

# Chairman's Message



AT GANESH HOUSING CORPORATION, WE HAVE ALWAYS BEEN FIRM IN OUR BELIEF AND VALUES: WE HAVE NEVER SHIFTED OUR GEOGRAPHICAL FOCUS AWAY FROM AHMEDABAD, WE HAVE CONSTANTLY ENDEAVOURED TO CREATE AND DELIVER A VALUE PROPOSITION THAT GIVES OUR CUSTOMERS THE BEST VALUE FOR MONEY.

Dear Shareholders,

Year 2014 will be remembered as a year of structural and bold reforms ushered in by a government that is determined and committed to put India back on the high-growth track. Most developed economies continued to struggle in their quest to generate higher outputs, and even a powerhouse like China saw its GDP rising by 7.4 per cent in 2014, its lowest in the last three decades. In contrast, and underpinned by the directional reforms, the Indian economy re-bounded strongly with a 7.3 per cent GDP growth rate for the fiscal year 2014-15. India re-emerged as a hot investment destination with the International Monetary Fund calling it the only bright spot in the global economy.

However, the scenario of real-estate industry in the country continued to remain depressing. The real-estate sector has been reeling under the combined effect of subdued demand and inventory pile-ups. To make matters worse, the rising burden of input costs as well as high interest rates have further pressurised all the sub-segments of the sector : residential, commercial and retail. This grim situation has lasted for over four years now, and has cast its long shadow on the real-estate sector in Ahmedabad as well. In spite of being one of the fastest growing cities in the country, the real-

estate market in Ahmedabad too was affected by these industry-wide factors that saw demand falling, resulting in oversupply of inventory, and thus, stagnation of prices.

But we felt last year was good for commercial real estate and that is the first sign since businesses, big and small, have started expansion. So, ray of hope persists in the Ahmedabad market. This year, it appears that the real-estate sector will see a turn-around.

Here is why :

1. The government has given a huge boost to the sector through regulations like notification by SEBI in respect of Real Estate Investment Trust (REIT) and the amendment to FDI rules reducing the size of minimum built-up and capital required for foreign investors. This bill bring see change in bringing long term, structural, huge capital into real estate market.
2. Initiatives like building 100 Smart Cities and Housing for All by 2020
3. Reduction in housing loan interest.

These are major initiatives that will have a positive impact on the real estate sector in India, reviving demand both from home buyers as well for office space.

With this positive outlook, let me update you on the year 2014-15 at Ganesh Housing Corporation Limited.

The key financial indicators for the year were:

₹ 251.29 Crores Sales

₹ 139.83 Crores EBIDTA

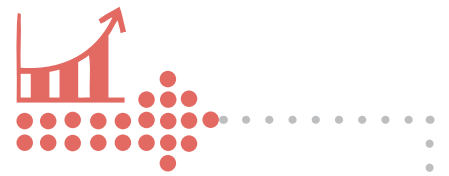
₹ 55.20 Crores PAT

The outlook for the coming year appears to be optimistic. There are firm signals that demand across sub-segments is picking up. Moreover, easing of inflation over the latter half of the year has prompted the Reserve Bank of India (RBI) to reduce interest rates, making home loans cheaper for buyers.

At Ganesh Housing Corporation, we have always been firm in our belief and values: we have never shifted our geographical focus away from Ahmedabad, we have constantly endeavoured to create and deliver a value proposition that gives our customers the best value for money. All our projects bear the signature Ganesh Housing stamp of quality, design and timely delivery. It is this strong and unshakeable adherence to our values that has shaped our growth strategy. Today, we enjoy a high level of respect and trust from our customers, which is reflected in the fact that Ganesh Housing Corporation's projects are always in demand.

This year, we have launched our most aspirational project – the Maple Tree Garden Homes, Maple Trade Centre and Maple Shopola. These projects are sure to become landmarks in the city with their first-ever open garden homes inspired by the French Alfresco style. The total value of this project is well over ₹ 1,000 crores and is expected to be completed in 3 years. At Magnet Corporate Park, over 95 per cent of the work is already completed. The location of Magnet Corporate Park right on SG Road makes it the ideal office location in Ahmedabad. This year, as demands picks up for commercial properties, Magnet Corporate Park is poised gain handsomely with an unmatched combination of location and ready-delivery.

We are also planning launch of two mega project this year : the SEZ and the Smile City. Smile City is by far the largest project of the Company. Spread over a 5-6 year period, the total value of this project is ₹ 90,000 million.



## THE KEY FINANCIAL INDICATORS

₹ 251.29 CRORES  
SALES

₹ 139.83 CRORES  
EBIDTA

₹ 55.20 CRORES  
PAT

While our projects have always stood apart for their higher value proposition, what makes Ganesh Housing Corporation stand apart is our comprehensive commitment to share our success with all our stakeholders : customers, employees, investors, our city and our communities. We believe that our success is derived from the contribution of all our stakeholders, and therefore, it is only natural that share our success with them.

And that is why, at Ganesh Housing Corporation, it is in our nature to DELIVER BEST OF THE BEST!

Thank you for your sustained support.

Yours sincerely,

Dipak G. Patel  
Chairman