



PURAVANKARA

Quarter ended 30 June 2010

Agenda

Exhibit

Overview

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Background and Operations

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Overview

- Over 34 years of experience in property development, real estate and construction
- Operations across major cities in South India, Kolkata, Colombo and UAE
- Developable area of 143.25 mn. sft. and saleable area of 118 mn. sft
- JV with Keppel Land of Singapore
- First mover advantage with 100% affordable housing subsidiary, Provident
- Infrastructure and construction 100% subsidiary, Starworth Infrastructure
- Simplified corporate structure and commitment to disclosures
- Transparency in our business dealings with customers
- Operations spanning all aspects of real estate development

Background and Operations

Extensive Land Bank and premium player in the South India market

Fostering growth through joint ventures and partnerships

Established brand and reputation

Expanding in-house construction capability

Constant innovation to drive growth

Experienced Management Team with strong track record

Extensive Land Bank and Premium Player in the South India Market

- 1 Land Bank
- 2 Land Acquisition Strategy
- 3 Pursue Property Mix
- 4 Recent Developments

1 Extensive Land Bank

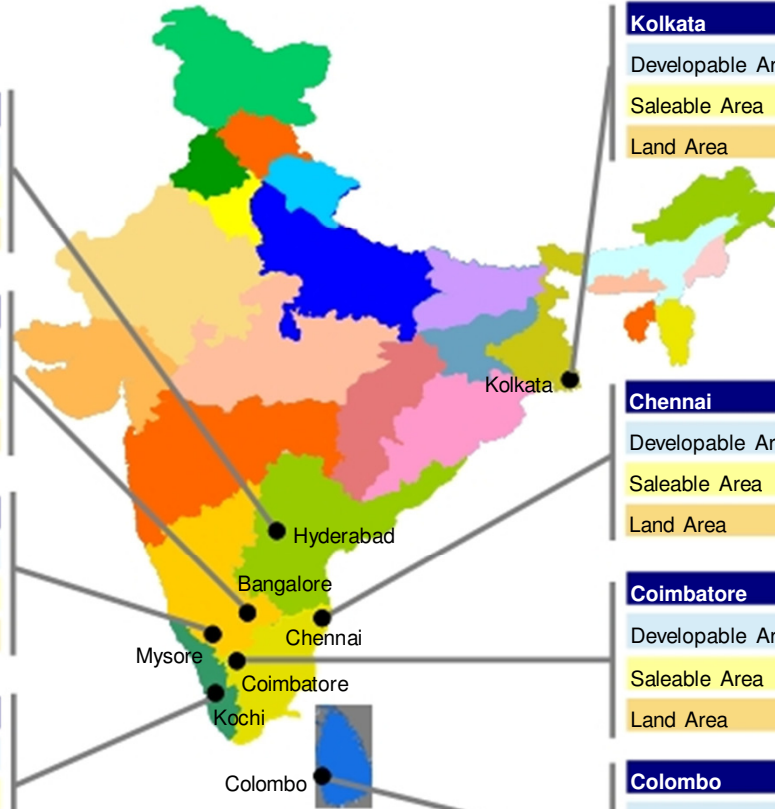
| | Ongoing | Future | Total |
|------------------|---------|--------|--------|
| Developable Area | 20.13 | 123.13 | 143.26 |
| Saleable Area | 12.12 | 105.88 | 118.00 |
| Land Area | 10.53 | 50.50 | 61.03 |

| Hyderabad | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | - | 6.44 |
| Saleable Area | - | 6.17 |
| Land Area | 0.17 | 1.31 |

| Bangalore | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | 12.07 | 93.52 |
| Saleable Area | 7.57 | 76.38 |
| Land Area | 5.08 | 40.91 |

| Mysore | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | - | 1.46 |
| Saleable Area | - | 0.88 |
| Land Area | - | 0.67 |

| Kochi | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | 2.11 | 4.27 |
| Saleable Area | 1.71 | 4.25 |
| Land Area | 1.07 | 0.14 |



| Kolkata | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | 2.28 | - |
| Saleable Area | 0.37 | 0.45 |
| Land Area | 0.39 | - |

| Chennai | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | 3.67 | 11.94 |
| Saleable Area | 2.48 | 12.51 |
| Land Area | 3.82 | 4.27 |

| Coimbatore | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | - | 4.12 |
| Saleable Area | - | 3.86 |
| Land Area | - | 2.16 |

| Colombo | Ongoing | Future |
|------------------|---------|--------|
| Developable Area | - | 1.38 |
| Saleable Area | - | 1.38 |
| Land Area | - | 1.05 |

All figures in million sq. ft.

