



# KESAR INDIA LIMITED

CORPORATE PRESENTATION-2023



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01 —

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# ABOUT US..

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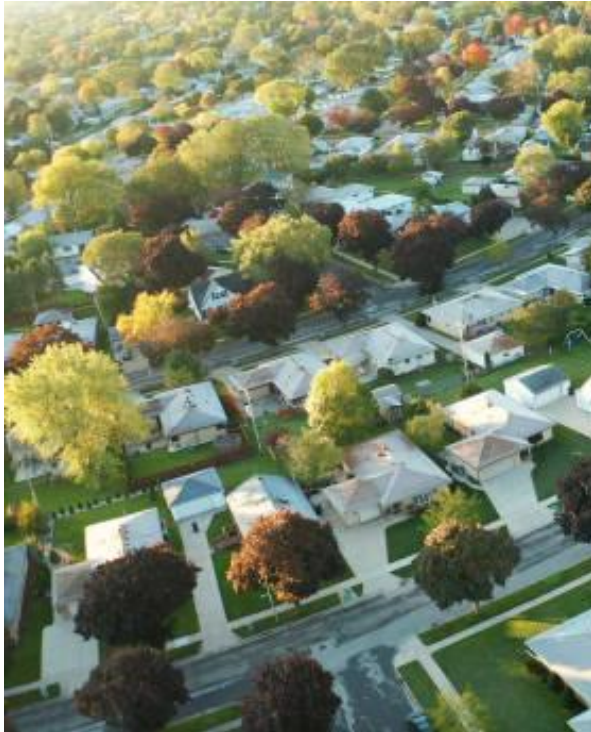


- ❖ Kesar India Ltd is a Real Estate Development Company with **presence in Nagpur (Maharashtra)**
- ❖ The company focuses on **Leisure & Luxury Family Residential And Commercial Projects.**
- ❖ The company develops and construct projects such as **Residential & Commercial Plotting, Residential Houses, Villas, Towers, Complexes & Commercial Shops & Malls.**
- ❖ The company currently undertaking development of plot land measuring **21,24,654 sq. ft.** located in Nagpur.
- ❖ The company is an **ISO – 9001:2008** Certified Company.
- ❖ The total land reserves owned by the promoter, our Company member of promoter group and others is **123.70 lakh square feet.**

# BUSINESS SEGMENT

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04 —



RESIDENTIAL



COMMERCIAL



PLOTTED  
DEVELOPMENTS





# WHAT WE DO?

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05 —

## Company is into developing:

- ✓ Development and sale of commercial properties including those that are integral to the residential developments.
- ✓ Developing and selling the plots.

# HOW WE DO?

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- ✓ Identification and Acquisition of land
- ✓ Project Conceptualization
- ✓ Executing and marketing of our projects
- ✓ Maintenance and management of our completed projects
- ✓ Developments through expert service providers



# PROJECTS COMPLETED

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06 —



# PROJECTS COMPLETED

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07 —

01

## KESAR SIGNATURE

Location: BHILGAON -KAMPTEE  
Project Type: PLOTS  
Rights of Kil Ltd: DEVELOPER  
Developeable Area (Sq. Ft.): 1,74,375  
Saleable Rera Carpet Area (Sq. Ft.): 89,913

02

## KESAR 45

Location: Yerkheda - Kamptee  
Project Type: PLOTS  
Rights Of Kil Ltd: DEVELOPER  
Developeable Area (Sq. Ft.): 48,438  
Saleable Rera Carpet Area (Sq. Ft.): 28,270

03

## KESAR SHREE

Location: Yerkheda - Kamptee  
Project Type: PLOTS  
Rights of Kil Ltd: CO-OWNER  
Developeable Area (Sq. Ft.): ~60,000  
Saleable Rera Carpet Area (Sq. Ft.): 38573

04

## KESAR VIHAR

Location: Bhilgaon -Kamptee  
Project Type: PLOTS  
Rights of Kil Ltd: CO-OWNER  
Developeable Area (Sq. Ft.): 1,32,396  
Saleable Rera Carpet Area (Sq. Ft.): 78,541

05

## KESAR GARDEN

Location: Kamptee-nagpur  
Project Type: PLOTS  
Rights of Kil Ltd: OWNER  
Developeable Area (Sq. Ft.):1,70,070  
Saleable Rera Carpet Area (Sq. Ft.):1,25,168

