

Corporate presentation

August 2008



Group vision

“To be the group of first choice in **engineering, construction, real estate, entertainment & hospitality and project management** through committed focus on quality, innovation, technology, stakeholders’ growth and social responsibility”



Group company

- **Era Infra Engineering Ltd.**
4 Strategic Divisions
 - Construction & Contracts Division
 - EPC & International Division
 - Equipment Management Division
 - Ready Mix Concrete Division
- **Era Building Systems Ltd.**
- **Era Landmarks (India) Ltd.**
- **Era E-Zone (India) Ltd.**
2 Strategic Divisions
 - Cinemas & Food Courts
 - Hotels & Resorts
- **Era Power (India) Pvt. Ltd.**



Group interests

- **Infrastructure Development & Construction**
- **Pre-Engineered Buildings**
- **Real Estate Development**
- **Hospitality & Entertainment**
- **Power – Thermal & Hydro Power**

Group strengths



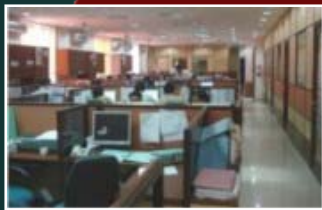
Unique and synergistic business portfolio



Strong ingenious engineering, design and construction capabilities



Impeccable track record for on-time delivery of quality projects & turnkey solutions



Robust internal systems & global technology practices



Collaborating with the best-in-class and entering into strategic JVs for large projects

A closer look at each of the Group companies



Era Infra Engineering Ltd. overview

- 1 Flagship company of the Era group of companies
- 2 ISO 9001:2000 and ISO 14001:2004 certified company
- 3 Proven track record of 200+ completed projects. + 50 ongoing projects.
- 4 Four Strategic Divisions addressing different business verticals: Construction and Contracts, EPC & International, Equipment Management, Ready Mix Concrete
- 5 Servicing some of the most prestigious clients across both public and private sectors
- 6 Equity shares listed on the Bombay Stock Exchange Ltd. and the National Stock Exchange Ltd
- 7 Global Depository Receipts (GDRs) are listed at the Luxembourg Stock Exchange
- 8 Foreign Currency Convertible Bonds (FCCBs) are listed at the Stock Exchange of Singapore



Strategic business divisions

With the objective of capitalizing on the prospects unfolding in the infrastructure development space, Era has set up strategic business divisions representing well structured, robust and scalable business lines:

Era Infra Engineering



**Construction &
Contracts Division**

era **CONSTRUCTION
& CONTRACTS**



**EPC & International
Division**

era **EPC
& INTERNATIONAL**



**Equipment Management
Division**

era **MACHINE MART**



**Ready Mix
Concrete Division**

era **RMC**

Result:

- A clear demarcation of strengths and responsibilities
- Synergising the best of Era's in-house partnerships and bringing about lateral integration of specialised resources

Construction & Contracts Division

era CONSTRUCTION & CONTRACTS

This Division executes infrastructure development contracts.

Diverse experience: 20 years of experience in this business

Diversified geographic presence endowing it with a pan-India status

Diversified customer base: Executed major projects both in public and private sectors

Diverse size & scale of contracts

Diversified presence across sectors : Airports, Railways, Highways, Power, Industrial projects & Institutions, Urban infrastructure, Residential & commercial complexes



Future focus

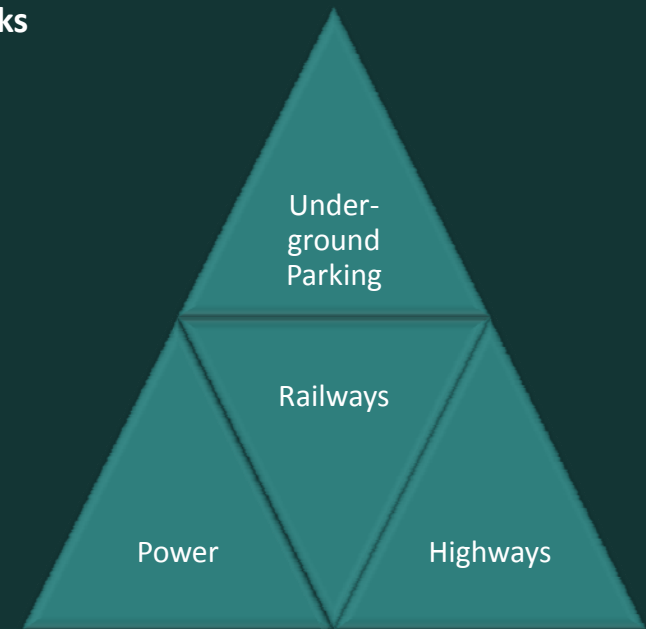
- Further diversifying presence by addressing projects across newer infrastructure segments such as :
 - refineries
 - hydroelectricity
 - irrigation
 - ports
- Consolidating presence in the existing sectors by executing larger-sized projects
- Further enhancing pre-qualification strengths through strategic alliances



