

# Indiabulls Real Estate Limited

## Sales Update

Half Year FY 2009-2010

30<sup>th</sup> October 2009

# Residential Sales – Half Year FY 2009-2010

Project Details	Project Area (‘000 sq ft)	Area Sold (‘000 sq ft)
Gujarat - Ahmedabad/Vadodara	2,564	276
Tamilnadu - Chennai	1,507	226
NCR - Gurgaon	1,540	212
Andhra Pradesh - Hyderabad	264	28
Central India - Indore	1,908	52
Mumbai	5,857	948
<b>Total</b>	<b>13,640</b>	<b>1,742</b>

Segment	Project Area Launched (‘000 sqft)	Total Area Sold (‘000 sqft)	Average Basic Sales (Rs/ Sq Ft)	Total Value (Rs Crores)
Residential	13,640	1,742	5,829	1,015

## **Sales Summary – H1 FY 2009-2010**

- Total Residential Sales of 1.74 mn sqft
- Sales booked of Rs 1,015 Cr
- Total Area launched during H1 of current fiscal totals over 13.6 m sq ft
- Total Area launched by end of current fiscal expected to be in excess of 20.0 m sq ft

## **Accounting Policy**

- Amongst various accounting options, IBREL has consciously adopted a conservative revenue recognition policy based on the “percentage of completion method excluding land costs”
- Total sale consideration of area under agreement to sell is recognized as revenue based on the percentage of actual project costs incurred thereon to total estimated project cost, subject to such actual cost incurred being 25% or more of the total estimated project cost. Project costs for this purpose doesn't include land costs.
- As an illustration, if 20% of project is sold and 30% of actual construction costs (excluding land costs) have been incurred then  $20\% \times 30\% = 6\%$  revenue would be recognized.
- In addition, all operating and establishment costs are expensed in the period they are incurred. This policy ensures that cash accruals always exceed revenue recognition and operating cash flow from projects is greater than operating income. Therefore majority of profits in P&L only accrue towards the end of a project.

# Projects Launched

# NCR – Gurgaon



This  
**NAVRATRI**  
get yourself a picture perfect life

Book your dream home in Indiabulls Centrum Park's recently launched Phase II and get the special festive discount of **Rs 100** psf  
**Up to 90% finance available**  
**Call today. Limited period offer!**



Adjacent to upcoming 150 metre Dwarka-Manesar Expressway and Medicity | 15 minutes from KMP Expressway which connects NH-1, NH-6, NH-10 | Clubhouse with swimming pool, hi-tech gymnasium, yoga and aerobics lounge and other sports facilities | Landscaped gardens, community park, water bodies and fountains | Banquet hall, cafeteria children's play area | Convenient shopping, milk depot, pharmacy and an ATM | Nursery/primary school 24 hours power back up, hi-tech security system | Project designed by Hafeez Contractor

Spread across 17 acres,  
Indiabulls Centrum Park is an elite neighbourhood of spacious 2, 3 and 4 bedroom apartments and penthouses surrounded by lush green gardens, and equipped with modern lifestyle amenities

Call: 9654981089, 9810203755, 9811994881, 9654981260  
Toll free: 1-800-200-7755  
Email: [centrumpark@indiabulls.com](mailto:centrumpark@indiabulls.com)

Sales Office:  
Indiabulls House, 448-451, Udyog Vihar,  
Phase-V, Gurgaon- 122001  
Tel No.: 3081555, 3081666

**Indiabulls**  
REAL ESTATE

Conditions apply

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**Indiabulls**  
REAL ESTATE

# Gujarat - Ahmedabad



INDIABULLS  
**vatika**  
 AHMEDABAD

200 વર્ષનો સૌથી રહેઠાણ પ્રકલ્પ | સમગ્રમતી નદી નજીક પ્રસ્તાવિત બીઆઈબ્યુલ્સ ટુટની સમીપ | સમતલમત સુવિધાઓ, સમુદાય સભાગૃહ અને પ્રાર્થના કક્કાની શ્રેણી સમીપ કલબહાઉસ | જોડિંગ ટ્રેક્સ સાથે ટેન્ડસ્કેપ્ડ બનીયા | વરિષ્ઠ નાગરિકો માટે બેઠક અને બાલકો માટે રમવાની જગ્યા | રજ કલોક સુરક્ષા | પાર્કિંગની ભરપૂર જગ્યા  
**ઘરો શરૂ થાય છે રૂ. 11 લાખથી**

