



INVESTOR PRESENTATION Q1 FY13-14

BRIGADE ENTERPRISES LTD.

A MULTI DIMENSIONAL ORGANIZATION



26 years in Property development

A Brand that stands for Innovation, Quality & Trust

Eminent Personalities on the Board of Directors

Listed in BSE & NSE in December 2007

Completed more than 100 Buildings

Over 20 million sft of area developed

Expanding our horizons to new geographical areas; Chennai, Hyderabad, Kochi & Mangalore.

FINANCIAL SNAPSHOT

Particulars	Q1 FY 13-14	Q4 FY 12-13	Q1 FY 12-13	Q1-14 on Q4-13	Q1-14 on Q1 -13
	Rs. Mn	Rs. Mn	Rs. Mn		
Turnover	1,573	2,994	1,412	-47%	11%
EBIDTA	469	720	443	-35%	6%
Interest	175	195	201	-10%	-13%
Profit after Interest	293	526	242	-44%	21%
Depreciation	186	187	152	0%	23%
PBT	107	339	89	-68%	19%
Tax	40	55	(54)	-27%	-174%
PAT	67	284	144	-77%	-54%
EBIDTA/Sales	30%	24%	31%		
PBT/Sales	7%	11%	6%		
PAT/Sales	4%	9%	10%		

SEGMENT PROFIT ANALYSIS

For 3 months ended June 2013

Rs. in Million

Particulars	Real Estate	Hospitality	Lease rentals	Total
Revenue	975	298	301	1,574
Expenses	761	75	-	836
Gross profit	214	223	301	738
Admin Expenses	62	49	38	148
Employee cost	61	54	6	121
EBIDTA	92	119	258	469
Interest	13	56	106	175
Profit after interest	79	63	151	293
Depreciation	11	71	104	186
PBT	68	(8)	47	107
Income Tax				40
PAT				67

DEPLOYMENT OF FUNDS

As of June 2013

***Rs. in Million**

Segment	Equity*	Debt*	Capital Employed*	D/E Ratio	PBD/Eq %	EBIDTA/CE %
Real Estate	6,079	4,020	10,099	0.66	5.21%	3.64%
Hospitality	1,488	1,569	3,084	1.07	16.98%	15.48%
Lease Rental	4,581	4,226	8,807	0.92	13.18%	11.69%
Total	12,148	9,815	21,990	0.81	9.66%	8.52%
Less: Cash Balance		235				
Net Debt		9,580				

