

## DLF LIMITED

DLF Gateway Tower, R Block,  
DLF City Phase – III, Gurugram – 122 002,  
Haryana (India)  
Tel.: (+91-124) 4396000, [investor-relations@dlf.in](mailto:investor-relations@dlf.in)



27<sup>th</sup> May 2022

The General Manager Dept. of Corporate Services <b>BSE Limited</b> P.J. Tower, Dalal Street, Mumbai – 400 001	The Vice-President <b>National Stock Exchange of India Limited</b> Exchange Plaza, Bandra Kurla Complex, Bandra(E), Mumbai – 400 051
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### Sub: Schedule of Analysts Call

Dear Sir,

With reference to our earlier communication dated 25<sup>th</sup> May 2022 on the captioned subject matter, we are forwarding herewith 'Analysts Presentation' made on 27<sup>th</sup> May 2022 for your kind information and record please.

This is for your information and record please.

Thanking you,

Yours faithfully,  
For **DLF Limited**

A handwritten signature in black ink, appearing to read 'R. P. Punjani'.

**R. P. Punjani**  
**Company Secretary**

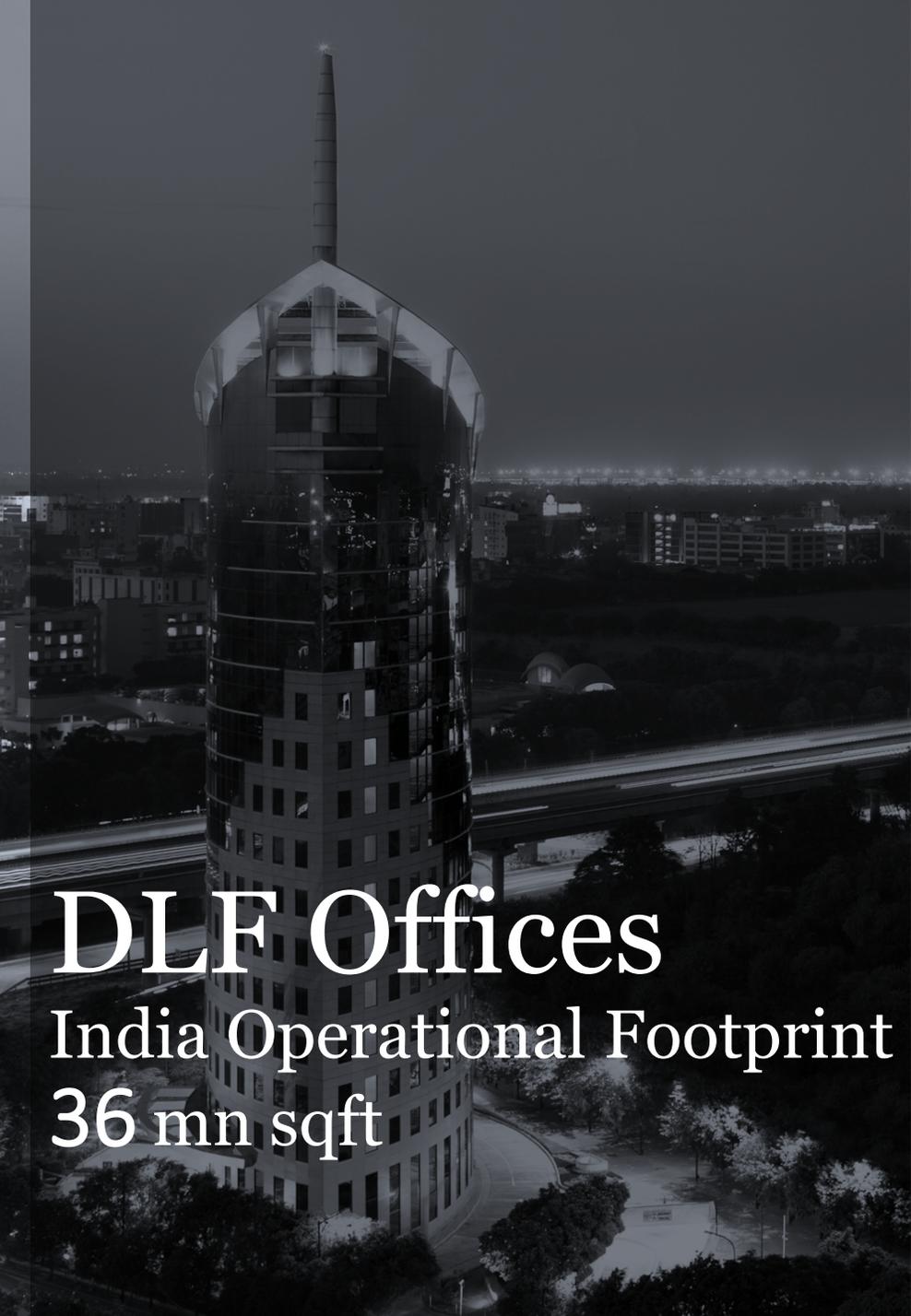
For Stock Exchange's clarifications, please contact:  
1. Mr. R. P. Punjani - 09810655115/punjani-rp@dlf.in  
2. Mr. Raju Paul - 09999333687/paul-raju@dlf.in



