



POPULAR FOUNDATIONS LIMITED

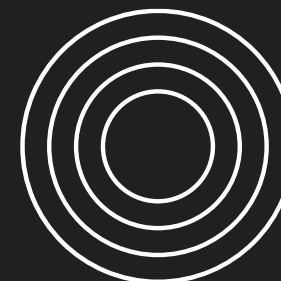
INVESTOR PRESENTATION

Private and confidential



No 32/1, 32/2, Kamatchi Apartment,
10th Avenue, Ashok Nagar, Chennai – 600 083.

Corporate Identification Number: U45201TN1998PLC041504
Date of Incorporation: November 30, 1998





POPULAR FOUNDATIONS LIMITED



IPO SNAPSHOT

ISSUE OPENS ON	September 13, 2024
ISSUE CLOSES ON	September 19, 2024
ISSUE SIZE (No of Shares)	53,70,000 Shares
ISSUE SIZE (₹)	19.87 Cr
ISSUE PRICE	₹ 37
LOT SIZE	3000

Strong Foundation For Tomorrow

Over 25 years of experience in the field of civil construction, Popular Foundation Limited has grown into one of the leading construction companies in Tamil Nadu

ABOUT THE COMPANY



Popular Foundations, with over 25 years of experience, specializes in Engineering and Construction Activities, providing comprehensive end-to-end solutions in the construction sector. The company is dedicated to building practices catering to various verticals such as factories, educational institutions, commercial, and residential projects. However, it strategically directs its focus towards non-residential and non-governmental projects in the realm of civil construction in and around Chennai.

Equipped with expertise in Engineering, Architecture, and interior and exterior fit-outs, Popular Foundations has gained recognition among numerous educational institutions, industries, and commercial establishments in Tamilnadu. The company has successfully undertaken projects in Pondicherry, Tanjore, Bangalore, Trichy, Madurai, Vizhuppuram, Coimbatore besides Chennai. Its reputation is built on continued customer patronage, goodwill, and a commitment to delivering high-quality construction solutions



BUSINESS

COMPETITIVE STRENGTHS

Experienced Management
Supremacy in Quality Design
Timely delivery
Robust Standard Operating procedures
Robust Business model
Established Brand and Reputation

BUSINESS STRATEGIES

Enhanced operational efficiencies
Timely project execution
Increasing geographical presence
Prioritising quality assurance & Safety
Expanding business Horizons- Securing First-time contracts
Continuous training



KEY MILESTONE

Calendar Year	Details
1998	Popular Foundations Pvt Ltd incorporated; promoted by A.S.Venkatesh with over ten years of prior experience
1998	Secured contracts for Educational institutions and industrial buildings from the beginning
1999	Procured the first contract outside Chennai city
2000	Became a leading contractor of institutional buildings
2001	Operations expanded to Pondicherry, Villupuram, Thanjavur, Karaikal, Madurai, Coimbatore, and Trichy
2001	Became a member of Builders Association of India
2001	Achieved ISO 9000 certification
2005	Secured the 25th contract
2005	Awarded Best Builder award from Southern Railway Employees Cooperative Society
2007	Managing Director A.S.Venkatesh became the District Governor of Rotary International District 3230
2007	Established a separate department for Quality control and Quantity survey within the organization
2011	Appointed a professional CEO
2013	Awarded a contract to construct a green building, expanding the portfolio
2015	Completed a 120,000 sq. ft. building in a record 120 days duration
2016	Secured prestigious contracts for Hotel Novotel and Hotel Fairfield by Marriott, entering the hospitality industry
2018	Achieved the milestone of the 100th contract
2021	A.S.Venkatesh elected to serve on the board of Rotary International, headquartered in Chicago
2023	Received the Dr. KCG Verghese Excellence Award



