

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

Date: 14.08.2021

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 *interalia* for the Unaudited Financial Results of the Company for the Quarter ended June 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 August 13, 2021.

The same shall be uploaded on the website of the Company at [www.eldecogroup.com](http://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

  
Company Secretary

Chandni Vij  
Company Secretary  
Mem. No. : A46897

**Eldeco Housing & Industries Ltd.**



# ELDECO HOUSING & INDUSTRIES LTD. (EHIL)

Investor Presentation  
August '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 Saubhagyaam



# EHIL – OVERVIEW

Brand leader in the most populous state



~40 years + of experience

Focus on **Middle Income**  
segment

**41** projects completed, **10** projects on- going

## FY21

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

## 5 Year CAGR

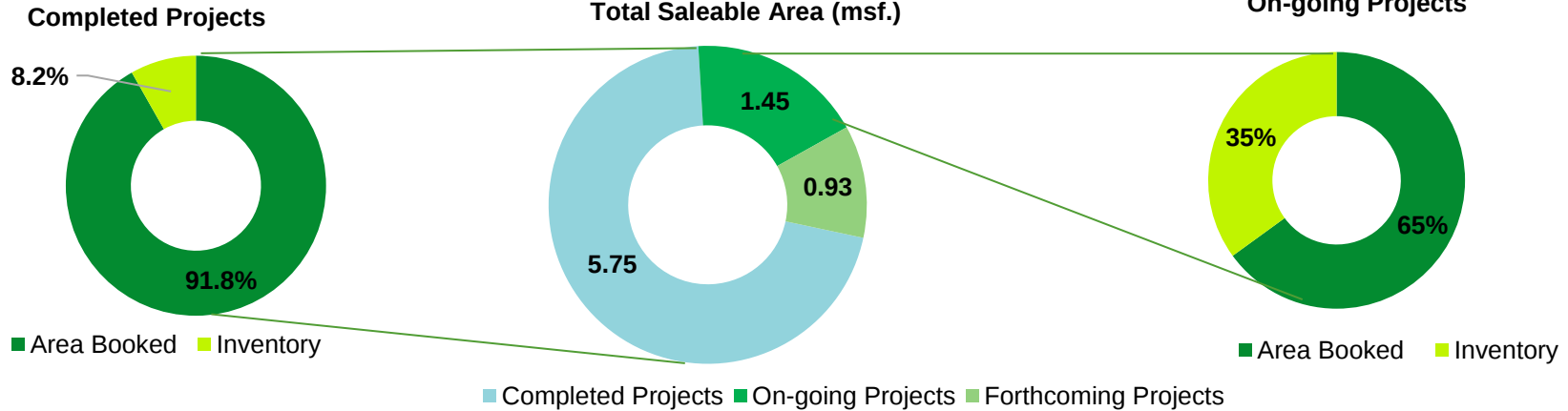
|         |       |
|---------|-------|
| Revenue | 2.5%  |
| EBITDA  | 21.6% |
| PAT     | 22.2% |

## 5 Year Average

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

# BUSINESS PORTFOLIO

Strong sales track leading to steady cash flows



| Completed Projects        |                    |
|---------------------------|--------------------|
| Avg. Realisation          | ~Rs 2,418 /Sq. Ft. |
| Sale Value of Area Booked | ~Rs 1,277 Cr       |

| On-going Projects |                    |
|-------------------|--------------------|
| Avg. Realisation  | ~Rs 3,039 /Sq. Ft. |