06

## KESAR 29

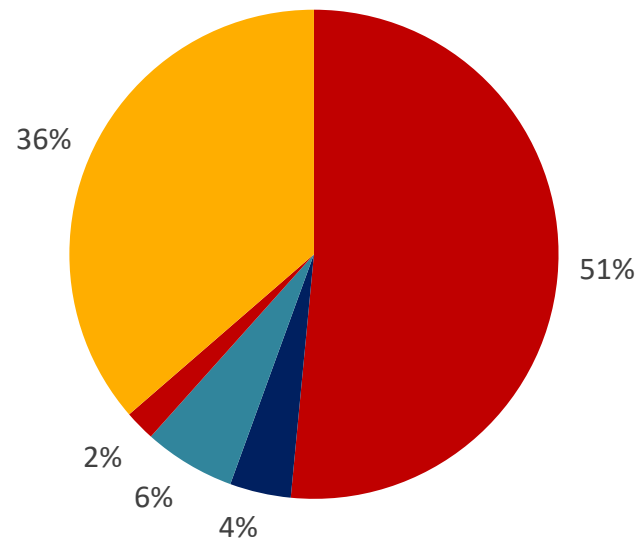
Location: Yerkheda -Kamptee  
Project Type: PLOTS  
Rights of Kil Ltd: CO-OWNER  
Developeable Area (Sq. Ft.): 31,215  
Saleable Rera Carpet Area (Sq. Ft.): 15,657



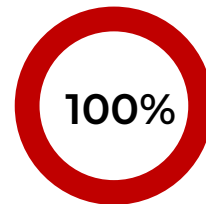
# ONGOING PROJECT

## - Kesar Gateway

08

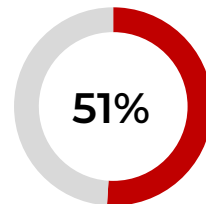


■ Residential    ■ Commercial  
■ Public Utility    ■ Convenient Store  
■ Remaining Space



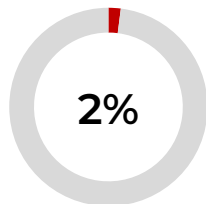
### TOTAL AREA

- ✓ Project is of 36 acres.
- ✓ Total developable area is 15,68,160 sq.ft
- ✓ Total saleable area is of 10,00,000 sq ft



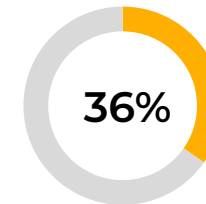
### RESIDENTIAL

- ✓ 350 Plots
- ✓ Independent bungalows of 2/3/4 & 5 BHK configuration



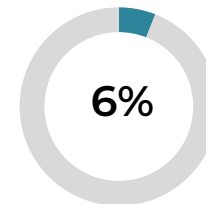
### CONVENIENT STORE

- ✓ Consists of 32,000 sq.ft
- ✓ Independent convenient shops and marts



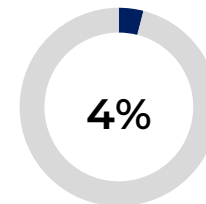
### REMAINING SPACE

- ✓ Area is 5,68,160 sq.ft
- ✓ This space would be meant for the roads & open land



