



**Project Management  
Consultancy**



**Urban Planning  
& GIS**



**Infrastructure  
Services**



**Building &  
Area Design**



**Services Design: MEP**



**Structural Design Services**



**Viability Analysis**



**Strategic Marketing  
Advisory**

# **Rudrabhishek Enterprises Limited**

**Investor Presentation  
December - 2018**



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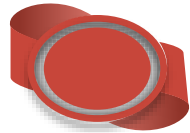
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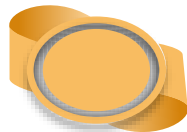
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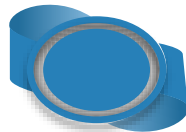
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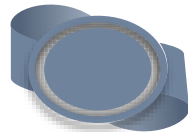
**Company Overview**



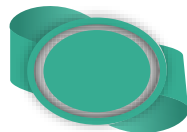
**Industry Overview**



**Business Overview**



**Financial Highlights**



**Way Ahead**





01

## Company Overview





# Among leading Integrated Service Providers in Urban Infrastructure Development

## Projects

- 4 smart city projects
- Over 300 projects completed
- More than 12,60,000 people offered residential units
- Over 12,00,000 hectare total area planned
- Over 4,500 mw planned electric distribution system

## State-of-the-art Technology and Software

- Microsoft, Graphisoft ArchiCAD, Team system,
- Shing design atelier – Interior design firm

## Wide Geographical Presence

- Branch Offices – Noida, Lucknow
- Project Offices – Varanasi Indore, Kanpur
- International Office - Singapore

## Strong Clientele

- Both government and large corporates
- Over 150+ Institutional Clients
- Empanelled with more than 30 government departments and agencies

## Integrated Urban Development & Infrastructure Consultants

- Two and half years legacy
- Over 100 cities covered in India
- Work in hand - over Rs. 210 crore
- Projects & investments – over Rs. 10,000 crore

## Wide Range of Services Offered

- Viability analysis
- Infrastructure services
- Urban planning & GIS
- Project management consultancy
- Building & Area design
- Structural designs
- Services design: MEP
- Strategic marketing advisory

