



INVESTOR PRESENTATION FY12-13



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	Q4 -13	Q3-13	Q4-12	YTD 13	YTD 12	Q4 13 on Q3 13	Q4 13 on Q4 12	YTD 13 on YTD 12
	Rs. Mn	Rs. Mn	Rs. Mn	Rs. Mn	Rs. Mn			
Turnover	2,994	1,591	1,332	7,881	6,093	88%	125%	29%
EBIDTA	720	487	296	2,151	1,778	48%	143%	21%
Interest	195	211	159	829	604	-8%	23%	37%
Profit after Int	526	275	137	1,323	1,174	91%	283%	13%
Depreciation	187	190	135	722	492	-2%	39%	47%
PBT	339	86	3	600	682	295%	12457%	-12%
Tax	55	20	(78)	(42)	101			
PAT	284	66	80	642	581	328%	254%	11%
EBIDTA/Sales	24%	31%	22%	27%	29%			
PBT/Sales	11%	5%	0%	8%	11%			
PAT/Sales	9%	4%	6%	8%	10%			

SEGMENT PROFIT ANALYSIS

For the year ended Mar 2013

Rs. in Million

Particulars	Real Estate	Hospitality	Lease rentals	Total
Revenue	5,843	1,074	964	7,881
Expenses	4,152	283	-	4,435
Gross profit	1,690	792	964	3,446
Admin Expenses	325	162	147	635
Employee cost	428	202	30	660
EBIDTA	936	428	787	2,151
Interest	137	255	437	829
Profit after interest	800	172	350	1,323
Depreciation	48	315	359	722
PBT	752	(143)	(9)	600
Income Tax				(42)
PAT				642

DEPLOYMENT OF FUNDS

For the year ended Mar 2013

***Rs. in Million**

Segment	Equity*	Debt*	Capital Employed*	D/E Ratio	PBD/Eq %	EBIDTA/CE %
Real Estate	6,197	3,910	10,107	0.63	12.90%	9.26%
Hospitality	1,458	1,644	3,102	1.12	11.80%	13.80%
Lease Rental	4,426	4,295	8,721	0.97	7.90%	9.02%
Total	12,081	9,849	21,930	0.82	10.95%	9.81%
Less: Cash Balance		351				
Net Debt		9,498				