### PUBLIC UTILITY

- ✓ Consists of 92,000 sq.ft
- ✓ Hospital, schools, colleges



### COMMERCIAL

- ✓ Consists of 70,000 sq.ft
- ✓ Malls, multiplex and big box stores

# ONGOING PROJECT

- Kesar Gateway

**Total Land Area** : 14.52 Hectares Or ~36 Acres

**Location** : Located On Nh-44 Highway, Nagpur

**Surroundings** : Asha Hospital, Dps School, Eden Gardens, Orange City Project

**Existing Structures** : None

**Zone** : Residentail & Commercial

**Reservations** : Nil

**Approvals** : All Necessary & Required Approvals Have Been Duly Obtained

**Ownership** : Freehold Land





# REAL ESTATE INDUSTRY

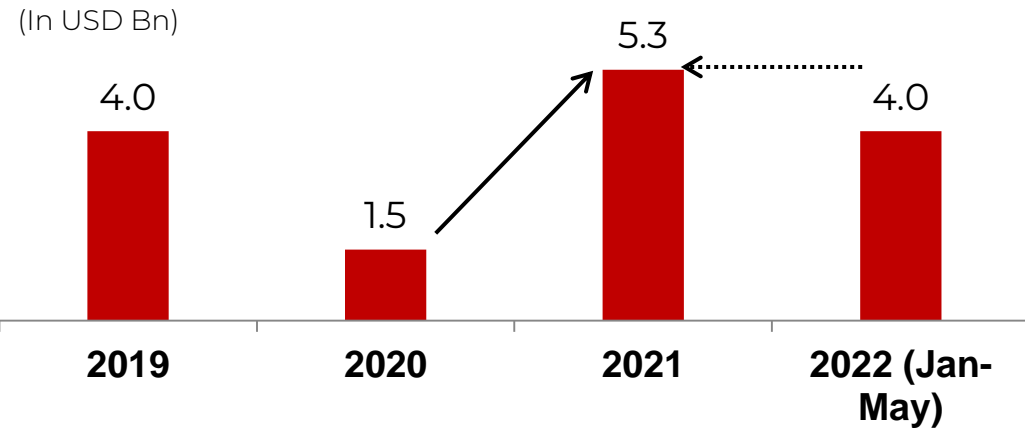
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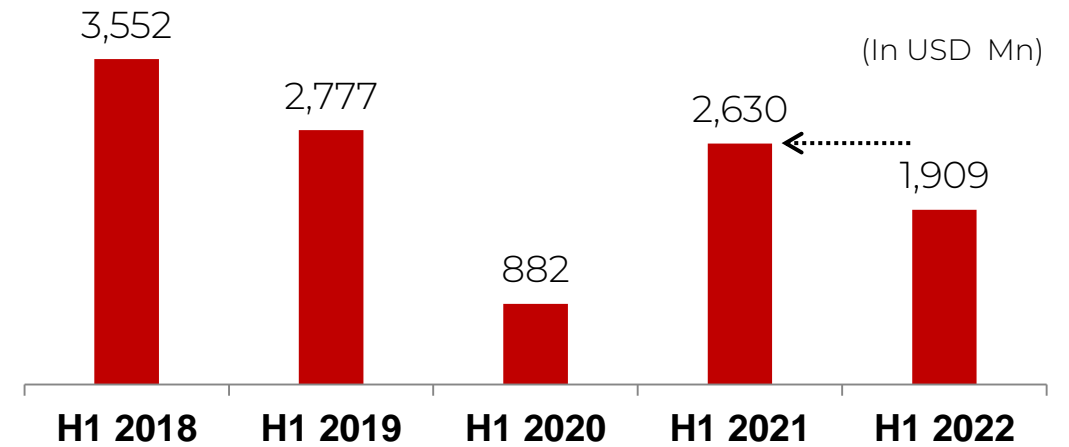
10 —



## LENDING MADE BY BANKS



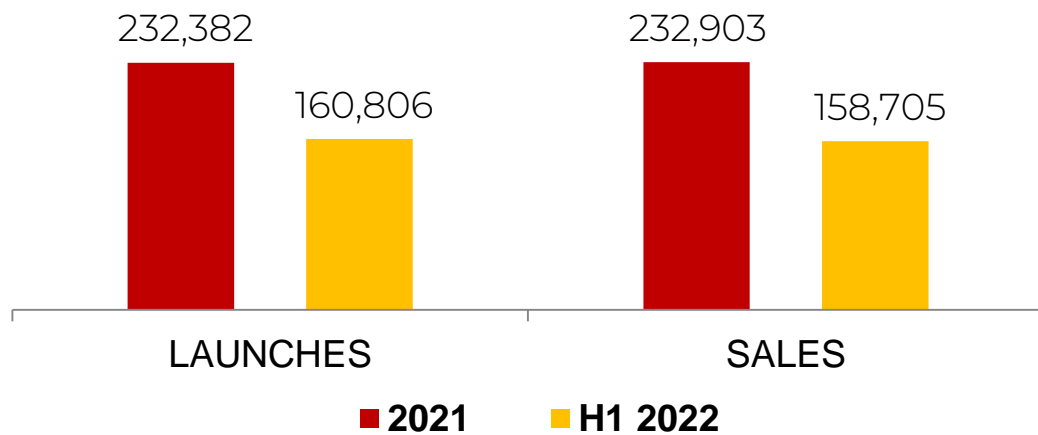
## H1 2022 INVESTMENTS NEAR 73% OF THE PREVIOUS VOLUME PERIOD



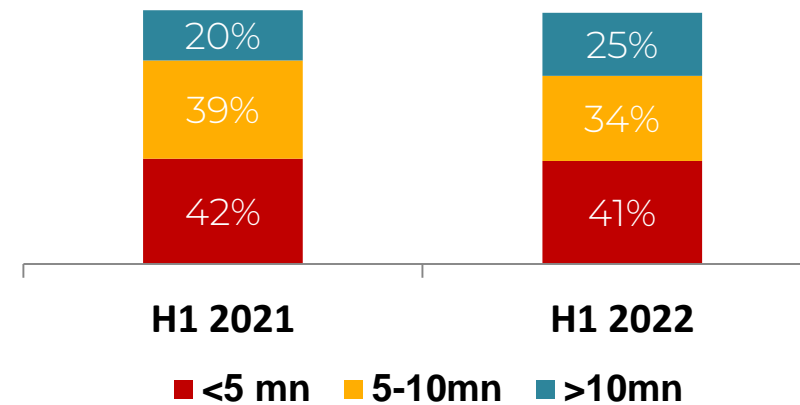
SOURCE : JLL – Capital Markets, 2022

- 3.5x growth in real estate lending by banks in 2021 post the pandemic
- Real Estate lending by banks during the first five months of 2022 equals 75% of 2021 levels
- The office sector witnessed 26mn sq.ft of net absorption in 21' reviving up the growth cycle
- The year 2021 witnessed a revival in investments leading to the first half of 2021 registering investments of USD 2,630 mn.
- Indian real estate saw sustained recovery despite the pandemic that began in 2020 and the geopolitical turmoil in 2022.



