



Sunteck Realty Limited

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An Insight



- ✓ Mumbai focused developer
- ✓ City-centric acquisitions at Optimum Cost with clear titles
- ✓ Premium Positioning
- ✓ Expertise in buying low cost land parcels & developing them into high end housing projects
- ✓ Project Portfolio 24 msf spread across
 24 projects and 4 rented assets





















Brand Positioning





Ultra luxury residences aimed at high-net worth individuals



Premium & mid-level residences in select suburban micro markets



Large formats and mixed use developments

Sunteck

Commercial developments

BKC Projects are home to 'The Most Celebrated Gentry' of the country



















Corporate Governance



SPECIFICS	FACTS	INFORMATION		
Board of Directors	60% Independent Board	 ✓ Qualified professional – MBA, CA, Civil Engineer, Bankers, Lawyer & Real Estate Advisory 		
Internal Auditors	KPMG	✓ For document process, risk oversight, management & internal control		
Statutory Auditors	Lodha & Co.	 One of the well known auditors in India 		
Consultants	Big 4	 ✓ For Organizational development & transactions advisory 		





















Q4 & FY15 Review



















Key Developments - FY15



- ✓ Signature Island, BKC (flagship project) awarded as 'Luxury Project of the Year' by Lokmat's National Awards for Excellence in Real Estate and Infrastructure
- ✓ Chairman & Managing Director won 'Young Achiever's Award' at Lokmat's National Awards for Excellence in Real Estate and Infrastructure
- ✓ Received 5 Occupation Certificates
- ✓ A mix of fresh and experienced talent of 61 personnel were added during the year.
- ✓ Revenue recognized from completion of 2 additional projects i.e. Sunteck Kanaka, Goa
 & Signia Skys, Nagpur
- ✓ Average annual realization stood at ~₹ 24,011 psf

















Operational Performance



Particulars	UOM	Q4FY15	Q3FY15	% Change (q-o-q)	Q4FY14	% Change (y-o-y)
Pre - Sales	₹Mn	1,644	1,420	16%	990	66%
Collections	₹ Mn	1,731	1,232	40%	1,098	58%
Cost Incurred	₹ Mn	433	650	(33%)	472	(8%)
Average Realization	₹ Psf	20,888	26,553	(21%)	17,919	42%

Particulars	UOM	FY15	FY14	% Change (y-o-y)
Pre - Sales	₹Mn	5,106	3,988	28%
Collections	₹Mn	5,402	4,180	29%
Cost Incurred	₹Mn	2,512	2,051	22%
Average Realization	₹ Psf	24,011	21,895	10%



















Consolidated P&L



All figures in In ₹Mn

Particulars	Q4FY15	Q3FY15	Q4FY14	FY15	FY14
Income from Operations	1,413	661	8,944	3,169	9,383
EBITDA	651	347	2,681	1,479	2,912
Adjusted PAT	397	127	1,437	681	1,510
EPS (₹)	6.63	2.11	23.96	11.37	25.18
Operating Margin	46%	52%	30%	46%	31%
Adjusted PAT Margin	28%	19%	16%	22%	16%

Notes: Company follows Project Completion Method of accounting for booking revenues



















Consolidated B/S



All figures in In ₹Mn

Liabilities	FY15	Assets	FY15
Networth	14,703	Net Fixed Assets	132
Secured Loans	7,231*	Investments	300
Unsecured Loans	3,474	Inventories	34,596
Customer Advances	12,465	Cash & Bank Balances	1,068
Others	4,766	Others	6,543
Total	42,638	Total	42,638

