

Secure

Strategies!

Sustainable and profitable growth is of paramount importance to us, at Peninsula Land. Leveraging the experience from successful navigation through varied economic environments, we make prudent strategic investments aimed at sustained value creation. We follow a risk averse and conservative business approach with clear focus on current deliverables.

The same principle guides us to stay away from assimilation of land bank at speculative cost or unrealistically longer timeframe. At Peninsula Land, we invest in land parcels that possess a clear monetization timeframe of 3-5 years. It helps us maintain a favorable leverage and strengthened balance sheet positions at all times.

We leverage our brand equity and know-how of real estate development in creating and sharing value. We distinguish ourselves in the competitive arena with very high standards of quality and operational excellence. We also deploy the collaborative approach towards faster creation of value. Collaborative development of projects with right minded and endowed partners forms a substantive chunk of our project pipeline.

Our philosophy of collaborative growth and tall stature amidst Indian real estate spectrum has led to the formation of a Joint Venture with Brookfield Asset Management Inc, a global asset manager with over USD 68 billion of property assets, to launch a ₹500 crore



domestic real estate fund. We are ready to leverage our domain experience and maturity with Brookfield's global expertise in real estate and private fund management. The same would enable us make additional returns by investing in various Indian real estate projects.

Our internal prudential norms ensure optimum debt exposure and risk minimization through risk sharing and time bound asset monetization. That's Secure.

At Peninsula, we believe that only a satisfied customer can drive our growth and profitability. Over the years we have been continuously investing to gain an in-depth understanding of our customer, their desires and to create resources that can fulfill their desires project after project. Our aspirations are backed by our strong internal processes and controls that ensure that decade after decade our unblinking focus remain on providing value living to our customers.