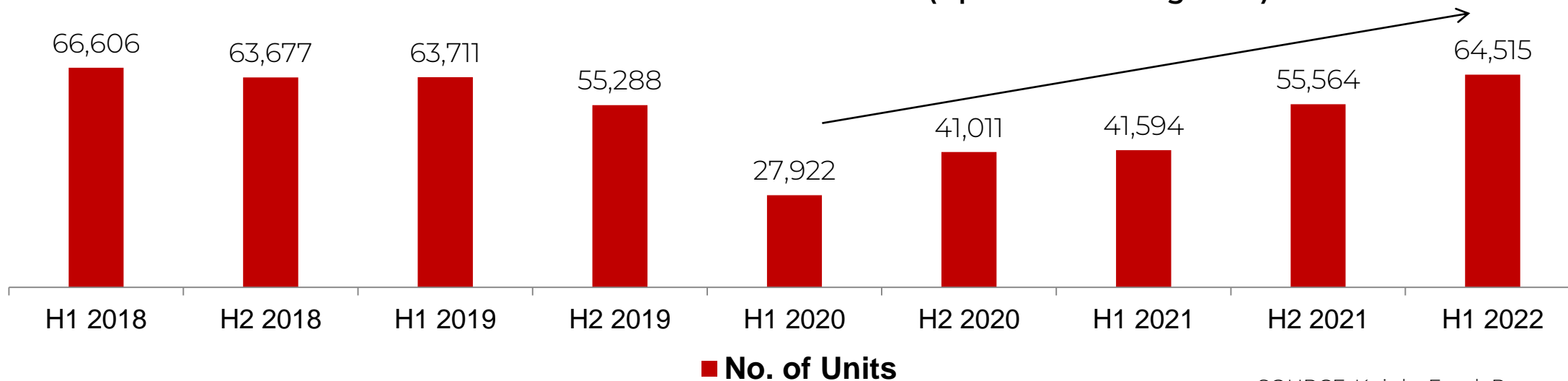


### TICKET SIZE SPLIT COMPARISON OF SALES DURING H1 2021 & H2 2022



SOURCE: Knight Frank Research

### AFFORDABLE MARKET ACTIVITY (Upto Inr 5mn segment)



SOURCE: Knight Frank Research

## Outlook

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- 01** Real estate sector in India is expected to reach US\$ 1 trillion in market size by 2030, up from US\$ 200 billion in 2021 and contribute 13% to the country's GDP by 2025.
- 02** As per ICRA estimates, Indian firms are expected to raise >Rs. 3.5 trillion (US\$ 48 billion) through infrastructure and real estate investment trusts in 2022, as compared with raised funds worth US\$ 29 billion to date.
- 03** According to the Economic Times Housing Finance Summit, about 3 houses are built per 1,000 people per year compared with the required construction rate of five houses per 1,000 population. The current shortage of housing in urban areas is estimated to be ~10 million units. An additional 25 million units of affordable housing are required by 2030 to meet the growth in the country's urban population.
- 04** As of February 2022, Developers expect demand for office spaces in SEZs to shoot up after the replacement of the existing SEZs act. Exports from SEZs reached Rs. 7.96 lakh crore (US\$ 113.0 billion) in FY20 and grew ~13.6% from Rs. 7.1 lakh crore (US\$ 100.3 billion) in FY19.
- 05** In 2021, working remotely is being adopted at a fast pace and demand for affordable houses with ticket size below Rs. 40-50 lakh is expected to rise in Tier 2 and 3 cities, leading to an increase in prices in those geographies.
- 06** The residential sector is expected to grow significantly, with the central government aiming to build 20 million affordable houses in urban areas across the country by 2022, under the ambitious Pradhan Mantri Awas Yojana (PMAY) scheme of the Union Ministry of Housing and Urban Affairs. Expected growth in the number of housing units in urban areas will increase the demand for commercial and retail office space.



