

# PARSVNATH DEVELOPERS LIMITED COMPANY PRESENTATION

**Parsvnaths**  
committed to build a better world

(CIN: L45201DL1990PLC040945)



**Moving towards completing Projects & Meeting commitments**

PDL/FIN/FEB 21 VER 1

WHAT WE STAND FOR



**P**RESTIGIOUS PROJECTS  
**A**DORABLE LOCATION  
**R**ELIABILITY ASSURED  
**S**TEADFAST GROWTH  
**V**ARIED VERTICALS  
**N**ON STOP GROWTH  
**A**RTISTIC LANDMARKS



**T**HROUGH INNOVATIONS  
**H**APPY CUSTOMERS  
**S**TRATEGIC APPROACH ...

## Pan India Presence



DHARUHERA  
(REWARI)  
FARIDABAD  
GURGAON  
ROHTAK  
KURUKSHETRA  
SONEPAT  
PANCHKULA  
KARNAL  
PANIPAT

JAMMU

J & K

DERABASSI  
MOHALI  
RAJPURA

DEHRADUN

PUNJAB

UTTARAKHAND

HARYANA

DELHI

RAJASTHAN

UTTAR PRADESH

BIHAR

BHIWADI  
JODHPUR  
JAIPUR

MADHYA  
PRADESH

AGRA  
NOIDA  
GREATER NOIDA  
GHAZIABAD  
LUCKNOW  
MOHAN NAGAR  
MORADABAD  
SAHARANPUR  
SAHIBABAD  
KANPUR

MAHARASHTRA

INDORE  
UJJAIN

PUNE  
SHIRDI

GOA

TELENGANA

HYDERABAD

SANGOLDA

KARNATAKA

KERALA

TAMIL NADU

CHENNAI

COCHIN  
PALAKKAD

Presence in  
37 Cities  
across 13 States

Possession  
Given in  
66 Projects  
across 9 States

Projects in Delhi :  
17 Projects

**ACROSS BOUNDARIES**

**ACROSS VERTICALS**

**ACROSS HORIZONS**

# Our Verticals



# COMPANY OVERVIEW



**A leading name in the construction and real estate sector**

**Parsvnath Developers Limited, the Company, has a more than three decades of exemplary track record**

**Presence across 37 cities in 13 states.**

**Varied portfolio of offerings such as Integrated Township, Commercial, Retail, Residential, Hotel, Delhi Metro Rail Corporation (DMRC) Station Development and IT Park.**

**Within each segment, the Company offers a wide range of configurations and formats to meet needs of a diverse set of consumers, and its projects are noted to have the latest and enviable amenities.**

**The Company's Commercial projects have hosted industry leaders across many sectors**

**In the Retail segment, stores and establishments of reputed names have been housed within the Company's projects.**

**Strong Project Execution Capacity**

**In house Team of Experienced and qualified staff of the industry**



## EXPERIENCE COUNTS :-

- Founded Parsvnath Developers, Ltd., with just US \$25
  - gradually built PDL into a leading developer in India,
  - brings 36 years of real estate development experience
- His leadership and influence is evidenced by his chairmanship and membership on important industry bodies:
  - Board Member on APREA (Asia Pacific Real Estate Association), Singapore
  - Governing Body member of Confederation of Indian Industry (CII - Delhi Council), PHDCCI.
  - Member of the NYSE Advisory Board, New York, USA
  - Managing Trustee and Vice Chairman, Moradabad Educational Trust, which runs the Moradabad Institute of Technology



What he is using is Grass Root Base Level Experience so a Real meaning to Term PROMOTER & FOUNDER



# PARSVNATH DEVELOPERS LTD.

is an

ISO 9001, ISO 14001

&

OHSAS 18001 Company.



## A. STRONG & EXPERIENCED MANAGEMENT

Name	Designation	Current Role & Responsibility
Mr. Pradeep Kumar Jain	Chairman	Responsible for Strategy, Land Acquisition, Relationship Management
Mr. Sanjeev Kumar Jain	Managing Director & CEO	Heads the architectural, construction and purchase departments of the Company
Dr. Rajeev Jain	Director (Marketing)	Heads the marketing and commercial departments of the Company
Mr. Ashok Kumar	Independent Director	Experience over 50 years, as an Executive Chairman, Mansingh Group of Hotels
Ms. Deepa Gupta	Independent Director	Qualified Chartered Accountant. LLB & MBA. Holding position as Senior Partner in Yogesh Jain & Company , Chartered Accountants.
Mr.Mahendra Nath Verma	Independent Director	Retired as Chief Commissioner of Income Tax, Rajasthan. Currently holding position of Senior Advisor at KPMG, New Delhi.



