



A Perspective from India on Affordable Housing

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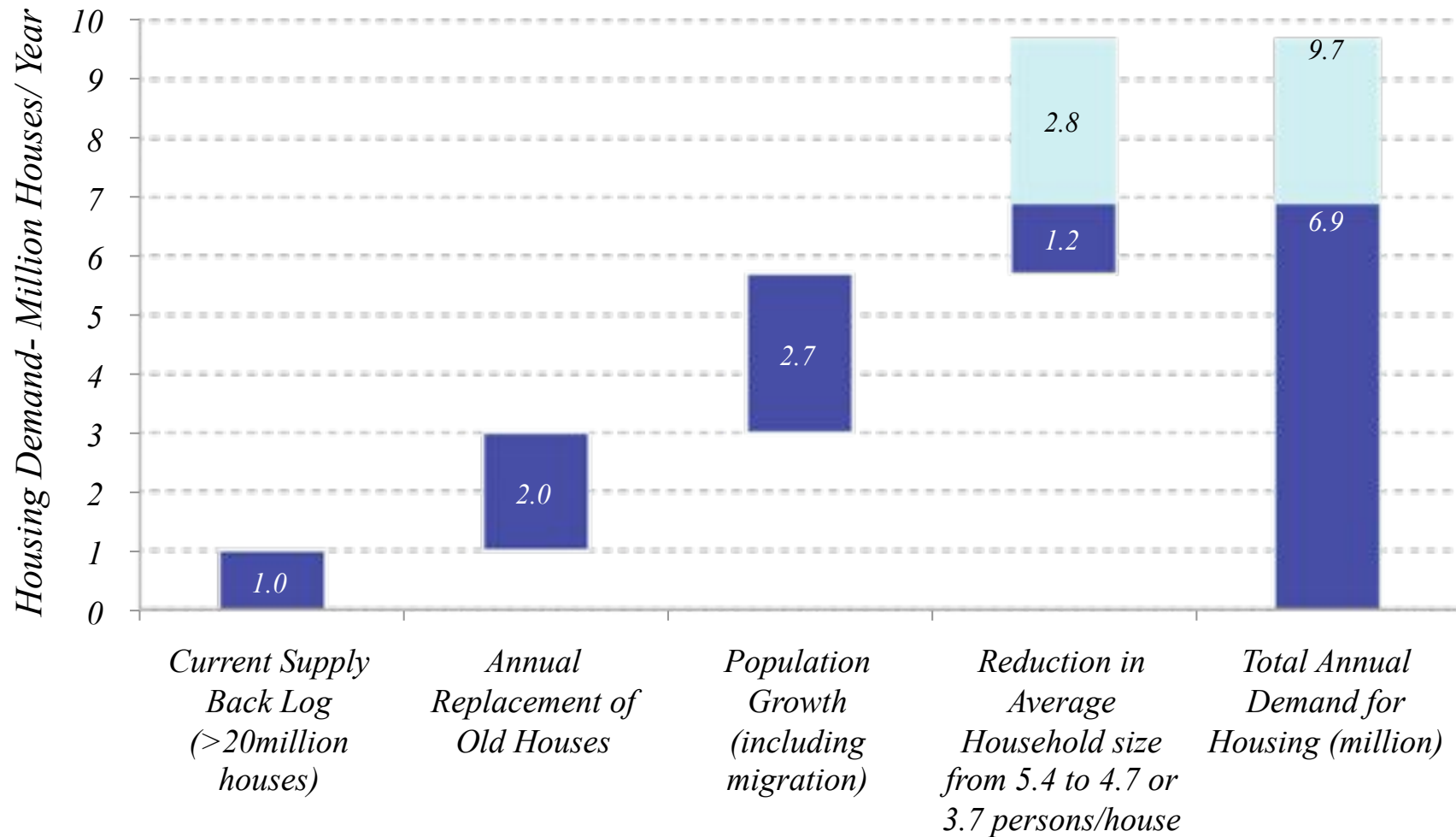
The 5th Global Housing Finance Conference
31st May 2012

