

To,
BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001

Date: 12.11.2021

Scrip Code-523329

Ref: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("the Listing Regulations")

Subject: Investors' Presentation

Dear Sir/Madam,

In terms of Regulation 30 read with Para A of Part A of Schedule III of the Listing Regulations, please find enclosed herewith a copy of the Investors' Presentation *inter alia* for the Unaudited Financial Results of the Company for the quarter and half year ended September 30, 2021.

It may be noted that the Board of Directors of the Company has, considered and approved the aforesaid Financial Results of the Company, in its meeting held on Friday, November 12, 2021.

The same shall be uploaded on the website of the Company at www.eldecogroup.com

You are requested to take the above information on record.

Thanking you,
For Eldeco Housing and Industries Limited

For Eldeco Housing & Industries Limited



Chandni Vij Company Secretary

Company Secretary

Mem. No. : A46897

Eldeco Housing & Industries Ltd.



ELDECO HOUSING & INDUSTRIES LTD. (EHIL)

Investor Presentation
November '21

ELDECO

CONTENTS

03

**Company
Overview**

12

**Financial
Overview**

21

**Key Investment
Thesis**

25

Stock Data



Eldeco Shaurya, Bijnor Road, Lucknow

GROUP OVERVIEW



High Brand Recall in North India



Key Player in UP Since 1985



Over 40 Years of Experience



200 Projects Delivered, 32 Under Execution



25,000+ Satisfied Customers



Eldeco Luxa at Eldeco Eternia, Sitapur Road, Lucknow

KEY MILESTONES

1975-1985

- 1975: Group set up by S.K. Garg
- 1985: Got listed on BSE

1986-1995

- Strengthened its market position
- O.P. Bajaj joined as co-promoter
- Best Builder Excellence award and Best Entrepreneur of the decade award

1996-2005

- Pankaj Bajaj joined as a Promoter Director of EHIL
- Expanded operations in Lucknow & Kanpur
- Pride of India Gold Medal for international excellence

2006-2015

- Launched Eldeco City, Exclusive 133 acres township project
- S.K. Garg exits as a Promoter
- Large scale deliveries achieved in Lucknow

2016-2021

- Brand Leadership Award, 2018, By World Marketing Congress
- Awarded Best Value for Money Project for Eldeco Saubhagam



EHIL – OVERVIEW

Eldeco Housing: Brand leader in Lucknow



~40 years + of experience

Focus on **Middle Income**
segment

41 projects completed, **13** projects on- going

FY21

| | |
|---------|------------------|
| Revenue | Rs. 159.4 Crores |
| EBITDA | Rs. 74.5 Crores |
| PAT | Rs. 54.2 Crores |

5 Year CAGR

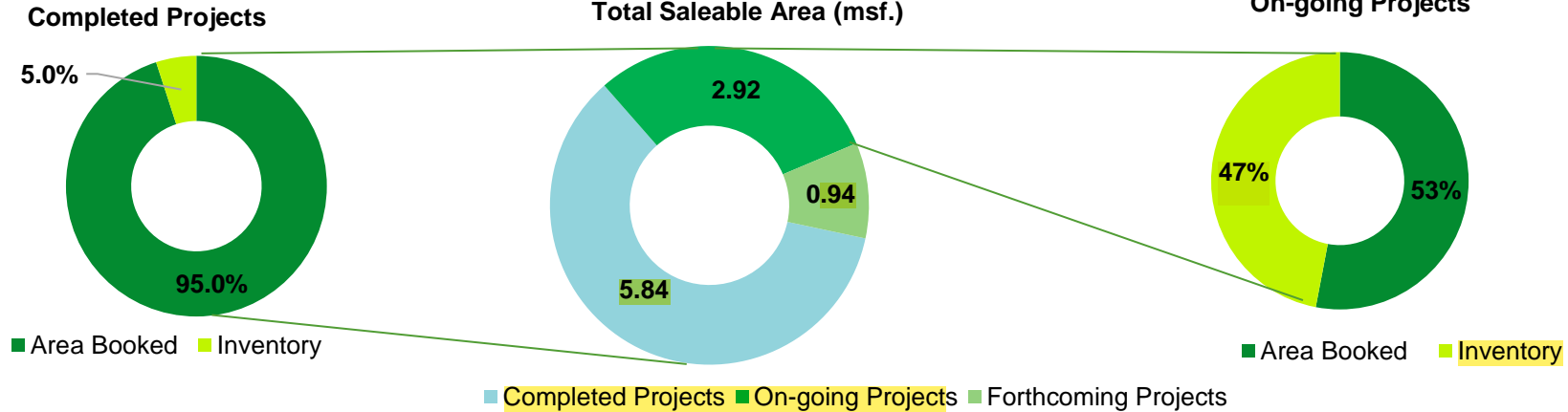
| | |
|---------|-------|
| Revenue | 2.5% |
| EBITDA | 21.6% |
| PAT | 22.2% |