EPC & International Division

- Focusing on Engineering (basic and detailed), Procurement (of man, material and machinery) and Construction (execution of works contracts)
- Era's EPC contracts are based on:
 - Turnkey and BOQ basis
 - Long Term basis – Built, Operate and Transfer (BOT) / Built, Operate, Own and Transfer (BOOT) on Annuity and Revenue collection basis
- Forayed into power transmission & distribution

Areas of focus are as under:



Future focus

- Metro Rail projects
- Automated parking lots
- Large scale housing projects
- Railway Freight corridor projects routed through strategic joint ventures with European players
- Hydropower. Establishing JV alliances for complete execution of hydro projects
- Focusing on regional airports & ports. Formulating bidding strategies for the same
- Identifying opportunities and prospects for joint development partners in Africa and UAE



Equipment Management Division

era **EQUIPMENT MANAGEMENT**

- This specialized Division has been set up to:
 - Cater to the growing in-house and external demand for a range of construction machinery for multiple projects
 - Harness the boom in infrastructure industry which has created massive requirement for state-of-the-art construction machinery and equipment

The main activities of this Division encompass:

Procurement of
construction
equipment

Operations &
maintenance of
equipment base

Exploration of rental
opportunity for idle
equipment



Equipment Management Division

era **EQUIPMENT MANAGEMENT**

- Operating under brand of “Era Machine Mart”, the equipment bank consists of high-end critical equipment
- The Division currently has an equipment bank of more than Rs 2500 mn
- Used for internal purpose as well as leased out



Ready Mix Concrete Division

- Over the past two decades Era has extensively manufactured & used RMC for its own projects
- As a result, the company possesses :
 - extensive wherewithal & understanding about the business
 - technicalities & specific requirements of RMC
 - understanding of the need for quality & speedy completion of diverse construction projects
- Has 6 plants operational in the NCR region
- Future focus
 - Plans to set up 60 RMC plants across India



Era Building Systems Ltd. overview

- 1** Pre engineering building arm of Era group of companies
- 2** ISO 9001:2000, ISO 14001:2004 and OHSAS 18001:2007 certified company
- 3** Among the first Indian company to enter this business space
- 4** One of the largest players in terms of capacity & revenue
- 5** State-of-the-art facilities in Uttarakhand & new facility being set up in Nagpur
- 6** Integrated player with design, execution and installation capabilities
- 7** Proven track record of 100+ completed projects. 50+ ongoing projects
- 8** Supplemented by Era's construction prowess & over two decades of experience in the infrastructure & construction industry



Era Landmarks (India) Ltd. overview

India's leading and well-diversified real estate company



Integrated township
7 projects.
Development potential
=
2.27 mn sq ft

+

Group Housing
14 projects.
Development potential
=
23.75 mn sq ft

+

IT Parks
2 projects.
Development potential
=
1.99 mn sq ft

+

Malls & Multiplexes
9 projects.
Development potential
=
1.99 mn sq ft

=

32 projects. Development potential = 30 mn sq ft

Locations

Strong Tier I, II & III, focus where genuine demand exists + Presence in metros with high growth potential = Pan India presence

Future focus

Further strengthen
pan India presence

Foray into
Mumbai, Chennai, Amritsar, Ahmedabad, Mysore, Bangalore & other promising cities

Aggressively expand land bank

Encash on comprehensive construction capacities and leverage the collaboration route for joint development

Execute new projects through the public-private partnership route where the Government will give land to realty players for joint development and revenues will be shared by both parties



Era E-Zone (India) Ltd. overview

Incorporated in 1993, Era E-Zone (India) Ltd is the entertainment and hospitality arm of Era

Conceptualized with the single-minded objective of addressing 360 degrees entertainment and recreation needs

Set up two focused strategic divisions:

1. Cinemas & Food Courts;
2. Hotels & Resorts

Aims to pioneer the delivery of a complete entertainment solution (multiplexes, food courts and play zones) in the fast maturing and evolving cities

Multiplexes launched under the brand name “Era Cinemas”

Entered into strategic tie-up with Star Box Office



Future focus

- Set up 200 screens over a 5-year period across all state capitals and category B towns
- Develop at least one multiplex cinema each in Mumbai, Bangalore, Hyderabad and Ahmedabad
- Develop novel food courts or at least provide delightful food options through tie-ups with popular brands at all its multiplexes



Era Power (India) Pvt. Ltd.



- Incorporated in 2007
- A 100% subsidiary of Era Infra Engineering Ltd.
- Engaged in the business of power generation

Group financials

(Rs. in millions)

	Revenues		Profit after Tax	
	2007-08	2006-07	2007-08	2006-07
Era Infra Engineering Ltd. (Standalone)	14,644.82	7,763.16	1,213.74	791.2
Era Landmarks (India) Ltd.	1,995.26	3,903.51	369.87	818.52
Era Building Systems Ltd.	1,200.08	888.78	98.59	26.48
Era E-Zone (India) Ltd.	578.47	810.14	19.18	51.11

Thank You

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