
BENGAL KDC
Housing Development Ltd.

A Joint Venture with West Bengal Housing Board as Assisted Sector

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The Company

Joint Venture (Assisted Sector)

Bengal KDC was formed as an equity Joint Venture between WB Housing Board and Kaushalya with a vision to address and mitigate the growing needs for quality housing in the rapidly developing state.

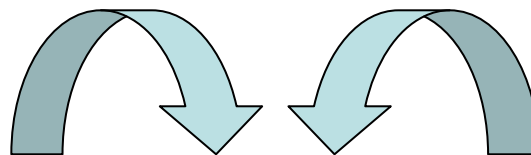
Overview

- Operations throughout the State of West Bengal
- 50% flats for Low Income/ Medium Income Groups
- Private Initiative with Government Support



West Bengal Housing Board

- 11% ownership by the Government.
- Government Chairman, Director
- Facilitate Land Matters
- Facilitate Clearances, Sanctions etc.



Joint Venture



Kaushalya Infrastructure

- 89% ownership of Kaushalya Group
- MD and Other Directors
- Kaushalya's planning, implementation
- Sales & Marketing

West Bengal Housing Board

- ❑ An autonomous body under Govt. of West Bengal
- ❑ Targeted at alleviating shortage of residential accommodation across the state
- ❑ Operates directly as well as through limited Joint Ventures with private developers of repute
- ❑ Focus on metropolitan areas, industrial towns and others
- ❑ Subsidized rate housing for economically weaker sections
- ❑ Infrastructure development for integrated mini-townships and projects
- ❑ Focus on quality at economic rates, timely completion and customer satisfaction
- ❑ Large team of experienced engineers and project managers



“An Assurance of Security within your means”

Focus Areas

- ❑ Mini Townships
- ❑ Housing Complexes
 - ❑ EWS & LIG
 - ❑ MIG & HIG
 - ❑ Plots
- ❑ Construction and Maintenance

Kaushalya Infrastructure

- ❖ An infrastructure development company under the Companies Act 1956
- ❖ Operates largely in Central and Eastern India
 - ❖ West Bengal
 - ❖ Jharkhand
 - ❖ Chhattisgarh
 - ❖ Sikkim
- ❖ Expert team of Senior Engineers and Contractors
- ❖ Value System: Key Corporate Tenets
 - ❖ “Proficient People” at the forefront
 - ❖ “Robust Relationships” with client and partners
 - ❖ “Powerful Processes” for execution and control
 - ❖ “Safety and Quality” in construction



“Building foundations for Our Tomorrow”

Focus Areas

- **Kaushalya Nirmān**
Creation of World Class Highways and Industrial Infrastructure
- **Kaushalya Grām**
Electrification and Irrigation of Rural India
- **Kaushalya Parivār**
Construction of Commercial & Residential Complexes

Strengths

- Efficient Execution and Management
- Strong Sales and Broker Network
- Engineers and Contractors
- Focus on Quality and Customer Satisfaction
- Cost Conscious and Efficient Execution
- Timeliness

