



**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
H2 & FY19**

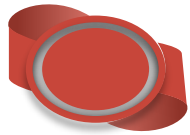
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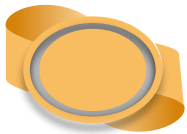
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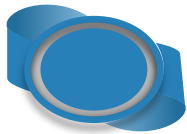
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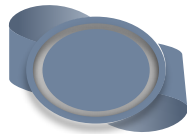
Company Overview



Business Overview



Financial Highlights



Way Ahead



01

Company Overview



Among leading Integrated Service Providers in Urban Infrastructure Development

Projects

- Four 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 decades of legacy
- Over 100 cities covered in India
- Order book - over Rs. 284 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...

- **1992** - Incorporated on 1st Sept. 1992
- **2006** - Received ISO 9001:2008 certification for quality management services

1992- 06

2011- 14

2015- 16

2017- 18

2019

- **2015** - AIESAC Excellence Award for individual achievements and social responsibilities
- **2015** - Awarded India's "Most Trusted Real Estate Brand"
- **2015** - WCRC leaders Asia award of "Paarth Aadyant"
- **2016** - "Promising Entrepreneurs of India" Award from The Economic Times

- Major order for water supply project in Bundelkhand, UP
- 1st OBPAS Project from Govt. of UP through its subsidiary RIPL*
- Set up 1st Company owned training centre "COGNIZNR" in Delhi

- **2011** - Awarded "Sewerage Network Project" & "Water Supply Distribution System" from Lucknow city, organized by BENTLEY
- **2012** - Incorporated wholly owned subsidiary – RIPL* – Technology & software services provider in field of Infrastructure & planning like GIS Mapping etc.
- **2014** - Became member of Indian Green Building Council (IGBC)
- **2014** - Received "Most Innovative Real Estate Consultancy of North India" Award
- **2014** - Received "Brand Excellence Award" for consistent achievements

- **2017** - Received smart cities projects in Kanpur and Varanasi
- **2017** - Received housing for all in Uttar Pradesh
- **2018** - Listed on NSE Emerge platform
- **2018** - Received orders from Govt. of Andhra Pradesh, Uttarakhand & M/s Uppal Chadda Hi-tech Developers Pvt. Ltd. worth Rs. 5 crore

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

- 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

- 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

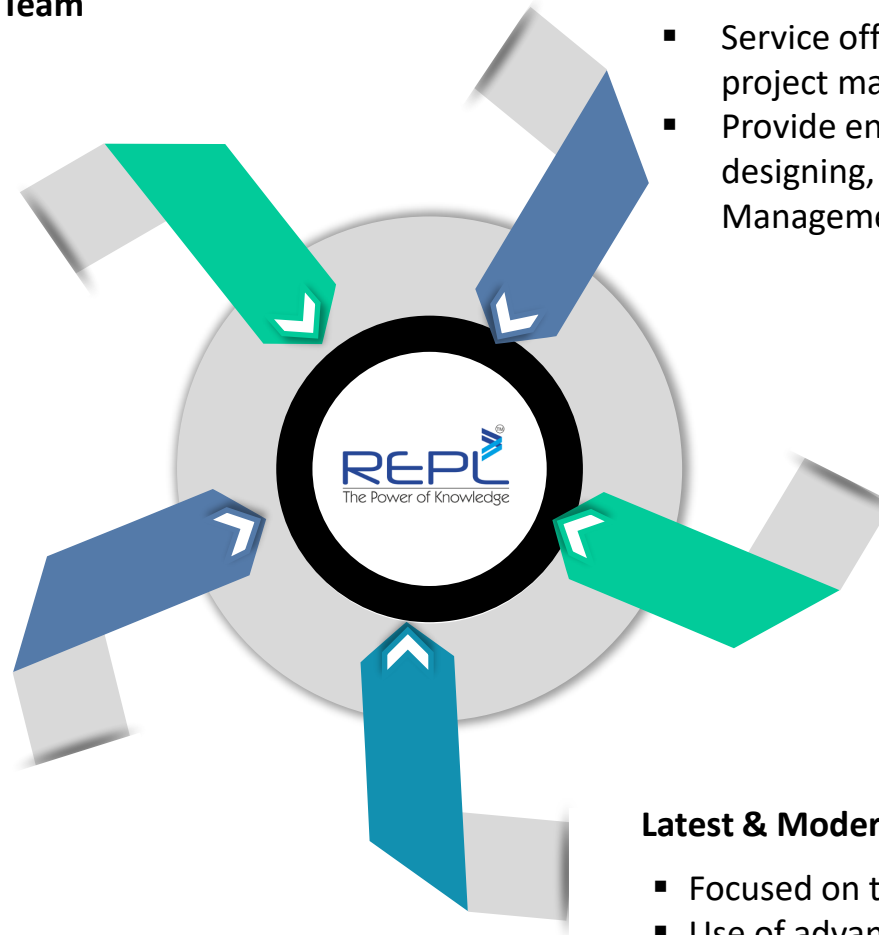
Key Strengths

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.

