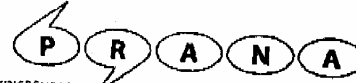


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'We'll benefit by Rs 1.50 bn from Hampton Court'

— Sanjeev Arora, Managing Director, Ritesh Properties & Industries Ltd



The Ludhiana-based company is a name to reckon with in garment exports. It recently entered the realty sector by tying up with Ansal Properties. Some upcoming projects include luxury housing complex, IT park and hospital. Sanjeev Arora speaks to Lalitka Rao about the company's big-scale ventures. Excerpts:

You have been dealing mainly in garment exports. Why have you diversified into the hospital sector?

The health sector is growing at a fast pace not only in other parts of the world, but also in India as a result of health insurance gaining more popularity. Also, medical tourism is increasing manifold. As part of our CSR (Corporate Social Responsibility) we arrange medical camps on breast cancer treatment in association with Dyanand Medical College in Ludhiana. These developments motivated us to set up the hospital sector. We have an upcoming hospital project in Amritsar. **What's the purpose in tying up with Ansal Properties & Infrastructure?**

The tie-up with API is the most convenient way to club resources and expertise in the realty sector. We would rather plan the realty projects in proper direction by using the best possible professional skills than pull in all the resources single-handedly. Such tie-ups make for a better model for working on projects we plan to set up. **On what ratio will there be internal accruals in the JV?** Internal accruals would be formed once the tie-up is consolidated. Usually the ratio ranges between 23 and 30 per cent net of all expenses.

What is your role in the JV? Under the JV we'll provide land, approvals and assistance in marketing. In return we'll receive expertise and financial backing. Our JVs would be with companies having expertise in a particular field.

Are land acquisitions complete for your upcoming realty and hospital projects?

For the Ludhiana luxury housing and IT project, Hampton Court, JV with Ansal, we already have the land and work will commence in a month's time. We've received all the government approvals. The advantage of Ludhiana is the availability of land. The land for this particular project is located at a

are in process of acquiring land. We'll apply for government approvals after acquiring land. **You plan to enter the retail sector in a big way. What are your plans?**

We're launching a retail chain of stores, especially targeting the women's wear segment. We have plans to launch a brand called 'Femella' in Delhi and thereafter venture into other major cities. By the end of 2008, we'll have 100 such brand stores across India. We should have at least 35 company stores and for the balance we'll go for a franchisee business model. **What are the other new projects you are coming up with?**



▲ Hampton Court in Ludhiana promises to be the last word in luxury.

prime spot on Ludhiana-Chandigarh state highway.

The Rs 800-crore project, spread across 42 acres, is well within the municipal limits of Ludhiana city. On 24 acres would come up the IT complex, and the rest will be set aside for the residential colony. It will have 550 opulent apartments, with state-of-the-art shopping complex, post office, bank, health care centre, school, temple, playground, jogging track, parking lot and much more. Ritesh is expected to benefit to the extent of Rs 1.50 billion from the housing project.

For the Amritsar hospital project we've short-listed sites and

RPIL is also coming up with new projects worth Rs 3,000 crore in Jalandhar, Ludhiana and Amritsar - Rs 1,000 crore for each project. We've already tied up with a big name in the realty sector, soon we'll go for a tie-up in the hospitality business, too.

Tell us briefly about Ritesh Properties.

We're a leading company with business interests in export of garments. A public limited company (BSE:526407), we're based in Ludhiana, with Pran Arora as Chairman. The company is listed on the Mumbai, Delhi, Kolkata and Ludhiana stock exchanges.