

# INSIGHT TO REACH NEW HEIGHTS.



# FROM THE CHAIRMAN & MD'S DESK

## A FORESIGHT WHICH BUILDS INSIGHTS FOR THE INDUSTRY AND OUR COMPANY



At Ajmera, it has always been our endeavour to constantly create channels of seamless communication with our stakeholders to give updates on our progress, achievements, outlook, and contributions to the real estate industry. Today, we've taken another step with our long-term vision in mind as we launch Ajmera RISE, our quarterly newsletter.

It firms up our commitment to transparency with our investors, shareholders, customers, and community in a meaningful way.

Ajmera Realty is recognized, as one of the top real estate developers in India. We believe that this recognition has been possible and sustainable only because we have been consistently invested in strengthening our values to become part of our culture which ultimately translates into our services. We have constantly

endeavoured to build dream homes and give our customers world-class living experiences through innovation and high quality.

After successfully conquering the Mumbai market with some of the finest developments, we have expanded our base to Bangalore with projects currently under construction. With a legacy that expands over five decades, we have seen several economic cycles in the industry and are well-equipped with the knowledge bank to set the right course for our next phase of growth and have proudly served the community of more than 45,000 happy families.

I am very proud of our Ajmera team, and we'll continue to focus on strengthening it further. We've delivered a strong operational performance that has met our expectations as we continue to focus on this growth momentum.

I hope that through this newsletter we aim to share with our stakeholders few industry and market highlights, as well as an insight into our growth journey. We look forward to your suggestions and feedback.

Warm Regards,

**RAJNIKANT S. AJMERA**  
Chairman and Managing Director

# INDIA REAL ESTATE OVERVIEW

## RECOVERY DESPITE HEADWINDS



As we move into the second half of FY23, the cyclical effects of the COVID-19 pandemic remain one of the key factors in global and Indian economic growth. While the World Bank has pegged the Indian GDP to grow at **7.5%** this year, geo-political risks, supply chain disruptions as well as monetary policy will play a key role in our country's growth over the next 12 months.

The Indian real estate industry which was marred by the COVID-19 pandemic has regained a great deal of its lost momentum across sectors. The government's policy on the environment continues to remain dynamic in nature with its reformative stance expected to continue in 2022.

The residential market in India has taken flight once again with launches and sales hitting pre-2019 numbers in many instances. Residential real estate has reached new highs in the last few months despite high inflation and interest rate

increases. A recent report by a leading property consultant stated that residential activity in the top 7 cities saw **75,000 units** launched and an estimated **85,000 units** sold in the June to September quarter. With real estate being looked upon as one of the safest asset classes currently, residential demand continues to be at the highest level.

On the office market front, gross leasing numbers hit around **18.7 MSF** in the first 6 months of 2022 with Bengaluru accounting for a 30% share of the leasing numbers. The Indian office space is expected to see around **60 MSF** of new supply by December 2022 and a total of **-175 MSF** by December 2024.

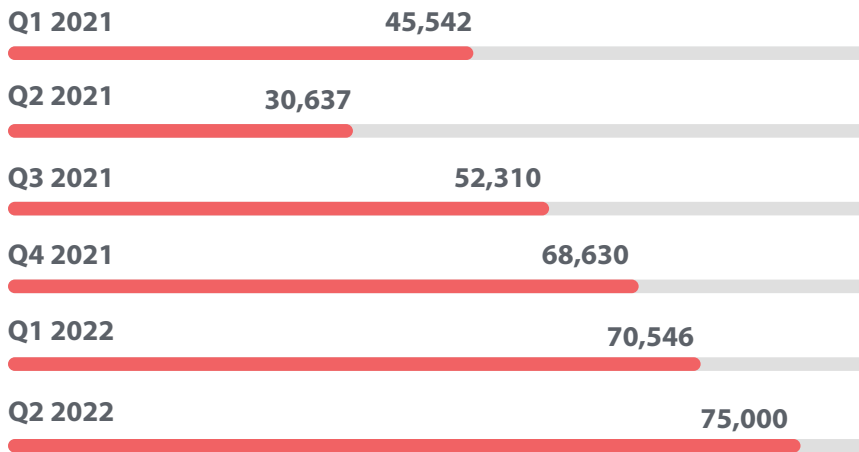
Of all the future office space supply, tech cities - **Pune, Hyderabad, and Bangalore comprise ~63%.**