- 1 Challenges to Affordable Housing Supply in India**
- 2 Our Approach to Enable Affordable Development**
- 3 Best practices from Xrbia**
- 4 Project Case Study – Hinjewadi, Pune**



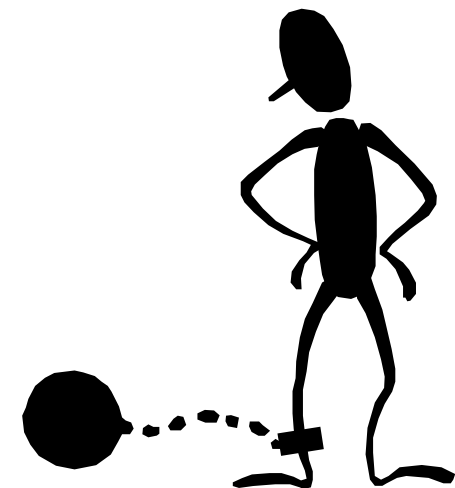
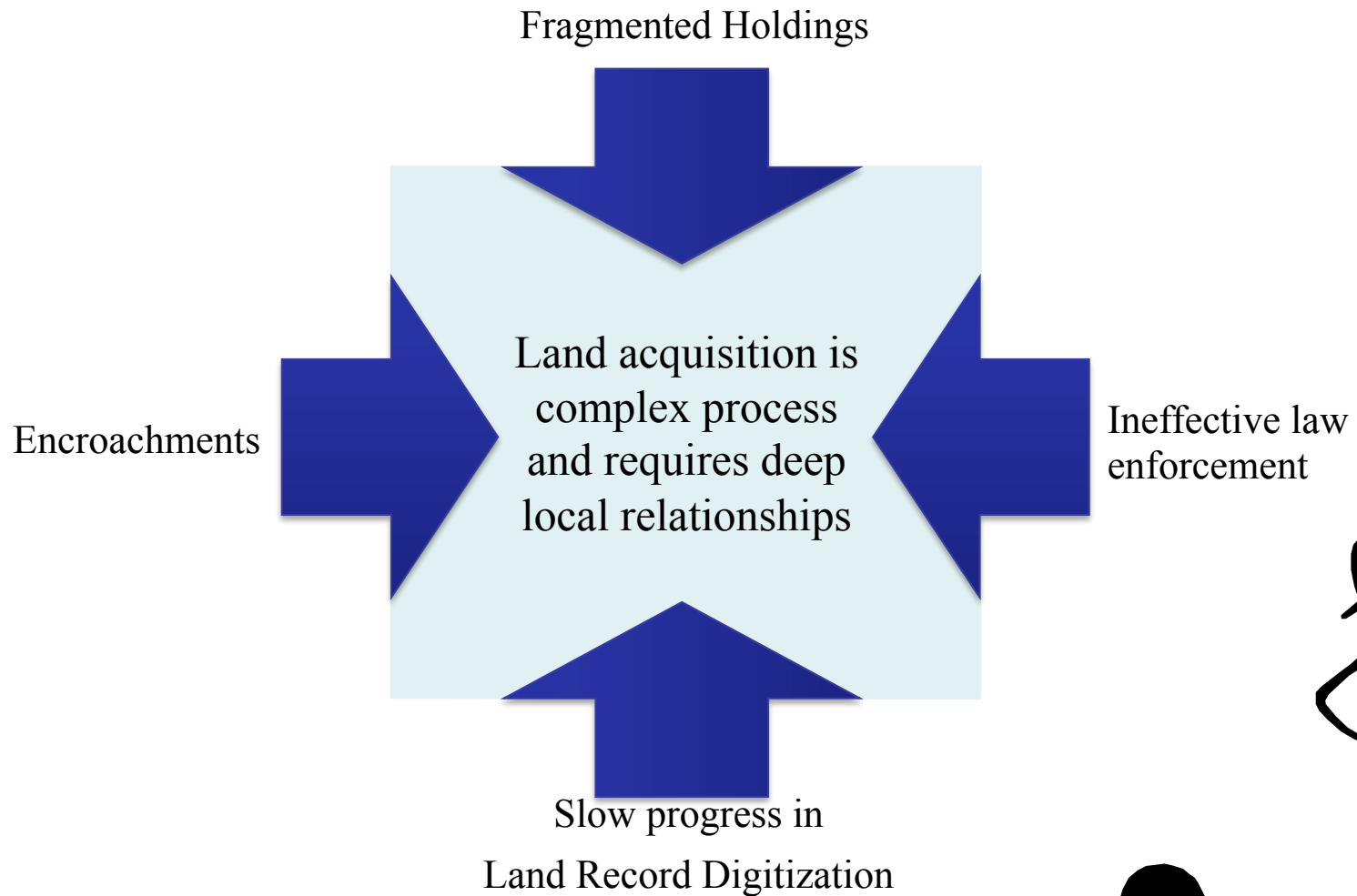
Housing Demand in India