# DLF Offices

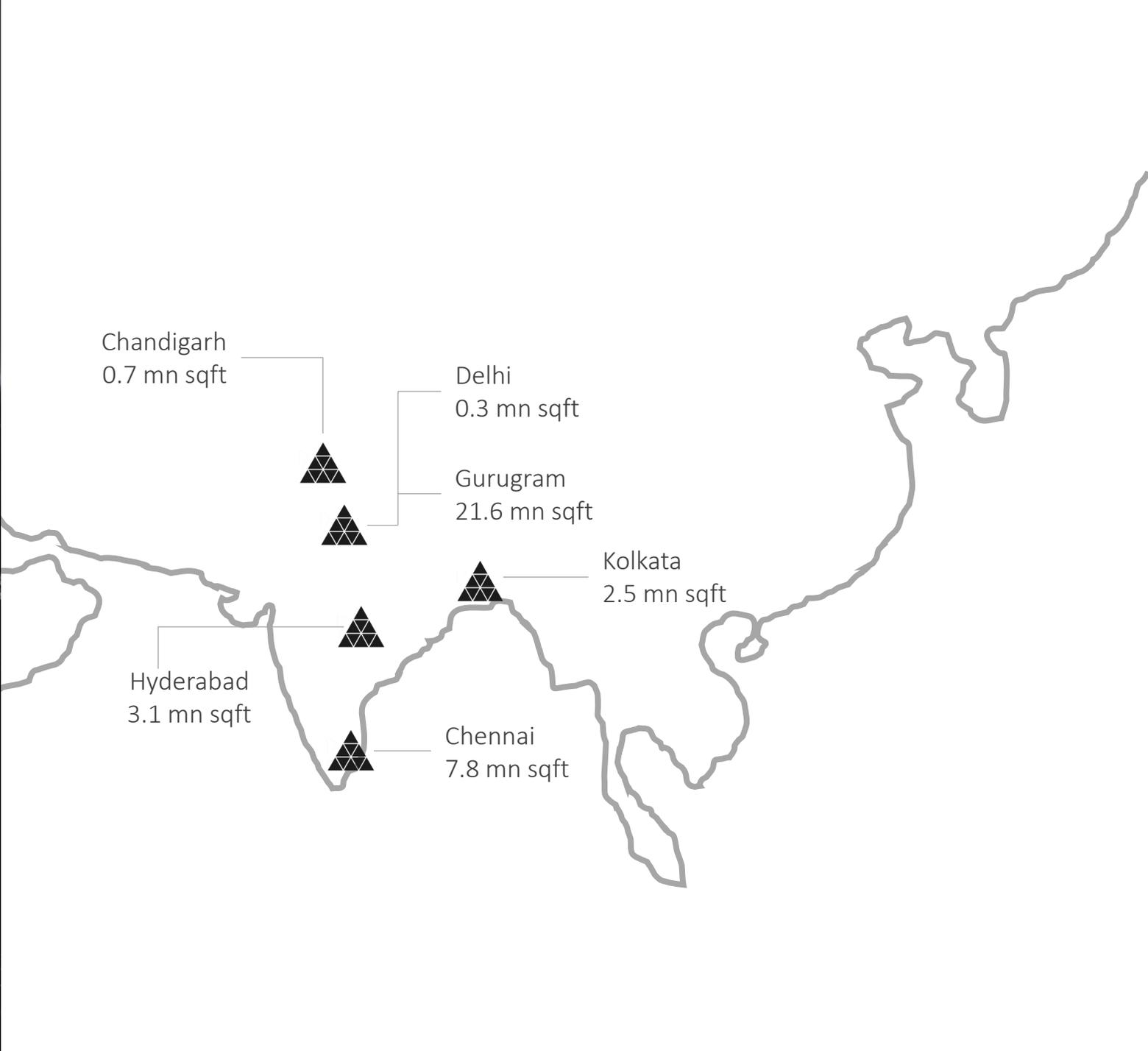
Portfolio Video

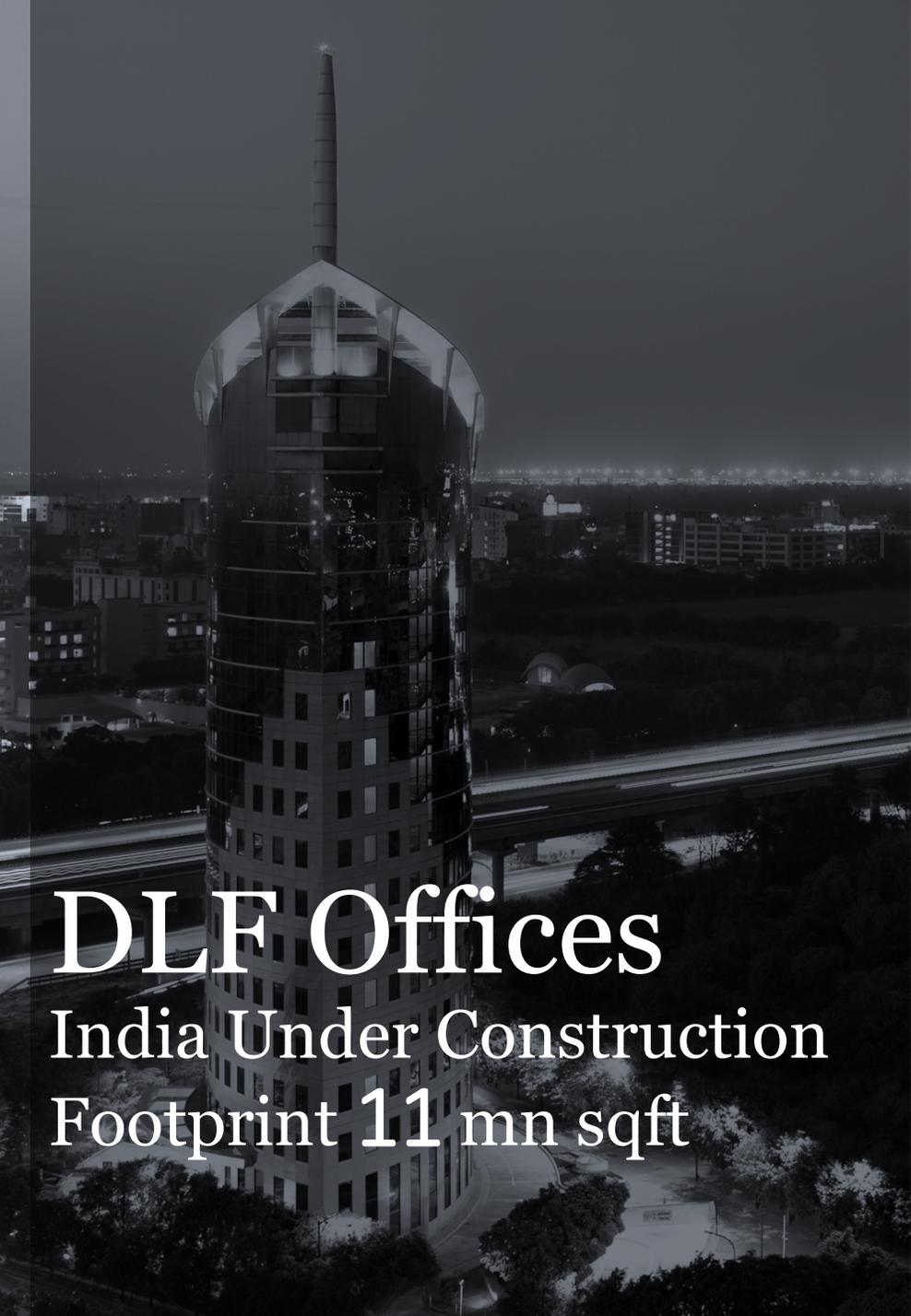




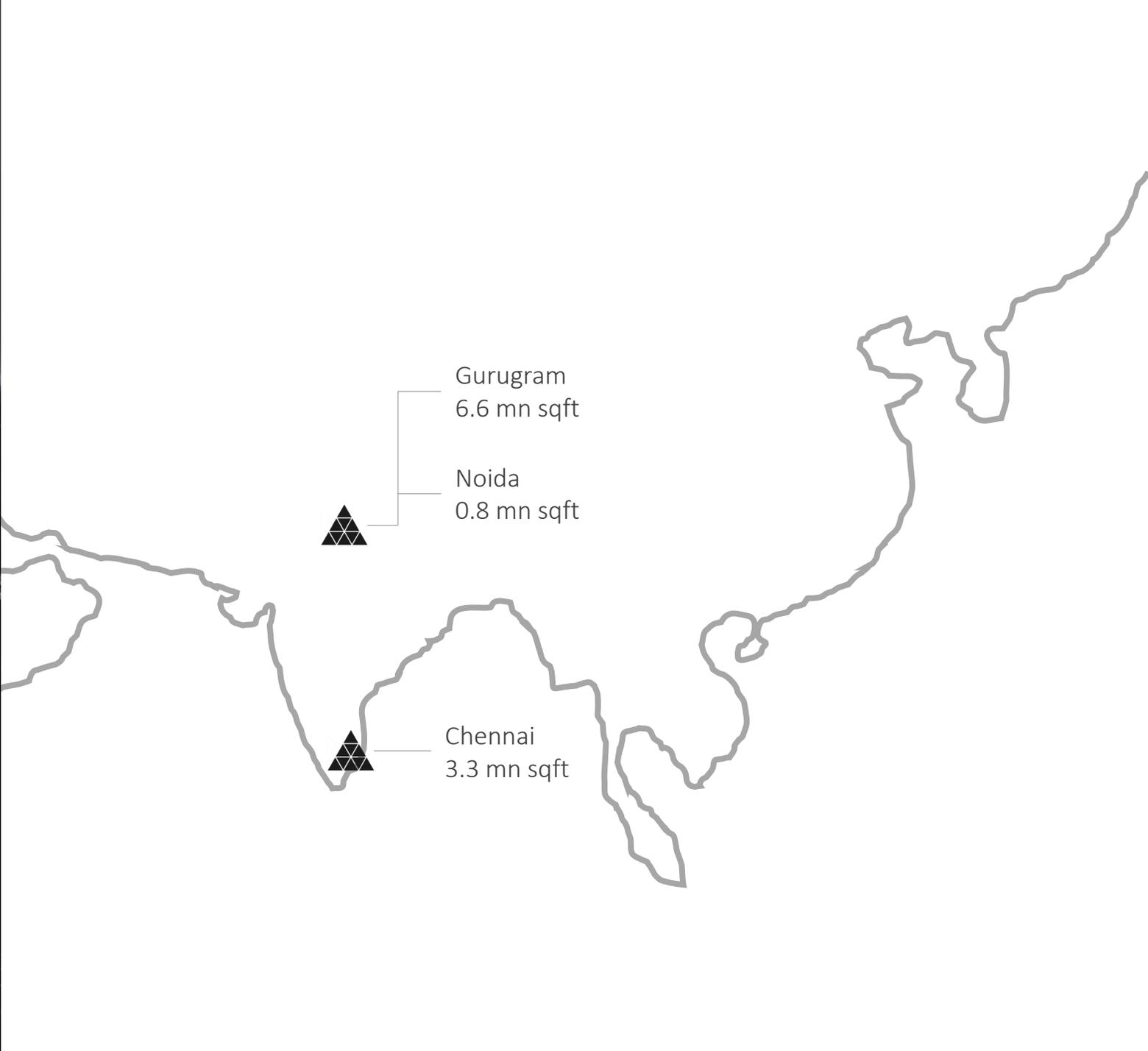
# DLF Offices

India Operational Footprint  
36 mn sqft





**DLF Offices**  
India Under Construction  
Footprint **11 mn sqft**



# Cyber City Gurugram

Operational



# Cyber City Gurugram

Cyber City Gurugram is an award-winning Integrated Business District in Gurugram. Over the years it has evolved as the largest business district in India and as the new Central Business District of National Capital Region comprising of IT Offices, SEZs & Retail.