# COMPLETED PROJECTS

| S No          | Project Name              | Type                     | Saleable Area | Area Booked | Inventory   | Date of Completion |
|---------------|---------------------------|--------------------------|---------------|-------------|-------------|--------------------|
|               |                           |                          | (msf.)        | (msf.)      | (msf.)      |                    |
| Group Housing |                           |                          |               |             |             |                    |
| 1             | Eldeco Saubhagyam         | Hi-Rise Group Housing    | 1.20          | 1.19        | 0.01        | 2016-2020*         |
| 2             | Eldeco Eternia            | Hi-Rise Group Housing    | 0.36          | 0.36        | 0.01        | Jul-17             |
| 3             | Eldeco City Breeze        | Hi-Rise Group Housing    | 0.22          | 0.21        | 0.01        | Jul-18             |
| Townships     |                           |                          |               |             |             |                    |
| 1             | Eldeco City               | Plots & Villas           | 2.33          | 2.04        | 0.29        | Jun-16             |
| 2             | Eldeco Samridhi           | Plots & Villas           | 0.17          | 0.16        | 0.01        | Jun-19             |
| 3             | Eldeco Shaurya (Phase- I) | Plots & Villas           | 0.64          | 0.58        | 0.06        | Oct-17             |
| 4             | Eldeco Regalia            | Plots & Villas           | 0.69          | 0.61        | 0.08        | Oct-20             |
| Commercial    |                           |                          |               |             |             |                    |
| 1             | Eldeco Elegante           | Retail Cum Office Spaces | 0.05          | 0.05        | -           | Jan-17             |
| 2             | Eldeco Corporate Tower    | Office Spaces            | 0.08          | 0.08        | -           | Feb-13             |
| 3             | Eldeco City Arcade 1      | Shops                    | 0.01          | 0.01        | -           | Jul-18             |
|               | <b>Total</b>              |                          | <b>5.75</b>   | <b>5.29</b> | <b>0.47</b> |                    |

Note: msf – Million Square Feet || \* Project completed in various stages

# ON-GOING PROJECTS

## Most Projects in advance stage of execution

| S No | Ongoing Projects                          | Project Area    | Saleable Area    | Area Booked     | Area Allotted to partner | Area Available  | Expected Completion |
|------|-------------------------------------------|-----------------|------------------|-----------------|--------------------------|-----------------|---------------------|
|      |                                           | (sq. mtr.)      | (sq. ft.)        | (sq. ft.)       | (sq. ft.)                | (sq. ft.)       |                     |
| 1    | Eldeco Luxa                               | 6,249           | 1,32,736         | 22,804          | 45,013                   | 64,919          | Sep-22              |
| 2    | Eldeco Eternia Arcade                     |                 | 1,728            | -               | -                        | 1,728           | Sep-22              |
| 3    | Eldeco Regalia Arcade                     | 1,830           | 17,759           | 15,583          | -                        | 2,176           | Sep-22              |
| 4    | Eldeco Uday                               | 1,942           | 12,530           | 12,530          | -                        | -               | Sep-21              |
| 5    | Eldeco Joy                                |                 | 17,842           | 17,842          | -                        | -               | Sep-21              |
| 6    | Eldeco City Dreams                        | 3,736           | 72,756           | 56,219          | -                        | 16,537          | Dec-21              |
| 7    | Eldeco Select                             | 2,236           | 63,932           | 40,936          | -                        | 22,996          | Nov-21              |
| 8    | Eldeco South Block                        | 2,921           | 16,330           | 16,330          | -                        | -               | Dec-21              |
| 9    | Eldeco North Block                        | 7,727           | 50,044           | 50,044          | -                        | -               | Sep-21              |
| 10   | Eldeco Inner Circle                       | 7,745           | 41,735           | 41,735          | -                        | -               | Jun-22              |
| 11   | Eldeco Shaurya Arcade                     | 2,250           | 20,336           | 10,377          | -                        | 9,959           | Jul-23              |
| 12   | Eldeco East End                           | 12,180          | 62,628           | 49,135          | -                        | 13,493          | Mar-23              |
| 13   | Eldeco Saksham                            | 3,124           | 67,206           | 67,206          | -                        | -               | Sep-23              |
| 14   | Eldeco City at Bareilly (40% of 40 acres) | 1,44,128        | 8,73,549         | 5,01,286        | -                        | 3,72,263        | Jun-26              |
|      | <b>Total</b>                              | <b>1,96,068</b> | <b>14,51,111</b> | <b>9,02,027</b> | <b>45,013</b>            | <b>5,04,071</b> |                     |

# FORTHCOMING PROJECTS

| Sl. No. | Project Name       | Project Type              | Economic Interest | Saleable Area (msf) | Current Status                                |
|---------|--------------------|---------------------------|-------------------|---------------------|-----------------------------------------------|
| 1       | Eldeco Imperia     | Township                  | 100%              | 0.26                | Approval from RERA received.                  |
| 2       | Eldeco Twin Towers | Residential Group Housing | 100%              | 0.15                | Approval from RERA received.                  |
| 3       | Eldeco City Plaza  | Commercial                | 100%              | 0.01                | RERA approval received, construction started. |
| 4       | GH-03 Crest        | Group Housing             | 100%              | 0.38                | Under planning                                |
|         | <b>Total</b>       |                           |                   | <b>0.93</b>         |                                               |