Ongoing Projects

| Sl.No. | Project | Location | Developable Area (million sft) | Total Flats (no.) | Launched Saleable area (million sft) |
|---------------------|--------------------------|-----------------------------|--------------------------------|-------------------|--------------------------------------|
| Residential: | | | | | |
| 1 | Atria-I (62%) | Sanjay Nagar, Bangalore | 0.24 | 131 | 0.15 |
| 2 | Elita Promenade (49%) | JP Nagar, Bangalore | 2.55 | 1,573 | 1.25 |
| 3 | Venezia | Yelahanka, Bangalore | 2.09 | 1,332 | 2.09 |
| 4 | Highlands | Mallasandra, Bangalore | 2.54 | 1,589 | 1.36 |
| 5 | Grand Bay | Marine Drive, Kochi | 0.50 | 265 | 0.50 |
| 6 | Eternity | Kakkanad, Kochi | 0.96 | 600 | 0.80 |
| 7 | Swan Lake | OMR, Chennai | 0.83 | 522 | 0.83 |
| 8 | Moon Reach | Airport-Seaport Rd, Kochi | 0.39 | 196 | 0.15 |
| 9 | Oceana | Marine Drive, Kochi | 0.26 | 96 | 0.26 |
| 10 | Atria Platina (62%) | Sanjay Nagar, Bangalore | 0.14 | 70 | 0.09 |
| 11 | Elita Garden Vista (36%) | Rajarhat, Kolkata | 2.28 | 1,278 | 0.44 |
| 12 | Purva Skywood | Sarjapur Road, Bangalore | 1.24 | 730 | 0.69 |
| | Total | | 14.03 | 8,382 | 8.61 |
| 13 | Cosmo City | Pudupakkam, Chennai | 2.23 | 2,174 | 1.50 |
| 14 | Wellworth City | Doddaballapur Rd, Bangalore | 3.46 | 3,360 | 1.15 |
| | Total | | 5.69 | 5,534 | 2.66 |
| | Total Residential | | 19.73 | 13,916 | 11.27 |
| Commercial: | | | | | |
| 15 | Moneto | Chennai | 0.36 | - | 0.36 |
| 16 | Primus (60%) | Chennai | 0.17 | - | 0.10 |
| | Total Commercial | | 0.53 | | 0.46 |
| | Grand Total | | 20.25 | 13,916 | 11.73 |