Notes: * Increase due to BKC projects FSI payment / pre-payment of ₹ 3,203 mn













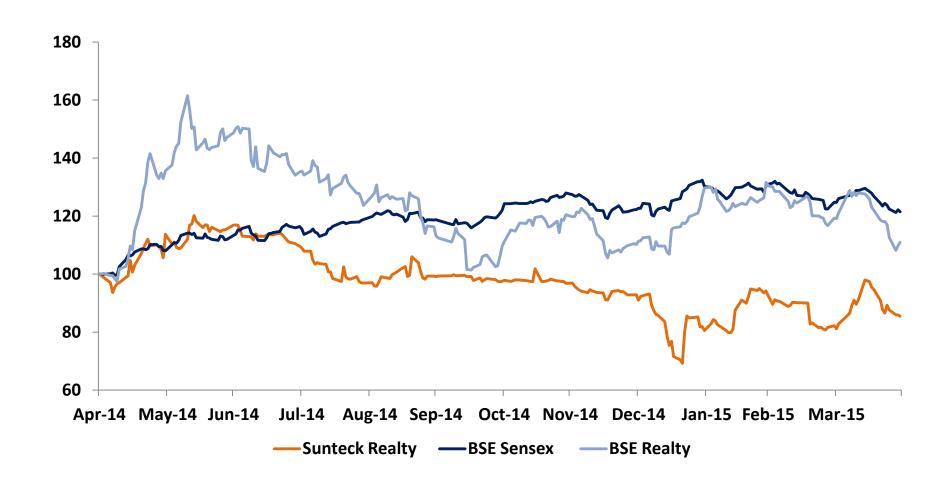






Scrip Performance















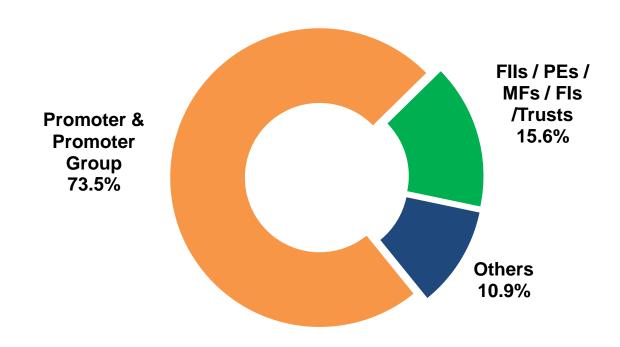








As on March 31, 2015























Business Operations



















Profitability Drivers



		Dro Colos	Indicative Opera	ating Margins		Est. Revenue	
S.No.	Project Name	Pre-Sales ₹ Mn	From Pre- Sales	Form Incremental Sales*	Status	Recognition Timeline	
1	Signature Island	-	-	50% - 55%	Completed		
2	Signia Oceans	-	-	25% - 30%	Completed	Incremental Sales will	
3	Sunteck Grandeur	-	-	50% - 55%	Completed	continue to add	
4	Sunteck Kanaka	-	-	25% - 30%	Completed	to the profitability	
5	Signia Skys	-	-	20% - 25%	Completed		
6	Signia Isles	7,868	30% - 35%	45% - 50%	Nearing Completion	FY16	
7	Signia Pearl	7,443	30% - 35%	45% - 50%	Nearing Completion	FY17	
8	Signia High	975	20% - 25%	30% - 35%	Construction Stage	FY17	
9	Sunteck City Avenue 1	2,939	25% - 30%	35% - 40%	Construction Stage	FY18	
9	Sunteck City Avenue 2	1,829	30% - 35%	40% - 45%	Construction starts in Q1FY16	FY19	
10	Signia Orion	251	25% - 30%	35% - 40%	Construction starts in Q2FY16	FY19	

Notes: *Operating Margins (from incremental sales) calculated as per the average sale price (of last 3 transactions) of respective projects











