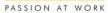


INVESTOR
PRESENTATION
30th September, 2012





H1-13 –PERFORMANCE HIGHLIGHTS

SALES

• VALUE: Recorded new sales value of Rs.10.07 Billion during H1-13, as against

Rs.7.89 Billion during H1-12 – sales value up by 27.6% Yr-on-Yr

• VOLUME: Sold 1.78 mn.sqft of new space during H1-13 as against 1.60 mn.sqft

during corresponding period of the last year. Volume up by 11.2% Yr-on-Yr.

• REALIZATION: Achieved average price realization of Rs.5,651 / sq.ft during H1-13, as

against Rs.4,923/sq.ft during H1-12, which is up by 14.8% Yr-On-Yr

NEW LAUNCHES

Name	Location	Area (sq.ft)	Period
Sobha West Hill	Coimbatore	270,000	June-12
Sobha Morzaria Grandeur	Bangalore	363,078	August-12
Sobha Jade	Thrissur	505,503	September-12
TOTAL: H1-13		1,138,581	

PROJECTS COMPLETED

- Completed and handed over 2 Real Estate Projects and 12 Contractual projects, measuring the total developable area of 1.95 mn.sqft
- Completed overall 53.73 mn.sqft as on 30th September-2012

H1-13 - CONSOLIDATED FINANCIAL HIGHLIGHTS

REVENUE

- Revenue of Rs.8.51 Billion during H1-13 as against Rs.5.75 Billion in H1-12
- Revenue up by 48 % on Yr-on-Yr

EBITDA

- EBITDA of Rs.2.51 Billion during H1-13 as against Rs.1.64 Billion in H1 -12
- EBITDA up by 53 % on Yr-on-Yr
- EBITDA margin at 30% as against 28% during H1-12

PBT

- PBT of Rs. 1.41 Billion during H1-13 as against Rs 970 million in H1-12.
- PBT up by 45% Yr-on-Yr
- PBT margin at 17%

PAT

- PAT of Rs.949 million during H1-13 as against Rs. 600 million in H1-12.
- PAT up by 58% Yr-on-Yr
- PAT margin at 11% as against 10% during H1-12.

H1-13 – CONSOLIDATED FINANCIAL HIGHLIGHTS

UNBILLED REVENUE

- Unbilled revenue from sold units has increased to Rs.14.72 Billion from Rs.12.92 Billion
- Out of the above Rs. 3.94 Billion expected to hit the P&L account during next 2 quarters.

CASHFLOW

- Collected Rs.9.53 Billion from operations
- Generated positive cash flow of Rs. 2.00 Billion from operations during H1-13

LOAN

- Repaid the loan of Rs. 2.26 Billion during H1-13.
- Serviced interest to the tune of Rs.897 mn during H1-13 compared to Rs.1.16 bn during H1-12
- Balance loan to be repaid during H2-13 is about Rs.1.32 Billion

INVESTMENTS

• Invested Rs.1.14 billion in fresh land acquisition and Rs. 550 mn in subsidiaries.

DEBT

- Consolidated net debt as on 30th Sept-12 is Rs. 12.92 bn
- Consolidated net D/E ratio stands at 0.62 of equity as compared to 0.57 as on 31st Mar-12.
- The average cost of debt as on 30th Sept-12 is 13.56%

Q2-13 – CONSOLIDATED FINANCIAL HIGHLIGHTS

SALES

- Recorded new sales value of Rs.5.27 Billion during Q2-13 as against Rs.4.86 billion during corresponding period of the last year sales value up by 8.6% Highest ever sales value.
- Sold 0.95 mn.sft of new space in Q2-13 as against 0.94 mn.sft during Q2-12 marginally up by 1% Highest ever new space sold.
- Achieved average price realization of Rs.5,575/ sq.ft during Q2-13 as against Rs.5,188 / sq.ft during Q2-12 - realization up by 7.5%

REVENUE

- Revenue of Rs.4.16 Billion during Q2-13 as against Rs.2.97 Billion in Q2-12
- Revenue up by 40 % on Yr-on-Yr

EBITDA

- EBITDA of Rs.1.30 Billion during Q2-13 as against Rs.987 million in Q2 -12
- EBITDA up by 31% on Yr-on-Yr
- EBITDA margin at 31%.