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
- Set up 1st Company owned training centre “COGNIZNR” in Delhi in subsidiary RIPL



Service offerings

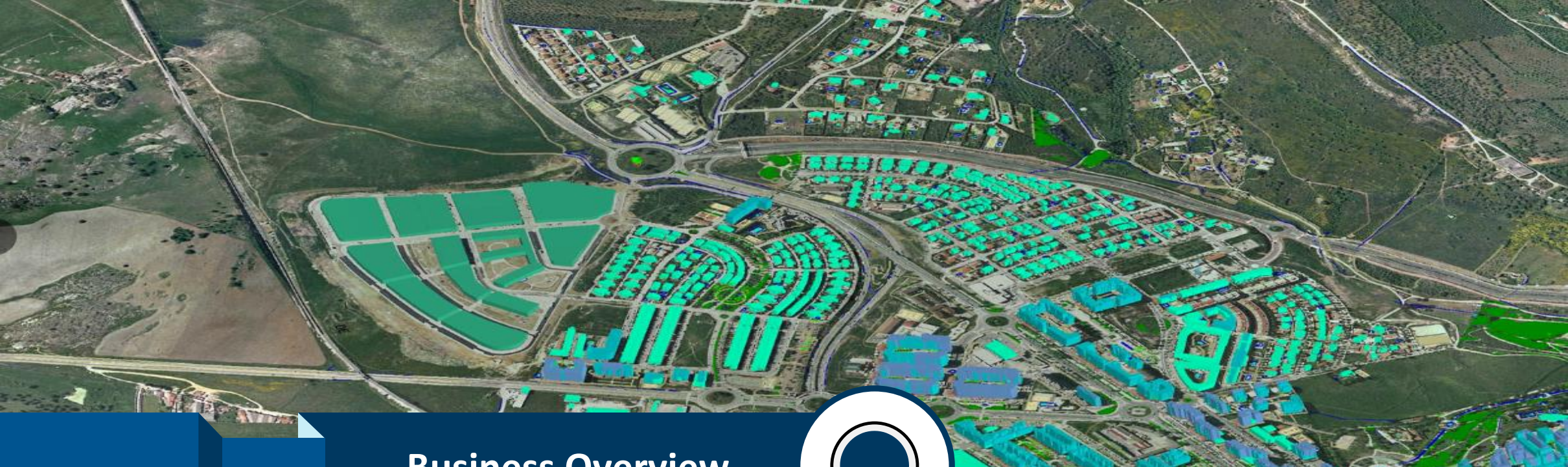
- Service offerings to infrastructural service as well as project management services
- Provide end to end services regarding Infrastructure designing, planning, building Designing and Management whole project