**Architectural and Financial
Association with HUDCO
(A Govt. of India
Undertaking)**

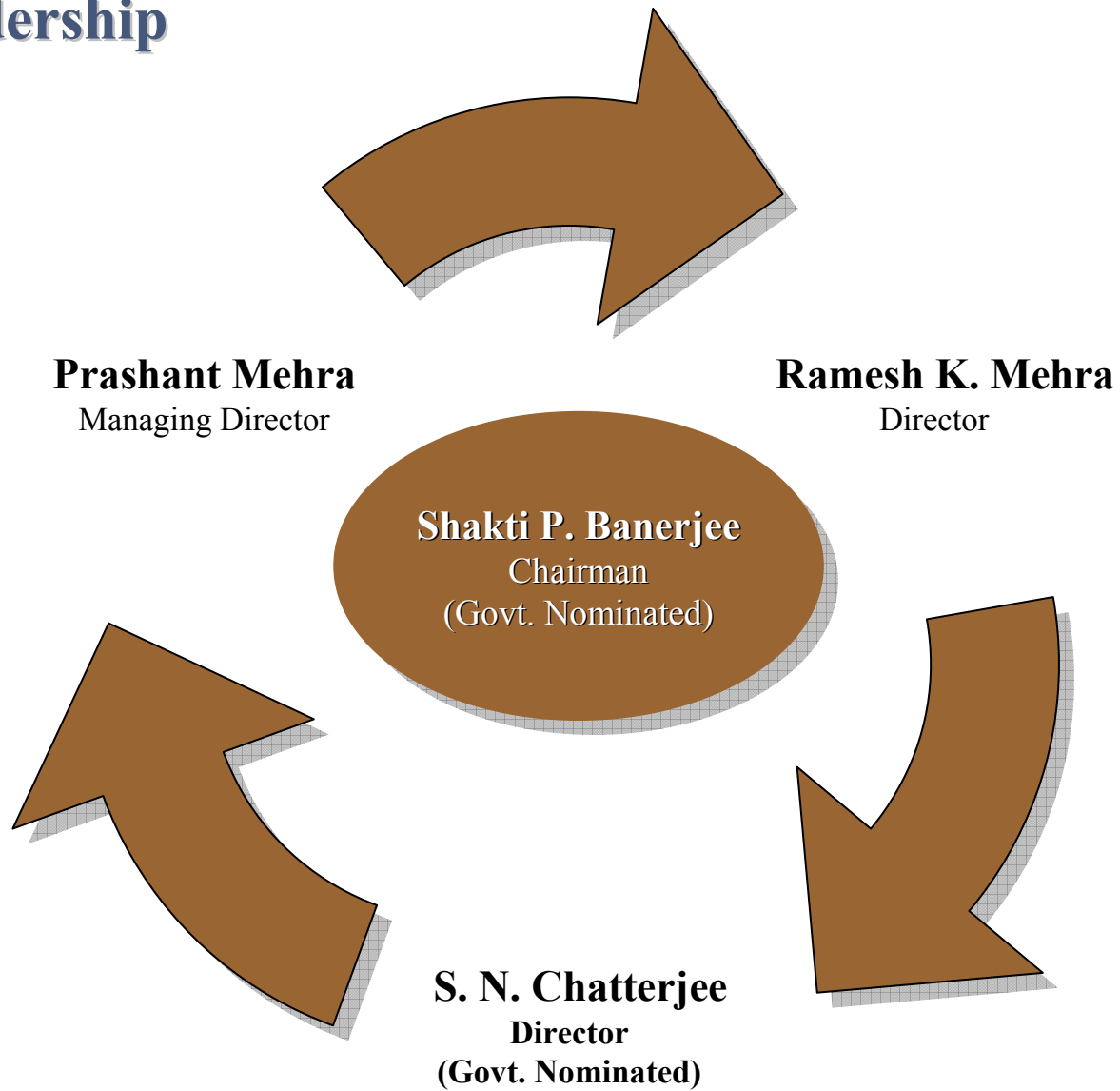
**International Marketing Tie-
up with Citywide Funding
(Los Angeles)**

Issues	Strengths
Land Ceiling	Land registered with West Bengal Housing Board is exempt from Urban Land Ceiling and development rights transferred to Bengal KDC allows the JV to execute larger scale housing projects
Land Procurement	WB Housing Board shall extend all help in the matter of obtaining land and related areas of project.
Market Branding	JV Company uses the “Bengal” name gaining recognitions and credibility with the customers
Sanctioning	WB Housing Board shall provide assistance for sanctioning, clearance, permissions, exemptions for projects thereby facilitating speedy implementation of projects



The Leadership

Senior Leadership



Leadership Profiles

Shakti Pada Banerjee: Chairman – Govt. Nominated

A highly experienced Chief Engineer (Retd.) of Public Health and Engineering Department, Govt. of West Bengal chairs the Joint Venture Company providing business insight as well as technical prowess to the organization

Prashant Mehra: Managing Director

A dynamic and enterprising university topper from Indiana University, USA, he has obtained valuable experience at Microsoft Corporation, USA, supporting CFO/Senior Management in Project Planning and execution. He currently spearheads overall management of the company as Managing Director.