India needs >6.9 million houses/ year. ~75% of this demand is in the affordable segment



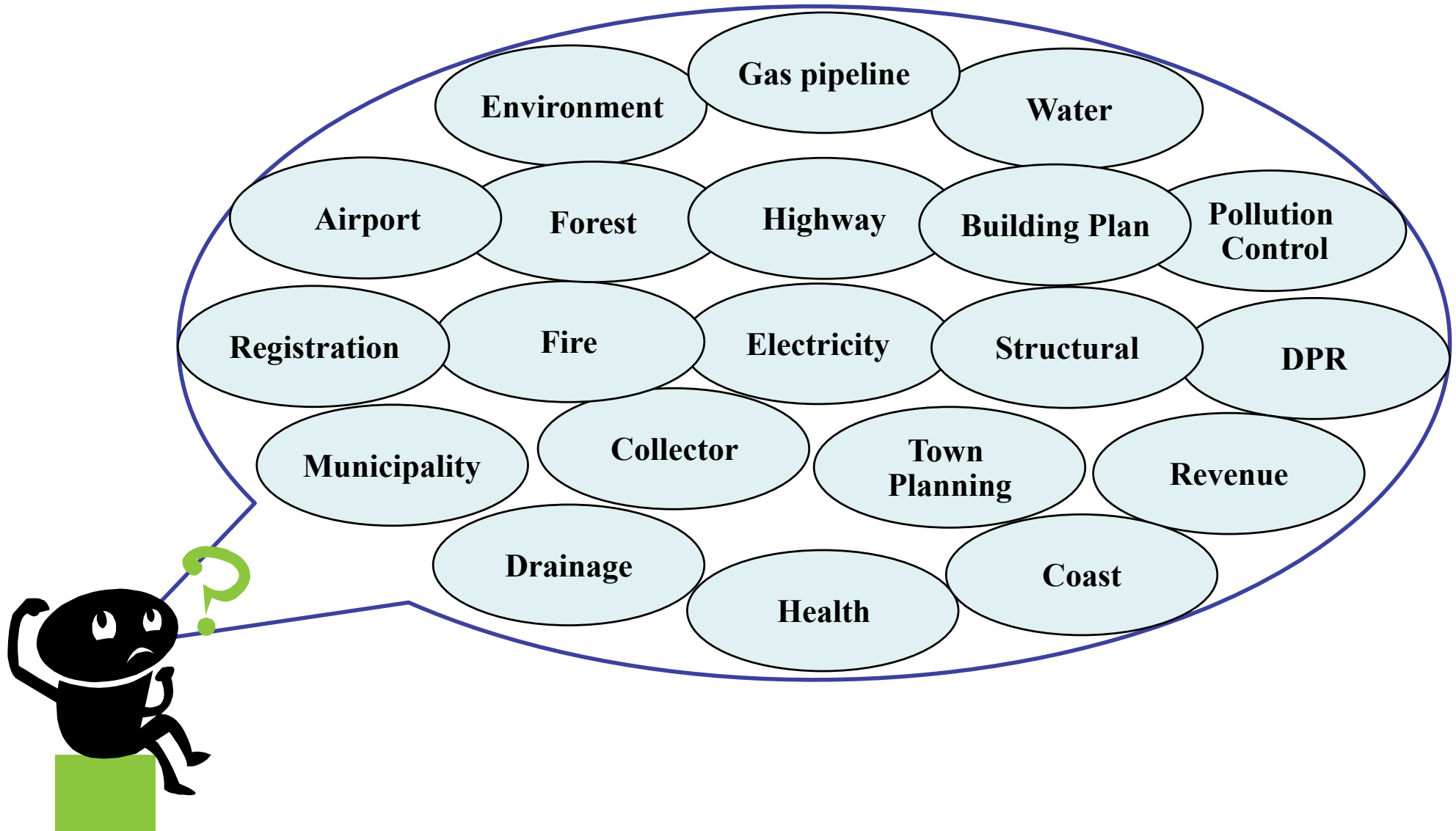
Source: Deutsche Bank Research

India needs 300,000 acres of land to cater to demand of affordable housing segment



Source: Ministry of Housing Poverty and Urban Poverty Alleviation