Varied Mix of Customers

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

Latest & Modern Technology

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



02

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

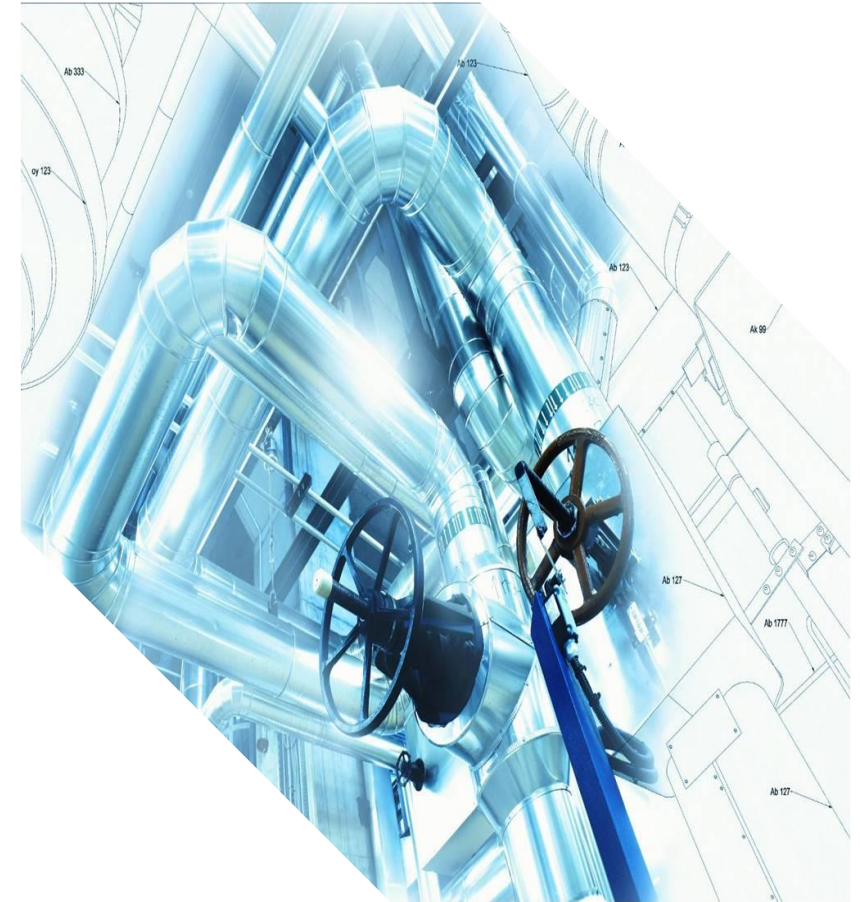
Key Areas of Service

- **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)



Services – Viability Analysis



- 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.
- Tuslani Commercial (Pallacio Mall) at Allahabad - Tuslani 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



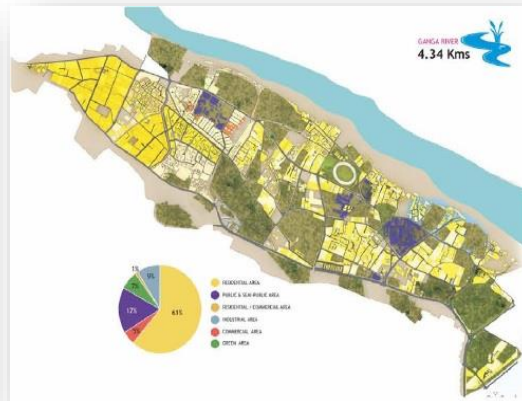
Flagship Projects

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

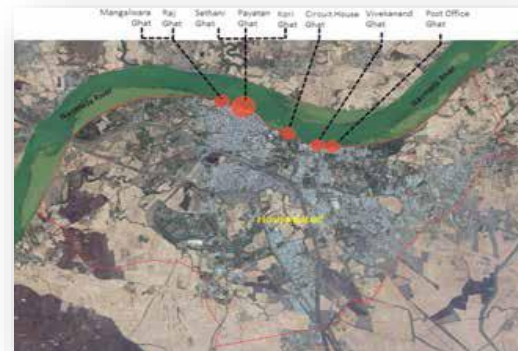


Augmentation of Water Supply, Malawi (Africa)



Sewerage Scheme, Lucknow

8,094 Hectare



Narmada

9.6 km stretch in Hosangabad, MP



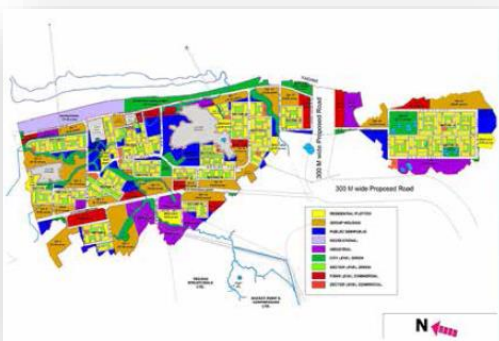
Spatial Plan for Special Purpose Infrastructure Corridor E 763, Serbia