**125** acres  
Land Parcel

**15+** mn sqft  
Operational Portfolio

**275+**  
Tenants

**12**  
Operational Buildings

**LEED Platinum**  
**LEED ZERO**  
US GBC

**5 Star Safety**  
**Rating**  
British Safety Council

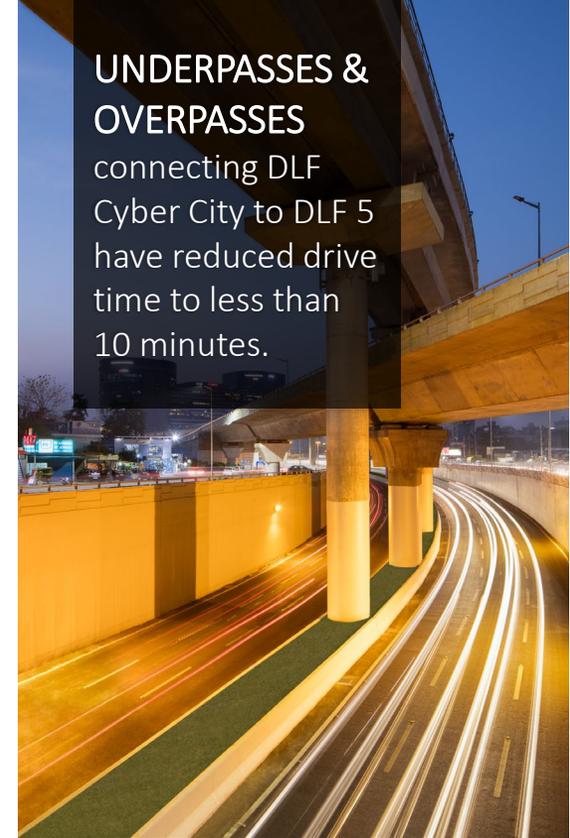


# Cyber City Infrastructure

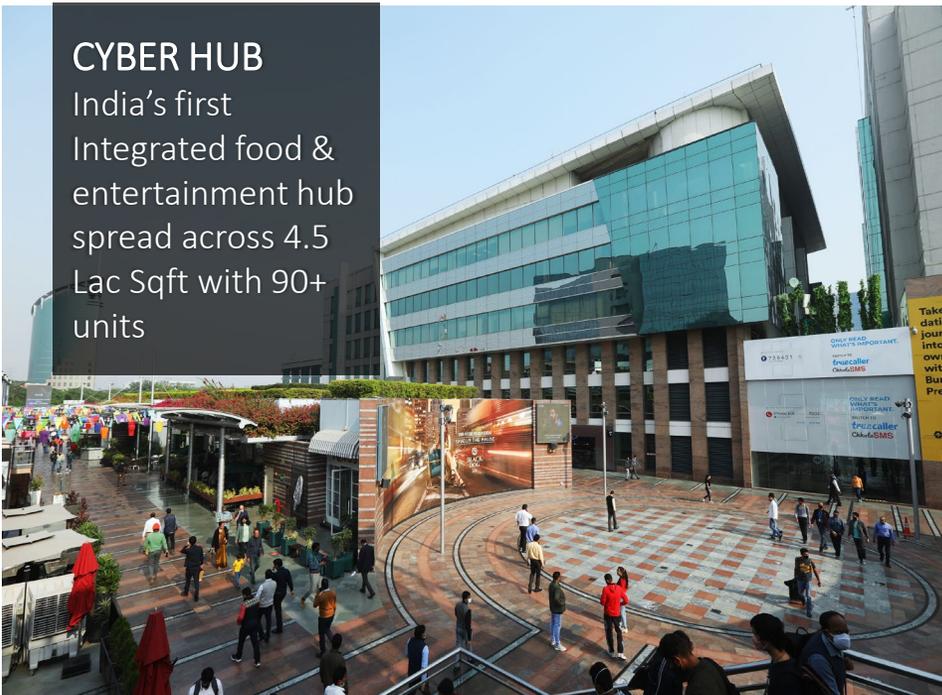
Future ready urban infrastructure and robust transportation systems are pillars of a self-sustaining ecosystem.



**RAPID METRO CONNECTIVITY** between DLF Cyber City & Golf Course Road with a nodal junction for DMRC at Sikanderpur. Each Cyber City asset is less than 200m from a Rapid Metro Station and is covered in one loop of Cyber City.



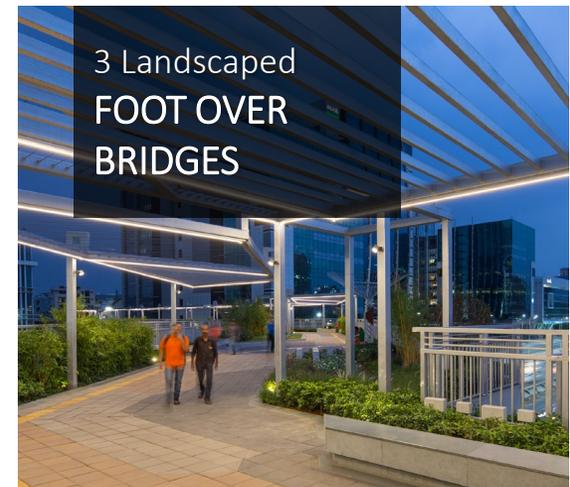
**UNDERPASSES & OVERPASSES** connecting DLF Cyber City to DLF 5 have reduced drive time to less than 10 minutes.



**CYBER HUB**  
India's first Integrated food & entertainment hub spread across 4.5 Lac Sqft with 90+ units



**16 LANE EXPRESSWAY** connecting DLF Cyber City to DLF 5 & Golf Course Extension Road



3 Landscaped **FOOT OVER BRIDGES**

# Cyber Park Gurugram

Operational

DLF Cyber Park is a world-class, high performance & intelligent office building complex. It is designed to seamlessly manage a people flow of 20,000+.

DLF Cyber Park is today poised to be the ultimate address for a business destination.

**12** acres  
Land Parcel

**2.8** mn sqft  
Office Leasable Area

**3,300+**  
Car Parking Capacity

**Platinum**  
LEED Certification

**100%**  
Leased

**23**  
Tenants

# Tenancy

Cyber Park houses large MNCs & Global Captives

1.9 mn sqft

Top 5 Occupier

67% of Leasable Area

2.5 mn sqft

MNCs

Tenant Count **19**  
91% of Leasable Area

0.9 mn sqft

Fortune 500

Tenant Count **10**  
33% of Leasable Area

2.8 mn sqft

Office Leasable Area

2.8 mn sqft

Leased Area

100% (Average Tenant Size 120k sqft)

Tenant Count **23**

1.2 mn sqft

New Accounts

New Tenant Count **13**

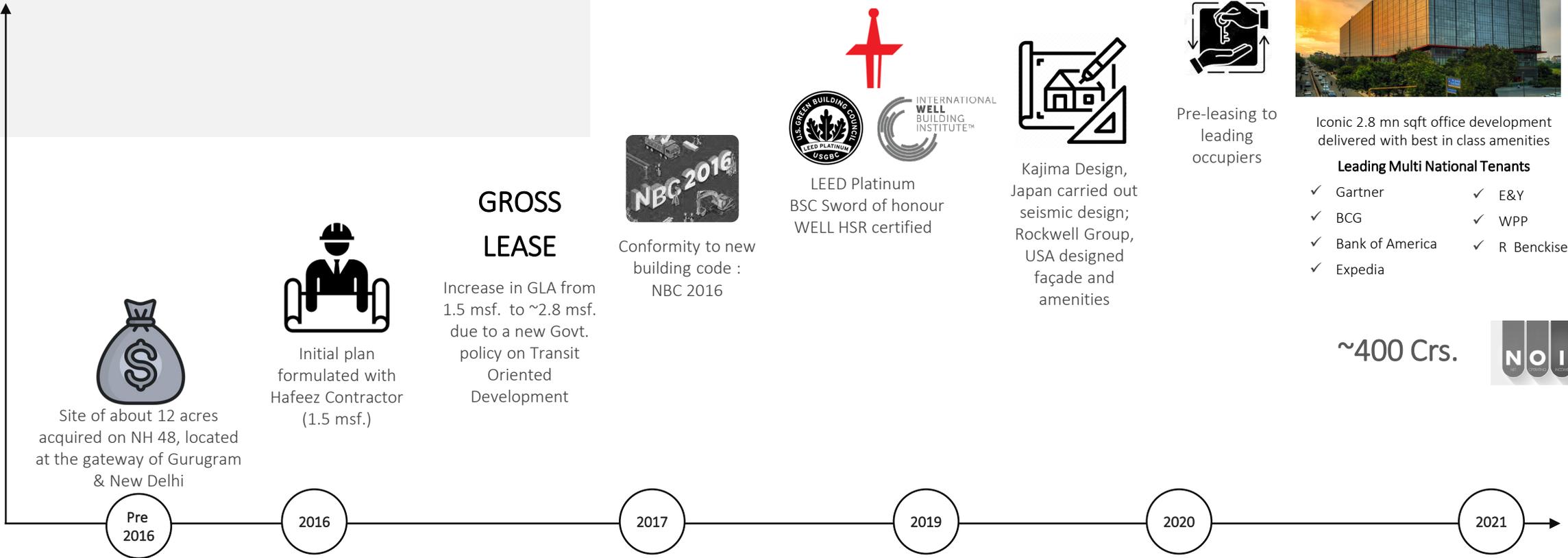
1.6 mn sqft

Space take up by Existing Clients

Tenant Count **10**

Growth by **150%**

# The “DLF Value Creation” Edge Cyber Park



Iconic 2.8 mn sqft office development delivered with best in class amenities

**Leading Multi National Tenants**

- ✓ Gartner
- ✓ BCG
- ✓ Bank of America
- ✓ Expedia
- ✓ E&Y
- ✓ WPP
- ✓ R Benckiser

DLF continues to deliver on its track record of providing “infrastructure style” office developments

# DownTown Gurugram

Under Construction  
(Delivery Timeline – Q2, 2022)



Tentative  
Illustration

# DownTown

DLF Downtown is an upcoming office & retail project designed by CallisonRTKL & it brings together convenience, accessibility & sustainability in one location.

In Phase I, 2 Office blocks – Block 2 & 3 are almost completely pre-leased. Construction for Block 4 of ~2 mn sqft is underway.