# ABOUT NAGPUR

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# ABOUT NAGPUR

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- ❖ **LOCATION:** A major commercial and industrial centre in eastern Maharashtra.
- ❖ **MIHAN:** Newly developed areas make it likely that the logistics sector will expand, creating the possibility of job creation.
- ❖ **SEZ:** The only multi-product SEZ in India that is attached to an airport
- ❖ **EDUCATIONAL CANTERS:** 5 universities and 275 other institutes; availability of qualified personnel
- ❖ **RATINGS:** Nagpur ranks 18th in the country's latest Swachh Bharat rankings.
- ❖ **LOW COST LIVING:** It is considered one of India's low-cost cities.
- ❖ **ROAD CONNECTIVITY:** The Mumbai-Nagpur Super Communications Expressway is expected to be operational by mid-2023.
- ❖ **METRO CONNECTIVITY:** The Nagpur Metro, which opened in 2019, spans 38 kilometres. Corridor 1 is 19.5 kilometres long, while Corridor 2 is 18.5 kilometres long.

# ABOUT NAGPUR

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## STRATEGIC LOCATION

- ✓ Located at the geographic center of India- strong potential to emerge as transport & warehousing hub.
- ✓ Well connected via road and rail to four corners of India.
- ✓ Strong potential to attract manufacturing & distribution companies for setting up centralised processing and distribution centre in Nagpur.



## INFRASTRUCTURE

- ✓ Efficiently structured administrative setup (NIT, NMC, NMRDA, MIDC & MIHAN (MADC)).
- ✓ Continuous and surplus power supply, municipal water supply and stable ground water table.
- ✓ State-of the art physical infrastructure like Metro & connectivity through major State & National Highways





## INDUSTRIAL DEVELOPMENT

- ✓ Emergence of several industrial parks, and SEZ at MIHAN (manufacturing & IT).
- ✓ Pharmaceuticals, FMCG and Défense manufacturing – emerging sectors of Industrial expansion in the city.
- ✓ Sammruddhi Corridor – the express way connecting Mumbai to Nagpur.



## SKILLED PERSONNEL

- ✓ Nagpur has approx. 45 engineering colleges producing 10,000 engineering graduates every year.
- ✓ Key Medical and educational hub of Central India.
- ✓ Nagpur is being positioned as a medical tourism hub owing to the presence of many medical colleges



## TOURISM

- ✓ Prominent centre for wildlife tourism ~ Pench, Tadoba, Nagzira, Umred Karhandla wildlife sanctuary etc.
- ✓ To popularize culture through events like Nagpur Festival and Orange Festival.
- ✓ As one of the top modern hospitals in South Asia, it offers a full range of wellness services, including yoga and Ayurveda

# KEY MANAGEMENT PERSONNEL

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# KEY MANAGEMENT PERSONNEL

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## **GOPAL FATEHCHAND GUPTA**

Chairman Emeritus

- ❖ Gopal Fatehchand Gupta, aged 61 years, is the founder and promoter of the KESAR Group of Companies, a diverse conglomerate and is also the Promoter of the Kesar India Limited.
- ❖ He has more than 4 decades of experience in a variety of industries, with the real estate industry, finance, and socio-economic development being just a few.
- ❖ His vast reservoir of experience, coupled with a futuristic vision, has helped the entire KESAR group of companies to work with a shared vision and values, resulting in a very satisfied workforce.



# KEY MANAGEMENT PERSONNEL

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## YASH GOPAL GUPTA

Chairman & Whole-time Director

- ❖ Since 2008, Yash Gupta is serving as a director to the company. He also serves as a director for several KESAR Group of companies.
- ❖ He is currently in charge of company's overall management, specifically all business and strategic matters.
- ❖ He has a rich experience of more than 18 years in the various fields including the real estate and finance. He is a member of Professional societies viz; CII, CREDAI, FICCI, BAI, IGBC.

# KEY MANAGEMENT PERSONNEL

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## SACHIN GOPAL GUPTA

Managing Director

- ❖ Since 2015, Sachin Gupta is serving as a director for both the organisation and other KESAR Group entities.
- ❖ His expertise in operations and execution along with the exposure to Real Estate Industry, Institutional, and Global Business Enterprises has led to many business wins and the growth of the organisation.
- ❖ He has almost seven years of cumulative experience. He received his degree in commerce and is an IIM Bangalore alumnus. Being an avid learner and expert in multi-tasking and believes in overall development of business. He is a member of Professional societies viz; CII, CREDAI, FICCI, BAI, IGBC.

# WAY FORWARD

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**INCREASE LAND BANK**

To grow its market share, the company intends to increase their land bank in Nagpur and the surrounding region.

**STRENGTHEN RELATIONSHIPS WITH KEY SERVICE PROVIDERS**

Company ensures timely completion of project and markets the project only after certain level of development

**FOCUS ON PLOT DEVELOPMENT**

Company focuses on acquiring large land parcel and develop plot and sell the same.