## Experienced & Professional Team

- Over 250 consultants
- Over 550 cumulative years rich experienced team

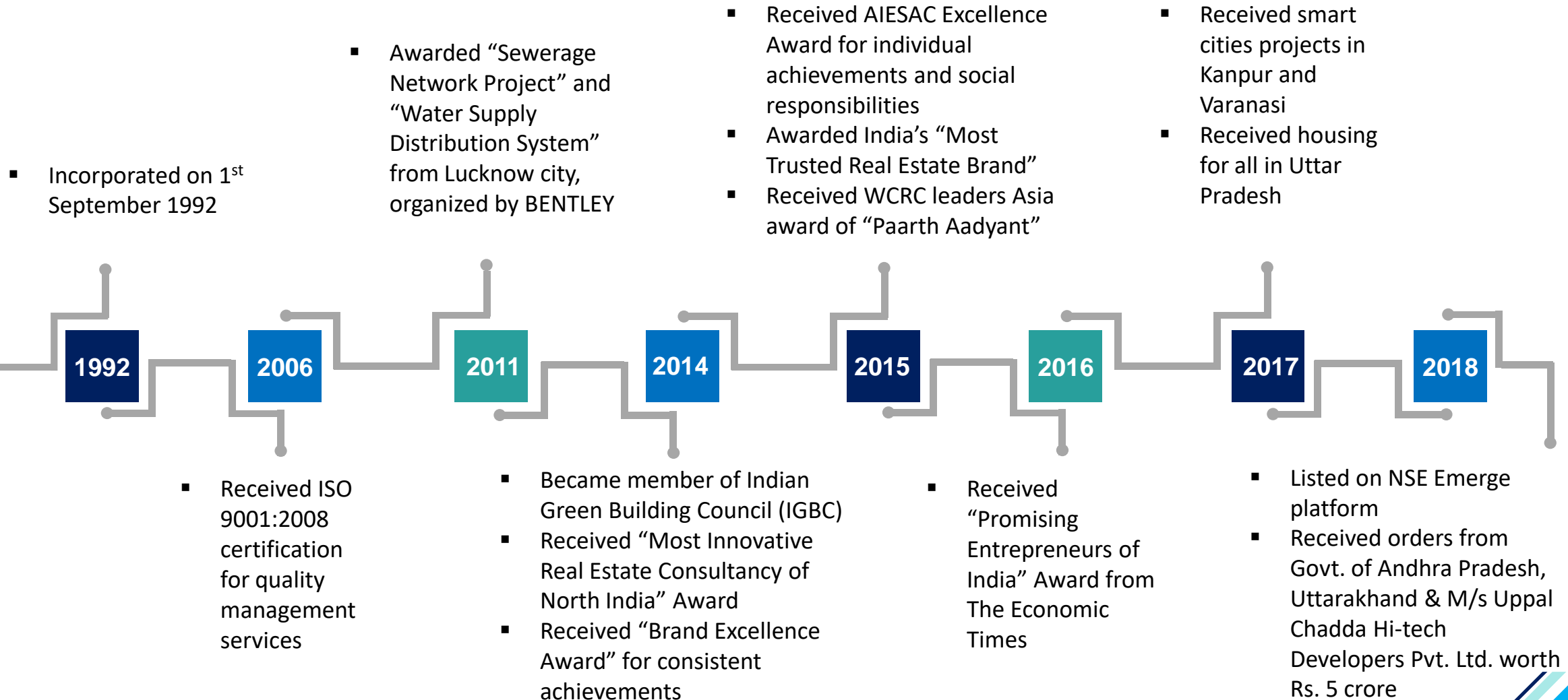
## Awards & Certifications

- More than 20 Awards & Recognitions received
- ISO 9001:2015 certified for quality management in services





# Journey so Far...





# Experienced & Professional Management



## Mr. Pradeep Misra - Chairman and Managing Director

- Bachelor degree of Technology from University of Lucknow
- Over 25 years of rich experience in infrastructure services, urban planning, building design & Structural Design Services



## Ms. Richa Misra - Whole Time Director

- Bachelors degree of Arts
- More than two decades of statutory compliances & taxation experience
- Responsible for developing and implementing tax strategies, compatible with regulatory requirements and meeting compliance



## Mr. Manoj Kumar – Chief Financial Officer

- Holds Masters of Business Administration degree
- Over 18 years of rich experience in Accounts & Finance
- Responsible for overall accounting & finance and strategic business plans



## Mr. Harish Kumar Sharma – Chief Business Officer

- Master of Business Administration and M.S. in Quality degrees
- Experience of over 25 years
- Heads Business Development and sales growth strategies across business
- Implements new business initiatives across new business



## Mr. Jawahar Lal Khushu – Operations Head

- Holds M.Tech (Civil) degree
- Experience of over 50 years
- Reviews all project DPRs for quality and relevant technical inputs
- Mentors technical teams for preparing and designing of DPRs



# Key Strengths

## Experienced & Professional Management Team

- More than three decades experience in real estate consultancy Industry
- Experience in smoothly executing projects for building, designing, planning, project management etc.

## Varied Mix of Customers

- Varied client mix of corporate, Central Government, State Government, State Municipalities and many other government authorities

## Service offerings

- Service offering to infrastructural service as well as project management service
- Provide end to end services regarding Infrastructure designing, planning, building Designing and Management whole project

## Research & Development

- Experienced and qualified team focused on innovation & new formulations
- Continuously upgrade service offerings to match demand of ever evolving market
- Focus on back testing strategy and simultaneously develop new plans and designs

## Latest & Modern Technology

- Focused on technology up gradation
- Use of advanced technology for operational and financials management in geographic Information system, Archicad, REviT, BIM and Microsoft Navision







02

## Industry Overview





# Key Driver: Government Projects

## Smart City Mission

### E-Governance and Citizen Services

- Public Information, grievance redressal
- Electronic service delivery
- Citizen engagement
- Citizens – City's eyes and ears
- Video crime monitoring

### Others

- Tele – medicine & Tele education
- Incubation /trade facilitation centers
- Skills development centers

### Water Management

- Smart meters & management
- Leakage identification, preventive maintenance
- Water quality monitoring

### Urban Mobility

- Smart parking
- Intelligent traffic management
- Integrated multi – modal transport

### Energy Management

- Smart meters & management
- Renewable sources of energy
- Energy efficient & green buildings

### Waste Management

- Waste to energy & fuel
- Waste to compost
- Waste water to be treated
- Recycling and reduction C&D waste



- Over 2,500 projects worth Rs. 1.35 lakh crore are underway - 189 projects amounting to Rs. 2,235 crore already completed
- Madhya Pradesh received Rs. 98 crore - 2nd highest in India
- 10 cities in Uttar Pradesh received Rs. 55 crore



# Key Driver: Government Projects

## Housing for All

**myGov**  
मेरी सरकार

**प्रधान मंत्री आवास योजना**  
Pradhan Mantri Awas Yojana

**New India set to achieve "Housing for All"**  
Pradhan Mantri Awas Yojana - Gramin

51 lakh houses to be completed by 31<sup>st</sup> March, 2018

More than 9 lakh houses already completed

21 lakh houses in the final stages of completion

- 2 crore affordable houses will be provided to urban poor by FY22 through financial assistance - Rs. 2 lakh crore
- Linked with other schemes to ensure electricity connection, LPG connection, and access to drinking water, toilet and banking
- Approved funding - over 39 lakh urban houses

**myGov**  
मेरी सरकार

**प्रधान मंत्री आवास योजना**  
Pradhan Mantri Awas Yojana

**Cabinet approves increase in carpet area of houses eligible for interest subsidy under Pradhan Mantri Awas Yojana (Urban)**