## B. WELL QUALIFIED & EXPERIENCED PERSONNEL

S.NO	NAME	DESIGNATION	QUALIFICATIONS	EXPERIENCE (YRS)
1	Mukesh Chand Jain	Sr. Vice President (Corporate) & Group CFO	CA, LLB	37
2	Pankaj Aggarwal	Vice President (Finance)	CA	23
3	Rema Menon	Vice President (Retail)	MBA (Marketing)	28
4	Jayanti AR	Vice President (Business Development)	Phd, LLB,MA,MBA	34
5	Vivek Garg	Vice President (Project)	B.Sc. (Engg.), PGDBM	30
6	Sandeep Kumar Jain	Consultant (Project Consultant)	BE (Civil)	36
7	Kedar Nath Gupta	Sr. Vice President (Account)	CA, CS, LLB	21
8	Bharat Bhusan Wadhwa	Addl. Vice President (Sanction)	B.Tech (Civil)	35
9	Rajeev Kumar Jain	Vice President (Accounts)	CA	25
10	Mandan Mishra	Company Secretary & Compliance Officer	CS, LLB	21
11	Deepak Mowar	Sr. Vice President (CRM & Marketing)	B.Ed, LLB	20



## a.) Financial Performance

The Company's operating revenue on a consolidated basis was higher than the previous year by 30.8% in FY2019-20. It reached Rs.1,191.43 crores from Rs. 911.06 crores in FY2018-19 with a jump in the Other Income by nearly 4.5 times. A positive EBITDA was seen for the Company after many years. EBITDA margins were 10.5% in FY2019-20 in comparison to -4% in the last year. The Profit After Tax for the year, however, continued to be a loss of Rs. 363.25 crore vs Rs. 367.4 crore in FY2018-19. Increase in the Finance Cost burden by 43.5% was the main factor. The monetization of assets such as Parsvnath 27, has helped the Company in reducing the debt and any such transactions in future will also help reducing the debt further.



## Significant Changes in Key Financial Ratios

Ratios	2018-19	2019-20	% Change
Debtors Turnover	1.95	4.67	139.49
Inventory Turnover	0.24	0.35	45.83
Interest Coverage Ratio	-0.43	0.67	-255.81
Current Ratio	1.13	1.04	-7.96
Total Debt Equity Ratio	1.18	0.97	-17.8
Operating Profit Margin	-11.74%	12.55%	24.29%
Net Profit Margin	-29.16%	-7.57%	21.59%
Return on net worth	-0.16	-0.06	-62.5

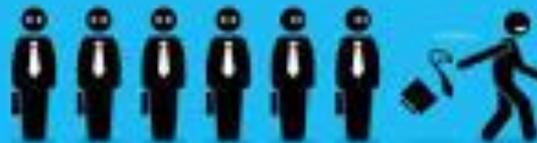


# FINANCIAL INFORMATION

## TURN OVER



<b>Group Turnover</b>	<b>F.Y-2018-19</b>	<b>F.Y -2019-20</b>
	<b>(Rs/Cr)</b>	<b>(Rs/Cr)</b>
<b>Income from Operation</b>	821.18	1115.98
<b>Other Income</b>	12.39	121.79
<b>Total</b>	<b>833.57</b>	<b>1237.77</b>





The Company received bookings for 39,983 sq. mt. (0.43 million sq. ft.) of area valued at Rs. 6,108.25 lakhs, which was distributed in residential group housing (16.48% at 6,591 sq. mt. or 0.07 million sq. ft.), commercial property (3.83% at 1,533 sq. mt. or 0.02 million sq. ft.) and integrated township (79.68% at 31,859 sq. mt. or 0.34 million sq. ft.).

- It offered possession/Fit out of completed units totalling to 640 units measuring 84,055 sq. mt. (0.9 million sq. ft.) of which, 21.75% was residential group housing (18,283 sq. mt. or 0.2 million sq. ft.), 18.25% was commercial/ retail property (15,342 sq. mt. or 0.17 million sq. ft.), and 60% integrated township (50,430 sq. mt. or 0.54 million sq. ft.).