**TARGETING RESIDENTIAL PROJECTS**

Going forward, company is open to testing different models such as JV ,outright purchase, joint development & development management

**TARGET SEGMENTS**

Intending to offer all categories of premium, classic and value projects keeping in mind the end users

# AWARDS & ACCOLADES

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Most Promising  
Real Estate Brand of The Year, 2022



Luxurious  
Project of The Year 2022



Idols of  
Maharashtra, 2022



Appreciation For Outstanding Service  
Towards The Community

Become a Part of a Widely Recognized Family

# AWARDS & ACCOLADES

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**Shri Chandrashekhar Bawankule**  
Maharashtra BJP State President, 2022, Ex-Minister of  
Energy & State Excise & Nagpur Guardian Minister



**Shri Sudhir Mungantiwar**  
Minister of Finance, Planning & Forests, Maharashtra



**Shrimati Adv. Sulekha Tai Kumbhare**  
Ex-Cabinet Minister & Member National Minority  
Commission, New Delhi.



**Shri Ajay Thakur ji**  
Head, Bombay Stock Exchange (BSE)



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**सकाळ**

वडिलांनी स्वकष्टातून व्यवसाय फुलवला. जन्मापासून त्यांची धडपड पाहणाऱ्या मुलांना पित्याप्रती प्रचंड आदर आहे. वडिलांचे प्रामाणिक कार्य न्याहाळतच त्यांची जडणघडण झाली. पुढे व्यवसायात मार्गक्रमण करीत असताना लॅंड खरेदी-विक्रीत किती थोके आहेत, हे 'केसर लॅंड'चे व्यवस्थापकीय संचालक **सचिन गोपाल गुप्ता** यांच्या लक्षात आले. व्यावसायिक पार्श्वभूमी असताना आपल्याला खरेदी-विक्रीत एवढ्या अडचणीचा सामना करावा लागत आहे तर सर्वसामान्य नागरिकांचे काय होत असेल, हा प्रश्न त्यांना अस्वस्थ करायचा. बिल्डर्स आणि डेव्हलपमेंटच्या क्षेत्रावर सर्वसामान्य नागरिकांच्या विश्वास का नसतो, ही बाब त्यांना याच वेळी लक्षात आली. तेव्हाच त्यांनी ठरवले की, आपण विश्वासानेच ग्राहक जोडायचे आणि त्याहरीने त्यांनी वाटचाल सुरू केली. केसर लॅंडच्या लोگوवर त्यांनी We Build Trust ही पंचलाईन देऊन त्याची सुरुवात केली. कोणत्याही प्लॉटची खरेदी-विक्री करताना पारदर्शक व्यवहार हेच व्यवसायाचे सूत्र ठेवले. प्रामाणिकपणा आणि विश्वासाचे व्यवहारातून आम्हाला मोठे होण्यास वेळ तर लागला; परंतु आमची यशाची इमारत प्रामाणिकपणा आणि विश्वासाच्या नात्यांवर उभी असल्याचा आनंद त्याहून मोठा आहे. कोणत्याही परिस्थितीत ग्राहकांची फसवणूक होऊ नये, हाच विचार आम्ही प्रत्येक पातळीवर करतो, हेच आमच्या यशाचे मागक असल्याचे सचिन गुप्ता अभिमानाने सांगतात.

दि. : ०७/१२/२०२२

# MEDIA COVERAGE

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## Business Standard

June 29, 2022



Kesar Lands, a zero-debt real estate brand. Based in Central India & Maharashtra, the company's mission is to contribute to the development of New Nagpur and become one of India's Most trusted real estate brands.

The company is currently building Kesar Gateway. With most of its residential projects sold out, the company strives to continue its streak of success and build attractive and quality-assured projects.

## Bloomberg

October 17, 2022

**Bloomberg**

Kesar Lands has been awarded The Most Promising Real Estate Brand Of The Year 2022 by the Iconic Achievers Awards 2022 in Mumbai on 15 Oct '22.

Iconic Achievers Awards real estate award is one of the most prestigious awards celebrating the reward excellence to the individuals and companies who have significantly impacted multiple industries in the past.

## Also Featured on



नवभारत



and many more..



