

**GROWTH  
INNOVATION  
TECHNOLOGY  
VISION**



**MARG**  
Spirit of Visioneering

**STRONG FOUNDATIONS FOR  
AN INSPIRING FUTURE**

## MARG GROUP STRUCTURE



# KARAIKAL PORT PRIVATE LIMITED





## ROAD CONNECTIVITY

- Strategically located mid-way between the major operating ports of Chennai & Tuticorin
- Karaikal has the unique advantage of being served by 4 national highways - NH 45, NH 67, NH 45A & NH 45C
- A new national highway from Karaikal to Salem is also proposed
- A seamless network of National & State highways further enhances connectivity to other industrial hubs in TN

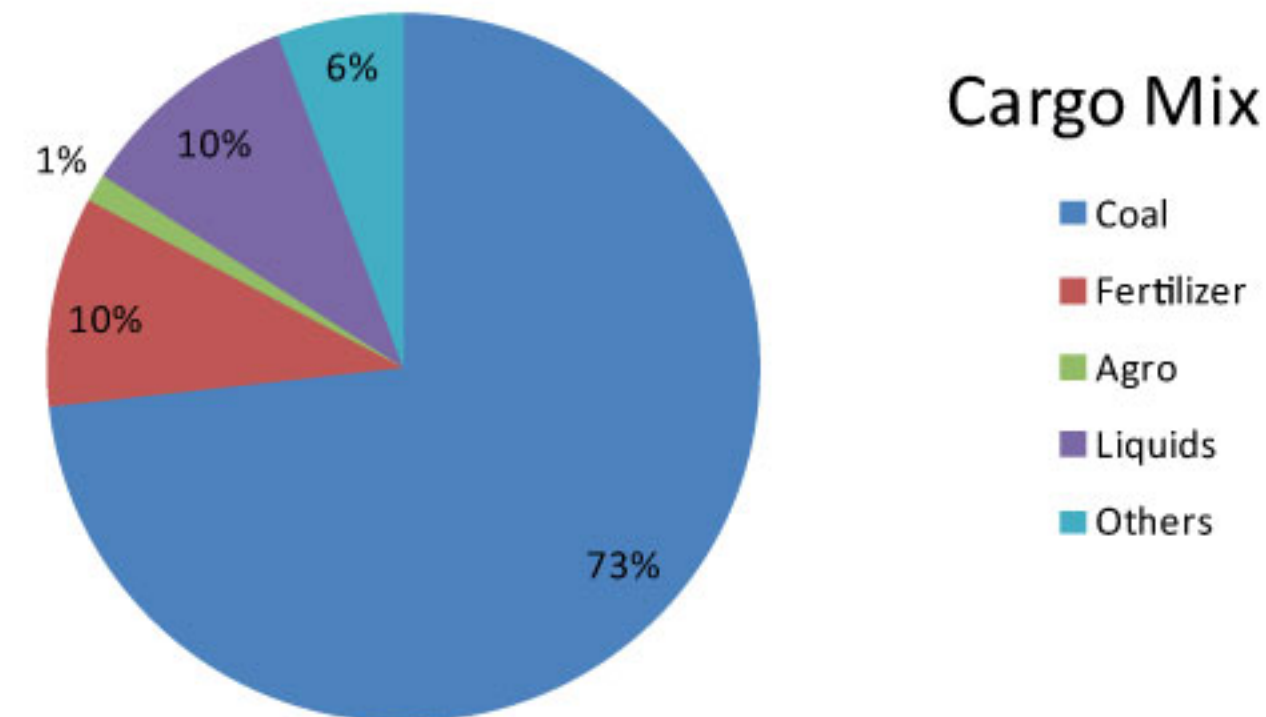
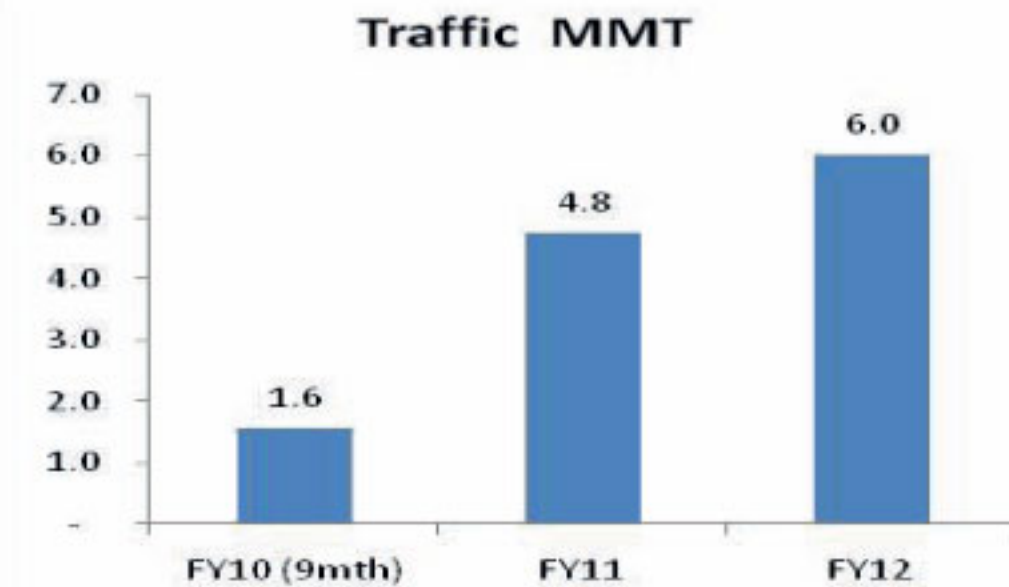
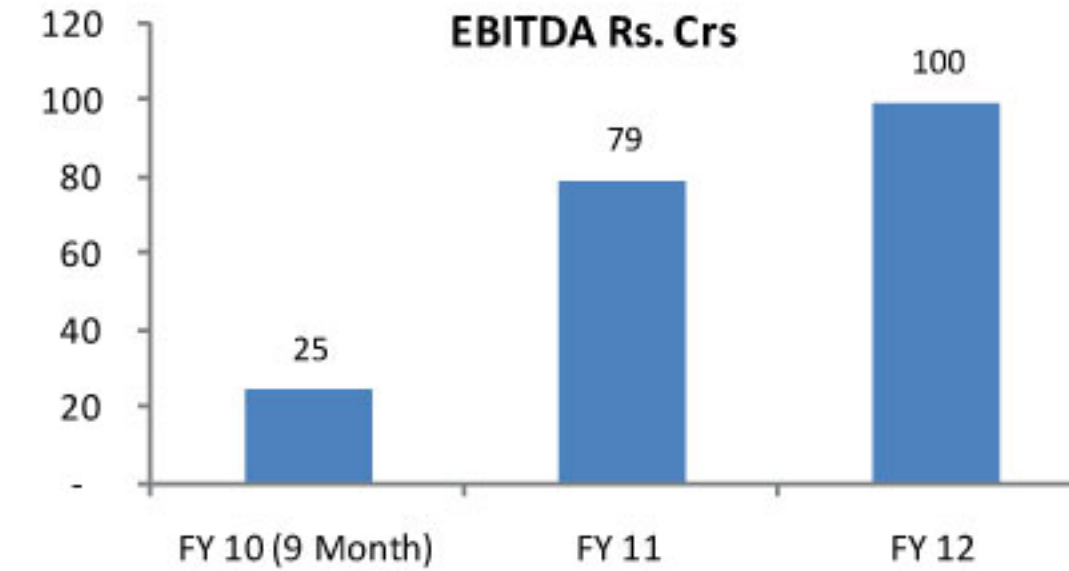
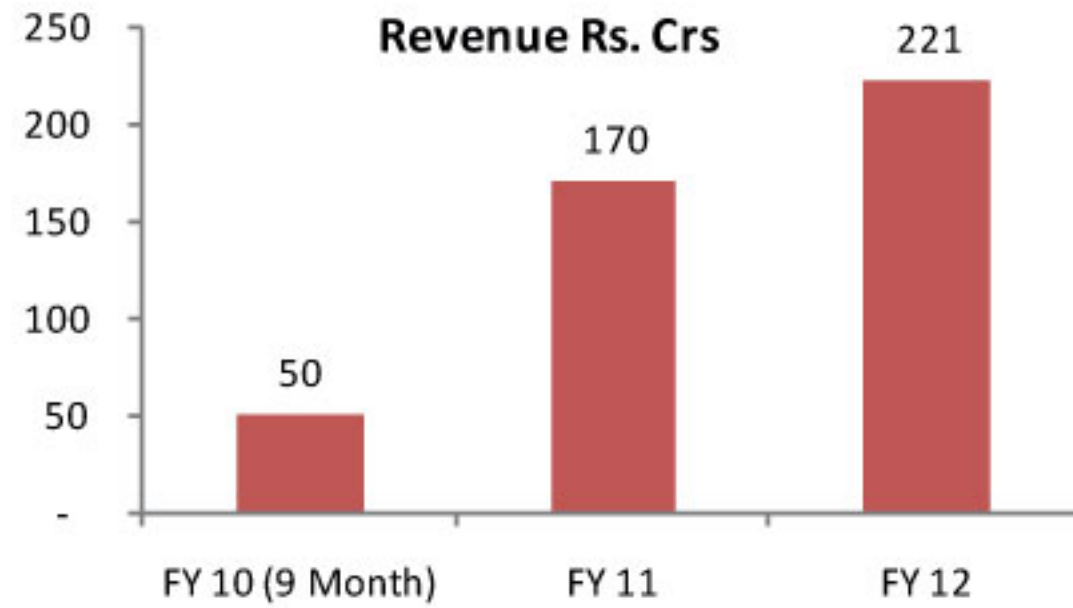
## RAIL CONNECTIVITY

- Rail link connects the Port to major manufacturing hubs of cement, steel, chemical, aluminum & textile in Ariyalur, Trichy and Salem districts, thus ensuring heavy freight movement on the route
- Port has developed 3 private sidings within 6 months of commencement of operations

**Excellent road & rail connectivity provides a clear distance advantage over competitive ports**

## PERFORMANCE

Particulars	Q3 FY12	Q3 FY13	Growth %	YTD FY12	YTD FY13	Growth %
Traffic (in mmt)	1.46	1.94	33%	4.4	5.5	24%
Revenue (in Rs Crs)	57.9	85.2	47%	163.9	216.3	32%
EBITDA (in Rs Crs)	26.2	44.0	68%	69.2	109.7	59%
EBITDA %	45%	52%		42%	51%	



**Sustained growth over the years since inception**

## CUSTOMER BASE

Cargo Type	Customer Name	Cargo Type	Customer Name
OSV / PSV	HOEC, Reliance	Fertilizer	Coromandel Fertilizers Nagarjuna Fertilizers Zuari
General Cargo	Krishna & Co	Copra Cake	South India Edible Oil
Coal	Madras Cements Chettinad Cements India Cements Bhatia International Coal & Oil Devendran Coal JSW MALCO TNPL Seshasayee Paper Boards Limited (SPBL) Dalmia Cements Adani Enterprises	Project Cargo	Nagarjuna Oil Corporation ENI BHEL
Raw Sugar	Thiru Aaroon Sugars		



## CARGO POTENTIAL

- Cargo assessed in 2010 based on the existing industries in the hinterland with 14 MMT requirement and expected new power plants for a capacity of 12,000 MW requiring about 50 MMT of Coal Cargo. Phase 2A facilities created to meet this demand
- Many power plants, initially planned in the nearby region of the port, are getting delayed, due to various regulatory reasons and economic slowdown
- Other non coal cargoes like fertilizers, sugar, liquid cargo and containers have been added and have a potential to contribute significantly to the traffic. Phase 2A Extension is planned accordingly
- Relooking the cargo potential for the established capacity, new commodities like iron ore, limestone, wheat, maize, scrap which are added

S. No.	Commodity	FY12 (A) (MMT)	FY13 (E) (MMT)
1	Coal	4.74	5.75
2	Fertilizer	0.93	0.75
3	Agro	0.01	0.10
4	Liquids	0.03	0.80
5	Others	0.30	0.45
	<b>TOTAL</b>	<b>6.01</b>	<b>7.85</b>

With increments in the current cargo, new cargo from the power plants, additional container, maize and wheat cargo, Karaikal Port is expected to clock around 10 MMT in FY14 with improved EBITDA and the cargo ramp-up will expand in the further years, aided by power plants and Terminalisation of berths.

