The promoter is also giving additional security of another 4 sites (bearing survey number 72, Site 88,89, 90 & 91Khatha No 5582) as security for the proposed loan. The market value of the site to be given a security is Rs 240 Lakhs. Overall for a loan of Rs 415 Lakhs the promoter is giving a security of 840 Lakhs.

With our strength, specifically based on our remarkable performance in the past and the quality of our relationship that we have formed with our customers has placed us among the top-notch construction companies in Bangalore.

INTRODUCTION

With the recession clouds gone and the economy slowly coming out of the woods, the housing market is booming and with sales picking up slowly the sector is looking stronger than ever. The Housing market is witnessing robust growth and the demand is stronger. Prabhakar Naidu is a Bangalore based proprietary concern, and is offering unique development projects at the most competitive prices in prime location. Our **land bank has placed us in a prime position** and apartment for development at the most competitive rates. Incorporated in the year 2012 as a proprietary concern Prabhakar Naidu provides housing solution to its customers. Working over a large network of carefully vetted contacts allowing the access to the very latest potential for construction of apartment. The proprietary concern is projected to fully exploit opportunities existing emerging markets across regions.

CORPORATE VALUES

OUR OBJECTIVE

It is our firm belief that there are three important ingredients to a successful project: Professional Workmanship, Quality and absolute focus on Customer Satisfaction in our endeavor to provide affordable housing solutions. It is our objective to maintain complete transparency and customer involvement in all our projects. We also prefer to maintain constant communication with our customers so that they have complete information on the progress and status of the projects. Prabhakar Naidu is dedicated to go that extra mile to have a happy and satisfied customer.

OUR MISSION

To provide value added housing solutions and continuously strive to not just meet but exceed the customers' expectations and set the trend in the way residential market is catered to. Constantly innovate our solutions to provide the best value for money maintain absolute transparency in all our efforts.

OUR VISION

Our vision is to build better and safer homes when man meets nature. To envision, design and construct the most magnificent landmarks and edifices; to contribute tangibly in regional and national development by way of key infrastructure projects, and Value for money through following aspects:

- Provide the best quality homes at the most competitive rates is our highest priority and also, the secret of our success.
- Customer Satisfaction is next on our value list. A satisfied customer is our top most priority.
- Transparency is the third pillar of our corporate ideology.
- To design and develop environment friendly projects.

OUR PASSION

To outperform our competitors and provide value added homes is our biggest passion. To achieve the best both for us and our customers we are constantly thinking and innovating ourselves with newer ideas. Our ability and eagerness to learn and our positive attitude have driven us to the top notch position in the market. We are always on the lookout for ways to improve ourselves and become allies of our customers in their search for better homes.

Company Background

Current Business Position

Prabhakar Naidu was a whole sale seller of eggs before he started the real estate venture. He has jointly done a project with Goutam comforts two residential projects one in electronic city consisting of 64 Apartments and the other one Sai Lakshmi shelter in Belikahalli Bannerghatta Road Bangalore comprising of 27 Flats. Mr Prabhakhar Naidu has very good sub-contractors who organise and ensure expertise in each area of its operations and success at each phase of the project being executed. Each project has the provision of its own support and assistance system starting from project administration, buying, storage, to integrated maintenance. This ensures effective and undivided attention to the individual complication and deriving solutions to the problems arising out of every project.

In the previous year Prabhakar Naidu had focused on Residential projects at Electronic City and Bilekahllai. With the newly revived construction sector and huge influx of fresh funds into the sector the realty market is witnessing unstoppable growth figure unlike its past. Prabhakar Naidu intends to take this philosophy to further greater heights and strengthening it by adapting to a contemporary approach and good old traditional values together, and has started new residential project. Since its inception Prabhakar

Naidu has successfully executed 2 residential projects and has gone on to become a top notch construction company. .

Current Business Opportunity and Objectives.

Currently Prabhakar Naidu & & Babu Geevarathnam owns a Land at Kengeri village and has started construction of apartment on the land owned by him. The project is almost 5-10% complete and is expected to be fully complete by 2021 December The project is very near to International schools, Nice Road and Railway station. To state a few SJB College is just 1 km from current residential project, other schools in the vicinity are, BGS Public School & Vishwa Venkateshwara International school. Two Metro station are coming very near to the project (approximately 1 Km from the Project area) Kengeri Bus Station and Mysore road corridor is within 1 Km from the project. Metro cash and carry is approximately 1 KM from the project site. BGS Global hospital is within 1 KM from the project site

The project has been conceived for building 44400 sft of apartment on land measuring 12000 sft. The site selected for the project is on Kengeri Village is located very near to the metro station coming in Kengeri Satelite town

Objective of the project

The project envisages both design and construction of apartment on the 12000 sft of land owned by the Proprietor Prabhakar Naidu & Babu Geevarathnam intends to develop high class residential apartment in sync with the natural beauty of the area. They have agreed to share the completed apartments in the ratio of 64.8% for developer 35.2% for the land owner

Project Specifications

Prabhakar Naidu with this project will not only construct and build high class residential structures but also create numerous job opportunities. Prabhakar Naidu believes that careful planning in the design phase and attention to pollution prevention techniques during construction are keys to improving the potential for future resource of our company.

Kengeri is an area of Bangalore, which hosts large retailers & very good schools together have changed this small semi-urban neighborhoods into a sprawling modern commercial hub. The current project on Kengeri Village which is 1 KMS from kengeri satellite bus stop and is an ongoing residential project with 4 floors and each floor housing 9 residential houses each ranging from 1200 to 1400 SFT. Kengeri Project is surrounded by beautiful residential layout with well-planned wide tar roads and street lights, it is just 1 KMS from kengeri satellite bust stand or 5 minutes' drive from Mysore road Prabhakar Naidu plans to infuse a sum of 72 Lakhs by way of cash infusion and Rs. 600 Lakhs by way of notional value of land.

PAINT

Asian brand emulsion paint for internal walls. ACE Paint with Asian brand for exterior walls

LIFT

6 passenger automated lift

Financial at a Glance

Rs in Lacs

	2019-20	2020-21	2021-22	2022-23
Sales	111	570	547	326
EBIDIT	(219)	84	547	326
PAT	(233)	34	321	198
Net Operating Income	(233)	34	321	198
Interest Coverage Ratio	(16)	2	11	18
DSCR	(1.17)	0.08	1.00	10
Asset Coverage Ratio	3.37	2.08	0	

Proposed Sources of Funding

The total project cost is Rs. 1,415 Lakhs out of which Rs. 600 Lakhs will be contributed by the promoter by way of notional land cost and will also further invest Rs. 435 Lakhs towards the construction and balance of Rs. 415 Lakhs they have trying to source through bank funding The same is given in the table given below

Project Cost

Cost particulars	Rs./ lacs	Cost incurred till date
Land cost	600 Lakhs	600 Lakhs
Construction Cost	815Lakhs	070 Lakhs
Total Project Cost	1,415	

Means of Finance	Rs./ lacs	Utilized till date
Promoters Contribution	1000 Lakhs	600
Proposed Loan	415 Lakhs	
Total	1,415	

Revenue Generation

On the revenue front the Kengeri Project showcases its highlights as one of the promising projects. With the apartment cost including land at INR 2264 Per SFT and the selling cost fixed at INR 3500-4000 Per