Ratios are annualised; PBD – Profit Before Depreciation & Tax

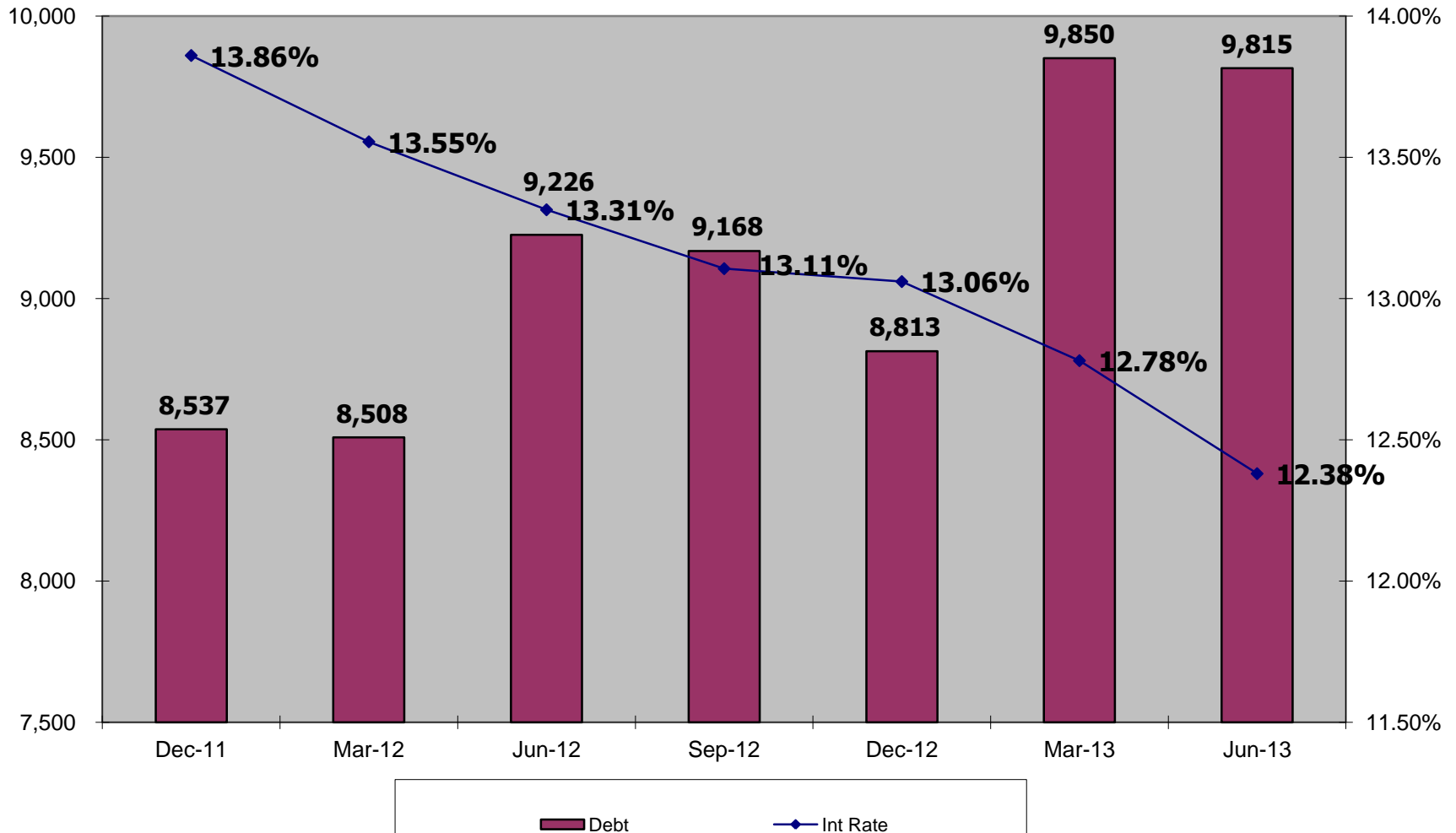
LOAN MOVEMENT

Rs. in Million

Movement of Loan	Qtr ended Dec 11	Qtr ended Mar 12	Qtr ended June 12	Qtr ended Sept 12	Qtr ended Dec 12	Qtr ended Mar 13	Qtr ended June 13
Opening Balance	8,012	8,537	8,508	9,226	9,168	8,813	9,850
Availed during Qtr	1,494	675	1,399	1,805	425	1,718	925
Repaid during Qtr	968	705	682	1,862	780	682	960
Closing Balance	8,537	8,508	9,226	9,168	8,813	9,850	9,815
Cost of Debt	13.86%	13.55%	13.31%	13.10%	13.06%	12.78%	12.38%
Sector-wise							
Residential	3,248	3,397	3,651	3,798	3,405	3,911	4,020
Lease rental	3,299	3,165	3,704	3,583	3,688	4,295	4,226
Hospitality	1,990	1,946	1,871	1,787	1,720	1,644	1,569
Total	8,537	8,508	9,226	9,168	8,813	9,850	9,815

DEBT & COST MOVEMENT AS ON JUNE'13

Rs. in Million



YoY QUARTERLY SALES ANALYSIS (sft)

*Area – Sft in 1,000

Type	Q1 FY13-14	Q2 FY13-14	Q3 FY13-14	Q4 FY13-14	Total
Residential	715	Intentionally left blank			715
Commercial	-				-
Total	715				715
	Q1 FY12-13	Q2 FY12-13	Q3 FY12-13	Q4 FY12-13	
Residential	300	271	297	537	1,405
Commercial	151	79	125	108	463
Total	451	350	422	645	1,868

59% Increase in volume of business on YoY basis

YoY QUARTERLY SALES ANALYSIS (Rs.)

Rs. in Million

Type	Q1 FY13-14	Q2 FY13-14	Q3 FY13-14	Q4 FY13-14	Total
Residential	3,345	Intentionally left blank			3,345
Commercial	-				-
Total	3,345				3,345
Avg Rate psf Rs.	4,678				4,678
	Q1 FY12-13	Q2 FY12-13	Q3 FY12-13	Q4 FY12-13	
Residential	1,089	1,002	1,076	2,322	5,489
Commercial	924	376	554	518	2,372
Total	2,013	1,378	1,630	2,840	7,861
Avg Rate psf Rs.	4,464	3,937	3,863	4,406	4,209

66% Increase in Sales Value of business on YoY basis; 11% Increase in avg price YoY basis

Q1 2013-14 SALES ANALYSIS

Location	Area sold (in sft)	Value Realized (Rs. Mn)
Bangalore	6,79,960	3,118
Mysore	12,520	43
Chikmagalur	700	22
Mangalore	9,660	42
Hyderabad	12,180	139
Total	7,15,020	3,345