**Multi-commodity port serving the diversified industry  
Assured growth in cargo volumes on sustained basis**

## FINANCIAL AND OPERATIONAL HIGHLIGHTS

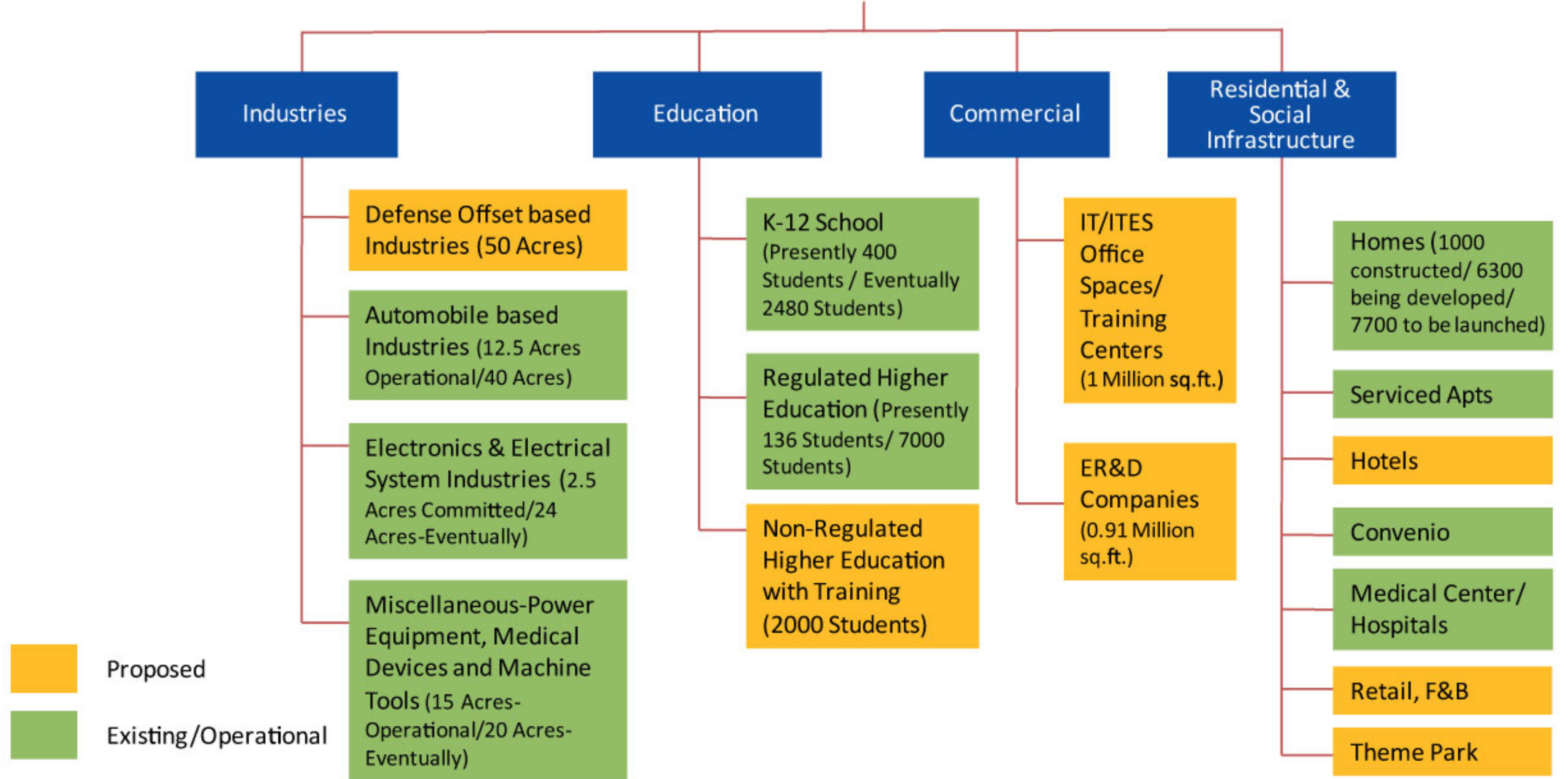
- Growth of 33% in cargo, 47% in Revenue and 68% in EBITDA in Q3 FY13 as compared to the corresponding quarter of FY12.
- Added new cargos to the portfolio like
  - Fire clay
  - Lime Stone
  - Iron Ore
  - Wheat
  - Maize
- Handled MV Wangaratta with a parcel size of 73,724 MT in Dec 12, the largest vessel for the quarter
- Handled a total of 316 rakes in Q3 FY13 against 293 rakes handled in Q3 FY12
- Entered into contracts with many major cement companies for handling their coal imports like Chettinad Cement, Dalmia Cement, Madras Cement and India Cement
- Additional volume of coal is expected to materialize in the coming year i.e., FY14 from the commissioning of power plants. This will also bring in the expected project cargo.
- With the iron ore mining ban in Karnataka, JSW has started importing domestic iron ore in the forms of fines and lumps for its Mecheri Plant. Cargo is expected to continue through the next year as well.
- With the government's decision to export the surplus wheat, it has contributed a total volume of ~ 81,000 mtn in Q3 and is expected to contribute ~1,46,000 mtn in Q4. Significant volumes will flow in the next year as well.
- Terminalisation opportunities are being explored for Coal Terminal, Liquid cum General Cargo Terminal, LNG Terminal and Container Terminal. Port has created lot of interest among national and international bulk cargo traders.

## WAY FORWARD


- Projects
  - Completion of support infrastructure viz. River diversion, Road over bridge etc.
- Terminalisation & Strategic Investors
  - Exploring possibilities for leasing out the existing coal and liquid berths to prospective operators under terminalization scheme
  - For future, containers & LNG terminals to be developed under BOT scheme.
  - Study carried out by i-Maritime assessing the potential for:
    - Coal terminal
    - Liquid cum general cargo terminal
    - LNG terminal
    - Container terminal

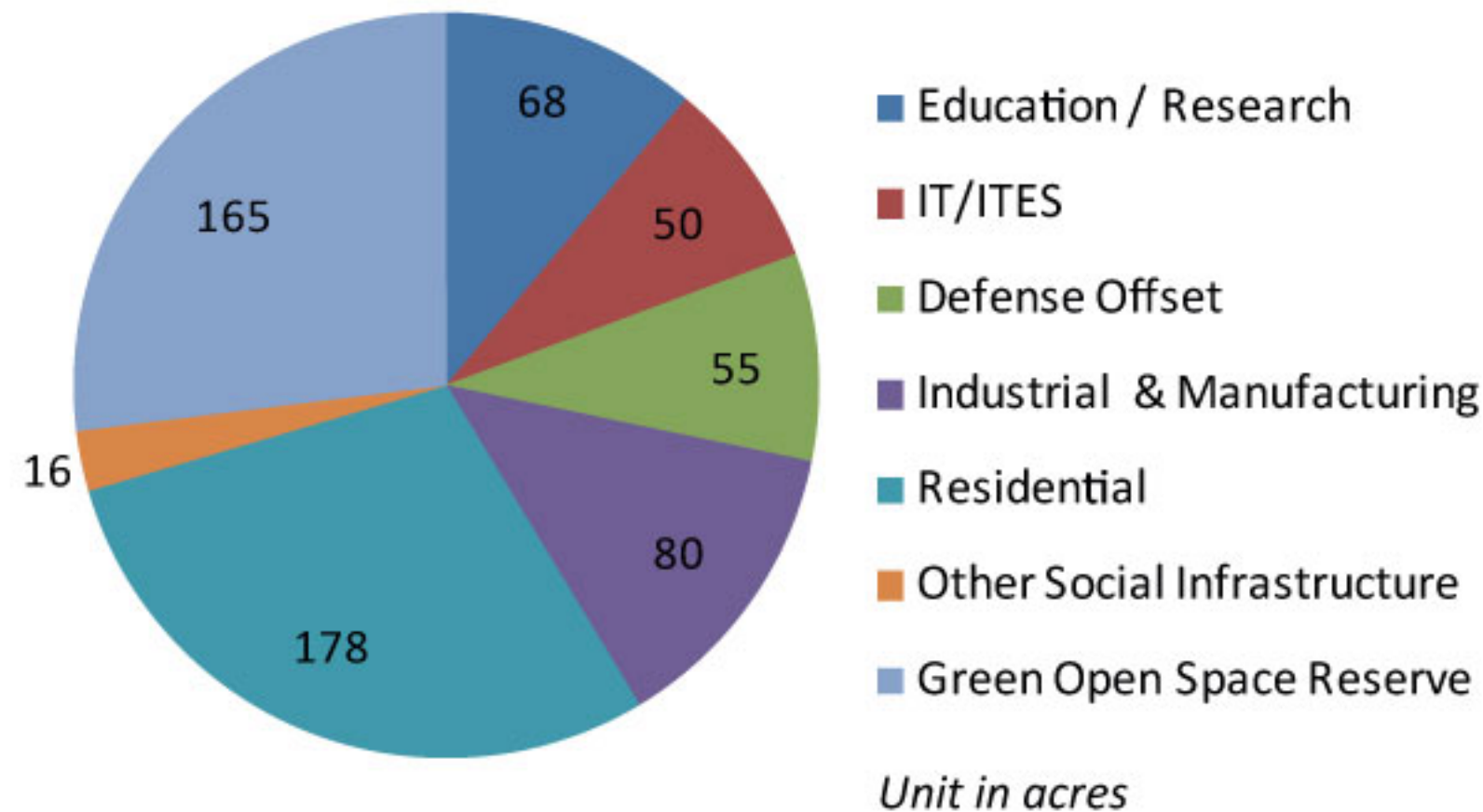


**A visible growth path**



## KEY HIGHLIGHTS

- Growth drivers: Educational Institutions (Domestic & Intl), Research based Industries & Services
- 14,000 dwellings with social infrastructure
-  Designed by world's leading architect
- 6 acres of natural water bodies
- Master plan for 10,000 acres
- Virginia Tech Center of Excellence & Innovation



Key Development Plan					
Segment	Total Area acres	NCTPL		Others	
		Area in acres	Built up area Mn Sq.ft.	Area in acres	Built up area Mn Sq.ft.
Education / Research	68	6	0.25	63	2.05
IT/ITES	50	8	0.65	42	1.56
Defense Offset	55			55	1.20
Industrial & Manufacturing	80	6	0.11	74	1.50
Residential	178	178	15.0		
Other Social Infrastructure	16	16	0.68		
<b>Total Area</b>	<b>447</b>	<b>213</b>	<b>16.69</b>	<b>234</b>	<b>6.31</b>
Green Open Space Reserve	165				
<b>Grand Total Area</b>	<b>612</b>				<b>Approx. - 23 Million Sft</b>

## CURRENT REVENUE MODEL



### Land Sale

(Light Engineering, Multiservices and Plot Sale)



### Lease Rental

(Commercial, Factory and Incubation Buildings)



### Residential Sale

(Apartments, Villas and Homes)



### FSI Sale

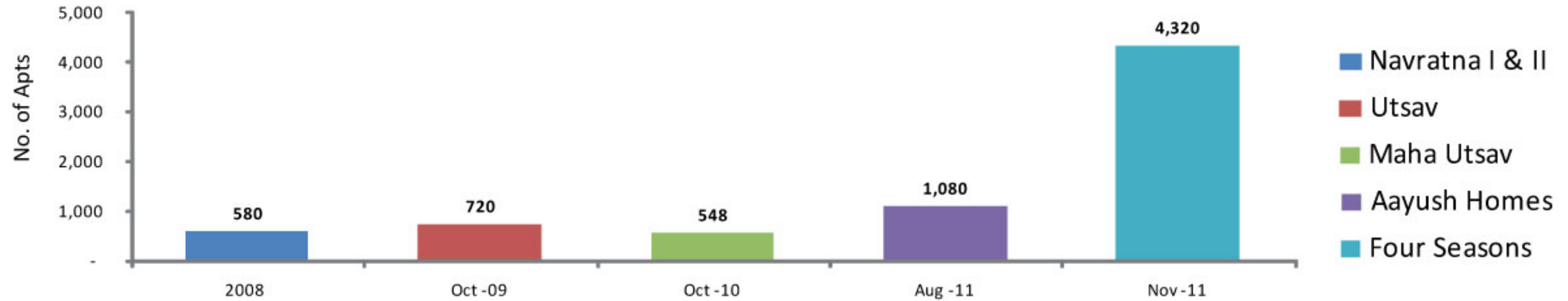
(Residential, Commercial)



### Estate Management

(Rentals from Shops, Maintenance Charges)

## HOMES AT MARG SWARNABHOOMI



Residential Projects	Launch Date	Area in Mn Sq.ft	Total no of Units	Units Booked	Project Sale Value (Cr)	Approval	Expected Delivery
Navratna I	Feb-08	0.30	300	294	48	Approved	Delivered
Navratna II	Feb-08	0.37	280	274	59	Approved	Delivered
Utsav	Oct-09	0.68	720	686	101	Approved	Mar-13
Maha Utsav	Sep-10	0.60	591	401	113	Approved	Jun-14
Aayush Homes	Aug-11	0.69	1,080	246	114	Apr-13	Sep-14
Four Seasons	Nov-11	5.01	4,320	141	1,102	Jul-13	Mar-15
<b>Total</b>		<b>7.65</b>	<b>7,291</b>	<b>2,042</b>	<b>1,538</b>		

**7300 launched    7700 to be launched**

## UPDATES ON LIGHT ENGINEERING

- Light Engineering SEZ houses 10 leading industrial / manufacturing units including Grundfos, Virgo Engineering, Polyhose, Easwari Electricals, Twin Disc, Tecpro, TVS Kwikpatch
- New Manufacturing facility of M/s Twin Disc has begun operation in this zone on a 33,500 sqft manufacturing unit leased out with a lock-in period
- Existing units are in expansion mode seeking additional acres within Swarnabhoomi
- Total physical exports from the SEZ units reached a cumulative YTD figure of Rs. 32.5 crores by the end of Q3 FY13, which is almost 5 times that of Rs. 6.9 cores in the corresponding period of FY12. With the expansion of existing units and startup of additional units the exports are slated to grow faster