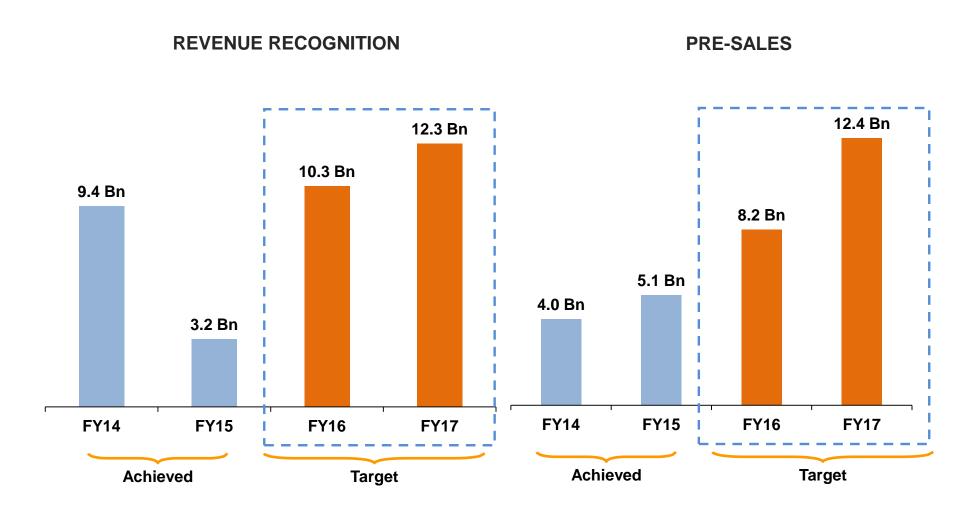






























Launch Plan



Upcoming

S.No.	Project Name	Location	Development Type	Project Share	SRL Share	Est. Revenue Potential* (₹ Mn)	Remarks
1	Signia Pride	Andheri(E)	Residential	100%	100%	979	Ready for construction commencement
2	Signia Orion	Airoli	Residential	100%	50%	1,949	Approvals in process
3	Sunteck Centre II	BKC	Commercial	57%	100%	1,225	Ready for construction commencement
	Total					4,153	

Forthcoming

	4	Sunteck City, 3 rd Avenue	Goregaon (W)	Residential	100%	100%	26,100	Development plans submission in process. (To be developed in phases)
	5	Signia Hills	Andheri (W)	Residential	100%	100%	2,092	Planning Stage
•		Total					28,192	

Notes: *Est. Revenue Potential as per average of latest transactions



















Projects' Approval Status



S.No.	Project Name	Environment	Fire	Height	IOD / Layout	CC	ос
1	Signature Island	\$	₽	₽	€	€	₽
2	Signia Oceans	8	₽	₽	€	₽	₽
3	Signia Skys	&	₽	₽	\$	₽	₽
4	Sunteck Grandeur	§	₽	₽	€	§	₽
5	Sunteck Kanaka	&	₽	₽	€	§	In Process
6	Signia Isles	&	₽	₽	€	§	-
7	Signia Pearl	&	₽	₽	€	§	-
8	Sunteck City 1st Avenue	&	₽	₽	€	§	-
9	Sunteck City 2 nd Avenue	&	\$	₽	In process	-	-
10	Signia High	♦	₽	₽	€	€	-
11	Signia Pride	NA	₽	In Process	€	In Process	-
12	Signia Orion	₽	₽	NA	In Proce	ess	-
13	Sunteck Centre II	NA	In Process	₽	Under Pro	cess	-

Notes: Approvals come in stages



















Cash Flow Visibility



	S. No.	Project Name (Figures in ₹ Mn)	Sale Value Achieved	Balance Receivables	Est. Revenue Potential*
1	1	Signature Island	11,277	2,035	14,232
ted	2	Signia Oceans	590	48	23
Completed	3	Signia Skys	137	82	910
Son	4	Sunteck Grandeur	488	195	490
≪	5	Sunteck Kanaka	250	31	434
Ongoing	6	Signia Isles	7,868	2,402	6,157
ngc	7	Signia Pearl	7,443	2,522	6,962
0	8	Sunteck City 1 st Avenue	2,939	1,513	7,338
	9	Sunteck City 2 nd Avenue	1,829	1,490	9,756
	10	Signia High	975	765	1,792
					1
ing	12	Signia Pride	-	-	979
Upcoming	12	Signia Orion	251	204	1,949
D D	13	Sunteck Centre II	-	-	1,225
		Total	34,047	11,287	52,245

Notes: * Est. Revenue Potential as per average of latest transactions





















Construction Updates



















Key Partners & Associates



kotak [®] Kotak Mahindra Bank	Kotak Realty Fund	WALT DISNEP	Walt Disney, India
Piramal knowledge action care	Ajay Piramal Group	MAN	Construction services for Infra, Resi, Industrial and Commercial projects
	Leading construction company in India	VERTU	Concierge Services
Aedas	World's leading global architecture and design practices	BUROHAPPOLD ENGINEERING	Delivering creative, value led building and city solutions
TALATI & PANTHARY ASSOCIATED PLY LED ARCHITECTURE & INTERIOR DESIGN	Firm specializing in Architecture, Sustainable Planning & Interior Design	JW CONSULTANTS LLP Formerly Y S Sane Associates	Well-known structural specialists
SSA	Full-service architectural firm	L&S Interiors made in lincolarbles	International construction consultancy firm



















Signature Island, BKC



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS

























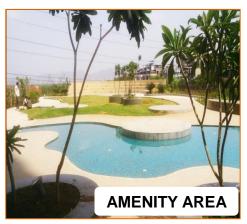


Signia Oceans, Airoli



COMPLETED PROJECTS





























Signia Skys, Nagpur



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS



























Commercial Projects



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS







Sunteck Grandeur, Andheri



















Commercial Projects (Contd..)