5 Year Average

| | |
|------|--------|
| ROE | 19.2 % |
| ROCE | 24.8% |

BUSINESS PORTFOLIO

Strong sales track leading to steady cash flows



Completed Projects

| | |
|---------------------------|--------------------|
| Avg. Realisation | ~Rs 2,493 /Sq. Ft. |
| Sale Value of Area Booked | ~Rs 1,381 Cr |

On-going Projects

| | |
|-------------------|--------------------|
| Avg. Realisations | ~Rs 4,075 /Sq. Ft. |
|-------------------|--------------------|

COMPLETED PROJECTS

| S No | Project Name | Type | Saleable Area | Area Booked | Inventory | Average Realization | Date of Completion |
|---------------|---------------------------|--------------------------|---------------|-------------|------------|---------------------|--------------------|
| | | | (msq. Ft.) | (msq. Ft.) | (msq. Ft.) | (Rs / Sq. Ft.) | |
| Group Housing | | | | | | | |
| 1 | Eldeco Saubhagyam | Hi-Rise Group Housing | 1.21 | 1.20 | 0.02 | 2,990 | 2016-2020* |
| 2 | Eldeco Eternia | Hi-Rise Group Housing | 0.37 | 0.36 | 0.01 | 2,354 | Jul-17 |
| 3 | Eldeco City Breeze | Hi-Rise Group Housing | 0.22 | 0.22 | 0.00 | 3,178 | Jul-18 |
| Townships | | | | | | | |
| 1 | Eldeco City | Plots & Villas | 2.38 | 2.26 | 0.12 | 2,135 | Jun-16 |
| 2 | Eldeco Samridhi | Plots & Villas | 0.17 | 0.16 | 0.01 | 3,606 | Jun-19 |
| 3 | Eldeco Shaurya (Phase- I) | Plots & Villas | 0.64 | 0.58 | 0.06 | 2,380 | Oct-17 |
| 4 | Eldeco Regalia | Plots & Villas | 0.69 | 0.64 | 0.06 | 3,085 | Oct-20 |
| Commercial | | | | | | | |
| 1 | Eldeco Elegante | Retail Cum Office Spaces | 0.05 | 0.05 | 0.00 | 4,647 | Jan-17 |
| 2 | Eldeco Corporate Tower | Office Spaces | 0.08 | 0.08 | - | 4,180 | Feb-13 |
| 3 | Eldeco City Arcade I | Shops | 0.01 | 0.01 | 0.00 | 6,543 | Jul-18 |
| 4 | Eldeco City Arcade II | Shops | 0.02 | 0.01 | 0.00 | 5,915 | Jul-20 |
| | | | 5.84 | 5.56 | 0.27 | | |

ON-GOING PROJECTS

Most Projects in advance stage of execution

| S No | Ongoing Projects | Saleable Area | Area Booked | Area Allotted to partner | Area Available | Expected Completion |
|------|---|------------------|-----------------|--------------------------|-----------------|---------------------|
| | | (Sq. Ft.) | (Sq. Ft.) | (Sq. Ft.) | (Sq. Ft.) | |
| 1 | Eldeco Luxa | 1,32,736 | 41,761 | 45,013 | 45,962 | Sep-22 |
| 2 | Eldeco Eternia Arcade | 1,728 | - | - | 1,728 | Sep-22 |
| 3 | Eldeco Regalia Arcade | 17,759 | 15,583 | - | 2,176 | Sep-22 |
| 4 | Eldeco Uday | 12,520 | 12,207 | - | 313 | Applied for CC |
| 5 | Eldeco Joy | 18,040 | 18,040 | - | - | Applied for CC |
| 6 | Eldeco City Dreams | 72,756 | 63,983 | - | 8,773 | Dec-21 |
| 7 | Eldeco Select | 63,932 | 46,438 | - | 17,494 | Nov-21 |
| 8 | Eldeco South Block | 16,330 | 16,330 | - | - | Dec-21 |
| 9 | Eldeco North Block | 50,044 | 50,044 | - | - | Applied for CC |
| 10 | Eldeco Inner Circle | 41,735 | 41,735 | - | - | Jun-22 |
| 11 | Eldeco Shaurya Arcade | 20,336 | 11,858 | - | 8,478 | Jul-23 |
| 12 | Eldeco East End | 62,628 | 49,135 | - | 13,493 | Mar-23 |
| 13 | Eldeco Saksham | 67,188 | 67,188 | - | 0 | Sep-23 |
| 14 | Eldeco Twin Tower | 1,56,526 | 42,140 | - | 1,14,386 | Sep-25 |
| 15 | Eldeco City at Bareilly (40% of 40 acres) | 8,73,549 | 4,59,484 | 5,24,129 | 4,14,065 | Jun-26 |
| 16 | Eldeco Imperia Phase 1 | 2,59,168 | 31,686 | - | 2,27,482 | Dec-24 |
| | Total | 18,66,975 | 9,67,612 | 5,69,142 | 8,54,350 | |