PBT

- PBT of Rs. 714 million during Q2-13 as against Rs.552 million in Q2-12.
- PBT up by 29% Yr-on-Yr
- PBT margin at 17%.

PAT

- PAT of Rs.500 million during Q2-13 as against Rs.340 million in Q2-12.
- PAT up by 47% Yr-on-Yr
- PAT margin at 12%.

SALES PERFORMANCE

Area in Sq.ft

Locations-	Q2-13	Q2-12	H1-13	H1-12	FY 11-12
Bangalore	590,438	644,216	1,110,519	1,121,578	2,259,337
NCR (Gurgaon)	137,600	107,380	273,321	107,380	322,767
Chennai	42,323	-	114,406	-	85,213
Pune	38,621	46,603	69,259	74,515	128,709
Thrissur	118,306	101,876	162,402	160,074	304,373
Coimbatore	10,631	18,906	36,637	62,551	90,988
Mysore	8,209	17,438	15,184	75,980	92,823
TOTAL	946,128	936,419	1,781,728	1,602,078	3,284,210

Average Price Realization (`per sqft)	5,575	5,188	5,651	4,923	5,181
Sales Value (`.in Billion)	5.27	4.86	10.07	7.89	17.01

OPERATIONAL CASH FLOW – REAL ESTATE

Real Estate Projects Cash flow status as on 30th Sept-12

Description	Ongoing Projects	Completed Projects	иом
Total Super Built-up area	17.35	4.73	Mn.sft
Sobha share of Saleable area	15.20	4.57	Mn.sft
Total area sold till 30 th September-12	6.06	4.51	Mn.sft
Unsold area	9.14	0.06	Mn.sft
Balance construction cost to be spent to complete the entire developments	43,030	196	Rs.Mns
Outstanding receivables + Balance to be billed and collected on sold units	16,628	572	Rs.Mns
Sales value of unsold stock	61,397	238	Rs.Mns
Positive cash flow expected	34,995	614	Rs.Mns
Total Cash flow available from the Real Estate projects	35	,609	Rs.Mns

LOCATION WISE STOCK DETAILS

Area in Million Sq.ft

Locations	Opening stock as on 1st Apr-12	Projects launched during H1-13	increase/ (decrease) of existing stock	Opening stock	Area sold during H1- 13	Closing stock as on 30th Sept 12	Area not offered for sale	Net unsold stock as on 30th Sept 12
Bangalore	5.18	0.36	0.02	5.57	1.11	4.46	2.08	2.38
Gurgaon (NCR)	2.47	-	(0.03)	2.44	0.27	2.17	1.42	0.75
Chennai	0.82	-	-	0.82	0.11	0.70	0.14	0.56
Pune	0.40	-	-	0.40	0.07	0.33	-	0.33
Coimbatore	0.33	0.27	-	0.60	0.04	0.56	0.32	0.24
Thrissur	0.47	0.51	0.06	1.03	0.16	0.87	-	0.87
Mysore	0.12	-	-	0.12	0.02	0.11	-	0.11
TOTAL	9.79	1.14	0.05	10.98	1.78	9.20	3.96	5.24

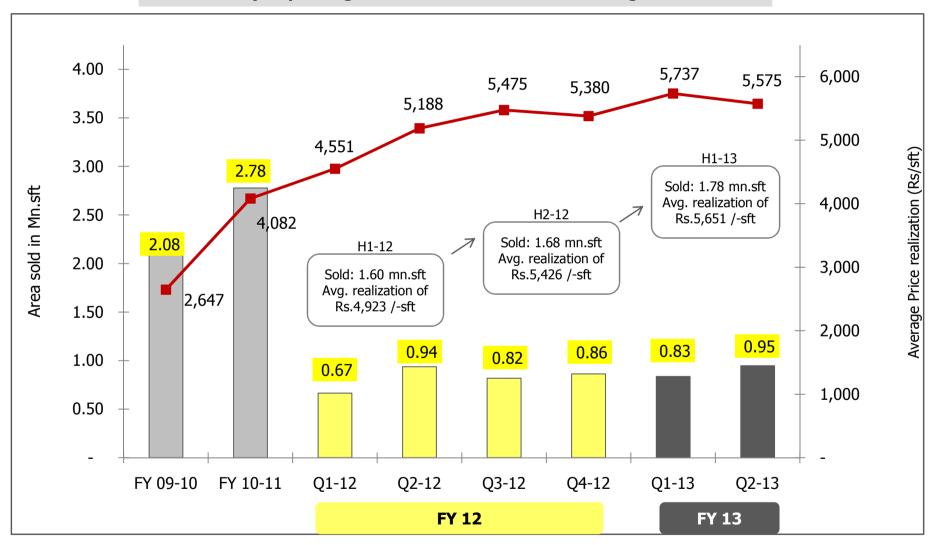
Note:

• Bangalore & Thrissur : Increase of saleable area in existing projects

•Gurgaon- International city - Decrease of saleable area

IMPROVED SALES PERFORMANCE

Consistently improving sales realization with increasing sales volume



REAL ESTATE – SNAPSHOT

Completed Projects

Ongoing Projects

Forthcoming Projects

- ❖ 81 Projects aggregating to 20.55 mn.sft of Super Built-up area
- ❖ Total area developed * was 25.52 mn.sft
- ❖ 39 Projects aggregating to 17.35 mn.sft of Super Built-up area
- ❖ Total developable* area of 24.54 mn.sft under progress
- ❖ 10 Projects aggregating to ≈8.68 mn.sft of Super Built-up area
- ❖ Total developable area of ≈ 12 mn.sft







^{*} Developed / Developable area includes super built-up area (SBA) sold to the customer plus common area, car parking area, service area, storage area, internal Roads and common amenities

REAL ESTATE - OVERVIEW

❖ Presence across 7 cities in India : Tier I cities : Bangalore, NCR (Gurgaon), Chennai

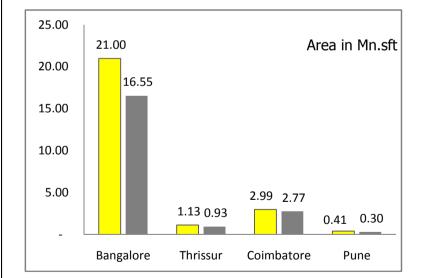
: Tier II cities : Pune, Coimbatore, Mysore

: Ties III cities : Thrissur

Product mix includes Multi Storied Apartments (Dreams, Luxury, Super Luxury & Presidential category), Row Houses, Duple Villas, Villas and Plotted Developments.

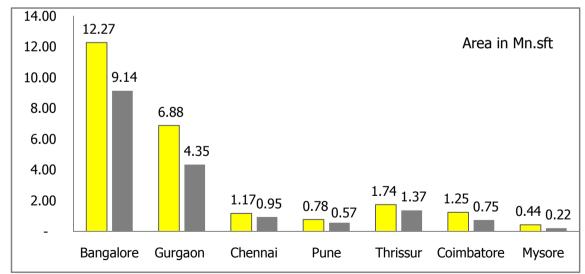
Completed

Developed Area : 25.52 mn.sft Super Built-up area : 20.55 mn.sft



Ongoing

Developable Area : 24.54 mn.sft Super Built-up area : 17.35 mn.sft



Developed / Developable Area

Super Built-up area

REAL ESTATE – FUTURE LAUNCHES

Proposed new launches in next 4 quarters

S.No	Projects	Location	Туре	SITE Area (in Acres)	~Total SBA (sft)	Sobha share of SBA (sft)
	BANGALORE					
1	Devanahalli Property	IVC Road	Plotted Development	9.90	201,759	201,759
2	City Property	Minerva Mills, Gopalapura	Residential + Commercial	11.37	1,486,403	817,520
3	Doddanekundi Property	Yamlur, HAL Road	SL Apartments	5.62	540,000	324,000
4	Kanakapura Road property	Thalaghattapura	Residential	10.97	925,100	642,945
5	Hirandahalli Property	Off Old Madras Road	Villas + Villaments	22.50	585,066	374,442
6	Hosakerehalli Property	Mysore Road	L+SL Apartments	15.70	1,406,687	1,119,020
7	St.Mark's Road Property	St.Mark's Road	Commercial	1.84	203,357	101,679
8	APMC Project	Jakkur, Bellary Road	Commercial+Hotel	30.00	3,003,207	2,132,007
	Thrissur					
9	Sobha City-Commercial 2	Thrissur, Kerala	Office + Hotel Space	3.36	191,309	191,309
	Mysore					
10	Nadanahalli property	Nadanahalli	Plotted Development	6.20	135,036	135,036
	TOTAL			117.46	8,677,924	6,039,717