Forthcoming Projects: Projects yet to be launched for booking

# 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 Type | Additional Detail         | Land area (msq.ft.) | Saleable Area (msq.ft.) |
|--------------|---------------------------|---------------------|-------------------------|
| Commercial   | Local Shopping/Commercial | 0.18                | 0.25                    |
| Utility      | School/Nursing            | 0.19                | -                       |
| Grand Total  |                           | 0.37                | 0.25                    |

# 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,

*“The revenue for the quarter was affected by closure of registrar offices due to COVID-19 induced lockdown in April and May, because of which we couldn’t register sizable revenue numbers this quarter. This revenue will be registered in the forthcoming quarters of this financial year. Two of our new projects that were launched this quarter namely Eldeco East End and Eldeco Saksham registered near full booking, showing sign of strong demand. With this strong demand resilience shown by people, especially millennials, we expect the pent-up demand of the quarter gone by to spill over to the coming quarters”.*

*He also added: “Our low leverage model helped us maintain healthy margins in these trying times. Leveraging our experience in execution that has spanned over four decades coupled with a strong balance sheet, we at Eldeco are fully committed to creating value for all our stakeholders.”*

# CONSOLIDATED FINANCIAL REVIEW (QUARTERLY)

| Particulars   | Q1FY22 | Q1FY21 | YoY Change | Q4FY21 | QoQ Change |
|---------------|--------|--------|------------|--------|------------|
| Revenues      | 15.1   | 20.0   | -24.5%     | 40.2   | -62.4%     |
| EBITDA        | 6.5    | 10.1   | -35.9%     | 19.9   | -67.4%     |
| Finance Cost  | 0.12   | 0.11   | 10.8%      | 0.5    | -75.1%     |
| PBT           | 6.2    | 9.9    | -36.9%     | 19.3   | -67.7%     |
| PAT           | 4.7    | 7.2    | -35.5%     | 14.0   | -66.7%     |
| EBITDA Margin | 43.0%  | 50.7%  | -768 bps   | 49.6%  | -652 bps   |
| PBT Margin    | 41.2%  | 49.4%  | -815 bps   | 48.0%  | -678 bps   |
| PAT Margin    | 30.9%  | 36.1%  | -528 bps   | 34.8%  | -397 bps   |

Figures in Rs. Crores, except change and margins

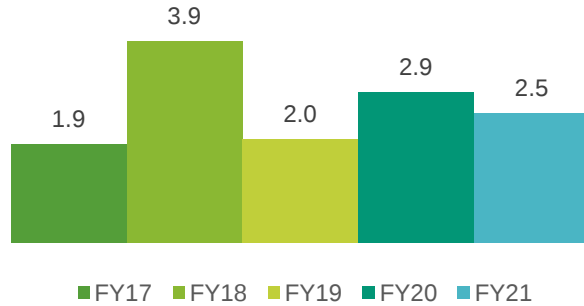
# CONSOLIDATED INCOME STATEMENT (ANNUAL)

| Particulars         | FY21  | FY20  | Change Y-Y |
|---------------------|-------|-------|------------|
| Revenues            | 159.4 | 128.5 | 24.0%      |
| EBITDA              | 74.5  | 54.1  | 37.8%      |
| Finance Cost        | 0.9   | 0.9   | -2.5%      |
| PBT                 | 73.0  | 52.5  | 39.0%      |
| PAT                 | 54.2  | 39.2  | 38.4%      |
| EPS (Rs. per share) | 275.7 | 199.2 | 38.4%      |
| EBITDA Margin       | 46.7% | 42.1% | 466 bps    |
| PBT Margin          | 45.8% | 40.9% | 492 bps    |
| PAT Margin          | 34.0% | 30.5% | 353 bps    |

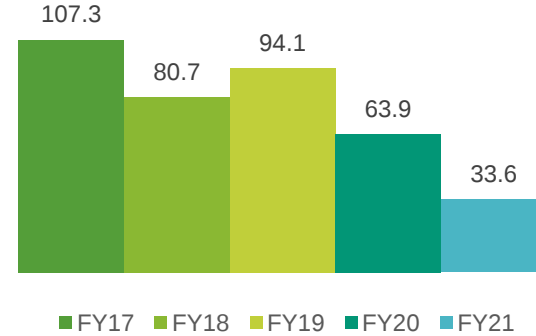
Figures in Rs. Crores, except change and margins