**32** acres  
Land Parcel

**Platinum**  
Proposed LEED Certification

**11+** mn sqft  
Total Development Potential

**1.6** mn sqft  
Phase IA - Block 2 & 3  
Office Leasable Area

**92%**  
Phase IA Pre-Leased

**2** mn sqft  
Phase IB- Block 4  
Office Leasable Area



# Tenancy

2,3 DownTown houses large international Tech Giants

1.3 mn sqft

Top 5 Occupier

79% of Leasable Area

1.4 mn sqft

Tenant Count **10**

MNCs

83% of Leasable Area

1.1 mn sqft

Tenant Count **7**

Fortune 500

65% of Leasable Area

1.6 mn sqft

Office Leasable Area

1.5 mn sqft (includes Options)

Tenant Count **11**

Pre-Leased Area

92% (Average Tenant Size 137k sqft)

0.9 mn sqft

New Tenant Count **3**

New Accounts

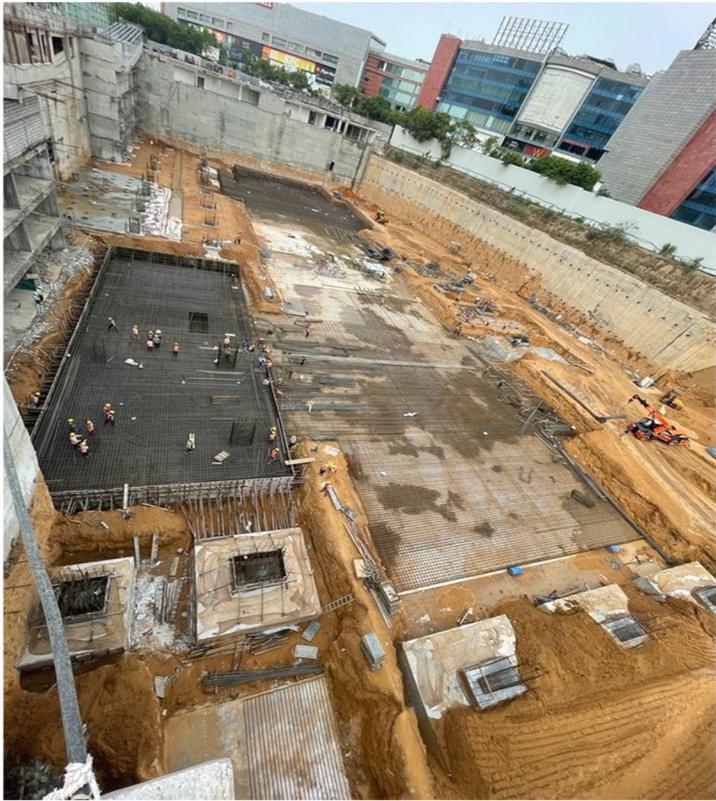
0.6 mn sqft

Tenant Count **8**

Space take up by Existing Clients

Growth by +**200%**

# 4 Downtown Site Pictures



# Atrium Place

DLF and Hines are developing Atrium Place, a Grade A+ office complex on the national highway in Gurugram designed by Pelli Clarke Pelli Architects.

It will be developed in phases with delivery anticipated in Q4 2024 onwards.

**12** acres  
Land Parcel

**2.9** mn sqft  
Total Development Potential

**Platinum**  
Proposed LEED Certification

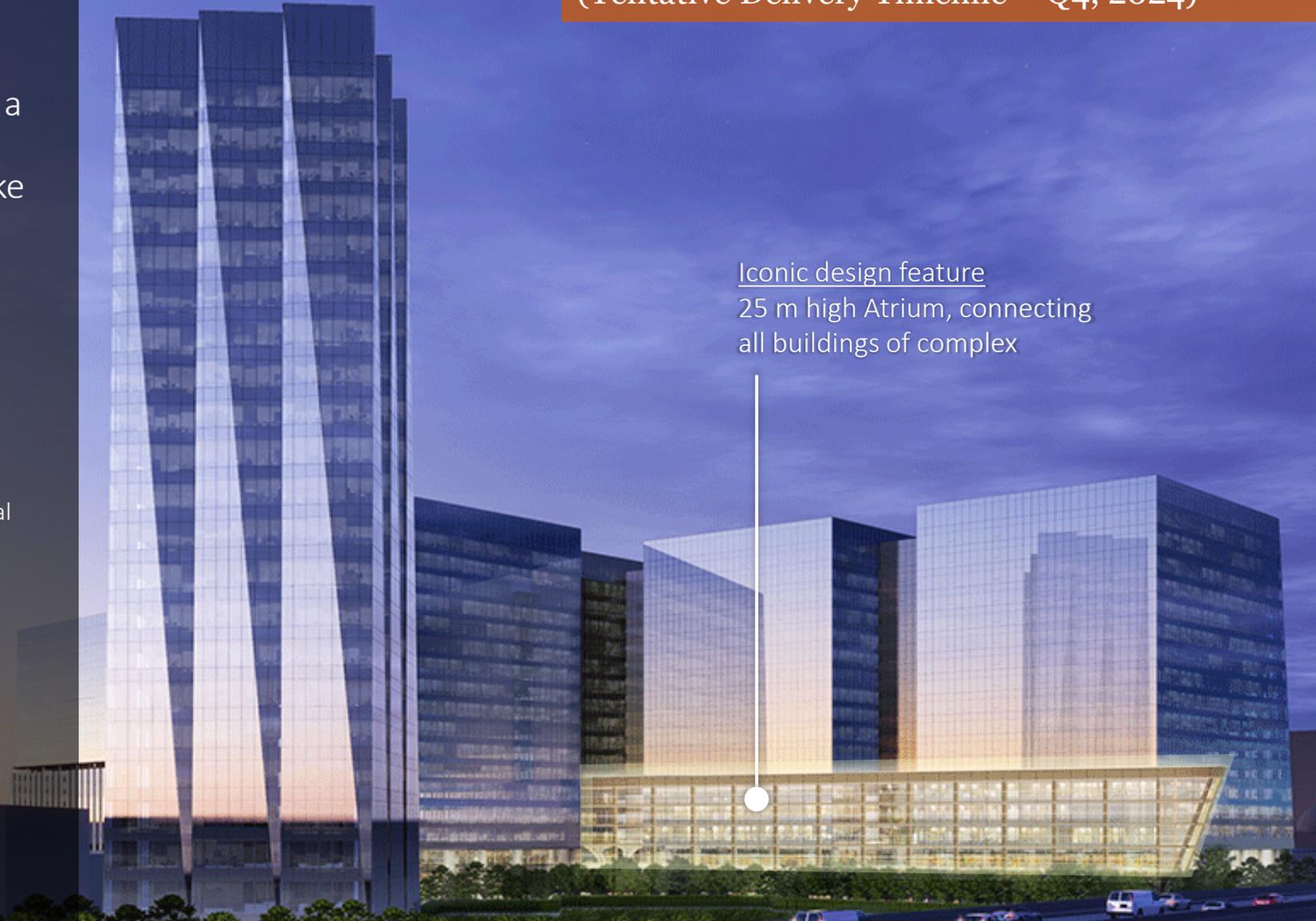
**5**  
Proposed Blocks

**40k – 70k**  
Large Efficient Floor Plates

**3,000+**  
Car Parking Capacity

**Under Construction**  
(Tentative Delivery Timeline – Q4, 2024)

Iconic design feature  
25 m high Atrium, connecting  
all buildings of complex



Tentative  
Illustration

# Atrium Place

## Atrium Lobby Render



# Tech Park

Noida

Under Construction  
(Tentative Delivery Timeline – Q3, 2022)



# Tech Park

Located on the Noida Expressway (sector 143 A) and less than a kilometer away from the extensive metro network, it is approximately a ten-minute drive from Delhi.

0.8 mn sqft is under construction comprising of a Data Centre & IT Offices.