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

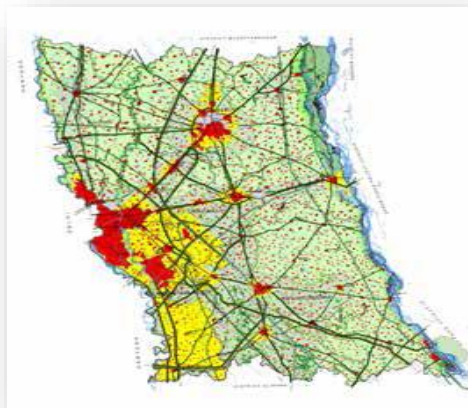


Allahabad
4,50,000 sq ft

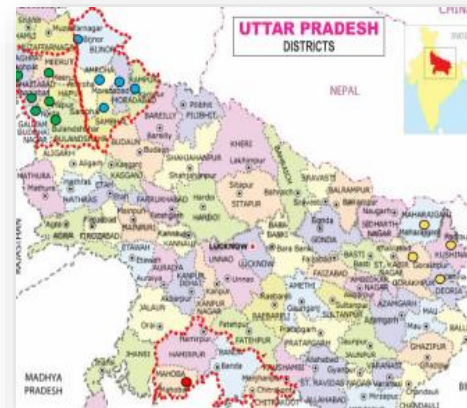
Flagship Projects - Planning & GIS



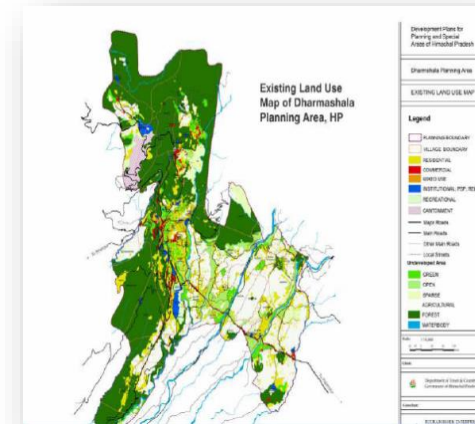
Delhi Redevelopment Plan 2021
2,510 Hectare



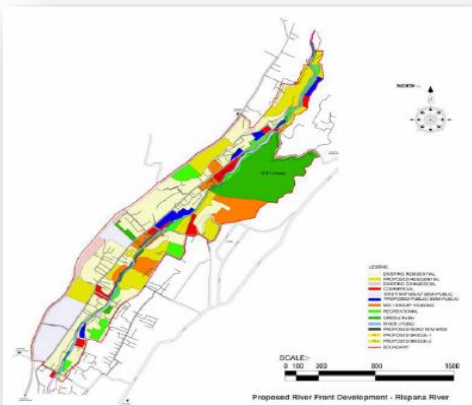
UP Sub-regional Plan 2021 for NCR
1 million Hectare



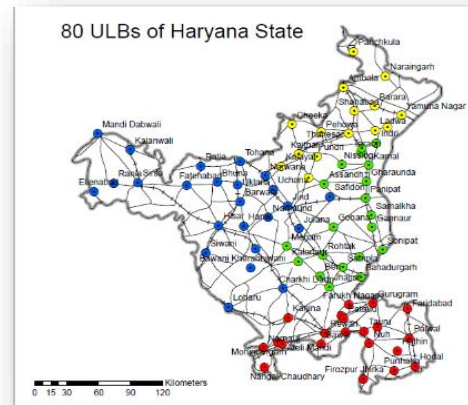
Housing for All
UP (128 towns), Bihar (60), Rajasthan (10), MP (2)