**MIG I category**  
Carpet area increased from :

90 m<sup>2</sup> 120 m<sup>2</sup>

Interest subsidy of 4% for loan amounts up to ₹9 lakh

**MIG II category**  
Carpet area increased from :

110 m<sup>2</sup> 150 m<sup>2</sup>

Interest subsidy of 3% for loan amounts up to ₹12 lakh

**Benefits:-**

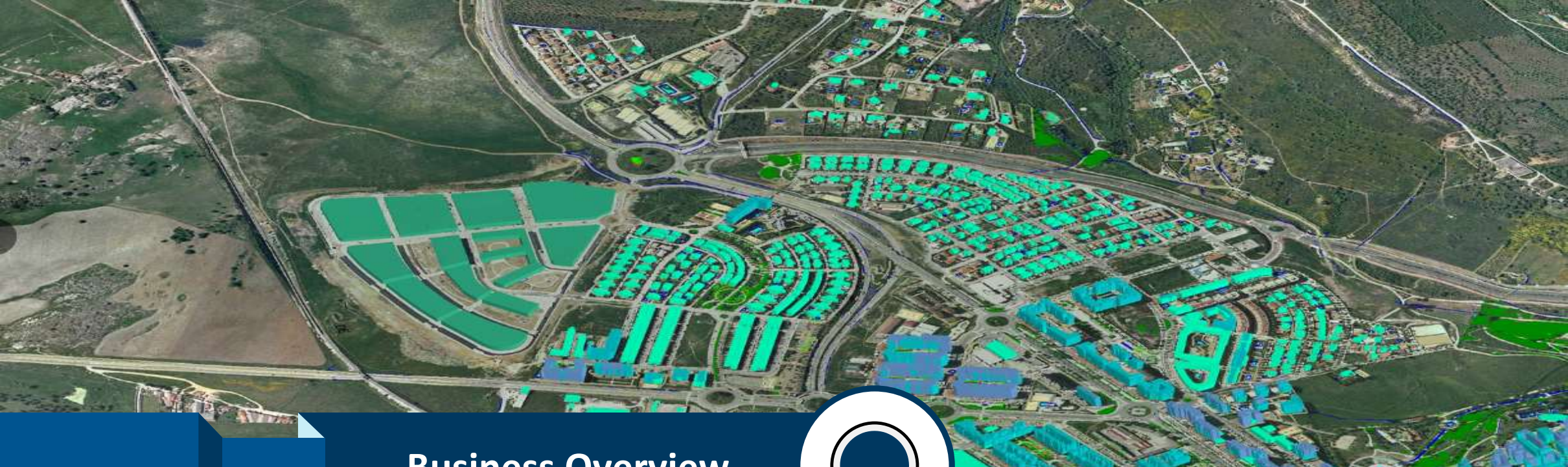
- ♦ Middle Income Group to have a wider choice in Developers' projects
- ♦ Boost to the sale of ready built flats in the affordable housing segment



## Policy Initiatives – Budget 2018-19

- Massive push for Infrastructure industry, allocated Rs. 5.97 lakh crore (US\$ 92.22 bn)
- Highest ever budgetary allocation - Rs. 1.48 lakh crore (US\$ 22.86 bn) to Indian Railways
- Govt. of India shortlisted 90 smart cities investment - Rs. 1.91 lakh crore (US\$ 30.02 bn) including projects focusing on revamp - identified area amounting to Rs 1.53 lakh crore (US\$ 23.95 bn)
- During 2017-18, sanctioned 1,427,486 houses under PMAY-U and in March 2018, construction of additional 3,21,567 affordable houses were sanctioned
- In February 2018, National Urban Housing Fund approved for Rs 60,000 crore (US\$ 9.27 bn)
- Contracts awarded under Smart Cities Mission is in full swing
- GOI launched several flagship urban missions such as Pradhan Mantri Awas Yojana, Atal Mission for Rejuvenation & Urban Transformation (AMRUT) and Swachh Bharat Mission (Urban) under urban habitat model





03

## Business Overview





# One Stop Integrated Solutions Provider

**Project Management Consultancy**



**Urban Planning & GIS**



**Infrastructure Services**



**Building & Area Design**



**Services Design: MEP**



**Structural Design Services**



**Viability Analysis**



**Strategic Marketing Advisory**



# Services – Project Management Consultancy



- Project implementation with complete ownership, adherence to timeline and optimal resource allocation
- Expert project managers in architecture, planning, engineering and site execution

## **Key Areas of Service**

- Project planning & scheduling
- Tender documentation and floating tenders
- Appointment contractors
- Cash flow projection and resource allocation
- Site control, progress monitoring and coordination
- Quality Assurance
- Value engineering

## **Key Projects**

- Paarth Adyant Group Housing at Lucknow - Paarth Infrabuild Pvt. Ltd.
- Golf View Apartment Group Housing at Lucknow - Tulsiani Construction Pvt. Ltd.