Approval process is tedious and can take upto 3 years to receive the necessary 30-70 permissions



Banks don't lend for Land acquisition
in India



Non-banking financing is
limited and expensive

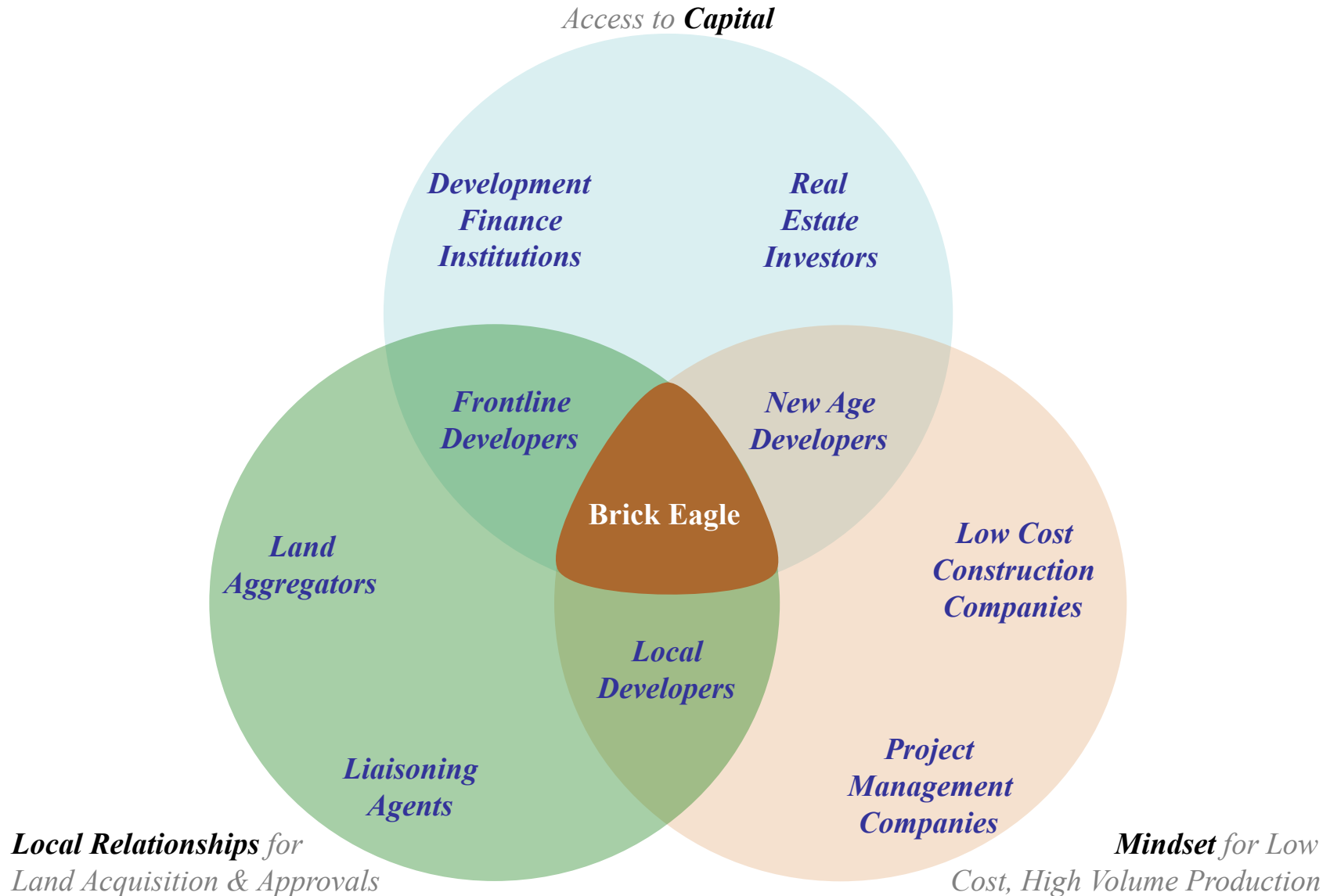
Developer's cost of land finance is $> 25\%$ p.a

