

Q3FY24 INVESTOR PRESENTATION

# SIGNATURE GLOBAL

February 2024

## Disclaimer



Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements.

SignatureGlobal (India) Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



Operating Highlights



Strategy & Portfolio



Financial Snapshot



Company Overview





## The Company sold 3,135 units at an average ticket size of INR 10.0 mn during the first 9m of the current financial year

### Strong Sales Performance

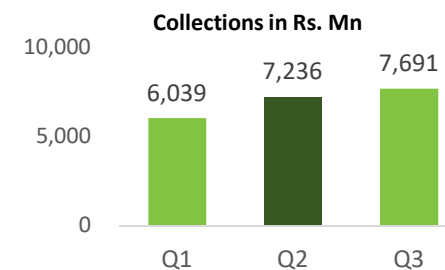
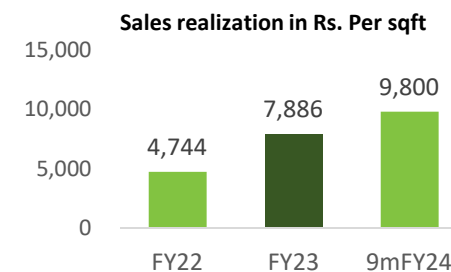
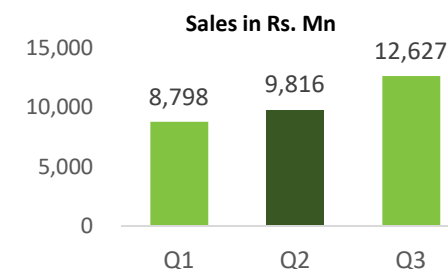
- **INR 31,241 mn** in 9mFY24
- Growth of **41%** vis a vis 9mFY23 at INR 22,098 mn
- c. 91% of sales coming from high margin mid income & retail product categories with the **embedded EBITDA margin ~32%**<sup>1</sup>

### Growing Sales Realizations

- **c. INR 9,800 per sq ft** in 9mFY24 vis a vis c. INR 7,500 per sq. ft. in 9mFY23 shows completion in shift to mid income
- Amongst the leading players in Mid-Income housing in the NCR Region
- **Strong tailwinds across the region** leading to sustainable growth in market prices

### Robust Collections

- **INR 20,965 mn** in 9mFY24
- **Growth of 57%** vis a vis 9mFY23 at INR 13,320 mn
- Healthy collections allowing for fast paced construction



<sup>1</sup> Embedded EBITDA Margin is the Estimated EBITDA margin on Pre-sales for the period with estimated costs, excluding finance costs included on the cost of the project

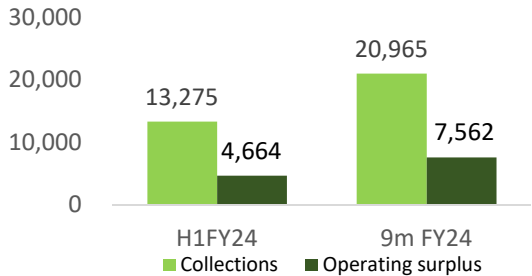


# Portfolio addition of 6.3 million sft during the current financial year in focus micro markets



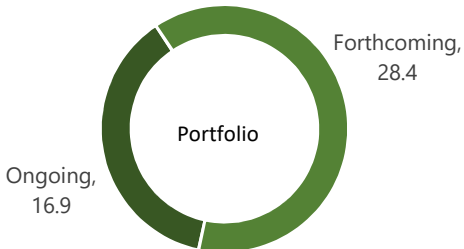
## Operating Cashflow before Investment in Land<sup>1</sup>

- Achieved an Operating Cashflow before Investment in Land of **INR 7,562 mn** in 9mFY24
- Consistent in growing operating surplus with growing collections



## Growing Business Portfolio

- 45.3 mn sqft portfolio of Saleable Area** with 16.9 mn sft ongoing and 28.4<sup>2</sup> mn sft forthcoming.
- Aim to deliver** ongoing projects **by FY26**
- Forthcoming projects **to be launched** between **FY24 and FY26**



## Business Development<sup>2</sup>

- New portfolio addition of 6.65 million sft** which comprises of 6.22 mn sft in Sector 71, Gurugram (**details in slide 18**)
- In the **existing portfolio** we achieved conveyance of 25.75 acres (3.25 mn sft) of land in Sector 71, Gurugram.

Location	Estimated Saleable Area <sup>2</sup> (in mn sft)
Sector 71, Gurugram	6.22
Sohna Elevated Corridor	0.26
Manesar	0.17
<b>Total</b>	<b>6.65</b>

<sup>1</sup>Operating surplus before land advance/ acquisition, which reflect the surplus post construction expenses, selling, general and administrative expenses and taxes adjusted from collections

<sup>2</sup>Saleable Area potential for forthcoming projects including new portfolio additions is based on best estimates as per the current zoning regulations

## Healthy gross profit margins and Low Leverage Levels

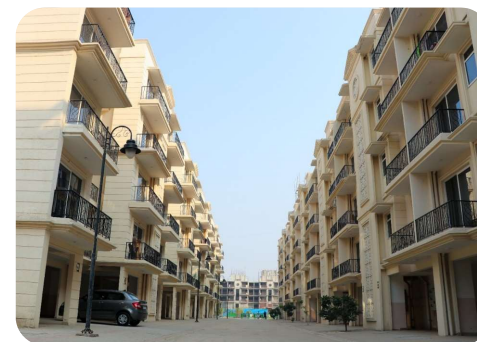
### Financial Performance

- INR 5,462 mn revenue recognized from operations in 9mFY24 vs INR 8,489 mn in 9mFY23
- Adjusted gross margin of INR 1,640 million (31.58%) for 9mFY24 vs INR 2,411 million (29.23%) for 9mFY23
- On track to achieve a positive PAT for the FY24

### Net Debt

- Net Debt reduced to **INR 8,436 mn** as on 31<sup>st</sup> Dec 2023 from INR 10,939 mn on 31st Mar 2023
- The Company aims to keep net debt **below 1x the projected operating surplus<sup>1</sup>** for the ongoing financial year