## Services – Services Design: MEP

- Designing building services layouts
- Technical supervision for building construction services and commissioning systems
- Energy conservation systems for buildings

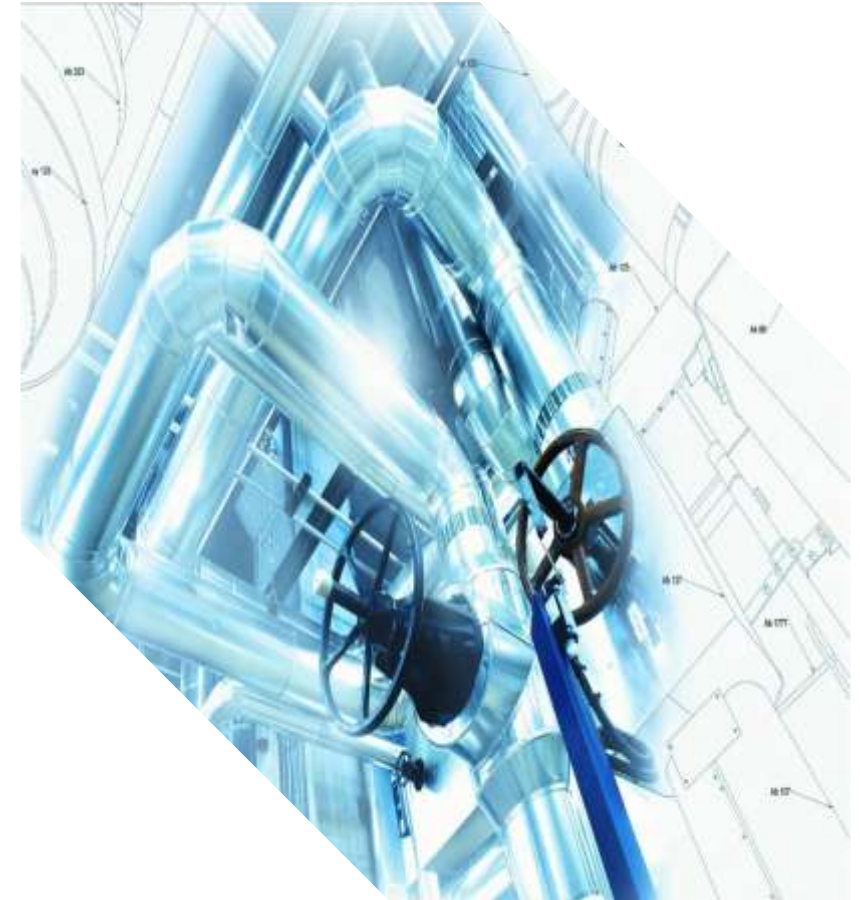
### Key Areas of Service

- **Mechanical:** Heating, ventilation & Air-conditioning (HVAC), fire protection, piping design
- **Electrical:** Lighting & power systems, building automation, fire detection & Alarm
- **Plumbing:** Water supply, waste water handling & Treatment, rainwater handling/harvesting

▪ Commercial and Residential	▪ Data centres and Infrastructural planning
▪ Exhibition and Retail	▪ Healthcare and Sports centers
▪ Multilevel car parking and Interior fit outs	▪ Hospitality

### Key Projects

- Gomti Ganj Mall (Proplarity Mall) at Lucknow - Proplarity Infrastructure Pvt. Ltd.
- Group Housing of Celebrity Greens, Sushant Golf City, Ansal API, Lucknow







- Preparing GIS-based city/base maps
- Socioeconomic studies and analysis
- Preparing feasibility reports and Detailed project reports (DPR)
- Financial operating plans/ Annual implementation plans
- Community/public/stakeholder consultation
- Perspective plans for future on GIS platform
- Policy recommendations to government agencies through consultation and discussion

## **Key Areas of Expertise**

▪ Urban, Regional & Zonal Policy Plan	▪ Urban Redevelopment/Renewal Plan
▪ Master Plan	▪ Slum Free City Plan
▪ Special Area Development Plan	▪ City Sanitation Plan

## **Key Projects**

- Uttar Pradesh Sub Regional Plan 2021 for National Capital Region (NCR) Planning Cell, Uttar Pradesh
- Master planning for four Towns of Orissa (Baripada, Barbil, Keonjhar and Dhenkenal)



# Services – Structural Design Services



- Providing structural design services for complex and high-rise buildings across verticals
- Conduct structural vetting for cost and resource optimization
- Use latest structural analysis and design software

## **Areas of Specialized Expertise**

- Design pre-stressed and composite structures
- Wind Analysis based on Wind Tunnel Tests
- Cost-optimizing solutions and techniques
- Expertise in Geo-Technical Interpretative Reports
- Mitigation earthquake damage risk

## **Key Projects**

- Sunshine City, Meerut - Sunshine Infraheight Pvt. Ltd.
- Apple-7 (S2A Tower) Multi-Storied Residential Tower at Ghaziabad - ASGI Properties Pvt. Ltd.