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS



Sunteck Kanaka, Goa



















Signia Isles, BKC



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS



✓ RCC work for upto 4th slab completed (including 3 levels of basement)



- ✓ RCC work upto 16th slab completed;
- ✓ Plaster completed for 10 slabs



- RCC work upto 19th slab completed; Plaster completed for 12 slabs
- Approvals received for upper 3 floors



















Signia Pearl, BKC



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS





✓ RCC. work up to the plinth level (including 3 levels of basement) completed



✓ RCC work upto 12th slab completed & painting work commenced



- RCC work upto 19th slab completed & painting work commenced
- Approvals awaited for upper 3 floors (Received in Apr'15)



















Sunteck City, 1st Avenue



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS



Excavation permission received



✓ RCC work upto 3rd slab completed



✓ Tower A & B – RCC work upto 21th slab floors & upto 11th slab completed respectively



















Sunteck City, 2nd Avenue



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS*



Indicative Artistic Impression



Site Layout

^{*} Construction to commence



















Signia High, Borivali



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS



Indicative Artistic Impression



- Shore Piling & Excavation work completed
- Approvals Awaited



- ✓ Approvals received for full development
- ✓ RCC work upto 4th slab (including 2 levels of basement) completed



















Signia Orion, Airoli



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS







Site Layout



















Signia Pride, Andheri



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS







DEMOLITION OF STRUCTURE COMPLETED

















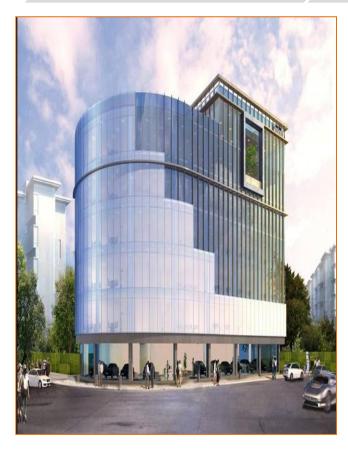


Sunteck Centre II, BKC



COMPLETED PROJECTS

UNDER CONSTRUCTION PROJECTS





Indicative Artistic Impression

DEMOLITION OF STRUCTURE COMPLETED



















Goregaon(W) -16 acres



Sunteck City, 3rd, 4th & 5th Avenue : Mixed – Use / Integrated Development



Indicative Artistic Impression





















Appendix



















News Articles on BKC



Uber-rich buying luxe flats in BKC

plex (BKC), one of Mumbai's eading commercial business districts is now also an enclave worth individuals and some of rate world have booked luxury

Property market sources said they have paid between Rs 30 crore to Rs 55 crore for uber-luxury apartments in the BKC. Some of the highend residential projects here command as much as Rs 55,000 a sq ft.

Among those who have booked duplexes here are indus-

Nimesh Kampani Pramit Jhaver Harsh Mariwala > Mickey Doshi Most of these ultra high-net worth individuals ha these luxury pads not as an investment, but to stay here because of BKC's strategic location - sources

trialist Gautam Adani, formdhwa of Ambit Holdings. er Citigroup head Vikram Pa It is also learned that the fa-mily of Hitesh Patel, the Suratndit. Deutsche Bank co-chief executive officer of Asia/Pac based diamond merchant who ific, Gunit Chadha, chairman was the highest bidder for PM of JM Financial Nimesh Ka Narendra Modi's suit for Rs mpani, Harsh Mariwala of 4.31 crore, booked an apartme-Marico Jalai Dani of Asian nt in BKC Pramit Ihaveri Paints, Kishore Lulla of Eros CEO of Citi India, and Mickey International and Ashok Wa-Doshi, MD and country head at

"Most of these ultra high net worth individuals have bo ught these luxury pads, not as because of the BKC's strategic location," said sources.