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

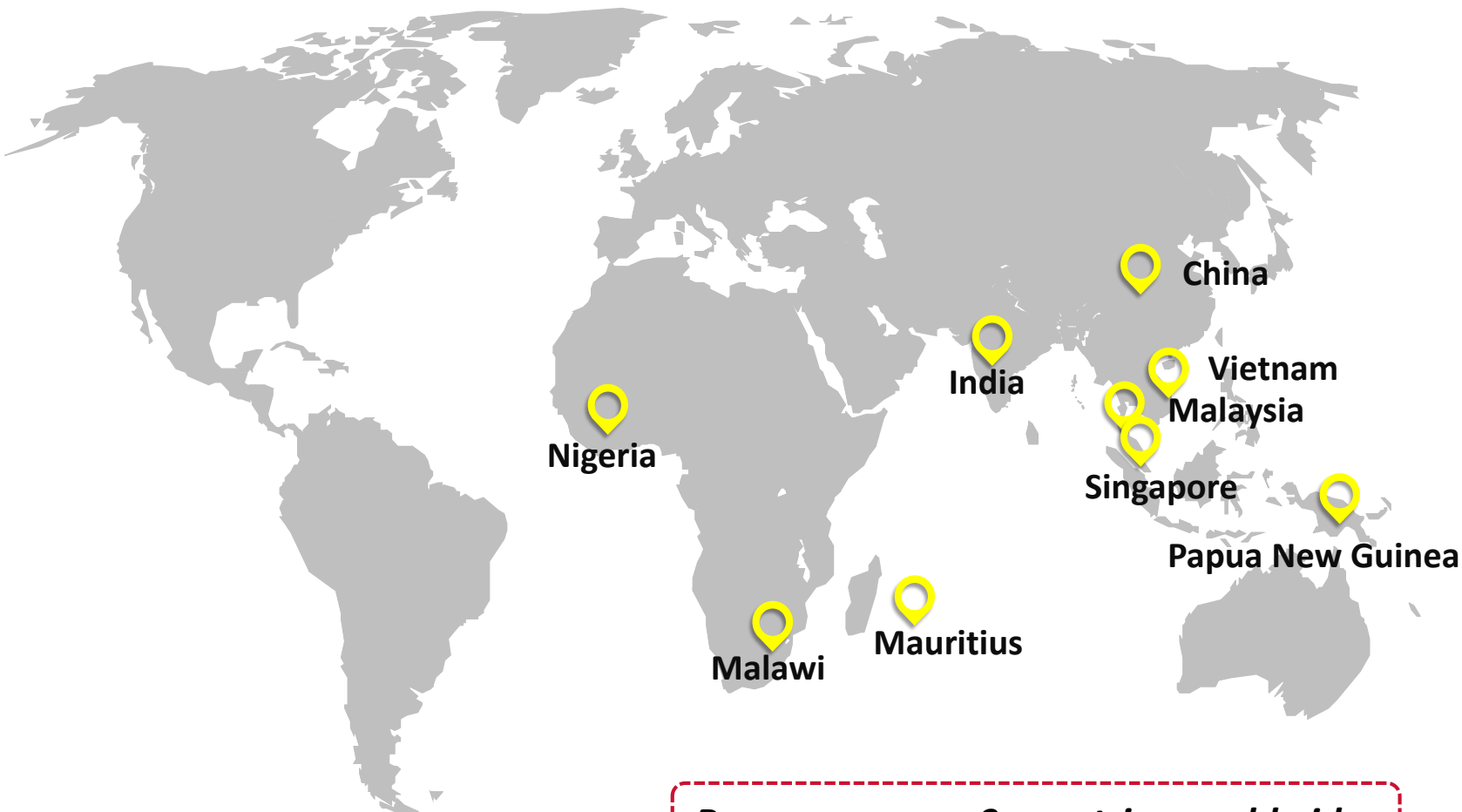


Ginger Hotel, Lucknow
33,280 sq ft, Affordable Hotel. G+5
floors



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

Presence across 9 countries worldwide

Government Orders & Marquee Projects



Housing for All, UP



Kanpur Smart City



Varanasi Smart City



Indore Smart City



Smart City

Dehradun Smart City



Housing for All, Bihar



Housing for All, HP



DG-MAP

Director General – Married
Accommodation Project

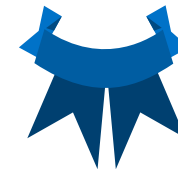
Awards & Recognitions



"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"



Financial Highlights

03



Chairman's Message



Commenting on the results, Mr. Pradeep Misra, Chairman & MD, Rudrabhishek Enterprises, said:

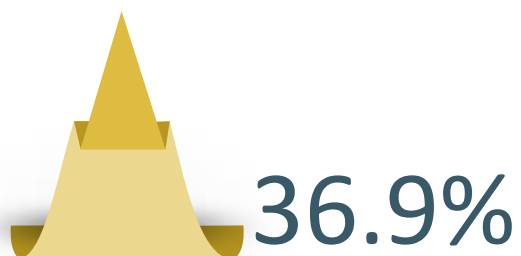
"I am happy to share that our business & financial performance for the year ended 31st March 2019 has been in line with our expectations. Our Company registered a Y-o-Y revenue growth of 23% at Rs. 52.2 crore; EBITDA grew 81% Y-o-Y to Rs. 10.4 cr, and net profit increased 67% to Rs. 8.5 cr. This growth has been driven by higher number of projects executed. A bigger order book, faster execution, better manpower management and higher efficiencies resulted in significantly better profitability for our Company. Our operating efficiencies and a skilled and experienced team have always been our key strengths and we seek to optimize it to the best of our abilities going forward. As a result, today our Company has emerged as a key partner of choice for many complex and critical projects in India.

During the year, we witnessed a significant growth in our order book from the government as well as private sector clients. Our Company's strong focus on consistent and high-quality service offerings along with timely completion of projects has been our trademark since years and has led to increased confidence of clients and a continuous flow of orders.

The government's commitment towards improving overall infrastructure of our country and improving the existing city landscapes, smart city projects and developing newer and sustainable cities creates a huge opportunity for us. Our Company is well poised to leverage on the Government's new reforms, which would result in greater opportunities for players like us. Our focus continues to remain on growing the order book and improving internal processes further to achieve higher profitability.