Source: Cushman & Wakefield Research, Secondary Research Reports

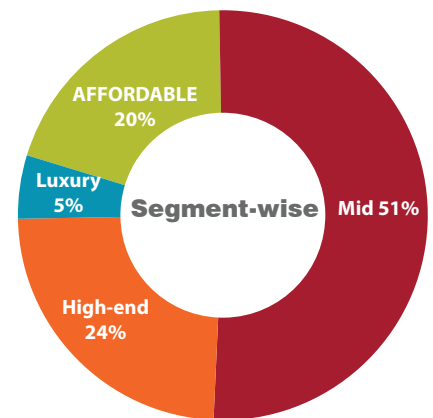
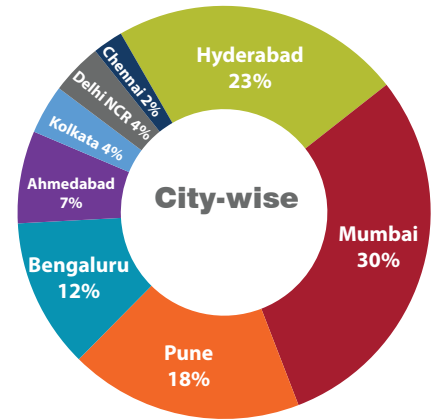
# RESIDENTIAL MARKET

Healthy market sentiment drives supply & demand momentum

## NEW LAUNCHES – COMPARISON



New launches -1,45,000 units  
Jan to Sep 2022



## MARKET HIGHLIGHTS

Q1 FY23 has recorded a 6% q-o-q growth in new launches, and a 2X rise on a y-o-y basis. Further, Jan to Sep 2022 has surpassed the 75% of total launches of 2021, indicating a new high in residential real estate.

Affordability is a key factor driving residential launches and sales; pan India house prices have remained stable across major cities in the first half of the year.

Price growth could gradually come in from Q3 FY23 due to rising input costs and sustained strengthening of demand.

Listed & reputed developers with a good track record are seen favorably by homebuyers across major cities.

Sustained growth in sales in Q2 across markets with listed developers / organized players consolidating their market shares further.

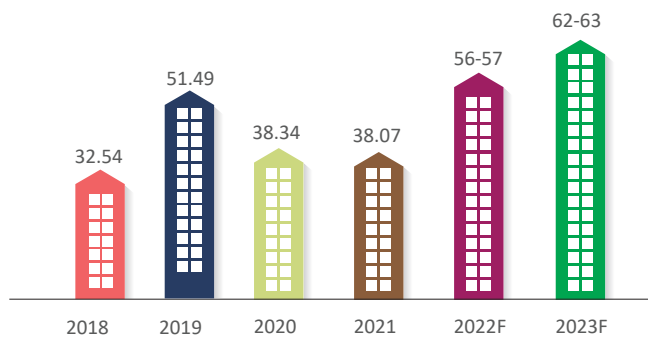
A robust launch momentum gets continued in Q2 2022 (6% growth q-o-q) on the back of low home loan rates, demand for owned houses among the end users and timely completion of projects.

Source: Cushman & Wakefield Research , Secondary Research Reports

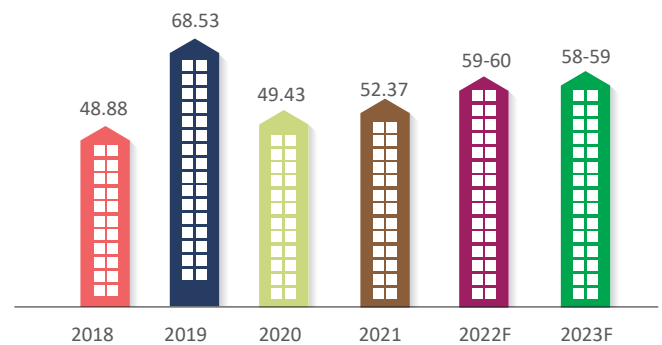
# INDIA OFFICE MARKET

Return to office trends and a rise in leasing activity, post-pandemic.

NEW SUPPLY (msf)



GROSS LEASING (msf)



The Office market activity is likely to remain buoyant backed by strong macroeconomic fundamentals and a positive occupier sentiment.

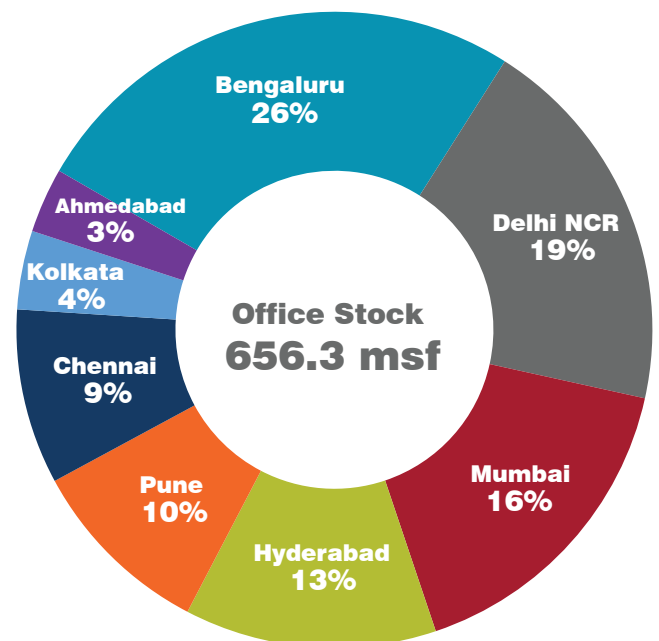
Return-to-office plans of large occupiers in place; occupiers are interested again in securing spaces in quality buildings.

