

GENERIC
ENGINEERING CONSTRUCTION AND PROJECTS LTD.

INVESTOR PRESENTATION - JUNE 2017



COMPANY OVERVIEW

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- Generic Group was started in 1967 by Mr Ravilal Patel. At Present it is operated under the Leadership of Mr Manish Ravilal Patel (Managing Director).
- The company is engaged in the business of providing services for civil construction and infrastructure projects across varied industries like Automobile, Real Estate, Industrial etc.
- Generic has completed more than 300 projects till date like IT Parks, Hospitals, Cold Storage Facilities, Residential and Mass Housing etc.
- The company has a strong and loyal clientele which includes marquee names like Reliance Group, Ikea, Hindustan Unilever Limited etc.
- It is amongst the most reputed and trusted company for providing services for civil construction and infrastructure projects.
- Present executable order book of about INR 350 Cr.

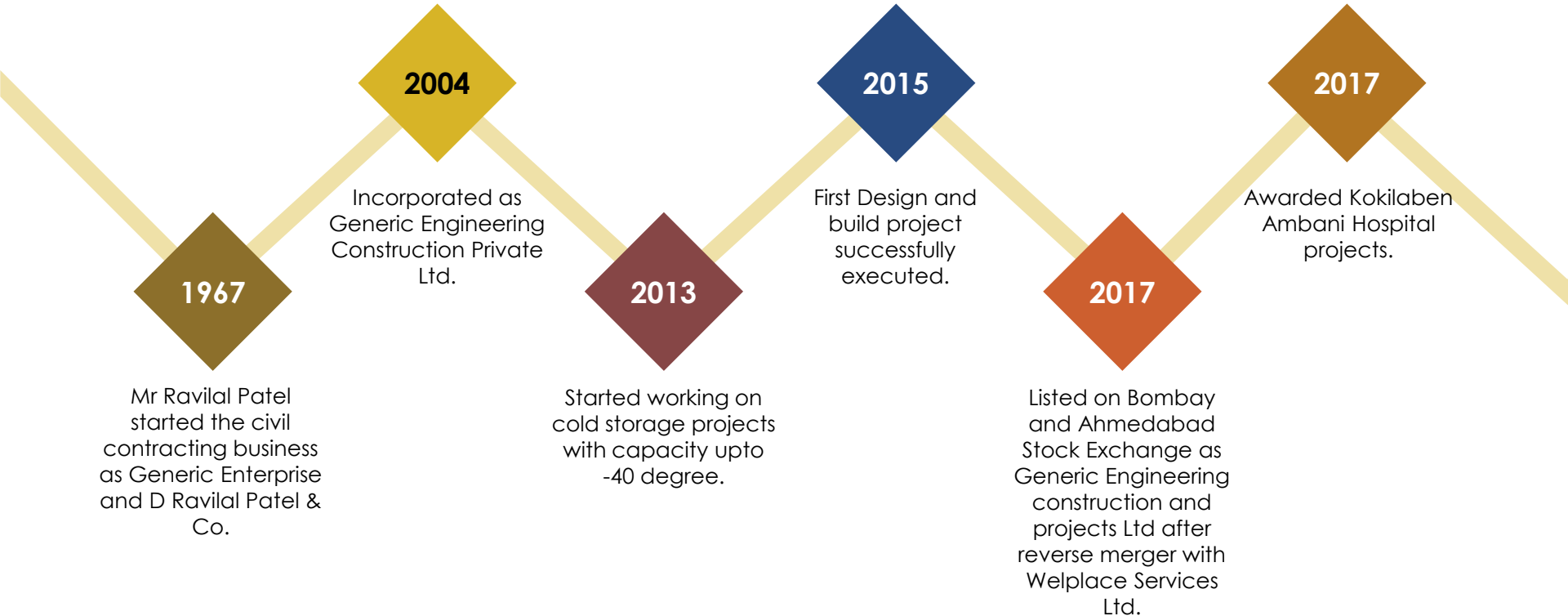
BUSINESS MIX

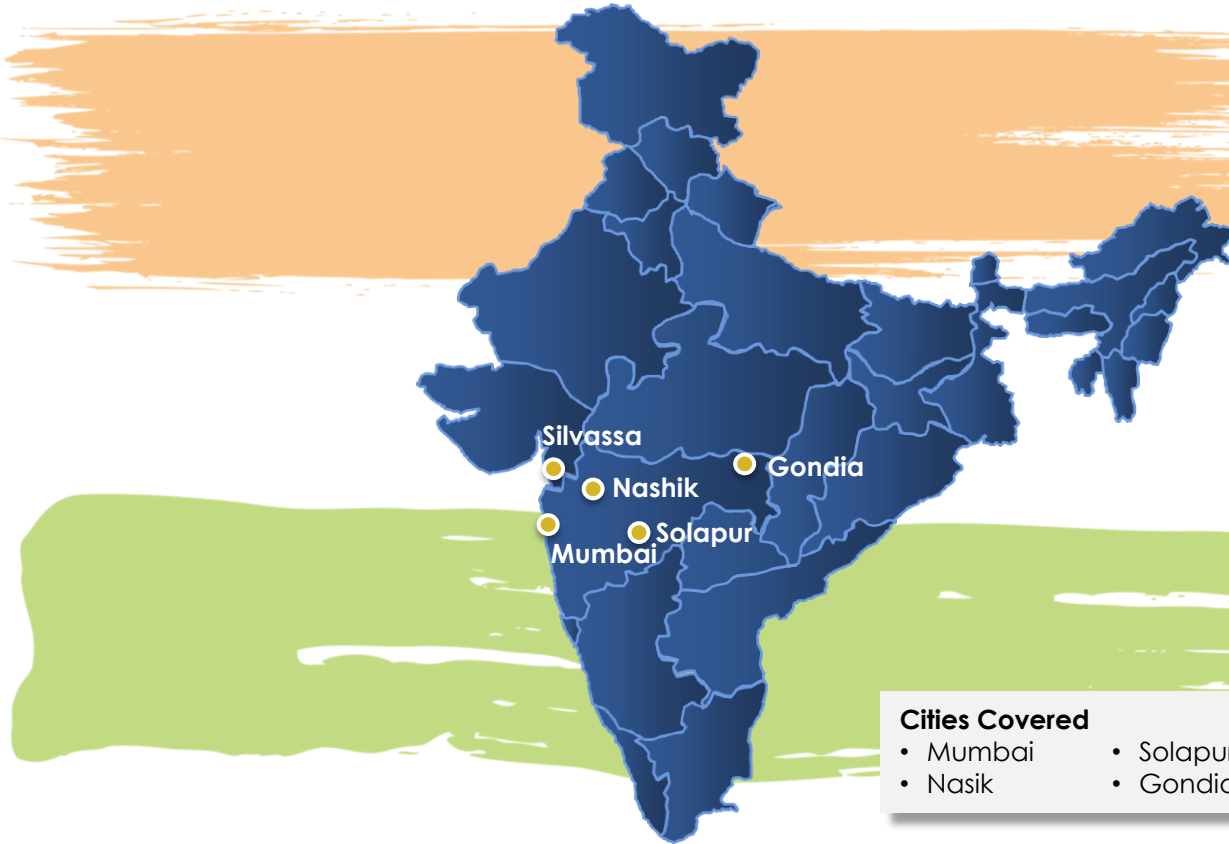
General Contracting - Civil & structural works along with finishes, internal infrastructure MEP and specialized services.

EPC - Engineering design services, scheduling activities, procurement, construction, installation and commissioning resources etc.

Design-Build - The owner executes a single contract with one to provide engineering services and construction services where the time frame and project cost is predetermined.

Conventional Contracting - Competent contractor to only take-up the construction activities usually without covering finishes and MEP.





Cities Covered

- Mumbai
- Nasik
- Solapur
- Gondia
- Silvassa



Research & Development

- Significant emphasis on improvements in methods and processes for construction and operations.
- To provide a competitive edge the company continuously refine the frequently used systems at the project sites.

Technology

- Specialized hardware and software for collaboration and communication in many areas including:
 - Estimating Systems
 - Project Document Controls (PDC)