PROJECT CATAGORIES



Educational
Institutions



Hotels

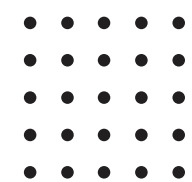
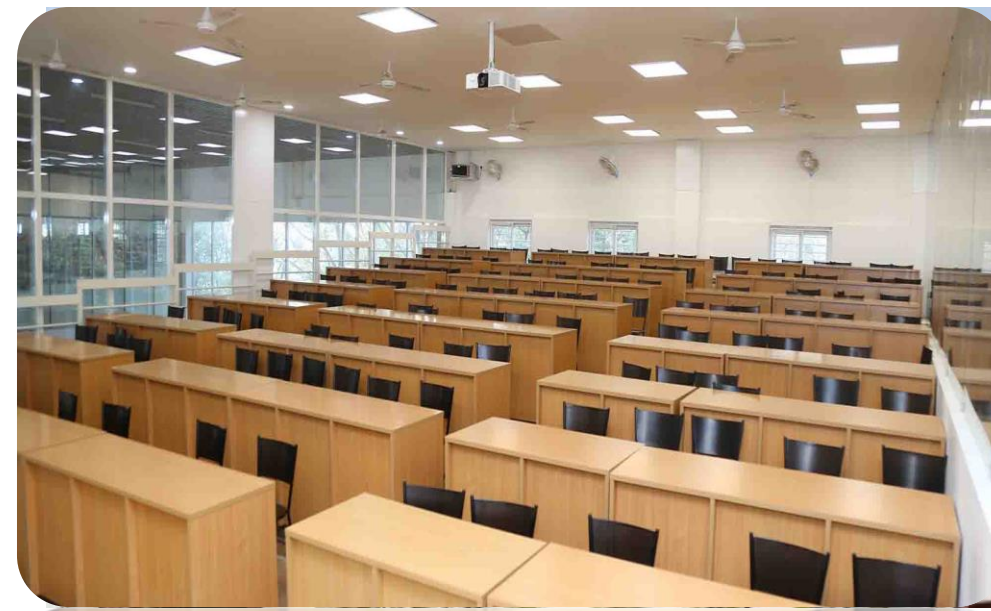


Factories

COMPLETED PROJECTS

COMPLETED PROJECTS
BUILD-UP AREA

112507 SQ MTR



ONGOING PROJECTS

Several noteworthy projects are currently underway, including the construction of diverse Institutional projects, such as Sri Venkateshwaraa University's Hospital Building in Nallur Village, Thiruvallur District, Rajalakshmi Hostel Pvt Ltd in Thandalam, Rajalakshmi Institute of Technology in Chembarambakkam , Sairam Institute of Technology in Tambaram, Hindustan Institute in Kelambakkam, Great Lakes Institute of Management in Manamai, Annai Medical college in Sriperumbudur, Vinayaka Missions in Pondicherry and Admin Buildings in Anna Nagar, Chengalpattu.

The nature of these projects ranges from hospitals and commercial spaces to institutional and residential buildings, showcasing the company's versatility in catering to different sectors. The total build-up area for these projects is noteworthy, emphasizing Popular Foundations' commitment to excellence in construction and development.



**ONGOING PROJECTS
BUILD-UP AREA**

94838 SQ MTR

PROMOTERS

IIT
IIM

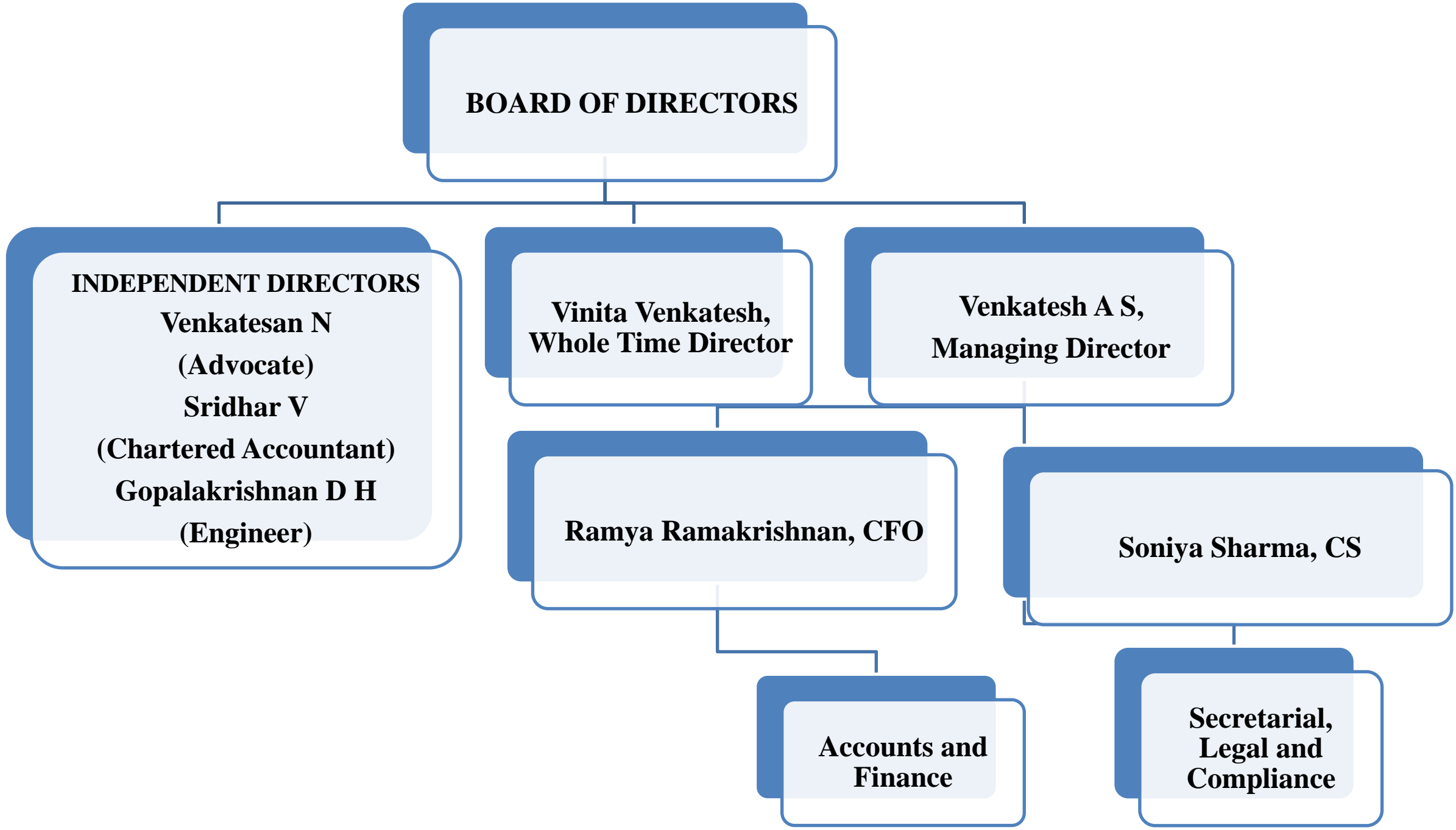
The driving forces behind the company are, Mr. Ananthanarayanan Sankaralingam Venkatesh and Mrs. Vinita Venkatesh, promoters of the company.