Jan - Sep 2022 recorded 28.3 MSF supply. With the normalization of construction activity, developers are moving fast on project completions.

Projects with high pre-commitments are likely to be fast-tracked; speculative developments have also gained pace.

Office stock more than doubled in the last 10 years, it grew by 7.1% y-o-y in Q2 2022.

Grade A Office inventory at PAN India level to grow by 10%-11% by end of 2022.



Source: Cushman & Wakefield Research, Secondary Research Reports

# SECTOR IN NEWS

## Monetary Policy - REPO Rates

The Reserve Bank of India, on August 5, 2022, increased the repo rate by 50 basis points to 5.40%, intending to counter the inflationary pressure. The latest hike has thus led the repo rate to cross the pre-pandemic level of 5.15 %.

## Record best August performance of Mumbai property registrations & stamp duty collection :

Despite rising interest rates and inflationary pressure on costs, property registrations in Mumbai, have continued their record-setting spree.

## Improved buying sentiment due to RERA:

After braving four back-to-back disruptions in form of demonetization, RERA, GST, and COVID-19 in the last 6 years, industry experts feel that the housing market is going through a lot of structural changes and is now at the start of a long-term upcycle.

## Commercial Real Estate is back with a bang:

Commercial real estate has witnessed a strong recovery post the difficulties faced during the COVID 19 pandemic with analysts predicting upward trend in office markets set to continue with a vast majority of the workforce expected to work in hybrid mode.



# PROJECT PORTFOLIO

## ONGOING PROJECTS



**Ajmera Manhattan**  
Wadala, Mumbai

Total Carpet Area : ~5 Lacs Sq. ft.  
Area Sold : 25%  
Avg Sales Price: Rs. 28,169 per sq.ft.



**Ajmera i-Land**  
Wadala, Mumbai

Total Carpet Area : ~9.58 Lacs Sq. ft.  
Area Sold : 98%  
Avg Sales Price: Rs. 23,000 per sq.ft.



**Ajmera Sikova**  
Ghatkopar, Mumbai

Total Carpet Area : ~1.3 Lacs Sq. ft.  
Area Sold: 58%  
Avg Sales Price: ~Rs. 19,300 per sq.ft.



**Ajmera Greenfinity**  
Wadala, Mumbai

Total Carpet Area : ~0.7 Lacs Sq. ft.  
Area Sold: 62%  
Avg Sales Price: ~Rs. 28,000 per sq.ft.

# PROJECT PORTFOLIO

## ONGOING PROJECTS



### Ajmera Nucleus

ELECTRONIC CITY, BENGALURU

Total Carpet Area : ~3.97 Lacs Sq. ft.  
Area Sold: 50%  
Avg Sales Price: ~Rs. 9,300 per sq.ft.



### Ajmera Lugaano

YELAHANKA, BENGALURU

Total Carpet Area : ~1.2 Lacs Sq. ft.  
Area Sold: 40%  
Avg Sales Price: ~Rs. 7,500 per sq.ft.



### Ajmera Florenza

YELAHANKA, BENGALURU

Total Carpet Area : ~1.2 Lacs Sq. ft.  
Area Sold: 9%  
Avg Sales Price: ~Rs. 7,500 per sq.ft.

### Developments on Projects in Launch Pipeline

#### Codename Juhu

Tenants rehabilitated, demolition of  
existing structure is completed,  
Commencement Certificate received,  
Applied for RERA Registration

#### Codename Ghatkopar

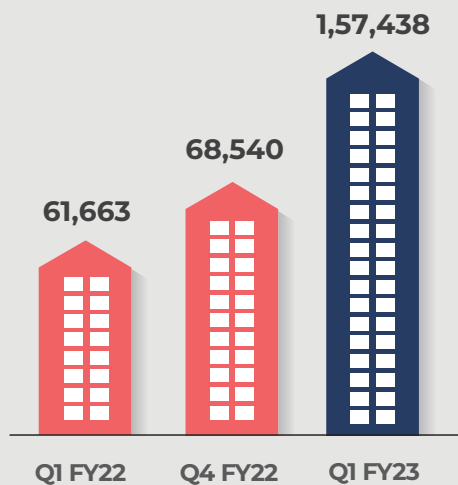
Acquisition of land  
rights concluded

# FINANCIAL HIGHLIGHTS

## A STELLAR PERFORMANCE

Ajmera Realty is committed to achieving its financial goals and strives towards operational excellence to deliver on promises to all stakeholders. This was proven right yet again when we achieved exponential growth in operational deliverables with a whopping **155%** rise in sales volumes along with a steep rise of **261%** in sales value, during the Q1 FY23 on YoY basis.

