

# COMPANY PROFILE

Established in 1967 as a family business, Ansal API today is among the leading Realty and Infrastructure companies of India. A widely reputed and professionally managed Organisation, Ansal API currently operates in a range of business verticals such as Integrated Townships, Condominiums, Group Housing, Malls, Shopping Complex, Hotels, SEZs, IT Parks and Infrastructure and Utility Services.

Besides expanding the business sectors, the Company has been fast expanding the geographical presence also in the last over four decades. In line with its motto of radically improving the lifestyle standards of people through creating state-of-the-art realty and infrastructure facilities and projects, Ansal API is committed to take on more and more challenging tasks in its areas of operations with increased focus and dedication in the coming years.

After four decades of spectacular growth, Ansal API is at a stage where the company has acquired immense experience, consolidated and established assets – physical and intellectual, while at the same time retaining youthful energy and zeal. Ansal API's roadmap for future development envisages expanding the current areas of operation through more and more challenging projects and also foraying into related areas in infrastructure with innovative projects.

Starting from a humble beginning, Mr. Sushil Ansal, Chairman, Ansal API, with his imagination and application has led the business blooming into almost all spheres ranging from realty development & construction to hotels, infrastructure projects and educational institutions.

Mr. Pranav Ansal has taken upon the mantle of furthering the Group's business to new horizons. As the Vice Chairman of the company, he is fashioning new strategies for extending Ansal API's brand name to new areas and geographies.

Today Ansal API is one of the most respected and trusted names in the Real Estate Sector. Mr. Sushil Ansal, Chairman, Ansal API, with his imagination and application has expanded the group footprint predominantly in North India in markets such as Delhi NCR, Punjab, Haryana, Rajasthan and Uttar Pradesh, which includes 19 townships. In observance of the Government's new Housing Policy, the group aims to provide better dwelling units for the urban poor with unique emphasis on environmental improvement and social forestry. It is our commitment to extend its technical and management expertise to smaller towns as

well, which will result in reducing the congestion in the metropolis areas and at the same time the benefit of planned development could be extended to a larger segment of the Indian population.

The concept of residential real estate surrounded by a golf course adds an exclusivity facet to the project. The Sushant Golf City is the benchmark of golf-based development spread across 6400 acres on the outskirts of Lucknow. The ultra modern township has a world-class 18-hole championship golf course surrounded by residential and commercial Developments. Other innovative projects include Esencia, Gurgaon which has been taken as the pilot project by Association for Development and Research of Sustainable Habitats (ADaRSH) for rating under the 'GRIHA ((Green Rating for Integrated Habitat Assessment) for large developments' system. the objective is to create a eco-friendly township and a comfortable and healthy environment for the future.

For future development, Ansal API envisages expanding the current portfolio through more challenging projects and foraying into related areas in infrastructure with innovative projects. The focus is to drive our growth by venturing further into tier II and tier III cities of the country like Mohali, Amritsar, Ludhiana, Jalandhar, Jaipur, Jodhpur, Ajmer, Sonapat, Panipat, Karnal, Kurukshetra, Gurgaon, Greater Noida, Ghaziabad, Meerut, Agra, Lucknow, to name a few.

## Prime Focus Areas

### Residential Real Estate Projects

Ansal API is currently focused on integrated townships, high-rise condominiums including affordable, premium, luxury housing like Sushant Lok, Palam Vihar; Esencia, Gurgaon; Sushant Megapolis, Greater Noida; Sushant Golf City, Lucknow. There are 19 existing townships across all major tier 2 cities in Northern India in Delhi NCR, Uttar Pradesh, Rajasthan, Haryana and Punjab. Furthermore, there are many high-rise residential towers in Delhi

### Properties under development

- Commercial Real Estate Projects

Ansal API has a distinct focus on creating a portfolio of iconic landmarks with an emphasis on superior quality construction such as Statesman House, Ansal Bhawan, Antriksh Bhawan, Indra Prakash, Ambadeep, Tolstoy House in New Delhi

- *Hospitality Projects*

*Ansal API has built some key properties as part of their product portfolio in the hospitality sector like The Marriott Welcome Hotel (Delhi); The Palms and Country Club (Gurgaon); Country Inn & Suites (Ajmer); The Maple Town & Country Club (Palam Vihar and Jaipur)*

## **VISION & MISSION**

*“ To fulfill growing aspirations of our customers by building world class real estate solutions & redefining lifestyle standards “*