

Date: 16th May, 2019

To, BSE Ltd.

Department of Corporate Services Corporate Relation Department 14th Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400001

Sub: Submission of Investor Presentation for the Quarter and Year ended March 31, 2019

Dear Sir,

Kindly find attached herewith the investor presentation for the quarter and year ended March 31, 2019. Requesting you to kindly take the same on records.

Thanking you

Yours Faithfully,

For Generic Engineering Construction and Projects Limited

Tarak Gor

Whole Time Director & CFO

DIN: 01550237 Place: Mumbai





Investor Presentation May 2019

Safe Harbor



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About Us

Vision, Mission and Goal





Vision

We at GENERIC have pledged to endow our clients with the finest quality of construction services.

Our aim is to accomplish enhanced customer satisfaction which is driven by continual improvement as our tool.

Our vision is to deliver all round results and create a new benchmark with every new project.



Mission

To be at par with the latest technology advancements in the field of Engineering, Construction, Operation & Maintenance of projects and to create an employee friendly ambiance where people's skills are utilized to generate ingenious ideas.



Goal

To achieve harmony with land,
We need to respect it and
Compliment it with a structure
That does justice to its aura



About Us



Mr. Ravilal Patel, the founder, started the civil contracting business in 1967, in the name of Generic Enterprise. In 2004, the company was incorporated as Generic Engineering and Construction Pvt. Ltd.

In 2016, Generic Engineering Construction and Projects Ltd. (GENERIC) was **listed on BSE** via **reverse-merger** process. The company is a Mumbaiheadquartered construction service provider. GENERIC offers general contracting, design-build; engineering, procurement and construction (EPC); and project management consultancy (PMC) services for Industrial & Residential buildings.

Company forte lies in executing projects having a ticket size between Rs. 25 crore to Rs. 100 crore. The company has expertise in building all types of structures including industrial, commercial, residential, hospitals, educational institutions, data centres etc.

The company is a **pioneer** in building **cold storage facilities** ranging up to -40° C. In FY19, company executed and handed over 4 hospitals, for one of the largest industrial groups in the country.



The company has the highest market share of contracting business in the fastest growing market of Navi Mumbai, where the company has delivered more than 300 industrial buildings.

Residential segment (legacy business) contributes about 66.8% of the revenue, commercial & industrial segment constitutes 12.4% of revenue, special projects contributes the 11.7%, while health & leisure contributes the remaining 8.9%.

Company has undertaken the construction of many showrooms for reputed passenger vehicle companies like Maruti Suzuki Ltd., BMW India and Toyota India

The **Gross Order Book** as on 31st March 2019 stands at **over Rs. 1,050 crore**.



Management Profile





MANISH RAVILAL PATEL (Managing Director)

Has a wide expertise of over two decades in field of Construction. Has handled various projects ranging from commercial, educational, industrial, residential, medical, high-tech parks etc. His technical, strategic decisions and leadership skills has helped our company securing and successfully implementing many projects. He is well respected in the Construction Industry which is demonstrated through strong associations he has established with architects, partners and clients.

TARAK BIPINCHANDRA GOR (Whole-Time Director & CFO)

A qualified Chartered Accountant with over 18 years of practice in banking and finance matters, debt and equity fund raising, secretarial, indirect taxes etc. He has worked with major infrastructure companies and several real estate companies. His strength lies in steering the organization through his strategic thinking and leadership skills. His sound financial and business acumen has helped maintain financial discipline across the projects and Company.





JAYESH SHESHMAL RAWAL (Executive Director)

He is a qualified chartered accountant having more than 19 years of experience in giving highly reliable Consultancy solutions involving Financial Services, Indirect Tax, Direct Tax, Company Law, FEMA / RBI, Economic Zone and Accounting Services. He brings in high level of expertise and experience across taxation, audits, management and financial consultancy, designing and reviewing of internal control systems and costing models.



Three Delivery Methods





The company takes charge of the entire project from inception to completion.

Responsibility includes core and shell construction along with finishes, internal infrastructure, MEP and specialized services like Elevators, Landscaping etc.



Holistic service delivery model where the company provides all architectural / engineering design services, scheduling activities, procurement, construction, installation and commissioning resources etc. under one roof.