FORTHCOMING PROJECTS

| Sl. No. | Project Name | Project Type | Economic Interest | Saleable Area (Sq. Ft.) | Current Status |
|---------|-------------------------|---------------|-------------------|-------------------------|--|
| 1 | Eldeco Imperia Phase II | Township | 100% | 2,17,800 | Under planning |
| 2 | Eldeco City Plaza | Commercial | 100% | 11,383 | RERA approval received; construction Started |
| 3 | Eldeco City Commercial | Commercial | 100% | 1,25,476 | Under planning |
| 4 | GH-03 Crest | Group Housing | 100% | 4,78,000* | Under planning |
| 5 | GH-04 | Group Housing | 100% | 2,50,000 | Under planning |
| | Total | | | 10,82,659 | |

Forthcoming Projects: Projects yet to be launched for booking

* Total Saleable area; out of this 44,000 Sq. Ft. allotted to the Partner

FUTURE PROJECTS - LAND BANK

Land Available for future development

| Sl. No. | Place | Area (msf) | Note |
|---------|-----------------|------------|---|
| 1 | Jiamau, Lucknow | 0.34 | Writ petitions filed in the year 2012 & 2013 challenging land acquisition; still pending before the Allahabad High Court. |

UNSOLD PLOTS IN COMMERCIAL & UTILITY

| Project | Project Type | Land Area (msq. ft.) | Saleable Area (msq. ft.) |
|--------------------|----------------|----------------------|--------------------------|
| Eldeco City | Commercial | 0.13 | 0.19 |
| Eldeco Regalia | Commercial | 0.01 | 0.01 |
| Eldeco Samridhi | Commercial | 0.01 | 0.01 |
| Eldeco Imperia | Commercial | 0.03 | 0.03 |
| Total | | 0.18 | 0.24 |
| Eldeco City | School/Nursing | 0.10 | 0.10 |
| Eldeco Regalia | School | 0.02 | 0.02 |
| Eldeco Shaurya | School | 0.02 | 0.02 |
| Eldeco Imperia | School | 0.05 | 0.05 |
| Total | | 0.19 | 0.19 |
| Grand Total | | 0.36 | 0.43 |

FINANCIAL OVERVIEW



Eldeco Corporate Chamber I & II

MANAGEMENT COMMENTARY



Mr. Pankaj Bajaj
Chairman cum Managing Director

Commenting on the results, **Mr. Pankaj Bajaj, Chairman cum Managing Director** said,

“With the easing of COVID-19 induced lockdown, the Company witnessed a strong demand for residential properties. We registered strong booking in our on-going projects with improved realisation and registration of properties in completed projects. I am delighted to share that our sales booking in Q2 at Rs. 108 cr is higher than the entire booking figure for FY 21. Our newly launched villas in project ‘Eldeco Imperia’ witnessed strong demand where booked more than 50% available villas within a few days of launch. We expect this demand environment to sustain time.”

He also added: “Five of our projects are nearing completion which gives us strong visibility of revenues in the near term while our pipeline of projects also is strong with five projects in planning and approval stage. However, there has been high-cost inflation this year. We will have no choice but to pass on these cost increases to the customers.”

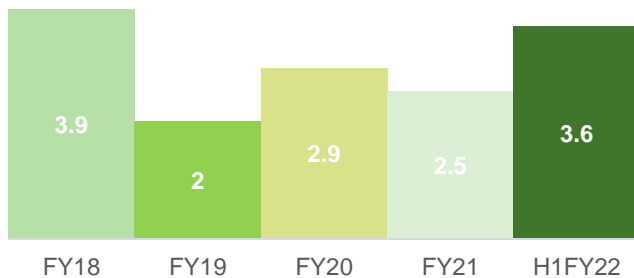
CONSOLIDATED FINANCIAL REVIEW (QUARTERLY)

| Particulars | Q2FY22 | Q2FY21 | YoY Change | Q1FY22 | QoQ Change | H1FY22 | H1FY21 | YoY Change |
|----------------------|--------|--------|------------|--------|------------|--------|--------|------------|
| Revenues | 40.1 | 40.1 | 0.0% | 15.1 | 165.7% | 55.2 | 60.1 | -8.2% |
| EBITDA | 22.6 | 21.1 | 6.9% | 6.5 | 247.6% | 29.1 | 31.3 | -7.0% |
| Finance Cost | 0.12 | 0.24 | -47.9% | 0.12 | 0.2% | 0.25 | 0.35 | -29.2% |
| PBT | 22.3 | 20.7 | 7.6% | 6.2 | 258.6% | 28.5 | 30.6 | -6.8% |
| PAT | 16.7 | 15.8 | 6.1% | 4.7 | 259.3% | 21.4 | 23.0 | -7.0% |
| EBITDA Margin | 56.3% | 52.7% | 363 bps | 43.0% | 1,327 bps | 52.7% | 52.0% | 65 bps |
| PBT Margin | 55.6% | 51.7% | 393 bps | 41.2% | 1,440 bps | 51.7% | 50.9% | 76 bps |
| PAT Margin | 41.7% | 39.3% | 240 bps | 30.9% | 1,087 bps | 38.8% | 38.3% | 49 bps |