Note: Area details are subject to change

SALES VS INCOME RECOGNITION

Rs.in millions

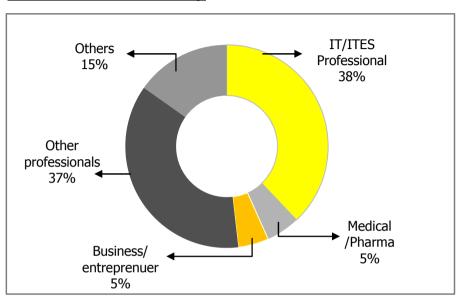
Particulars	2007-08	2008-09	2009-10	2010-11	2011-12	Q1-13	Q2-13	H1 -13
Sale Value	10,617	2,598	5,506	11,335	17,015	4,794	5,274	10,078
Income Recognized	8,619	4,478	6,730	9,200	8,948	2,405	3,093	5,498
% income recognized				81%	53%	50%	59%	55%

Note:

- 1. Total unbilled revenue is Rs.14.71 billion
- 2. Rs.3.94 billion is expected to hit the P&L account in next 2 quarters

BUYERS PROFILE

Profession-wise breakup



Note:

- Other Professionals includes Manufacturing, Financial Services, Hospitality, Media, Telecom etc
- 2) Others includes House wives, Agriculturist, Retired, Govt. Employees etc.

NRI Booking status

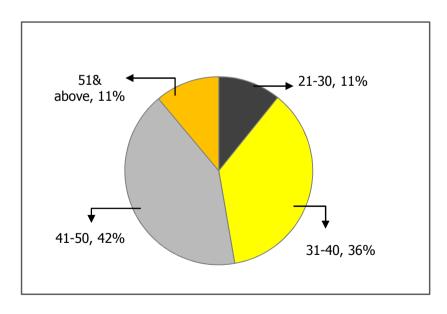
	FY 11	FY 12	H1-13
Resident Indians	76%	77%	74%
NRI's	24%	23%	26%

Customers funding status

Customers opted for Bank Loan	44%
Self Funding	56%

Note: The funding position is considered for cumulative sales period from April -11 to March-12.

Buyers Age-wise breakup



PRICE BAND CATEGORY – RESIDENTIAL SALES

Total area sold during H1-13	1,781,728 sq.ft
Total Sales value	Rs.10,068 Mns
Average Price Realization	Rs.5,651 / sft

Category	SBA (Sq.ft)	Percentage	Sale Value (Rs.Mns)	Percentage
< 50 lakhs*	13,292	1%	56	1%
50-75 lakhs	294,505	17%	1,160	12%
75 lakhs to 1cr	614,956	35%	3,133	31%
1 cr to 2 crs	506,701	28%	2,750	27%
Above 2 crs	352,274	20%	2,969	29%
Grand Total	1,781,728		10,068	

Note:

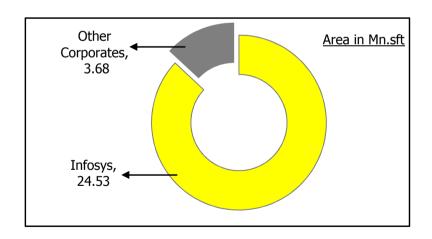
 $^{^{*}}$ < 50 lakhs represents 1 BHK units constructed as per requirements of local laws at Tamilnadu

CONTRACTS - OVERVIEW



Completed Projects

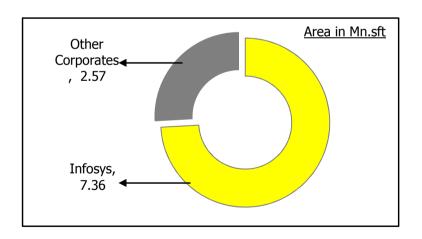
- 221 Projects aggregating to 28.21 mn.sft of area
- Completed projects located in 19 cities across India





Projects Under Progress

- 41 Projects aggregating to 9.93 mn.sft of area
- Ongoing contractual projects located in 10 cities across India