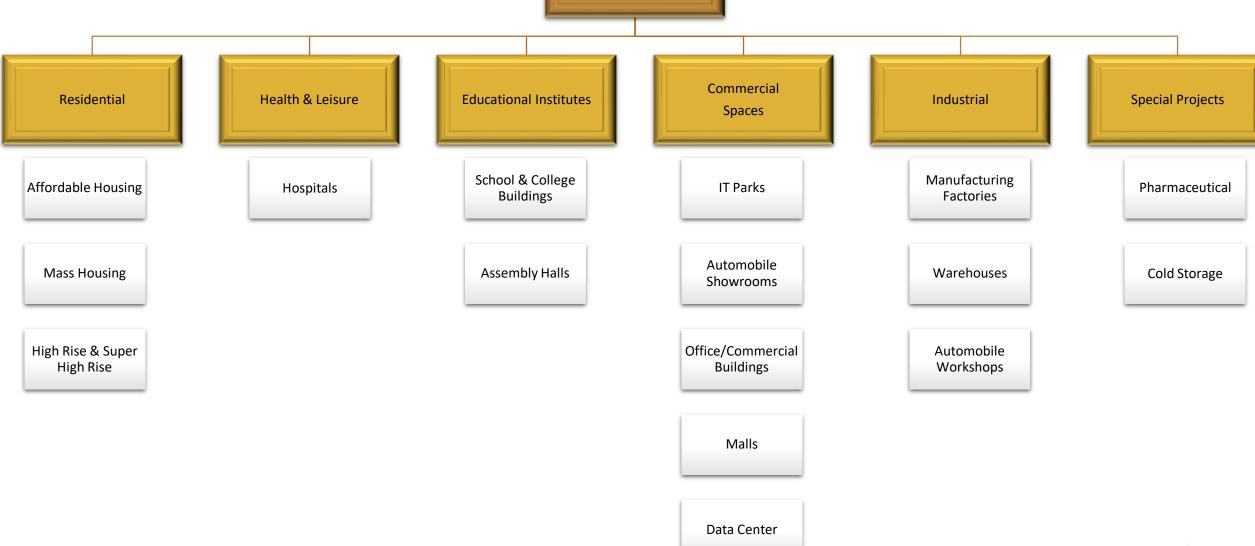
company's involvement begins much prior to the laying of foundation of the project. Activities are broadly classified in clearly defined phases of the project's lifecycle. The company meticulously monitors each stage for all constraints including cost, quality and time.



Business Verticals







Credit Rating





"Credit Rating upgraded from BBB- Stable to BBB
Stable by Care Ratings." The ratings process
highlighted the following factors:-

- Significant improvement in scale of operations and profit margins
- Improvement in capital structure & debt coverage indicators marked by fresh equity infusion
- Improvement in operating cycle & liquidity position and healthy order book position.
- Long track record of operations in construction activities with healthy order execution track record coupled with reputed clientele



Our Strengths

Our Strengths



Highest market

share of contracting business in the fastest growing market of Navi Mumbai.

Very few organized companies in the ticket size of Rs. 25 to Rs. 100 crore

Growing trend of small-ticket size projects, making company a formidable player in this segment.

Focus on multiple projects across all diversified verticals.













Pioneer in building cold storages, ranging up to -40° C. Preferred choice for EPC, General Contracting and Design & Build

four vendors

selected by IKEA.

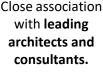
repetitive clients, along with increasing demand projects. One of the for in-house design.

Reputed and

Diversified expertise and past experiences of working with known clients leads to timely execution of projects.

Close association with leading architects and consultants.











No arbitration with any client since last 50 years. Till date, no penalty has been levied by any client. Zero accidents.

Have built capabilities to undertake in-house design and undertake turnkey projects.

Effective man-power sourcing.

The **Gross Order** Book as on 31st March 2019 stands at over Rs. 1,050 crore.

Healthy revenue visibility. Enjoy higher margins. Low debt-equity ratio.



Our Clientele

Residential Segment













































An (80-9001; 2000 Certified







































Our Clientele

Health and Leisure Segment









Special Projects

















Educational Segment







Strong tie-ups with leading Architects & Consultants



Sr. No.	Architects	Location	
1	M/S. K. Thomas & Associates	Vashi, Navi Mumbai	
2	Hafeez Contractor	Mumbai	
3	Soyuz Talib	Vashi, Navi Mumbai	
4	Mr Zore & Associates	Vashi, Navi Mumbai	
5	CRN (C R Narayana Rao)	Mylapore, Chennai	
6	Dimensions	Vashi, Navi Mumbai	
7	Homework	Chembur, Mumbai	
8	Uday Master	Mumbai	
9	B N Shah & Associates	Mumbai	
10	Studio C	Mumbai	
11	Vijay Garodia	Mumbai	
12	Raghuvansh Mathur	Vashi, Navi Mumbai	
13	Sanjay Zaveri	Mumbai	
14	Ajit Bhuta & Associates	Mumbai	
15	4.4 Designs Ltd.	Mumbai	