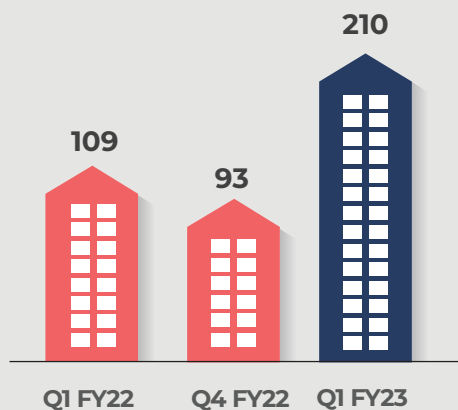
**SALES VOLUME (Sq.ft.)**



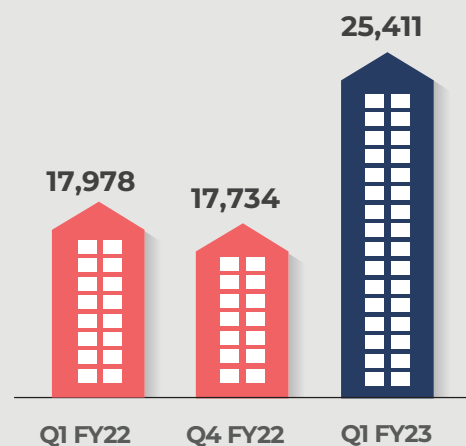
**SALES VALUE (INR Cr)**



**COLLECTIONS (INR Cr)**

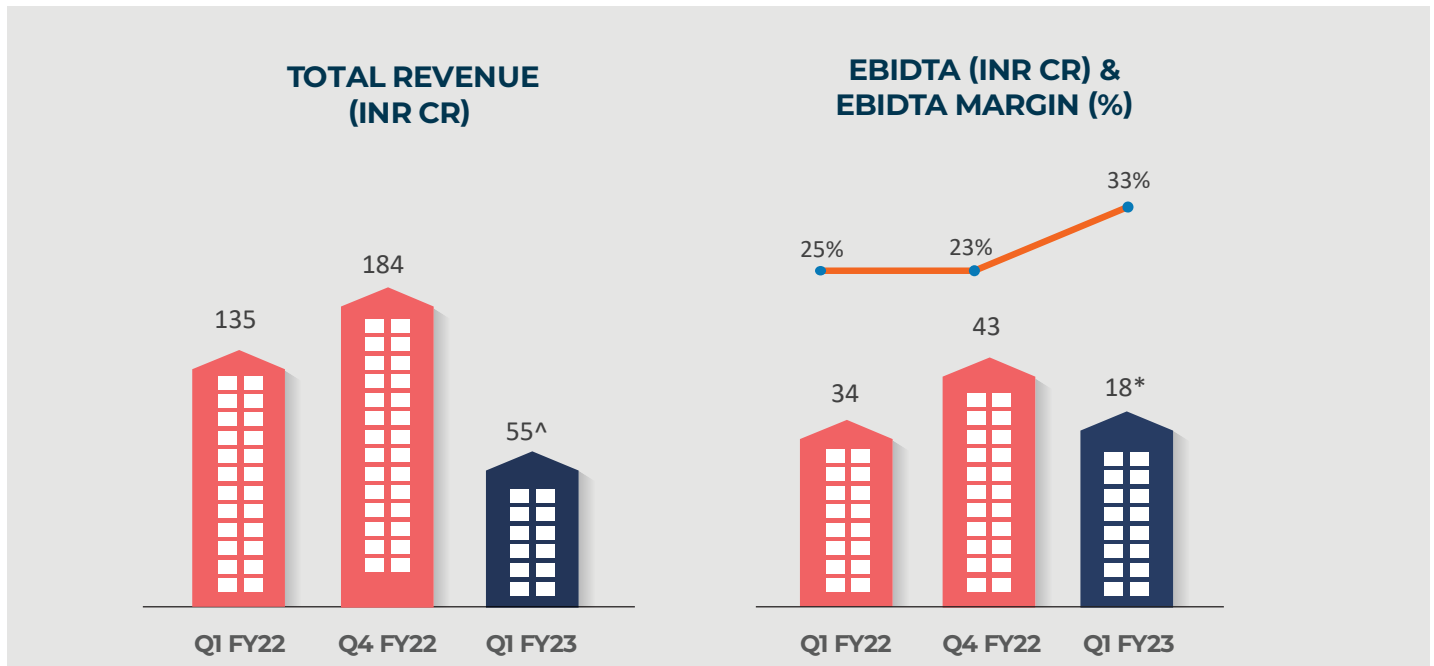


**REALIZATION (INR PER Sq.ft.)**



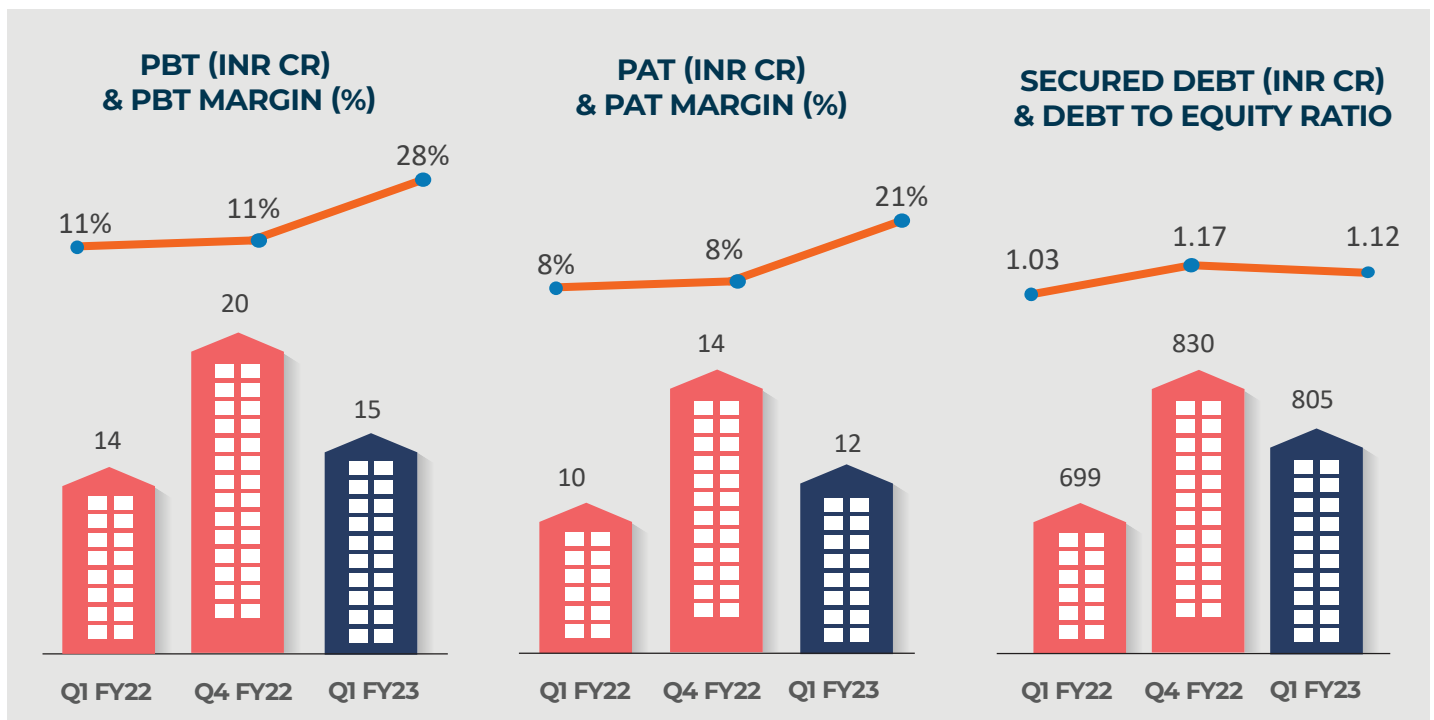
Apart from these milestones, we also successfully launched our marquee project Ajmera Manhattan in April 2022.

Ajmera Realty has been delivering operational efficiency with a spurring growth momentum despite inflationary pressure and input cost rise in the market. Our Normalized PAT margins were also maintained at 9.3%.



<sup>^</sup> Includes first time revenue recognized under POCM for part sale value upon completion visibility of Greenfinity project

\* EBIDTA includes contribution on account of above revenue



Currently, we are working towards our deleveraging journey, during Q1 FY23, we reduced our debt by Rs. 25 crores.

# FINANCIAL HIGHLIGHTS

## DEBT PORTFOLIO AS ON Q1 FY23

Gross Debt	INR 830 Cr
Debt reduction	INR 25 Cr
Avg. Cost of Debt	11.6%
Debt to Equity Ratio	1.12: 1
Leading Bankers	HDFC Limited, Aditya Birla, SBI and Tata Capital

### Future Strategy

Deleveraging is on radar, with repatriation of funds from UK projects, from existing ongoing projects and sales advances from our delivered projects. Additional debt may be required for Projects in pipeline.