**Affordable Housing becomes unviable if Developers have to fund land acquisitions
and wait for 3 years to receive all approvals before realizing cashflows**

Affordable Housing Supply Challenges



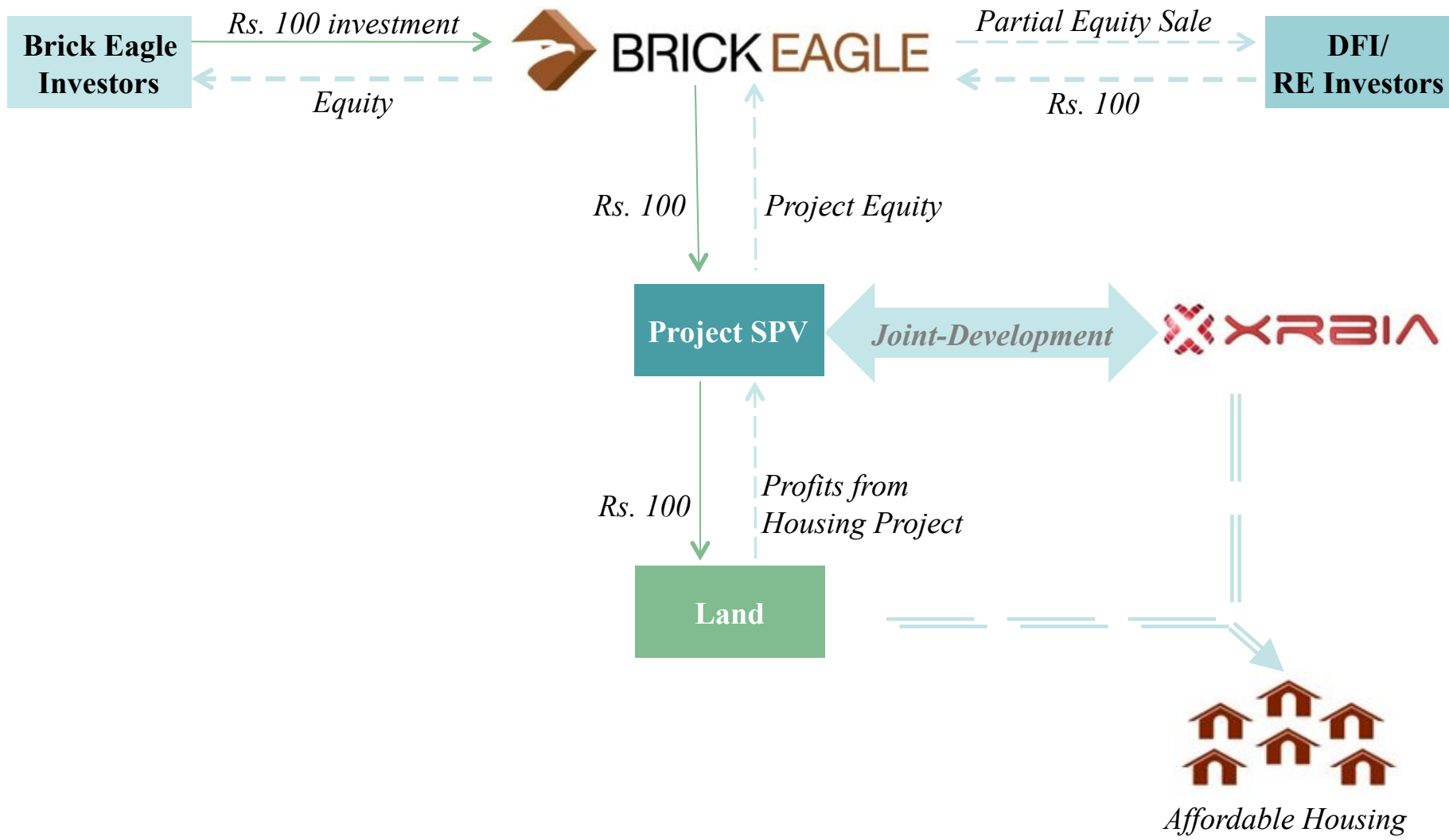
Brick Eagle brings together key ingredients required to enable affordable housing development