INDIABULLS  
**central park**  
 AHMEDABAD

આશરે 6 એકર વિસ્તારમાં આધુનિક સુવિધાઓથી સજ્જ 800 ઉત્તમ ડિઝાઇનના ઘરો | રેલવે સ્ટેશનથી 1 કિલોમીટર અને રાજ્ય બસ સ્ટેન્ડથી 3 કિલોમીટર | સમતલમત સુવિધાઓ, સમુદાય સભાગૃહ અને પ્રાર્થના કક્કાની શ્રેણી સાથે કલબહાઉસ | જોડિંગ ટ્રેક્સ સાથે ટેન્ડસ્કેપ્ડ બનીયા | વરિષ્ઠ નાગરિકો માટે બેઠક અને બાલકો માટે રમવાની જગ્યા | મિની ક્લિબેટર | રજ કલોક સુરક્ષા | સુવિધાજનક ખર્ચદી પાર્કિંગની ભરપૂર જગ્યા  
**ઘરો શરૂ થાય છે રૂ. 7.3 લાખથી**  
**કન્ટ્રીક્લેશન શરૂ**



અ |  
**નવરાત્રિએ**  
 તમે જોયેલાં સપનાંનું ઘર હકીકતમાં વસાવો

**૯૦% સુધી ફાઇનાન્સ ઉપલબ્ધ**

શહેરના મધ્યમાં વ્યૂહામક રીતે સ્થિત છે છતાં ત્યાંની ઘનઘમાટથી અલિપ્ત છે. ઇન્ડિયાબુલ્સ સેન્ટ્રલ પાર્ક અને ઇન્ડિયાબુલ્સ વારિકા સોઈલ્સ કલાવિદ્યાન, હરિયાણી અને આધુનિક ઊવનચેલી સુવિધાઓના મજક સંમિકલ સાથેનું શહેરી રણક્રીય છે જે ઊવનને આનંદિત બનાવે છે.

1 અને 2 બીએચકેમાંથી તમારાં સપનાંનું ઘર પસંદ કરો અને સંપૂર્ણ ઊવન ઉત્સર્ગી માહોલ માણો.

ઇન્ડિયાબુલ્સ સેન્ટ્રલ પાર્ક માટે કોલ કરો + 91 79 22921232/33  
 અને પુષ્પેન્ટર 9725013311, સંબોધ 9099924899  
 સેલ્સ અધિક્ષક: કિમ્બી મિલ, સરસપુર, મમદામદ

ઇન્ડિયાબુલ્સ વારિકા માટે કોલ કરો + 91 79 32452000/4000  
 25620817 અને વિકાલ 9898359436, અખય 9093337977, મોરવ 9662012923  
 સેલ્સ અધિક્ષક: જયુપિટર મિલ, દૂધીબર રોડ,  
 પોલીસ કમિશનરની કચેરીની પાછળ, શાહીબાગ, અમદાવાદ

ટોલ ફ્રી: 1-800-200-7755  
 ઇમેઇલ કરો: ahmedabad@indiabulls.com



# Gujarat - Ahmedabad

શહેરની મધ્યમાં, તમામ જીવન જરૂરી સવલીયતોની સાનિધ્યમાં  
છતાય કિંફાયતી કિંમતમાં.....

ધર ફક્ત રૂ. ૭.૩ લાખ\*  
દુકાન ફક્ત રૂ. ૪ લાખ\*

સેન્ટ્રલ પાર્ક, અમદાવાદ. હવા ઉપસ અને હરીવાળી થી લરપુર ... મનમોહક સુવિધાઓનું સનોનું સંતુલન.

**સુવિધાઓ**

- કોમ્યુનીટી હોલ
- ગેસ રૂમ
- મીની થીએટર
- પ્લે સ્કુલ
- લેન્ડસ્કેપ ગાર્ડન
- બાળકોને રમવાની જગ્યા
- કમાઉન્ડ વોલ દ્વારા સુરક્ષીત
- રજ કલાક સીકોરીટી
- રજ કલાક પાણીની સુવિધા
- જીવન જરૂરીવાતોના સ્ટોર્સ
- વિશાળ પાર્કિંગની સુવિધા

1 સરસપુર મ્યુનિસિપાલીટી સ્કુલ 2 સરસ્વતી મંદિર વિવાલ્ય મ્યુનિસિપાલીટી સંકુલ  
3 ડૉ. સુભાઈ નાથક વિસાક સંકુલ 4 સફોન આંખની હોસ્પિટલ 5 શારદાબેન હોસ્પિટલ

**Indiabulls REAL ESTATE** **Central Park AHMEDABAD**

હિમાલી ટેટ્ટાઈલ મીલ્સ, પી. ઓ. બોડરા નં. ૫૦૨૦, સરસપુર ગેટની બશર, ગોટાની હોસ્પિટલની પાસે, સરસપુર, અમદાવાદ, (ગુજરાત) ૩૮૦૦૨૧.  
ફોન: ૦૭૯-૨૨૯૨૧૨૩૩; વેબ: www.indiabulls.com/realstate  
મો.: ૯૯૨૫૦ ૧૩૩૧૧, ૯૯૧૩૮ ૨૨૭૦૯, ૯૬૬૨૦ ૧૨૯૨૩, ૯૯૨૫૪ ૧૩૩૧૧