## REVENUE VISIBILITY AS ON Q1 FY23

Total Revenue Visibility (INR Cr)	Revenue Visibility (INR Cr)		
	Existing Projects	Recently Launched Projects	Upcoming Projects in next 2-3 Years
~4,300 Cr	~700 Cr	~1,500 Cr	~2,100 Cr

# REDEVELOPMENT

## A BURGEONING OPPORTUNITY FOR REALTORS

India's financial capital has a long history that dates to 18th century, when an engineer named Shri Ramji Shivji Prabhu successfully built an embankment on the Worli creek after he had a dream where goddess Mahalakshmi and two others inform him that their idols are submerged in the sea. This was part of the Hornby Vellard project to build a causeway uniting seven scattered islands of Mumbai into a single island with a deep natural harbor. This project essentially gave shape to City of Dreams.

Ever since, Mumbai city has grown by series of projects that re-claimed the seas and flattened hillocks to accommodate the growing population. Despite all these efforts, the total land area of 603 kilometers squared is still short to accommodate all of its 22 million+ population. The possible solution? Redevelopment.

Today, the city of Mumbai has over 16,000 old and dilapidated buildings that are mostly less than 7 stories in some of prominent areas that are in high demand. The Redevelopment of old Buildings first gathered interest in 1991 with the enactment of Development Control Regulations by the Maharashtra government. With the real estate prices touching new highs, redevelopment is a big opportunity for developers and house owners across major metropolitan cities of India.

Redevelopment is the process of demolition of existing old society buildings and reconstructing them by appointing a good developer. The homeowners get additional benefits like newer, bigger homes with better amenities while the developers are incentivized with the utilization of the balance FSI potential to construct sale units. It gives a chance to landowners, designers, and speculators to acknowledge more noteworthy qualities of the existing land by repurposing existing properties to serve the market and offer more prominent benefits.

In recent years, the government has played a vital role in aiding the redevelopment projects through various

proactive incentives and benefits to both developers and society members. The New DCR 2034, lists out various such schemes and incentives available to developers undertaking redevelopment projects. Earlier, redevelopment was limited to local and micro market developers, but today, this has changed with larger players in the industry undertaking redevelopment projects of varying sizes across the city.

At Ajmera, we have recognized the opportunity to expand our development footprint through redevelopment projects and hence have set up a new redevelopment-focused desk to evaluate and acquire such projects. We have acquired a redevelopment project in Juhu, Mumbai, and are in discussions for several such new opportunities. Through this desk, we believe that we'll be able to bank on our extensive years of experience and expertise in the industry and create a niche for the group in this vertical of residential real estate. Our focus is to provide existing societies with top-tier quality construction and world-class amenities and living experience while adding to the group's growing revenues and reputation.



# STAGES FOR REDEVELOPMENT OF HOUSING SOCIETIES



# MAKING A SMARTER MOVE.

Our latest campaign was based on the idea **#Makesmartmove** which basically focussed on the TG to make the right or smart move by choosing life at Ajmera which has many advantages over life at any other project making it a smart move on their front.

The grid contains six advertisements, each with the Ajmera logo and website URL in the top right corner, and the hashtag #MakeASmartMove in the bottom left corner.

- Top Left:** A modern bedroom with a large window. Text: "More space calls for **MORE CREATIVITY**".
- Top Right:** A person relaxing in a chair by a large window. Text: "Best Quality in every **PROJECT** within your **BUDGET**".
- Middle Left:** A gym interior with various equipment. Text: "Your Smart Home Comes With A Gym". A red "Know More" button is at the bottom.
- Middle Right:** A person practicing yoga in a lush green outdoor area. Text: "Tranquility & Serenity combined with your Smart Home". A red "Know More" button is at the bottom.
- Bottom Left:** A person sitting on a sofa on a rooftop terrace with a city skyline in the background. Text: "Step In, Step Out Without Any Doubt". A red "Know More" button is at the bottom.
- Bottom Right:** A view of a road with a bridge or overpass. Text: "Rise above traffic, all conveniences at your door step". A red "Know More" button is at the bottom.

Our  
**iconic** creations  
are **built** on a  
**strong** foundation.

## VISION

To build on our legacy by  
adopting new technology to  
deliver best in class  
real estate

## MISSION

Ideate,  
innovate,  
execute

**#KEEP  
EVOLVING**  
Philosophy that drives AJMERA GROUP

# AJMERA, IN NEWS



## Ajmera Realty Buys Tata Comm Land in Ghatkopar

Kailash.Babar@timesgroup.com

**Mumbai:** Property developer Ajmera Realty & Infra India has acquired a nearly half-acre land parcel in Mumbai's Ghatkopar suburb from Tata Communications through a tripartite agreement with the Maharashtra Housing & Area Development Authority (MHADA).