	<b>NO.</b>	<b>AREA (Sq.ft.)</b>
<b>TOTAL UNITS</b>	<b>30,631</b>	<b>3,50,98,835</b>
<b>UNITS SOLD</b>	<b>23,303</b>	<b>2,83,96,142</b>
<b>UNITS ALREADY OFFERED /FITOUT</b>	<b>17,145</b>	<b>1,50,77,742</b>
<b>PENDING FOR POSSESSION</b>	<b>5,121</b>	<b>76,94,956</b>



## SEGMENT HIGHLIGHTS

### Bookings by Segment during FY2019-20

No	Segment	# of Projects	Booking Value (Rs. Lakh)	Area in (sq. ft.)
A	Residential (Group Housings) Projects	7	1,953.49	70919.16
B	Commercial /IT Park Projects	8	868.38	16495.08
C	Integrated Townships Projects	13	3,286.38	342802.84
<b>GRAND TOTAL (A+B+C)</b>		<b>28</b>	<b>6108.25</b>	<b>430217.08</b>



## SEGMENT HIGHLIGHTS

### Possession Offered by Segment during FY2019-20

No	Segment	# of Units	# of Projects	Area in (sq. ft.)
<b>A</b>	Residential (Group Housings) Projects	<b>149</b>	<b>12</b>	<b>196725.08</b>
<b>B</b>	Commercial /IT Park Projects	<b>213</b>	<b>7</b>	<b>165079.92</b>
<b>C</b>	Integrated Townships Projects	<b>278</b>	<b>11</b>	<b>542626.80</b>
	<b>GRAND TOTAL (A+B+C)</b>	<b>640</b>	<b>30</b>	<b>904431.80</b>



### Residential Segment

The Company's brand presence is very strong in the residential segment chiefly in the North Indian markets. Its major offerings in the segment include high-rise /low-rise, row houses, and group housing Residential Apartments. In this segment, it has fully executed 21 residential projects over the years totaling to 10,18,562 sq. mtr. (10.96 million sq. ft.). 16 existing residential projects were under construction with a total developable area of 18,36,443 sq. mtr. (19.77 million sq. ft.) and an expected completion year on year basis in next few years.



## Integrated Townships

Parsvnath's integrated township portfolio during its existence has included many landmark projects that over several cities. A total of 12 projects and potential area of 16,27,276 sq. mt. (17.52 million sq. ft.) have been completed by the Company till 30<sup>th</sup> June 2020. The types of products offered in the townships with multiple configurations covers residential plots, houses, floors, villas, apartments, school, hospital, and commercial units.

## Commercial Segment

A focus in the last few years, the Commercial segment has been a big aspect of the Company's repertoire due to reliability of income to improve liquidity. Till date (i.e. 30th June 2020), 22 commercial projects covering 2,72,877 sq. mt. (2.93 million sq. ft.) of leasable/ saleable area have been developed by the Company during its existence



## DMRC Malls

DMRC had selected the Company through competitive bidding for commercial development of incremental land pockets available with DMRC of integrated property development at MRTS stations. It was an award of 'Concession' for up to 30 years on a Build-operate-transfer (BOT) basis. As on 30<sup>th</sup> June 2020, the completed 11 projects developed area of 90,749 sq. mt. (0.98 million sq. ft.).

## Hospitality segment

The Company first Hospitality segment venture is a 3-star hotel property in Shirdi to cater to need for affordable and quality stay for pilgrims and tourists. It already tie-up with a leading hotel chain for operation and management. Completion expected soon.



## COMPLETED PROJECTS

THE COMPANY HAS ALREADY COMPLETED 66 PROJECTS UNDER DIFFERENT VERTICALS WITH A SALEABLE AREA OF 34.19 MN. SQ. FT. AS DETAILED BELOW

<b>Projects</b>	<b>Nos.</b>	<b>Area in Mn Sqft</b>
Residential	21	10.97
Commercial	22	2.93
DMRC - Projects	11	0.93
Integrated Townships	12	17.52
Contractual	6	1.84
<b>Total</b>	<b>72</b>	<b>34.19</b>

## UNDER CONSTRUCTION PROJECTS

No.	Segment	# of Projects	Area in (sq. mt.)	Area (million sq. ft.)
A	Residential (Group Housings) Projects	16	18,36,443	19.77
B	Commercial /IT Park Projects	9	1,84,869	1.99
C	Integrated Townships Projects	13	27,37,939	29.47
D	DMRC Projects	1	11,463	0.12
	<b>GRAND TOTAL (A+B+C+D)</b>	<b>39</b>	<b>47,70,714</b>	<b>51.35</b>



We have completed these Contractual Projects . At present no ongoing contractual projects running but we intend to take some contractual projects in future