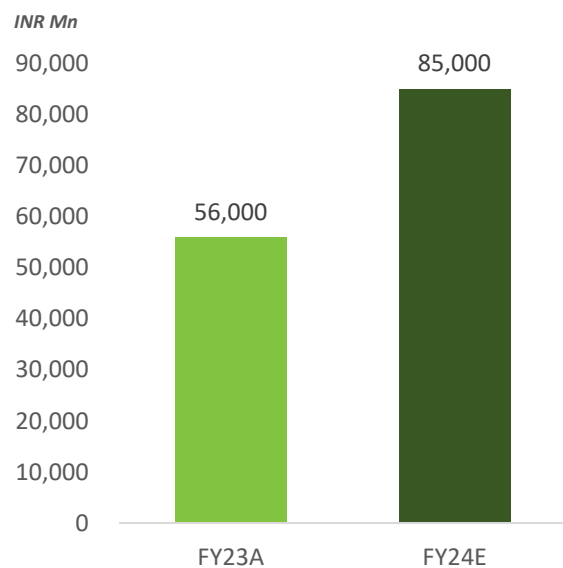
*Revenue being recognized from recently delivered units of Signature Global Park*



<sup>1</sup>Operating surplus before land advance/ acquisition reflect the surplus post construction expenses, selling, general and administrative expenses and taxes adjusted from collections

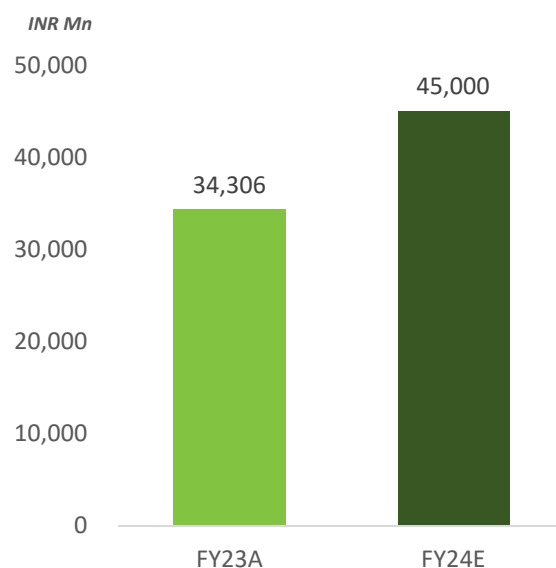
## The Company is on track of achieving FY24 annual guidance

### Launches<sup>1</sup>



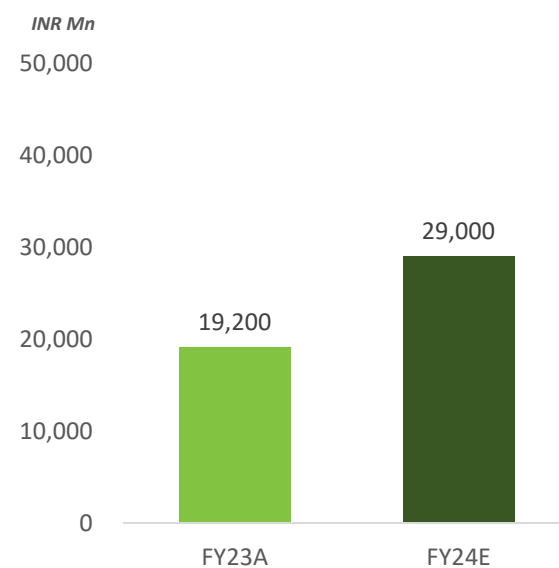
Key project launches planned in Q4

### Pre-Sales



Achieved 69% sales of annual guidance

### Collections



Achieved 72% collections of annual guidance

A: Actual; E: Estimated

<sup>1</sup>Estimated booking value of the projects launched or proposed to be launched



## Pro Forma P&L on FY24 Guidance



Particulars	9m FY24A	
	INR Mn	%
Pre Sales	31,241	
<b>Embedded EBITDA</b>	<b>9,997</b>	<b>32%</b>
- D&A	222	
- Finance Cost*	1,581	
<b>PBT</b>	<b>8,194</b>	<b>26%</b>
Tax rate ( assumed rate 25.2%)	2,065	
<b>PAT</b>	<b>6,129</b>	<b>20%</b>

A: Actual; E: Estimated

<sup>1</sup>Estimated booking value of the projects launched or proposed to be launched

\*Finance cost is assumed to be the interest payments made in 9mFY24



Operating Highlights



Strategy & Portfolio



Financial Snapshot

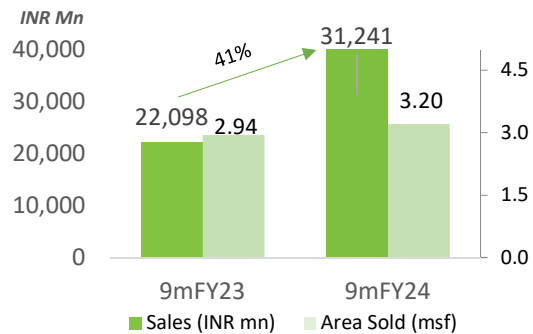


Company Overview

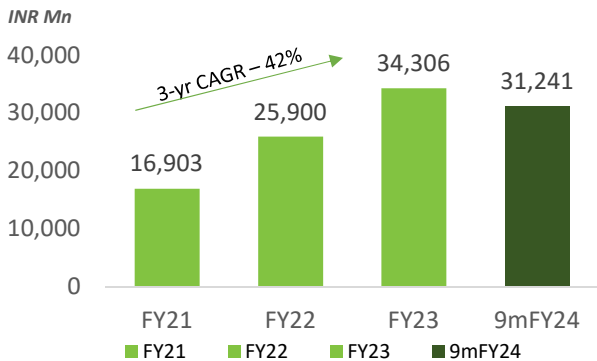


## Strong sales momentum

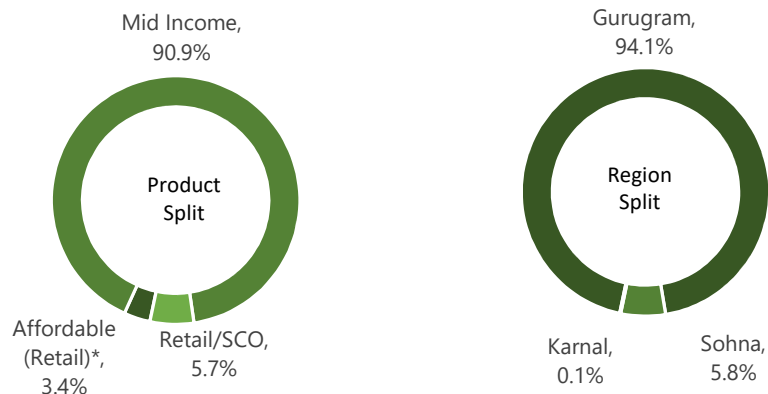
### SALES GROWTH OF 41% IN 9mFY24 VS 9mFY23