S. N. Chatterjee: Director – Govt. Nominated

Presently the Financial Advisor and Chief Accounts Officer in the West Bengal Housing Board serves as a director on the board of our Joint Venture Company. His exceptional ability for financial structuring, monitoring and control is a priceless asset to the enterprise.

Ramesh K. Mehra: Director

His experience makes him a legend, his vision makes him a leader. Spearheading the Mehra group for the last 30 years, he masterminds planning and evolves strategy to a flawless direction. He incubates new business ideas and opportunities into successful business ventures. Currently the also the non-executive Chairman of Kaushalya he is actively involved in the activities of Bengal KDC.



Industry & Strategy

Opportunity

Where there is Need ...

- 7-8% growing economy needs infrastructure support
- 1.1 billion and growing population needs dwellings and commercial units
- Productive population (25-44) expected to rise 33% by 2013 (2001 Census) and influx of population into urban areas expected to further fuel demand for housing.



And there is Support ...

- 100% Foreign Direct Investment allowed in housing and urban infrastructure
- Public-Private Partnerships and several government sponsored programs
- 80 IA and 80 IB tax benefits for the infrastructure and housing sectors
- Upcoming Banking Sector to provide easy loans

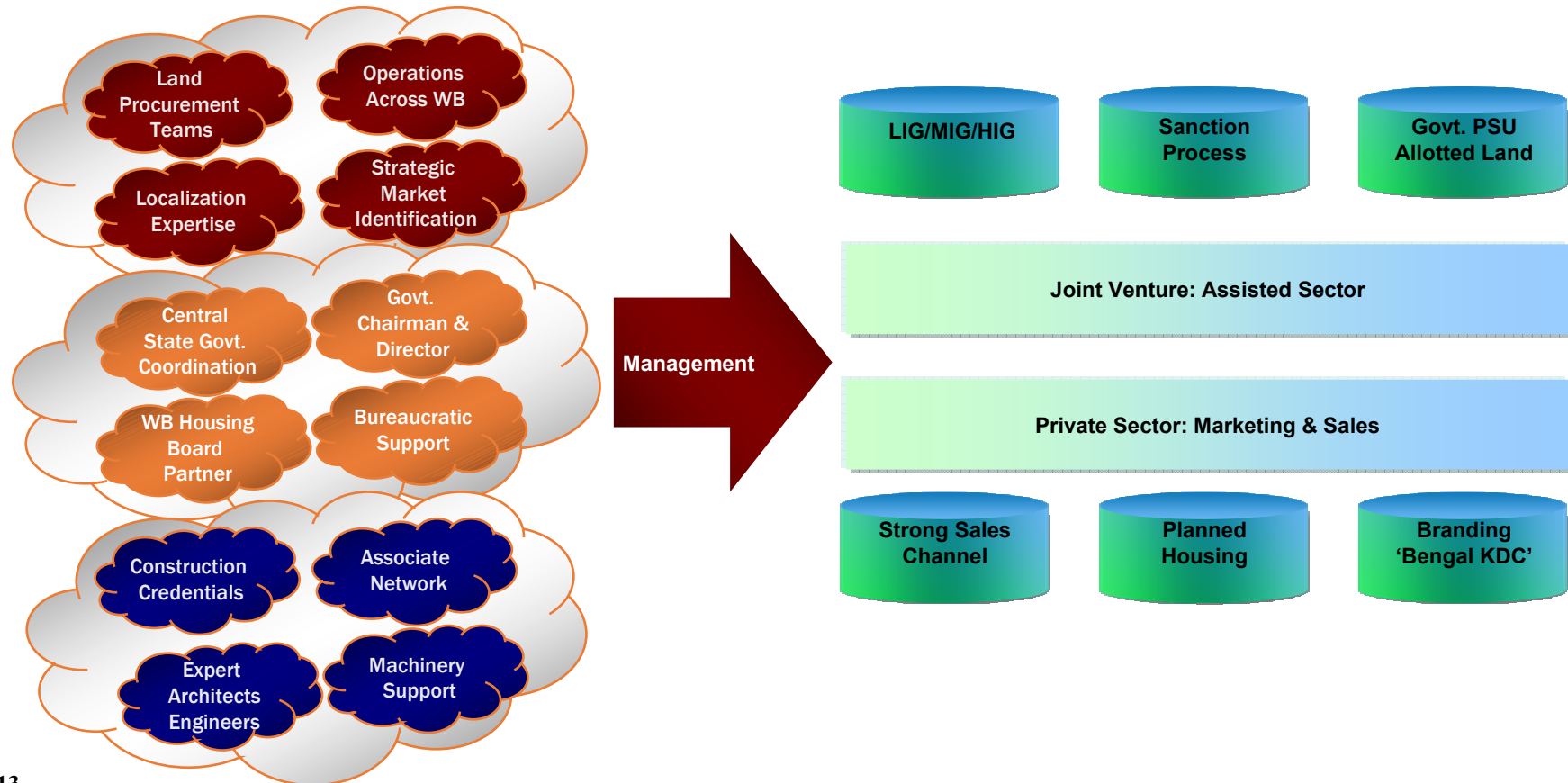
There is GREAT Opportunity!