SI.no.	Details	Location	Total Built-up Area ( Sq.Ft)
1	Construction of SAI ASHRAM at Shri Saibaba Santhan	Shirdi ( Maharashtra )	9,00,000
2	Construction of Footwear Design & Development Institute	Fursatganj, (Rae-Bareilly ( U.P)	2,80,000
3	Construction of Buildings, Multi-level Car Parkings, Services and External Development at Buddha Smriti Udhyaan	Patna ( Bihar )	2,90,000
4	Construction of Staff Quarters at DMRC, Mundka Depot for Phase-II	New Delhi	1,29,728
5	Construction of Station Complex at Dhaula Kuan (DMRC ) Station	New Delhi	1,94,650
6	Construction of Hostel Building in Footwear Design & Development Institute	Fursatganj, (Rae-Bareilly ( U.P)	50,000
	<b>Total</b>		<b>18,44,378</b>

## MAJOR SUBSIDIARIES COMPANIES

- ❖ Parsvnath Infra Limited (PIL)
- ❖ Parsvnath MIDC Pharma SEZ Private Limited (PMPSP)
- ❖ Parsvnath Landmark Developers Private Limited (PLDPL)
- ❖ Parsvnath Hotels Limited (PHL)
- ❖ Parsvnath Estate Developers Private Limited (PEDPL)
- ❖ Parsvnath Promoters and Developers Private Limited (PPDPL)
- ❖ Parsvnath Rail Land Project Private Limited (PRLPPL)
- ❖ Parsvnath Hessa Developers Private Limited (PHDPL)
- ❖ Parsvnath Buildwell Private Limited (PBPL)
- ❖ Parsvnath Realcon Private Limited (PRPL)
- ❖ Parsvnath HB Projects Private Limited (PHBPL)



Human Resource function at the Company operates with a fundamental principle of recognizing its people as the primary assets. They strive hard to achieve cohesive teams, motivated individuals, and an engaging workplace to enable consistently high levels of performance and a superlative customer experience. It unfailingly invests in developing and enhancing workforce competencies and organizational capabilities to achieve the Organizational and Human Resource objectives.

As of March 31, 2020, the count of on-roll employees at the Company and its subsidiaries was 327.



The Company faces multiple risks arising from its choice of industry, business model, strategies, and given variables such as external environment and extrinsic threats. It continuously identifies, assesses, mitigates, and monitors such risks to reduce any undesirable effects from their incidence. This approach of the Company to management of dangers is codified in a comprehensive risk management framework that is approved by the Board. This section outlines the critical risks that the Company is exposed to and relevant mitigation measures.



**RISK**  
MANAGEMENT

#	Risk	Definition	Mitigation
1	Economic Risk	Impact on market demand, pricing power, and raw material costs for the Company from the macro economic factors at the national level related to growth and	Modify selection of industry segments in line with changes in demand and return potential to macro-economic factors. Enter long term contracts on the supply-side with volume flexibility. Protect brand reputation with relevant offerings, quality, and timely delivery to sustain in a tough environment.
2	Monetary Risk	Impact on availability and cost of capital from interest rates, liquidity, and state of the Banking & Financial Services sector as a provider of capital.	Reduce dependence on external debt and generate capital from internal accruals through right capital structure and faster completion of existing projects. Focusing on business offerings and customers that generate regular cash flows. Selling non-core assets and appropriate capital allocation to prevent long term lock-in of the capital. Pursuing long-term and low-cost capital.
3	Strategy Risk	Impact of the strategic and tactical choices on the fortunes of the Company.	Market selection based on alignment of organizational strengths and capabilities with market dynamics. Regular and intensive monitoring of the market dynamics to make the right decisions. Diversification of selections in terms of markets, business segments, customer base, sales and marketing channels and strategies.



4	Execution Risk	Factors affecting the ability of the Company complete its projects in a time-bound, with planned resources, and cost-effective manner to not miss financial goals, sustain profitability and returns, maintain reputation, and avoid liabilities.	Develop organizational capabilities for speedier execution and timely delivery of projects. Project-based organization structure to ensure focused execution and no diversion of resources. Employ external agencies to outsourced specialised and peak load tasks to accelerate execution. Create a pool of in-house project leads with high level of project management capability.
5	Market Risk	Trends in the real estate industry and the factors specific to individual micro-markets may influence market demand, pricing power, cost and availability of land and raw materials.	Timely responses to changing industry trends based on materiality. Expanding geographical presence to cater to many micro-markets to spread risk. Cater to micro-markets where demand and price volatility are low. Protect brand reputation with relevant offerings, quality, and timely delivery to sustain in a tough environment.
6	Regulatory Risk	Being a highly regulated industry, new rules and any non-compliances may require revamp of business model and strategies, increase in compliance costs, and result in liabilities.	Centralized corporate-level compliance function with dedicated project-level compliance teams. Remain agile to respond to changing regulatory frameworks with modified business model and strategies with an efficient capital allocation model.