**પ્રમુખ બેન્કોના લોન પેપર્સ ઉપલબ્ધ કરાશે**

1 BHK :  
૫૦ અને ૬૪ વાર  
2 BHK :  
૮૧ અને ૯૯ વાર  
દુકાનો :  
૧૦' X ૨૦' અને ૧૦' X ૧૫'

આપ સૌની માંગણીઓને ધ્યાનમાં રાખી અને પ્રોજેક્ટના પહેલા ડેઝમાં મળેલ ભવ્ય પ્રતિસાદને પગલે અમોએ લીફ્ટ સાથેના ડ્રેવેટ તથા દુકાનોનું બુકિંગ ખુલ્લુ મુક્યુ છે.

Welcome to Vadodara's new landmark,  
**HighStreet Vadodara**

A unique and first of its kind integrated project in Vadodara  
RETAIL AND OFFICE COMPLEX | BUSINESS HOTEL | RESIDENTIAL COMPLEX

**BOOKING OPENS NOW!**

- HighStreet Retail and Office spaces starting at Rs. 18.4 Lacs \*
- Central Park Residential Apartments starting at Rs. 24.2 Lacs \*

**HighStreet**  
Retail & Office Complex

Elegant Complex designed for maximum visibility with customisable retail and office spaces to meet your needs.

Retail & Office unit areas: 600-60,000 sq. ft.

**Central Park**  
Residential Apartments

250+ dream homes in affordable format with perfect blend of value, space & amenities

2BHK - 1125 sq.ft. | 3BHK - 1530 sq.ft.

Strategically located in the CBD (Central Business District) of Vadodara at the junction of Old Padra road and Jethalpur road.

A World of Amenities

- GYMNASIUM | POOL TABLE | MULTI PURPOSE HALL | SWIMMING POOL
- CHILDREN'S PLAY AREA | PAVED GARDEN WALK | JOGGING TRACK
- ROUND THE CLOCK SECURITY | CCTV | INTERCOM AND MORE...

**Indiabulls REAL ESTATE**  
www.indiabulls.com/realstate  
email: highstreet.vadodara@indiabulls.com

\* Basic price

SENTIA INFRASTRUCTURE LTD. Marketing Office: Shop No. 213, 2nd Floor, Shreeem Shalini Mall R. C. Dutt Road, Vadodara - 390 007

Project Site: Ambika Mill Compound, R. S. No. 488, 489 C.S. No. 1297 Village Mouje Jethalpur, Alota Vadodara, Taluka Jethalpur Road, Vadodara - 390 020

Landline: +91 265 23 55325  
Mobile: +91 94280 26174, +91 94280 26173  
+91 94280 88731, +91 94280 88734

PROJECTS ALSO AT: MUMBAI, AHMEDABAD, CHENNAI, GURGAON, GOA, HYDERABAD, INDORE, MADURAI, NEW DELHI, SONPAT AND MORE...

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*A green enclave that exudes class, comfort and fine design*

**Indiabulls GREENS**

Indiabulls GREENS homes start at 18.2 lacs\*

1,2 and 3 BHK apartments - 650 sqft to 1750 sqft

**A World of Amenities**

GYMNASIUM | HEALTH CLUB | POOL TABLE | MULTI PURPOSE HALL | SWIMMING POOL  
CHILDREN'S PLAY AREA | PAVED GARDEN WALK | TENNIS COURT | JOGGING TRACK  
ROUND THE CLOCK SECURITY | CCTV | INTERCOM | 24HR POWER BACKUP | ATM | WI-FI  
AND MORE...

- 3 Kms from Sollinganallur Junction
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- 1.5 Kms from ELCOT SEZ
- 1.5 Kms from Global Health City
- Easy Access from OMR, Velachery, Tambaram, ECR, GST Road

\* conditions apply

SELENE ESTATE LIMITED  
(A Subsidiary of Indiabulls Real Estate Limited)  
No 27, New MGR Main Road, Off OMR  
Near Life Line Hospital, Kandanchavadi, Chennai - 600096  
Mobile: 94444 09816, 99529 07871  
Phone: 044 24987763, 044 24987764, 044 24987765  
Fax: 044 24980785  
email: greens@indiabulls.com

**Indiabulls REAL ESTATE**

PROJECTS ALSO AT: MUMBAI, AHMEDABAD, BARODA, CHENNAI, GURGAON, GOA, HYDERABAD, INDORE, MADURAI, NEW DELHI, SONEPAT AND MORE...