# KEY FINANCIALS

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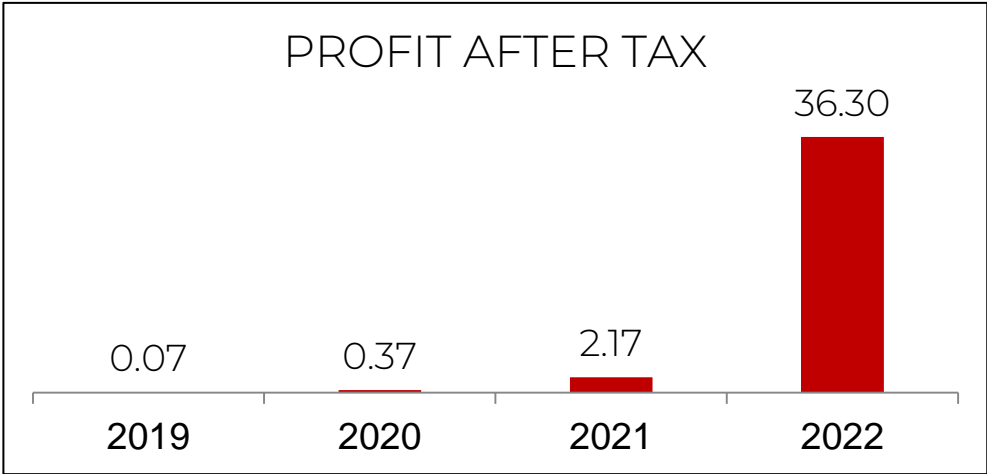
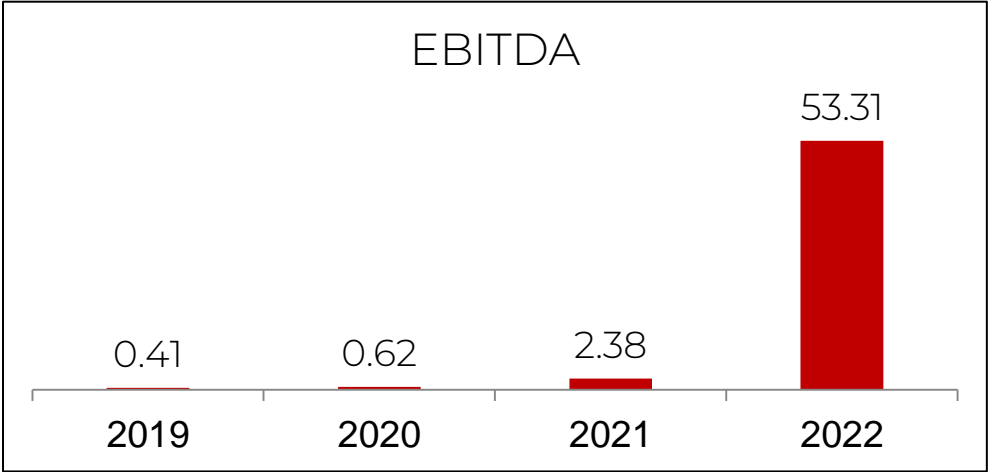
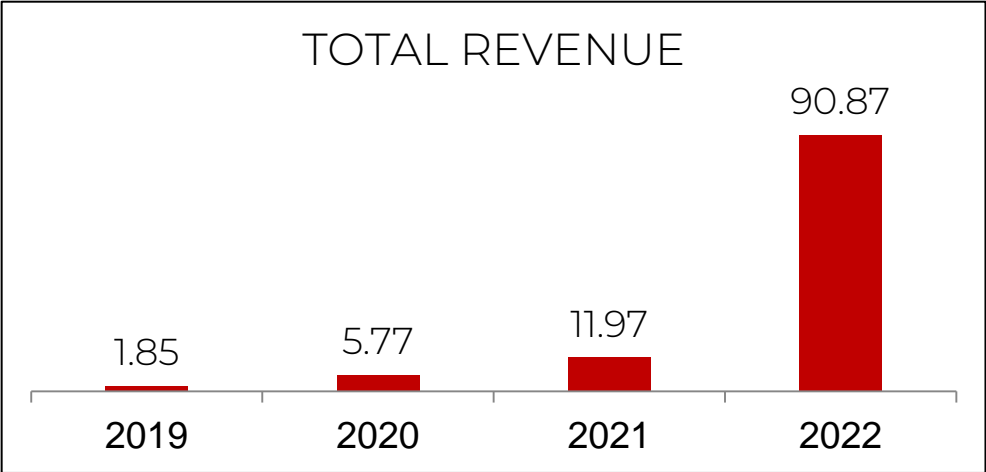
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# FINANCIAL HIGHLIGHTS

Rs in mn



# PROFIT & LOSS STATEMENT

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STANDALONE P&L (Rs in mn)	FY19	FY20	FY21	FY22
Revenue	1.85	4.83	11.60	84.12
Other Income	0.00	0.94	0.37	6.76
Total Income	1.85	5.77	11.97	90.87
Stock in trade	0.00	0.00	0.00	0.00
Changes in Inventories	0.00	0.12	0.23	6.57
Employee expenses	0.93	2.27	5.35	13.18
Other expenses	0.52	2.76	5.98	17.81
Total Expenses	1.44	5.15	11.56	37.56
EBITDA	0.41	0.62	0.41	53.31
Depreciation	0.23	0.17	0.21	1.78
EBIT	0.18	0.45	0.21	51.53
Finance cost	0.00	0.01	0.01	0.81
EBT	0.18	0.45	0.20	50.72
Tax:	0.11	0.07	0.08	14.42
Current Tax	0.04	0.00	0.00	14.70
Deferred Tax	0.07	0.07	0.08	-0.28
Net Income	0.07	0.37	0.12	36.30