## Services – Infrastructure Services

- Water supply and sewerage system design
- Treated waste water recycling and reuse; solid waste management
- Storm water drainage system and rainwater harvesting system design
- Renewable energy systems design
- Design road network, smart transportation and traffic systems
- Tender documentation, bid evaluations and contract Management

### Key Focus Areas

▪ Urban Infrastructure Plan	▪ Treated Wastewater Recycling and Reuse	▪ Rain Water Harvesting Design
▪ Water Supply Scheme Design	▪ Municipal Solid Waste management	▪ Internal Plumbing and Fire Fighting System design
▪ Sewerage System Design	▪ Storm Water Drainage System Design	▪ Electrical Infrastructure Design

### Key Projects

- Madhuban Bapudham residential scheme spread in 1599 acres in Ghaziabad
- Hi-Tech Township in Uttar Pradesh ( Sushant Golf City Lucknow - 3435 acres, Hi-Tech Township at Dadri - 2504 acres, Wave Hi-Tech City – 1569 acre)







- Assisting real estate clients to assess feasibility and viability of a project
- Developing financial models for assessing project profitability
- REPL's subsidiary 'IM+ Capitals' has strong financial analysts team with rich Industry experience

### Key Projects

- Paarth Aadyant and Paarth Arka at Lucknow - Paarth Infrabuild



## Services – Building & Area Design

- Comprehensive consultancy provided in building design services across verticals
- Presence across residential, commercial and Industrial segments

### **Services Across Project Cycle**

- Building Information Modelling (BIM)
- Feasibility Studies, Site Planning, Working Drawings
- Tender Documentation
- Building Approvals / Submission Drawings
- Construction Supervision and Management
- Building Services
- Green Building Consultancy

### **Key Projects**

- Omaxe Residency, Lucknow - Omaxe Ltd.
- Tusliani Commercial (Pallacio Mall) at Allahabad - Tusliani Construction Pvt. Ltd.





## Services – Strategic Marketing Advisory

- Assisting Real Estate clients in developing marketing and branding strategies
- Developing media plan, digital strategy and activation; product launch

### Key offerings

- Project feasibility report
- Marketing plan & collaterals
- Project and site branding
- Legal documentation
- Developing sample apartment concept
- Tie-ups with banks and financial institutions
- ATL/BTL activities, CRM