GRUNDFOS



Polyhose



Sumzeit  
TRADITIONAL



PROFLEX

VAN SPALL  
ASSOCIATES

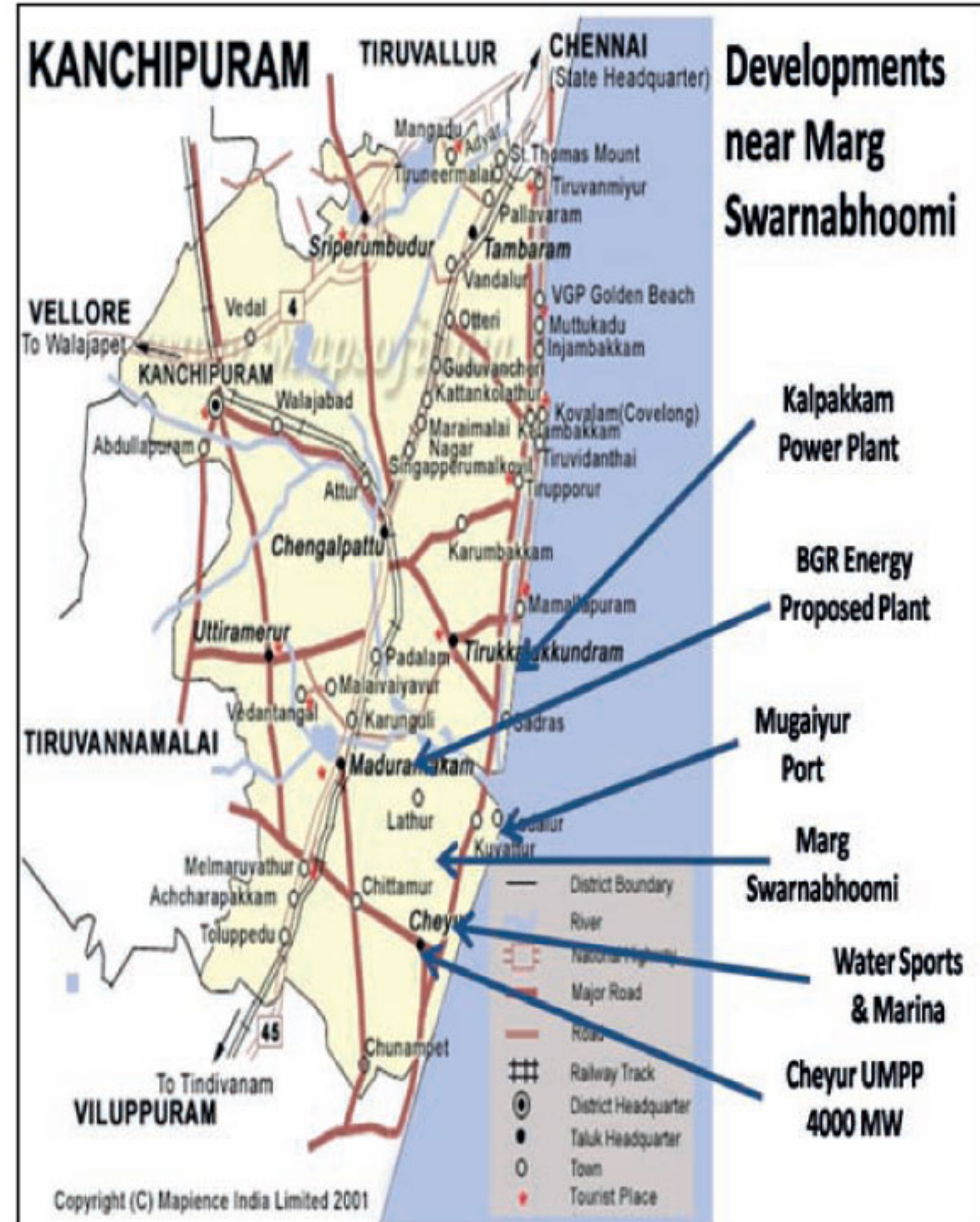
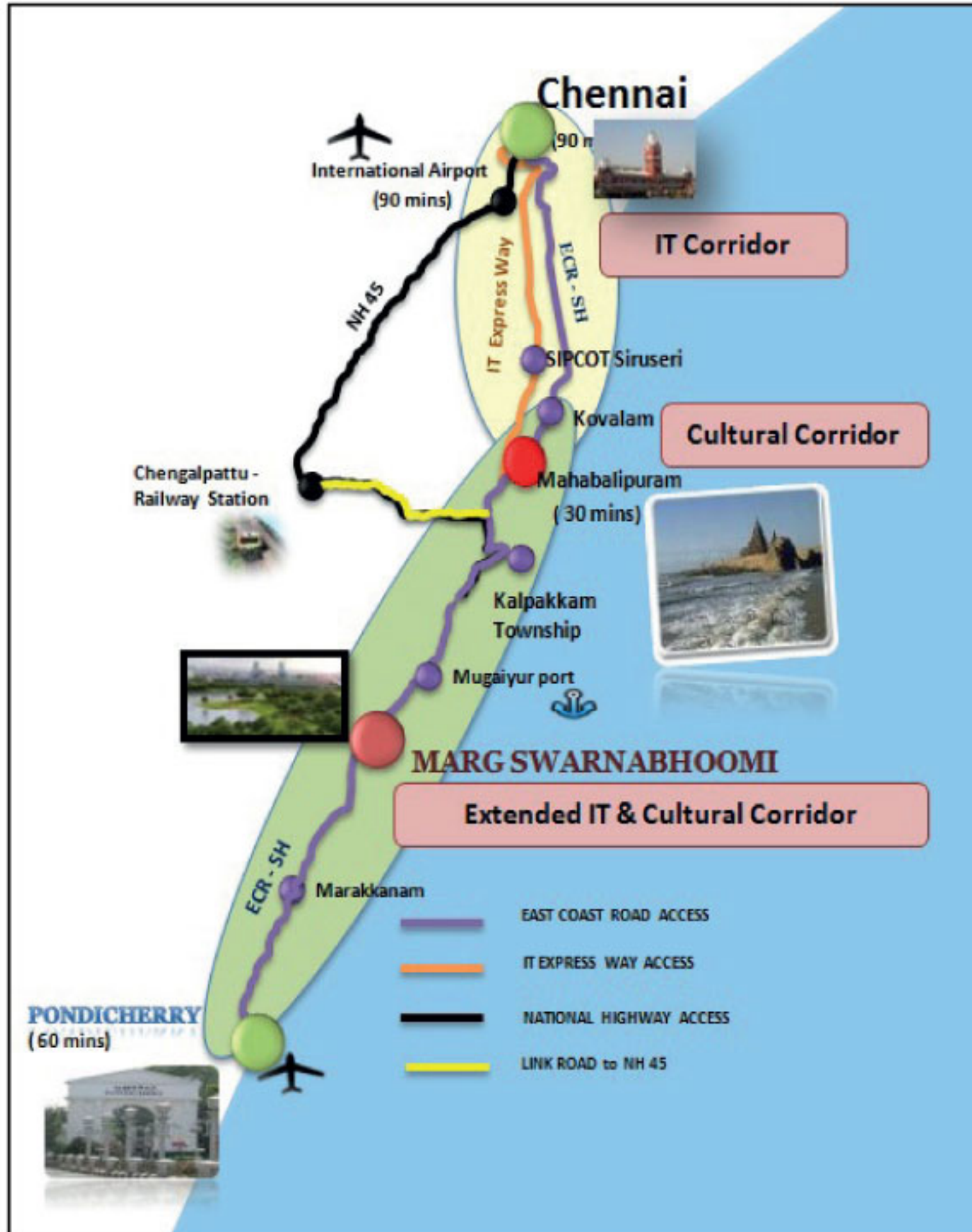


exemplarr  
WORLDWIDE

## UPDATES ON MULTI-SERVICES EDUCATION/RESEARCH/IT-ITES TRAINING CENTRES

- Signed MOU's with Limkokwing University of Malaysia, Central Institute of Technology of Western Australia and ITE Education Services Pte Limited of Singapore for over 250,000 sq ft of leasable space; these institutes will offer courses in various fields in the academic and vocational categories.
- Interest received from additional five top ranked US Universities, one Canadian University and two Australian Universities to establish collaboration with Marg Swarnabhoomi in education and research area.
- This is in addition to the existing units of MIDAS (Architectural Institute), MNV (CBSE School), Swarnabhoomi Academy of Music (SAM) and Exemplar Worldwide
- Proposals have been submitted to key decision makers in IT majors for Training-cum-Operating centres.
- The current count of students in MNV School is 400. Post admission student strength would be 500 in FY14.
- MIDAS is in its second year of operation. Current student strength at MIDAS is 135 students. MIDAS has received a Letter of Intent (LoI) from Council of Architecture, New Delhi, for adding another 40 seats to the B. Arch program, from the academic year 2013-14. The annual intake of B. Arch program post the increase will become 120. Student strength in 2013-14 would be 255.
- SAM is the first ever professional college for music in India offering a range of programs in contemporary music that includes rock, jazz, classical and world music and 280 students have already graduated from SAM. Annual students trained in 2013-14 would be 150.
- College of Arts and Science (MCAS), a Management Institute and an Engineering college are in the pipeline in and around Swarnabhoomi.
- In 2013-14, the total student population is expected to be over 1500, which will further grow to 4,000 FY16, accelerating demand for residential / hostel facilities at Marg Swarnabhoomi.

## MARG SWARNABHOOMI: LOCATION ADVANTAGE



## MARG SWARNABHOOMI ON THE NEW GROWTH CORRIDOR

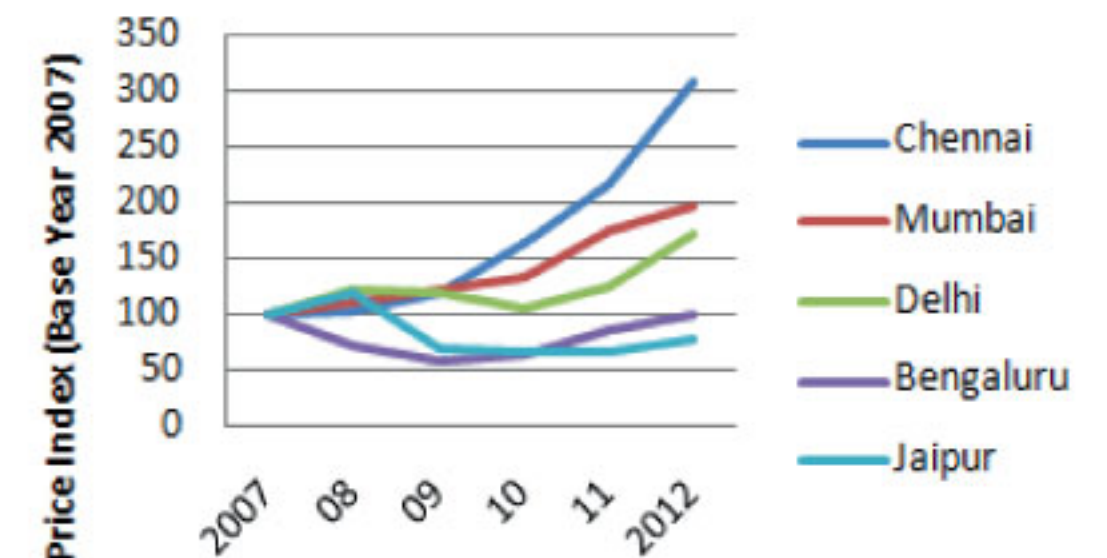
Since 2008, Chennai city has been leading the growth in residential values amongst all the cities of India. (NHB) with Chennai city getting congested and expensive, the growth trend is continuing on its outskirts. The ECR constructed in 1998 has created a new growth corridor. Land prices have trebled over past 5 years<sup>1</sup> Numerous new projects on the ECR are driving future growth like:-

- Tourism projects like water sports parks, marina's beach resorts, arts, culture & meditation facilities etc..
- Infra structure projects like De-sal plants at Nemeli and Pattipulam, UMPP's (4000 MW) at Cheyyur & Markanam, Power plant at Kalppakkam etc.
- Industry like IT Parks on OMR and Siruseri. New Manufacturing facilities like the BGR-Hitachi Power Equipment Plant etc.

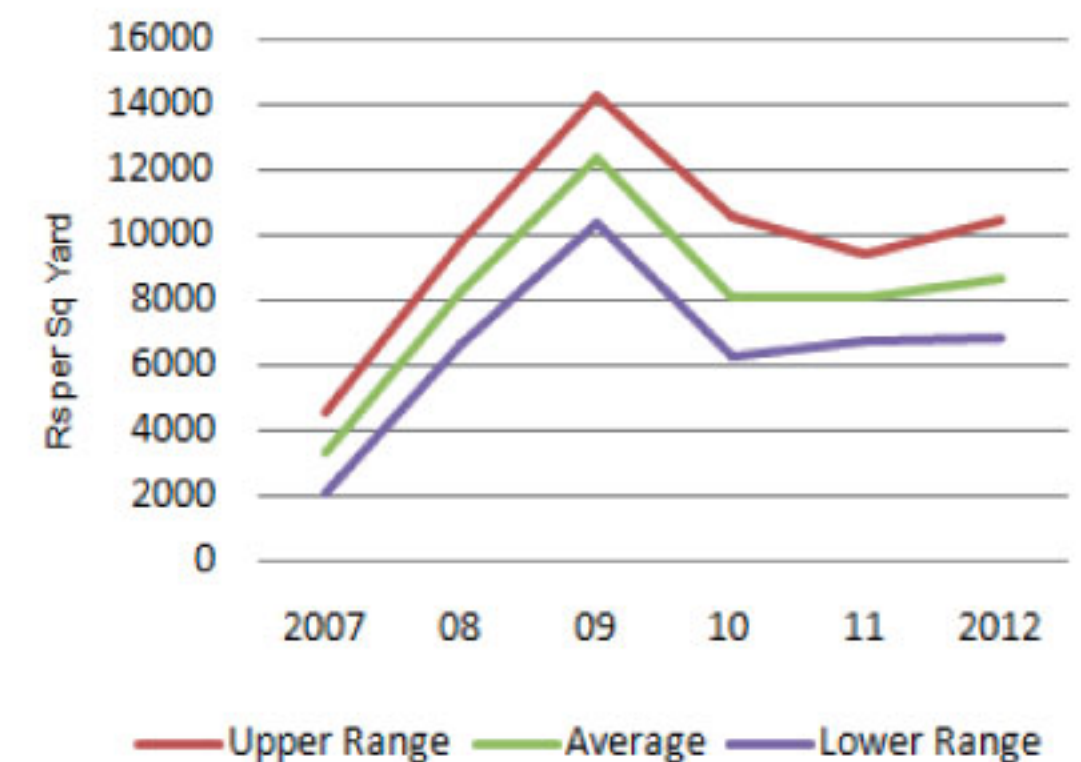
*MARG Swarnabhoomi is located in the midst of the action and is both contributing to the growth and is also realising the benefits.*

<sup>1</sup> Property Price Trend in ECR; Guideline value register of Tamil Nadu

**City Wise Housing Price Index  
(National Housing Board - Residex)**



**Land Price Trends on ECR**



### Residential

- Chennai's only township offering affordable homes at Rs. 20 Lakhs
- Offering all city specific amenities
- Travel time of max.75 minutes during both peak and non-Peak hours
- In 2013-14, the total student population is expected to be over 1500, which will further grow to 4,000 FY16, accelerating demand for residential / hostel facilities at MARG Swarnabhoomi. Education population will continue to drive the demand along with the Light Engineering and other demand centres like Kalpakkam

### Educity

- Universally education is considered a magnet for investments resulting in wealth & job creation
- Presently about 150 million students are enrolled in more than 20,000 higher education institutions worldwide and the no. is growing annually between 5% and 10%
- MARG Group has identified education sector to leverage opportunities and bring Innovation to Indian Education, through partnership with various International Universities.

### IT-ITES

- Chennai's urban economy is mostly dependent on technology with telecom, software services and business process outsourcing (BPO) deemed to be the major contributors. With fresh recruitments of around 2-2.5 lacs every year by IT companies, Marg Swarnabhoomi is ideal for the Training Centres for IT/ITES companies, providing cost effective solution as an All-in-one campus to give the clients living, working, entertainment, ambience and thereby reducing the overall cost for client's operation and employees by 20%-30%.

## KEY DRIVERS OF MARG SWARNABHOOMI

### Defense Offset Units

- India is the largest arms importer with 70% of its procurement coming from foreign companies. Recently, Government opened up this sector to private and foreign investors with a target of achieving 70% indigenization. The Department of Industrial Policy and Promotion (DIPP) has issued over 178 industrial licenses (IL) till November 2011 and total offset opportunity expected to surpass US\$ 12B over the next 10 years. Bangalore's higher real estate prices and Hyderabad's instability in real-estate paves way for Chennai to cater to South India based defense offset units. International seaport in Chennai, Pondicherry Airport at close proximity and proposed Mugaiyur Ship Repair Yard and Minor Port makes MARG Swarnabhoomi the attractive destination for setting up of Defense offset based manufacturing units on similar lines as Lepakshi-Anantapur (A.P), GMR Aerospace Park-Hyderabad (A.P), MIHAN-Nagpur (MH) and HAL-Bangalore (KN).