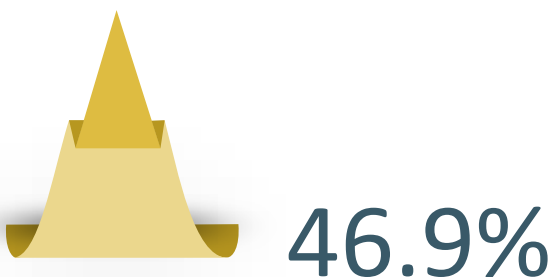
I would like to thank the entire team of 'REPL' for their untiring efforts, hard work, sincerity and high dedication. Also, I would like to thank our valued stakeholders, whose support and faith in our Company has given us the determination and ambition to go from strength to strength."

Standalone Half Yearly Financial Highlights – H2 FY19 (H-o-H)



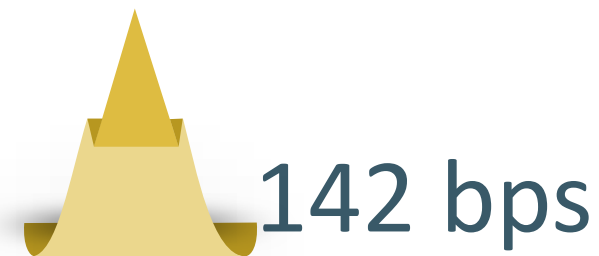
Revenue

Rs. 28.7 cr



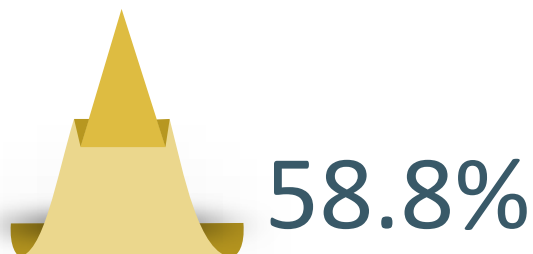
EBTIDA

Rs. 6.0 cr



EBITDA Margin

20.9%



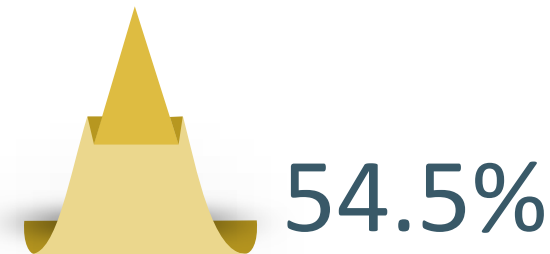
PAT

Rs. 4.6 cr



PAT Margin

16%



Basic EPS

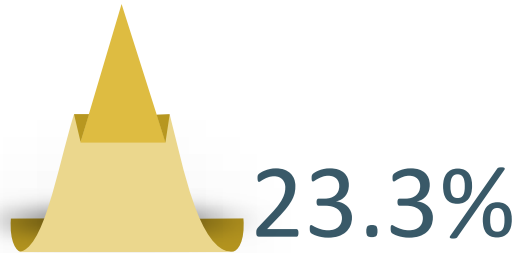
Rs. 2.75 vs. Rs. 1.78 (H1 FY19)

Standalone Half Yearly Financial Highlights

Rs. Cr	H2 FY19	H1 FY19	Y-o-Y
Revenue from Operations	28.7	20.9	36.9%
Change in inventories	(0.6)	(1.9)	
Employee Cost	7.7	7.1	
Other Cost	15.6	11.6	
Total Expenditure	22.7	16.9	
EBITDA	6.0	4.1	46.9%
EBITDA Margin%	20.91%	19.49%	142 bps
Other Income	0.5	0.3	
Depreciation	0.3	0.2	
Interest	0.2	0.2	
Exceptional Item	0.0	0.0	
Profit Before Tax	6.0	4.0	
Tax	1.4	1.1	
PAT	4.6	2.9	58.8%
PAT Margin%	15.99%	13.78%	221 bps
Add: Share of Profit/ (Loss) in Associates	0.0	0.0	
Less: Share of Profit/ (Loss) in Minority Interest	0.0	0.0	
PAT after MI	4.6	2.9	58.8%
Net Profit Margin	15.99%	13.78%	221 bps
Basic EPS	2.75	1.78	54.5%