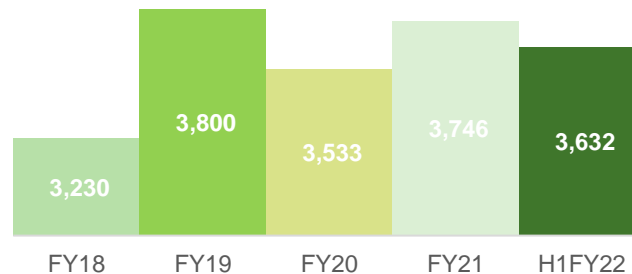
Figures in Rs. Crores, except change and margins

HISTORICAL TRACK RECORD

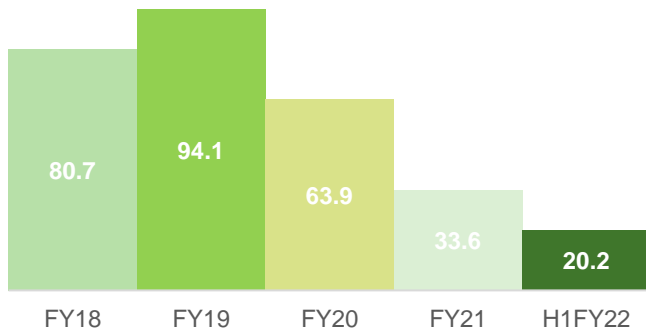
Area Booked (Lakh Sq. Ft.)



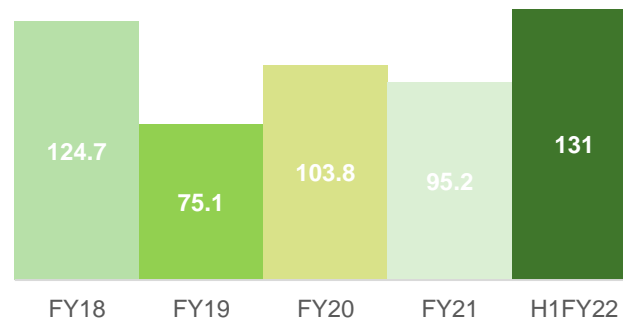
Average Realization (Rs. per sq. ft.)



Value of Construction (Rs. in Crore)

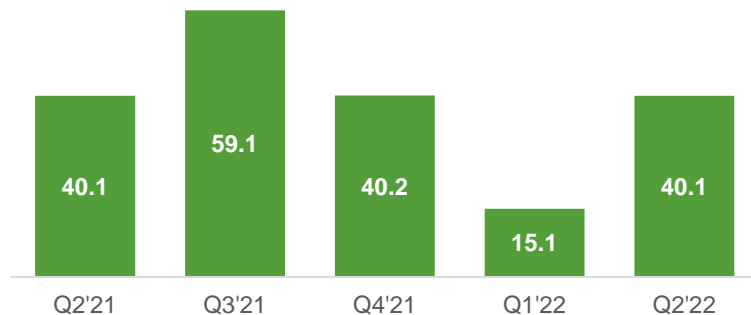


Value of Area Booked (Rs. Crores)

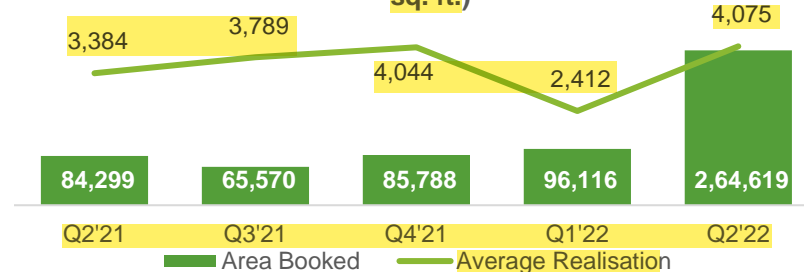


CONSOLIDATED FINANCIAL REVIEW (QUARTERLY)

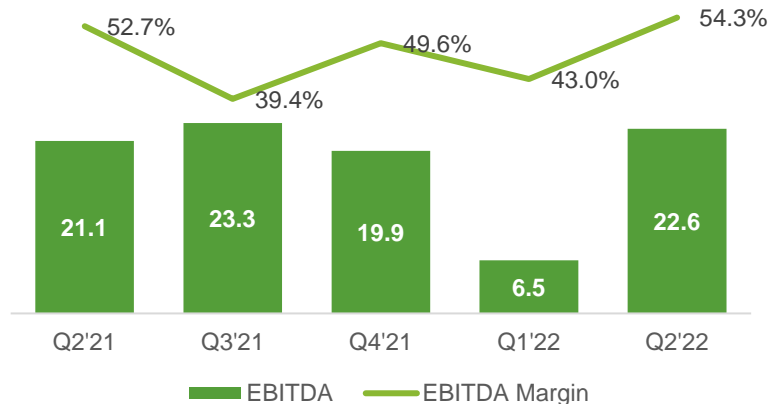
Revenue (INR Cr.)