Ratios are annualised; PBD – Profit Before Depreciation & Tax

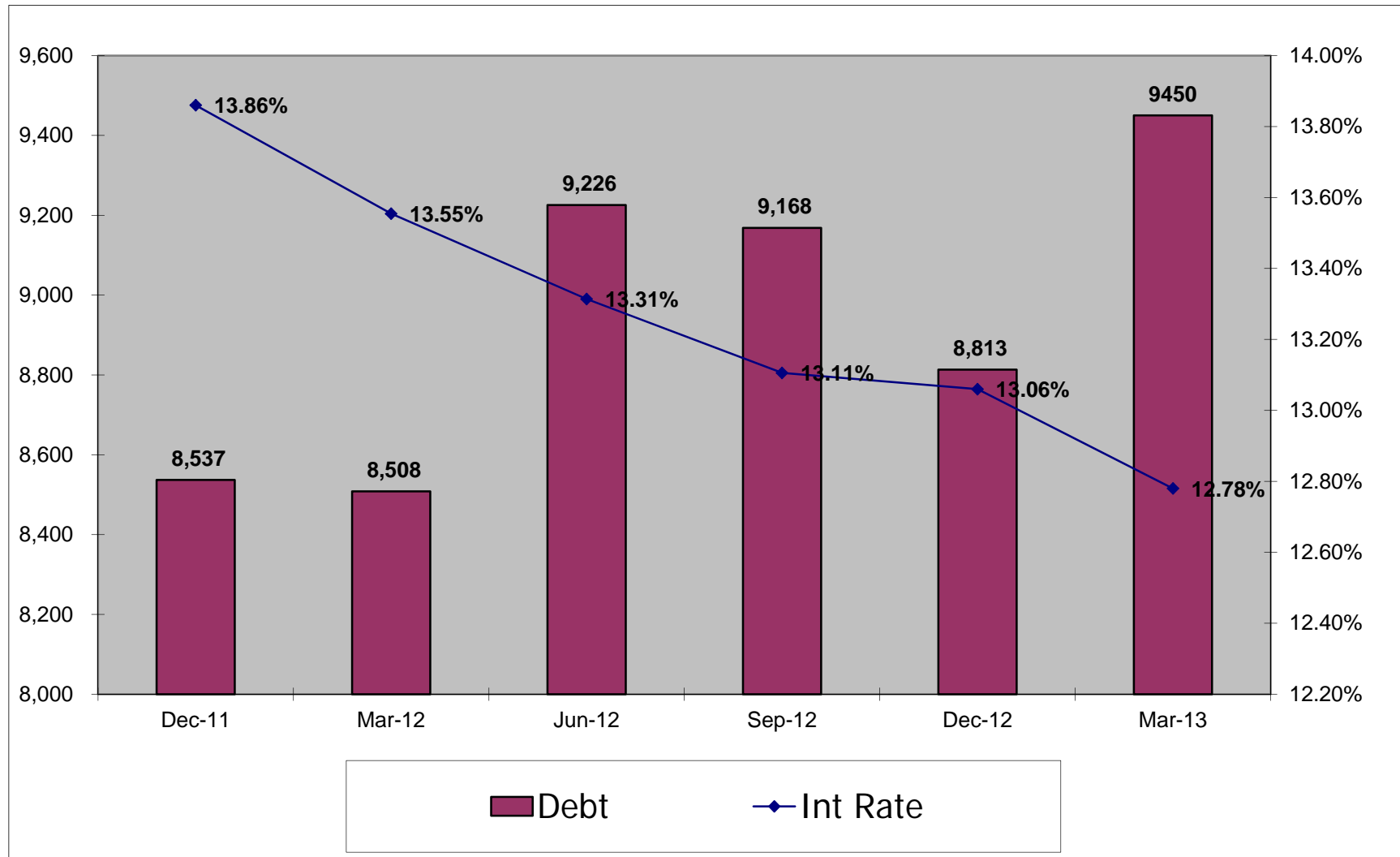
LOAN MOVEMENT

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
Opening Balance	8,012	8,537	8,508	9,226	9,168	8,813
Availed	1,494	675	1,399	1,805	425	1,718
Repaid	968	705	682	1,862	780	682
Closing Balance	8,537	8,508	9,226	9,168	8,813	9,850
Cost of Debt	13.86%	13.55%	13.31%	13.10%	13.06%	12.78%
Sector-wise						
Residential	3,248	3,397	3,651	3,798	3,405	3,911
Lease rental	3,299	3,165	3,704	3,583	3,688	4,295
Hospitality	1,990	1,946	1,871	1,787	1,720	1,644
Total	8,537	8,508	9,226	9,168	8,813	9,850

DEBT & COST MOVEMENT AS ON MAR'13

Rs. in Million



YoY QUARTERLY SALES ANALYSIS (sft)

*Area – Sft in 1,000

Type	Q1 FY12-13	Q2 FY12-13	Q3 FY12-13	Q4 FY12-13	Total
Residential	300	271	297	537	1,405
Commercial	151	79	125	108	463
Total	451	350	422	645	1,868
	Q1 FY11-12	Q2 FY11-12	Q3 FY11-12	Q4 FY11-12	
Residential	179	347	314	309	1,150
Commercial	88	155	70	139	451
Total	267	502	384	448	1,601

17% Increase in volume of business on YoY basis

YoY QUARTERLY SALES ANALYSIS (Rs.)

Rs. in Million

Type	Q1 FY12-13	Q2 FY12-13	Q3 FY12-13	Q4 FY12-13	Total
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
	Q1 FY11-12	Q2 FY11-12	Q3 FY11-12	Q4 FY11-12	
Residential	710	1,141	1,069	1,066	3,985
Commercial	594	1,028	452	828	2,902
Total	1,304	2,169	1,520	1,894	6,887
Avg Rate psf Rs.	4,881	4,318	3,961	4,229	4,301

14% Increase in Sales Value of business on YoY basis

LEASE DETAILS AS OF MARCH 13

*Area in Million sft

Project	Leasable Area*	Leased Area*	Pipeline*
WTC	0.56	0.25	0.31
Brigade South Parade	0.11	0.08	0.03
Orion Mall	0.82	0.75	0.07
Brigade Summit	0.02	-	-
Others	0.02	0.02	-
Total	1.53	1.10	0.41