These are all duplexes in Signature Island, among the three residential projects built by developer Sunteck Real ty in the BKC's G Block. These apartments come in two siz es, the bigger ones are 11,000 sq ft while the smaller ones are about 7,000 sq ft. BKC currently has just

three residential projects addingunto 220 units. ▶'Lack of home units', P 6

'Bandra-Kurla Complex short of home units'

report said BKC cur-rently does not have enough residential developments despite its marque

"The corporate clientele BKC can be typified as high-income earning (some imes extending to top clients for luxury products; mid-to-top end manage nent: this is a class of people that has purchasing power

Most people who work BKC commute from far flung suburban areas or cen-tral and south Mumbai. In erms of time taken to travel can easily mean one to two p high-end homes in BKC nd also develop it as a resi-lential destination is imper-tive. Developers have currently not tapped the full residential demand of the rea," it said.

The report said BKC,



Huge gap in unit launches

RKC and non-RKC locations. Nearly 4,300 residential units have been launched in the catchment area (including BKC and non-BKC), of which only 220 units are in BKC, says the Cushman

once developed as a formida ble residential address, can also serve as an alternative to sub-markets such as Worli

and southern parts of Mum bai can draw in crowds and hence help ease urbaniza

MRC plans to fund these two projects by raising loans to the tune of 50% of nance agencies: the centra vernment will pitch in with 20% and the state gov-ernment and MMRDA will provide 30% of the finance by vay of equity and sub debt.

For Kalanagar, the au-ority has approved an elerated solution as the earlier olan to have an underground unnel for vehicular move-nent did not elicit any re-ponse from bidders. The MRDA spokesperson said. "The flyover will help reduce traffic snarls. A survey has revealed that every hour, on in average, more than 12,000 ars crowd this BKC junc-on. The traffic problem will a solved by constructing ur flyovers and a road at a

st of Rs 227 crore."
There will be a flyover necting the Sea Link and 3KC in each direction. The otal length of these two 2-ane flyovers will be 1,888 netres. The flyover running m Dharavi towards the Western Express Highway WEH) will join the flyover unning from BKC at the secnd level. There will be a 3-lane flyover connecting the flyover reaching WEH. This flyover will be 2,920

MMRDA also sanctioned onstruction of a 300-metre-ong and 12-feet-wide road nning through the govern-



Four flyovers, 1

road to unclog



THE ARMS

A two-lane flyover onnect BKC to WEH Another two-

lane flyover will originate from Sion-Dharavi Link

Kherwadi flyover At the convergence point of will open up into a three-lane

A 300-metre road is Sion-Dharavi Link Road

PWD offices behind

3,000

Next year. walk into a smart BKC

MMRDA's state-of-the-art project to spruce up business district

draemumbai

Smart-city amenities for BKC by 2017

Plan proposes free WiFi, smart parking, streetlights that dim themselves, and a mobile app for lodging complaints

according to CBRE's su

BKC, which is the city

costs of \$251 per sq ft, Beijing's Finance Street (\$198 per sq ft), Beijing's CBD

CONNECTED TO A SMARTER FUTURE

'BKC, Nariman Point among 50 priciest office spaces globally'

REALTY PRICES GO THROUGH THE ROOF are among the top

t are among the top 50 iest office spaces global-	Rank	Area	(S per sq ft / amount)	
cording to CBRE's sur-	1	London West End	274	
eleased on Tuesday.	2	Hong Kong (Central)	251	2
KC, which is the city's native business dis-	3	Beijing (Finance Street)	198	1
retained its 16th rank.	4	Beijing (CBD)	189	
Nariman Point is	5	Moscow	165	
ed 32nd on the top 50 list.	6	Connaught Place CBD	160	A THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN C
t nearly \$160 per sq	7	Hong Kong (West Kowloon)	154	I D D IIII
r annum, Delhi's Cen- Business District (CBD)	8	London City	153	- wa wa: I I I I I I I I I I I I I I I I I I I
onnaught Place bagged	9	Tokyo (Marunouchi Otemachi)	136	A CONTRACTOR OF THE PARTY OF TH
ixth slot.	10	Shanghai (Pudong)	128	The state of the s
London's West End re-		Mumbai		
ed the world's highest-	16	ВКС	104	
d office market, but continued to dominate	32	Nariman Point	77	
world's most expensive	Hong	Kong Central followed	Although New	Delhi's first quarter," said CBF

two places to the sixth spot on the global top 10 rankings over first quarter of 2014, an-

saw a nearly 9% drop, was among the top five global prime office markets to wit-ness a decrease in yearly occupancy costs.
Global prime office occ pancy costs rose 2.5% yes over-year, led by the Amer