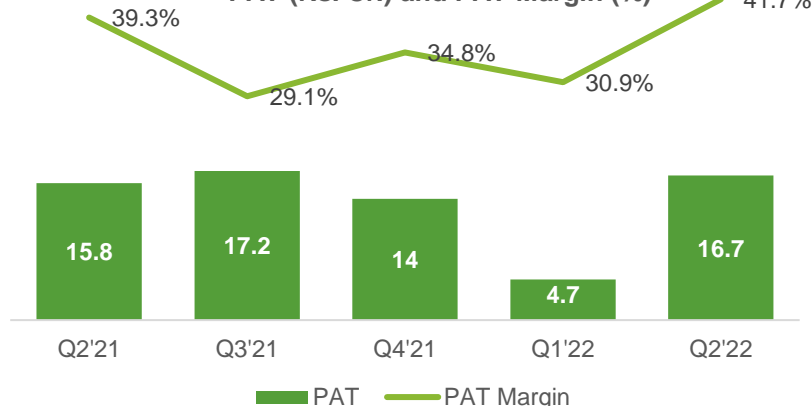
Area Booked (sq. ft.) and Average Realization (Rs per sq. ft.)



EBITDA (Rs. Cr.) and EBITDA Margin (%)



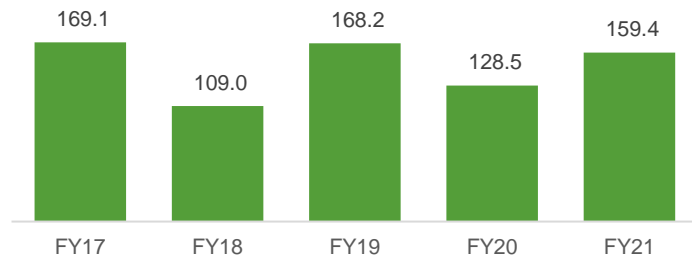
PAT (Rs. Cr.) and PAT Margin (%)



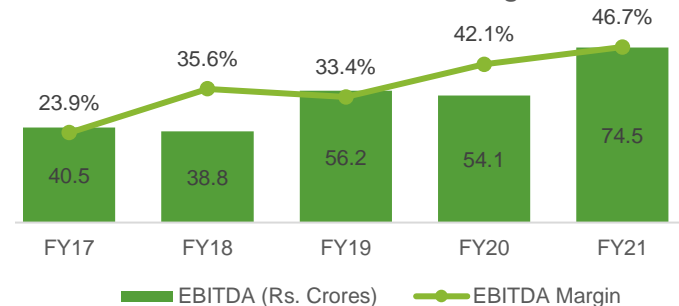
*Out of total 96,116 sq. ft. sold in Q1'22, 70% of the sales was contributed by Eldeco Saksham which has EWS properties, causing average realization to drop vis-à-vis previous quarters.

CONSOLIDATED PERFORMANCE REVIEW (1/2) (ANNUAL)

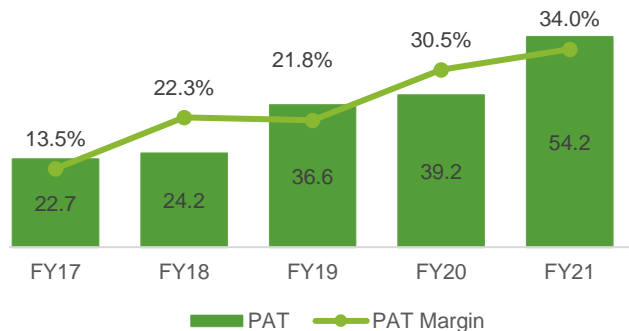
Revenue (Rs. Crores)