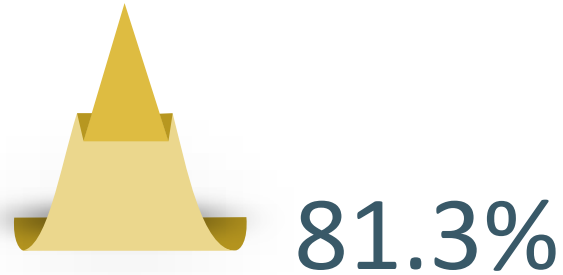
- Higher orderbook in previous years combined with timely execution of projects resulted in significant topline growth
- Focus on core strength of execution combined with efficient utilization of resources and incremental hiring of contractors lead to strong EBITDA performance

Consolidated Annual Financial Highlights – FY19 (Y-o-Y)



Revenue

Rs. 52.5 cr



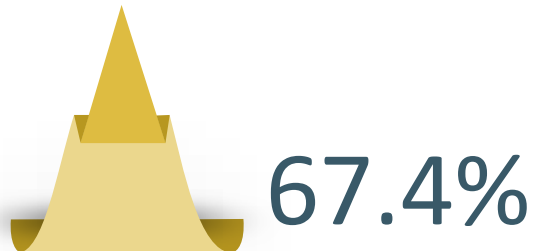
EBTIDA

Rs. 10.4 cr



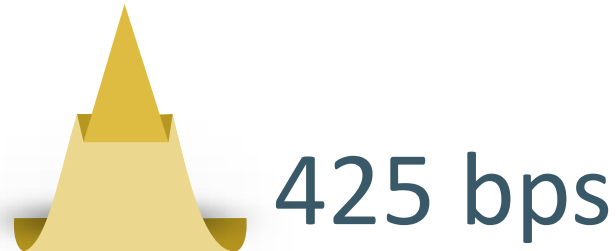
EBITDA Margin

19.8%



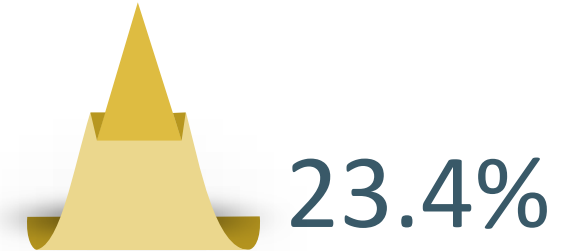
PAT

Rs. 8.5 cr



PAT Margin

16.1%



Basic EPS*

Rs. 5.22 vs. Rs. 4.23 (FY18)

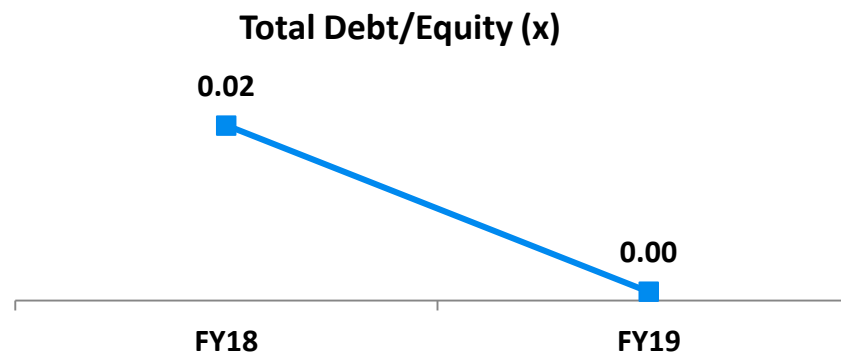
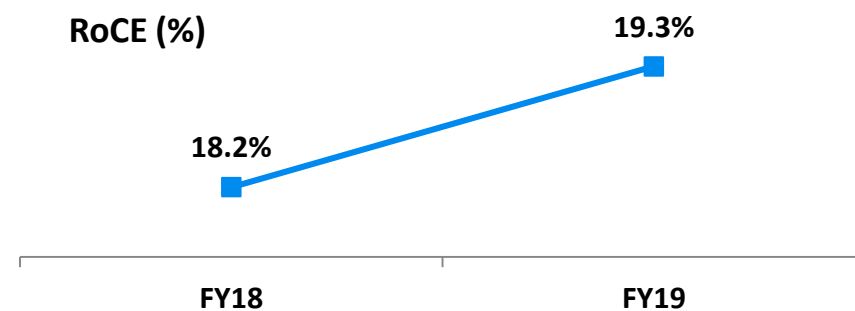
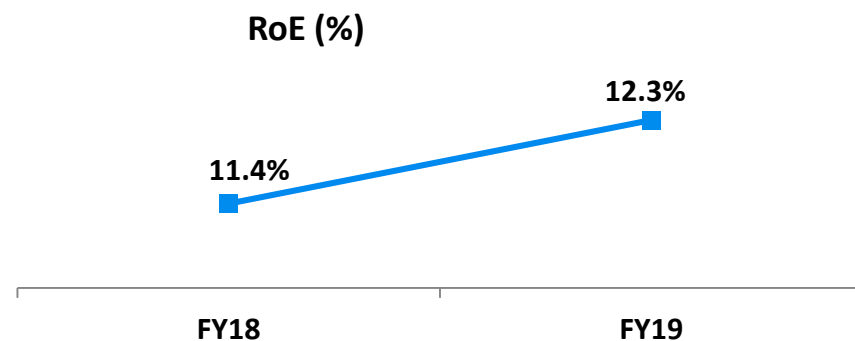
* Company came out with an IPO in FY19, thereby increasing equity capital from Rs. 12.8 cr in FY18 to Rs. 17.3 cr in FY19