MD Anshuman Magazine. Annual office occupancy

c (up 2.8%). The region ealty market of Europ he Middle East and Afri CRRE tracks occupan

Chaitanya, Marpakwar ver a year after Yuva Sena chief Aditya Thackeray mooted a proposal to revive

Mumbai's nightlife by passng a resolution in the BMC, the Shiv Sena is now pitching for Special Entertainment Zones (SEZs)

"I will also write to the Chief Minister to pursue my nightlife proposal for Mumbai. May be Malls cld e Special Entertainment Zones -SEZs," Aditya had tweeted recently following which the Sena prepared its draft SEZ plan, which aims to earmark



Sena for 24x7 Special Entertainment Zones to boost nightlife Sena sources said with the pro-

posal still doing the rounds of government departments, Aditya is trying to simplify the plan to revive nightlife. "This SEZ proposal is simple to implement and is an add-on to the earlier BMC resolution to let eateries and other establishments remain

open 24x7. We want the government to earmark certain areas as SEZs where restaurants, shops, convenience stores and other establishments can remain open through the night. These zones Arvind Sawant, Shiv Sena MP from

Sena sources said the party will

Fadnavis to pitch the plan to him. The BMC general body had in September 2013 given its assent to Aditya's pro posal. Sources said the plan is yet be approved by the labour, urban devel-

nent and home departments. The plan proposes to have design nated spots in areas like Narimar Point, Bandra Kurla Complex (BKC) Carter Road among others. The plan also suggests that carnivals like the Kala Ghoda Art Festival could be allowed to run late into the night.

Sources said existing laws like the Shops and Establishment Act and other labour laws need amendment to notify certain areas as SEZs.



















News Articles on Goregaon







new station added to the Western Line in

The city's western suburban railway line will get a new station, its first in nearly fifty years, by the end of June this year.

The BMC has promised to complete work on a flyover connecting NSC connecting NSC
exhibition centre in
Goregaon on the
western side to SV
Road in the east by
April end, allowing
the Western Railway
to throw open the
longdelayed Oshiwara
railway systion railway station.

BMC plans flyover on Goregaon's east-west link

Will Ease Traffic Along Goregaon, **Mulund Connector**

Mumbail Over 30.000 metoriats will get relate once the Kond, at the MTNI, junction Road, at the MTNI, junction mumbail Municipal Corporation (30MC) plans to build a control of the Corporation (30MC) plans to build a control of the Corporation (30MC) plans to build a control of the Corporation (30MC) plans to build bu

cles use the Junction which connects through a and disconnects through a solution and and solution and a solution and any time of the day on light.

The area has developed dramatically in the last decreased by the solution and the solution and



GOREGAON: GROWING TO GLORY

With the government giving a lot of impetus to infrastructure development, Goregaon has emerged as one of the hottest suburbs offering the best of both worlds to consumers

DIC- VIVER SADAMBALKAD

Anuradha Ramamirtham Tpmfeedback@timesgroup.com

ce a sleepy suburb of Mumbai, today, Goregaon has successfully ransformed itself into a hub for premium and luxury housing. The area has witnessed a sea change in terms of infrastructure development and has emerged as one of the fastest growing suburbs. Going back to yester years, up till the late 1970s, Goregaon was sparse ly populated with the main residential ocalities springing up in nagars such as Unnat Nagar, Jawahar Nagar, Motilal Nagar, Bangur Nagar, Shastri Nagar, Siddharth Nagar, Piramal Nagar and Mahesh Nagar on the west and wadis like Pandurang Wadi and Jaiprakash Nagar on the east. Goregaon's eastern boundary was effectively the Western Express Highway, and this is where the picturesque Aarey Milk Colony, a no-development green zone of approximately 3 160 acres, offers its forested charm to the region. However, the scene has complete ly changed today. New premium and super premium residences have attracted people from south Mumbai to shift to Goregaon. The suburb has been a favourite among HNIs over the last few years because of its central location and easy connectivity to the airport and CBDs (central business districts) of Andheri, BKC (Bandra-Kurla Complex) and Lower Parel. "Goregaon is no more a suburb

