



#### Disclaimer



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## **Operating Highlights**



Strategy & Portfolio



Financial Snapshot



Company Overview





# The Company sold >4,600 units at an average ticket size of INR 16.0 mn during the current financial year



Strong Sales
Performance

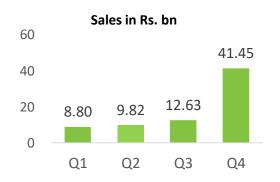
- **INR 72.7 bn** in FY24
- Growth of 112% vis a vis FY23 at INR 34.3 bn
- c. 97% of sales coming from high margin mid income & retail product categories with the embedded EBITDA margin of ~32%<sup>1</sup>

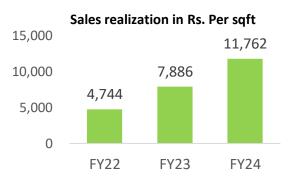
**Growing Sales**Realizations

- Amongst the leading players in Mid-Income housing in the NCR Region
- **Strong tailwinds across the region** leading to sustainable growth in market prices
- **c. INR 11,762 per sq ft** in FY24 vis a vis c. INR 7,886 per sq. ft. in FY23 shows completion in shift to mid income

**Robust Collections** 

- INR 31.1 bn in FY24
- Growth of 62% vis a vis FY23 at INR 19.2 bn
- Consistent growth in collections on a quarterly basis









## Portfolio addition of ~10 million sft during the current financial year in focus micro markets



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

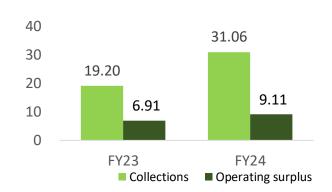
- Achieved an Operating Cash Surplus before Investment in Land of INR
   9.11 bn in FY24
- Operating cash surplus of c. 29% of collections during FY24
- Land purchase will take full cognizance of operating cash surplus

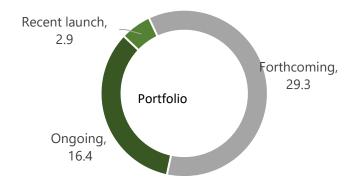
Growing Business
Portfolio

- **48.6 mn sqft portfolio of Saleable Area** with 16.4 mn sft ongoing, 2.9 mn sqft of recent launch and 29.3<sup>2</sup> mn sft forthcoming projects
- Aim to deliver ongoing projects by FY26
- Forthcoming projects to be launched between FY24 and FY26



- During FY24, the company has added c. 17mn sqft at the strategic location of Sector 71, on Southern Peripheral Road
- 1.5 mn sqft is converted from JDA to owned in FY24



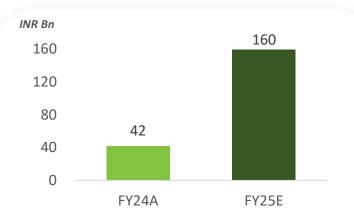


Business development	Estimated Saleable Area <sup>2</sup> (in mn sft)
Sector 71, Gurugram	17.0
JDAs to owned land	1.5
Total	18.5



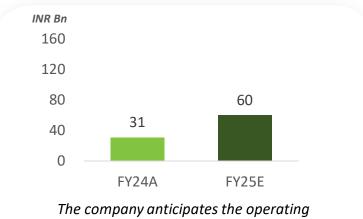
## The Company has FY25 annual guidance





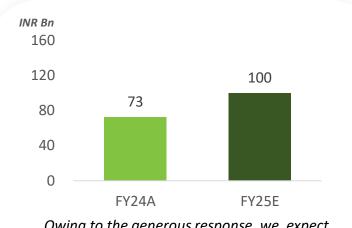
The company has witnessed a strong subscription rate on the project launches & looking forward to a strong trend in the coming year

#### Collections



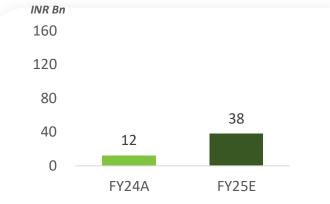
surplus of 45% of collections

#### **Pre-Sales**



Owing to the generous response, we expect sales growth of >35%

#### **Revenue recognition**



The company aims to focus on completions yielding into higher revenue recognition for the coming year



## Pro Forma P&L on FY25 Guidance



Particulars	FY24		FY25	SE .
	INR Bn	%	INR Bn	%
Pre Sales	72.68		100.00	
Embedded EBITDA	23.26	32%	35.00	35%
- D&A	0.22		0.22	<u> </u>
- Finance Cost	2.20		2.00	
Embedded PBT	20.84	29%	32.78	33%
Tax rate ( assumed rate 25.2%)	5.25		8.26	
Embedded PAT	15.59	21%	24.52	25%