2 Land Acquisition Strategy

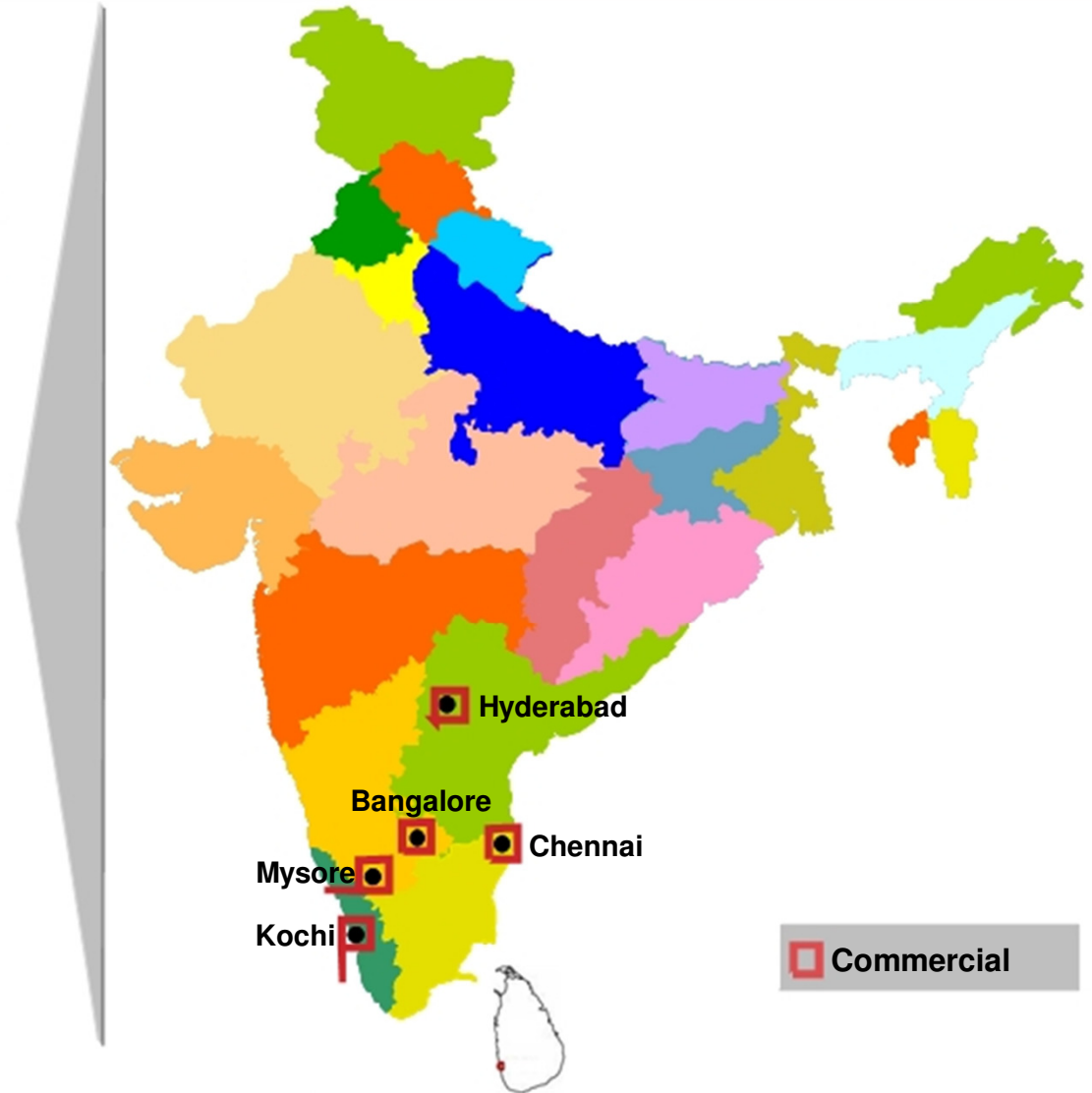
- Land Acquisition Strategy
 - Suburban areas of Tier I cities
 - Tier II cities
- Future strategy to continue on the above lines

3 Pursue Property Mix

| | Residential | Commercial |
|----------------------|-------------|------------|
| Current Position | 97% | 3% |
| Medium term position | 75%-80% | 20%-25% |

Expand portfolio of commercial & hospitality projects to 15% - 20%

- Acquiring land at strategic locations
- Leveraging on the strength of established Purva brand in residential segment and partnerships with world reputed organizations



Recent Developments

- ❖ **Puravankara Projects** launched in Bangalore in June-2010 :
 - **Purva Skywood** located in Sarjapur Road
 - Apartments ranging from 1,263 sft. to 2,340 sft.
 - Besides every possible amenity on offer, this project boasts ones such as the aroma garden, a cricket field and a skating rink.

- ❖ **Puravankara Projects** launched in Bangalore in early April 2010 :
 - **Purva Atria Platina** located in RMV II Stage
 - Apartments ranging from 1,870 sft. to 3,141 sft.
 - It is a green building that uses energy & water efficiently, thereby reducing cost, pollution and environmental degradation.