### Industrial and Manufacturing Units

- Unaffordable and congested Sriperumbudur, GST Road, SIPCOT, & Chennai-Bangalore highway spur the need for an alternative destination,. MARG Swarnabhoomi's Light Engineering SEZ is emerging the ideal location for industrial and manufacturing units with close proximity to the India's automobile & electronic hubs and near BHEL and BGR Energy's proposed facility and the proposed minor port at Mugaiyur.



## RESIDENTIAL DEVELOPMENT



Say Hello to **Mr. Joy**

**Affordable homes . Urban smart homes . Integrated Townships . Ultra luxury homes**

## WHERE IS THE GROWTH CORRIDOR?

1

Chennai City Expanding towards West (**Bangalore High Way**) where there are large number of Manufacturing units like Saint Gobain, Hyundai, Samsung, Flextronics, Foxconn, Caparo, Dell, Motorola, Nissan-Renault, Nokia etc.

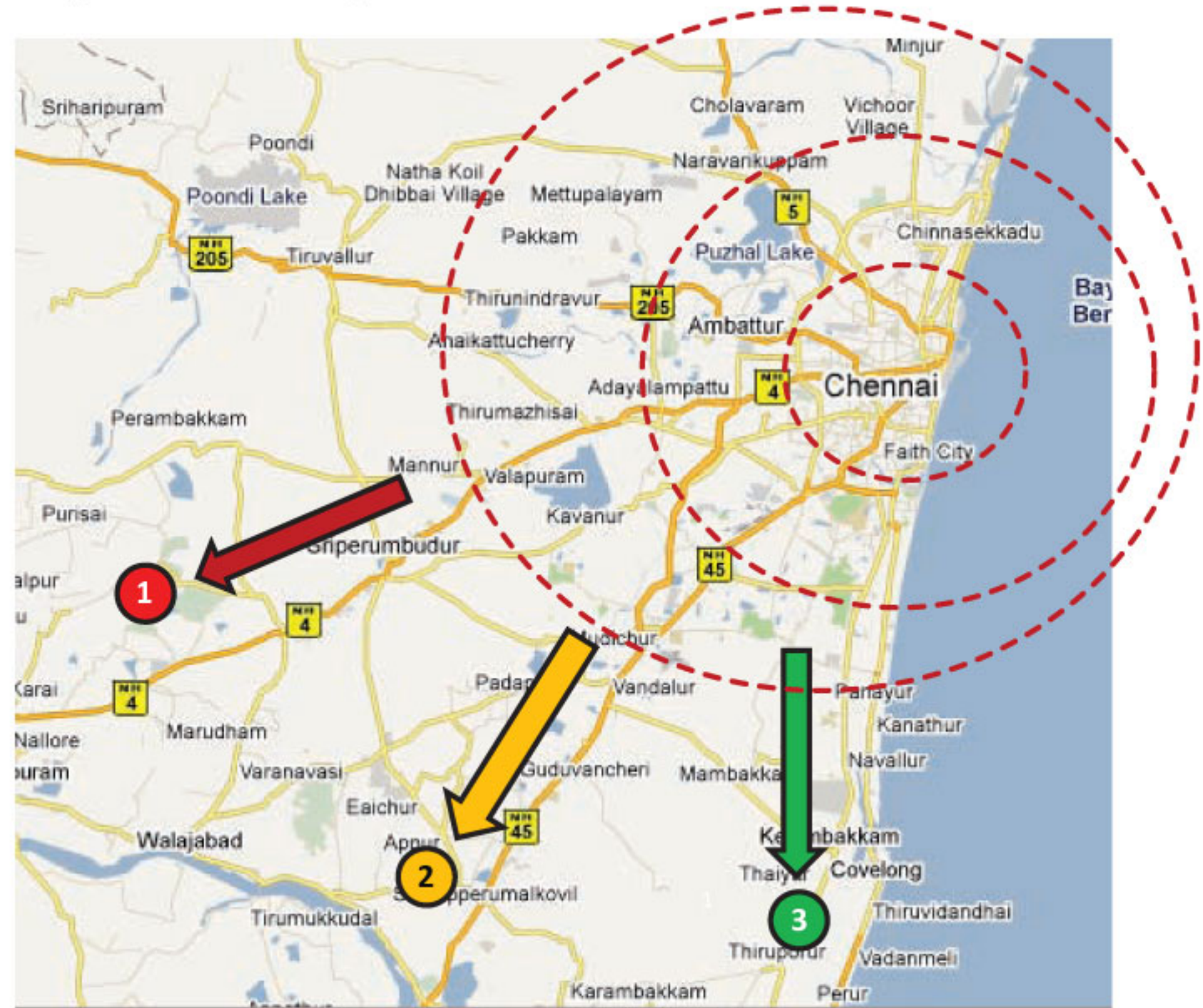
2

**Great Southern Trunk Road - GST road** is the growth corridor with operational SEZs including MEPZ, Mahindra World City and two proposed SEZs including L&T SEZ and Shriram – Apollo SEZ. In addition, Ford Motors and large educational and technical & research institutes serve the GST road.

3

**The OMR towards South** is a six lane road which houses major IT players including HCL, Tata Consultancy Services, Wipro, Cognizant, Hexaware, Xansa, Syntel, EDS, Aviva, Hewitt, HP, Accenture, Satyam, Scope, US Technologies, etc.

### MARG Projects Foot prints

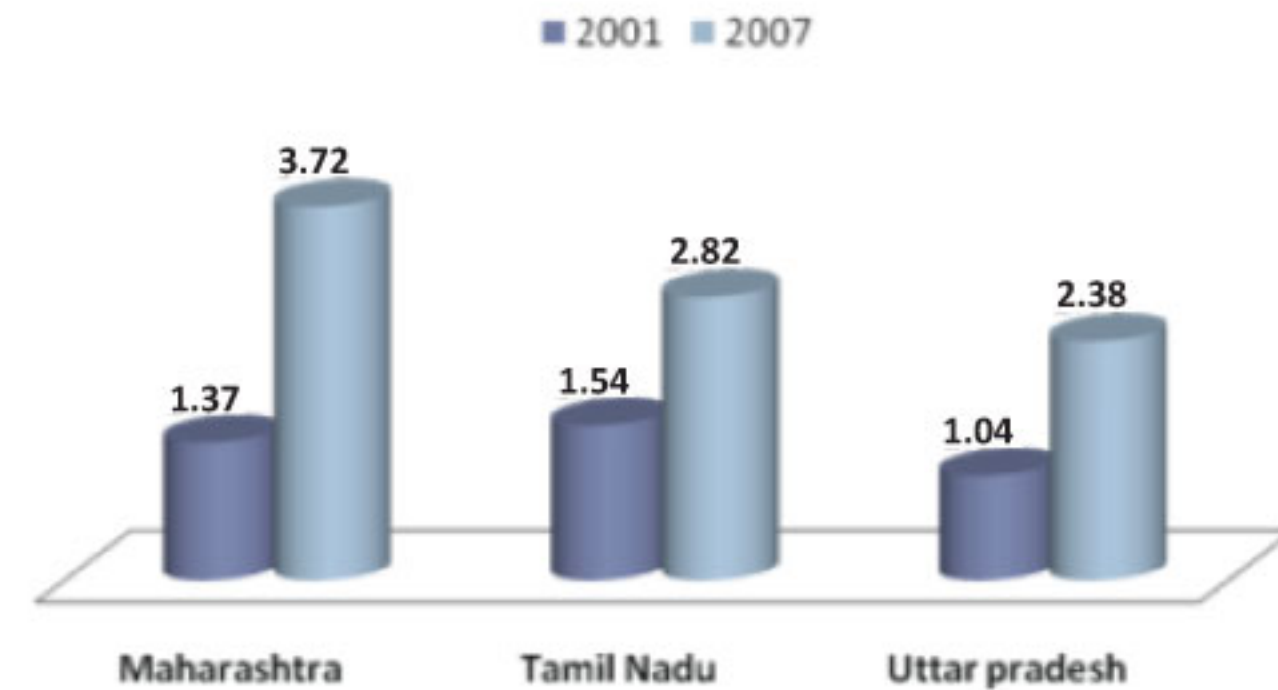


## RESIDENTIAL MARKET OVERVIEW - CHENNAI

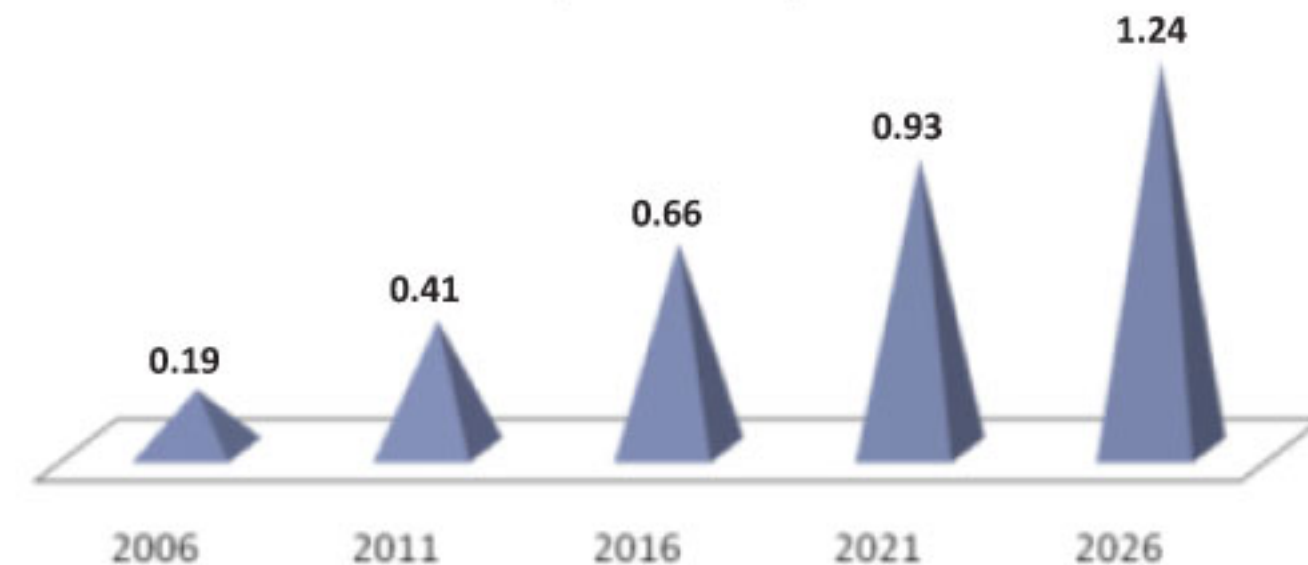
- Housing shortage in India. Eleventh Five Year Plan (2007-12) estimates a shortage of million houses
- Demand - Supply mismatch highest in Maharashtra followed by Tamil Nadu
- Housing demand in Chennai expected to grow by 200% in the 15 year period from 2011-26
- Middle and lower income groups to account for about 85% of the total demand
  - Units in the price range from INR 10 lacs to INR 50 lacs

*\*Middle income group refers to people earning an annual income ranging from 2 lacs to 10 lacs as per NCAER; Affordability factor ranges from 4-5 times*

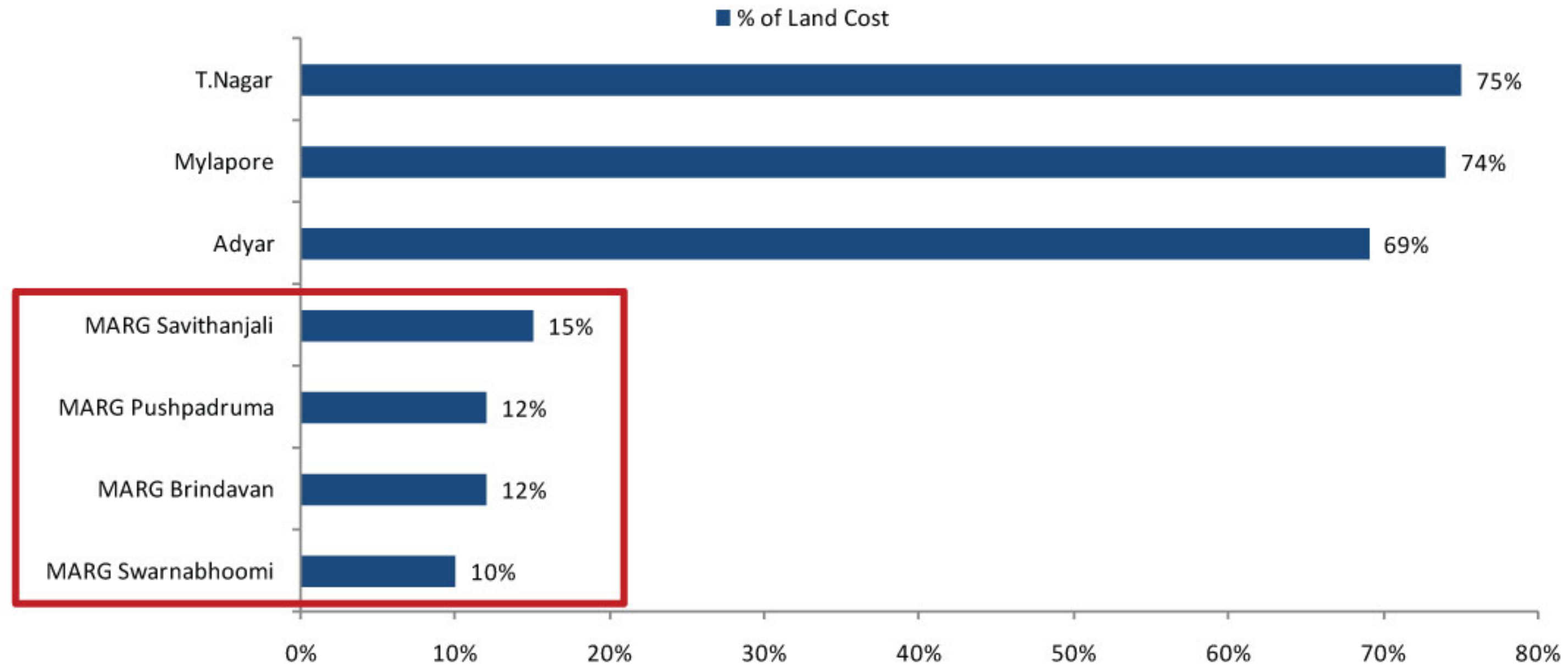
Shortage in Housing Units (millions)



Projected Housing Demand in Chennai (millions)