Ananthanarayanan Sankaralingam Venkatesh, is an Engineering graduate from IIT Madras and did his post-graduation in business administration from IIM Ahmedabad. He was an entrepreneur right from the beginning and started business of civil construction. This grew from strength to strength and subsequently this Popular Foundations Limited was incorporated in the year 1988 as Private Limited Company. He is the Managing Director of this company.

Vinita Venkatesh, obtained her Bachelor's Degree in Economics and Statistics from the University of Bombay and went on to study Business Management at the Indian Institute of Management (IIM), Ahmedabad, India's premier business school, with a specialisation in Marketing Management. She is also a member of The Institute of Chartered Shipbrokers, London, Vinita has over 30 years of experience in the shipping industry.

MANAGEMENT STRUCTURE

QUALIFIED
TEAM



COMPANY FEATURES



CLIENT ORIENTATION

We understand the importance of sticking to schedules and maintaining high level of quality in our deliverables.



TRUST & RESPONSIBILITY

We take personal responsibility for our relationship – with clients, partners & investors and customers.



COMMITMENT

We are committed to the success of our clients and partners, their ambitions, and their objectives.



EXCELLENCE

We have pledged ourselves to high-quality performance that produces outstanding results of lasting value.



VISION

Empowering Growth, Inspiring Investments:
Building a Future of Enduring Success.



QUALITY POLICY

We are committed to provide engineering services meeting our customers quality requirements and delivery schedules at optimum cost. We follow ethical work practices at all times.



QUALITY OBJECTIVES

We achieve this by, Following our quality management system. Continuously interacting with our customers and suppliers.



STATEMENT OF PROFIT AND LOSS

(Rs. in Lakhs)

Sr. No	Particulars	Note No.	For The Year Ended 31st March		
			2024	2023	2022
A.	Revenue:				
	Revenue from Operations	B.1	5181.90	4709.55	2589.40
	Other income	B.2	9.10	157.34	40.77
	Total Income		5191.00	4866.89	2630.17
B.	Expenses:				
	Cost Of Material Consumed	B.3	3554.33	3534.19	2739.34
	Change in Inventories of WIP, Finished Goods & Stock in Trade	B.4	289.13	441.99	(858.36)
	Employees Benefit Expenses	B.5	458.40	393.64	364.38
	Finance costs	B.6	144.64	155.32	197.29
	Depreciation and Amortization	B.7	27.82	32.74	29.70
	Other expenses	B.8	179.10	173.60	119.59
	Total Expenses		4653.42	4731.49	2591.94
	Profit before exceptional and extraordinary items and tax		537.58	135.40	38.23
	Exceptional Items		-	-	-
	Profit before extraordinary items and tax		537.58	135.40	38.23
	Extraordinary items		-	-	-
	Profit before tax		537.58	135.40	38.23
	Tax expense :				
	Current tax		186.61	16.85	-
	Deferred Tax	B.9	3.22	(1.05)	(9.85)
	Profit (Loss) for the period from continuing operations		347.76	119.61	48.08
	Earning per equity share in Rs.:				
	(1) Basic		2.41	0.96	0.38
	(2) Diluted		2.41	0.96	0.38

Our company has declared dividend of 10% in the last financial year ended 31st March 2023.