HOSPITALITY

	Grand Mercure		Sheraton Bangalore	
Details	FY 2012-13	FY 2011-12	FY 2012-13	FY 2011-12
No of Keys	126	126	230	230
Occupancy	82%	84%	63%	58%
ARR (Rs.)	6,682	6,616	7,603	7,073
GOP	51.00%	47.80%	35.40%	25.50%

ONGOING PROJECTS – SUMMARY

As on March 2013			Area in Sft
Projects	Project Area	LO/JV Share	BEL's Share
Residential projects	53,94,552	8,81,822	45,12,730
Brigade Orchards (SPV)	11,51,614	5,75,807	5,75,807
Total Residential	65,46,166	14,57,629	50,88,537
Brigade Rubix (Retail)	74,440	-	74,440
Banaswadi-Retail	2,71,830	1,19,605	1,52,225
Brigade Magnum	5,10,700	2,29,815	2,80,885
Brigade Vantage, Mysore	1,31,130	65,565	65,565
Brigade Vantage Chennai	1,50,000	75,000	75,000
Brigade Technopolis, Kochi	7,00,000	-	7,00,000
Total Commercial	18,38,100	4,89,985	13,48,115
Holiday Inn Hotel, Chennai	3,00,000	1,50,000	1,50,000
Mercure Hotel, Mysore	1,00,000	-	1,00,000
Total Hospitality	4,00,000	1,50,000	2,50,000
Grand Total	87,84,266	20,97,615	66,86,652

CAPEX COMMITMENT AS ON MARCH 13



Rs. in Million

Projects	Estimated Cost	Cost Incurred	Balance to be Incurred	Loan Tie-up
Brigade Rubix (Retail)	219	174	45	-
Brigade Banaswadi-Retail	716	297	419	644
Brigade Magnum	1,419	89	1,330	* 1,000
Brigade Vantage, Mysore	243	89	154	-
Brigade Vantage Chennai	416	35	381	350
Brigade Technopolis, Kochi	2,000	304	1,696	* 1,010
Total Commercial	5,014	987	4,026	3,004
Holiday Inn Hotel, Chennai	933	228	704	-
Mercure Hotel, Mysore	660	142	518	* 350
Total Hospitality	1,593	370	1,222	350
Total	6,606	1,357	5,249	3,354

* Loan Applied

SUMMARY – ONGOING RESIDENTIAL PROJECTS (1)

Particulars	Ongoing Projects	Stock Sales	Total	UOM
Total super built-up area of launched project on sale basis	5.39	0.32	5.71	Mn Sft
Less: LO Share	0.88	-	0.88	Mn Sft
Co share of saleable area	4.51	0.32	4.83	Mn Sft
Sold till March 13	2.43	-	2.43	Mn Sft
To be sold	2.08	0.32	2.40	Mn Sft
Estimated Sale value	18,690	1,665	20,354	Rs. Mn
Sale value of Sold units	8,686	-	8,686	Rs. Mn
Sale value of unsold units	10,004	1,665	11,668	Rs. Mn
Collection till March 13 on sold units	4,223	-	4,223	Rs. Mn
Balance collection for the projects (incl unsold units)	14,467	1,665	16,132	Rs. Mn

SUMMARY – ONGOING RESIDENTIAL PROJECTS (2)

Particulars	Ongoing Projects	Stock Sales	Total	UOM
Revenue Recognised till Mar 13	2,814	-	2,814	Rs. Mn
Revenue to be Recognised (incl unsold units)	15,876	1,665	17,540	Rs. Mn
Estimated cost for the projects (incl Land/NRD)	12,943	1,271	14,214	Rs. Mn
Cost incurred till Mar 13	4,313	1,271	5,584	Rs. Mn
Balance cost to be incurred to finish the project	8,630	-	8,630	Rs. Mn
Estimated Profit for the projects	5,746	394	6,140	Rs. Mn
Profit recognised till Mar 13	817	-	817	Rs. Mn
Profit to be recognised (incl unsold units)	4,930	394	5,324	Rs. Mn