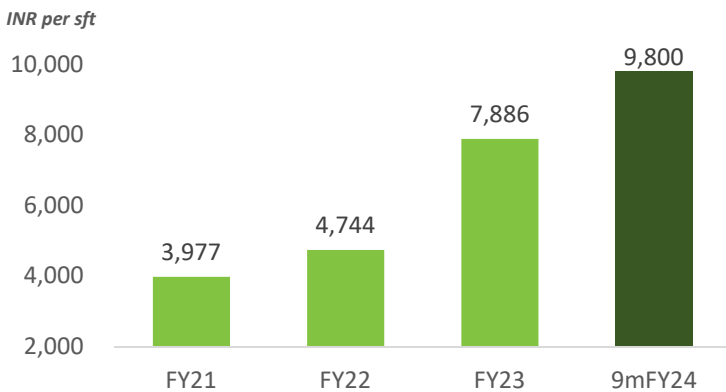
### SALES CAGR OF 42% DURING FY21-FY23



### 9mFY24 SALES COMING FROM HIGH MARGIN MID INCOME PRODUCT



### UPWARD SHIFT IN PER SFT REALISATION



\*Retail Component of Affordable Housing Policy  
Note : Mid Income includes the retail component of the project



## Mid Income projects launched in Q4FY23; strong sales velocity in 9mFY24

### CITY 93



Particulars	Amount
Launch Qtr	Mar-23
# of Residential Units	996
Residential Units Sold Till 31 <sup>st</sup> Dec 2023	865
Sales* in 9mFY24	INR 8,806 Mn

### CITY 92-2



Particulars	Amount
Launch Qtr	Mar-23
# of Residential Units	688
Residential Units Sold Till 31 <sup>st</sup> Dec 2023	546
Sales* in 9mFY24	INR 4,083 Mn

### CITY 79B



Particulars	Amount
Launch Qtr	Mar-23
# of Residential Units	776
Residential Units Sold Till 31 <sup>st</sup> Dec 2023	620
Sales* in 9mFY24	INR 6,199 Mn

\*Sales includes sales of residential units and commercial units

## Seen success in mid income low rise floors since entering the market



CITY 37D



Particulars	Amount
Launch Qtr	Sep-21
# of Residential Units	1,204
Residential Units Sold Till 31 <sup>st</sup> Dec 2023	1,162
Sales* in 9mFY24	INR 1,498 Mn

CITY 81



Particulars	Amount
Launch Qtr	Sep-21
# of Residential Units	828
Residential Units Sold Till 31 <sup>st</sup> Dec 2023	758
Sales* in 9mFY24	INR 2,413 Mn

CITY 63-A

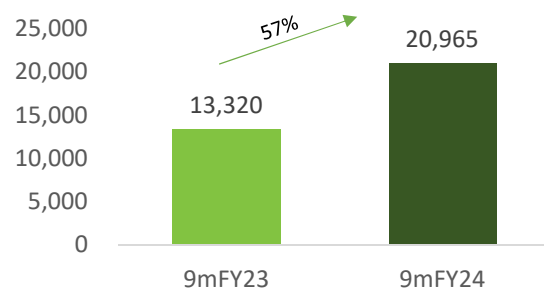


Particulars	Amount
Launch Qtr	Sep-22
# of Residential Units	276
Residential Units Sold Till 31 <sup>st</sup> Dec 2023	238
Sales* in 9mFY24	INR 2,063 Mn

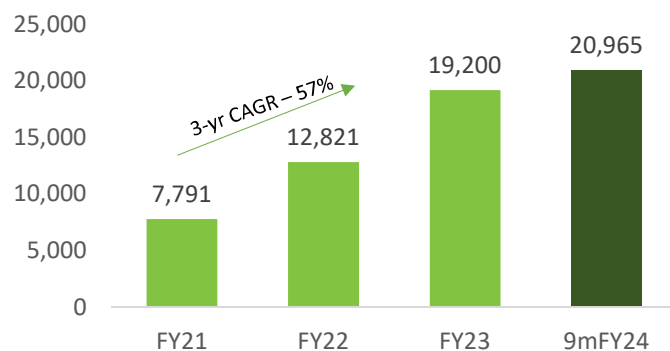
\*Sales includes sales of residential units and commercial units

## Growing collections leading to fast paced construction while maintaining low net debt

### 57% GROWTH IN COLLECTIONS



### COLLECTIONS CAGR OF 57% DURING FY21-FY23



Particulars	9mFY24
Collections	20,965
Others (GST & other charges)	1,573
<b>Cash inflow</b>	<b>22,538</b>
Less : Operating Expenses	
- Construction Expenses (incl. allied approval expenses)	9,849
- SG&A	3,914
- Taxes (Direct & Indirect)	1,213
<b>Operating Cashflow available for Growth &amp; Capital Providers</b>	<b>7,562</b>
Add: IPO Proceeds	6,030
Less: Land Advance/Acquisition*	9,508
Less: Interest payments	1,581
<b>Decrease/(Increase) in Net Debt</b>	<b>2,503</b>



## Successful deliveries in recent times gives confidence to customers



**SG Park, Sohna**



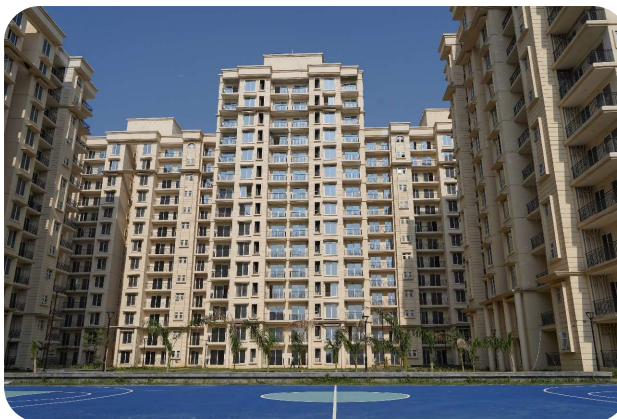
**Orchard Avenue – Sector 93, Gurugram**



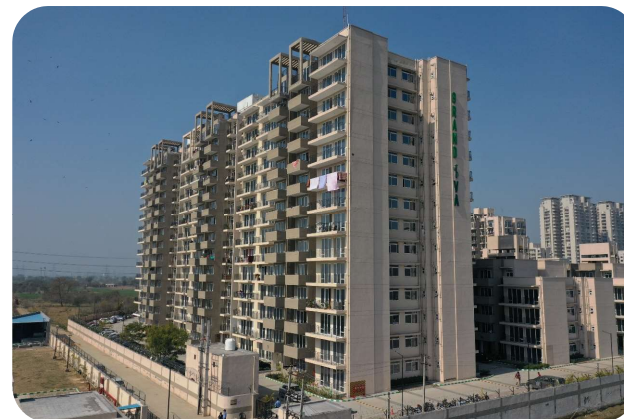
**Orchard Avenue 2 – Sector 93, Gurugram**



