Water Management
Solutions



Swimming Pool &
Indoor Gym



Vaastu
Compliant



Kids Play Area



Smart Amenities – Smart switches, Wifi
enabled CCTV, Keyless smartlock, Car
parking with electrical charging point

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ELAN

*High rise Residential Apartments
120 Units – 1.3 Lakh Sq. Ft.*

Deal Structure: DEVELOPMENT AGREEMENT

Architect: - A&T CONSULTANTS

AMENITIES



Landscape
Walkway



Outdoor & Indoor
Gym



State of art Security
System



Club Terrace
Café Sitting



Fully equipped Home
Theatre room



Kids Play Area, Basketball,
Splash Pool CCTV, Intercom
Facility



PROJECT// TUMKUR ROAD, BENGALURU

THE EDGE

*Commercial & Retail Space
116 Units – 1.7 Lakh Sq. Ft.*

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Common
Conference Room



Theatre/Auditorium



Modern Cafeteria



Gymnasium



CCTV, Intercom
Facility



Parking & Automatic
Elevators



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PROJECT// MOTI DEVTI, SANAND, AHMEDABAD

HIGHGROVE

*Weekend Homes - Plots
~777 Units Overall 57 Lakh Sq. Ft.*

Deal Structure: JOINT DEVELOPMENT

Architect: WOODS BAGOT

AMENITIES



9 Hole Executive
Golf Course



Bowling Alley



Ahmedabad's biggest
shallow water lily pond
spread over 3 acers



Clubhouse powered
by SMAAASH, which
is perfected by
Sachin Tendulkar



Golf Promenade



PROJECT// RACHARDA KHATRAJ ROAD, AHMEDABAD

FORRESTE

*Premium Land Oriented Villa Scheme
353 Units in Phase 1 to 4
(Overall ~50 Lakh Sq. Ft.)*

Deal Structure: DM

Architect: In-House & GOMA ENGINEERING

AMENITIES



Lounge with
Seating & Library



Café &
Restaurant



Banquet Hall &
Kids Zone



Gymnasium, Multimedia
Theatre



Sports amenities like Badminton,
Tennis & Basketball Court, Skating Rink



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THANK YOU

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