- 14% annual growing real estate market with 6 million building stock needed per year
- Cumulative commercial, residential, hospitality and retail sector demand across Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, NCR and Pune estimated at 840-1055 million square feet for 2006-2010

Go-to-Market Strategy

Our Go-to-Market strategy uses our management expertise as a catalyst to bring our core strengths in real estate projects, infrastructure development and our marketing ability to succeed in:

- Joint Venture: Assisted Sector Go-to-Market
- Private Sector: Sales & Marketing Go-to-Market





Projects

West Bengal Housing Board Projects

■ About 30,000 completed dwelling units to its credit

■ E. W. S. – 1169 Units

■ M. I. G. – 10476 Units

■ Dev. Plots – 380 Units

■ L. I. G. – 4387 Units

■ H. I. G. – 13347 Units

■ Other Plots – 630 Units

■ Completed Projects in Joint Venture

■ E. W. S. – 384 Units

■ Dev. Plots – 2147 Units

■ Dev. Plots – 749 units

■ L. I. G. – 900 Units

■ Other Plots – 1764 Units

Sl. No.	Major Projects Completed	Location	Dwelling Units
1	E. C. T. P. Project	Bye-Pass	2848
2	Purbachal	Salt Lake	2426
3	Golf Green	Tollygunge	2328
4	Sarsuna	Behala	1874
5	Karunamoyee PH I	Salt Lake	1864
6	Kalyanpur	Asansol	1212
7	Dankuni	Dankuni	1160
8	Calcutta Green	Rajapur	1052
9	Kalindi	Dumdum	1000
10	Labony Housing Project	Salt Lake	700
11	Bidisha	Konnagar	688
12	Purbasha	Maniktala	664

Sl. No.	Major Projects Ongoing	Location	Dwelling Units
1	Ruchira	Bye Pass	640
2	Starlit	Rajarhat	608
3	Eastern Greenland Development	Rajarhat	602
4	Moonbeam	Rajarhat	560
5	Prantik	Thakurpukur	509
6	Eastern High	Rajarhat	440
7	Lake View	Howrah	336
8	Millenium Tower	Rajarhat	228
9	Kanyapur	Asansol	100
10	Shilpakanan	Durgapur	100
11	Eastern Nook	Rajarhat	80
12	Eastern Grove	Rajarhat	64