**Roselia, Sector 95A, Gurugram**



**Serenas, Sohna**



**Grand Iva, Sector 103, Gurugram**

# Strong Portfolio of 45.3 msf across Ongoing and Forthcoming projects

Ongoing projects of 16.9 msf saleable area

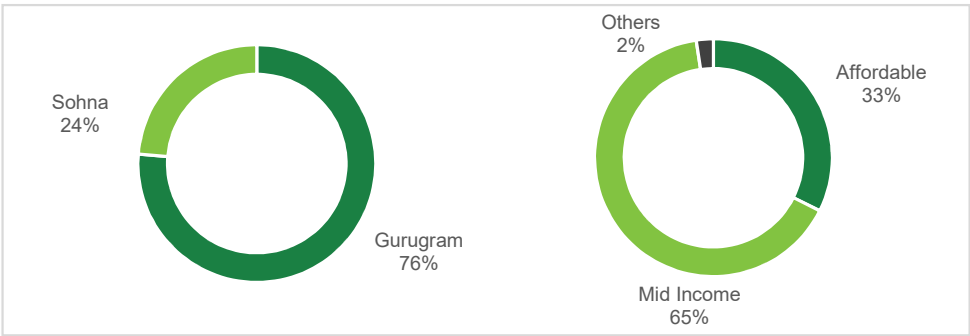
Forthcoming projects of 28.4 msf saleable area<sup>1</sup>

## Strong project pipeline to result in sustainable growth

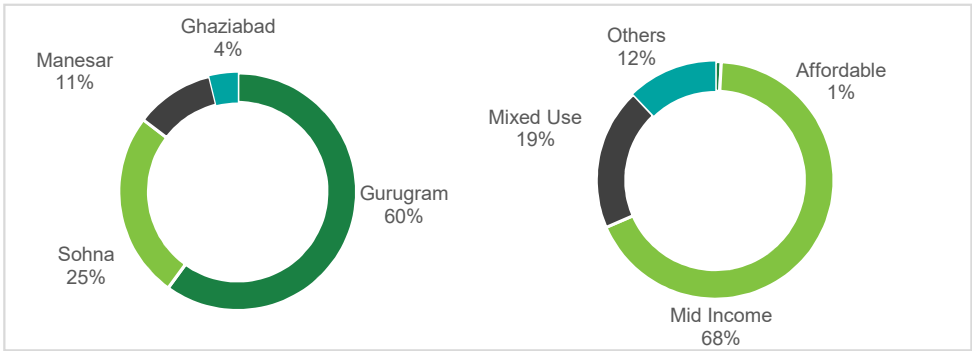
Category	Affordable Housing	Mid Income Housing	Mixed Use	Others	Total
Ongoing	5.2	11.3	0.0	0.4	16.9
Forthcoming	0.2	19.2	5.5	3.4	28.4
<b>Total</b>	<b>5.4</b>	<b>30.5</b>	<b>5.5</b>	<b>3.8</b>	<b>45.3</b>

*Estimated launch of all upcoming projects between FY24 and FY26*

## Ongoing Projects (msf)



## Forthcoming Projects (msf)

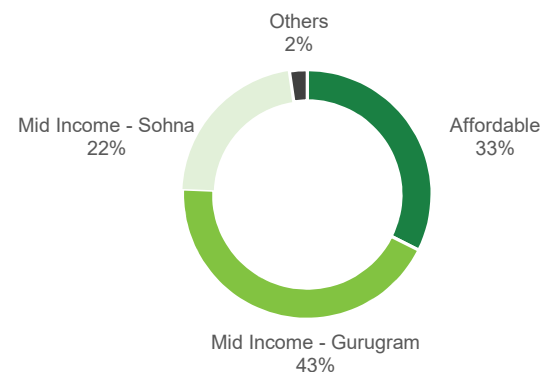


<sup>1</sup>Saleable Area potential for forthcoming projects is based on best estimates as per the current zoning regulations

## Snapshot of Ongoing Portfolio; Aim to be delivered by FY26

Category	Number of Projects	Land (in acres)	Saleable Area (in sft)	Sold Area (%)	Sold Value (INR mn)
Affordable	9	59.1	5.2	93.0%	23,797
Mid Income - Gurugram	8	91.6	7.5	91.6%	46,887
Mid Income - Sohna	6	52.2	3.8	97.7%	21,189
Others – Retail/SCO	5	15.7	0.4	79.4%	3,891
<b>Total</b>	<b>28</b>	<b>218.5</b>	<b>16.9</b>		<b>95,764</b>

### Category Wise Share of 16.9 mn sft Ongoing Portfolio



c. 110,000 mn<sup>1</sup> of Revenue yet to be recognized from Ongoing Projects

	Collected <sup>2</sup>	To Be Collected	Value of Unsold <sup>3</sup>	
Ongoing Portfolio	43,135	52,629	13,797	109,562

- Ongoing projects are expected to be completed between FY24 - FY26
- Estimated revenue recognition of c. INR 110,000 mn over FY24 – FY26
- Estimated collection of c. INR 65,000 mn from ongoing projects over FY24 – FY26

<sup>1</sup>Does not include any minor unsold area or future collection from Completed Projects which would lead to additional revenue recognition

<sup>2</sup>Does not include INR 10,277 mn which has been recognized as revenue in Ongoing Projects till 31<sup>st</sup> Dec 2023 as OC's are received unit wise in Low Rise Mid Income