The company has acquired rights to the land parcel through its wholly-owned subsidiary Shree Yogi Realcon. The plot was leased by MHADA to Tata Communications for 99 years and is now being handed over to Ajmera Realty & Infra India. The transaction was executed and concluded on Monday. Ajmera Realty & Infra India is planning to develop a residential property on the said land parcel that has development potential of around 95,000 sq ft carpet area. The company expects to generate a sales value of around ₹250 crore over three years with conservative price points.

ET ECONOMIC TIMES.COM

**AJMERA REALTY ACQUIRES** the 1/2 acre from **TATACOMM** **TKOPAR** CO-POWERED BY **aiP**  
To Build Residential Property

**Market Update**

**Dhaval Ajmera**  
10851  
NIFTY BANK 37790.25  
233.75

2508.05 ▼ 12.40 PIIInd<sup>71.3k</sup> 3026.15 ▼ 18.20  
Zensar<sup>986.1k</sup> 253.25 ▲ 3.30 Gold MCX<sup>1</sup> 51300

**अजमेरा रियल्टी & इन्फ्रा** **CFO, गीतीन भायिसी** **EARNINGS SEASON**

**Pidilite Q1 (YoY)**

1:37 PM  
NYMEX ▼ 0.76  
CAC ▼ 5.12

248.95 k 2040.45 ▼ 26.75 IndnBk<sup>10</sup> 478.99 k 174.75  
AdaniGreen<sup>10</sup> 633.19 k 2168 ▲ 2.80 AdniTran

## Fractional ownership gaining popularity in India'



**Dhaval Ajmera**  
Chief Executive Officer  
of Ajmera Realty & Infra India

### TOI BLOGS

The fractional ownership market in India is seeing a steady rise, as the CAGR market is estimated to grow 18% in the coming years. This will increase the demand for fractional property as it alleviates the financial load on a single investor or property owner. The term simply refers to a setup wherein a group of like-minded people own a commercial property together and become fractional owners. This method of asset acquisition simply distributes the high cost into several fractions, allowing millennials to take advantage of new opportunities for a fraction of the cost previously required.

Millennials are tech-savvy and are continuously looking for new methods to make money using technology. In the midst of the digital transformation of every industry, technology has also changed the way millennials invest in fractional ownership. The next big thing in investment technology is fractional ownership. It not only opens up new channels for investors, but it also lowers the cost of securities previously solely available to High Net Worth Individuals (HNIs). Real estate has provided wealth to generations of investors. In any case, it has traditionally been reserved for individuals with extensive knowledge, the right connections, and access to a large sum of money.

## Ajmera Realty & Infra acquires land parcel in Mumbai's Ghatkopar from Tata Communications

**Synopsis**  
The acquisition of the land parcel is in alignment with the company's vision of a full-fledged property play, which targets a market cap of over ₹1,000 crore over the next 5-10 years. **Chairman:** Manojkumar G. Prasad is pleased to welcome a strategic acquisition for the company's growth. **For more details on this acquisition, visit:** [www.ajmerarealty.com](#)

**Property developer Ajmera Realty (NSE: AJMERA) & Infra India has acquired a nearly half-acre land parcel in Mumbai's Ghatkopar suburb from Tata Communications (NSE: TATACOMM) through a tripartite agreement with the Maharashtra Housing & Area Development Authority (MHADA).**

Ajmera Realty & Infra India Ltd's sales bookings have jumped more than three times to Rs 400 crore in the first quarter of this fiscal year on better demand for its projects.

Its sales bookings stood at Rs 111 crore in the year-ago period.

**moneycontrol**

The company's consolidated net profit increased to Rs 11.57 crore during the first quarter of FY23 from Rs 10.26 crore in the preceding year. Total revenue however fell to its \$6.12 crore in the April-June quarter of this fiscal as against Rs 135.27 crore in the corresponding period of the previous year.



Tweet

Zee Business @ZeeBusiness

#CorporateRadar

आज देखिए ऑपरेशनल डाटा और बिजनेस आउटलुक पर अजमेरा रियल्टी & इंफ्रा के डायरेक्टर धवल अजमेरा से खास बातचीत 11:56 AM पर

@DhavalAjmera @AjmeraRealty @SwatiKJain #RealEstate #AjmeraRealty

Translate Tweet



Tweet your reply

### HOUSING SALES DIP 15% IN Q2 AS LENDING RATES, PRICES GO UP

ARSHAD KHAN @NewDelhi

HOUSING sales fell 15% sequentially in Q2CY2022 (April-June 2022) in the top 7 cities as a rise in property prices and interest rates weighed on buyers' sentiments.



According to data issued by real estate consultant Anarock, sales declined from nearly 99,550 units in Q1 2022 to nearly 84,830 units in Q2, 2022.