### Key Projects

- Paarth Aadyant and Paarth Arka at Lucknow - Paarth Infrabuild





# Flagship Projects

## Smart Cities Mission



**Varanasi Smart City, UP**

562 Hectare ABD and Pan City Solutions



**Kanpur Smart City, UP**

935 Hectare ABD and Pan City Solutions



**Indore Smart City, MP**

300 Hectare ABD and Pan City Solutions

## Infrastructure

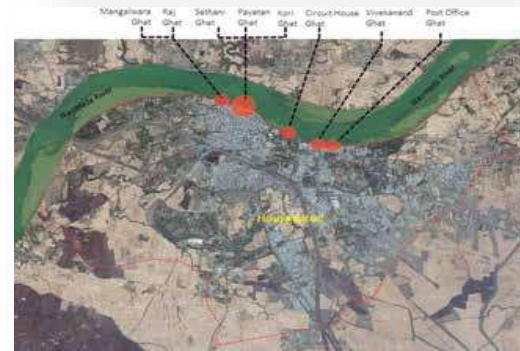


**Augmentation of Water Supply, Malawi (Africa)**



**Sewerage Scheme, Lucknow**

8,094 Hectare



**Narmada**

9.6 km stretch in Hosangabad, MP



**Spatial Plan for Special Purpose Infrastructure Corridor E 763, Serbia**

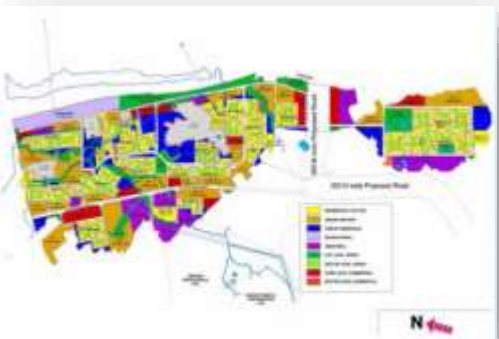


# Flagship Projects

## Hi Tech Township



**Shushant Hi-Tech City, Lucknow**  
1,416 Hectare



**Waterfront Hi-Tech City, Allahabad**  
621 Hectare



**Megapolis Hi-Tech City, Dadri**  
1,013 Hectare

## Affordable Housing



**Tulsiani Easy In Homes, Sohna**  
2,17,000 sq ft



**Humming State, Lucknow**  
10,01,180 sq ft



**Canary State, Lucknow**  
3,56,425 sq ft under PMAY



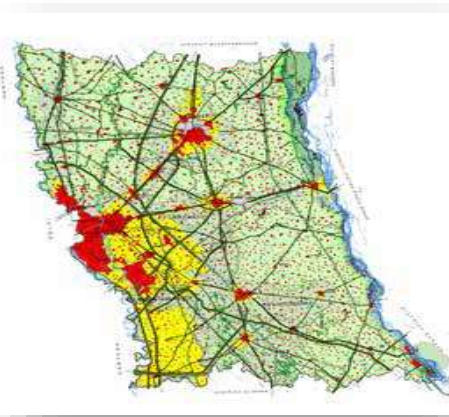
**Allahabad**  
4,50,000 sq ft



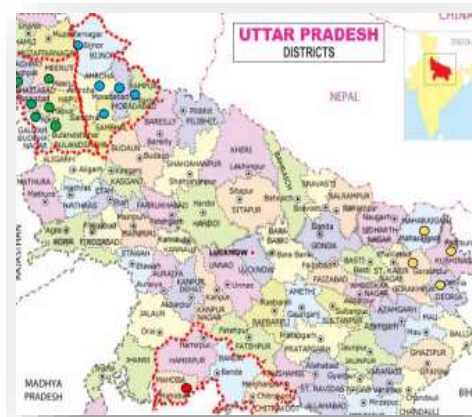
# Flagship Projects - Planning & GIS



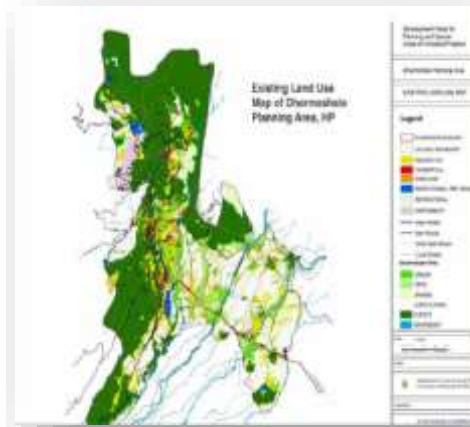
**Delhi Redevelopment Plan 2021**  
2,510 Hectare



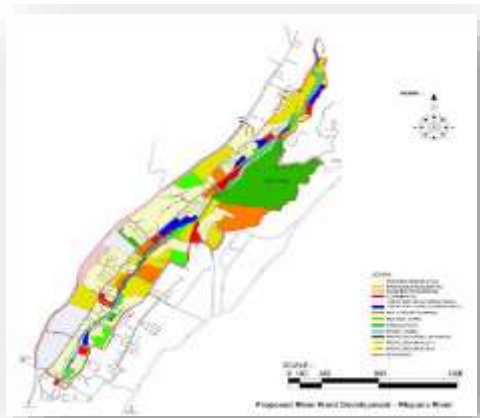
**UP Sub-regional Plan 2021 for NCR**  
1 million Hectare



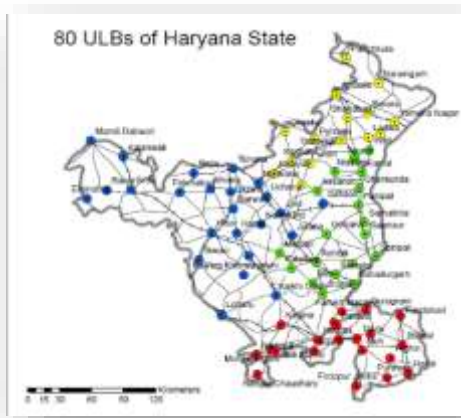
**Housing for All**  
UP (128 towns), Bihar (60), Rajasthan (10), MP (2)



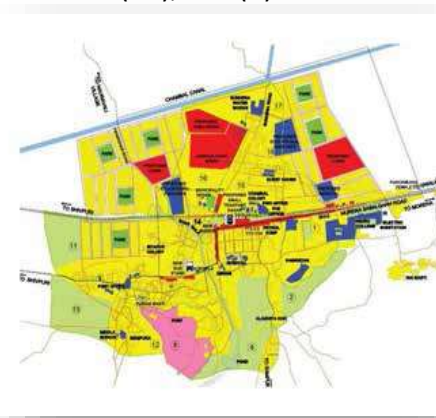
**Master Plans**  
HP (5 towns), Odisha (5 towns)