<sup>3</sup>Estimated value of unsold inventory basis company analysis



## Focus across three distinct micro markets fueled by world class infrastructure

### THREE FOCUS AREAS

#### 1) Sector 71 12.25 mn sft<sup>1</sup>

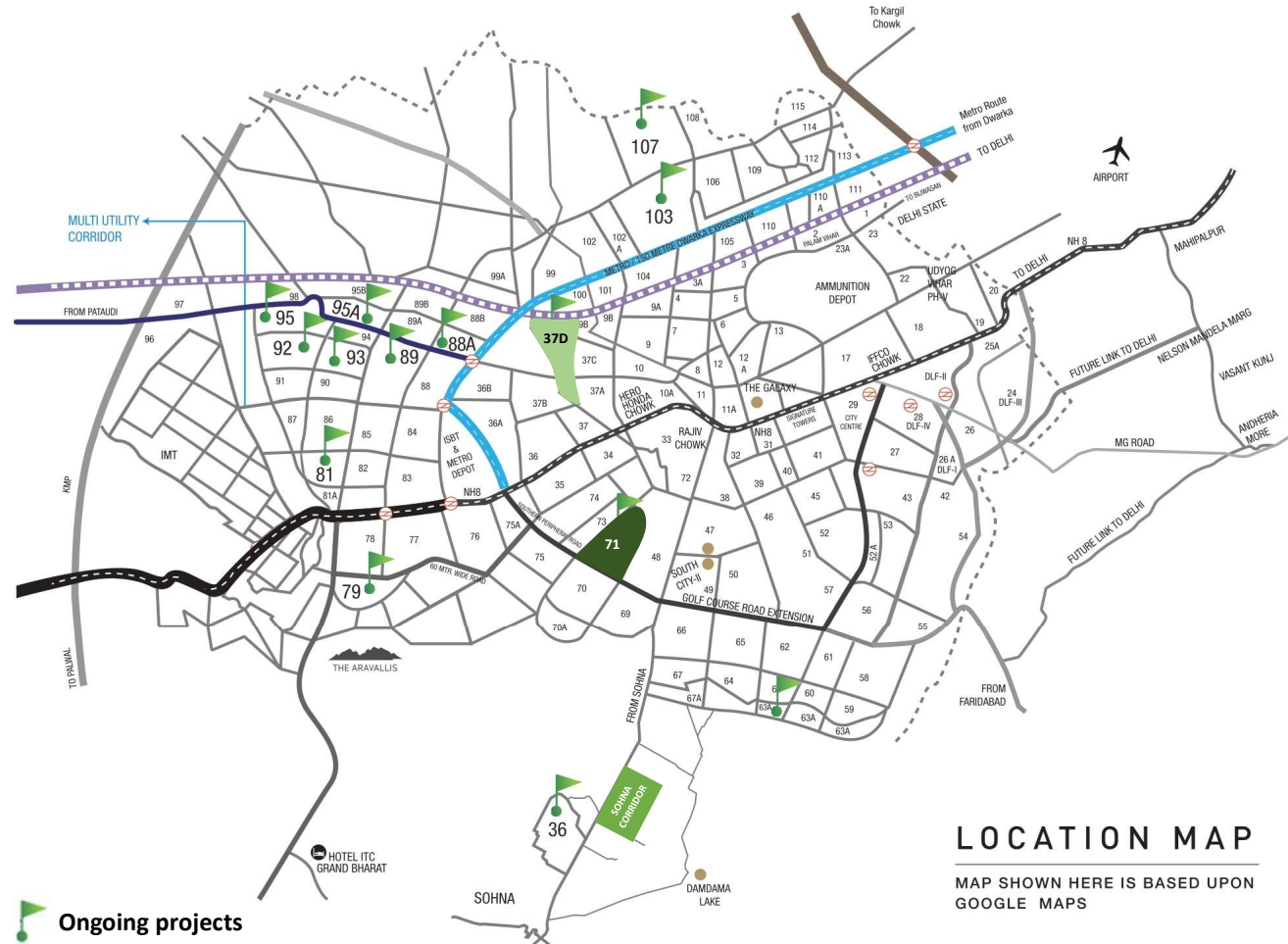
Proximity to all prime areas of Gurugram; red light free to Golf Course Road in future

#### 2) Sohna Elevated Corridor 7 mn sft<sup>1</sup>

Opened in 2022; Closer to Cybercity and MG Road than parts of Gurugram

#### 3) Sector 37D 3.1 mn sft<sup>1</sup>

Dwarka Expressway to be inaugurated in FY24 by Hon'ble Prime Minister



### LOCATION MAP

MAP SHOWN HERE IS BASED UPON  
GOOGLE MAPS

<sup>1</sup>Saleable Area potential for forthcoming projects in the focus area - based on best estimates as per the current zoning regulations

## Strong pipeline of mid income housing projects across focused micro markets; aim to launch by FY26



Location	Project	Land (in acres)	Estimated Saleable Area <sup>1</sup> (in sft)
Sector 71, SPR	Group Housing	22.5	3.0
	Residential	24.6	3.7
	Mixed Use Land	25.1	5.5
Sector 37D, DXP	Group Housing	20.2	2.7
	Group Housing	2.3	0.3
	Low Rise Floors	1.7	0.1
Sohna Corridor	Low Rise Floors	5.2	0.3
	Low Rise Floors	134.0	4.6
	Industrial Plots		2.0
Other	Low Rise Floors – Manesar	150.4	2.0
	Industrial Plots – Manesar		0.9
	Various	31.4	3.1
<b>Total</b>		<b>417.4</b>	<b>28.4</b>

***Each focus area has distinct price point thus catering to diverse consumers***

Market	Selling Price*
<b>Sector 71</b>	<b>INR 15,000 psft</b>
<b>Sector 37D</b>	<b>INR 13,000 psft</b>
<b>Sohna Corridor</b>	<b>INR 10,000 psft</b>

*\*Subject to market conditions.*

<sup>1</sup>Saleable Area potential for forthcoming projects is based on best estimates as per the current zoning regulations

# Business Development - Sector 71 portfolio crosses 10 mn sft

## New additions to portfolio

Location	Land Area (acres)	Usage	Estimated Saleable Area (in mn sft) <sup>1</sup>	Status
Sector 71	25.13	Mixed Land Use	5.50	SPA executed, Company acquisition under process
Sector 71	4.26	Residential	0.53	Entered into JDA
Sector 71	1.0	Residential	0.19	Entered into JDA
Sohna	5.44	Low Rise Floors	0.18	Registered Collaboration
Sohna		Industrial Plots	0.08	
Manesar	8.48	Low Rise Floors	0.12	Registered Collaboration
Manesar		Industrial Plots	0.05	
<b>Total</b>	<b>44.31</b>		<b>6.65</b>	

## Update on existing portfolio

Location	Land Area (acres)	Usage	Estimated Saleable Area (in mn sft) <sup>1</sup>	Status as on RHP	Current Status
Sector 71	25.75	Residential	3.25	Company had entered into an ATS	Sale deed registered
Sector 71	16.12	Residential	2.50	Company had entered into an ATS	Entered into JDA
<b>Total</b>	<b>41.87</b>		<b>5.75</b>		

<sup>1</sup>Saleable Area potential for forthcoming projects is based on best estimates as per the current zoning regulations