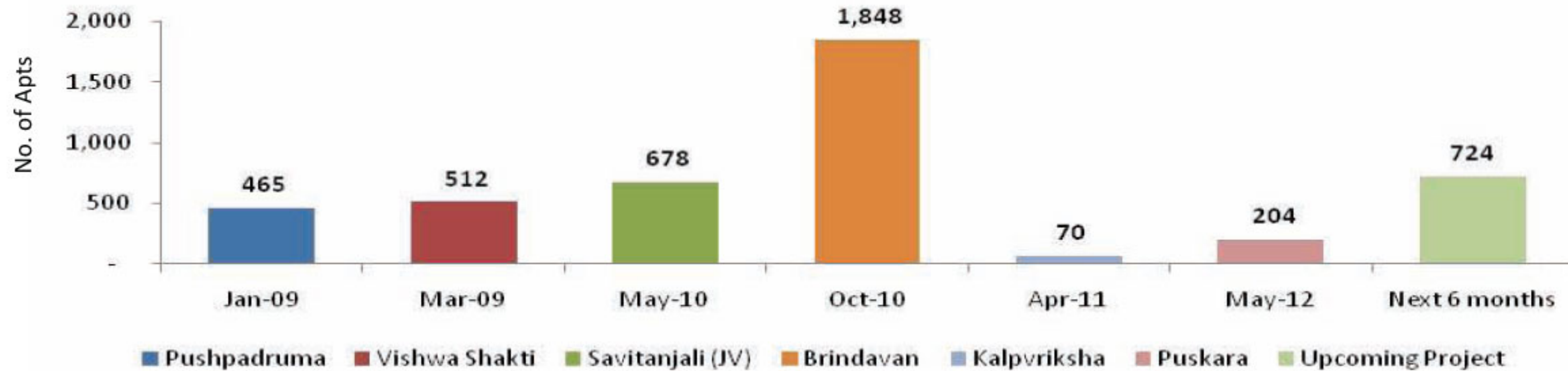


## PROJECTS AT STRATEGIC LOCATIONS



- Majority of our projects are located on growth corridors where the land cost is much lesser as compared to city / CBDs
- Customers can hugely benefit due to potential capital appreciation

## PROJECTS LAUNCHED & TOTAL NO. OF UNITS



Project	Approval	Launch	Expected Del
Pushpadruma	Approved	Jan09	Delivered
Vishwasakti (3 Ph )	Approved	Mar09	Jun13/Jun14/Dec14
Pushkara	Approved	May12	Jun14
Kalpavriksha	Approved	May11	Mar14
Brindavan (2 Ph)	Feb13	Oct10	Mar15/Mar16
Infinity	To be Launched	Jul13	May17

Residential Projects	Location	Area in Mn Sq.ft	Total no of Units	Units Booked	Project Sale Value (Crs)
Brindavan	Sriperumpudur	1.65	1,848	585	491
Kalpavriksha	OMR Chennai	0.09	70	50	45
Pushkara	OMR Chennai	0.24	204	104	95
Savitanjali	OMR Chennai	0.87	678	253	310
Vishwa Shakti	Tirupati	0.68	512	325	136
Infinity	OMR Chennai	0.81	724		512
<b>Total</b>		<b>4.33</b>	<b>4,036</b>	<b>1,317</b>	<b>1,589</b>

## MARKETING DRIVERS OF RESIDENTIAL SALE

### BRAND AND PRODUCT ADVANTAGES

- Customer privileges - Measure & Pay, Upgradation of homes, Zero Dead space, transparency
- Exclusive mascot (one of its kind, pan-India) enjoying a high brand recall
- Marketing through exclusive “MARG ProperTies Shoppe” - another novel & unique concept
- Continuous customer engagement through regular project-wise customer meets branded as “Connexions”

### PROJECT AT STRATEGIC LOCATIONS

- OMR with 95 IT companies and employees of 0.15 mn expected to grow to 0.20 mn
- Sriperumpudur with 22 Fortune 500 companies with 0.15 mn employees in the corridor
- In MARG Swarnabhoomi, by 2013-14, the total student population is expected to be over 1500, which will further grow to 4,000 by FY16, accelerating demand for residential / hostel facilities
- Education and Research Institutions, IT/ITES training centres and industrial & defense offset units will drive the MARG Swarnabhoomi development

### PRODUCT PRICING - AFFORDABLE INVESTMENT

- Product priced in the affordable pricing range of around Rs. 2000 to 3200 per sq<sub>ft</sub>
- Investment size in the range of Rs. 20-30 Lacs



## RESIDENTIAL DEVELOPMENT

Project Location	No. of Projects	Project Details			Booked till Dec-12			Delivered
		Apts	Mn Sqft	Sal Value Crs	Apts	Mn Sqft	Sal Value Crs	Mn Sqft
Swarnabhoomi, ECR, Chennai	6	7,291	7.65	1,538	2,042	1.99	339	0.56
OMR (IT Corridor), Chennai	4	1,418	1.67	558	878	0.99	295	0.47
Oragadam, Sriperumpudur	1	1,848	1.65	491	572	0.50	127	
Tirupati, Andhra Pradesh	2	608	0.78	150	422	0.53	95	0.18
<b>Total</b>	<b>13</b>	<b>11,165</b>	<b>11.74</b>	<b>2,737</b>	<b>3,914</b>	<b>4.02</b>	<b>856</b>	<b>1.20</b>

Upcoming Projects			
	Apts	Mn Sqft	Sal Value Crs
Serviced Apartments at Marg Junction, OMR	340	0.32	250
OMR	724	0.81	512
conceptual stage in Swarnabhoomi, ECR	7,700	7.35	1,839
	<b>8,764</b>	<b>8.48</b>	<b>2,601</b>

Summary	No. of Projects	Project Details			Booked till Dec-12			Delivered
		Apts	Mn Sqft	Sal Value Crs	Apts	Mn Sqft	Sal Value Crs	Mn Sqft
Approved Projects	12	6,105	6.36	1,771	3,527	3.71	795	1.20
Soft Launched	2	5,400	5.70	1,216	387	0.31	60	-
Development rights under conceptual stage		7,700	7.35	1,839	-	-	-	-

## RESIDENTIAL SALE UPDATE

- MARG ProperTies sold 275 units (3 lacs sq.ft.) in YTD Q3 FY13 with sale value of Rs. 97 crores, taking the total sales to 1872 units (2 Mil sqft) with a sale value of Rs. 517 crores. The increasing demand in Chennai market, clubbed with the brand image of MARG ProperTies and the unique concepts of MARG ProperTies Shoppe, measure and pay and the affordable pricing continues to propel the sale of residential space of MARG ProperTies
- In Swarnabhoomi 374 units (3.28 lacs sq.ft.) were sold in YTD Q3 FY13, with a sale value of Rs. 60 crores, taking the total sales to 2042 units (2 Mil sq.ft.), with a sale value of Rs. 339 crores. Education population which is poised to grow to a level of 1500 in 2013-14 is a major demand driver of residence. Growth of education population from the current level of 900 to 4000 by FY16, along with the Light Engineering and IT Training centres and the demand from Kalpakkam will continue to drive the residence sale in MARG Swarnabhoomi.
- Swarnabhoomi Cityscapes launched a Unique product of Serviced Villa Plots. 225 acres have been earmarked with 2425 Villa Plots. During FY13 250 villa plots (4.3 lacs sqft) have been booked with a sale value of Rs. 21.2 Crores



## Plotted Development and Land Bank

# GREATER SWARNABHOOMI

## THE BIG PICTURE



## SWARNABHOOMI CITYSCAPES - PLOTTED DEVELOPMENT

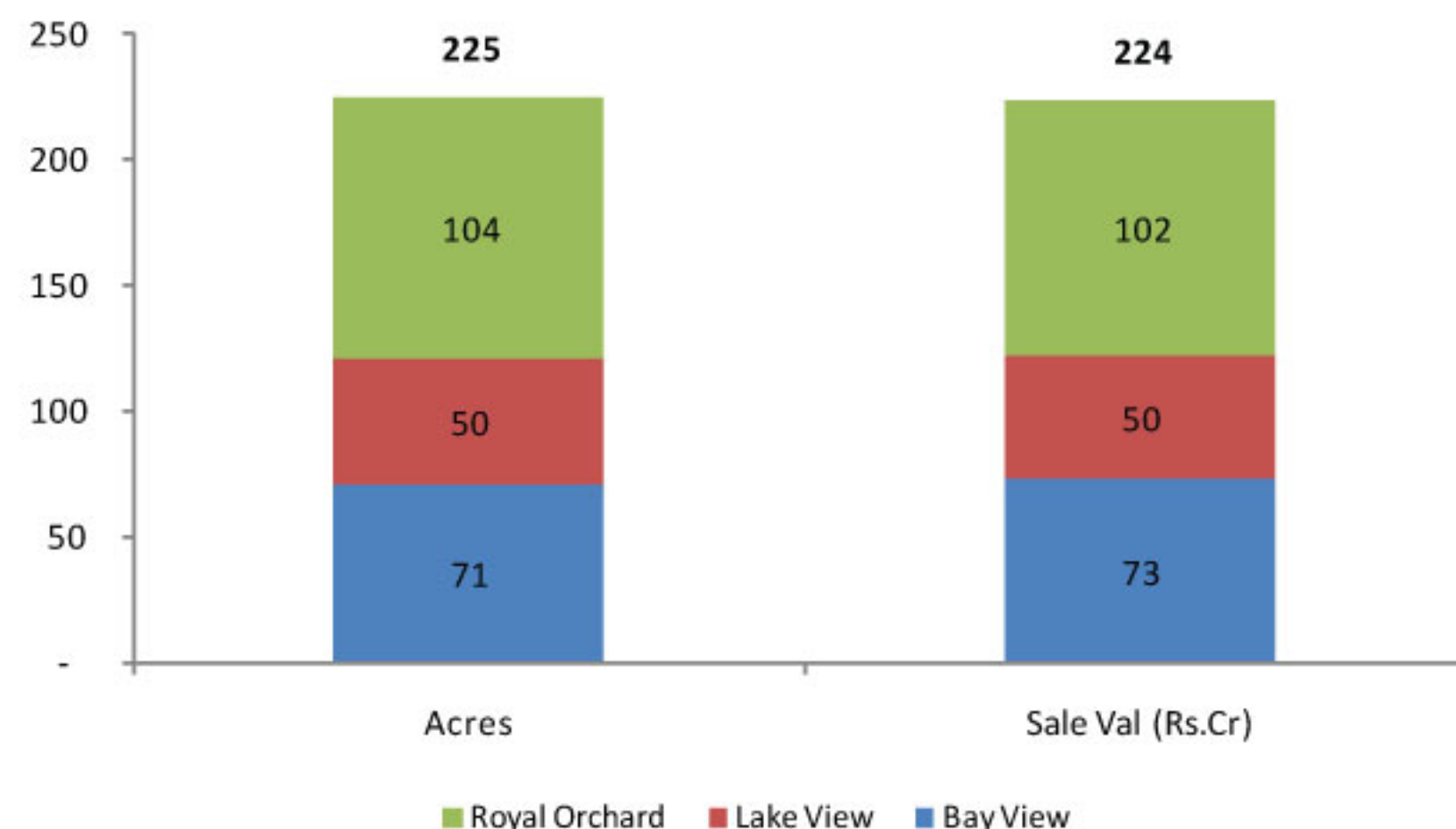
### MARKETING DRIVERS OF PLOT SALE

#### Appreciation on plot value aided by

- Amenities & infrastructure
- Access to shared service of MARG Swarnabhoomi in select developments
- Affordable plot size, pricing

#### Regional economic development aided by

- MARG Swarnabhoomi
- Upcoming BGR energy plant in the vicinity
- Proposed Mugayur ship-repair yard nearby
- Proposed power plant in nearby Cheyyur
- Existing and upcoming developments in ECR as a tourism corridor



## STATUS

Being launched in a phased manner

Around 250 villa plots (4.3 lacs sq.ft.) have been booked by customers with a sale value of ~ Rs. 21 crores

**Additional land bank of ~1400 acres for development / sale**



VIVEX SHOLE 3D GRAPHICS PVT. LTD.

**MARG**  
**Junction**  
THE RIVERSIDE MALL ON OMR



## PROJECT HIGHLIGHTS

- An 1.8 million sq.ft. mixed use-development including parking space of 0.64 million sq.ft.

Category	Saleable Area in Mn Sqft	Model
Mall	0.67	Lease
Serviced Apartments	0.35	Sale
Banquet	0.05	Lease
Club	0.05	Lease
<b>Total</b>	<b>1.12</b>	

Mall Break-up	Area in Mn Sqft
Anchors	0.21
Mini-Anchors	0.15
Vanilla	0.31
<b>Total</b>	<b>0.67</b>