# HISTORICAL TRACK RECORD

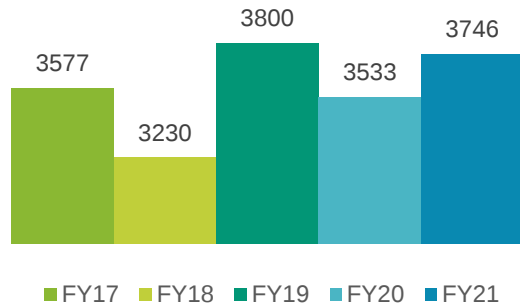
*Area Booked (Lakh Sq. Ft.)*



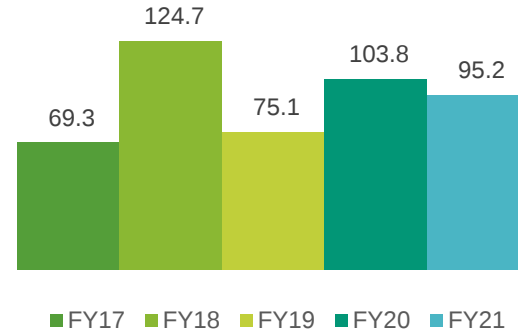
*Value of Construction (Rs. in Crore)*



*Average Realisation (Rs. per sq. ft.)*

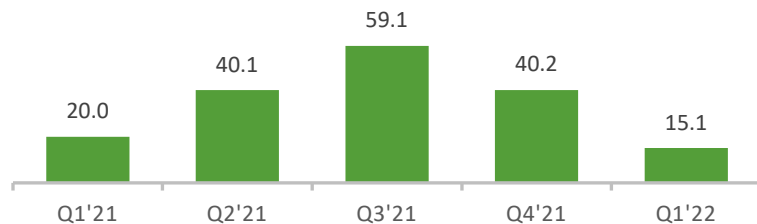


*Value of Area Booked (Rs. Crores)*

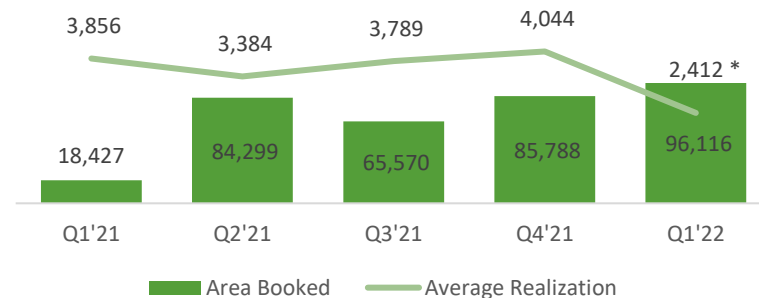


# CONSOLIDATED FINANCIAL REVIEW (QUARTERLY)

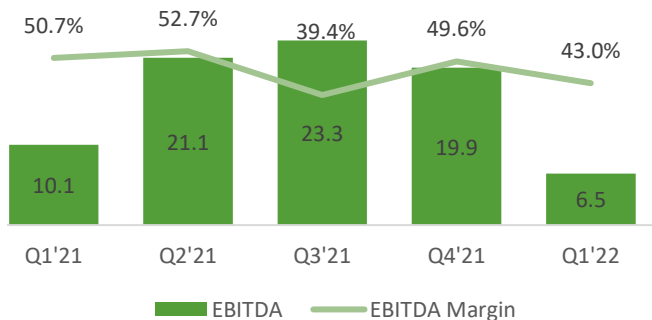
Revenue (INR Cr.)



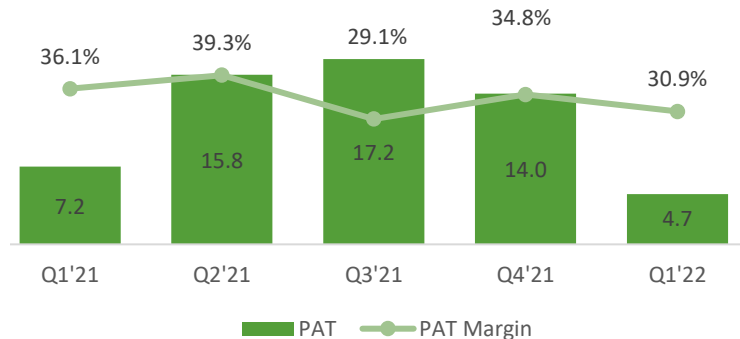
Area Booked (sq. ft.) and Average Realization (Rs per sq. ft.)