- ❖ **Entered into a JV with Homex, Mexico**
 - Signed a memorandum of understanding for a joint venture company to undertake projects in the affordable entry-level housing segment.
 - First project of the joint venture is proposed to be launched in the metro area of Chennai and Bangalore

JVs and Partnerships

- 49% JV with Singapore based Keppel Investment Mauritius Private Limited
 - One of the first few FDI in the real estate sector in India under automatic route
 - 7.85 mn sft. of developable area in Bangalore and Kolkata
 - Keppel's expertise and experience in developing world class integrated township projects provides an opportunity to scale up
- Strategic JVs and partnerships
 - Foster growth, increase scale of operations
 - Maximise the value of land assets and future land bank
 - Gain international expertise and create new sources of revenues

Established Brand and Reputation

Recognised Brand Name

- Over 34 years of experience in real estate
- Simplified Corporate Structure
- Transparency in customer dealings

Competitive Advantage

- Pricing sales and rental strength
- Strategically located land bank
- Proven Partnership with world leader
- Strong marketing network with sales and marketing offices in Bangalore, Chennai, Kochi, Mumbai, U.A.E, U.K and U.S.
- Dedicated customer care division to offer one-point interface to client

Promote and expand

- Focusing on quality and innovation, strong after sales support, property management services
- Delivering value to customers and enhancing overall satisfaction
- Building market recognition through advertising campaigns and participation in international real estate exhibitions

In-house construction capability

Increasing manpower base

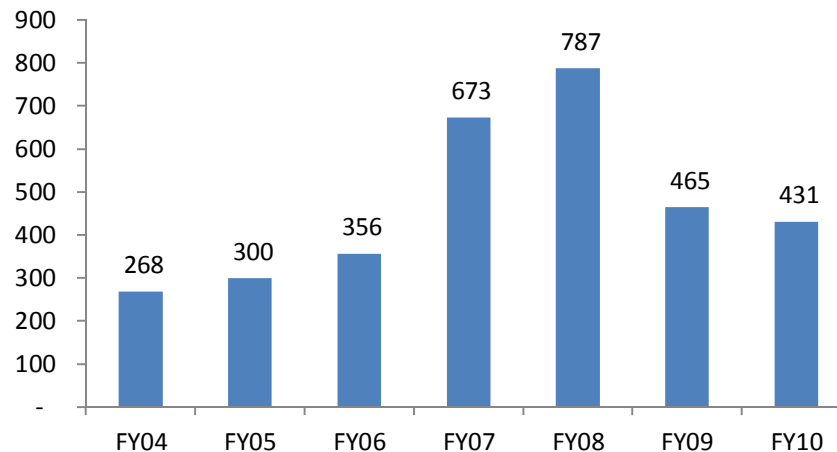
- Employees consists of technical, non-technical and trainees
- Currently **442** employees. Includes 234 Engineers and Architects
- Capability to manage construction and project management functions internally
- Reduces dependence on sub-contractors and third parties

Upgrading Technology

- Implementation of ERP package based on Oracle software to integrate various operations
- Increase the scale of operation by investing in mechanized and technological construction capability

Forward integration of operations

- In-house modification and interior division
 - Provides value added services to customers
 - Interior decoration facilities



Innovation in projects and processes

- Among the first to design and develop theme based projects
 - Purva Riviera, Purva Swanlake, Purva Grandbay
- One of the first to introduce customer loyalty programme
 - Purva Privileges - referral programme
- Anticipate changing preferences of customers
- Incorporate novel design ideas



Purva Riviera

Luxury apartments, Airport Road, Bangalore
(Saleable Area of 1.26 msf)

- Resort based theme
- 80% of the development consists of landscaped gardens



Purva Swanlake

World-class apartments, OMR Road, Chennai
(Saleable Area of 0.83 msf)

- Extensively landscaped
- Safety gadgets like biometric keypads, video door phones and sensor lighting for common areas



Purva Grandbay

Ultra luxury apartments, Marine Drive, Kochi
(Saleable Area of 0.51 msf)