LEASE DETAILS AS OF JUNE 13

*Area in Million sft

Project	Leasable Area*	Leased Area*	Pipeline*	To be Leased
WTC Bangalore	0.56	0.40	0.13	0.03
Brigade South Parade	0.12	0.11	0.01	
Orion Mall	0.81	0.75	0.06	
Brigade Solitaire	0.01	0.01	-	
Others	0.01	0.01	-	
Total	1.51	1.28	0.20	0.03

HOSPITALITY

	GRAND MERCURE			SHERATON BANGALORE		
Details	Q1 FY 13-14	Q1 FY 12-13	FY 2012-13	Q1 FY 13-14	Q1 FY 12-13	FY 2012-13
No of Keys	126	126	126	230	230	230
Occupancy	84%	84%	82%	74%	53%	63%
ARR (Rs.)	6,530	6,707	6,682	7,346	7,111	7,603
GOP	50.70%	49.60%	51.00%	43.10%	29.00%	35.40%

SUMMARY – ONGOING RESIDENTIAL PROJECTS (1)

Particulars	Ongoing Projects	Stock Sales	Total	UOM
Total super built-up area of launched project on sale basis	7.94	0.24	8.18	Mn Sft
Less: LO Share	1.65	-	1.65	Mn Sft
Co share of saleable area	6.29	0.24	6.53	Mn Sft
Sold till June 13	3.08	-	3.08	Mn Sft
To be sold	3.21	0.24	3.45	Mn Sft
Estimated Sale value	29,048	1,047	30,095	Rs. Mn
Sale value of Sold units	11,648	-	11,648	Rs. Mn
Sale value of unsold units	17,400	1,047	18,447	Rs. Mn
Collection till June 13 on sold units	5,677	-	5,677	Rs. Mn
Balance collection for the projects (including unsold units)	23,370	1,047	24,418	Rs. Mn

SUMMARY – ONGOING RESIDENTIAL PROJECTS (2)

Particulars	Ongoing Projects	Stock Sales	Total	UOM
Revenue Recognised till June 13	3,654	-	3,654	Rs. Mn
Revenue to be Recognised (including unsold units)	25,394	1,047	26,442	Rs. Mn
Estimated cost for the projects (including Land/NRD)	18,729	902	19,630	Rs. Mn
Cost incurred till June 13	5,147	902	6,049	Rs. Mn
Balance cost to be incurred to finish the project	13,582	-	13,582	Rs. Mn
Estimated Profit for the projects	10,319	146	10,465	Rs. Mn
Profit recognised till June 13	1,065	-	1,065	Rs. Mn
Profit to be recognised (including unsold units)	9,254	146	9,400	Rs. Mn

OPERATING CASHFLOW ANALYSIS

Description	Ongoing Projects	Completed Projects	Total
Total super built-up area of launched project on sale basis (in Mn Sft)	7.94	-	-
BEL share of saleable area (in Mn Sft)	6.30	-	-
Total area sold till June 2013 (in Mn Sft)	3.08	-	-
Unsold area (in Mn Sft)	3.21	0.24	3.45
Balance construction cost to be spent to complete the entire development (in Rs. Mn)	13,582	-	13,582
Balance to be collected on sold units (in Rs. Mn)	5,971	-	5,971
Sale value of unsold stocks (in Rs. Mn)	17,400	1,047	18,447
Expected cash flow (in Rs. Mn)	9,789	1,047	10,836
Less: Present Borrowings (in Rs. Mn)	4,020	-	4,020
Net cash flow available from Launched/Completed projects (in Rs. Mn)	5,768	1,047	6,816
Estimated Gross Profit to be recognized (in Rs. Mn)	9,254	146	9,400
Period of realization	3 years	6 months	

ONGOING PROJECTS – SUMMARY

As on June 2013

Area in Sft

Projects	Project Area	LO/JV Share	BEL's Share
Residential projects	79,43,872	16,50,839	62,93,033
Brigade Orchards (SPV)	11,51,614	5,75,807	5,75,807
Total Residential	90,95,486	22,26,646	68,68,840
Brigade Rubix (Retail)	74,440	-	74,440
Banaswadi-Retail	2,71,830	1,19,605	1,52,225
Brigade Magnum	5,27,050	2,37,173	2,89,878
Brigade Vantage, Mysore	1,31,130	65,565	65,565
Brigade Vantage, Chennai	1,32,810	66,405	66,405
Brigade Technopolis, Kochi	3,46,910	-	3,46,910
Total Commercial	14,84,170	4,88,748	9,95,422
Holiday Inn Hotel, Chennai	2,28,640	1,14,320	1,14,320
Mercure Hotel, Mysore	1,04,580	-	1,04,580
Total Hospitality	3,33,220	1,14,320	2,18,900
Grand Total	1,09,12,876	28,29,714	80,83,162