Newer areas such as Dindoshi, Gokuldham, Yashodham, Saibaba Complex, Film City Road, etc., on the east, and Bangur Nagar, Lokhandwala and Link Road on the west, became the development hubs. "Goregaon (E) is also home to the recently-developed area known as New Dindoshi, which includes the Nagari Nivara Parishad (popularly known as NNP), a housing scheme for the lower middle-class segment. There are more than 30,000 people living at NNP, distributed between two zones. These are affordable housing schemes provided by the government," shares Subhankar Mitra, head - Strategic Consulting (west) JLL India. Goregaon enjoys a rather advantageous location in terms of accessibility being bracketed on either side of the railway line by the Western Exress Highway and the Linking Road

far from Mumbai; it is an extension to

Andheri's Lokhandwala complex," says

a Kalpataru spokesperson.

With good infrastructural development. the place offers easy connectivity to Andheri-Lokhandwala and the Jogeshwari Vikhroli Link Road. Upcoming infrastructural developments like the Goregaon-Mulund link road, metro and mono rail, are sure to boost the connectivity of Goregaon to other suburbs, thus, reducing commuting time to central business districts like Andheri and BKC, to a minimum. Over the years, due to strategic infrastructural development, Goregaon has become a hotspot for large luxury residential complexes, business districts, shopping malls, theatres, schools

UPCOMING
INFRASTRUCTURAL
DEVELOPMENTS LIKE
THE GOREGAONMULUND LINK ROAD,
METRO AND MONO CBDS LIKE ANDHERI AND BKC. GOREGAON IS ONE

and hospitals. "With the presence of a large number of malls, Goregaon has more retail floor space than any other suburb of the city and has transformed itself into Mumbai's bub for lifestyle and fashion." adds the Kalpataru spokesper son. Goregaon holds the advantage of having lower real estate property prices compared to its much crowded and high ly priced counterparts like Andheri, Mal ad and Borivli. It is the ideal example of live, work and play. "Young, recently married couples, in their early 30s with a dual income and no kids, have largely influenced the consumer demand patterns. Goregaon is probably one of the only few locations that can offer all of this at a ticket size of Rs 60-80 lakhs for a spacious 1-BHK and under Rs 1 crore for a 2-BHK apartment in a premium res idential complex with modern lifestyle amenities," says Munish Doshi, manag ing director, Acme Group. Unlike other suburbs, Goregaon has a massive share of green cover and open spaces like the Film City and Aarey Milk Colony. The residents in Goregaon get the feeling of being close to nature in its tranquil environment without going away from the city. Thus, it can be said that Goregaon is one suburb which strikes the perfect balance between connectivity, social in frastructure facilities and the most de sired - green zone. What started out as a primarily middle-class residential neighbourhood, went on to become a wealthy suburb. With various government and private schools within its precincts.















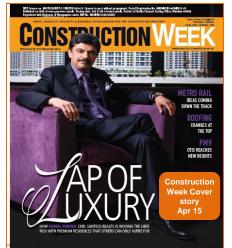






Key Coverages on Sunteck





Dalal Street

RANK

47

5 Year4CAGR (%)

Sunteck

Realty

CMP (₹)

CODE

512179



Financial Metrics

150.97

Established in 1981, Sunteck Realty (SRL) is a Mumbai based real estate company,

catering to the ultra-luxury and luxury residential segment. SRL is renowned for its

strong project execution skills and works with renowned brands like Walt Disney, L&T

and Talathy&Panthaky. Its current market capitalisation stands at ₹1756.31 Cr. The

company has made turnover of around ₹925.56 Cr. in Mar'14 and their operating

income has been increasing at an average rate of 114 per cent every year over the last five

years. However, company's share price has given negative return in our study period.

Share Price Performance

Nonetheless, since then share price of the company has gone up substantially.