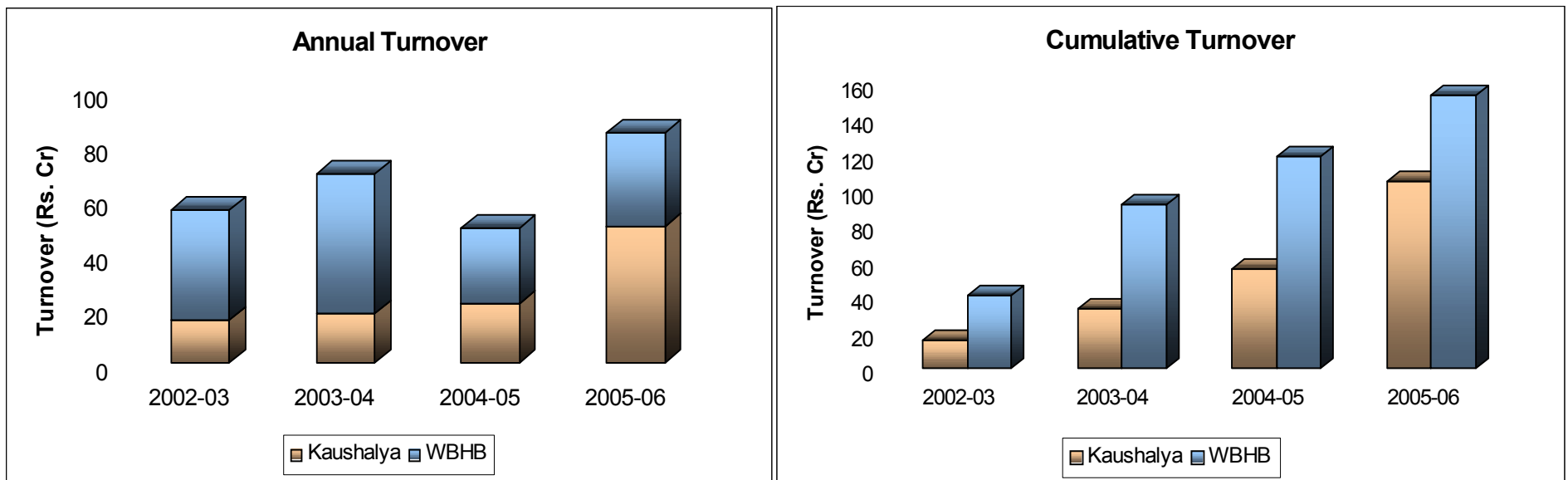
Kaushalya Projects

Sl. No.	Projects Completed	Client	Sl. No.	Projects In-Progress	Client
1	Widening and strengthening of Mirzapur - Kusumgram road from 15 KM to 32 KM in Dist. Burdwan	Westinghouse Saxby Farmer Ltd.	1	Ash Dyke package for Sipat Super Thermal Power Project	NPCC/NTPC
2	Widening and strengthening of Contai - Tajpur Road from 2 KM to 20 KM in Dist. Purba Mednipur	Westinghouse Saxby Farmer Ltd.	2	Widening and Strengthening of road at Jharkhand (a) Jonha - Purbdih 16 to 30.96 km (b) Banta-Rahe - Bundu (0 to 33 km) (c) Angarha - Hahe - Rahe (0 to 27.97/km)	Engineering Projects (India) Ltd.
3	Improvement and strengthening of Burdwan-Katwa road from 0 km to 20 km and 51 km to 58 km (Total 27 km)	(P.W.D) Western Circle -I, Burdwan	3	Offsite Area Civil Works package (administrative building, roads, drains) for Sipat Super Thermal Power Project	NPCC/NTPC
4	Widening and strengthening of Guhijori - Ramgarh - Godda road from 36 KM to 65 KM	RCD Road Division, Dumka, Jharkhand	4	Widening and strengthening of Hata Swaspur - Musaboni road (0 to 42 kmp)	Mackintosh Burn Ltd.
5	Strengthening of Parwa-Garwa Road(0 to 30 km) under RCD, Daltonganj	R.C.D. Govt. of Jharkhand	5	Construction and maintenance of rural roads under ADB assistance for PMGSY 2004-2005 in Dist. Raigarh, Chattisgarh	PIU, PMGSY, District Raigarh, Chattisgarh
6	Shifting of electric poles and erection of transmission lines of 25 KVA on NH-34 between Sargachi and Farakka in West Bengal - length 104 KM	Westinghouse Saxby Farmer Ltd.	6	Widening and strengthening of Sonahatu - Mallanchawk road (0 to 24 KM)	Mackintosh Burn Ltd.
7	Strengthening of GT Road (old) withn Palsit and Burdwan from 581 KM to 611 KM	Westinghouse Saxby Farmer Ltd.	7	Construction and maintenance of rural roads under ADB assistance for PMGSY 2004-2005 in Dist. Bilaspur, Chattisgarh	PIU, PMGSY, District Bilaspur, Chattisgarh
8	Construction & maintenance of Ichagkhamar road & Jhaldagola road to Hensahatu road, Dist Purulia	WBSRDA	8	Construction and maintenance of rural roads under ADB assistance for PMGSY 2004-2005 in Dist. Jashpur, Chattisgarh	PIU, PMGSY, District Jashpur, Chattisgarh
9	Construction of 3-storeyed residential cum office building at Salt Lake, Kolkata	Smt. Neeru Mehra	9	Construction and maintenance of road from B.A. road to Nabagram within Khanogosh Block, Dist. Burdwan	WBSRDA