• Other Corporate Clients includes Dell, HP, Timken, Taj, Bayer Material Science, HCL, Bharat Forge, ITC, Biocon, IPE, Bosch, GMR, Hotel Leela Ventures, Rangsons Electronics, Woderla Holidays, Vakil Housing, Sterling Mac Hotels, Shanthi Hospital, Chaithanya projects, Gold Plus Glass Industries and many other Private bunglows etc

CONTRACTS – PROJECTS BREAK-UP

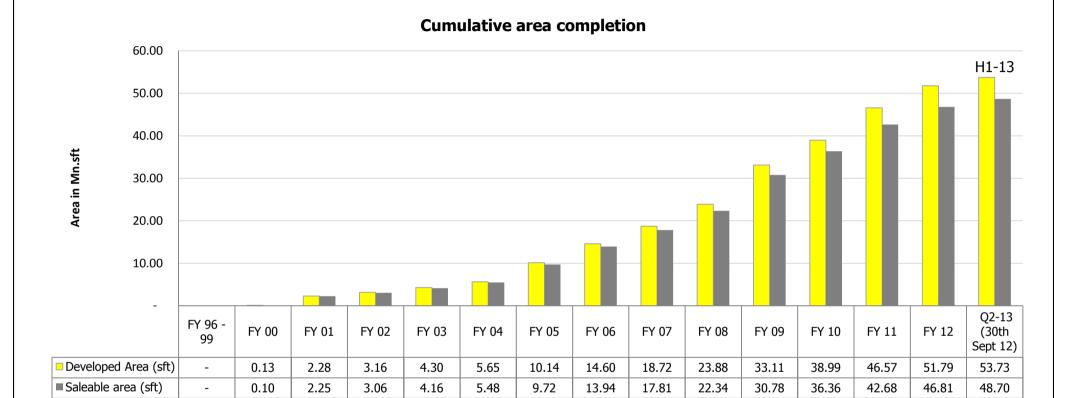
Contractual Projects status as on 30th September-12

		PROJECTS UN	IDER PROGRESS
S.NO	DESCRIPTION	No of Projects	Built-up area (Mn.Sft)
1	Mysore	3	1.93
1	Bangalore	14	1.87
3	Hyderabad	7	1.77
4	Trivendrum	3	1.29
5	Pune	3	1,04
6	Mangalore	5	1.00
7	Chennai	3	0.65
8	Coimbatore	1	0.25
9	Salem	1	0.12
10	Ooty	1	0.01
	TOTAL	41	9.93

Note:

- The scope of contractual works varies from Civil, Finishes, MEP, Interiors to Glazing
- The unbilled value of projects under progress is about Rs. 5.93 Billion

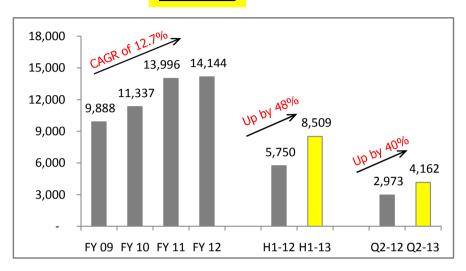
EXECUTION TRACK RECORD



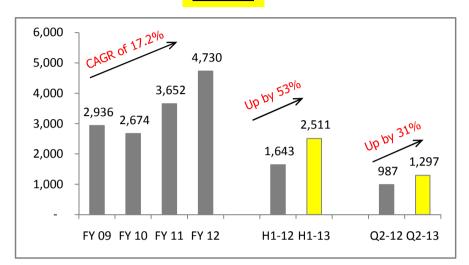
- ❖ During H1-13, completed 1.95 mn.sft of developable area
- ❖ Sobha has completed 18.72 mn.sft of developable area over a period of 12 years till 2007, since inception in 1995, and thereof has completed 35.01 mn.sft of area in the next 5.5 years till end of September-12.
- ❖ Consistently developing 6.62 mn.sft of developable area and of 5.80 mn.sft Super Built-up area for the past 5 years