Brick Eagle Business Model



Brick Eagle acquires lands and promotes affordable housing in partnership with developers



Overcoming 'Cheap' Image Perception



Xrbia branding projects an aspirational lifestyle, shedding the poor quality image of affordable housing



Modern Compact Design



Our designs are efficient with optimum space utilization, fitting 3 bedrooms comfortably in 550 sq ft



3 BHK Flat Layout: 550 Sq ft (51 sq m)
Priced at INR 1,100,000 or **USD 20,000/ unit**

Standardization of design and construction technique enables assembly line process for mass production



1 BHK Flat Layout: 330 Sq ft (31 sq m)
Priced at INR 660,000 or **USD 12,000/ unit**

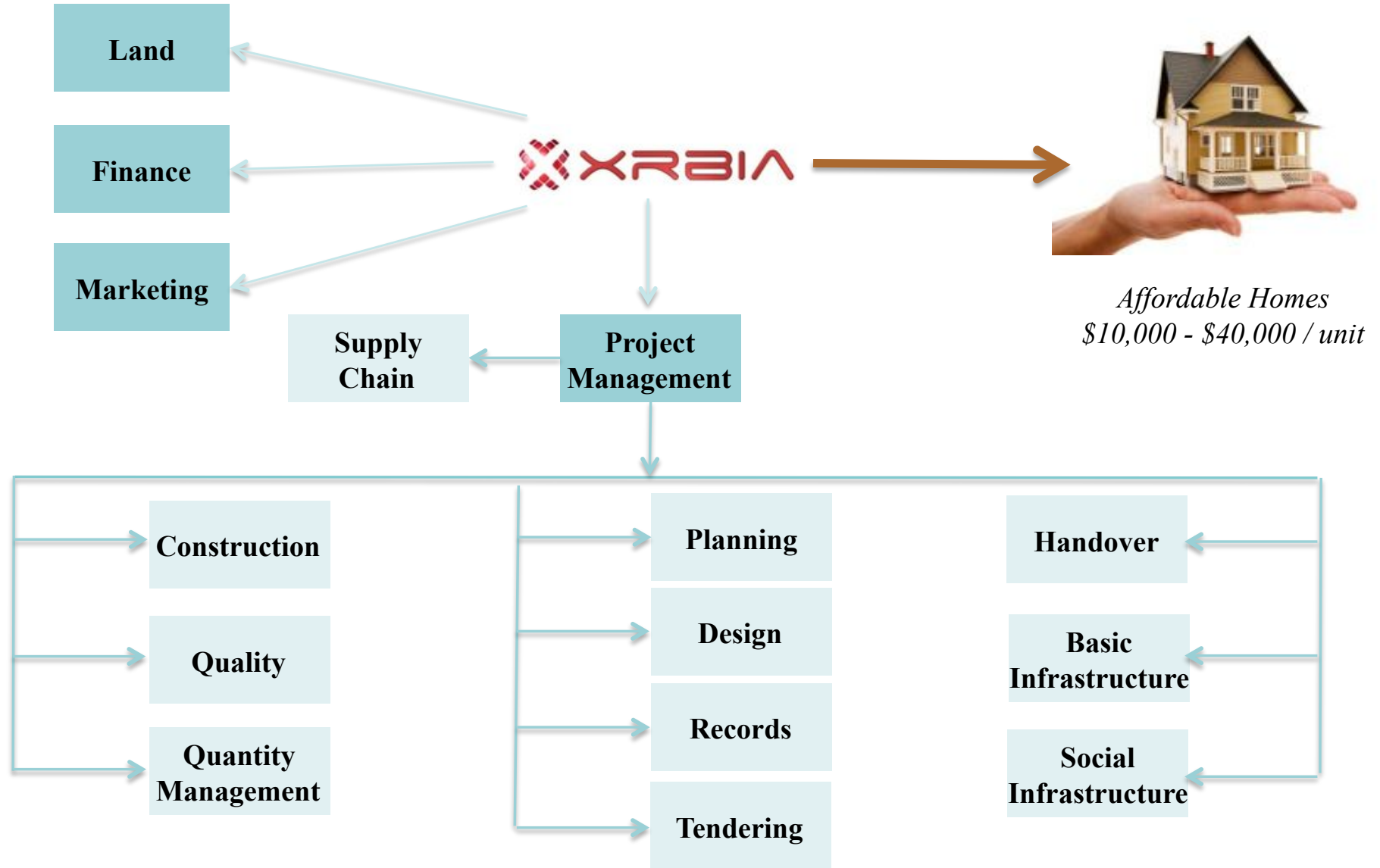


2 BHK Flat Layout: 450 Sq ft (42 sq m)
Priced at INR 900,000 or **USD 16,400/ unit**

Outsourcing Model



Xrbia achieves scale and efficiency through its outsourcing model