Planning for next phase already commenced

**25** acres  
(approx.) Land Parcel

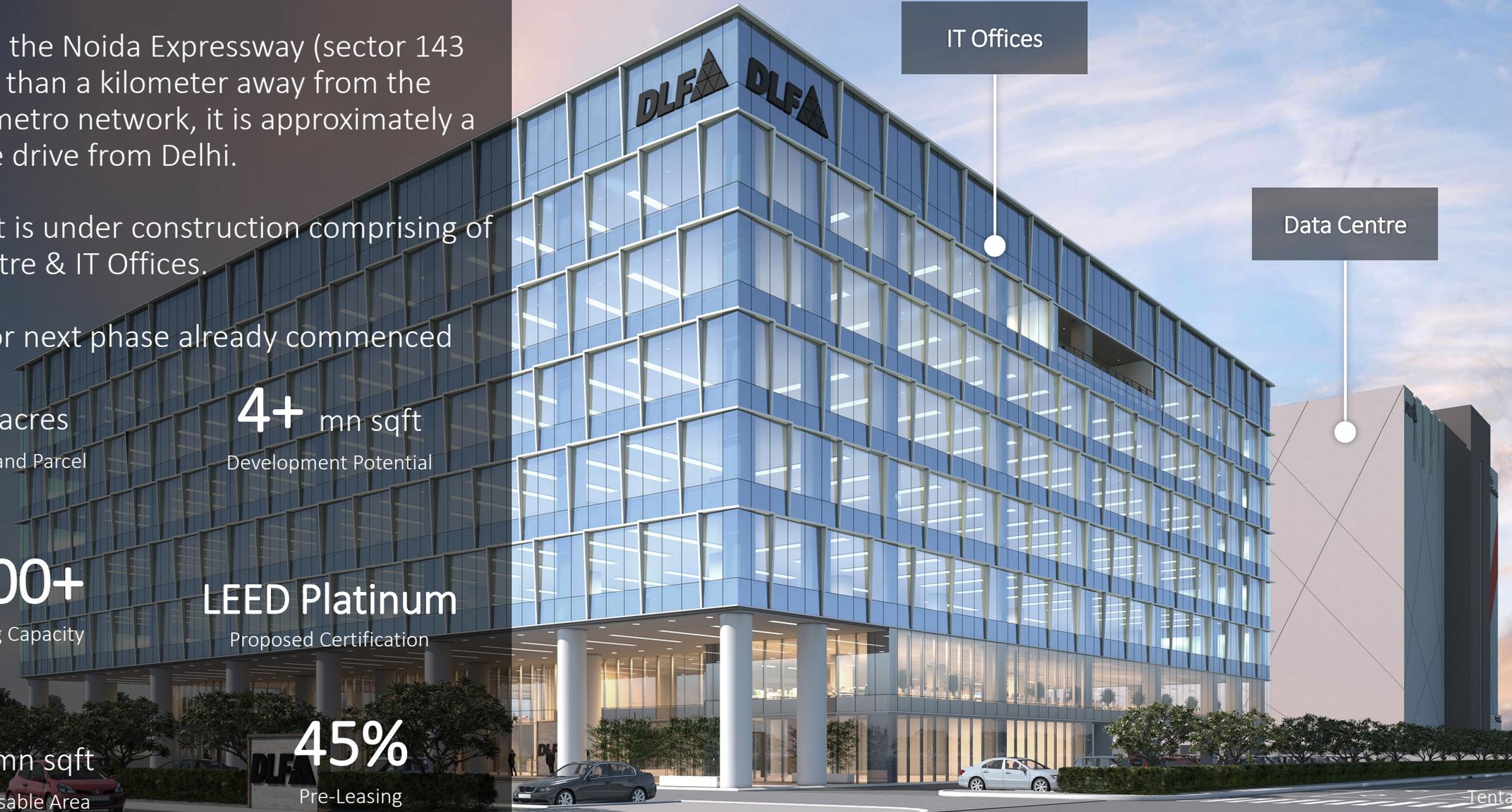
**4+** mn sqft  
Development Potential

**4,000+**  
Car Parking Capacity

**LEED Platinum**  
Proposed Certification

**0.8** mn sqft  
Phase I Leasable Area

**45%**  
Pre-Leasing



# Cyber City Chennai

Operational



# Cyber City Chennai

Cyber City Chennai is an multi-block campus development in Chennai comprising of ITSEZs Tenants & Retail amenities.

**43** acres  
Land Parcel

**7.7** mn sqft  
Operational Portfolio

**Platinum**  
LEED Certification

**LEED Zero Water**  
GBCI Certification

**70+**  
Office Tenants

**14**  
Operational Buildings

**THE HUB**  
Commencing Operational  
June 22 onwards

**35 +**  
Retail Tenants



# Tenancy

Cybercity Chennai large MNCs & Global Captives

100% Pre-leasing of last 2 blocks before CC

- Block 11 – 0.53 mn sq ft
- Block 12 – 0.24 mn sq ft

3.9 mn sqft

Top 10 Occupier

54% of Leased Area

6.2 mn sqft

Top 30 Occupier

87% of Leased Area

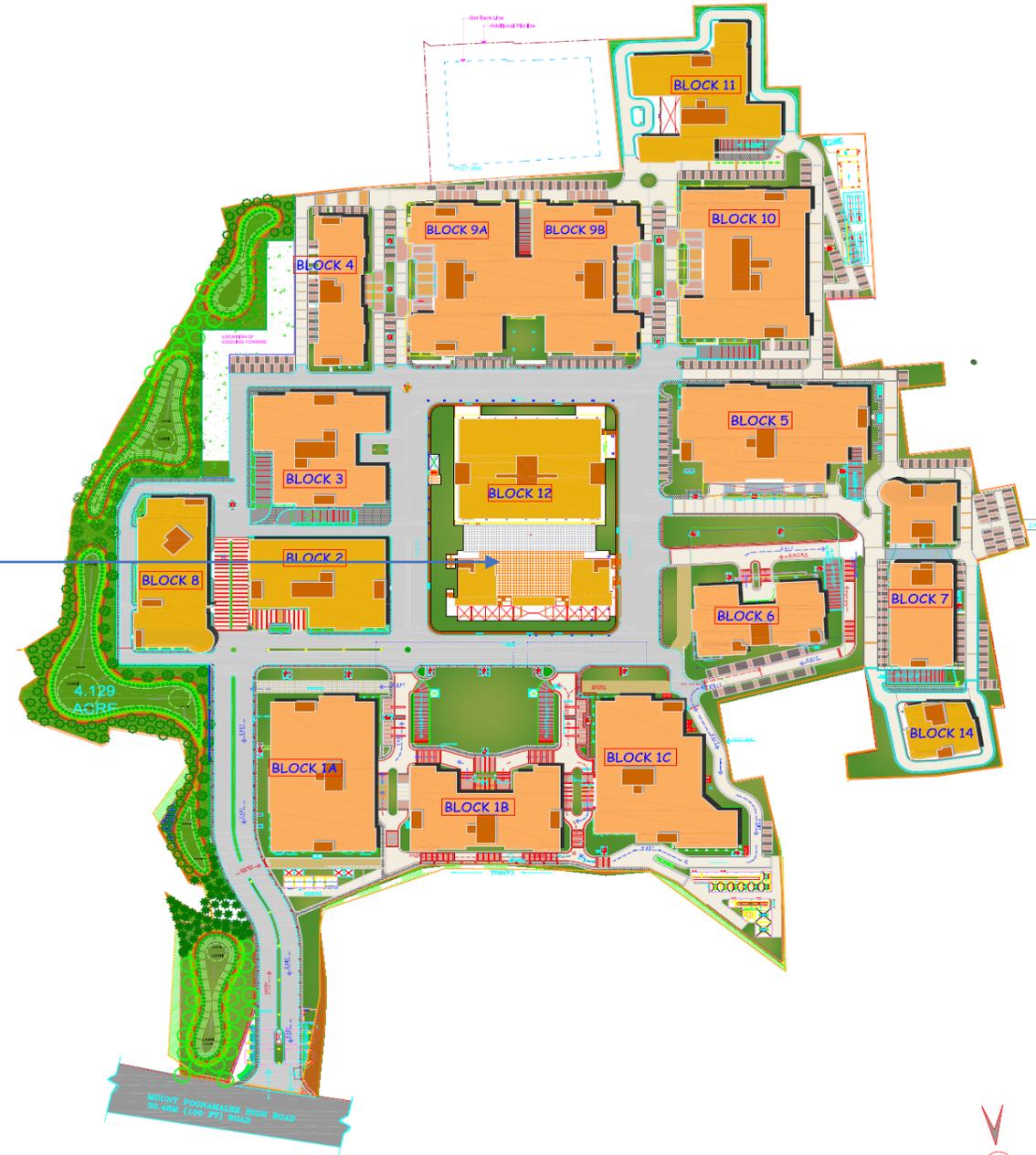
1.7 mn sqft

Tenant Count **7**

Fortune 500

24% of Leased Area

THE HUB



# Downtown Chennai

Downtown, Taramani is a premium multi-block campus development designed by Gensler spread over 26 acres with wide internal roads, high-quality amenities, F&B, retail and inter-connected office blocks at the podium level.

The project once fully developed would cater to 65,000 plus employees giving them the best experience considering location, quality of the asset, connectivity, Safety & Security measures with best-in-class sustainable features.