 - Project Management System
 - Quantity Takeoff

- An overall total recordable incident rate and overall lost-time frequency rate among the lowest in the industry.
- Innovative safety programs include :
 - Safety Management Center
 - Safety Observation
 - Health, Safety and Environment(HSE)Manuals

- An experienced professional senior management team supported by capable professional employees providing:
 - strategic direction
 - manage operations
 - mitigating risk and challenges

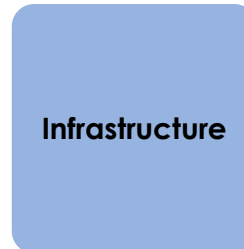
EHS

Professional Team



BUSINESS OVERVIEW

Generic Engineering Construction and Projects Ltd



- General Contracting is a widely accepted contracting model and is primarily practiced where a customer expects a competent contractor to take-up not only the construction activities of entire structure but also finishes and MEP (Mechanical, Electrical, Plumbing) works.
- The Company undertakes single point responsibility of core and shell construction (civil & structural works) along with finishes (internal & external both), internal infrastructure (roads, landscaping etc.) MEP (Mechanical [HVAC], Electrical, Plumbing, Sanitary, Fire Fighting and Alarm Systems etc.) and specialized services (Elevators, BMS, Landscaping etc.).
- They are responsible for the proper coordination among various package contractors, providing on-site facilities to them for smooth execution of the project & also with their own scope of works.



- Generic Engineering Construction and Projects Ltd. has gained expertise to deliver end-to-end services catering to Engineering, Procurement and Construction solutions in the field of Buildings and factory projects etc.
- Services include Architecture, Structural, Electrical, Mechanical, HVAC, Plumbing & Sewerage, Fire Protection services, Building Management systems, and Infrastructure works, Procurement Services, Project Management & Construction services.
- While delivering world-class EPC solutions to the customers, the company follows all Environmental, Health & Safety (EHS) and Quality standards through a process driven approach.