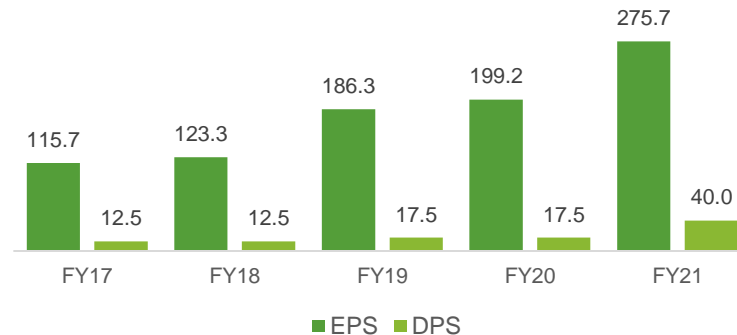
EBITDA and EBITDA Margin



PAT and PAT Margin



EPS & DPS

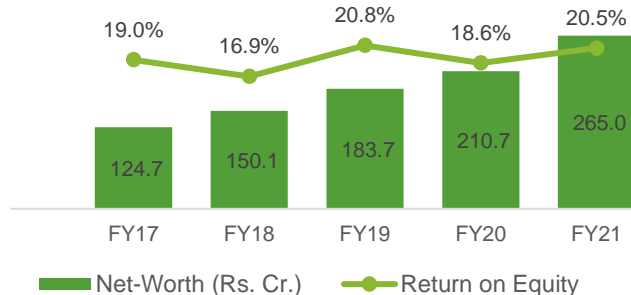


Note 1: PAT and EPS are after adjusting Minority Interest

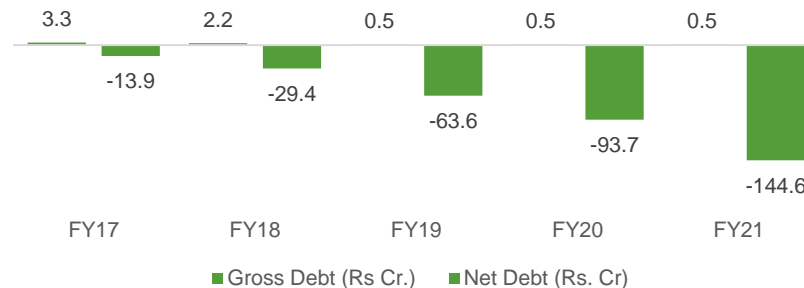
Note 2: All figures are as per IND-AS.

CONSOLIDATED PERFORMANCE REVIEW (2/2) (ANNUAL)

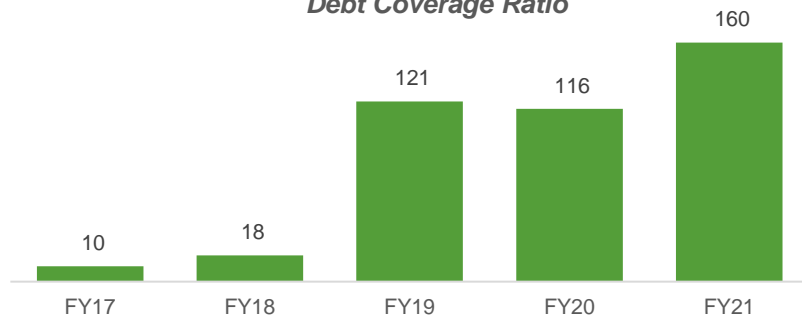
Net-Worth (Rs. Cr.) and ROE (%)



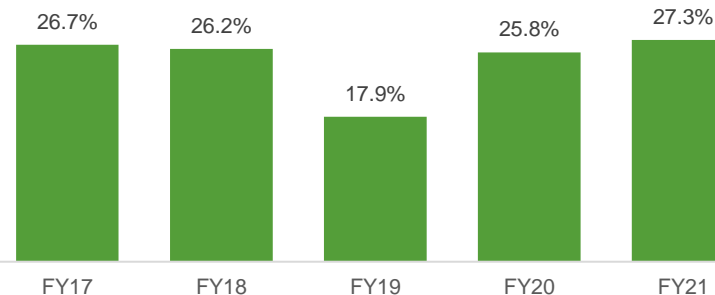
Gross Debt and Net Debt



Debt Coverage Ratio



Return on Capital Employed



Debt Coverage= EBIT/ Cl. Debt, ROCE= EBIT/ Capital Employed, Gross Debt = Long Term Borrowings + Short Term Borrowings + Current Maturities of Long-Term Borrowings; Net Debt = Gross Debt – Cash & Cash Equivalents

LUCKNOW REAL ESTATE MARKET

Rapid Urbanization and Infrastructure development pushing Lucknow's growth



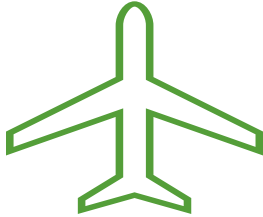
Capital of UP



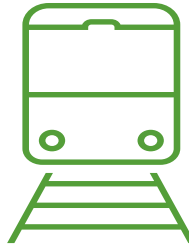
Influx of population from
Eastern UP and Bihar



Hub of services in Central and
Eastern UP



Direct air connectivity with all major
cities



Metro Rail Network



Prominent Educational Institutions like
IIM-L, NLU, IHM

KEY INVESTMENT THESIS

Market leadership, strong execution capability and conservative financial management drive consistent performance



KEY INVESTMENT THESIS

Strong project execution capabilities, focus on mid-income segment and strong balance sheet will lead to sustained growth in shareholder's value