7	Human Resource Risk	Company’s plans can be severely influenced by the quality and availability of the workforce as it is a people intensive business.	<p>Develop a competent human resource team that can service the workforce needs to achieve organizational objectives through appropriate policies.</p> <p>Develop empathetic and motivated leadership at senior and middle management levels to foster an engaging work environment.</p> <p>Career Growth, Capability Development Plans and Reward &amp; Recognition schemes for individual employees to get inspired and committed workforce.</p>



# SWOT ANALYSIS



## Strengths

- \* Reputed brand with a proven record in delivering pioneering projects over three decades.
- \* Trust and goodwill of customers earned by selling quality products with timely execution.
- \* Diversified presence in terms of product segments and geographical markets.
- \* Prime land bank in Delhi-NCR and mostly Northern states for future growth.
- Highly competent workforce guided by steady and experienced leadership.

## Weakness

- \* Balance sheet burdened with debt restricting the capability to raise more capital to meet operational needs.
- \* Past projects that have been delayed for several reasons, many not under the control of the Company, blocking capital, resources, and a path to profitability.



# SWOT ANALYSIS



## Opportunities

- \* While focus is on consolidation, Affordable Housing segment is a major opportunity due to push for “Housing for All by 2022”
- Increasing number of REITs provide new source of capital and capable buyers for an outright project sale.

## Threats

- \* Longer lasting pandemic as seen in the previous pandemic of Spanish Flu, which lasted for more than 2 years.
- \* Lack of ability to raise fresh funds to exploit newer market opportunities in the future when the pandemic subsides.
- \* Increase in cost of construction due to supply and labour disruptions from pandemic.
- \* Litigation on projects



# PHOTOGRAPHS OF SOME PROJECTS



# LA-TROPICANA



# Exotica Gurugram



Phase –  
3



Tower  
B5



Tower  
B6





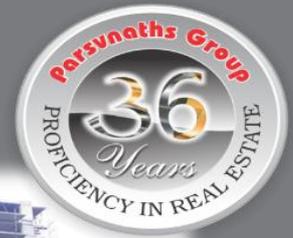
# Royale Panchkula



# City Centre **BHIWADI**



**PALACIA**









# Parsvnath Castle





**Parsvnaths**  
committed to build a better world

# Elite Floors Dharuhera



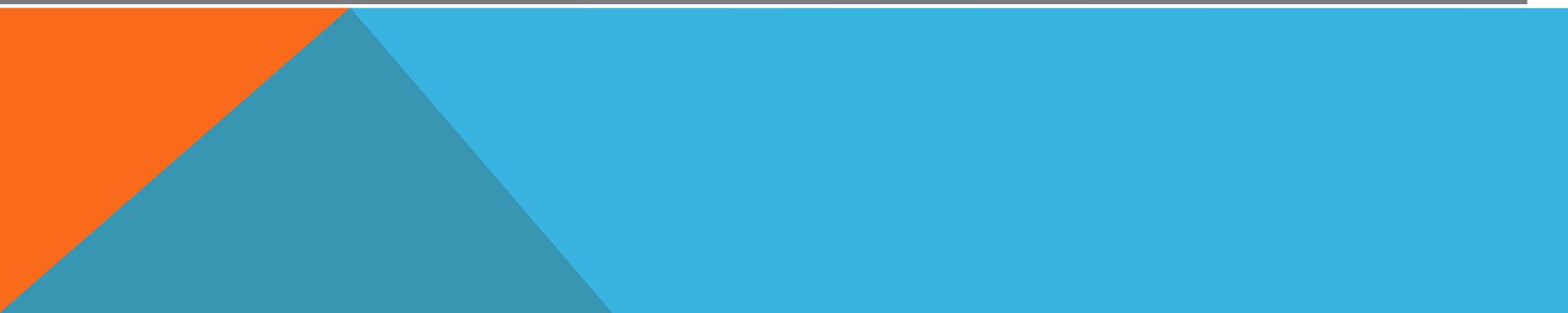




# Aakanksha Floors Jodhpur











Thank  
you!