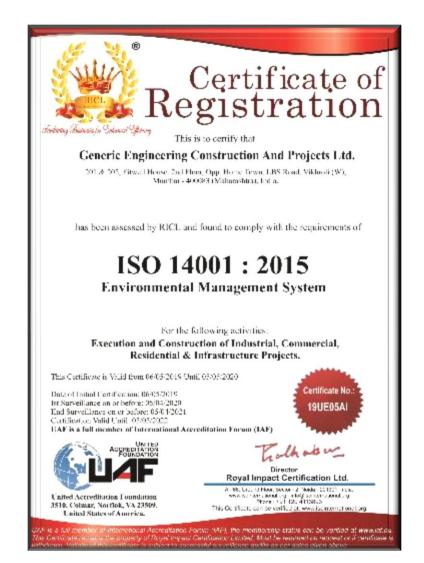
Sr. No.	Consultants	Location
1	Mahimtura Consultants	Mumbai
2	Adharishila Consultants	Navi Mumbai
3	R C Tipnis	Mumbai
4	U D Chande & Associates	Mumbai
5	Epicon Consultants Pvt. Ltd.	Thane
6	Sanghvi Associates	Mumbai
7	SURA & Associates	Mumbai
8	S S REGE & Associates	Mumbai
9	Y S SANE & Associates	Pune
10	Shashank Mehendale & Associates	Mumbai
11	Hiren Tanna	Mumbai
12	Rajeev shah & Associates	Mumbai
13	JCV & Associates	Mumbai
14	Mahimtura Consultants	Mumbai

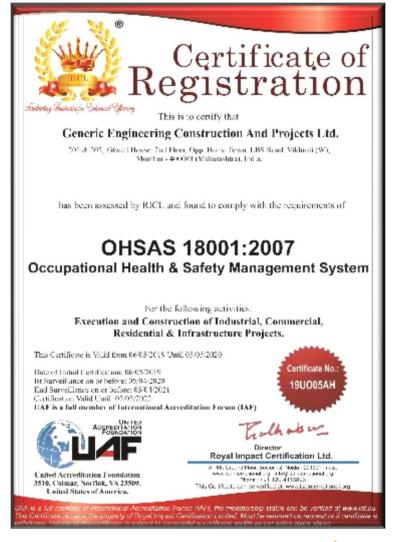


Certifications











Case Study - Reliance Health Care Solutions Private Limited

Objective	Civil and RCC works for Hospital Building at Kopar Khairane, Navi Mumbai (150 bedded multispecialty Hospital. including oncology day care centre)
Scope of work	Civil, Structural, Finishing, Plumbing and Firefighting
Details	Structure constituted 2 Basement + Ground Floor + 6 Upper Floors. Area of the Structure – 2,15,000 Sq.ft. Duration of Project – 24 Months

Challenges

We faced hard rock at depth of 4m to 7m. Due to this rock breaking was not possible with chiseling method.









We overcame the challenges of rock cutting by adopting the advance diamond core cutting method

Solutions

Blasting was prohibited in the area resulting in delay of 2 months of excavation activity.







The service and construction was done as per BIM (Building Information Modeling) technology

During execution there was shortfall of crushed sand due to ban of mining of quarries in and around Mumbai.







We secured the supply of crushed sand by leveraging on our excellent relations with vendors.

Also this period coincided with changes in taxation system and demonetization.



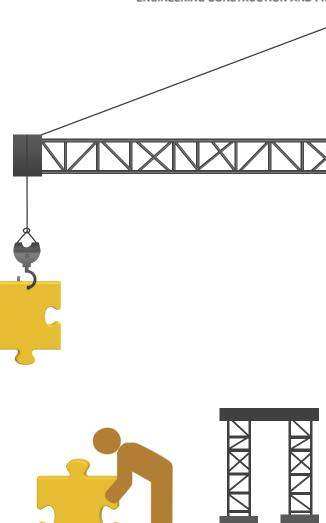




We overcame the challenges with the help of Client, CA and technical team.

The project completed within time frame of 24 months.







Case Study – Pictures of Reliance Hospital, Navi Mumbai

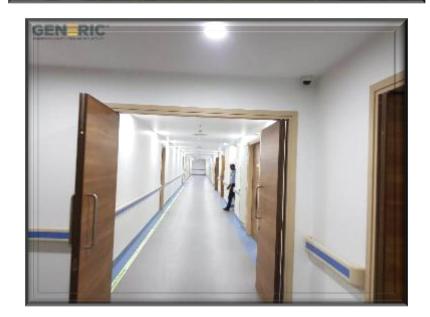
















Our Strategy



Focus on the small ticket size projects of Rs. 25 to Rs. 100 crore which provide higher margins, lower competition, better working capital cycle and lower risk.

The execution in-house technical and contract team – structure the tender in a way that results into minimal utilization of mobilization advance, and bank guarantee.

Asset light model, as most of the equipments are hired from 3rd party. This results in high asset turnover and low D:E ratio.