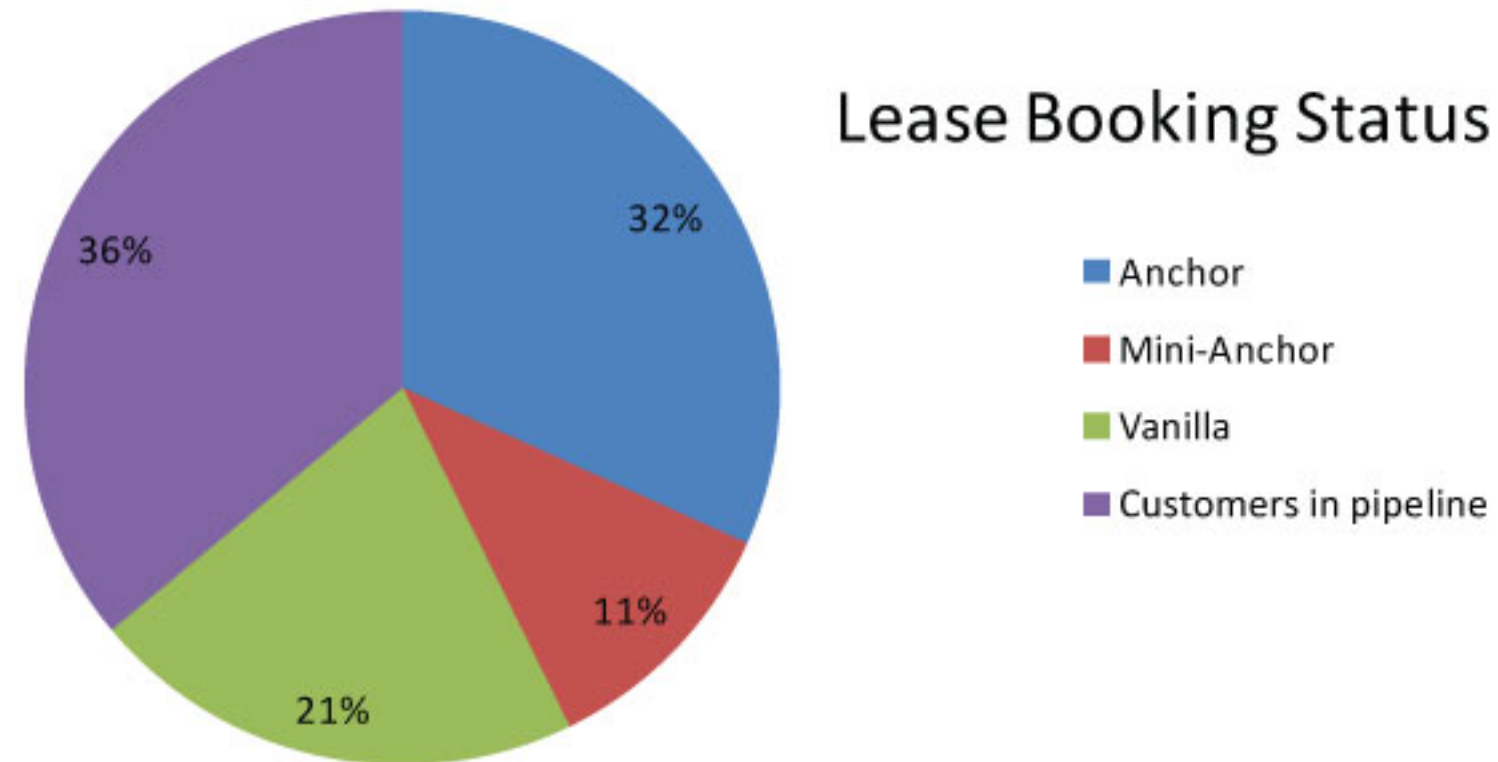
- Total Land area 7.30 acres
- Located at the mid-point of OMR, the IT corridor of Chennai
- Captive cosmopolitan population in IT/ECR corridor - 3.9 lacs
- A total catchment of 9 lacs population including the posh South Chennai
- Having a catchment of 30,000 existing residential units and 45,000 upcoming units
- Growing industrial base of Chennai
- Three side road access to the Mall with separate entrance for other facilities
- Project located next to a perennial water body
- Landscaping with a beautiful Promenade concept
- Double-height entertainment zone for international quality entertainment

## SERVICE APARTMENTS, SERVICE RESIDENCES & CLUB

- Chennai's large industrial base, IT/ITeS sectors, the city as a destination for business and leisure
- Emerging fast as a preferred destination for medical tourism, religious tourism
- Chennai is a major hub for airlines due to its connectivity
- All the above create a perennial demand for serviced apartments in the city
- The broad features of the Product are as follows:
  - No. Serviced Apartments /Residences - 340
  - Sale Value - Rs. 250 crores
- In addition to this there would be large banquet catering to the demand of weddings and conventions of OMR
- The club being on IT corridor will be able to garner corporate memberships of Rs.3.00 lacs per member
- Currently on OMR no executive level clubs are available



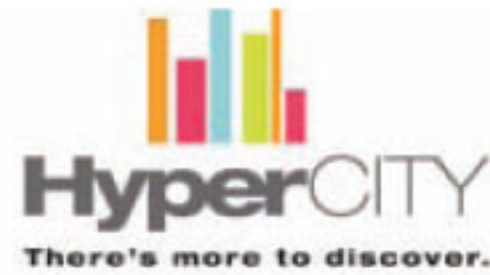
## JUNCTION MALL UPDATES



- Launching 340 units Service Apartments/Residences (3.5 Lacs sq.ft.) with a sale value of Rs. 250 crores.
- Launching a high end Club of 54000 sq.ft. targeting high net worth individuals and Corporate clients
- Service apartments, club membership, rental advances and sale of part facilities will fetch a cash surplus with which MARG Junction Mall development will be self sufficient.
- As of now, 65% of the space in Mall has been booked by Anchors, Mini-anchors and other vanilla clients. With rentals firmed up, over 250 leading brands have shown keen interest in the Mall.
- Mall will have a soft launch in June 2014 with above 80% occupancy and will stabilize by FY 16 posting a turnover of around Rs. 100 crores.

## CLIENT BASE

### ANCHORS SIGNED



BE HERE

SHOPPERS STOP

START SOMETHING NEW

### MINI ANCHORS SIGNED



## CLIENT BASE VANILLA BRANDS SIGNED/CONFIRMED



## MARG INTERNATIONAL DREDGING PTE. LTD.





**CSD MARG CAUVERY**

Cutter power 750 KW, total installed power 5956 KW  
Maximum Dredging Depth 25 m, Minimum Dredging Depth 5.0 m



**TSHD MARG VAIGAI**

Hopper Capacity 5000 m<sup>3</sup>  
Maximum Dredging Depth 7 m, Minimum Dredging 22 Depth m

- Total work completed at Karaikal Port through Dredging division:

Dredging Equipments	Dredging Quantity	Amount
MARG Owned Dredgers	5.5 Million Cu m	Rs 150 crore
Other Chartered/ Contracted	16.0 Million Cu m	Rs 400 crore
<b>Total</b>	<b>21.5 Million Cu m</b>	<b>Rs 550 crore</b>

- MARG has also completed Paradip Project through sub-charter to Mercator Limited
- Bidding for external opportunities in the Indian sub-continent.

## MARKET POTENTIAL

### DREDGING BUSINESS PLAN - PROJECT EXTRACTS (Inputs taken from NMDP - National Maritime Development Programme)

Period	Years	Dredging Project Value - Amount in INR Crs
Phase II - 01st April 2012 to 31st March 2017	5	1,000
Phase III - 01st April 2017 to 31st March 2020	3	4,184
<b>Total Projects</b>		<b>5,185</b>
Assuming we take 5% of the above projects	-	259
Maintenance Dredging Alone		Dredging Project Value - Amount in INR Crs
	Major Ports	683
	Minor / Pvt Port	100
	<b>Total</b>	<b>783</b>
Assuming we take 10% of the above projects	-	78

## PROJECTS IN THE PIPELINE

PROJECT	SCOPE IN CBM	ACTIVITY	TENURE	EQUIPMENT
Gopalpur Project	11 Mn CBM	Sea Dumping, Reclamation	24 to 30 Months	Vaigai, Cauvery & Kojimagumi
POSCO Captive Port (Near Paradip)	2 Mn CBM	Reclamation	15 to 20 Months	Cauvery
ILFS Power Plant cum Captive port at Cuddalore	15Mn CBM	Sea Dumping, Reclamation	24 Months	Vaigai, Cauvery & Kojimagumi
MARG Karaikal Port	1.8 Mn CBM	Capital Dredging, Maintenance Dredging	6 Months	Vaigai, Cauvery

## E2E LOGISTICS SOLUTIONS

Strategic Investment Opportunities



## LOGISTICS SOLUTIONS

**Existing  
Business**

Stevedoring

Road Logistics

Container Feeder Service

**Prospective  
Business**

Coal Trading

Coastal Shipping & Land Logistics (Coal)

Coastal Shipping & Land Logistics (Cotton)

Logistics Infrastructure

## MARG LOGISTICS PVT LTD (MLPL) Proposed Business

### Coal Trading

- Current coal demand in the hinterland of Karaikal is about 10 Million MT
- Total Indonesian coal landed at Karaikal was about 1.6 Million MT in FY 2011 – 12. MLPL targets 30% of this volume which translates to about 0.5 Million MT

### Coastal Shipping & Land Logistics (Coal)

- MLPL has strategized to offer a complete end-to-end logistics solution including coastal movement from Paradip to Karaikal to a prospective client having interest in Power Plant. The proposed volume is about 1.1 Million MT per annum

### Integrated Container Logistics & Freight Forwarding

- Presently 500,000 TEU P.A. is generated in the hinterland of Karaikal of which about 240,000 TEU P.A. is currently moved via Chennai & Tuticorin Ports. We are targeting about 10% of the total volume by April 2014 (50,000 TEU P.A.)
- A CFS setup near Karaikal becomes imperative to boost container logistics
- MLPL is experienced in freight forwarding and CHA operations. Feeder support could be extended by the in house feeder division.

### Road Logistics Iron Ore – KKPL – 0.6 Million Mts p.a

## MARG LOGISTICS VALUE CHAIN



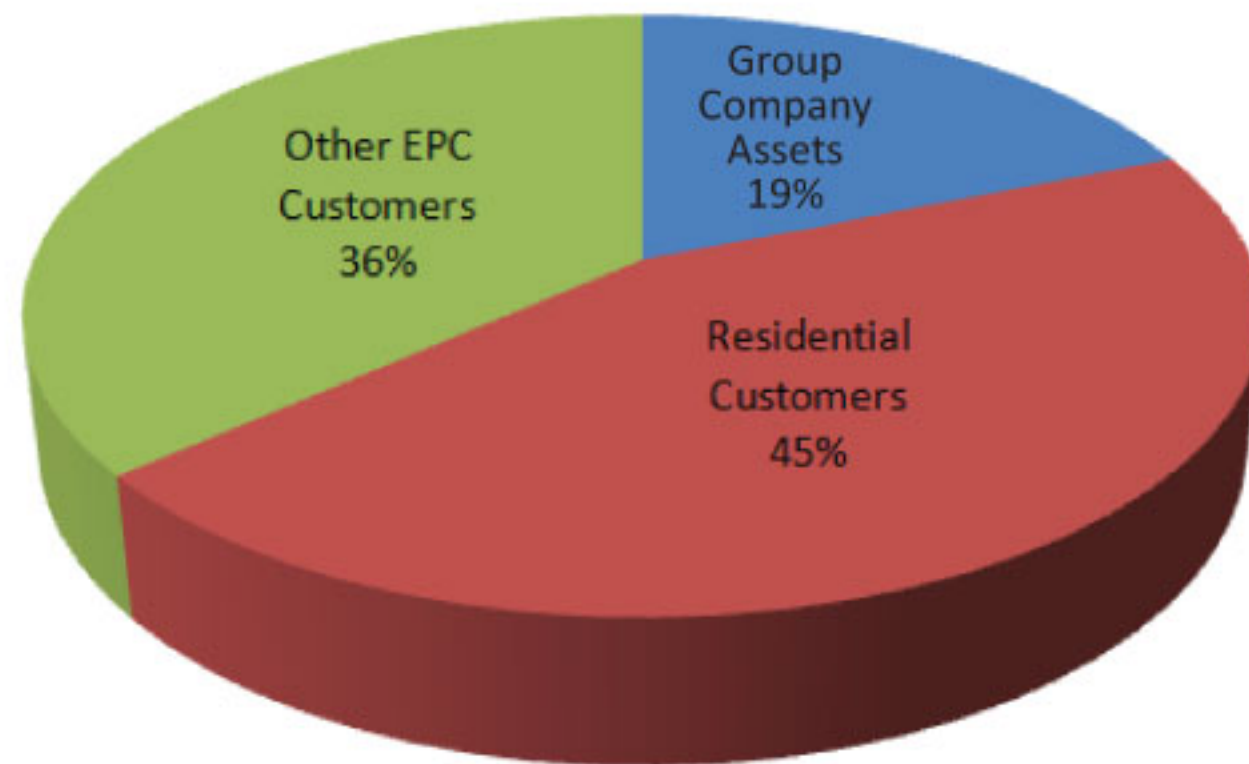
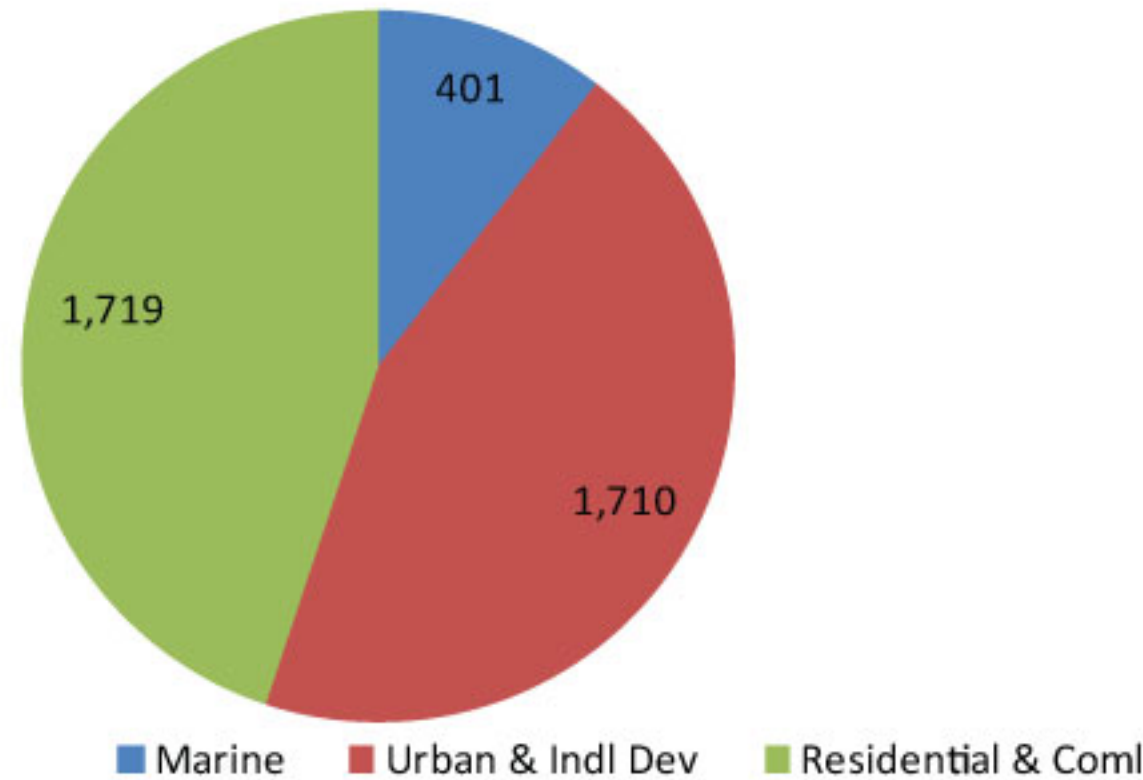
<b>Existing</b>		<b>Container</b>	<b>Stevedoring at Karaikal</b>	<b>Warehouse, Open Yards, Bagging units</b>	<b>Road / Rail from Karaikal</b>
<b>Proposed</b>	<b>Coal</b>	<b>Bulk Coastal Freight Forwarding</b>		<b>CFS</b>	