**26.6** acres  
Land Parcel

**6.5** mn sqft  
Total Development Area

**Platinum**  
LEED Certification

**Phase I**  
Construction commenced

**1.1** mn sqft  
SCB Building

**2.3** mn sqft  
DT 1 & 2

Under Construction



# SCB Building Chennai

Phase I

Construction commenced

1.1 mn sqft

Leasable Area

Platinum

LEED Certification

May -24

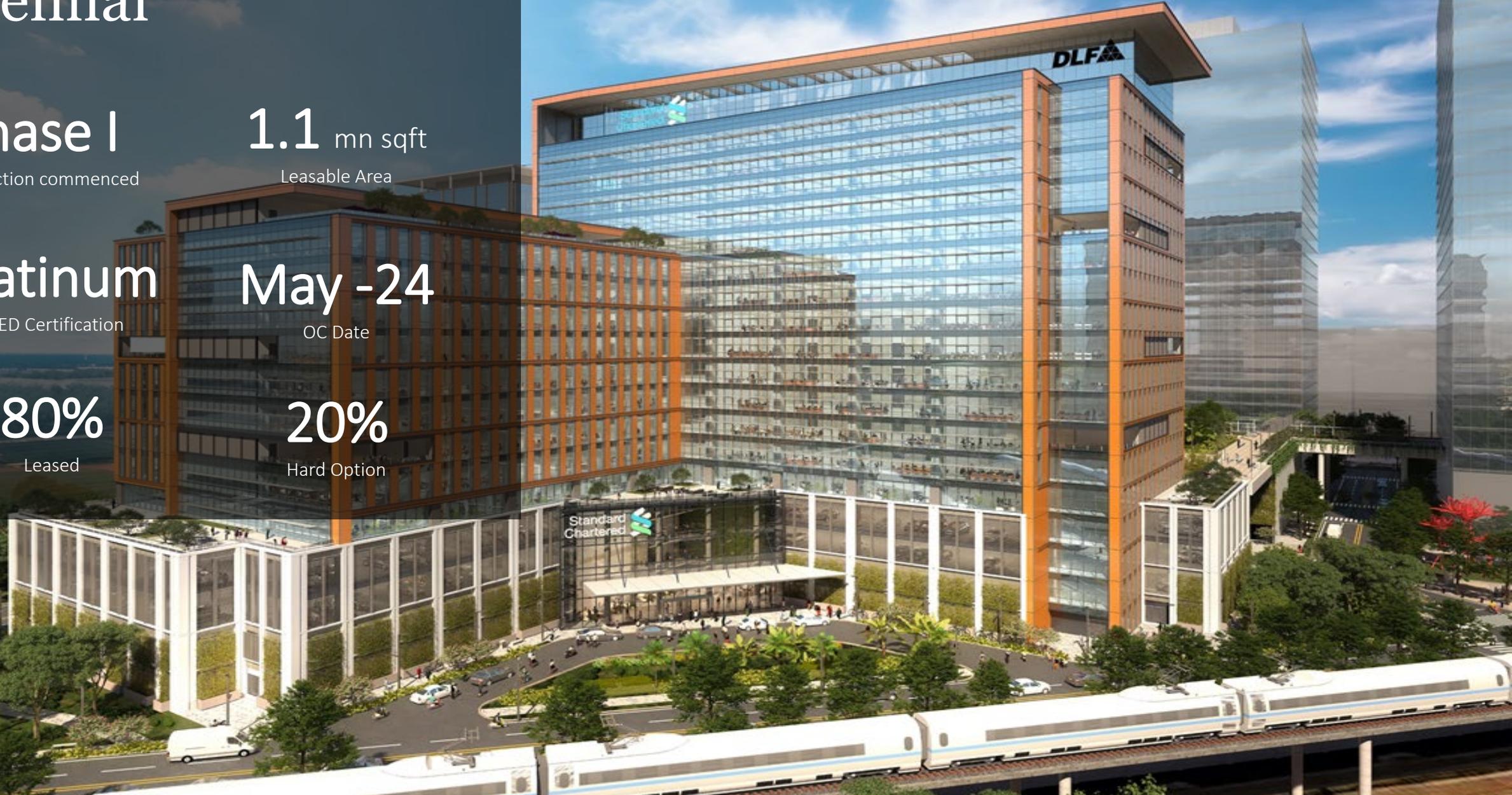
OC Date

80%

Leased

20%

Hard Option



Standard  
Chartered

DLFA

# DT 1 & DT 2 Chennai

## Phase I

Construction commenced

2.3 mn sqft

Leasable Area

## Platinum

LEED Certification

May -23

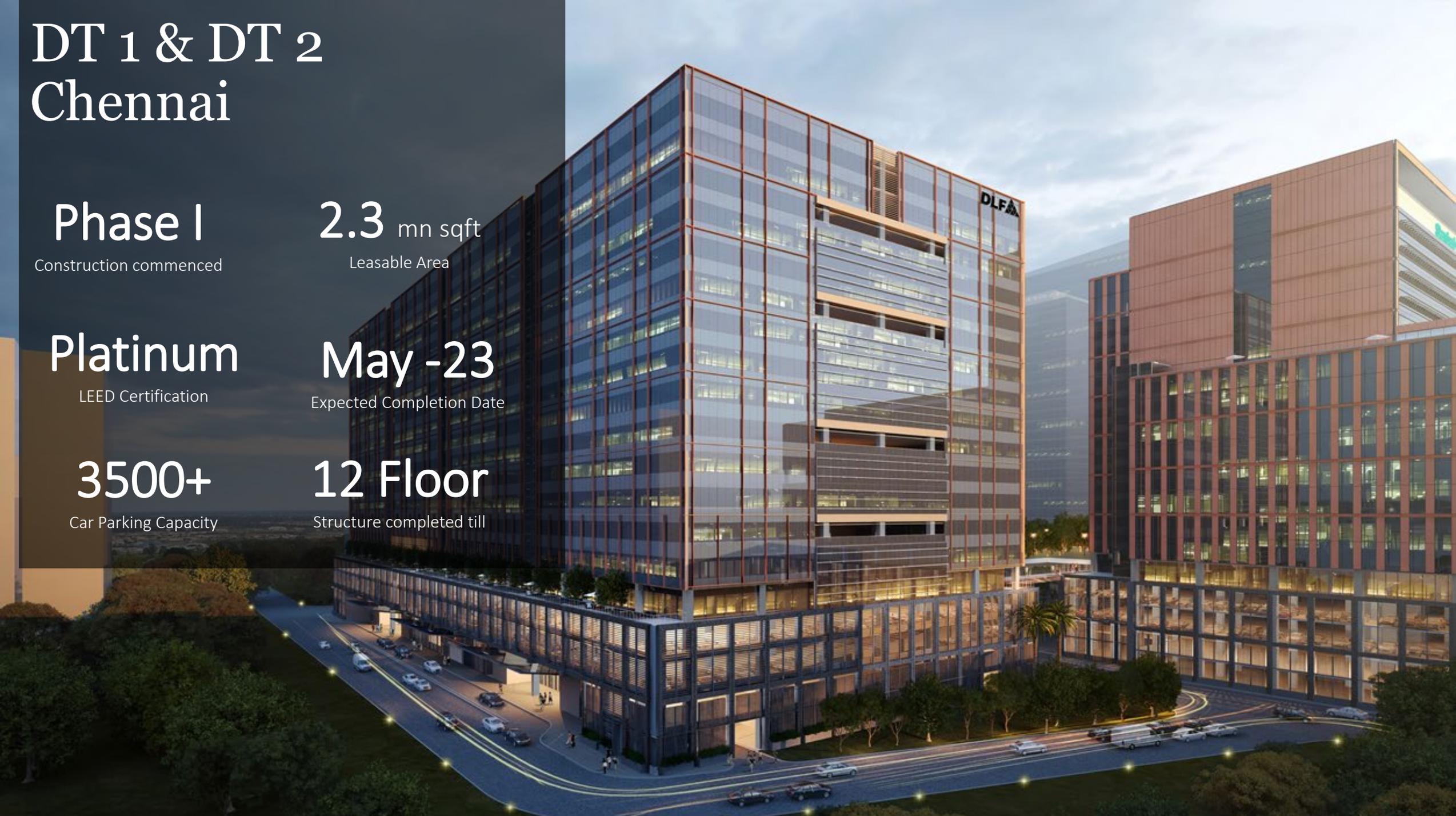
Expected Completion Date

3500+

Car Parking Capacity

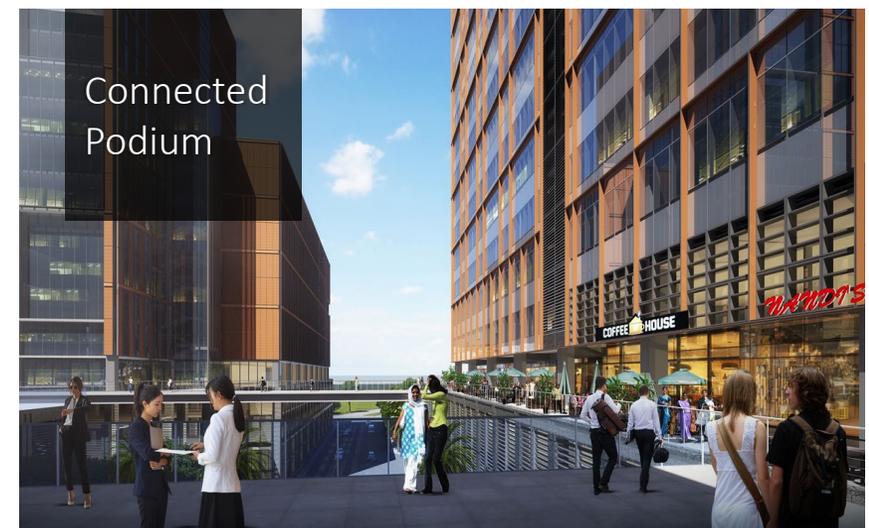
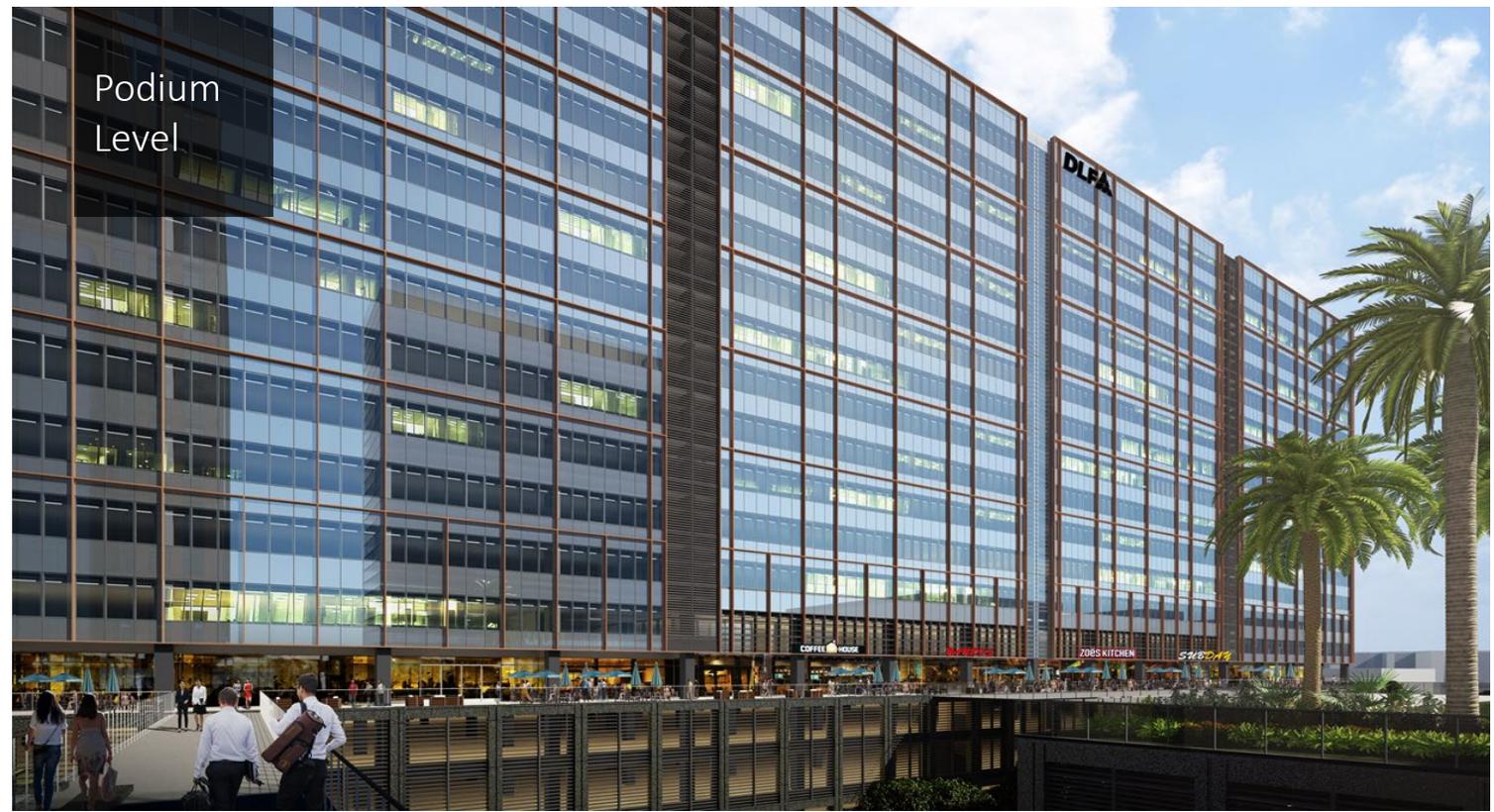
12 Floor