**Techno Feasibility Study & Riverfront Development, Dehradun**



**Street Vending Plans**  
Haryana (80 ULBs), UP (Jhansi), Punjab (Bhatinda)



**City Development Plan**  
MP (10 towns)



**Slum-free City and DPR under Rajiv Awas Yojana**  
Bihar (6 towns), Rajasthan (1 town)



## Flagship Projects – Residential Township



**Paarth Arka, Lucknow**  
19,00,000 sq ft



**Paarth Aadyant, Lucknow**  
12,00,000 sq ft



**Housing for All**  
92.000 sq ft



**Stevens Loft Condominium,  
Singapore – 0.5 Hectare (SDA Project)**



**Golf View Apartments, Lucknow**  
9,77,000 sq ft



**Pasir Ris Township, NRP, Singapore**  
12.14 Hectare. redevelopment along Sungei API  
river (SDA Project)



# Flagship Projects – Commercial & Hospitality



**Palacio Imperial White, Lucknow**  
4,57,000 sq ft



**Parkland Green, Singapore**  
10 acres, SDA Awarded Universal Design  
(UD) Mark Gold-plus by BCA



**Tender Palm Hospital, Lucknow**  
1,93,000 sq ft, 300-bed hospital



**Falcon State – CBD, Lucknow**  
Mixed-use development, 27,00,000 sq ft



**Velocity Mall, Lucknow**  
7,99,000 sq ft



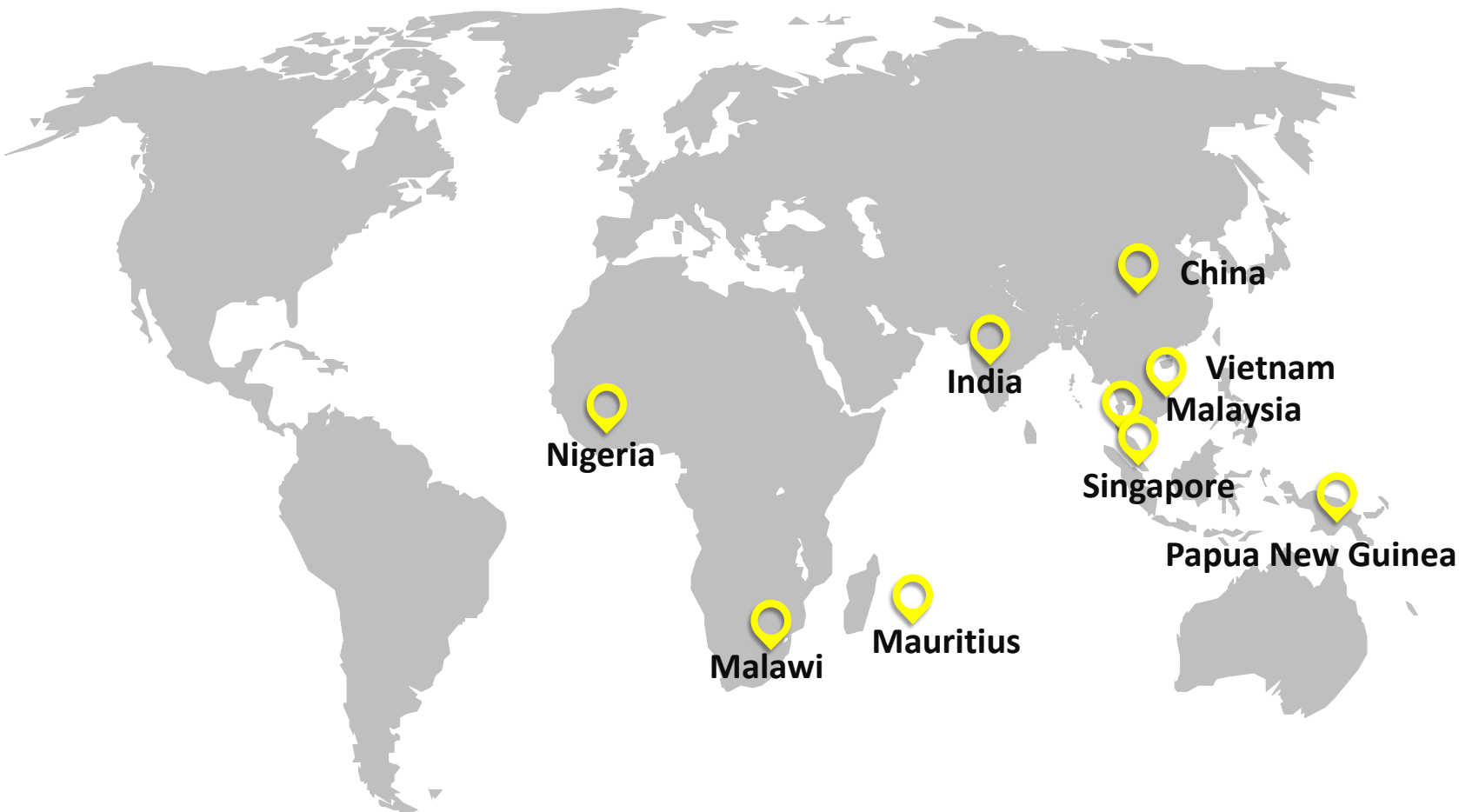
**Ginger Hotel, Lucknow**  
33,280 sq ft, Affordable Hotel. G+5  
floors