Operating Highlights



Strategy & Portfolio



Financial Snapshot



Company Overview

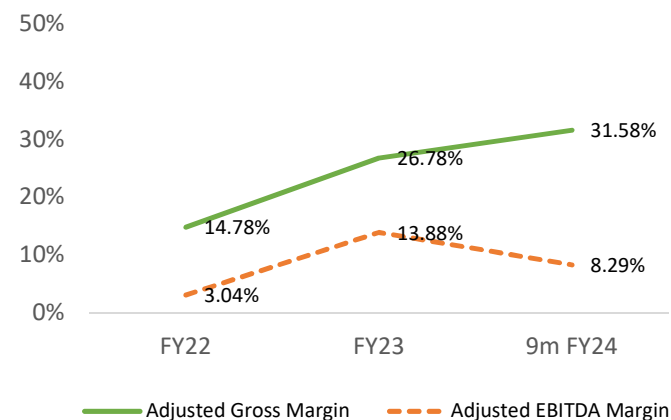




## Consolidated PL Snapshot

PL Statement (INR mn)	9mFY24	9mFY23	Y-o-Y%	FY23
<b>Revenue from real estate properties</b>				
- Mid- Income Housing	3,142	3,104	1.20%	6,671
- AHP	2,051	5,144	-60.14%	8,560
<b>Total Revenue from real estate properties</b>	<b>5,192</b>	<b>8,249</b>		<b>15,231</b>
Cost of Goods Sold	(3,553)	(5,838)		(12,329)
<b>Adj. Gross Profit<sup>(i)</sup></b>	<b>1,640</b>	<b>2,411</b>		<b>4,079</b>
<b>Adj. Gross Profit %<sup>(ii)</sup></b>	<b>31.58%</b>	<b>29.23%</b>		<b>26.78%</b>
Other operating revenue & income	653	324		405
Employee Cost	(807)	(617)		(885)
SG&A	(587)	(511)		(908)
Other expenses	(446)	(309)		(534)
<b>Adj. EBITDA<sup>(iii)</sup></b>	<b>453</b>	<b>1,299</b>		<b>2,156</b>
<b>Adj. EBITDA %<sup>(iv)</sup></b>	<b>8.29%</b>	<b>15.30%</b>		<b>13.88%</b>

### Adjusted Gross Margin % & Adjusted EBITDA Margin %



- Decline in revenue recognition during 9mFY24 versus 9mFY23 due to lower completions
- Improvement in Adjusted Gross Profit margin due to recognition from higher margin products

#### Notes:

(i) Adjusted Gross Profit is calculated as revenue from real estate operations (comprises revenue from sale of real estate properties, forfeiture income/cancellation charges, compensation received on compulsory acquisition of land and other operating income related to real estate business) less cost of sales relating to real estate operations (i.e. cost of sales as reduced by finance cost written off through cost of sales and cost of sales relating to contracting business).

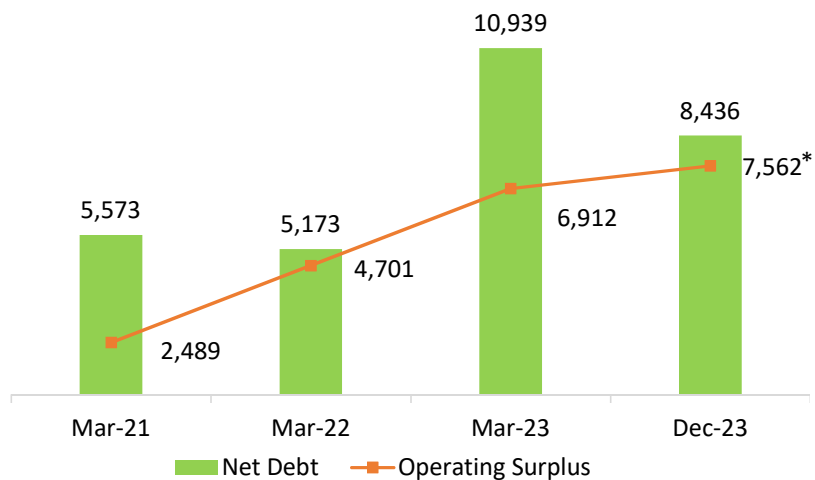
(ii) Adjusted Gross Profit Margin is calculated as Adjusted Gross Profit divided by revenue from real estate operations (comprises revenue from sale of real estate properties, forfeiture income/cancellation charges, compensation received on compulsory acquisition of land and other operating income related to real estate business).

(iii) Adjusted EBITDA refers to earnings before interest, taxes, depreciation, amortization ("EBITDA"), plus finance cost written off through cost of sales and Adjustment of gain/loss on fair valuation of derivative instruments and impairment of Goodwill.

(iv) Adjusted EBITDA Margin is calculated as Adjusted EBITDA divided by revenue from operations.

## Net Debt Position of the Company with Growing Operating Cashflows

Operating Surplus<sup>1</sup> and Net Debt<sup>2</sup> (INR mn)



Lenders to Signature Global



**INR 8,436 mn Net Debt allows room for portfolio growth**

<sup>1</sup> Operating surplus before land advance/ acquisition reflect the surplus post construction expenses, selling, general and administrative expenses and taxes adjusted from collections

<sup>2</sup> Net debt comprise of non-current and current debts (including trade payables and other financial liabilities) as reduced by cash and cash equivalents, bank balances other than cash and cash equivalents and current investments

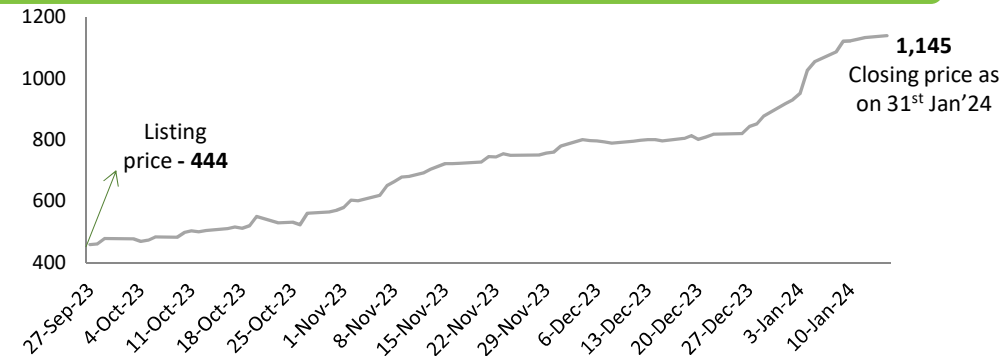
\*Operating surplus for 9m FY24

## Strong debut at the stock exchange

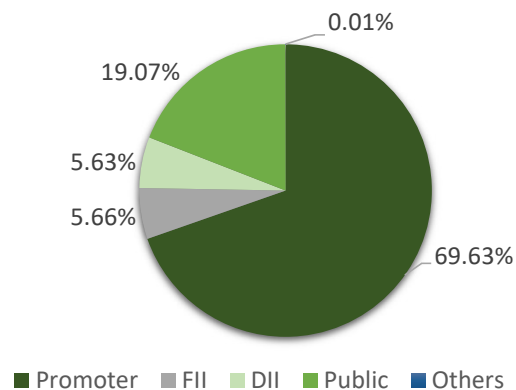
### Issue details

Issue Size	INR mn
Fresh issue size	6,030
Offer for sale issue size	1,270
<b>Total issue size</b>	<b>7,300</b>