Robust Growth Underway

- Experienced Land Procurement Team
- Several Ongoing Projects in different segments



Future Strategy

- Focus on Execution and Customer Satisfaction
- Operations focused in Mid - Income segment
- Sensible land procurement



Road Ahead

- Focused on Providing steady returns
- Financial Conservatism, ensuring higher shareholders' wealth
- Several sizeable projects being negotiated



Eldeco Eternia, Lucknow

SWOT ANALYSIS

Strengths

- Professional Management
- Foremost Real Estate Player in Lucknow
- Zero Long-term debt, Healthy Reserves
- Strong Sales & Execution Capability
- Trusted Brand
- Ability to play the entire value chain-from land assembly to asset maintenance

Threats

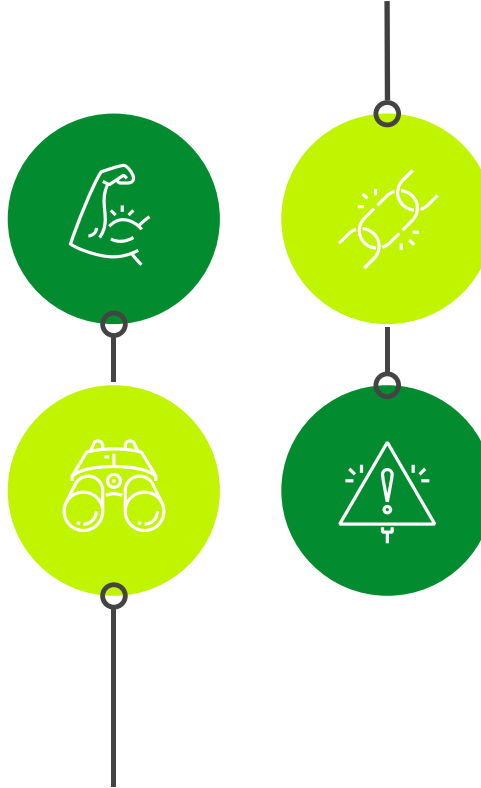
- Lack of suitable land for development
- Lack of deep pool of institutional capital for real estate development in Lucknow
- Income shock to target market due to pandemic

Weakness

- Geographical Concentration in Lucknow
- Low volume growth in last 2-3 years

Opportunities

- Booming Infrastructure in Lucknow
- RERA, GST, NBFC Cash crunch resulting in market consolidation
- Population growth, urbanization and increase in buying power



THE MANAGEMENT



Mr. Pankaj Bajaj
Chairman cum Managing Director

- B.Com (Honors) from SRCC
- PGDM (MBA) from IIM, Ahmedabad
- Over 25 years of experience in construction and real estate development.
- President of CREDAI-NCR (Confederation of Real Estate Developers Association of India)



Mr. S.K. Jaggi
EHIL COO

- Over 28 years experience in real estate
- Post-Graduate from Kanpur University



Mr. A.K. Dhanda
Group CFO

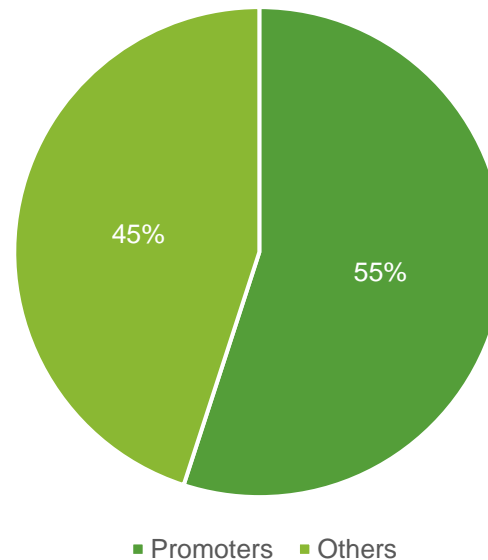
- Total experience of around 35 years; previously with NIIT and Uptron
- Fellow member of the ICAI

STOCK DATA

| Stock Information | |
|-----------------------|------------------|
| Stock Price | Rs 3,780 |
| 52 Week High/Low | Rs 3,850 / 1,163 |
| Market Capitalization | Rs 745 Cr |
| Shares Outstanding | 1.97 Mn |
| Free Float | Rs 243 Cr / 45% |

Note: Stock Prices as on 9th November 2021.

Shareholding as on 30th Sep 2021



THANK YOU

Eldeco Housing & Industries Ltd.

Registered Office and Corporate Office:

Eldeco Corporate Chamber-1, 2nd Floor, Vibhuti Khand (Opp. Mandi Parishad), Gomti Nagar, Lucknow-226010

Tel : 0522 4039999

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For IR Contact:

Lokesh Pareek: lpareek@christensenir.com

Kanav Khanna: kkhanna@christensenir.com



ANNEXURES

Eldeco Samridhi

VISION AND VALUE SYSTEM

Mission to drive high grade real estate development, simultaneously providing enhanced returns to the shareholders.