FINANCIAL SNAPSHOT

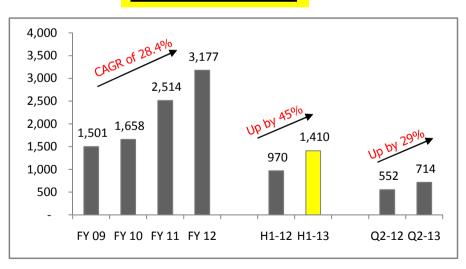
REVENUE



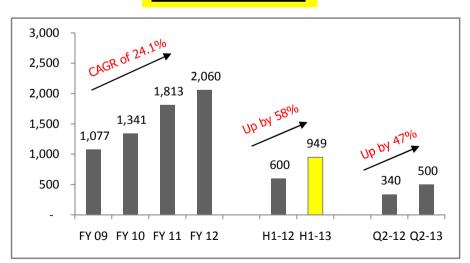
EBITDA



PROFIT BEFORE TAX



PROFIT AFTER TAX



* All values are Rs. in millions

BALANCE SHEET

Rs.in Millions

Particulars	30 th Sep-12	30 th Sep-11
EQUITY AND LIABILITIES		
Shareholders' funds		
Share capital	981	981
Reserves and surplus	19,966	18,188
	20,947	19,169
Minority Interest	-	643
Share application money pending allotment	150	-
Non-current liabilities		
Long Term Borrowings	291	183
Deferred Tax Liability (net)	510	121
Trade Payables	178	178
Long term provisions	14	14
	993	496
Current liabilities		
Short term borrowings	14,221	14,573
Trade Payables	3,511	3,289
Other current liabilities	6,048	4,197
Short term provisions	652	581
	24,432	22,640
Total	46,522	42,948

Particulars	30 th Sep-12	30 th Sep-11
ASSETS		
Non-current assets		
Fixed assets		
Tangible assets	2,875	1,609
Intangible assets	49	5
Goodwill on consolidation	165	-
Capital work-in-progress	93	860
Non-current investments	1	26
Long-term loans and advances	4,584	4,577
Inventories	1	1
Trade receivables	1	1
Other non-current assets	136	184
	7,902	7,261
Current assets		
Current investments	-	10
Inventories	17,366	16,419
Trade receivables	1,523	1,580
Cash and bank balances	1,193	306
Short-term loans and advances	14,490	14,484
Other current assets	4,048	2,888
	38,620	35,687
TOTAL	46,522	42,948

PROFIT & LOSS STATEMENT

Rs. in Millions

								אוווויו ווו נא	7113
						% of Growth			
Particulars	Q2-13 Q2-12 Q1-13 H1-13 H1-12	H1-12	FY 11-12	Q2-13 on Q2-12	Q2-13 vs Q1-13	H1-13 vs. H1- 12			
Property Development	3,164	2,289	3,373	6,537	4,149	10,338	38%	(6%)	58%
Contractual + Manufacturing	984	656	958	1,942	1,572	3,741	50%	3%	24%
Other Income	14	27	16	30	29	65	(48%)	(13%)	3%
Total Revenue	4,162	2,972	4,347	8,509	5,750	14,144	40%	(4%)	48%
Total Expenditure	2,865	1,985	3,133	5,998	4,107	9,414	44%	(9%)	46%
EBITDA	1,297	987	1,214	2,511	1,643	4,730	31%	7%	53%
EBITDA %	31%	33%	28%	30%	29%	33%			
Depreciation	140	91	141	281	165	388	54%	(1%)	70%
Interest	443	344	377	820	508	1,165	29%	18%	61%
PBT	714	552	696	1,410	970	3,177	29%	3%	45%
PBT %	17%	19%	16%	17%	17%	22%			
Provision for Tax	214	197	247	461	349	1,077	9%	(13%)	32%
Provision for Tax %	30%	35%	35%	33%	36%	34%			
PAT before minority interest	500	355	449	949	621	2,100	41%	11%	53%
PAT %	12%	12%	10%	11%	11%	15%			
Minority Interest	-	15		-	21	41			
PAT after minority interest	500	340	449	949	600	2,059	47%	11%	58%