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



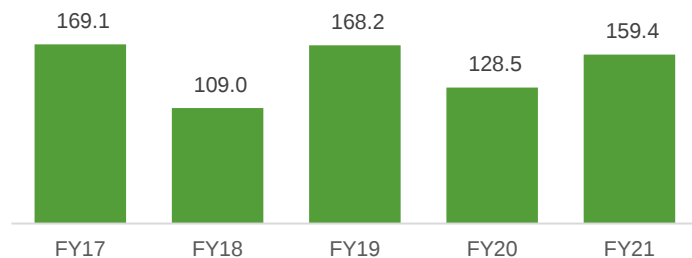
PAT (Rs. Cr.) and PAT Margin (%)



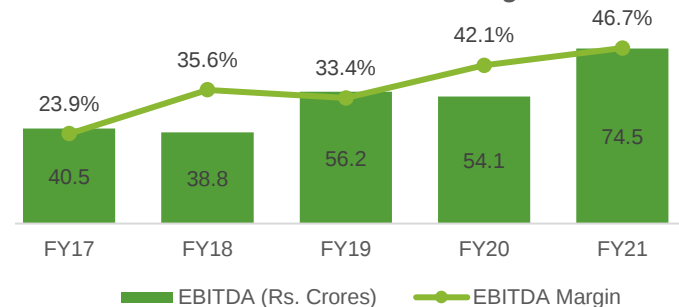
\*Out of total 96,116 sq.ft. sold in Q1'22, 70% of the sales was contributed by Eldeco Saksham which has EWS properties, causing average realization to drop vis-à-vis previous quarters..

# CONSOLIDATED PERFORMANCE REVIEW (1/2) (ANNUAL)

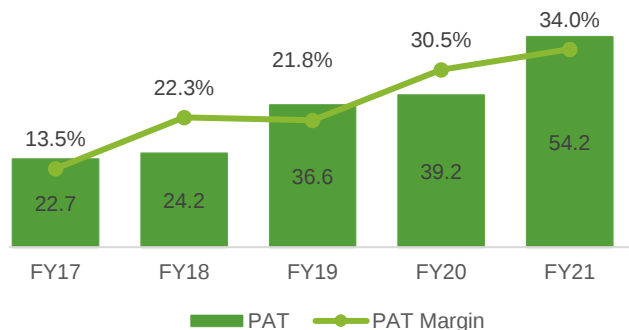
**Revenue (Rs. Crores)**



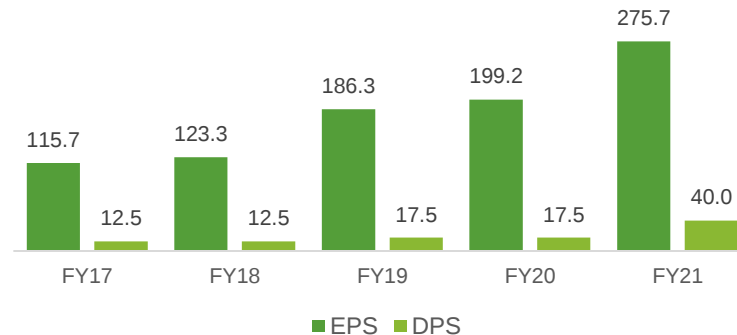
**EBITDA and EBITDA Margin**



**PAT and PAT Margin**



**EPS & DPS**

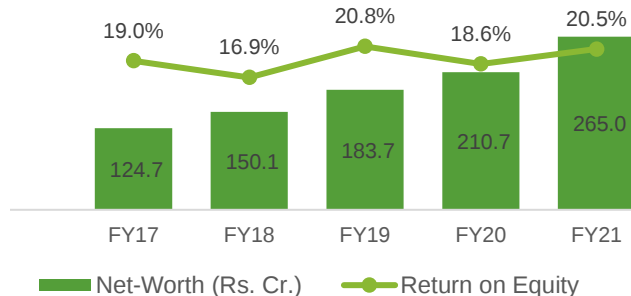


Note 1: PAT and EPS are after adjusting Minority Interest

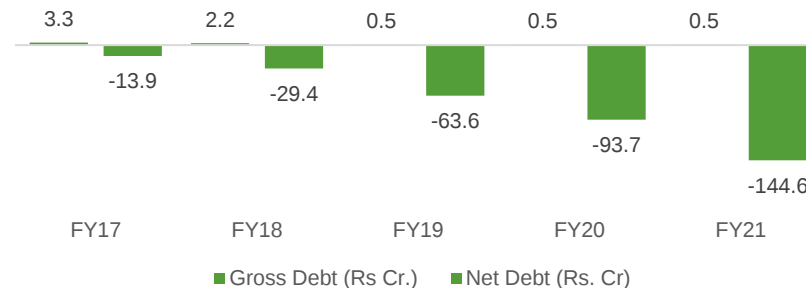
Note 2: All figures are as per IND-AS.