Industrial buildings is the company's core sector where the company is involved from bidding stage to final execution.

advance, and bank guarantee.

Working Capital requirement reduced due to an unique model (for now being implemented on pilot basis) wherein the company and its client have a joint escrow account with joint signature authority. The fund in the escrow account is utilized for the said project only. This model, based on trust, brings in transparency and helps reduce non-fund based requirement.

Penetrate deeper within existing geographies and verticals by undertaking complex engineering projects.



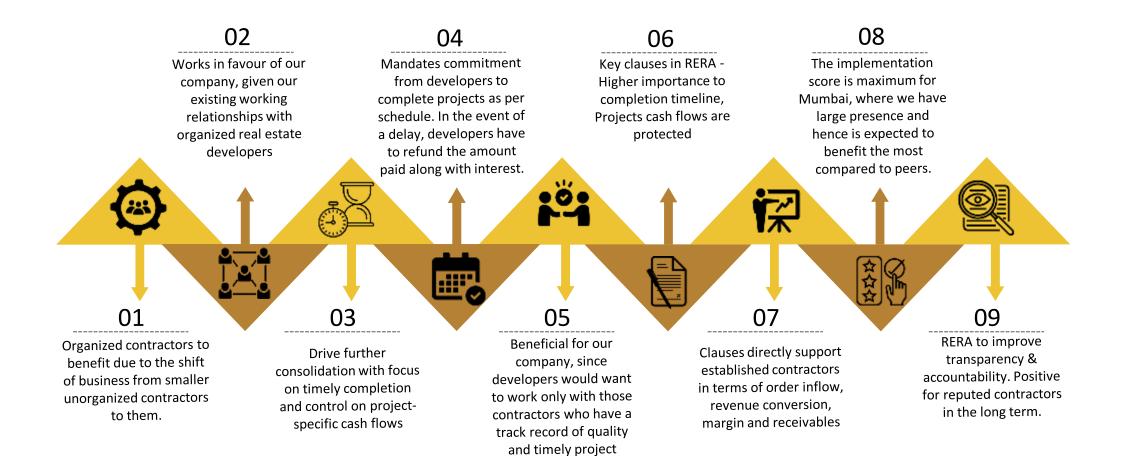
Tie-ups with many labour contractors with whom the company enjoys long standing history of strong relationships. This helps the company to take up multiple projects across multiple locations in Maharashtra.



Industry Landscape

RERA – A positive development for reputed contractors







delivery

Strong Revival in Demand



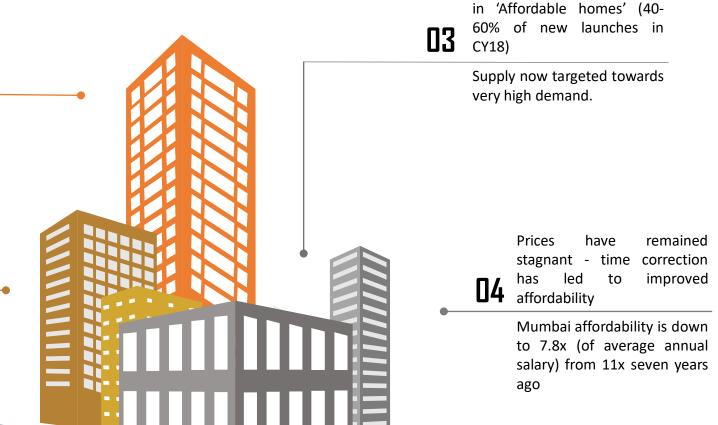
New launches concentrated

Housing has a 10-12 year cycle peak-to-peak - down cycles last about 6 years, while up cycles last about 5-6 years

Real Estate market is 6 years into the current downturn, which is similar to the duration of previous two downturns

Currently we are at a cusp awaiting an upturn

Residential cycle in the top 6 cities has bottomed out with volume trajectory now moving upwards.





Opportunities in Navi Mumbai

Real estate at Affordable rates than in Mumbai Metropolitan Region

Strong connectivity through Mumbai-Pune Highway, NH-48, NH-66 & Panvel Railway Station.