Growth in Sales with wider margins





**Operating Highlights** 



Strategy & Portfolio



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

#### **THREE FOCUS AREAS**

### 1) Sector 71 17.0 mn sft<sup>1</sup>

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

## 2) Sohna Elevated Corridor7.2 mn sft¹

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

3) Sector 37D 3.3 mn sft<sup>1</sup>

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



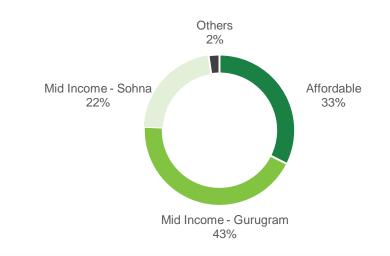


## Snapshot of Ongoing Portfolio; Aim to be delivered by FY26



Category	Number of Projects	Land (in acres)	Saleable Area (in mn sft)	Sold Area (%)	Sold Value (INR bn)
Affordable	8	53.6	4.7	96.5%	22.32
Mid Income - Gurugram	8	91.6	7.5	87.4%	61.00
Mid Income - Sohna	6	52.2	3.8	96.1%	21.35
Others – Retail/SCO	5	15.7	0.4	64.7%	4.27
Total	27	213.1	16.4		108.94

#### **Category Wise Share of 16.4 mn sft Ongoing Portfolio**



#### c. 120 bn¹ of Revenue yet to be recognized from Ongoing Projects



- Ongoing projects are expected to be completed by FY26
- Estimated revenue recognition of c. INR 120 bn over
   FY24 FY26
- Estimated collection of c. INR 60 bn from ongoing projects over FY24 – FY26

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

<sup>&</sup>lt;sup>2</sup>Does not include INR 10.28 bn which has been recognized as revenue in Ongoing Projects till 31st Mar 2024 as OC's are receive d unit wise in Low Rise Mid Income

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



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

Location	Project	Land (in acres)	Estimated Saleable Area¹(in mn s	ft)
Sector 71, SPR	Group Housing, Commercial and Retail	92.6	17.0	
Sector 37D, DXP	Group Housing & Low-Rise Floors	24.2		Recent launch of <b>2.9 mn</b> sqft in Mar '24 with <b>5.4x</b> subscription
Sohna Corridor	Low-Rise Floors & Industrial Plots	138.7	7.2	
Manesar	Low-Rise & Industrial Plots	150.4	1.6	
Others	Residential housing & Retail	28.8	3.0	
Total		406.3	32.2	

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

Market	Selling Price*
Sector 71	INR 17,500 psft
Sector 37D	INR 14,200 psft
Sohna Corridor	INR 10,000 psft
Manesar	INR 7,200 psft
Others	INR 14,000 psft

<sup>\*</sup>Subject to market conditions.



## Strong Portfolio of ~49 msf across Ongoing and Forthcoming projects



#### Ongoing projects of 16.4 msf saleable area

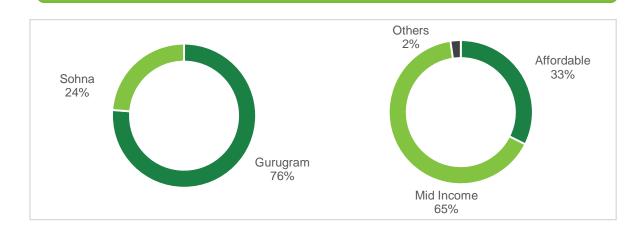
#### Strong project pipeline to result in sustainable growth

Category	Affordable Housing	Mid Income Housing	Mixed Use	Others	Total – in mn sqft
Ongoing	4.7	11.3	0.0	0.4	16.4
Recent launch		2.9			2.9
Forthcoming	0.2	21.6	4.7	2.8	29.3
Total	4.9	35.8	4.7	3.2	48.6

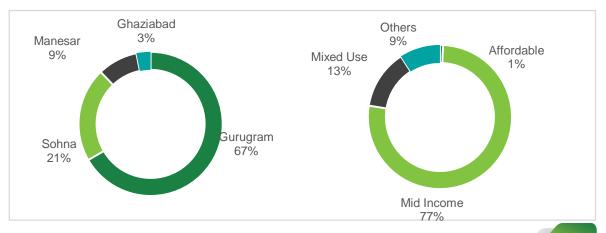
#### Forthcoming projects of 29.3 msf saleable area<sup>1</sup>