- Premium apartments facing the backwaters

Highly Qualified and Experienced Management Team

Ravi Puravankara
Chairman and Managing Director

- Over 33 years of experience in real estate industry
- Former president of the International Real Estate Federation, Indian Chapter Paris

Ashish Puravankara
Director

- Bachelor's degree in Business Administration from Virginia Tech
- Master's degree in Business Administration from Willamette University in Salem, Oregon
- Head of Operations and Business in Bangalore

Nani R. Choskey
Director

- Experience of over 33 years in the real estate development, construction and finance sector
- Associated with the company since inception and responsible for finance and construction function

Ravi Ramu
Director

- Member of the Institute of Chartered Accountants in England and Wales and a member of the Institute of Chartered Accountants, India
- Over 29 years of experience in finance, systems and procedures

Anup Shah
Independent Director

- Over 26 years of experience in the legal field
- Bachelor's degree in law

R.V.S. Rao
Independent Director

- Bachelor's degree in Commerce and Law
- Over 37 years of experience in banking and finance

Pradeep Guha
Independent Director

- Management Diploma from Asian Institute of Management, Manila
- Over 33 years of experience in marketing and advertising

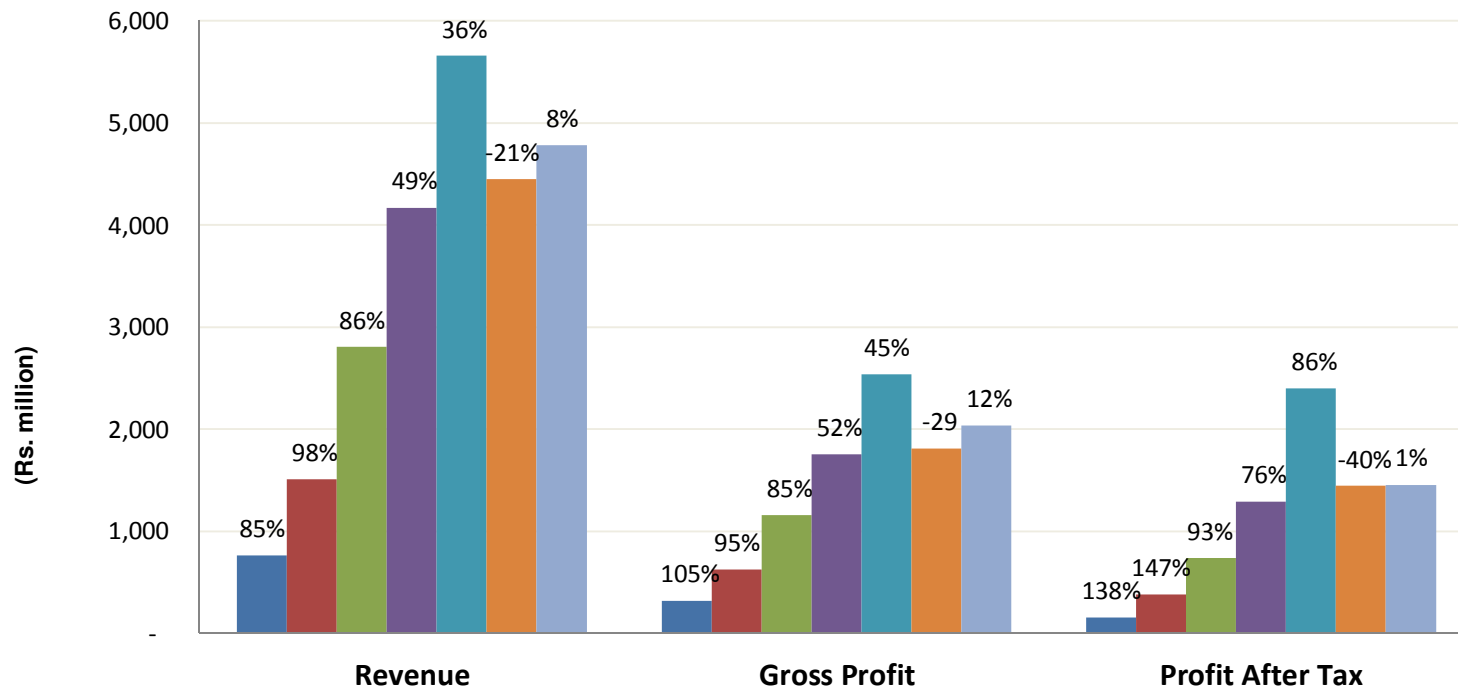
Jackbastian Kaitan Nazareth
Chief Operating Officer