Structure completed till



# Downtown Amenities

The amenities area is a double-height retail experience of 0.04 mn sqft that shall invite its occupants and visitors to explore Food Court, state of art - fitness center, Cafés & Fine-dining options, convenience store, Creche, Salon, Banking and much more.



# Under Construction

Structure for 12 office floors completed out of 14 office floors



# Cyber City Hyderabad

Cyber City Hyderabad is an integrated campus comprising of ITSEZs Office Tenants & Retail amenities.

**23** acres  
Land Parcel

**3.1** mn sqft  
Operational Portfolio

**Platinum**  
LEED Certification

**25+**  
Office Tenants

**Operational**



Operational

# iPark 1 Kolkata

10 acres  
Land Parcel

1.5 mn sqft  
Operational Portfolio

Platinum  
LEED Certification

25+  
Office Tenants



# iPark 2

IT SEZs, Kolkata

Operational

7.4 acres

Operational Land Parcel

1.1 mn sqft

Operational Portfolio

Platinum

LEED Certification

4

Office Tenants



# Existing Portfolio Enhancement

“Safety & Sustainability are going to be at the forefront of our design process”

International architects have been appointed to upgrade and refresh the aesthetic value and overall experience of all portfolio assets.

Changes in...

- Building Façade
- Arrival experience - Entrance Lobbies & Atriums Plaza
- Lift Lobbies and elevators cars
- Lighting and softer elements

are ongoing and are bound to augment the experience of working in a DLF office building.

# Existing Portfolio Enhancement

## Green Power Shift

DLF is steadily increasing its renewable energy utilization. DLF Cyber City Chennai now operates at 45% of Green Renewable Power.

## ACP Overhaul

A complete overhaul of ACP cladding on the façade was done to address fire safety concerns and the exposed walls were treated & finished with plaster texture paint to enhance protection.

## MERV 14s

Installation of MERV 14 air filters which are 90%+ effective in capturing small particles in the range of 1 to 3 microns, nearly the size of the respiratory droplets that can spread the coronavirus.

## Enhanced Ventilation

DLF is working to enhance the fresh air intake capacity to augment occupier wellness.

# Customer Validation

As part of our customer outreach initiative, we conducted the 2nd edition of our annual feedback survey. The objective of this exercise was to determine a Net Promoter Score (NPS) and seek tenant feedback on our service offerings. The feedback was solicited during difficult times with an objective to better understand how our customers' expectations were impacted towards DLF.

Overall, results of the survey have been encouraging as our customers have shown a favorable disposition towards DLF, also corroborated by a Net Promoter Score of **52**.

NPS of 52 indicates that most of DLF's clients are its promoters and are more likely to recommend DLF to their friends and colleagues.

# KEY DIFFERENTIATORS

## Highest Level of Safety

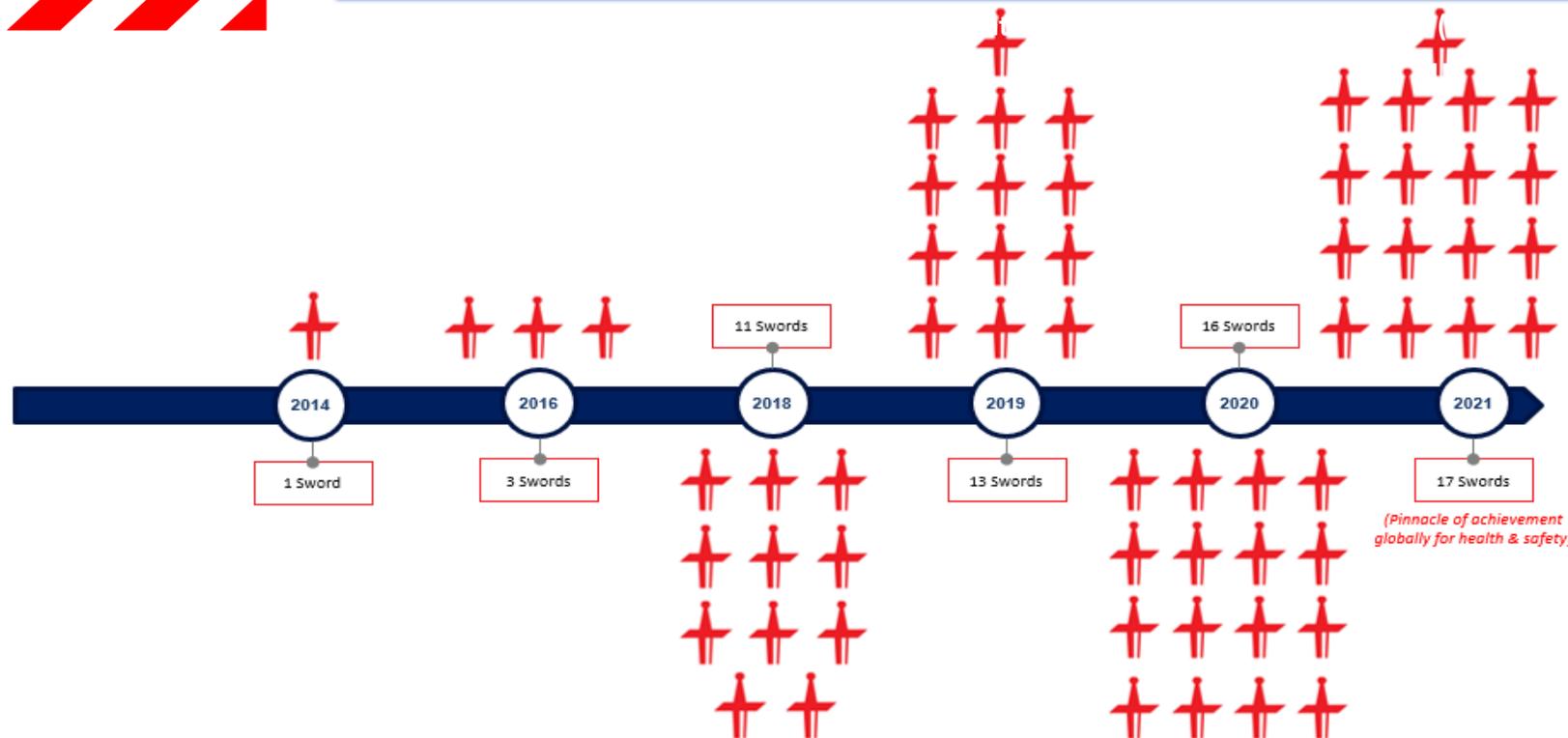
### British Safety Council (“BSC”) : Journey towards Safety Excellence over the Years



2013 Inducted DuPont to train and change the safety culture in RentCo

2022 DuPont continues. DuPont has trained 291 gold/ silver trainers (DLF + Partners)

- ❖ Risk assessment developed for 208 work activities including 58 related to manual handling
- ❖ Control of substances hazardous to health conducted for 45 chemicals



#### 3 LEVEL AUDITS:

- ❖ Internal
- ❖ DuPont (DSS)
- ❖ Globally recognised 3<sup>rd</sup> parties –
  - M/s Chola MS Risk Services
  - M/s Marsh Consultancy Services
  - M/s Bureau Veritas

# KEY DIFFERENTIATORS

## Highest Level of Wellness

**Focus and technological spend towards tenant and customer well – being**



We are the World's **first and largest organization globally** to achieve “WELL Health and Safety Rating” by the International Well Building Institute (IWBI) at Group Level.