Note: Figures are regrouped & reclassified

CASH FLOW STATEMENT

Rs. in Millions

PARTICULARS	Actual Q2	H1-13	H1-12	FY 11-12
Operational cash inflows				
Real Estate	3,686.93	6,935.56	5,151.40	11,823.40
Monetization of land / Development Rights	63.80	1,028.80	154.50	3,328.23
Contractual	798.30	1,561.80	1,320.20	3,178.50
Total Operational cash inflow -A	4,549.03	9,526.16	6,626.10	18,330.13
Operational cash outflows				
Real Estate project expenses	1,917.32	4,033.38	3,745.81	7,351.81
Contracts project expenses	854.31	1,847.28	1,640.62	3,370.48
Statutory Dues	327.70	495.10	428.00	856.30
Corpus Repayment	68.99	130.42	27.46	98.51
СОН	333.56	857.39	536.33	995.30
Advertising & marketing expenses	86.00	164.70	126.80	342.60
Total Operational cash outflow-B	3,587.88	7,528.27	6,505.02	13,015.00
Net operational cash flow(C=A-B)	961.15	1,997.89	121.08	5,315.13

CASH FLOW STATEMENT

Rs. in Millions

PARTICULARS	Actual Q2	H1-13	H1-12	FY 11-12
Capital Outflows				
Land Payments	1,028.09	1,136.36	123.51	787.85
Capex	15.90	61.20	23.50	43.50
Dividend including tax	569.80	569.80	343.10	343.10
Investment in Subsidiaries	-	550.00	555.30	958.90
Total capital outflow-D	1,613.79	2,317.36	1,045.41	2,133.35
Financial Outflows				
Interest	409.30	897.30	1,169.10	2,165.70
Taxes	416.70	516.70	270.50	535.30
Deposit	22.70	31.00	-	-
Total Financial Outflows –E	848.70	1,445.00	1,439.60	2,701.00
Net Cash flow(F=C-D-E)	(1,501.34)	(1,764.47)	(2,363.93)	480.78

MOVEMENT OF LOANS

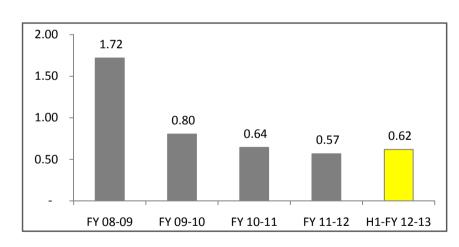
Consolidated Rs. in Millions

Particulars	As on 30 th September 2012	As on 30 th June 2012	Increase /(Decrease)
Gross Debt	14,246	12,307	1,939
Less: Cash & Cash Equivalents	1,324	501	823
Net Debt	12,922	11,806	1,116

Reason for increase in loans:

- ❖ Spent Rs.1,028 mns towards land payments
- ❖ Paid Rs.570 mns towards dividend

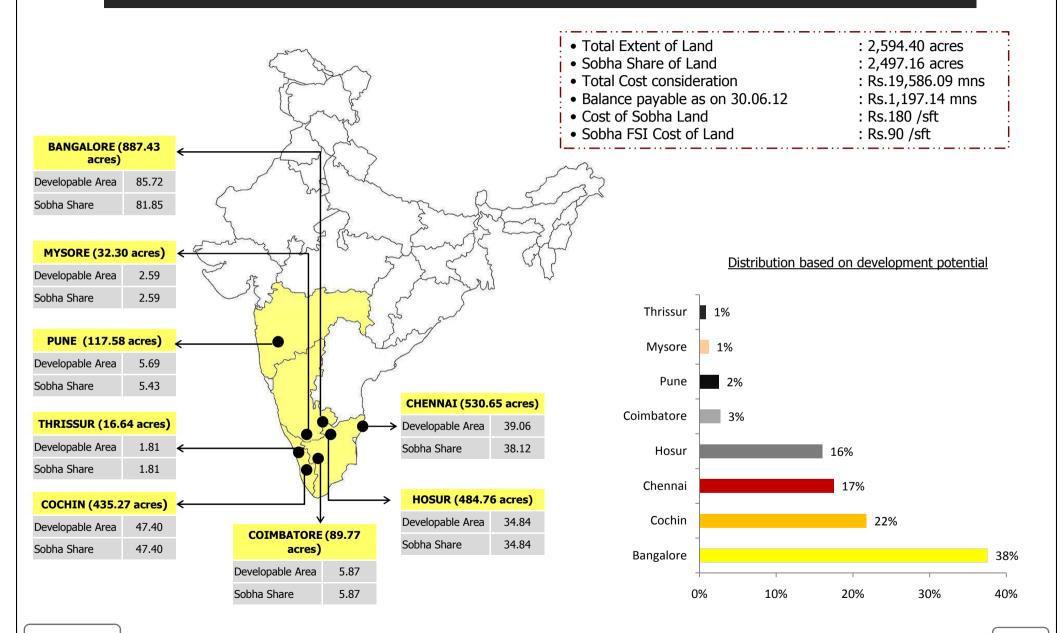
D/E Ratio - Consolidated



Net Worth : Rs.20.95 Billion Debt (net) : Rs.12.92 Billion

D/E ratio : 0.62

LAND BANK STATUS



BACKWARD INTEGRATION (World Class Manufacturing Facilities)