### Share price performance – stellar 2.5x return from offer price of Rs. 385



### Shareholding pattern as on 31<sup>st</sup> Dec 23



### Key Institutional Investors

The Nomura Trust And Banking Co.	Eastspring Investments
Kotak MF	Nippon India
Bandhan MF	BOFA Securities
Prudential Hong Kong Limited	Morgan Stanley Asia
JM Financial MF	Societe Generale
Lionglobal Investment Funds	Goldman Sachs (Singapore)
	BNP Paris

>55k public shareholders on the date of listing



Operating Highlights



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## Largest Player in Delhi NCR's Affordable and Lower Mid-Income Housing Market

### Focus on Affordable & Mid Income housing



- Commenced operations<sup>#</sup> in **2014** with focus on **affordable housing**
- Ventured into **mid-income housing market** in **2017** with first project launch under DDJAY scheme

### Disciplined Approach to Land Acquisition



- Lead-time from acquisition of land to launch of projects has been typically upto **18 months**
- High asset turnover** without taking significant debt

### Well Established Brand in the Delhi NCR market



- Signature Global** has a strong brand recall
- Sales team of **156 members<sup>2</sup>** & network of **1,200<sup>2</sup> channel partners<sup>3</sup>**

### Strong Project Pipeline



- On-going pipeline of **16.9 msf<sup>2,3</sup>**
- Forthcoming pipeline of **28.4 msf<sup>2,3</sup>** of saleable area

### Leading Position in Delhi NCR in less than a decade



- Market share<sup>1</sup> of **19%** in Delhi NCR and **30%** in Gurugram in terms of units supplied < INR 8Mn
- Achieved sales bookings of **INR 34,306 Mn** in FY23 and **42.46%** sales CAGR in last three years (FY21-FY23)

### High corporate governance with Marquee Equity Investors in the Issuer Company



\* rounded off from two decimal points # through its Subsidiary, Signature Builders Private Limited

1: From CY 2019 to CY 2021 (Source Anarock Report)

2: As of 31<sup>st</sup> Dec, '23

3: Saleable Area potential for forthcoming projects including new portfolio additions is based on best estimates as per the current zoning regulations

## Track Record of Execution

### Delivered Housing Projects Totaling to c. 8.1 msf<sup>1</sup>



Solera	Synera	Grand Iva	Orchard Avenue	Serenas
Sector 107, Gurugram	Sector 81, Gurugram	Sector 103, Gurugram	Sector 93, Gurugram	Sector 36, Sohna
1,157 units	898 units	1,581 units	800 units	1,418 units



Best Affordable Developer of the Year at  
the 13th Annual Estate Awards 2021



Developer of the Year, Residential, at the  
13th Realty+ Awards (North), 2021



Urban Development Conclave, 2022- DTCP<sup>2</sup>,  
Govt. of Haryana recognized development -  
Solera 107 & Sunrise Floors

<sup>1</sup>As of Mar 1, 2023, Company has 12 Completed Projects with a Saleable Area of 6.1 mn square feet. Ongoing Projects have additionally received occupation certificates for 1.4 mn sft Saleable Area and Promoter Holding Company, Sarvpriya Securities Private Limited, has also completed an aggregate Saleable Area of 0.6 mn square feet in two projects

<sup>2</sup>:DTCP Directorate of Town and Country Planning, Haryana

## ... With Quick Turnaround of Land Resources

2.2 msf of Individual Floors completed

**Sunrise & Karnal City : Completed 906 Units**



**Park Series: Completed 1,412 units**



Disciplined approach to land acquisition leading to quick turnaround of up to 18 months from acquisition to launch

Project	Land Acquisition Date	Launch Date	Time from Land Acquisition to Launch (Years)
Synera <sup>#</sup>	Apr 8, 2014	Dec 27, 2014	0.7
Grand Iva <sup>#</sup>	Sep 21, 2015	Oct 14, 2015	0.1
Park 4 <sup>##</sup>	Nov 6, 2019	Aug 4, 2020	0.7
City 37D <sup>##</sup>	Dec 9, 2019	July 15, 2021	1.6

Construction timelines of 4 yrs – 5 yrs despite NGT<sup>1</sup> bans on construction and COVID related disruptions

Project	EC Date <sup>2</sup>	OC Receipt Date <sup>3</sup>	Construction Period (Years) <sup>4</sup>
Solera	Jan 5, 2015	Oct 3, 2018	3.7
Synera	Mar 9, 2015	Oct 24, 2019	4.6
Grand Iva	Sep 29, 2016	Apr 20, 2021	4.6
Sunrise	Apr 4, 2018	Oct 21, 2021 <sup>5</sup>	3.6
Roselia 2	Jan 28, 2019	May 06, 2022	3.3

Quick turnaround model has enabled to generate cash flows in a short period to support further developments

<sup>#</sup> Date of launch represents the start date of application from published advertisement in the newspaper; <sup>##</sup> Date of launch represents the date of first booking with respect to DDJAY and other projects

1- NGT- National Green Tribunal (The NGT has, in recent times imposed a number of restrictions on real estate developers and construction activities to curb pollution levels in the months of December and January in north India)

2 EC- Environment Clearance ; 3 OC- Occupation Certificate ; 4: Construction period is time period between receipt of Environment Clearance and Occupation Certificate; 5. Date of last occupation received for last residential unit in the project

## Well Established Brand and Strong Distribution Network Focused on Mid-Income Segments

### Well entrenched sales and distribution network driving customer acquisition

#### Strong Distribution Network

- ✓ Strong in-house direct sales team of 45 members<sup>1</sup> and indirect sales team of 111 members<sup>1</sup>
- ✓ Wide network of **1,200<sup>1</sup> active channel partners** driving customer traffic to the website
- ✓ Digital experience centers and augmented reality for project walkthroughs providing immersive experience for customers

### Strong Brand Recall



*Engaged celebrity brand ambassadors for various campaigns*

Campaign Name	Response <sup>2</sup>
Kiraye se Azadi	56.79 mn views
Apne Ghar Pe Kaisa Lockdown (featuring Vidya Balan)	4.10 mn views
Independent Floors for Independent You	4.40 mn views
Diwali Apne Ghar Wali	20.40 mn views
Life at Signature Global TVC	13.81 mn views
Smart Decision (featuring Vidya Balan)	5.14 mn views

Effective marketing and distribution strategy with several national level campaigns to increase brand reach