Mumbai Trans Harbour link is an under-construction — a 21.8 km freeway grade road bridge connecting Mumbai with Navi Mumbai

Geographically advantageous location at close proximity to Mumbai and Pune. Under construction **Navi Mumbai International Airport**

Navi Mumbai is also known as the Satellite city, owing to its growing footprint of grade-A and superior grade-A office developments

Paucity of land and rapid urbanisation in Mumbai, resulting in a rollon effect and directing investors to turn towards emerging areas

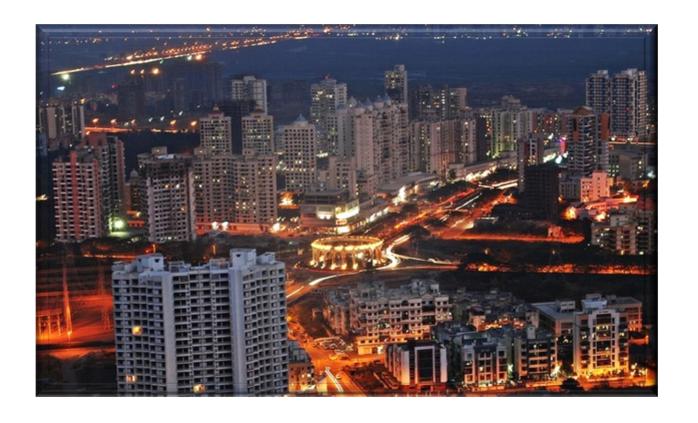
Proximity to workplaces of CBD Belapur, Taloja, Turbhe, Kopar Khairane, Ghansoli and Airoli

SEZ with particular attention to IT and financial services is all set to create a pool of **job opportunities**

According to new IT laws, Data Storage Centres of Indian consumers needs to be present within the Indian geography. This has led to many players planning to develop **new data storage centres** in Navi Mumbai area.



Navi Mumbai graded the second-best city to reside, in the 'Ease of Living Index 2018'





Projects Undertaken

Our Creations - Commercial Places





Bengal Finance IT Park

Location – Turbhe, Navi Mumbai

Client – Himalayan Developers

Architect – Mathur Sir

Rcc Consultant – Structural Concept

No. of Floors - G+4 & Extension

Area in sq. feet - 72,000



National India Bullion Refinery

Location – Andheri Kurla Road

Client - NIBR

Architect – Structcon Consultants

Rcc Consultant – Crescent Engineers

No. of Floors – B2+B1+G+9

Area in sq. feet – 3,50,000



Location - Rabale

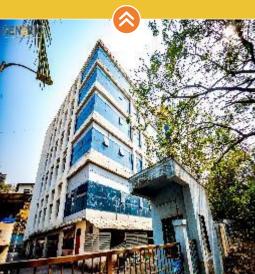
Client – AND Design India Ltd.

Architect – 4.4 Design Architecture

Rcc Consultant - Rajeev Shah & Asso.

No. of Floors – B+G+4

Area in sq. feet – 1,70,000



CtrlS Data Center

Location – Mahape, MIDC

Client – CtrlS Datacenter Ltd.

Architect – P G Patki

Rcc Consultant – Mahimtura

No. of Floors – B+G+6

Area in sq. feet – 2,48,000





Our Creations - Commercial Places





Reliable Plaza

Location – Rabale, MIDC

Client – Reliable Group

Architect – K. Thomas & Associates

Rcc Consultant – Structural Concept

No. of Floors - G+7

Area in sq. feet – 2,25,000



S K Elite

Location – Navi Mumbai

Client – S K Elite

Architect - K. Thomas & Associates

Rcc Consultant – Structural Concept

No. of Floors - B+G+7

Area in sq. feet – 1,10,000



Location - Airoli

Client – Reliable Group

Architect - Dimension Architect

Rcc Consultant – Structural Concept

No. of Floors - G+12

Area in sq. feet – 5,00,000



Shree Sawan Knowledge Park

Location - Turbhe

Client – Nandkamal Infotech Pvt. Ltd.

Architect - Soyuz Talib Architect

Rcc Consultant – Structural Concept

No. of Floors - B+G+6

Area in sq. feet – 2,25,000





Our Creations - Residential Projects





Mikonic - Emerald Bay

Client – Maithili Group

Location – Nerul

Architect - Soyuz Talib Architect

Rcc Consultant – Dr. Agrawal Conslt.

No. of Floors - G+1P+29

Area in sq. feet - 2,65,000



Akshar Green World

Location - Airoli

Client - Akshar Group

Architect - Satish Ahuja

Rcc Consultant – Structural Concept

No. of Floors - G+22 – 11 Tower

Area in sq. feet – 10,50,000



Location – Sanpada

Client – Gajra Group

Architect - Dimensions Architect

Rcc Consultant – Adharshila Conslt.

No. of Floors - G+32 Floors (Twin

Tower)

Area in sq. feet - 4,25,000



Allure

Location - Kanjurmarg

Client - Aadi Properties LLP

Architect - Mandiwala Kutub Assoc.

Rcc Consultant – R C Tipnis & Assoc.