## MARG EPC



## ORDER BOOK

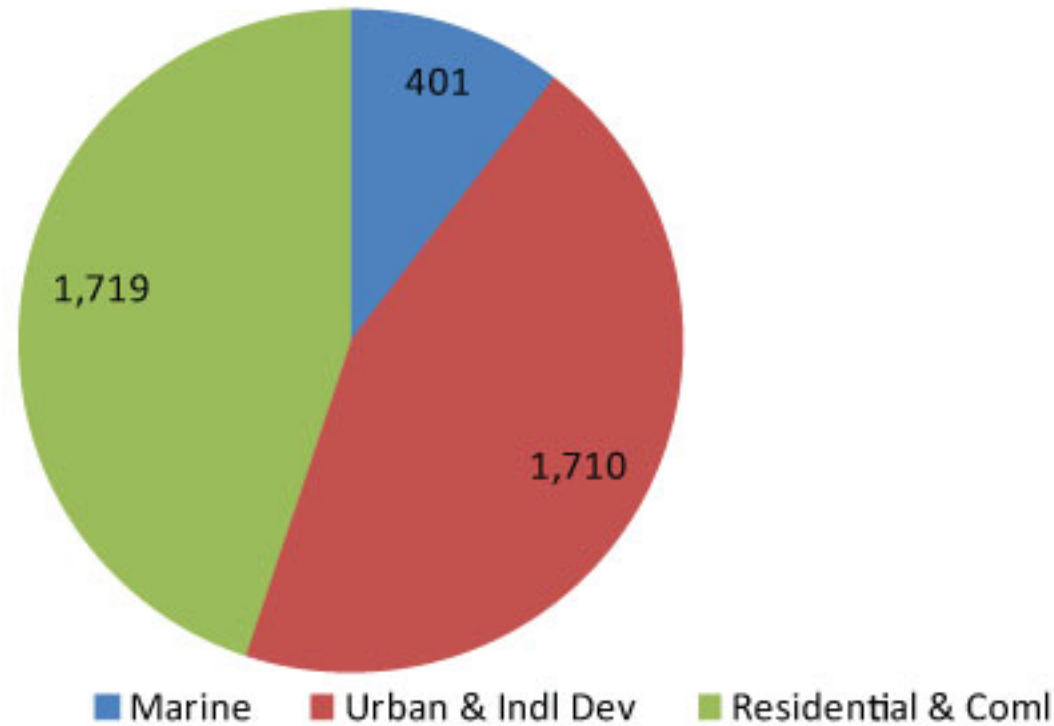
### Rs. 3,830 Crores Order Book



- Total unexecuted Order book stands at Rs. 3,830 Cr
- Majority unexecuted order book is in Urban & Industrial Development sector - contributed by construction of Swarnabhoomi, BECL Project etc
- Unexecuted Order book of Rs. 420 Cr in Marine Infrastructure includes construction of MARG Karaikal Port, Mahe Fishing Harbour, Maintenance Dredging work at Arriyankuppam etc
- Commercial Projects which contributes 7% of total order book includes MARG Junction Mall Project, Petronet Project, ELCOT IT Park Project, NBCC, MES and HSCC Projects
- Rs.113 Crores order for building Staff colony at Jagatalpur(Chathisgarh) from NMDC is awaited
- Got awarded for a Project worth Rs. 86 Cr for Construction of Head Quarters for Bureau of Police Research & Development (BPR&D), &National Crime Records Bureau (NCRB)

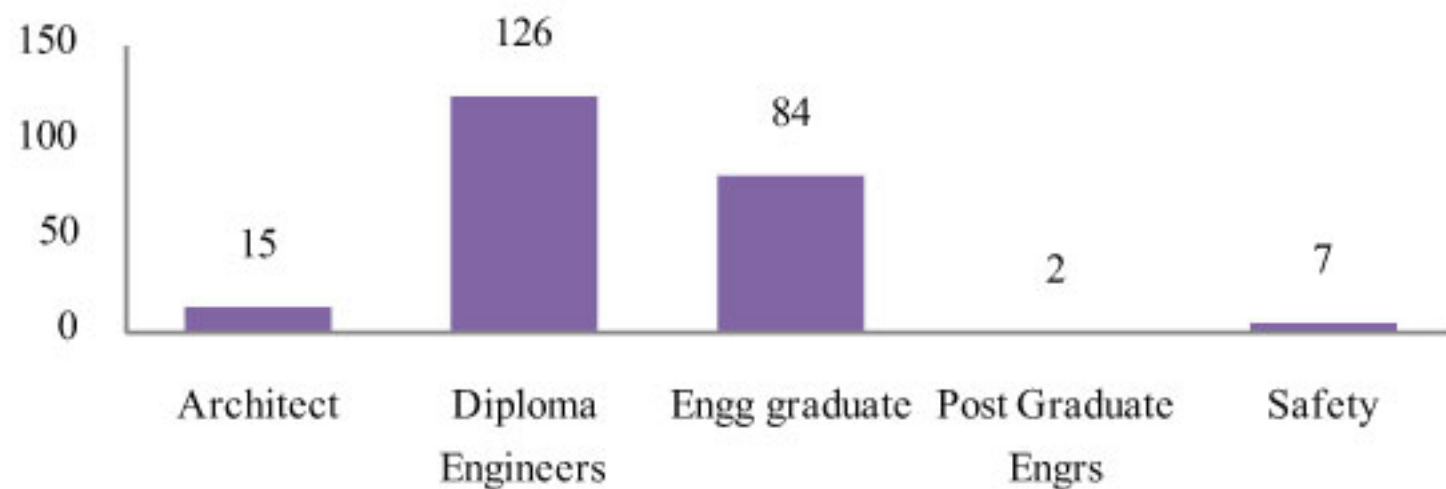
## SUMMARISING OF KEY RESOURCES

Rs. 3,830 Crores Order Book



Human Resource

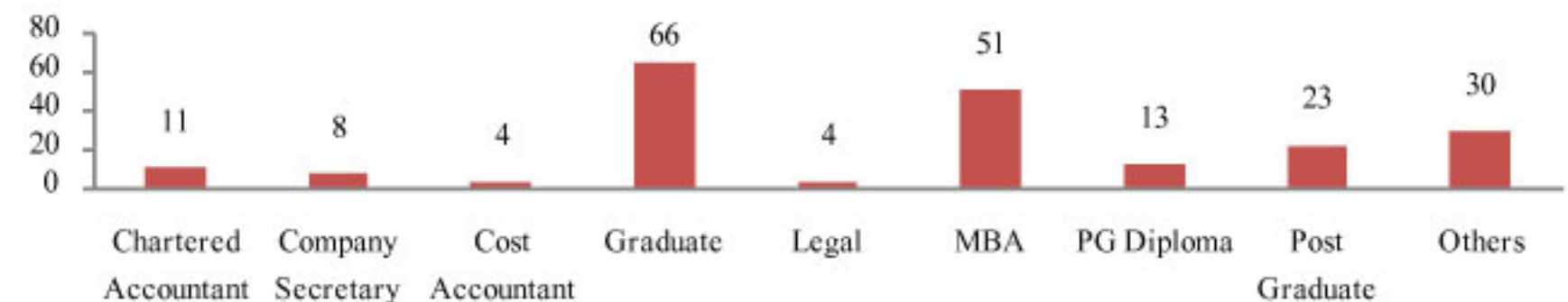
MARG HR - Grade & Experience Demography		
Grade wise break up	Exp - Years	No of Emp
Junior Management	2,686	267
Middle Management	2,036	119
Senior Management	826	39
Top Management	455	19
<b>Total</b>	<b>6,003</b>	<b>444</b>



**Technical People Split**

P&M Resource

- Total Plant & Machinery value including shuttering material deployed at site is around Rs.260 Cr.
- Batching Plant (10 nos. with 30 to 60 cubic mtr / hr capacity)
- Concrete Pump 20 Nos – 350D to 1407D
- Transit Mixtures (30 nos.)
- Tower Cranes (8 nos.)
- Shuttering Materials worth more than Rs.48 Cr
- Cutter Suction Dredger – (1 no. - capacity 2000 m<sup>3</sup>)
- Hopper Suction Dredger – (1 no. - capacity 5000 m<sup>3</sup>)
- High Capacity Dumpers – (45 nos - 25 to 50 metric tons capacity)
- Excavators – (5 nos.)
- Rotary Piling / Diaphragm Wall Rig – (1 no, Casagrande B400 NG with SWC of 380 Kilo Newton with D Wall Kit )



**Non- Technical People Split**

## PRE QUALIFICATIONS

### Marine Sector

- Construction of berths with length of more than 2.5 Kms
- Construction of break-waters more than 8 Kms
- Dredging works more than 40 mn m<sup>3</sup>

### Urban Development & Infrastructure

- Constructing 2 Integrated urban cities & qualified for development of SEZ
- Constructed more than 1 million sq.ft & eligible to bid for residential developments around 2.5 million sq.ft
- Qualified to bid for commercial projects with built up area of more than 5 million sq.ft on completion of Mall in OMR Road, Chennai

Eligible to bid for STP with capacity of 80 MLD, WTP of 300 MLD capacity, storm water drains, railway lines for 15 kms and roads

### Industrial Sector

**Total investment of US\$ 13.5 billion is expected in the off-shore Sector**

- Eligible to enter into power & mine sectors in fabrication of conveying system with length more than 15,000 meters, capable of handling around 8,000 TPH
- Would qualify for laying Pipelines worth more than Rs. 300 Cr on completion of Bhavnagar Project.
- Can bid for Tank farms project with a capacity of more than 12,000 m<sup>3</sup> of edible oil farms & 20,000 m<sup>3</sup> of molasses farms etc. & can enter into construction of mechanized industrial warehouses

## ALIANCES & CLIENT BASE

ALLIANCES	
SECTOR	COMPANY
Roads	MRCL
	Valecha
	Pratibha
Ports	MRCL
	IL&FS
	PSTS
	Yashika Enterprises
	Abhay Ocean
Urban Infrastructure	HUDCO
	Geo-Miller
	PYCSA
	Lagan
	BEFESA
	National Agro Foundation
	Bangkok Solar
	Tecpro Systems Limited
	Jyothi Limited



## COMPLETED PROJECTS - SUMMARY

Project Name	Description	Client	Location	Completion Year
Construction of Port	Construction of Berth 1 & 2, Breakwater and allied civil facilities	KPPL	Karaikal	2009
Construction of Port	Construction of Berth 3 & Berth 4, Break waters, Dredging, Warehouse, Buildings and miscellaneous works.	KPPL	Karaikal	2011
Construction of IT Space	Construction of IT & Administrative Building with built up space of 32464 sq ft	ELCOT	Trichy	2011
Construction of Boys Hostel	Construction of 240 Capacity Boys Hostel.	NBCC	Rohtak	2012
Non Plant Building	Constructions of Non-Plant Buildings & Other allied works a with built up space of 14199 sq ft	IOCL	Tikrikalan	2012
Staff Building	Construction of Multi Story flats, Residence and other utilities	BHEL	Jagadishpur	2012
Non Plant Building	Construction of Non Plant & Plant Building at Tikrikalan Terminal, Delhi with built up space of 37660 sq ft	HPCL	Tikrikalan	2012
Men's Barrack	Construction of Men's Barracks with External Services such as Sewerage, Water Supply, Drainage, Internal Road, Paths, Storms Water Drain etc	NBCC	Greater Noida	2012

## COMPLETED PROJECTS - SUMMARY

Project Name	Description	Client	Location	Completion Year
Wagon Fabrication	Fabrication of 247 Railway Liquid Cargo Wagon	BCL	Kolkatta	2012
Navarathna P I	Construction of Residential space( Initial MPIL WO for entire residential development) Area : 3,00,000 Sq.Ft	NCTPL	Seekinankuppam	2011
Navarathan P II	Construction of 4,06,112 Sq.Ft-residential space (Zircon, Blue Sapphire, Topaz and Diamond) with G+4 Civil Structure	NCTPL	Seekinankuppam	2012
Pushpadruma	Construction of 4,75,887 Sq.Ft of Residential space with Stilt + G + 13 Floor Civil Structure	MPL	Chennai	2012
Vishwasakthi	Construction of 2,46,000Sq.Ft of Residential space with Stilt+8 Floors Civil Structure	MPL	Chennai	2012
SAM	Construction of Music Academy	NCTPL	Seekinankuppam	2010
MNV School	Construction of School	NCTPL	Seekinankuppam	2009