- Generic Engineering Construction and Projects Ltd with its vast experience in construction has come up with the Design and Build services where the company takes care of co-ordination with the architect, structural engineer, MEP consultants and the promoter.
- Apart from single-point responsibility, the project gets completed in a fixed time frame and the transparency ensures that the client is aware of the project cost from start itself.



- Generic Engineering Construction and Projects Ltd. practices conventional contracting for civil & structural construction of core-and-shell of the project, without covering general infrastructure, finishes, MEP and other services. Often the client undertakes the procurement of the building materials.
- The Company undertakes specific responsibility for proper coordination amongst various contractors/sub-contractors etc. connected with the scope of works.
- The Company offers flexibility in terms of preferable contracting model. They fully understand the varied preferences of customers and all the offerings in terms of contracting and pricing models are designed in order to suit the customer's requirements.



Major Executed Projects

Sr No	Project Name	Description	Contract Value (In Millions)
1	Akshar Greenworld	Residential Project of G +22 storied 11 towers composite work	1,000.00
2	AND DESIGN	Commercial complex & Studio building of 1,70,000 sq ft Composite work	229.14
3	Prashasti Enterprise	G +15 stories residential tower composite work	129.42
4	Reliable Techpark	IT Building consists of Ground +12 Uppers Labour work	91.09
5	Elaf Cold Storage	Basement +Ground +4 Upper floors of 57000 sq ft Cold Storage building Composite work	81.26
6	National India Bullion Refinery	Commercial Structure of 3,30,000 sq ft Labour work	70.51
7	Panacea Biotech	Stilt + 5 Uppers for Research and Development centre	70.00
8	Skyline Symphony	Commercial Structure of 1,60,000 sq ft with Materials	62.98
9	BMW Car Showroom	Building of 85,000 sq ft Labour work	57.55
10	Wasan Toyota	Showroom Building of Basement +2 Uppers of 51,000 sq ft with Materials	48.72
Total			1840.67

Order book (May 2017): INR 3,500 Mn

Marquee Projects:

Sr No	Project Name	Description	Contract Value (In Millions)
1	Allure	G +22 storied 7 towers of overall 6,50,000 sq ft BUA composite work	870.75
2	Kokilaben Ambani Hospitals	Hospital Buildings of combined 2,96,570 sq ft work	804.84
3	Jay Vijay Housing Society	2 Basement +Stilt + 11 Uppers Total 6 Building	642.00
4	Pestom Sagar	Basement + 16 Floors	282.50
5	Kesar Eqinox	Stilt + 20 Upper Residential Tower	207.57
6	Millionist 14	Basement + 5 Parkings + 15 upper Residential Tower	170.10
7	JKC Cold Storage	Cold storage Unit of 60,000 sq ft. Composite work	168.35
8	All India Hing Supplying Co	Industrial Building of 78,200 sq ft Composite work	137.70
9	Stulz-CHSPL (india) Pvt. Ltd	Civil and Structural work for new industrial Building	58.55
10	AVI worldwide	Expansion of Factory Building 24,000 Sft Composite work	55.00
Total			3397.36



INDUSTRY OVERVIEW

Growing opportunities

1. Norms for FDI in 15 sectors including real estate and construction development have now been eased.
2. The introduction of GST will ease tax-related complexities in the construction sector and bring with it a major spurt in activity and growth.
3. The Central and State Governments have granted infrastructure status to affordable housing for urban and rural housing projects. The Central Government is targeting Housing for All by 2022 under Pradhan Mantri Awas Yojana (PMAY).
4. RERA Act 2017 has ensured more accountability and transparency regarding the project completion time and its cost.
5. Steps undertaken by RBI, for ease of funding available to infrastructure projects – providing incentives to banks for long term bonds raised to finance the infrastructure sector; flexibility in refinancing norms for infrastructure projects, higher funds allocated towards public sector infrastructure projects, Low interest rates for home loan.
6. Policies like Benami Transaction Prohibition, REITS will lead to long-term industrial growth and it will also facilitate transparency at work.

GENERIC's presence

1. Present executable order book of about INR 350 Cr across sectors.
2. GENERIC is amongst the leading civil contractors in the Indian construction and infrastructure industry.
3. Plans to actively bid for Rail/EPC/Institutional Building Projects.
4. Fully equipped with In-house design team and tie-ups with the consultants.
5. Very less Debt to Equity ratio.
6. More than 2000 labor and 21 cranes at disposal.
7. No risk exposure to material cost fluctuations gives an added advantage.
8. Stringent payment terms in the contract to avoid delay in cash flow.



FINANCIAL OVERVIEW

Historical Income Statement - Standalone (INR Mn)

Particulars	FY17
Total Income	385.62
EBITDA	31.05
EBITDA Margin	8.1%
PBT	22.46
Profit After Tax	16.50
PAT Margin	4.28%
EPS (Rs)	2.02
Debt – Equity Ratio	0.32

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