# Estimated launch of all forthcoming projects in the next 2-3 years

#### **Ongoing Projects**



#### **Forthcoming Projects**





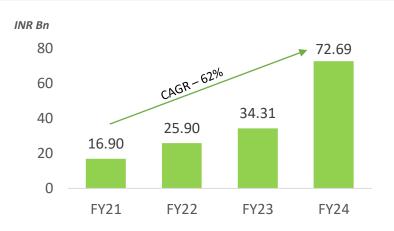
## **Strong sales momentum**



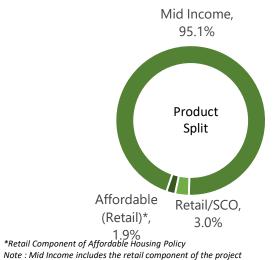
#### **SALES GROWTH OF 112% IN FY24 VS FY23**

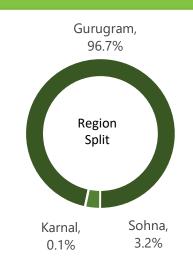


#### **SALES CAGR OF 62% DURING FY21-FY24**

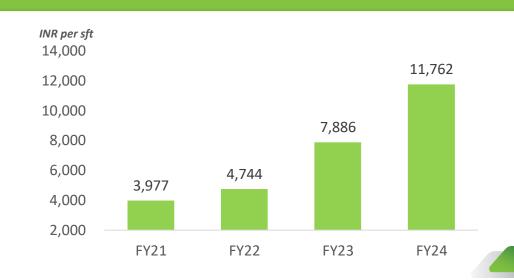


#### **FY24 SALES COMING FROM HIGH MARGIN MID INCOME PRODUCT**





#### **UPWARD SHIFT IN PER SFT REALISATION**





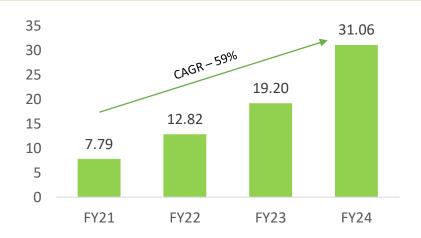
## Growing collections leading to fast paced construction while maintaining low net debt







#### **COLLECTIONS CAGR OF 59% DURING FY21-FY24**



Particulars	FY24 (INR Bn)
Collections	31.06
Others (GST & other charges)	2.15
Cash inflow	33.22
Less : Operating Expenses	
- Construction Expenses (incld. allied approval expenses)	16.89
- SG&A	5.40
- Taxes (Direct & Indirect)	1.82
Operating Cashflow available for Growth & Capital Providers	9.11
Add: IPO Proceeds	6.03
Less: Land Advance/Acquisition*	13.66
Less: Interest payments	2.11
Decrease/(Increase) in Net Debt	(0.62)





**Operating Highlights** 



Strategy & Portfolic



Financial Snapshot



Company Overview





## **Healthy gross profit margins and Low Leverage Levels**



## Financial Performance

- INR 12.4 bn revenue recognized from operations in FY24 vs INR 15.5 bn in FY23
- Adjusted gross margin of INR 3.3 bn (27.6%) for FY24 vs INR 4.1 bn (26.78%) for FY23
- Achieved a positive PAT of INR 0.17 bn for the FY24
- Revenue recognition to go up significantly as completion picks up in coming year

Revenue being recognized from recently delivered units of Signature Global Park



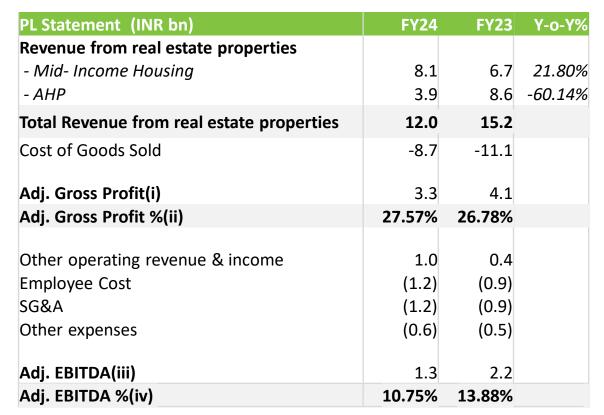
**Net Debt** 

- Net Debt is INR 11.6 bn as on 31st Mar 2024 from INR 10.9 bn on 31st Mar 2023
- The Company aims to keep net debt below 0.5x the projected operating surplus<sup>1</sup> for the ongoing financial year, as a long-term discipline