- Bachelor's degree in Civil Engineering and an MBA from the Goa Institute of Management
- Over 19 years of experience

Consolidated Profit and Loss Account – Quarter ended 30 June 2010

| | Q1 FY10 Quarter ended June 2010 Rs. | | Q1 FY10 Quarter ended June 2009 Rs. | | FY10 Year ended March 2010 Rs. | |
|-------------------------------------|--|--------|--|--------|---|--------|
| INCOME | | | | | | |
| Revenues | 1,162,943,710 | | 559,656,133 | | 4,783,619,708 | |
| Cost of revenues | <u>663,820,654</u> | | <u>383,566,753</u> | | <u>2,748,125,813</u> | |
| GROSS PROFIT | 499,123,056 | 42.92% | 176,089,380 | 31.46% | 2,035,493,895 | 42.55% |
| Selling expenses | 36,736,904 | 3.16% | 17,101,396 | 3.06% | 170,512,310 | 3.56% |
| General and administrative expenses | <u>71,929,784</u> | 6.19% | <u>62,758,054</u> | 11.21% | <u>282,449,110</u> | 5.90% |
| OPERATING PROFIT | 390,456,368 | 33.57% | 96,229,930 | 17.19% | 1,582,532,475 | 33.08% |
| Net finance income/(charges) | <u>3,037,276</u> | 0.26% | <u>2,988,614</u> | 0.53% | <u>15,904,736</u> | 0.33% |
| | 393,493,644 | 33.84% | 99,218,544 | 17.73% | 1,598,437,211 | 33.41% |
| Share of profit in associate | <u>7,795,558</u> | | <u>4,522,033</u> | | <u>152,827,150</u> | |
| PROFIT BEFORE TAX | 401,289,202 | 34.51% | 103,740,577 | 18.54% | 1,751,264,361 | 36.61% |
| Provision for tax | <u>34,396,137</u> | 8.57% | <u>1,293,232</u> | 1.25% | <u>298,079,275</u> | 17.02% |
| PROFIT AFTER TAX | 366,893,065 | 31.55% | 102,447,345 | 18.31% | 1,453,185,086 | 30.38% |

Financials



| | | | % | | % |
|------|-------|-------|-----|-------|-----|
| FY04 | 764 | 320 | 42% | 154 | 20% |
| FY05 | 1,510 | 624 | 41% | 380 | 25% |
| FY06 | 2,804 | 1,157 | 41% | 735 | 26% |
| FY07 | 4,169 | 1,756 | 42% | 1,291 | 31% |
| FY08 | 5,658 | 2,539 | 45% | 2,400 | 42% |
| FY09 | 4,449 | 1,810 | 41% | 1,444 | 32% |
| FY10 | 4,784 | 2,035 | 43% | 1,453 | 30% |

Percentage at the top of the bar indicates sequential growth

Percentage in the table indicates gross profit and profit after tax as a percentage of revenue

Liquidity Position at 30 June 2010

| | (Rs. crores) | | |
|---------------------------|-----------------|-----------------|-----------------|
| | 30 June 2010 | 30 June 2009 | 31 Mar 2010 |
| Cash and cash equivalents | 55.57 | 26.23 | 78.22 |
| Less: Loans | <u>(916.76)</u> | <u>(829.71)</u> | <u>(881.07)</u> |
| Net borrowings | <u>(861.19)</u> | <u>(803.48)</u> | <u>(802.85)</u> |
| | | | |
| Net Debt Equity Ratio | 0.57 | 0.58 | 0.54 |

Thank You

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