No. of Floors – B+G+22

Area in sq. feet – 6,50,000





Our Creations - Residential Projects and Educational Institutions





Kesar Harmony

Location - Kharghar

Client – Kesar Group

Architect - Soyuz Talib Arcitects

Rcc Consultant – Structural Concept

No. of Floors – G+14

Area in sq. feet – 4,25,000



BP Marine College

Location - Panvel
Client - BP Marine Academy
Architect - Dimension Architect
Rcc Consultant – Structural Concept

No. of Floors - G+5

Area in sq. feet - 95,000



Location - Andheri

Client - Kolte Patil Developers

Architect - Hafeez Contractor

Rcc Consultant – JW Consultants LLP

No. of Floors - 6 Buildings, 2 POD +

Stilt + 12 Uppers

Area in sq. feet - 4,50,000



Krishna Tower

Location - Thane

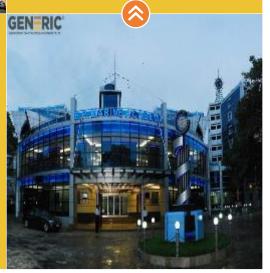
Client - Neelkanth Palms Realty

Architect - Hafeez Contractor

Rcc Consultant – Mahimtura & Assoc.

No. of Floors - 2 POD.+ 28 Floors

Area in sq. feet – 2,32,000





Our Creations - Industrial and Automobile Workshop Projects





Aarti Industries (Research

& Development Centre)

Client – Aarti Industries Ltd.

No. of Floors – B+G+5

Engineers

Architect - Knexir Consultants

Location – Mahape, Navi Mumbai

Rcc Consultant – Eco-Safe Consulting

Area in sq. feet – Under Construction

AVI Industrial Building

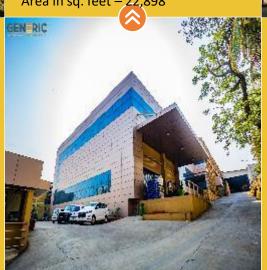
Location – Pawane, Navi Mumbai Client – AVI Worldwide Architect - K Thomas & Associates

Rcc Consultant – Advance Creative

Design Consultants

No. of Floors - G + Mezzanine + 1

Area in sq. feet - 22,898



Forstar Frozen Food Project (-40° C)