# CONSOLIDATED PERFORMANCE REVIEW (2/2) (ANNUAL)

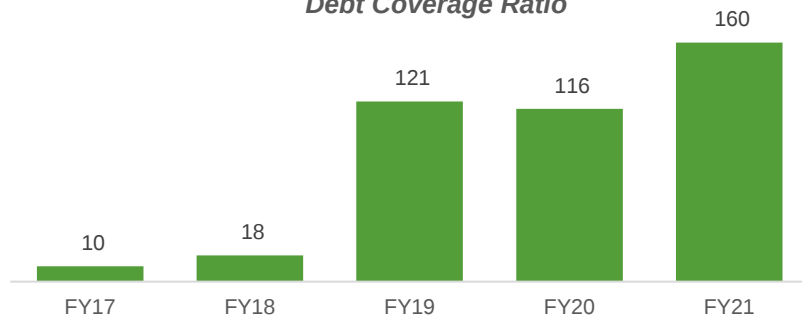
**Net-Worth (Rs. Cr.) and ROE (%)**



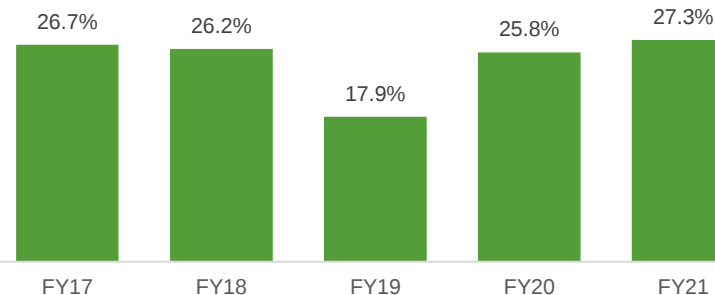
**Gross Debt and Net Debt**



**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



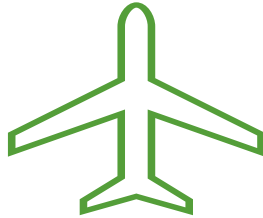
Capital of UP



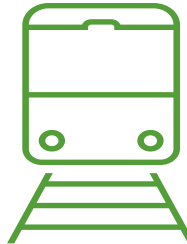
Influx of population from  
Eastern UP and Bihar



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

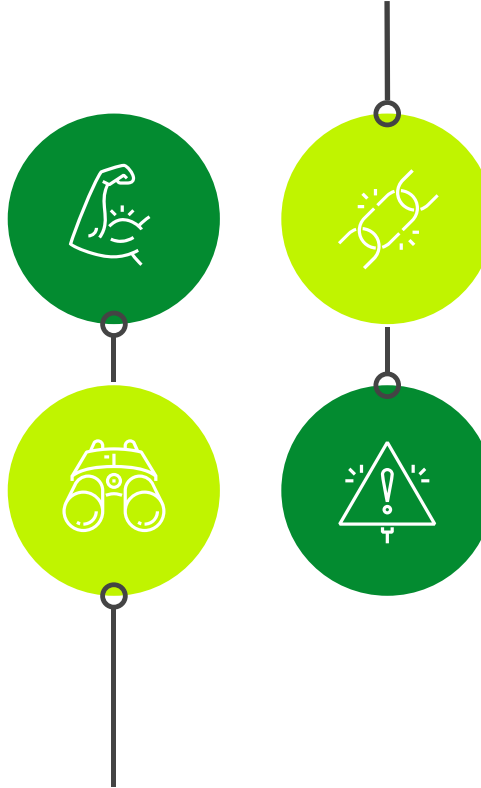
- Lack of suitable land for development
- Lack of deep pool of institutional capital for real estate development in Lucknow
- Income shock to target market due to pandemic