**THANK YOU CUSTOMERS**  
**FOR YOUR CONTINUED SUPPORT AND FEEDBACK**

Indiabulls Greens welcomes you to a perfect home to suit your busy work style!

a green enclave that exudes class, comfort and fine design

**Outdoor Amenities:** Swimming Pool with Toddler's Pool, Landscaped gardens, Paved garden walk, Jogging track, Tennis court, Children's play area | **Club House:** Gymnasium, Health Club with Steam Room, Sauna and Jacuzzi, Table Tennis, Pool table, Billiards room, Chess, Carom & other indoor games, TV Room, Multi purpose hall, Space for Creche / Playschool | **Convenience:** Power back-up for lifts & common areas, intercom facility, Rain water harvesting, Pharmacy, ATM, Wi-Fi, Housekeeping services **Security:** Round-the-clock Security, CCTV

**Indiabulls GREENS** | **PREUMBAKAM JALLADIANPET,**  
JOINT ROAD, JALLADIANPETTAI, CHENNAI – 601 302. TEL : 044 – 22770773/74 22772075/76  
MOBILE : 9500096486, 9176554381, 9841486086 EMAIL : greens@indiabulls.com



# Andhra Pradesh - Hyderabad

Special Offer only for Today & Tomorrow!

## Central Park Hyderabad

COMFORT CONVENIENCE CONNECTED

1, 2, 2.5 and 3 BHK apartments - area ranging from 850 sq.ft.<sup>2</sup> to 1,520 sq.ft.<sup>2</sup>

*a perfect abode...  
surrounded by nature  
inspired by modern lifestyle*

**Idyllic Location**  
Nestled amidst the serene and sylvan surroundings of Indra Park and Hussain Sagar Lake, Central Park offers a rare In-class experience in modern living with its city-centric location.



**Indiabulls**  
REAL ESTATE

Phone: (040) 32211000, (+91) 93911 77654  
Toll Free: 1800 200 7755  
email: centralpark.hyderabad@indiabulls.com

INDIABULLS WHOLESALE SERVICES LTD  
(A Subsidiary of Indiabulls Real Estate Limited)  
Sales & Marketing Office  
H.No 3-B-812 & 813, First Floor, City Estate Building  
Beside Hyderabad Biryani House  
Himayathnagar, Hyderabad - 500029

\* 1 Sq. Ft. = 0.09290304 Sq. Mtr.

# Mumbai - Indiabulls Greens



**Move up in life**

Come to Indiabulls Greens, Panvel

25 acres of a quiet neighbourhood of 1,2 and 3 BHK apartments overlooking the hills, surrounded by lush green and equipped with all the modern amenities so you live a lifestyle you've always dreamt of.

5 kilometers from Panvel Station  
 Adjacent to NH4 and Mumbai-Pune Highway  
 Easily accessible from Mumbai, Navi Mumbai and JNPT  
 0 kilometers from the Somathane Station  
 6 kilometers from the proposed international airport

- Landsaped gardens, eco-gardens, walkways, trees and dense perimeter woodlands
- A reputed school and a well-equipped hospital with state-of-the-art medical and diagnostic facilities
- Utility shops to cater to your day-to-day needs, an ATM and a pharmacy
- Clubhouse with a swimming pool, gym, meditation and yoga center, and indoor games facility
- Children's play area, cycling and jogging tracks and a cricket pitch with training facilities
- Dedicated bus service to and from the local train and bus station



INDIABULLS  
**greens**  
 PANVEL


**Book today!**  
 First 50 apartments get a special inegural price of Rs 2200 per SFT.  
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 Toll free - 1-800-200-7755  
 Email at [greens.panvel@indiabulls.com](mailto:greens.panvel@indiabulls.com)  
 or SMS Greens to 5566

Sales Office: Fortune Select Exotica, Plot no. 16,  
 Sector 19-D, Vashi, Navi Mumbai



# Central Mumbai - Indiabulls Sky

Indiabulls Sky.  
See for yourself why it is the city's most coveted address.



Located at a striking distance from Four Seasons Hotel and gourmet restaurants, upscale boutiques, international schools, Mahalaxmi Race Course and the prestigious Wingdon C&B, Indiabulls Sky is a 45 storey architectural marvel with managed private residences. Each residence comes with a large private terrace and a plunge pool overlooking the Arabian Sea. The interiors are styled by globally acclaimed designers. Experience timeless luxury and a quiet elegance crafted for the modern connoisseur such as you.

Indiabulls Sky, South Mumbai's most elite residences. Own one. Write to us at [sky@indiabulls.com](mailto:sky@indiabulls.com) or SMS Sky to 56767.

**Indiabulls**  
REAL ESTATE

www.indiabulls.com

# Central Mumbai - Indiabulls Sky Suites





Indiabulls Real Estate Limited  
SP Centre, C-Wing, Minoo Desai Marg  
Near Radio Club, Colaba, Mumbai.

[www.indiabulls.com](http://www.indiabulls.com)