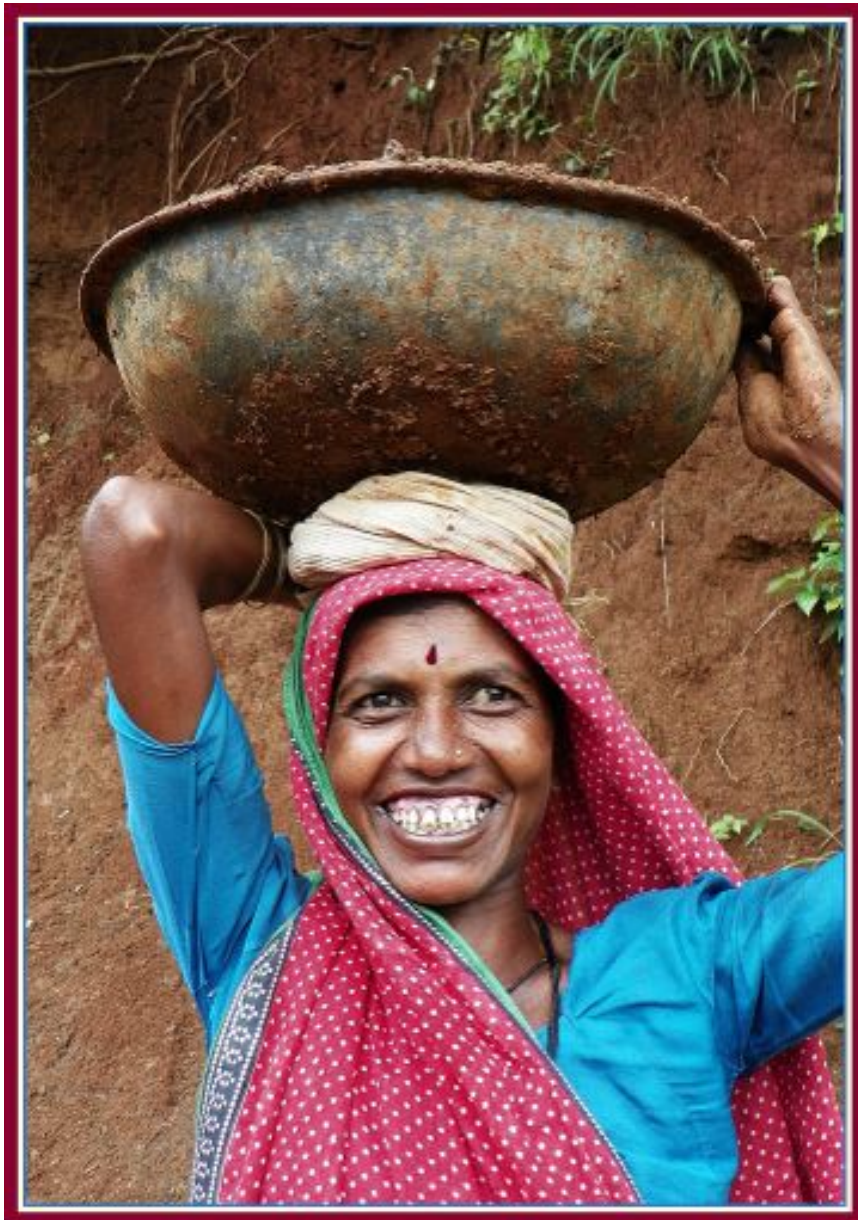


Cost Analysis



Xrbia's development cost is <USD 22/ sq ft, which enables us to offers homes at <USD 40/sqft

Development Costs (INR per sq ft)	Market Comparable	Xrbia	Key Drivers for cost reduction
Material Cost	500	400	Design Standardization
Labor Cost	350	250	Assembly Line Processes
Basic Infrastructure	100	100	-
Social Infrastructure	100	100	-
Marketing	100	50	Economies of Scale
Overheads	150	100	Outsourcing
Financing	400	200	Shorter Working Capital Cycle
Total Development Costs (INR)	1700	1200	~30% lower costs
Total Development Costs (USD)	30.9	21.8	compared to market



- ✓ Local farmers trained for construction work
- ✓ Local tribal woman trained to produce all tiles required for the project
- ✓ Water treatment plant, 80% water recycled
- ✓ All last mile services such as water, power, gas, telecom and cable being metered
- ✓ No Bricks or wood (low carbon footprint)

Project Case Study: Hinjewadi, Pune



Project Location

The project is ideally located close to the Hinjewadi IT park, which is a major employment center



Actual Photo of the project site

Xrbia acts as Urban Local Body, responsible for roads and infrastructure including power, water and telecom



Actual Photo of the project site

Xrbia charges a premium for retails and commercial space to improve profitability of the project



Key Highlights



Xrbia homes sold at **USD 10,000 - 30,000**

Closest market alternatives at USD 60,000

Township ideally
located close to
IT SEZ

State of art amenities
including club house,
Swimming pool,
community plaza etc

Modern Design by
one of India's most
famous Architects

Delivery to end
customer within
24 months of booking