## Standardized Product Leading To Low Design Costs & Higher Design Efficiencies...

### Using Aluminium Formwork Technology to Reduce Construction Time

- Imported the Aluminum formwork technology providing a competitive edge
  - ❑ **Reduced structure cost**
  - ❑ **Increased pace of construction**
  - ❑ **Results in strong and high-quality structures**



### Standardization providing unique advantages

- ✓ Standardization of product design, technical specifications and layout plans
- ✓ Low design costs allowing faster replication
- ✓ Quick turnaround at predictable costs, leading to efficient execution on a larger scale

Standardization helping provide high quality products at competitive prices to consumers

## Leveraging Technology for efficiency & scale

### Digital Integration of all stakeholders

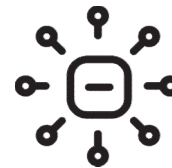
- ✓ Stronger Internal Controls
- ✓ Human Resource Management Software
- ✓ Strong Linkage with Core ERP

**SAP**

**SALESFORCE**

- ✓ Strong Tools for Pre & Post Sales Management
- ✓ Better Lead Generation & Follow Ups
- ✓ Automated Sales Booking System
- ✓ Enhanced Customer Experience

### Strong emphasis on digital sales



*Projects being sold through various digital channels including website since 2014*

*AHP projects sold exclusively through digital channels mandated by "DTCP" since Jan 2022*

*Selling units digitally enhancing scale and reach of brand and enabling faster sales*

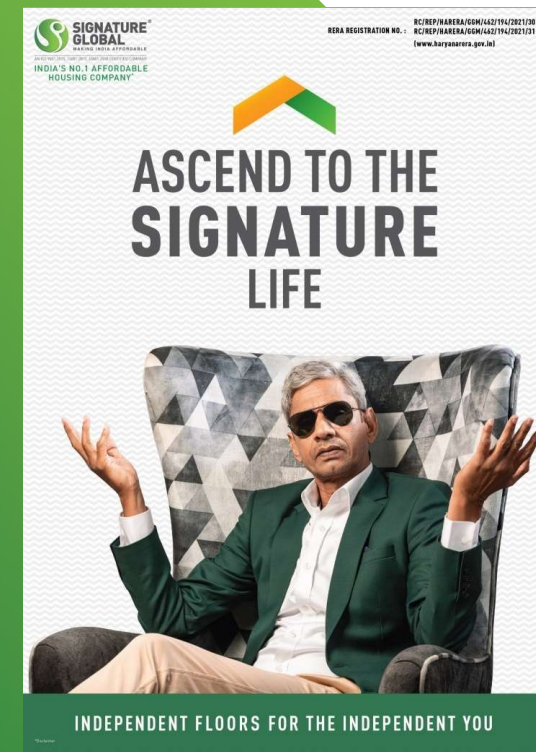
**100% Digitally Sold Projects**



**Continued focus on digitization leading to faster sales, greater efficiency and reduced manpower costs**

## Trusted brand with strong campaign being run at a national level

- **Relatable** brand ambassadors like **Vidya Balan** and **Vijay Raaz**
- Company has strong presence across social media and has touched **c. 30 mn social media users**
- Strong in-house direct sales team of **45 members<sup>1</sup>** and indirect sales team of **111 members<sup>1</sup>**
- Wide network of **1,200<sup>1</sup> active channel partners** driving customer traffic to the website
- **Digital experience centers and augmented reality** for project walkthroughs providing immersive experience for customers
- Company has been certified as **Great place to work\***







<sup>1</sup>As on 31<sup>st</sup> Dec 2023

\*Recognized by Great Place to work India in Dec '23

## High Quality Board & Experienced Management Team

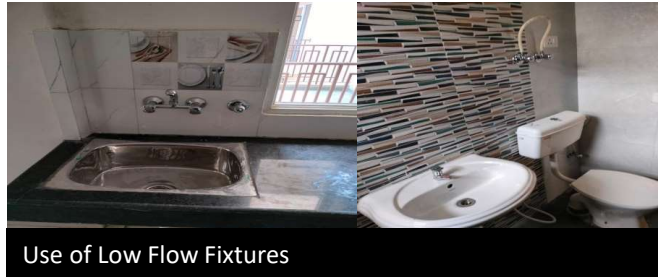


	Name	Designation	Brief Profile
	<b>Pradeep Kumar Aggarwal</b>	Chairman & Whole-Time Director	8+ years of experience in real estate industry; Served as MD on the board of SMC Comtrade Limited for 10 years
	<b>Lalit Kumar Aggarwal</b>	Vice Chairman & Whole-Time Director	7+ years of experience in real estate; responsible for the construction, marketing and HR aspects
	<b>Ravi Aggarwal</b>	Managing Director	9+ years of experience in real estate; CA; Responsible for overall business development of Company; Ex-Director of SMC Insurance Brokers
	<b>Devender Aggarwal</b>	Joint MD & Whole-Time Director	11+ years of experience in real estate; Plays key role in formulation & implementation of Company's forward plans;
	<b>Rajat Kathuria</b>	Chief Executive Officer	CA; Previously worked with Ernst & Young LLP for over 9 years & served as a Director with KPMG India for over 4 years
	<b>Sanjay Kumar Varshney</b>	Chief Operating Officer	Previously associated with Mahagun, the Corenium as a Senior Vice President (construction & planning)
	<b>Meghraj Bothra</b>	Company Secretary & Compliance Officer	ICSI; ICMAI; Worked with 'Digispice Technologies Ltd , DCM Shriram Ltd & Dhanuka Pesticides Ltd
	<b>Manish Garg</b>	Chief Financial Officer	CA; Previously associated with Bhargava Garg & Asso, Jaiprakash Asso Ltd, ATS Infra Ltd & JM Housing Ltd

Independent Directors	
	<b>Kundan Mal Agarwal</b> Ex-director on board of SMC Global Securities Ltd & Moneywise Financial Services
	<b>Venkatesan Narayanan</b> Served in Centrum Infrastructure and Realty Limited, and was an independent director of Industrial Investment Trust Limited
	<b>Chandra Wadhwa</b> Holds a certificate of registration to act as an insolvency professional ; Admitted as a fellow member of the ICSI, ICWA
	<b>Lata Pillai</b> Served as the "group president (large corporates)" at Yes Bank Limited for a period of over two years



# Focus On Sustainable Development



## INDUSTRY LEADING CERTIFICATIONS



Green Building Certification\*



IGBC Certification



Occupational Health & Safety



Quality Management Systems



Environmental Management System

All projects launched between FY20-FY22 have been either Edge or IGBC certified

\*EDGE is a registered trademark of IFC





**SIGNATURE  
GLOBAL**<sup>®</sup>  
MAKING INDIA AFFORDABLE

AN ISO 9001:2015; 14001:2015; 45001:2018 CERTIFIED COMPANY

**THANK YOU**