CAPEX COMMITMENT AS ON JUNE 13

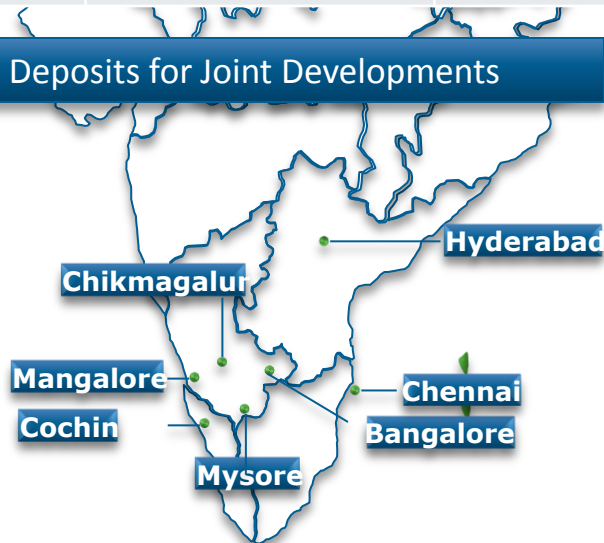
Rs. in Million

Projects	Estimated Cost	Cost Incurred	Balance to be Incurred	Loan Tie-up
Brigade Rubix (Retail)	238	198	41	-
Brigade Banaswadi-Retail	740	307	433	644
Brigade Magnum	1,329.7	126	1,204	1,000
Brigade Vantage, Mysore	243	89	154	-
Brigade Vantage Chennai	393	41	352	350
Brigade Technopolis, Kochi	906	314	592	740
Total Commercial	3,849	1,074	2,775	2,734
Holiday Inn Hotel, Chennai	933	294	639	-
Mercure Hotel, Mysore	785	140	644	400
Total Hospitality	1,717	434	1,283	400
Total	5,566	1,508	4,058	3,134

LAND BANK DETAILS

Location	Land Area (In Acres)	Total Cost* (Rs. Million)	Paid (Rs. Million)	Payable (Rs. Million)
Bangalore	245	5,400	5,138	262
Chennai	57	750	400	350
Cochin	18	63	63	-
Mangalore	25	45	45	-
Mysore	36	140	133	7
Total	381	6,397	5,779	619

* Includes Refundable/Non Refundable Deposits for Joint Developments



DEVELOPABLE LAND BANK

Type	No. of Projects	Developable Area (Million sft)	BEL's Share in Area (Million sft)
Residential	27	23	17
Office - Sale	5	2	1
Office - Lease	9	6	6
Retail	3	1	0
Hotel	3	1	1
Total	47	32	25

Type	No. of Projects	Developable Area (Million sft)	BEL's Share in Area (Million sft)
Bangalore	36	23	18
Chennai	2	4	2
Cochin	1	0	0
Mangalore	2	3	3
Mysore	6	2	1
Total	47	32	25

NEW PROJECTS TO BE LAUNCHED FY13-14 (1)

Project	City	Land Area	Project Area	BEL Share	Expected Launch Date
		In Acres	Sft in Mn	Sft in Mn	
Brigade Palmgrove - Town Houses	Mysore	2	0.09	0.07	Q2
Brigade Symphony	Mysore	7	0.52	0.52	Q2
Brigade Cosmopolis Phase 1	Bangalore	5	0.77	0.39	Q2
Brigade Meadows Block B Phase 2	Bangalore	15	0.70	0.70	Q3
Brigade Meadows Block C Phase 2	Bangalore	16	0.72	0.72	Q3
Brigade Lakefront Phase 2	Bangalore	4	0.70	0.49	Q4
Brigade Lakeshore	Bangalore	4	0.36	0.20	Q4
Brigade Millennium, Chennai Phase 1	Chennai	2	1.07	0.53	Q4
Total Residential		55	4.93	3.62	

NEW PROJECTS TO BE LAUNCHED FY13-14 (2)

Project	City	Land Area	Project Area	BEL Share	Expected Launch Date
		In Acres	Sft in Mn	Sft in Mn	
Brigade Bhuwalka Retail	Bangalore	1	0.08	0.04	Q2
Brigade Metropolis-Annex	Bangalore	4	0.46	0.23	Q2
Brigade Bhuwalka Icon	Bangalore	3	0.28	0.14	Q3
Brigade SEZ, Phase 1	Mangalore	4	0.37	0.37	Q3
Total Commercial		11	1.19	0.78	
Four Points by Sheraton	Mysore	1	0.10	0.10	Q3
Total Hospitality		1	0.10	0.10	
Grand Total		68	6.22	4.50	

THANK YOU

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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.