STATEMENT OF ASSETS AND LIABILITIES

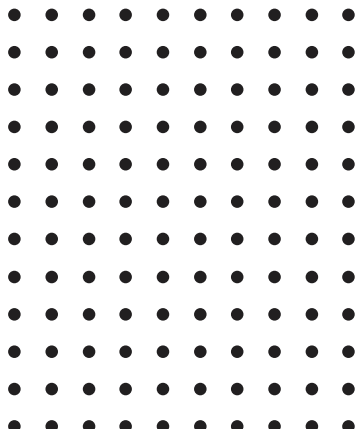


(Rs. in Lakhs)

Sr. No.	Particulars	Note No.	As at 31st March		
			2024	2023	2022
A.	Equity and Liabilities				
1	Shareholders' Funds				
	Share Capital	A.1	1,500.80	100.00	100.00
	Reserves & Surplus	A.2	812.31	1,383.69	1,284.08
	Share application money pending allotment		-	-	-
2	Non-Current Liabilities				
	Long-Term Borrowings	A.3	645.22	932.02	1,090.31
	Other Non-Current Liabilities				
	Long-Term Provisions	A.4	37.92	37.38	34.26
	Deferred Tax Liabilities (Net)	A.5	-	-	-
3	Current Liabilities				
	Short Term Borrowings	A.6	933.18	821.96	745.06
	Trade Payables :-	A.7			
	(A) total outstanding dues of micro enterprises and small enterprises; and		716.93	168.72	91.08
	(B) total outstanding dues of creditors other than micro enterprises and small enterprises.".]	A.7	602.74	779.09	936.79
	Other Current Liabilities	A.8	914.48	620.07	643.44
	Short Term Provisions	A.9	191.30	21.76	4.46
	Total		6,354.87	4,864.70	4,929.49
B.	Assets				
1	Non-Current Assets				
	Property, Plant and Equipment				
	Tangible Assets	A.10	397.75	702.84	714.20
	Intangible Assets	A.10	0.21	0.34	0.56
	Capital Work in progress		-	-	-
	Intangible Assets Under Development		-	-	-
	Non-Current Investments	A.11	-	-	4.64
	Deferred Tax Assets	A.5	13.30	16.51	15.46
	Long Term Loans & Advances		-	-	-
	Other <u>Non Current</u> Assets	A.12	42.46	27.40	29.25
2	Current Assets				
	Current Investments		-	-	-
	Inventories	A.13	644.58	933.71	1,375.70
	Trade Receivables	A.14	4491.44	2428.19	1932.88
	Cash and Cash Equivalents	A.15	24.74	25.94	12.50
	Short-Term Loans and Advances	A.16	580.21	621.58	710.28
	Other Current Assets	A.17	160.20	108.18	134.01
	Total		6354.87	4864.70	4929.49

KEY PERFORMANCE INDICATORS

Key financial performance	Fiscal 2024	Fiscal 2023	Fiscal 2022
Revenue from operations	5,181.90	4,709.55	2,589.40
Total Income	5,191.00	4,866.89	2,630.17
EBITDA ⁽¹⁾	710.04	323.46	265.22
EBITDA margin (%) ⁽²⁾	13.68%	6.65%	10.08%
Restated profit for the period/year	347.76	119.61	48.08
Restated profit for the period/year margin (%) ⁽³⁾	6.70%	2.46%	1.83%
Return on average equity ("ROAE") (%) ⁽⁴⁾	23.17%	119.61%	48.08%
Return on capital employed("ROCE")(%) ⁽⁵⁾	22.77%	11.85%	9.39%





TOP CLIENTS

Sri Venkateswara University

Rajalakshmi group of Institutions

Velammal group of Institutions

Sri Sairam Engineering college

Hindustan Institute of Technology

Madha Medical college

Sri Sathya Sai Medical college

Great Lakes Institute of Technology

Vinayaka Missions

OUR CLIENTS



IPO

The company currently has orders on hand to the tune of **Rs. 150 crores** and is poised for a quantum leap in the coming years. The company plans to raise funds from the public through SME IPO of upto **53,70,000 Equity Shares of face value of ₹ 10 each of the Company** for cash at a price of **₹ 37 per Equity Share** (including a share premium of ₹ 27 per Equity Share) aggregating upto **₹ 19.87 crores**.

The money so raised will be used to augment the working capital requirements, general corporate purposes and to repay a part of debts thereby improving the profitability.

In Future company intends to diversify its portfolios into residential buildings and is aspiring to do more projects in other southern states expanding its geographical base.

DISCLAIMER:

This presentation or any other documentation or information delivered should not be deemed to constitute prospectus. This document has been prepared for information purpose only. The investors are requested to study the risk factors mentioned in the prospectus & refer the complete prospectus filed with BSE- SME available on www.bsesme.com and company website www.grouppopular.com before making any investment decision.