Interiors & Furnishing Division		Glazing & Metal Works Division		Concrete Proc	lucts Division
Turn over : H1-13	Rs.338.47 Mns	Turn over: H1-13	Rs.373.21 Mns	Turn over : H1-13	Rs.71.55 Mns
Total Factory area	0.8 Mn sq ft	Factory area	0.3 Mn sq ft	Factory area	0.4 Mn sq ft
 PRODUCTS Manufacturing wood such as doors, wind cabinets, cupboards Manufacture of Econopeluxe & Premium In Furnishing division 	lows, paneling, & loose furniture. nomy, Deluxe, Super	PRODUCTSMetal / Steel fabAluminum door a structureGlass works		•	ts such as



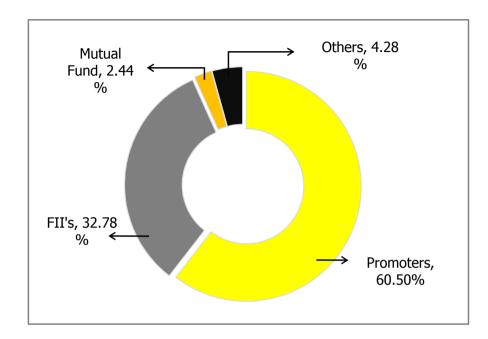








SHARE HOLDING PATTERN



- ❖ No. of shareholders as on 30th September 2012 is 59,506.
- ❖ Market capitalization as on 30th September 2012 is Rs.35.79 Billion.

	30 th Sept-12	30 th June-12	31 st Mar- 12	31st Dec- 11	30 th Sep-11
Promoters Holding	60.50%	60.50%	60.50%	60.50%	60.50%
FII's	32.78%	33.03%	32.37%	32.22%	33.24%
Mutual Fund	2.44%	2.00%	2.03%	1.29%	1.07%
Others	4.28%	4.46%	5.10%	5.99%	5.19%

SOBHA – STOCK PERFORMANCE

Status as on: 30th September 12

No. of Shares	98.06 Million
Market Capitalization	Rs 35.79 Billion
Stock Price: 52 week High / Low	Rs. 370 /179.50
Avg. Daily volume (12 months)	156,893

Source: NSE index

Sobha stock covered by,

- Morgan Stanley
- Goldman Sachs
- CLSA India
- ICICI Securities
- J P Morgan
- TATA Securities
- Credit Suisse

- Jefferies India Ltd
- Enam Securities
- Deutsche India Equities
- Religare Capital Markets
- BNP Paribas
- Kotak Securities
- Ambit Capital

• IDBI Capital

Change in Closing Price

705030

Oct-11

Nov-11

Jan-12

Feb-12

-Sobha

- IIFL (India Info Line)
- JM Financials
- Prabhudas & Lilladher
- ICICI Direct
- Standard Chartered Bank
- SBI Capital

IDFC securities

→ Nifty

1 year Chart - Sobha v/s Nifty v/s Realty

- Macquarie Capital Securities
- Bank of America (Merrill Lynch)

Mar-12 May-12 Jun-12 Aug-12

→ Nse Realty

- Kantilal Chhaganlal Securities
- Emkay Global
- Nirmal Bang Institutional Equities
- KR Choksey



THANK YOU

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Sobha Corporate Office Sobha Malachite-Thrissur Sobha Moonstone Sobha Azalea

Disclaimer:

The information in this presentation contains certain forward-looking statements. These include statements regarding outlook on future development schedules, business plans and expectations of Capital expenditures. These statements are based on current expectations that involve a Number of risks and uncertainties which could cause actual results to differ from those anticipated by the Company.