



Developer Grading Rationale

April 12, 2024 Kochi

Asset Homes Private Limited

Developer grading

DA2+

Valid until: April 11, 2025

Detailed rationale

CRISIL has reaffirmed its real estate developer grading of 'DA2+' for Asset Homes Private Limited (Asset Homes). The grading indicates that the developer has a **'Very Good'** ability to execute real estate projects of specified quality within the stipulated time, and to transfer a clean title.

The grading reflects a strong execution track record, brand image, experienced senior management, sound marketing and development strategies, backed by adequate financial profile, and standardised workflow processes and systems.

These strengths are partially offset by limited segmental presence in commercial and retail development, geographic concentration with past and ongoing projects located predominantly in Kerala, and market and execution risk associated with project execution in new geographies.

Asset Homes Private Limited's standalone financial risk profile is moderate as reflected by its revenue from operations of Rs 264.36 crore in fiscal 2023 compared with Rs 154.22 crore in fiscal 2022. (increase by 71.41%). It posted a profit after tax (PAT) of Rs 9.94 crore in fiscal 2023 compared with Rs 5.16 crore in fiscal 2022. The debt-to-equity ratio is at 1.40 times in fiscal 2023 compared with 1.32 times in fiscal 2022. Tangible net worth increased from Rs 46.33 crore in fiscal 2022 to Rs 54.45 crore in fiscal 2023. (y-o-y increase by 17.52%).

Asset Group's (consolidated) financial risk profile is moderate as reflected by its revenue from operations of Rs 274.11 crore in fiscal 2023 compared with Rs 175.25 crore in fiscal 2022. (increase by 56.41%). It posted a PAT of Rs 1.66 crore in fiscal 2023 compared with Rs 5.73 crore in fiscal 2022. Tangible net worth stood robust at Rs 57.70 crore in fiscal 2023 compared with Rs 57.86 crore in fiscal 2022. Gearing remained healthy at 1.32 times in fiscal 2023 (1.18 times in fiscal 2022).

Since its inception, the company has completed 76 real estate projects totalling 57.11 lakh sq. ft. It has 33 ongoing projects totalling 23.97 lakh sq. ft in the residential segment in Kerala. In addition, the group is planning to expand its operational geographies in Coimbatore (Tamil Nadu), Bengaluru (Karnataka), and Bhubaneswar (Odisha). It is also planning to expand its footprint across borders and has started planning projects in Dubai and other countries in the Middle East.

About the developer

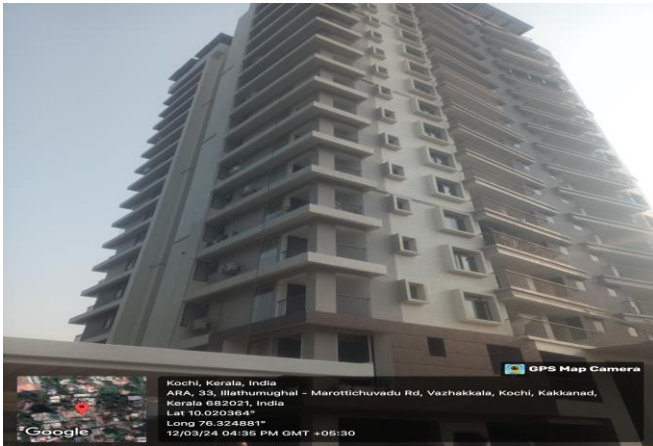
Incorporated in 2006 and promoted by Sunil Kumar. V (Founder & Managing Director), Asset Homes is a real estate developer in Kerala and one of the reputed developers in the state. The company has experienced senior management and functional heads across multiple domains, including construction, finance, legal, and marketing. The group has presence in ten cities in Kerala (Trivandrum, Kollam, Pathanamthitta, Alappuzha, Kottayam, Ernakulam, Thrissur, Palakkad, Kozhikode & Kannur).



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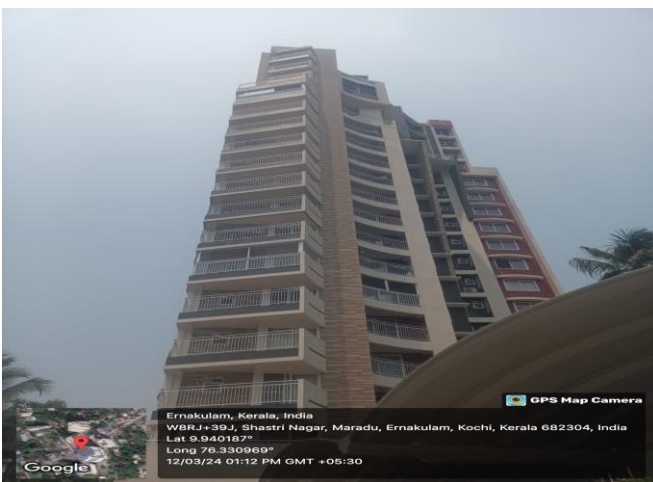
Completed projects



Asset Alpine Oaks- Ernakulam



Asset Precious- Thrissur



Asset Rangoli- Ernakulam

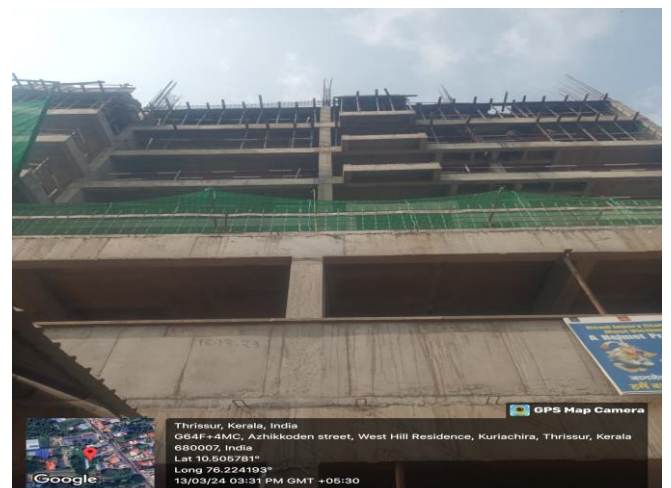


Asset Galleria-Thrissur

Ongoing projects



Asset Moon Grace- Ernakulam



Asset Majestic- Thrissur



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