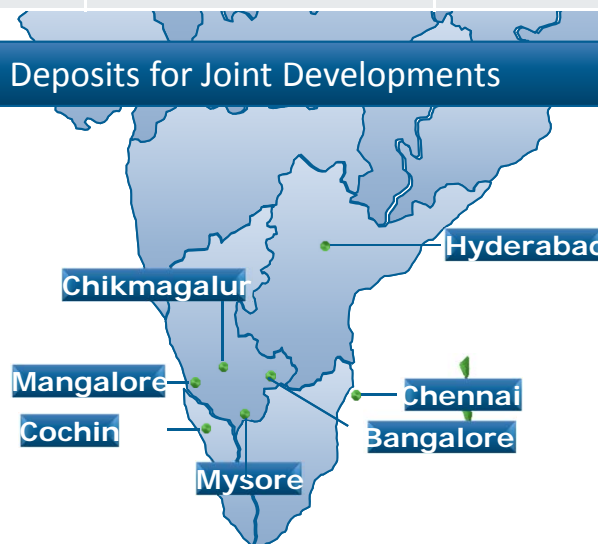
OPERATING CASHFLOW ANALYSIS

Description	Ongoing Projects	Completed Projects	Total
Total super built-up area of launched project on sale basis (in Sft)	53,94,552		
BEL share of saleable area (in Sft)	45,12,730		
Total area sold till Mar2013 (in Sft)	24,34,380		
Unsold area (in Sft)	20,78,350	3,18,106	23,96,455
Balance construction cost to be spent to complete the entire development (in Rs. Mn)	8,630	-	8,630
Balance to be collected on sold units (in Rs. Mn)	4,463	-	4,463
Sale value of unsold stocks (in Rs. Mn)	10,004	1,665	11,668
Expected cash flow (in Rs. Mn)	5,836	1,665	7,501
Less: Present Borrowings(in Rs. Mn)	3,332	579	3,911
Net cash flow available from Launched/Completed projects (in Rs. Mn)	2,504	1,086	3,590
Estimated Gross Profit to be recognized (in Rs. Mn)	4,930	394	5,324
Period of realization	in 3 years	6 months	

LAND BANK DETAILS

Location	Land Area (In Acres)	Total Cost* (Rs. Million)	Paid (Rs. Million)	Payable (Rs. Million)
Bangalore	272	6,449	5,760	689
Chennai	57	750	400	350
Cochin	18	63	63	-
Mangalore	25	45	45	-
Mysore	36	146	139	7
Total	408	7,453	6,407	1,046

* 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	29	26	19
Office - Sale	5	2	1
Office - Lease	9	6	6
Retail	3	1	0
Hotel	3	1	1
Total	49	35	27

Type	No. of Projects	Developable Area (Million sft)	BEL's Share in Area (Million sft)
Bangalore	38	26	20
Chennai	2	4	2
Cochin	1	0	0
Mangalore	2	3	3
Mysore	6	2	1
Total	49	35	27

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 Golden Triangle Phase-1	Bangalore	10	0.97	0.68	Q-1
Brigade Lakefront Phase -1	Bangalore	17	1.60	1.12	Q-1
Brigade Palmgrove-town houses	Mysore	2	0.09	0.07	Q-2
Brigade Symphony	Mysore	7	0.52	0.52	Q-2
Brigade Begonia Phase-1	Bangalore	5	0.77	0.39	Q-2
Brigade Meadows Block B Phase 2	Bangalore	15	0.70	0.70	Q-3
Brigade Meadows Block C Phase 2	Bangalore	16	0.72	0.72	Q-3
Brigade Lakefront Phase -2	Bangalore	4	0.40	0.28	Q-4
Brigade Lakeshore	Bangalore	4	0.36	0.20	Q-4
Brigade Metropolis Chennai Phase-1	Chennai	36	0.6	0.36	Q-4
Total Residential		116	6.73	5.04	

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	Q-2
Brigade Metropolis-Annex	Bangalore	4	0.46	0.23	Q-2
Brigade Bhuwalka Icon	Bangalore	2	0.28	0.14	Q-3
Brigade SEZ, Phase-1	Mangalore	4	0.37	0.37	Q-3
Total Commercial		11	1.19	0.78	
Four Points by Sheraton,	Mysore	1	0.10	0.10	Q-3
Total Hospitality		1	0.10	0.10	
Grand Total		128	8.02	5.92	

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.