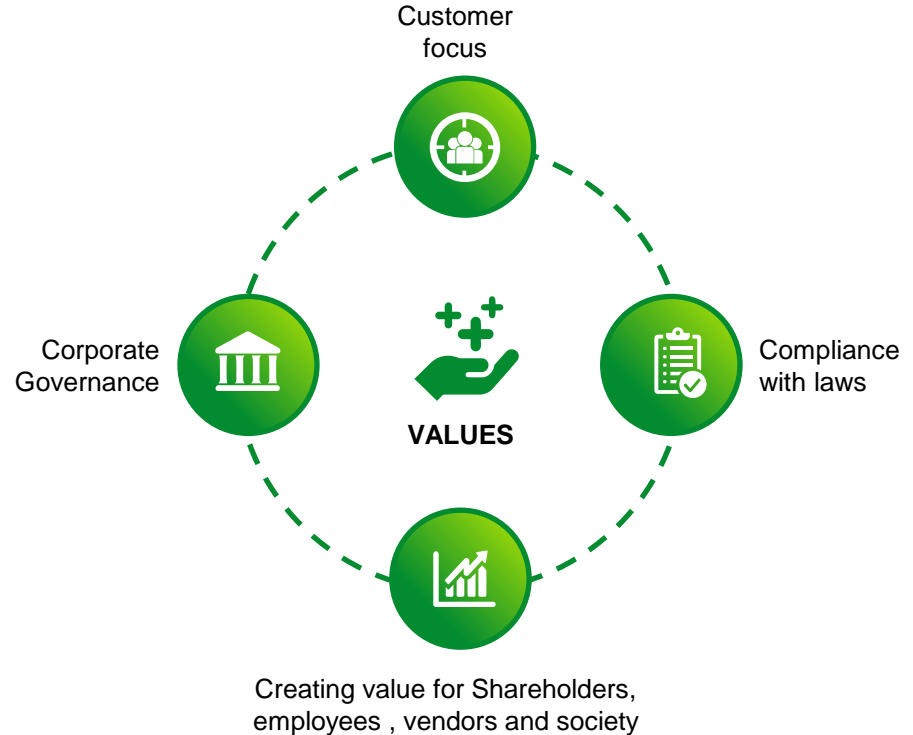
VISION



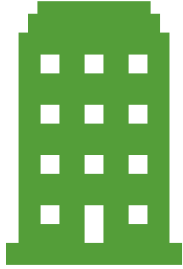
To be the foremost player of North India across all our business verticals



Achieving success by adhering to our commitment of 'creating value and cementing trust'



BUSINESS SEGMENT- GROUP HOUSING (COMPLETED)



| Project | Eldeco Saubhagyaam | Eldeco Eternia | Eldeco City Breeze |
|------------------------------------|--------------------|-----------------|--------------------|
| Scheme Type | Hi-Rise Complex | Hi-Rise Complex | Hi-Rise Complex |
| Saleable Area (msf) | 1.20 | 0.36 | 0.22 |
| Area Booked (msf) | 1.19 | 0.36 | 0.21 |
| Inventory (msf) | 0.01 | 0.00 | 0.01 |
| Average Realisation (Rs / Sq. Ft.) | 2,849 | 2,357 | 3,234 |
| Date of Completion | 2016-2020* | Jul-17 | Jul-18 |

* Project completed in various stages

BUSINESS SEGMENT- TOWNSHIPS (COMPLETED)



| Project | Eldeco City | Eldeco Samridhi | Eldeco Shaurya (Phase-I) |
|------------------------------------|----------------|-----------------|--------------------------|
| Scheme Type | Plots & Villas | Plots & Villas | Plots and Villas |
| Saleable Area (msf) | 2.33 | 0.17 | 0.64 |
| Area Booked (msf) | 2.24 | 0.16 | 0.58 |
| Inventory (msf) | 0.09 | 0.01 | 0.06 |
| Average Realisation (Rs / Sq. Ft.) | 2,029 | 3,428 | 1,700 |
| Date of Completion | Jun-16 | Jun-19 | Oct-17 |

BUSINESS SEGMENT- COMMERCIAL (COMPLETED)



| Project | Eldeco Elegante | Eldeco Corporate Tower | Eldeco City Arcade 1 |
|------------------------------------|--------------------------|------------------------|----------------------|
| Scheme Type | Retail Cum Office Spaces | Office Space | Shops |
| Saleable Area (msf) | 0.05 | 0.08 | 0.01 |
| Area Booked (msf) | 0.05 | 0.08 | 0.01 |
| Inventory (msf) | NIL | NIL | NIL |
| Average Realisation (Rs / Sq. Ft.) | 4,647 | 4,180 | 7,783 |
| Date of Completion | Jan-17 | Feb-13 | Jul-18 |