**Hotel Clark Inn, Lucknow**  
7,50,000 sq ft



## Projects Across Different Countries



### ✓ Branch Offices

- Noida
- Lucknow

### ✓ Project Offices

- Varanasi
- Indore
- Kanpur

### ✓ International Office

- Singapore



# Government Orders & Marquee Projects



Housing for All, UP



Kanpur Smart City



Varanasi Smart City



Indore Smart City



Dehradun Smart City



Housing for All, Bihar



Housing for All, HP



**DG-MAP**  
Director General – Married  
Accommodation Project



# Awards & Recognitions



**"Promising Entrepreneurs of India"**  
Award from The Economic Times



**AIESAC Excellence Award for**  
individual achievements and social  
responsibilities



**ISO 9001:2015 Certificate**



**WCRC leaders**  
Asia award of  
"Paarth Aadyant"





04

## Consolidated Financial Highlights





# Annual Financial Highlights

Rs. Cr*	FY15	FY16	FY17	FY18
<b>Revenue from Operations</b>	<b>38.44</b>	<b>37.36</b>	<b>33.00</b>	<b>42.42</b>
Change in inventories	0.14	0.06	(3.05)	0.12
Employee Cost	15.50	18.18	19.79	19.09
Other Cost	12.93	10.63	10.55	17.64
Total Expenditure	28.56	28.88	27.29	36.84
<b>EBITDA</b>	<b>9.88</b>	<b>8.48</b>	<b>5.72</b>	<b>5.57</b>
<b>EBITDA Margin%</b>	<b>25.71%</b>	<b>22.71%</b>	<b>17.32%</b>	<b>13.13%</b>
Other Income	0.21	1.99	1.14	1.57
Interest	0.04	0.10	0.13	0.53
Depreciation	1.35	0.95	0.87	0.89
Exceptional Item	(0.01)	0.09	(0.02)	0.00
<b>Profit Before Tax</b>	<b>8.71</b>	<b>9.51</b>	<b>5.85</b>	<b>5.73</b>
Tax	2.94	2.76	2.34	2.28
<b>PAT</b>	<b>5.77</b>	<b>6.77</b>	<b>3.50</b>	<b>3.45</b>
<b>PAT Margin%</b>	<b>15.00%</b>	<b>18.11%</b>	<b>10.61%</b>	<b>8.13%</b>
Add: Share of Profit/ (Loss) in Associates	0.00	0.45	0.24	0.58
Less: Share of Profit/ (Loss) in Minority Interest	0.01	0.00	(0.65)	(1.02)
<b>PAT after MI</b>	<b>5.76</b>	<b>7.20</b>	<b>4.39</b>	<b>5.05</b>
<b>Net Profit Margin</b>	<b>14.98%</b>	<b>19.27%</b>	<b>13.31%</b>	<b>11.91%</b>



## Balance Sheet Highlights

Rs. Cr*	Mar-15	Mar-16	Mar-17	Mar-18
<b>Shareholder's Funds</b>	<b>24.00</b>	<b>44.01</b>	<b>35.35</b>	<b>44.28</b>
Share capital	0.56	0.56	0.56	12.77
Reserves & Surplus	23.44	43.45	34.79	31.51
Minority Interest	0.06	0.73	3.15	0.78
<b>Non-current liabilities</b>	<b>0.47</b>	<b>9.65</b>	<b>20.45</b>	<b>0.81</b>
Long term borrowings	0.00	9.03	18.45	0.00
Other Long-Term liabilities	0.01	0.00	1.23	0.05
Long-Term Provisions	0.46	0.62	0.76	0.76
<b>Current liabilities</b>	<b>9.06</b>	<b>8.98</b>	<b>14.50</b>	<b>7.57</b>
Short Term Borrowings	0.41	0.88	0.00	0.93
Trade Payables	2.21	2.65	8.82	2.22
Other Current liabilities	5.58	4.49	5.56	4.31
Short-term provisions	0.85	0.96	0.12	0.11
<b>Total Equities &amp; Liabilities</b>	<b>33.58</b>	<b>63.37</b>	<b>73.46</b>	<b>53.44</b>

Rs. Cr*	Mar-15	Mar-16	Mar-17	Mar-18
<b>Non-current assets</b>	<b>13.00</b>	<b>41.25</b>	<b>41.86</b>	<b>20.56</b>
Fixed assets	3.09	3.84	23.33	1.63
Deferred Tax Assets	0.14	0.26	0.40	0.39
Non-current Investments	7.53	35.03	14.85	13.71
Long-term loans & advances	2.23	2.12	2.65	3.90
<b>Current assets</b>	<b>20.59</b>	<b>22.13</b>	<b>31.61</b>	<b>32.87</b>
Current investments	0.41	0.03	0.03	0.03
Inventories	0.06	0.00	3.05	2.94
Trade receivables	13.28	14.89	20.18	21.16
Cash & Cash equivalents	3.15	4.57	4.31	5.76
Short-term loans & Advances	1.50	0.10	0.26	0.52
Other Current Assets	2.19	2.54	3.78	2.47
<b>Total Assets</b>	<b>33.58</b>	<b>63.37</b>	<b>73.46</b>	<b>53.44</b>





05

## Way Ahead





## Way Forward...

### Expansion in Domestic market

- Expand geographical reach and target Pan India reach by exploring huge growth opportunities
- Penetrate in existing market and expand reach by offering competitive pricing / economical solution
- Target new fast growing sectors including education

### Brand recognition and promotion

- Increase brand visibility through various communication tools & promotional initiatives
- Target to improve business positioning & build on credibility

### Move up the Value Chain

- Endeavour to move up value chain
- Focus on increasing value based businesses with constant efforts to offer best services



# Thank You



**REPL**

For further information, please contact:

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