Location – Taloja

Client - Forstar Frozen Foods

Architect - K Thomas & Associates

Rcc Consultant – Structural Concept

No. of Floors – B+G+2

Area in sq. feet - 68,000



BMW Service Centre

Location – Pawane

Client – Infinity Cars

Architect - K Thomas & Associates

Rcc Consultant - Eco-Safe Consulting

Engineers

GENERIC

No. of Floors – B+G+2

Area in sq. feet - 60,000





Our Creations - Industrial and Automobile Workshop Projects





SK Wheels

Location – Turbhe

Client - S K Wheels Pvt. Ltd

Architect - K Thomas & Associates

Rcc Consultant – Structural Concept

No. of Floors - G+5

Area in sq. feet - 80,000



Toyota Service Centre

Location – Pawane

Client - Wasan Brothers

Architect - Mr Amol Dandekar

Rcc Consultant – Epicons Consultant

No. of Floors – B+G+2

Area in sq. feet - 50,000

Himadri Food

Location – Pawane, Navi Mumbai

Client - Mr. Sanjay Karan

Architect - Dhumal Associates

Rcc Consultant – R. S. Consultants

No. of Floors - G+4

Area in sq. feet - 1,38,288



Stulz Industrial Project

Location – Koparkhairne

Client - Stulz - CHSPL India

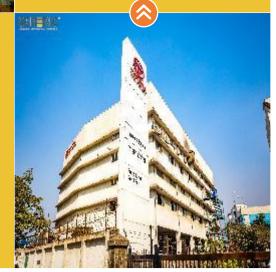
Architect - K Thomas & Associates

Rcc Consultant – Eco-Safe Consulting

Engineers

No. of Floors - G+Mezzanine

Area in sq. feet - 24,501





Our Creations - Health & Leisure Projects





Panacea Biotech

Area in sq. feet - 85,000

Location – Mahape MIDC

Client – Panacea Biotech

Architect - K Thomas & Associates

Rcc Consultant – Structural Concept

No. of Floors - G+5



Reliance - Akola

Location – Akola

Client – Mandke Foundation

Architect - MIFIS

Rcc Consultant – Clancy Global

No. of Floors - Ground + 1

Area in sq. feet – 25,000



Glenmark Pharmaceuticals

Location – Sanpada

Client - Glenmark

Architect - K Thomas & Associates

Rcc Consultant – Structural Concept

No. of Floors - G+2

Area in sq. feet - 15,000



Reliance - Koparkhairane

Location – Sanpada, Navi Mumbai

Client - Reliance Health Solutions

Architect - MIFIS

Rcc Consultant – Clancy Global

No. of Floors - 2 Basements + Ground

+ 6 Floors

Area in sq. feet – 2,21,575



Reliance - Gondia

Location - Gondia

Client - Reliance Health Solutions

Architect – Mandke Foundation

Rcc Consultant – Clancy Global

No. of Floors - Ground + 1

No. 01 F10013 - G100110 + 1

Area in sq. feet -25,000



Our Creations - Special Projects





Bhanu Cold

No. of Floors - 5

Location – Turbhe, MIDC

Client - Mr. Shailesh Nanda

Rcc Consultant – S R Rege

Area in sq. feet – 45,000

Architect – K. Thomas & Associates

Elaf Cold Storage

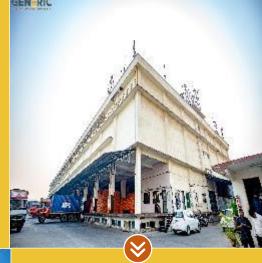
Area in sq. feet -62,000

Location – Taloja Client – Elaf Cold Storage Architect – K. Thomas & Associates Rcc Consultant – Structural Concept No. of Floors - Basement + Ground + 4 Uppers



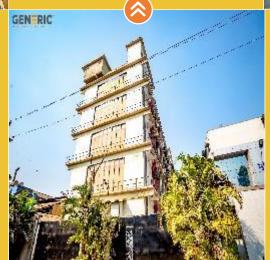
Merwans

Location – Mahape, Navi Mumbai Client – Merwans Confectioners Architect – SAS Architects Rcc Consultant – Strescon Conslt. No. of Floors – B+G+4 Area in sq. feet -70,000



Kotak Agro Cold Storage

Location – Turbhe, Navi Mumbai Client – Mr. Kotak Architect – K. Thomas & Associates Rcc Consultant – Eco-Safe Consulting Engineers No. of Floors - 8 Area in sq. feet - 29,000



Rishi Ice & Cold **Storage**

Location – Turbhe, Navi Mumbai Client – Rishi Ice & Cold Storage Architect – K. Thomas & Associates Rcc Consultant – Structural Concept No. of Floors - B+G+3 Area in sq. feet – 4,00,000

















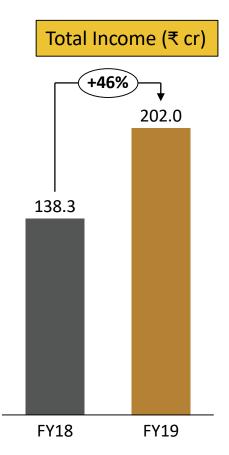


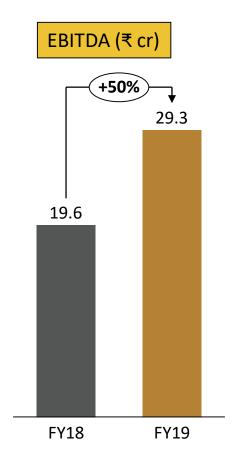


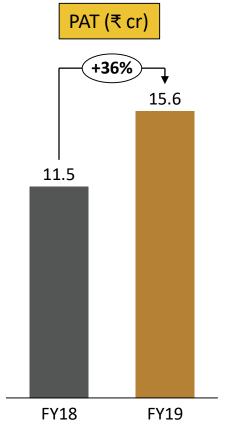
Financials & Orderbook

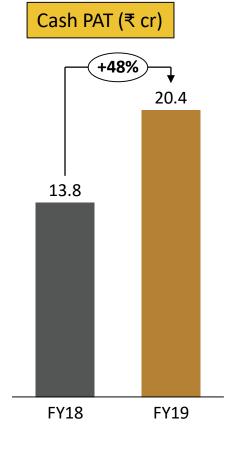
Key Financial Highlights of FY19













Profit & Loss Statement



Particulars (₹ In Crs)	FY19	FY18
Revenue from Operations	202.0	138.3
Cost of Material Consumed (Incl. Construction Expenses)	164.0	112.7
Employee Expenses	5.7	3.2
Other Expenses	3.0	2.8
EBITDA	29.3	19.6
EBITDA Margin (%)	14.5%	14.2%
Other Income	1.6	0.6
Depreciation	4.1	2.3
Finance Cost	4.2	2.2
Profit before Tax	22.7	15.7
Tax	7.1	4.2
Profit After Tax	15.6	11.5
PAT Margin (%)	7.7%	8.3%
Cash PAT	20.4	13.8
Cash PAT Margin (%)	10.1%	10.0%



Balance Sheet



ASSETS (₹ In Crs)	Mar'19	Mar'18
NON-CURRENT ASSETS	64.8	43.6
Plant Property and Equipments	33.2	27.9
Capital Work in Progress	-	-
Goodwill	-	-
Other Tangible Assets		
Investments	0.0	0.0
Trade Receivable	18.1	10.4
Loans	0.0	3.3
Others	13.4	1.9
Deferred Tax Assets	-	-
Other Non Current Assets	-	1
CURRENT ASSETS	145.9	122.0
Inventories	14.8	16.4
Investments	-	-
Trade Receivable	73.7	39.9
Cash & Cash Equivalents	27.6	55.8
Bank Balances Other than above	6.5	1.8
Loans	1.4	-
Others	22.0	8.0
Current Tax Assets (net)	-	-
Other Current Assets	-	-
TOTAL ASSETS	210.7	165.5