23.57

Realty sector. homebuyers pin hopes on budget

AST FEW YEARS, AS NEW LAUNCHES AND

apartments is back. "In fact, the super-luxury market in Mumbai which was earlier estricted to just a few locations in south Mumbai, is now being extended to centra Mumbai with high profile lux ury-segment launches by lea ing developers," says Kamal Khetan, chairman & MD of construction firm Sunteck Realty, adding that the luxury segment has witnessed a sig nificant rise in demand due to growing income levels across

fter a brief lull

in 2013-14, due

to the economic

downturn

mand for high-end luxury

and political

instability, the

Prime

Among the super-rich, Rs 100 crore is considered a fair price to pay for the exclusivity that comes with the tag

> were restricted to just south Mumbai in the past, they are now found in parts of central Mumbai and extend even as far as Bandra. Sunteck's six-bedroom homes in the Signature Island project at BKC are also priced at Rs100 crore. The buyers of sprawling homes have a mindset different from the rich but-conservative home buyers of the 80s and 90s. "Today's buyers of big homes are much younger and richer, riding the benefits of the economic boom and keen to enjoy their

Where ultra-luxury homes

wealth," says Khetan. Luxury by invitation

Marketing of the super luxury Rs 100-crore homes involves a niche, targeted approach, with the developers -and their associates - individually

WHAT MAKES A FLAT WORTH RS 100 CRORE?

At Lodha's World One, the luxury begins outdoors, with landscaped woods, organic gardens and flower walls spread across 1 lakh square feet. Fountains lead to the lobby designed by Armani, and a six-level spa-cum-club managed by Six Senses is on hand to rejuvenate. And yes - everything from the door to the linen and cutlery are exclusively monogrammed for each of

At the duplex homes at Raheja's Vivarea, residents enjoy unobstructed views of the Mahalaxmi Race Course greens, a temperaturein-house spa, landscaped gardens with water cascades and high-tech security features.

Omkar 1973's sky bungalows in Worli have private elevators to each home, elevated jogging tracks and a pet spa too. The homes boast plush materials of textured silk and leather, along with Italian marble, gold-leafing and handcrafted



At Lodha's World One in Worli, luxury extends outdoors, with landscaped woods and organic gardens.

approaching potential buyers. Recently, a leading developer invited a 15-strong group of diamond merchants for a twonight trip to Dubai to make a presentation of its south Mumbai project, sweetening the deal with an additional 10% discount if the group buys value projects," says Sunteck's Khetan, explaining the 'By Invitation Only' approach for class products vis-a-vis the mass products, which are open to anyone who has the money.

direct marketing for such high

Element of hype

While some of the projects with Rs 100-crore homes have genuine demand, there are some which are hyped by the developers just to create an image for their project. Given that just a handful of apartments in these projects actually command Rs100-crore, with the rest are priced much lower, the image of exclusivity pushes the sales of the lesser-priced apartments in the project "Let's just say that the Rs100-

crore club is more of a fancy of the developer than the fancy in a building."



Omkar's 1973 Worli has private elevators for each sky villa, to create a bungalow-like experience within the building.



Another developer is work-

ing closely with heads of MNC

offering a good 10% brokerage

rely on extensive research and

real estate consultancies,

on high-value deals, where

the going rate for residentia

of the buyer," says Pankaj Kapoor, managing director of real-estate consultancy Liases Foras. "A small percentage of the so-called Rs100-crore apartments justify the price - there is only so much that luxury amenities can cost and that price point, one would prefe having his own independent house than just an apartment

luxury Rs100-crore homes involves a niche, targeted approach, with developers and their associates annormaching hovers Recently, a leading developer invited a group of 15 diamond merchants on a two-night trip to Dubai to make a presentation for its south Mumbai project. sweetening the deal with a 10% discount if the group bought homes in bulk

HOW THESE

FLATS ARE SOLD

Marketing of the super

Another developer is working closely with heads of MNC real-estate consultancies, offering a 10% brokerage on high-value deals, where the going rate is just 3%

Developers rely on extensive research and direct marketing for such high value projects," says Sunteck's Khetan, explaining the 'By Invitation Only' approach for class products vis-a-vis mass products, which are open to

anyone who has the money.





Sensex Suntech Realty

2011

2010

















Thank You!

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