# BALANCE SHEET

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STANDALONE(Rs in mn)	FY19	FY20	FY21	FY22
Share capital	0.26	0.26	0.26	0.26
Reserves and Surplus	-8.59	-8.22	-7.25	28.22
<b>Non-current liabilities</b>	<b>27.19</b>	<b>26.40</b>	<b>31.22</b>	<b>33.99</b>
Long Term Borrowings	21.12	19.84	24.86	21.47
Deffered Tax liabilities	0.00	0.00	0.00	0.00
Other Long Term Liabilities	5.94	6.37	6.37	9.99
Long Term Provisions	0.13	0.19	0.00	2.53
<b>Current Liabilities</b>	<b>3.17</b>	<b>5.88</b>	<b>13.39</b>	<b>28.22</b>
Short Term Borrowings	0.00	0.00	0.00	0.00
Trade Payables	0.00	0.00	0.00	0.05
Other Current Liabilities	3.13	5.87	13.39	13.47
Short Term Provisions	0.04	0.01	0.00	14.70
<b>Total Equity and Liabilities</b>	<b>22.03</b>	<b>24.32</b>	<b>37.62</b>	<b>90.69</b>

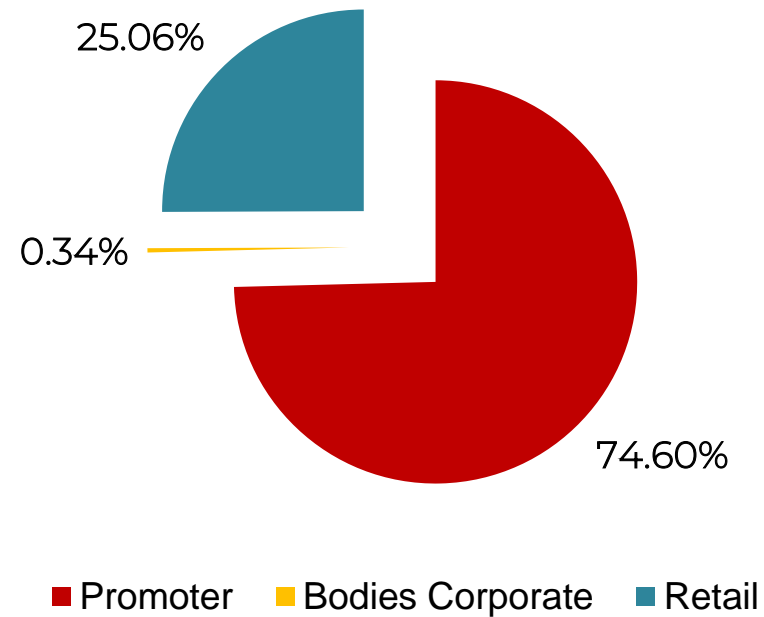
STANDALONE (Rs in mn)	FY19	FY20	FY21	FY22
<b>Non-current assets</b>	<b>1.94</b>	<b>2.81</b>	<b>11.97</b>	<b>11.34</b>
Fixed Assets	0.62	0.46	11.10	10.23
Deffered Tax Assets	0.37	0.29	0.00	0.49
Long Term Loans & Advances	0.90	0.33	0.33	0.63
Non Current Investments	0.05	1.74	0.54	0.00
Other Non Current Assets	0.00	0.00	0.00	0.00
<b>Current Assets</b>	<b>20.10</b>	<b>21.51</b>	<b>25.65</b>	<b>79.35</b>
Current Investment	0.00	0.00	0.00	0.00
Inventories	16.34	16.23	16.34	9.42
Trade Receivables	0.61	0.60	0.57	17.81
Cash	3.04	3.01	7.95	32.34
Short Term Loans & Advances	0.02	0.00	0.00	0.00
Other Current Assets	0.08	1.67	0.79	19.79
<b>Total Assets</b>	<b>22.03</b>	<b>24.32</b>	<b>37.62</b>	<b>90.69</b>



# STOCK INFORMATION

31 —

Shareholding Pattern as on 30th Sept 2022



- ❖ Market cap (INR) - 794 mn (as on 30th Sep., 2022)
- ❖ Shares outstanding - 3.53 mn (as on 30th Sep 2022)
- ❖ BSE code: 543542





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