Owing to slowdown in sales, developers also restricted new supply to nearly 82,150 units in Q2, 2022, as against 89,150 units in Q1 2022 - an 8% fall in the period. Anuj Puri, Chairman - ANAROCK Group, said, "Inflationary pressures on input costs compelled developers to rise property prices in the past few months, and RBI unleashed two rate hikes that swelled up home loan interest rates. These two factors combined to hike the overall property acquisition cost for homebuyers, leading to a dip in housing sales."

Following two repo rate hikes by the RBI, commercial banks wasted no time in passing this to end consumers by increasing interest in housing loans. Residential property prices across the top 7



politan Region (MMR) recorded the highest sales of approx. 25,785 units, lower 11% sequentially, in Q2 2022, followed by NCR with approx. 15,340 units, lower 19% sequentially. At 3,810 units, down 24%, Chennai witnessed the sharpest fall in sales.

Launch-wise, MMR (29,730 units) and Pune (16,040 units) were the only markets to see new launches increase by 28% and 14% q-o-q, respectively. The remaining top 5 cities saw reduced new launches. NCR, at 4,070 units, witnessed a big 36% decline in new launches in Q2CY2022. Dhaval Ajmera, director of Ajmera Realty and Infra India, told ETNIE going forward the rising interest rate may pose a challenge, but that is likely to be offset by the festive season demand and overall positive sentiments.

### Ajmera Realty & Infra April-June sales up 261% YoY at Rs 400 crore



Ajmera Realty (NSE:-137%) & Infra India has reported over 261% on year rise in sales worth Rs 400 crore for the quarter ended June. The company sold 1.57 lakh sq ft carpet area, which was an incremental growth of 155% from the 61,663 sq ft sales achieved in the year ago period.

Collections for the quarter also rose 126% to Rs 210 crore.

Collections for the quarter also rose 126% to Rs 210 crore.



"Despite the high input cost scenario and projected high interest environment, we are observing a positive momentum from the home buyers. As announced earlier it will be our endeavor to launch new projects in FY23 and take the growth momentum forward," said Dhaval Ajmera, Director, Ajmera Realty & Infra India.

### Running helped Ajmera Realty Director fine-tune his business skills

#### RELATED

Post-pandemic power dressing is all about colour, comfort & personal style

Business lessons: Pi Green Innovations co-founder learnt patience & resilience in the pandemic

For Dhaval Ajmera, Director of Ajmera Realty, running is not just recreational. It also helps him fine-tune his business skills. Ajmera, who has run three full marathons and multiple half marathons, says that he's been running for the last 17 years and about 75-100km a month. It's a passion he's keen to stick with for the long haul because of the number of benefits it has for him.

#### THE ECONOMIC TIMES Panache

Ajmera tells ETPanache, "Running actually gives you a lot of time to think about your work and business. It also helps keep me motivated and pushes me to work harder - not just while running, but as a professional as well. Like a marathon, I have to push myself even in difficult and stressful times."

Ajmera tells ETPanache, "Running actually gives you a lot of time to think about your work and business. It also helps keep me motivated and pushes me to work harder - not just while running, but as a professional as well. Like a marathon, I have to push myself even in difficult and stressful times."

Ajmera says that running also showed him his own potential. "I was never a runner or never a fitness freak but this has motivated me to keep on going and trying different things." His ideal running partner? Himself.

"I usually run alone, because I personally believe that running gives a lot of time for me to think about my work and my other issues. Running gives me a lot of thought and clarity. Occasionally I also run with my friends or a group of people who are also into this but primarily it is only myself," he says.

Nirmal Bang Group 20 h

Register now: <https://bit.ly/3x1aUuU>

#LiveWebinar - Mr. Dhaval Ajmera, Director, Ajmera Realty & Infra India Limited discusses Business Outlook in conversation with Ms. Hiral Dadia, Anchor & Editor.

#Business #BusinessOutlook #finance #Realty #RealEstate #Infrastructure #AjmeraRealty

Webinar graphic for Real Estate Business Outlook featuring Mr. Dhaval Ajmera and Beyond Nirmal Bang logo.

"The big announcement was raising the limit of loans for the state co-operative banks and district central co-operative banks to the housing sector. The housing sector is a capital-intensive business; these measures will address the growing need for affordable housing, providing easy and higher limits with enough funding avenues for Markets tin Bavis, CFO, Ajmera Realty and Infra India said."

Management Talks video player showing Dhaval Ajmera and Hiral Dadia.

Metaverse and Land in the metaverse article with images of virtual worlds and text from The Hindu.

# AJMERA RISE

Do write to us with your valuable feedback  
Your opinion counts



Keep us updated with your feedback, opinion, inputs, reviews  
and suggestions that shall help us deliver **AJMERA RISE**

Do email us: [ir@ajmera.com](mailto:ir@ajmera.com)