EQUITY & LIABILITIES (₹ In Crs)	Mar'19	Mar'18
EQUITY	150.9	114.7
Equity Share Capital	20.2	18.2
Other Equity	-	-
Reserves & Surplus	126.4	75.6
Money received against share warrants	4.3	0.5
Share Application Money pending for allotment	-	20.4
NON-CURRENT LIABILITIES	5.2	0.9
Borrowings	0.2	-
Trade Payables	-	-
Other Financial Liabilities	-	-
Provisions		-
Deffered Tax Liabilities		0.7
Other Non Current Liabilities	3.6	0.3
CURRENT LIABILITIES	54.7	50.0
Borrowings	14.1	12.2
Trade Payables	36.8	35.8
Other Financial liabilities		-
Other Current Liabilities	0.3	0.8
Provisions	2.4	1.0
Current Tax Liabilities	1.2	0.1
TOTAL - EQUITY & LIABILITIES	210.7	165.5



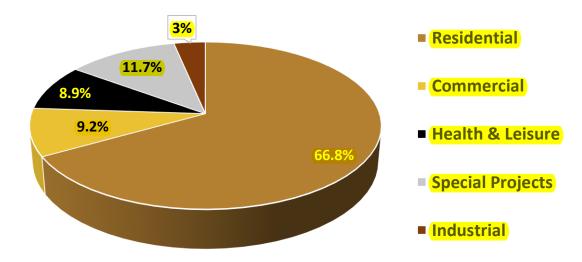
Revenue Contribution of Key Orders in FY19



Performance Commentary

- 34 orders contributed to the Revenue in FY19
- Top 5 orders contributed Rs. 107.62 crore to the Revenues in FY19

Segmental Breakup of Revenue





Order Book as on 31st March 2019



Performance Commentary

- Gross Order Book stands at over Rs. 1,050 crore as at March 31, 2019
- Top 5 orders contribute Rs. 566 crore to our order book representing 69.7% of the outstanding orderbook as on 31st March 2019
- Bill to Book ratio as at end of 31st March 2019 stands at ~4x
- New customers added in FY19 include Cancare Trust, Indian Education Society (IES), Bharat Electronics Limited

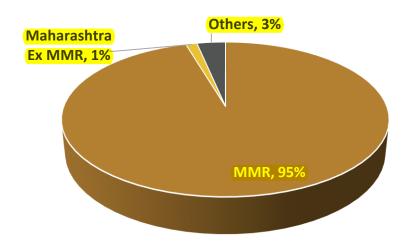
	Average Order Size (Rs. Crs.)				
Sr. No.	Region	Outstanding Value	No. Of Orders	Average Ticket size	
1	MMR	737.6	26	28.4	
2	Maharashtra excl MMR	47.8	2	23.9	
3	Others	27.1	1	27.1	
Total		812.2	29	28.0	



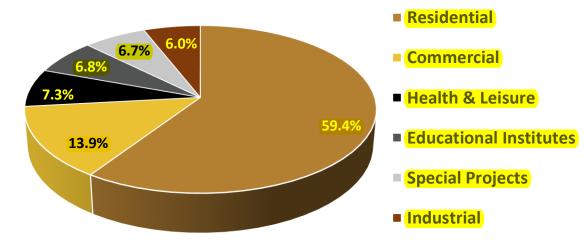
Order Book Details



Geographic Breakup



Segmental Breakup



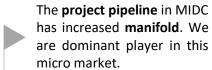


Way Forward

Way Forward

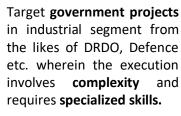
GENERIC®
ENGINEERING CONSTRUCTION AND PROJECTS LTD.

Company will continue to focus on small ticket-size projects of Rs. 25 to 100 crore.



Achieve **geographical diversification**, while undertaking projects for present clients migrating to other regions. Many high-value projects await the company especially in verticals, namely, IT, Pharma and Data Centres.

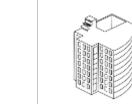






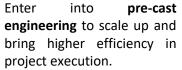














Procure **latest technology** for construction activities.



Develop a **franchise type model** wherein other contractors can work under the company's banner.



Over the next 3-5 years, we plan to undertake larger sized projects with significant complex engineering requirements.



Awards & Accolades











Contact us



For further information, please contact:

Company:

Investor Relations Advisors:



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