Consolidated Annual Financial Highlights

Rs. Cr	FY19	FY18	Y-o-Y
Revenue from Operations	52.5	42.6	23.3%
Change in inventories	-2.5	0.1	
Employee Cost	16.7	19.1	
Other Cost	27.8	17.6	
Total Expenditure	42.1	36.8	
EBITDA	10.4	5.7	81.3%
EBITDA Margin%	19.83%	13.48%	635 bps
Other Income	1.0	1.4	
Depreciation	0.5	0.9	
Interest	0.3	0.5	
Exceptional Item	0.0	0.0	
Profit Before Tax	10.5	5.7	
Tax	2.6	2.3	
PAT	7.9	3.4	129.0%
PAT Margin%	15.05%	8.10%	695 bps
Add: Share of Profit/ (Loss) in Associates	0.6	0.6	
Less: Share of Profit/ (Loss) in Minority Interest	0.0	-1.0	
PAT after MI	8.5	5.0	67.4%
Net Profit Margin	16.11%	11.86%	425 bps
Basic EPS	5.22	4.23	23.4%

- Strong Revenue growth driven by higher number of executed projects
- Total Revenue breakup – 74% Govt. and 26% private projects
- Faster execution and delivery of projects combined with higher-margin projects and operational efficiencies lead to significantly higher EBITDA margins
- Better utilisation of funds resulted in lower finance cost and higher profitability

Key Ratios



Zero Debt Company

$D/E = \text{Total Debt} / \text{Total Equity}$ \ $RoE = \text{Net Profit} / \text{Total Equity}$ \ $RoCE = EBIT / (\text{Total Assets} - \text{Current Liabilities})$

Company came out with an IPO in FY19, thereby increasing equity capital from Rs. 12.8 cr in FY18 to Rs. 17.3 cr in FY19

Consolidated Balance Sheet Highlights as on 31st March 2019

Rs. Cr	Mar-19	Mar-18
Shareholder's Funds	68.82	44.28
Share capital	17.34	12.77
Reserves & Surplus	51.48	31.51
Minority Interest	0.81	0.78
Non-current liabilities	0.86	0.81
Long term borrowings	0.00	0.00
Other Long-Term liabilities	0.05	0.05
Long-Term Provisions	0.81	0.76
Current liabilities	10.03	7.56
Short Term Borrowings	0.00	0.93
Trade Payables	2.49	2.22
Other Current liabilities	7.41	4.31
Short-term provisions	0.12	0.11
Total Equities & Liabilities	80.52	53.44

Rs. Cr	Mar-19	Mar-18
Non-current assets	31.13	20.56
Fixed assets	1.53	1.63
Tangible assets	1.22	1.25
Intangible assets	0.27	0.39
Capital work in progress	0.05	0.00
Deferred Tax Assets	0.67	0.39
Non-current Investments	14.51	13.71
Long-term loans & advances	11.11	3.90
Other Non-Current Assets	3.31	0.94
Current assets	49.39	32.87
Current investments	0.03	0.03
Inventories	5.41	2.94
Trade receivables	32.19	21.16
Cash & Cash equivalents	5.93	5.76
Short-term loans & Advances	2.15	0.52
Other Current Assets	3.69	2.47
Total Assets	80.52	53.44



04

Way Ahead



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



- 2 crore affordable houses to 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



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

Way Forward...



Expansion in Domestic market

- Expand geographical reach and target pan-India reach
- Penetrate in existing market and expand reach by offering optimal solutions
- 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



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