10	Construction of Rasulpur Kuchut road under Burdwan Zila Parishad including cross drainage embankment protection and other allied works.	Westinghouse Saxby Farmer Ltd.	10	Construction & maintenance of Road from Basulichak to Talpati (via Sonachura) within Nandigram -I & Khejuri-II Block dist Purba Medinipur, W.B.	WBSRDA
11	Special Repair to GT Road (old) from 591 KM to 594.5 KM in district of Burdwan	Westinghouse Saxby Farmer Ltd.	11	Drawding of 66 KV S/C from Khamdong to to Phodong including extension of Addl. 66KV Bay at Khamdong and Drawing of 11 KV substation at Khamdong, Sikkim	Energy & Power Department, Govt of Sikkim
12	Construction of Bridge over irrigation canal at Gobindapur at 1st KM of the link road from Balrampur - Bagundi road to Lower Dam site in the District of Purulia	Westinghouse Saxby Farmer Ltd.	12	Construction & maintenance of Road from Amgoria to Bhandergoria within Ketugram -I Block Dist. Burdwan, W.B.	WBSRDA
13	Improvement of Nabadwip Municipal Link Road from railway level crossing junction to Ranirhat (0 to 3.5 KM) road.	Westinghouse Saxby Farmer Ltd.	13	Construction of Internal Road in Action Area-IA, New Town Project, Kolkata	HIDCO
14	Widening PWD road from 1st junction with Woodburn Road upto Station Approach Road under Nabadwip Municipality	Westinghouse Saxby Farmer Ltd.	14	Construction & maintenance of Road from Gourangapur to Jhambari dist Dakhsin Dinajpur, W.B.	WBSRDA
15	Construction of internal roads and pathways at Konnagar Housing	West Bengal Housing Board	15	Construction of 4 storied (9 Nos) LIG buildings including sanitary, plumbing and interlal water supply arrangements at Thakurpukur housing project	West Bengal Housing Board
16	Visa Steel Internal Roads Project, Jhakapura	Visa Steel Ltd.	16	Construction of 'Bored Pile Bridge' at Dadolpara, Dist. Dhakhin Dinajpur	Westinghouse Saxby Farmer Ltd.
116	Rawmet Steel Plant Industrial Area Development	Rawmet Ferrous Industries Pvt. Ltd.			



Financials

Historical Turnover



	WBHB	Kaushalya	Combined
	(Rs. in Cr.)	(Rs. in Cr.)	(Rs. in Cr.)
2002-03	40.41	15.74	56.15
2003-04	51.59	17.82	69.41
2004-05	27.62	21.79	49.41
2005-06	34.19	50.08	84.27



Contact

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