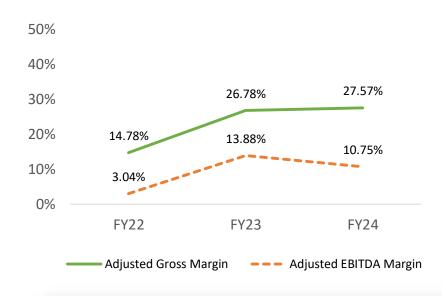


### **Consolidated PL Snapshot**



PL Statement (INR bn)	FY24	FY23
Total Revenue	12.41	15.54
Profit After Tax (PAT)	0.16	(0.64)
Profit After Tax (PAT) Margin %	1.29%	-4.12%

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



- Decline in revenue recognition during FY24 versus FY23 due to lower completions
- Improvement in Adjusted Gross Profit margin due to recognition from higher margin products
- Positive PAT recognition for FY24

#### Notes:

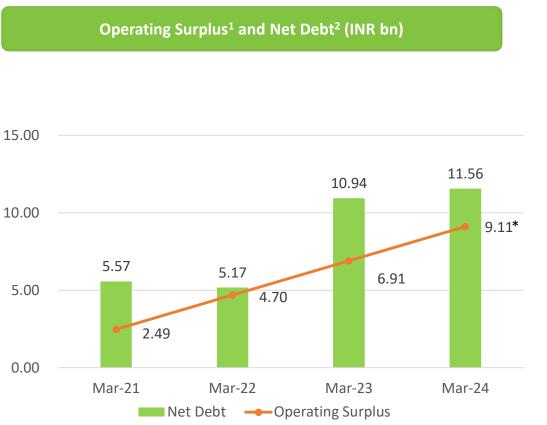
(i) Adjusted Gross Profit is calculated as revenue from real estate operations (comprises revenue from sale of real estate properties, forfeiture income/cancellation charges, compensation received on compulsory acquisition of land and other operating income related to real estate business) less cost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



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





**Lenders to Signature Global** 









#### Comfortable Net Debt position given the current scale of operations

The Company aims to keep net debt below 0.5x the projected operating surplus<sup>1</sup>

<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>&</sup>lt;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 as on 31st Mar 24



## **Successful launch of Deluxe DXP Group Housing Project:**

## **Marking entry into Premium Housing**

Fully Sold out within 48 hours with **5.4X** oversubscription

#### **Project Highlights**

- Located on Dwarka expressway, a central location on an expressway connecting Delhi with Gurgaon;
- Received 5.4x of EoIs\* from customers versus the units launched;
- 1<sup>st</sup> entirely digital process by any developer in Delhi-NCR, right from EOI submission to unit selection ensuring reliability and transparency;
- High interest registered from NRIs, Fortune 500 professionals,
   Corporate leaders and young working-class segment.





\*Expression of Interests



## **Key projects sold during FY24**



Deluxe - DXP



Particulars	Amount
Launch Qtr	Mar-24
# of Residential Units	1,008
Residential Units Sold Till 31st Mar 2024	927
Sales* in FY24	INR 36.8 Bn

**CITY 93** 



Particulars	Amount
Launch Qtr	Mar-23
# of Residential Units	996
Residential Units Sold Till 31st Mar 2024	865
Sales* in FY24	INR 8.2 Bn

**CITY 92-2** 



Particulars	Amount
Launch Qtr	Mar-23
# of Residential Units	688
Residential Units Sold Till 31st Mar 2024	626
Sales* in FY24	INR 4.9 Bn



## 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 31st Mar 2024	1,169
Sales* in FY24	INR 1.4 Bn

#### **CITY 81**



Particulars	Amount
Launch Qtr	Sep-21
# of Residential Units	828
Residential Units Sold Till 31st Mar 2024	803
Sales* in FY24	INR 2.9 Bn

#### **CITY 63-A**



Particulars	Amount
Launch Qtr	Sep-22
# of Residential Units	276
Residential Units Sold Till 31st Mar 2024	230
Sales* in FY24	INR 2.1 Bn



## 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

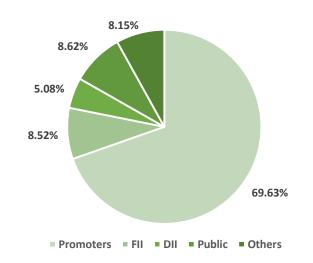


## Strong debut at the stock exchange

#### **Issue details**

Issue Size	INR Bn
Fresh issue size	6.03
Offer for sale issue size	1.27
Total issue size	7.30

#### Shareholding pattern as on 31st Mar 23



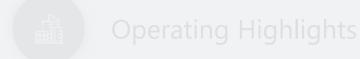
#### Share price performance – stellar >3x return from offer price of INR 385