## 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*

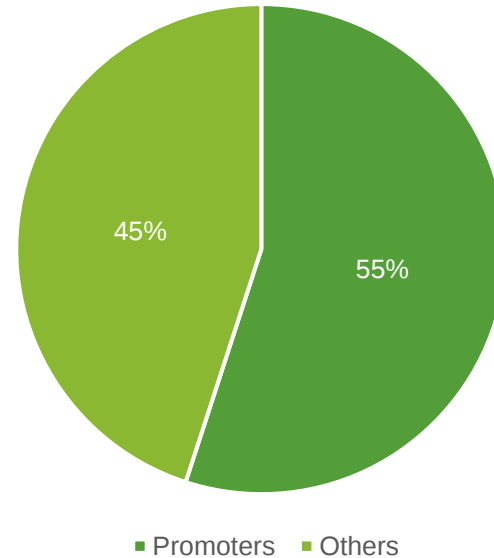
- Total experience of around 35 years; previously with NIIT and Uptron
- Fellow member of the ICAI

# STOCK DATA

| Stock Information     |                 |
|-----------------------|-----------------|
| Stock Price           | Rs 2747         |
| 52 Week High/Low      | Rs 3340 / 856   |
| Market Capitalization | Rs 540 Cr       |
| Shares Outstanding    | 1.97 Mn         |
| Free Float            | Rs 243 Cr / 45% |

*Note: Stock Prices as on 11th August 2021.*

Shareholding as on 30th June 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

Fax : 0522-4039900

[www.eldecogroup.com](http://www.eldecogroup.com)

[eldeco@eldecohousing.co.in](mailto:eldeco@eldecohousing.co.in)

### For IR Contact:

Lokesh Pareek: [lpareek@christensenir.com](mailto:lpareek@christensenir.com)

Kanav Khanna: [kkhanna@christensenir.com](mailto: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.



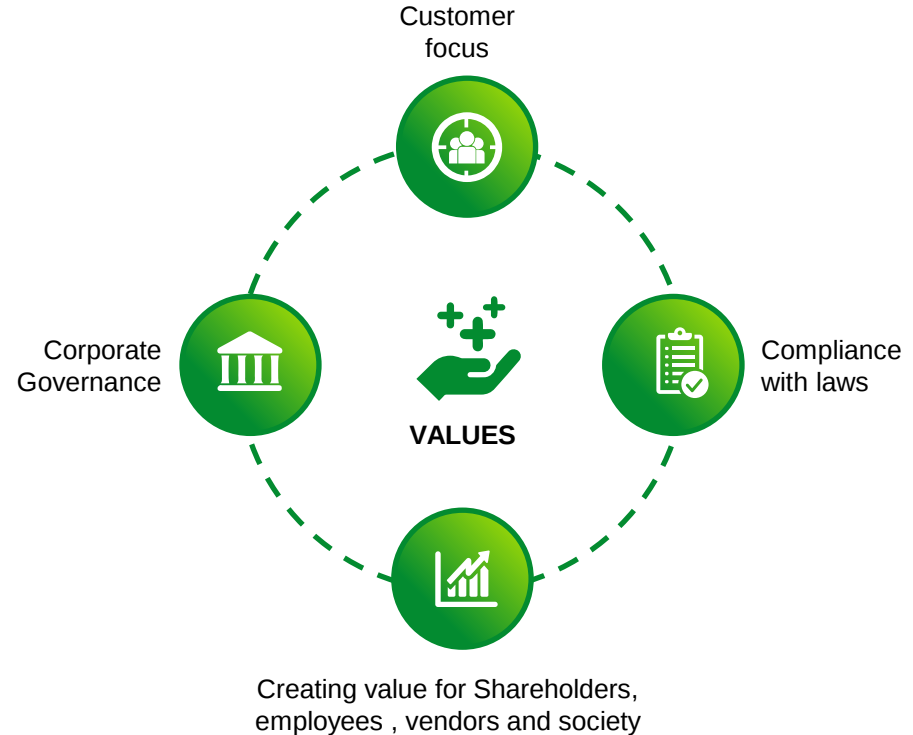
## VISION



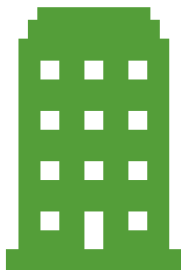
To be the foremost player of North India across all our business verticals



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



# BUSINESS SEGMENT- GROUP HOUSING (COMPLETED)



| Project                            | Eldeco Saubhagam | 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               |