## MULTI-SECTORAL ALLIANCES

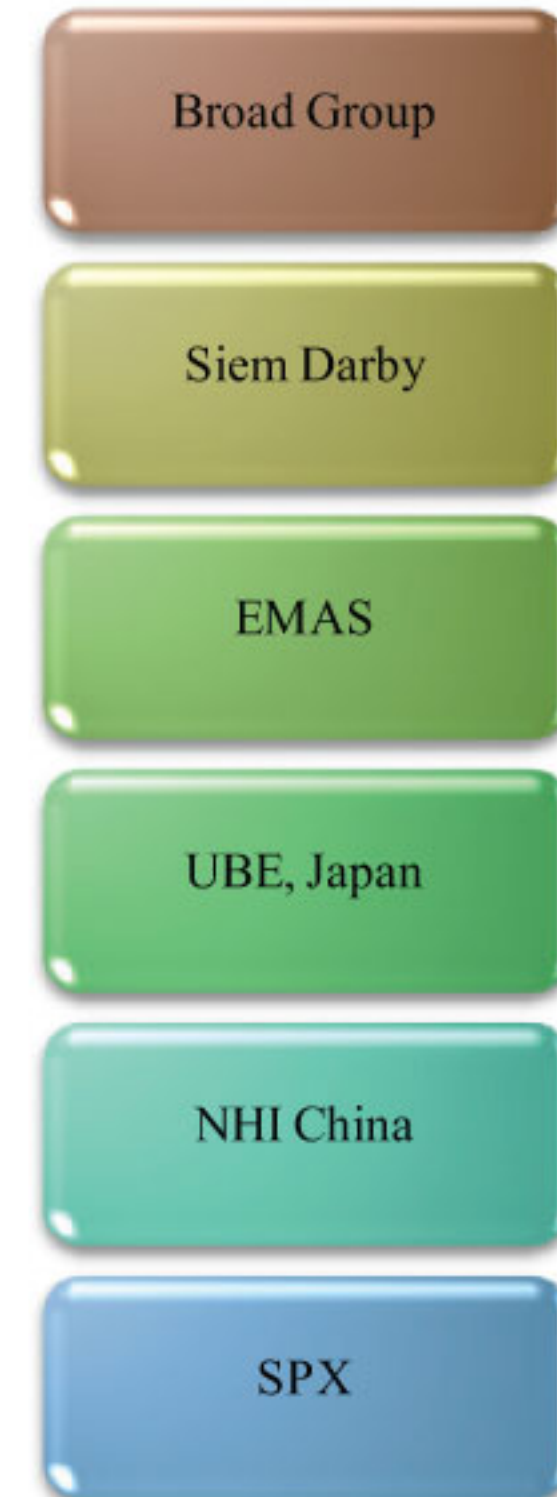
### Sectors



### Existing Tie-ups

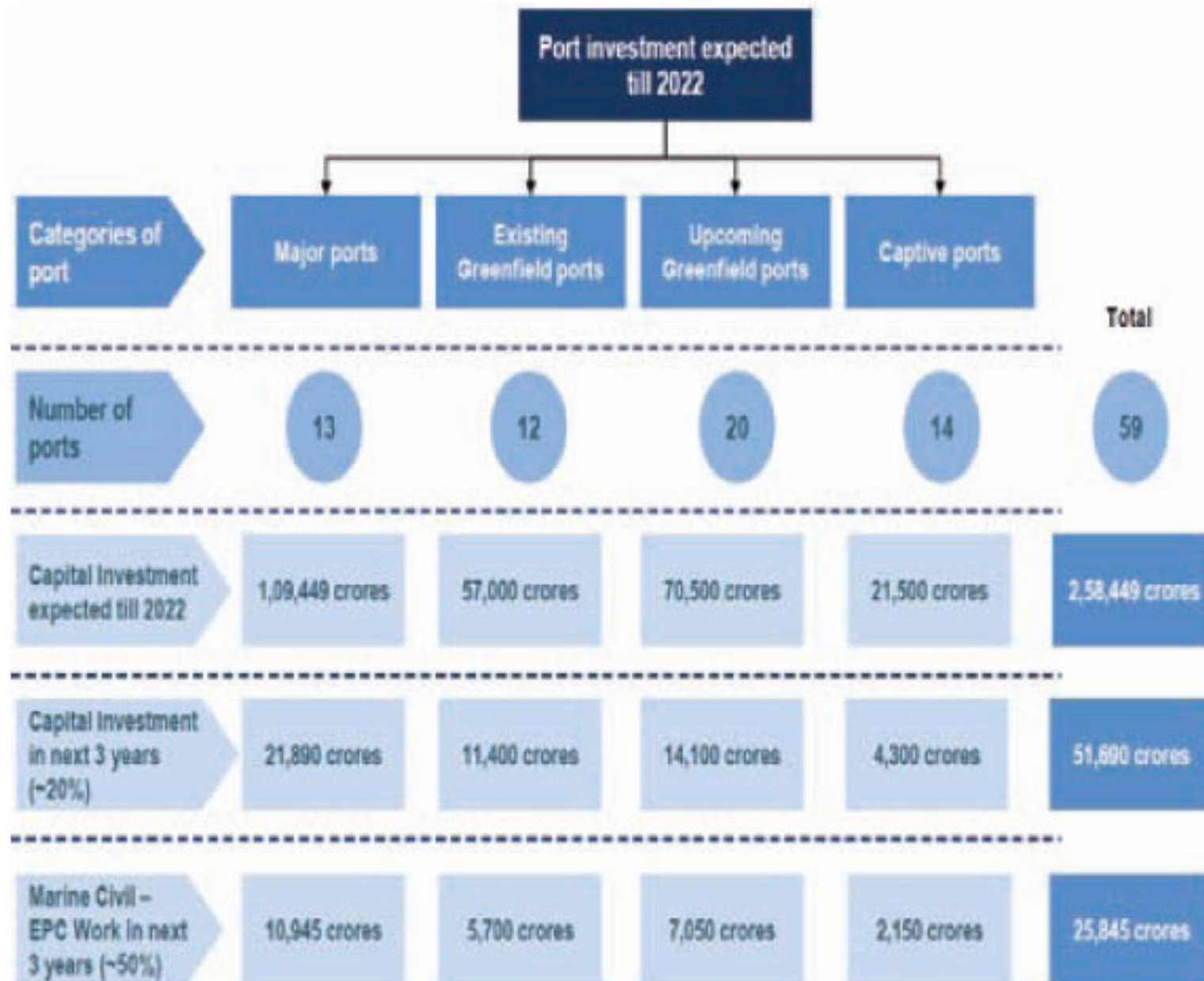


### Prospective Tie-ups



## BUSINESS POTENTIAL – KEY SECTORS

### Ports



An investment of Rs 2,58,449 crores is planned in port sector in India by 2022. Investment in the next 3 years is envisaged to be around Rs 51,690 crores of which Marine EPC investment is estimated to be around Rs 25,845 crores i.e. Rs 8,615 crores per year.

Total investment of Rs. 30000 Cr in Phase I is planned out of Rs. 1.09 Lakh Cr in three phases. Aiming for around Rs.1200 Cr of order by end of FY15-16 and 5000 Crs before FY20

### ONGC

Total investment of US\$ 13.5 billion is expected in the offshore Sector

- Extraction of VAP from ONGC Gas, setting up of 51 MW CCPP, replacement of fire water network, installation of SPM in Harzia
- Setting up of 22 MW co-gen unit in Uran
- 8 Well platform project in Daman
- Deep Water East Coast project in S1, Vashishta field in KG Basin
- Revamping of 40 unmanned platforms
- Mumbai high development Ph – III
- Sagar Laxmi revamp for B127
- Heera redevelopment – P II process platform & revamp of substation
- Pipeline replacement project in 31 Segments ( 198 Kms )
- B127 Well platform & pipeline project

Aiming for around Rs.800 Cr of order by end of FY 15-16 and 3500 Crs before FY20

## EPC UPDATES

- YTD Dec2012 External EPC execution at Rs. 471 crs as compared to Rs. 267 in YTD Dec 11(an increase of Rs. 204 crores – 76% growth)
- Unexecuted EPC order book is at ~ Rs. 3,830 crores as of Dec 2012 constituted by 19% for Group assets like Port, Mall and others and 81% for external customers including 47% for civil work for residential customers and 34% for Government, PSU and other Corporate EPC customers.
- MARG EPC Signed agreement with Momentum Group, an Irish-registered company established in 1983 with its headquarters in Dubai, which adds to Marg's core competence in Marine and Industrial Projects.
- MARG EPC bagged a project worth Rs. 86 crores for construction of Head Quarters of Bureau of Police Research & Development (BPR&D), National Crime Records Bureau (NCRB) and allied works at Mahipalpur, New Delhi from NBCC
- MARG EPC is L1 in projects worth Rs. 125 crores including NMDC and Dept of Atomic Energy. MARG is also in the process of building a healthy pipeline of additional EPC contracts - bidding for mega contracts in the specialized areas like marine, industrial projects, urban infrastructure, solar & alternate energy sector
- Tenders worth around Rs. 2000 crores are in bidding stage.
- Apart from this, recent approvals obtained for residential projects, infusion off funds into MARG Junction; Launch of Service Apartments will increase the EPC turnover of MARG in the forthcoming financial year.
- MARG EPC has a number of EPC Technology partners to bolster its technical competence, a cross-industrial widespread customer base and has deployed machinery and equipment worth more than Rs. 260 crores.

## MARG YTD 2012 UPDATE

Standalone Operational revenue at Rs. 172.5 Crores in Q3 FY13 with an EBITDA of Rs. 4.8 Crs

YTD Dec 12 revenue stands at Rs. 659.7 Crs , EBITDA at Rs. 48.5 Crs and PAT of Rs. 44.1 Crs

### Results Analysis

#### **YTD Dec 12 revenue at Rs. 660 cr as compared to Rs. 1,109 cr in YTD Dec 11**

- YTD Dec 12 External EPC revenue at Rs. 471 crores as compared to Rs. 267 in YTD Dec 11 (an increase of Rs. 204 crores)
- EPC work from Karaikal Port deferred by Rs. 400 cr. Substantial Port developments already completed and also part of the work is deferred due to delay in approval for Road over-bridge and River diversion.
- EPC work from MARG Junction Mall development deferred by Rs. 100 crores due to delay in approval of additional FSI.
- EPC work from residential development to the tune of Rs. 400 crores did not materialize, due to delay in approval of Residential Development. These approvals have been obtained and revenue will accrue at a faster pace from FY14.
- Delay in enhancement of additional working capital limits hampering further business development, which has been considered by the consortium now.

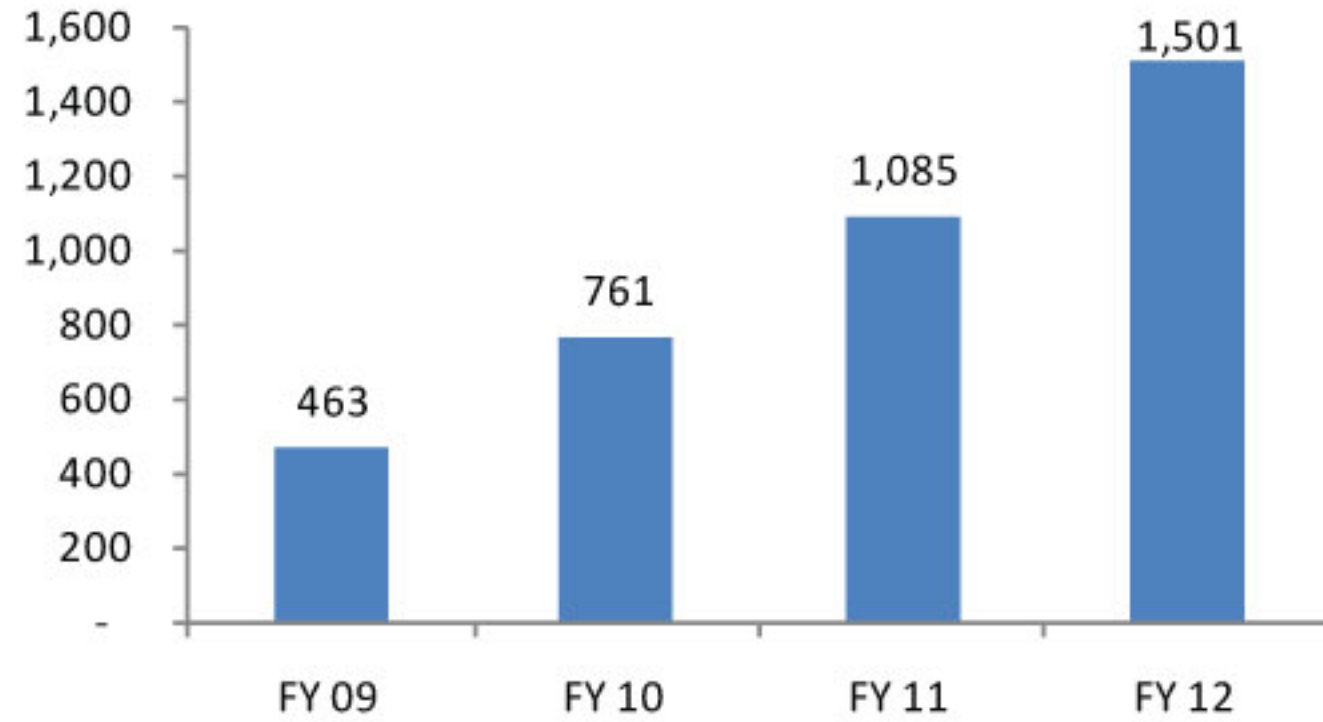
#### **YTD Dec 12 PAT dropped by around 2% (from 8.6% to 6.7%) due to:**

- EBITDA dropped by 2.4% caused by increase in input material, labour, diesel and power cost and project delay by external customers resulting in delayed billing and receipts
- ~ Rs. 40 cr is being claimed from seven external EPC customers, which is under process, towards the increase in cost and delay in projects.

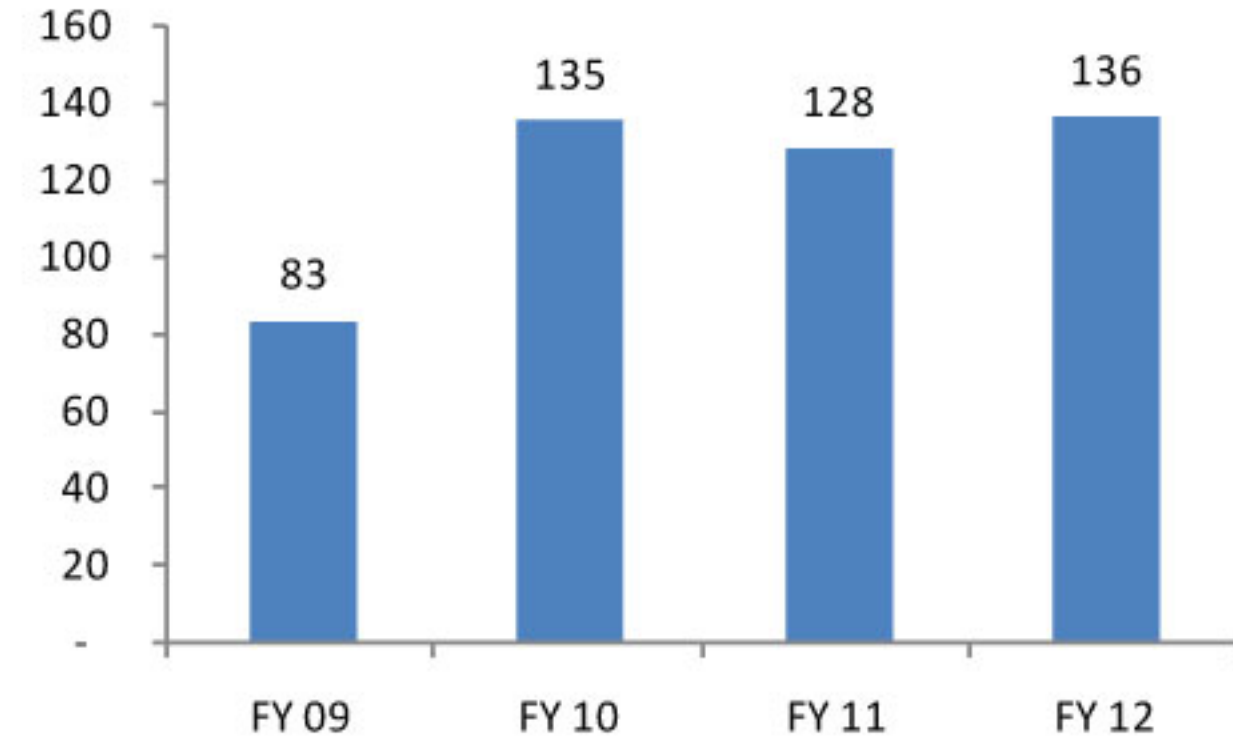
## MARG - PAST STANDALONE FINANCIAL PERFORMANCE

Rs. Crs

### Revenue



### EBITDA



### PAT