#### **Key Institutional Investors**

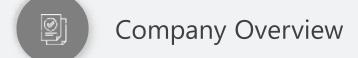
The Nomura Trust And Banking Co.	HDFC Capital
Bandhan MF	International Finance Corporation
Prudential Hong Kong Limited	Eastspring Investments
Kotak MF	Nippon India
JM Financial MF	BOFA Securities
Goldman Sachs (Singapore)	Morgan Stanley Asia















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



#### **Focused housing factory**



- Commenced operations# in **2014** with **affordable housing**, ventured into **mid-income housing market in 2017** with 1<sup>st</sup> project launch under DDJAY scheme
- Successful transitioned to **premium mid-income housing in 2024** with a project launch with 5.4x over subscription

#### Market cap of INR 18,000 Crs +



- Successful IPO in Sept '23 with an overwhelming 12.5x subscription rate
- stellar **3.5x return** from offer price of Rs. 385
- Ranks 7<sup>th</sup> in Real Estate Industry basis Market Cap

#### Well Established Brand in the Delhi NCR market



- Signature Global has a strong brand recall
- Sales team of 162 members<sup>2</sup> & network of 1,600<sup>2</sup>
   channel partners<sup>3</sup>

## Strong Project Pipeline

- On-going pipeline of 16.4 msf<sup>2,3</sup>
- Forthcoming pipeline of **32.2** msf<sup>2,3</sup> of saleable area, out of which 2.9 mnn sqft got recently launched with 5.4x over subscription in Mar'23.

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



- Market share<sup>1</sup> of 14% in Delhi NCR and 36% in Gurugram in terms of units supplied < INR 30 Mn</li>
- Achieved sales bookings of INR 72.7 bn in FY24 and 62% sales CAGR in the period FY21-FY24

#### **Key institutional Investors**



HDFC Capital IFC

Nippon India The Nomura Trust And Banking Co.

Bandhan MF Morgan Stanley Asia

Kotak MF Vanguard Global

JM Financial MF Goldman Sachs (Singapore)

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

<sup>1:</sup> in FY24 (Source Nuvama research)

<sup>2:</sup> As of 31st Mar.'24

<sup>3:</sup> 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. 10.4 msf<sup>1</sup>



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



### ... 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#	Apr 8, 2014	Dec 27, 2014	0.7
Grand Iva#	Sep 21, 2015	Oct 14, 2015	0.1
Park 4##	Nov 6, 2019	Aug 4, 2020	0.7
City 37D##	Dec 9, 2019	July 15, 2021	1.6

## Construction timelines of 4 yrs – 5 yrs despite NGT¹ 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
<b>Grand Iva</b>	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



# 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 members¹ and indirect sales team of 117 members¹
- ✓ Wide network of **1,600¹** 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>
No Agal No Bagal No Dakhal	106.64 mn views
Kiraye se Azadi	56.78 mn views
Apne Ghar Pe Kaisa Lockdown (featuring Vidya Balan)	4.00 mn views
Independent Floors for Independent You	4.40 mn views
Diwali Apne Ghar Wali	23.90 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

1 As of Mar 31 2024 ; 2 As of May 11, 2024



## 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





- ✓ 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









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

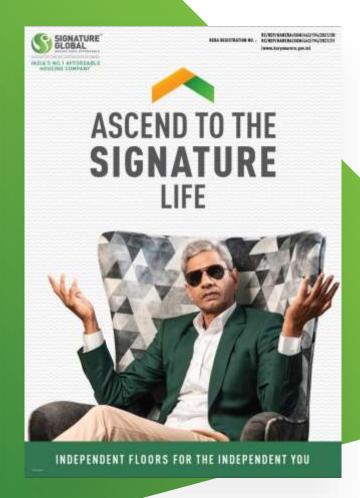


# Trusted brand with strong campaign being run at a national level



- 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 117 members<sup>1</sup>
- Wide network of 1,600¹ 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\*







## **High Quality Board & Experienced Management Team**



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

Independent Directors		
	Kundan Mal Agarwal Ex-director on board of SMC Global Securities Ltd & Moneywise Financial Services	
	Venkatesan Narayanan  Served in Centrum Infrastructure and Realty Limited, and was an independent director of Industrial Investment Trust Limited	
	Chandra Wadhwa  Holds a certificate of registration to act as an insolvency professional; Admitted as a fellow member of the ICSI, ICWA	
<b>9</b>	Lata Pillai 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**











**Occupational Health & Safety** 



**Quality Management Systems** 



**Environmental Management System** 

All projects launched between FY20-FY24 have been either Edge or IGBC certified

