



# THE ARTified

VERSION 4.0



## Head Honchos MANAGEMENT SPEAK



Dear Team,

On Completion of 4 years of our successful existence, I take this opportunity to thank each one of you for your immense contribution in this eventful and exciting journey. With your unconditional support, unyielding spirit and tremendous stretch, despite many odds, we have crossed one milestone after another. It has been a lot of hard work, which I truly acknowledge and appreciate. The entire team has truly lived the ART MANTRA in being Innovative, exhibiting positive Attitude, contributing towards productive growth, building a credible organisation with 100% Commitment and forging ahead towards a common goal as a Team.

To climb up faster and higher, our Promoters have significantly upped their investments in the company, making us today one of the best capitalised HFC in India. I thank them for their confidence in the team AAHF. I also thank the entire Board of Directors for their unwavering support and guidance to ensure that we remain on the right path and not only meet our goals but also achieve high level of governance standards. I promise them on behalf of the team that we will continue to work hard on building a great institution.

Lets aim to celebrate our next Annual Day at some off site exotic destination .



## Highlights - Housing Finance Industry

### Today's Affordable Housing tomorrow's upscale

Normally affordable housing is viewed as a need-based acquisition but its investment potential often goes unrecognized. An area that offers more affordable options now could potentially become upscale in future and yield a hefty RoI (return on investment), say experts.

### Builders seek 6% GST, exemption to low-cost home

NAREDCO has written to the Prime Minister seeking lower GST of 6 per cent on sale of under-construction property from 12 per cent as higher tax will lead to price rise and affect sales. It has also sought exemption of Good and Services Tax(GST), to be rolled out from July 1, on affordable housing which has gained momentum after getting infrastructure status and interest subsidy.



Vipin Jain  
CFO & Risk Head

“To accelerate home ownership dream in affordable segment, we would appreciate your individual contribution towards reducing overheads and operating expenses, in order to register profitability and sustainable growth.”

## DO YOU KNOW?

### Interesting facts about Indian Real Estate

- India is home to the most expensive house in the world- Antilia, owned by Mukesh Ambani.
- The Mattancherry Palace in Kochi has floors made of egg white, buttermilk and jaggery.
- New Delhi's Central Business District-Connaught Place is seventh among the most expensive prime office markets in the world
- Around 454,000 homes remain unsold in top cities of Gurgaon, Noida, Mumbai, Kolkata, Pune, Hyderabad, Bengaluru and Chennai at present, despite huge demand.
- India houses one of the biggest residential colonies in Asia named Kankarbagh in Patna, spread over an area of 900 acres.



## #DeskStretchout

5 min  
Chair  
yoga  
for the  
Office



## People who care



## On Ground Footing



## Star Performer

Performance Rating  
★★★★★

Ashok Kumar (Ops) Gurugram	Riyaz Mohammed (RO) Ajmer	Rajesh Choudhary (RM) Jaipur	Sachin R Ingle (RO) Pune
Sanjeev Sharma (RO) Gurugram	Lalit Nagar (RO) Kota	Ghanshyam Siroya (RO) Surat	Balasaheb P Darade (RO) Pune
Kaillash Chand (RM) Faridabad	Pratik Pawar (RM) Kalyan	Devender Singh (RO) Rohtak	
Sumit (RO) Faridabad	Lovepreet Singh (RM) Karnal	Abhijeet D Lunia (RM) Pune	

## Extra Miler (Rainbow to Omnifin)

Vinod Singh (BCM) Gurugram	Subhash Kumar (BCM) Karnal	Maulik (ACM) Ahmedabad	Jitendra (Officer Operations) Gurugram
Dinesh Mohan Negi (BCM) NSP	Shivali Kalia (BCM) Karnal	Mehul B Nagani (BCM) Surat	Surat (Sr. Officer Operations) Gurugram
Devender Kumar (ACM) NSP	Pratik Pawar (RM) Kalyan	Vikramjeet (MT Credit) Vasai	Anoop (Executive Operations) Gurugram
Umesh (BCM) Jaipur	Ashwin Waghe (BCM) Kolhapur	Manish (Executive IT) Gurugram	Naveen (AM Operations) Gurugram
Sandeep (BCM) Kalyan	Deepak Potdar (BCM) Nashik	Mukesh (AM IT) Gurugram	Manohar (Officer/A/C) Gurugram
Mohuddin (ACM) Kalyan	Dnyaneshwar (BCM) Pune	Dinesh (Executive IT) Gurugram	Ankit (AM A/C) Gurugram
Sanman Patil (BCM) Kalyan	Pratik Wadkar (BCM) Pune	Ranjeet (Officer IT) Gurugram	

## Know Your State MAHARASHTRA

### Maharashtra Housing Market – Overview

Total Population	11.24 cr
Affordable Housing Shortage	1.97 million units

### State Sponsored Schemes and Initiatives:

Maharashtra State Housing Policy (2007) ^, Class A Municipal Councils to develop EWS/LIG/MIG, Slum Rehabilitation Authority (SRA), National Slum Dwellers Federation (NSDF) to rehabilitate/redevelop slums (Mumbai, Pune & Nagpur), Basic Services to Urban Poor (BSUP) & Integrated Housing and Slum Development Program (IHSDP) and mass housing scheme by City Industrial and Development Authority (CIDCO) ^ Affordable Housing in India, Jone Lang LaSalle

### National Level Schemes in Maharashtra:

\* PMAY (51 cities) \* AMRUT (44 cities) \* 10 SMART Cities

### Opportunities: Provision to establish a state level real-estate regulatory body leading to:

- Bring transparency with adequate disclosures from promoters / builders
- Empower buyers to claim possession if developers fail to deliver
- Entitle retainership by the regulator to 10% of apartments in all construction projects
- Disallow apartments sales before project registration by the regulator
- Defect liability period extension to 5 years

### Challenges:

- Repeal of rent control act pending – until it is repealed it can potentially supersede the SARFAESI act.

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