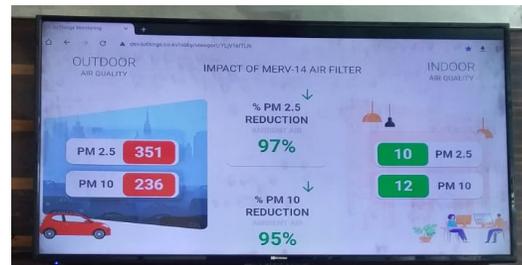
This is an evidence-based, 3<sup>rd</sup> party verified rating that addresses post-COVID environmental norm and broader health and safety issues.



**At DLF, we are upgrading all our office spaces with MERV 14 air filters.**

- ✓ MERV 13, recommended by American Society of Heating Refrigerating and Air-Conditioning Engineers (ASHRAE)
- ✓ MERV 14 filters are 90%+ efficient at capturing small particles in the 1  $\mu\text{m}$  to 3  $\mu\text{m}$  size range

**DLF has developed robust systems for real time monitoring of air quality across assets**



*Infinity Tower Atrium*

# KEY DIFFERENTIATORS

## Sustainability Focus

### Leadership in Energy and Environmental Design (“LEED”) Journey



**2013:** DLF started its journey for LEED certification with strong focus on conservation of natural resources such as electricity & water

**2016:** Achieved first LEED Platinum Certification for 9 blocks of DLF Cybercity, Chennai



**2021:** ~33 msf of our portfolio is **LEED\* @ Platinum certified** by the US Green Building Council – The highest rating possible for any organization.

*Biggest portfolio (Cybercity, Gurugram; Cybercity, Chennai; Malls)*

**LEED**Zero

**2021 – 22:** DCCDL awarded USGBC’S LEED Zero Water Certification for ~24.75 million square feet by conserving more water through recycling and alternate sources than actual consumption. Highest volume in the world.

----- the journey continues -----

# KEY DIFFERENTIATORS

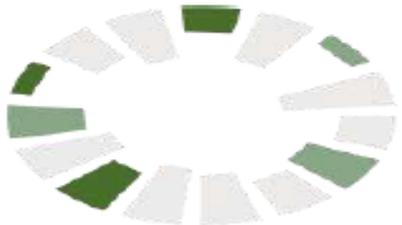
## Highest Levels of Governance & Compliance

Regional Sector Leader (Office-Development)



GRESB REAL ESTATE  
sector leader 2021

GRESB Real Estate 5 Star Rating



GRESB  
★★★★★ 2021

### Development Benchmark



Asia | Office | Non-listed  
Out of 7



GRESB Score  
GRESB Average 79

Green Star  
Peer Average 70

### Standing Investments Benchmark (Operational Portfolio)



Performance Score within Asia | Non-listed | Core | Open end  
Out of 30



GRESB Score  
GRESB Average 73

Green Star  
Peer Average 78

- ❑ **GRESB Real Estate Assessment** is the global standard for ESG benchmarking and reporting for real estate assets.
- ❑ Mission-driven and investor-led, **GRESB** is the environmental, social and governance (ESG) benchmark for real assets
- ❑ ESG has become a critical parameter for Investors in their investment decisions

“A customer is the most important visitor on our premises.

He is not dependent on us.

We are dependent on him.

He is not an interruption in our work.

He is the purpose of it.

He is not an outsider to our business.

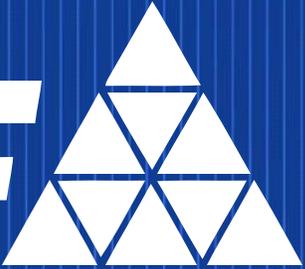
He is part of it.

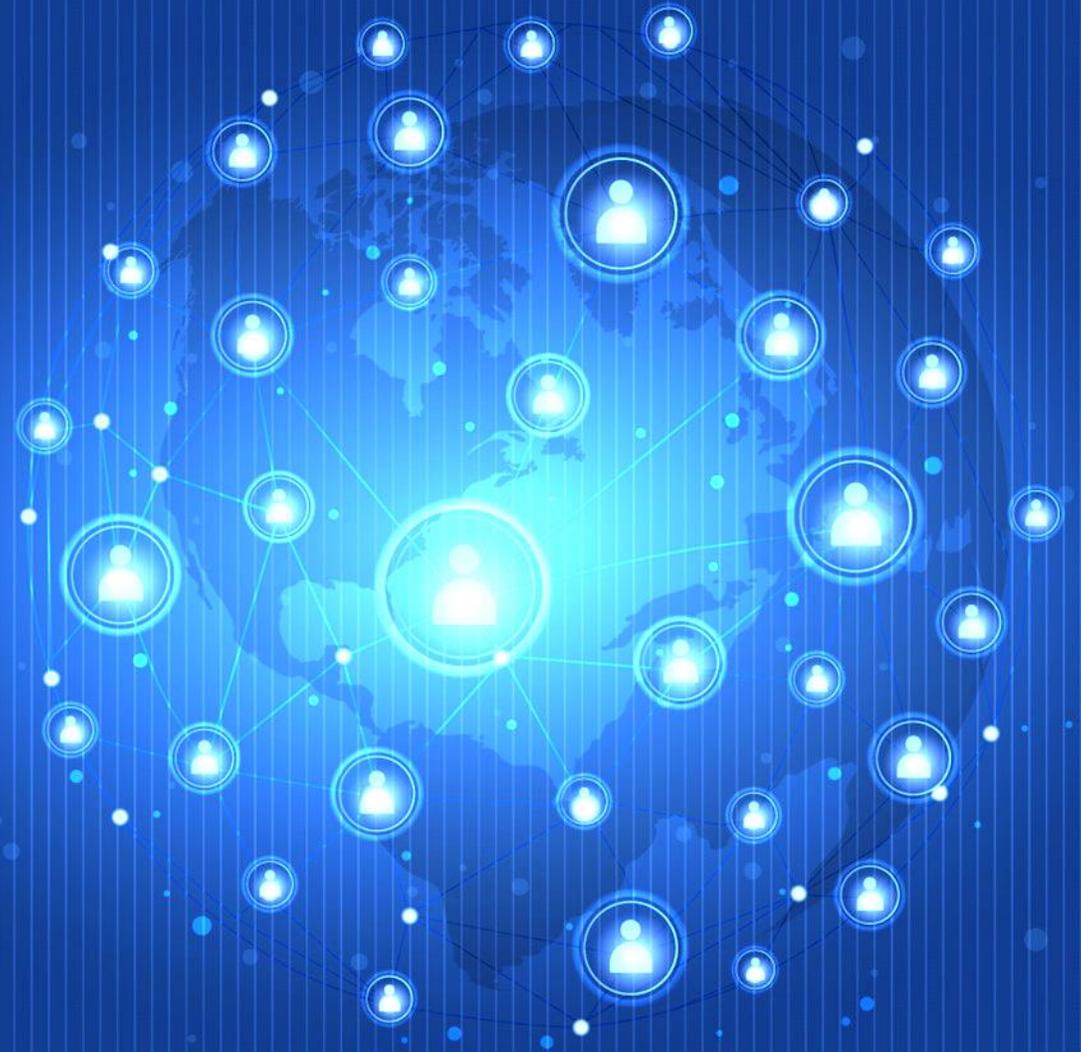
We are not doing him a favor by serving him...

He is doing us a favor by giving us the opportunity to do so.”

~Mahatma Gandhi



***DLF***   
**RETAIL**



# Indian Retail Industry on Track for Growth



\*Source: India Retail Report, IBEF, March 2022



### Forecast Sales of Personal Luxury by Category: % Value Growth 2020-2025

% constant value growth

Category	2020/2021	2020-25 CAGR
Designer Apparel and Footwear (Ready-to-Wear)	10.5	7.9
Luxury Eyewear	10.2	7.9
Luxury Jewellery	13.3	9.4
Luxury Leather Goods	13.6	9.3
Luxury Portable Consumer Electronics	5.2	-
Luxury Timepieces	9.0	6.9
Luxury Writing Instruments and Stationery	10.7	8.7
Super Premium Beauty and Personal Care	10.1	7.5
Personal Luxury	11.3	8.1

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

\*Source: ET Retail, April 2022 (The data is pure luxury retail. However, overall luxury is projected to US\$ 8.5 billion in 2022)

# DLF Malls: An Overview



**4.8mn** sq ft

(4.2Mn Mall + 0.6Mn office retail)  
area under retail

**3.5mn** sq ft

LEED Certified

**50mn**

Total Annual Footfall

**97%**

Occupancy Rate

**750**

Unique Brands

Brands

**175** | **125**

International

Luxury

**200+**

F&B Brands

**26**

Movie Screens



THE  
CHANA  
KYA



# Constant Portfolio Upgradation



**DLF AVENUE**

Constant brand-mix upgrades keep properties fresh and relevant

Vibrant retail environment through F&B curation



**DLF CYBERHUB**

Positive impact from 3-property deal with Uniqlo (DLF Avenue, DLF Mall of India and DLF Cyber Hub)

Proactive introduction of athleisure zones leveraged the rising customer demand for the health and wellness categories



**DLF MALL OF INDIA**

Repositioning of The Chanakya for the high-end experience seeker of luxury brands (watches, jewellery & experiential F&B)



**THE CHANAKYA**

# DLF Avenue

*Delhi's most fashionably curated destination*

- Opened 10th February 2020
- GLA: 5.2 lakh sq. ft
- LEED Platinum From USGBC

**Shopping ◀▶ Dining ▶ Culture**

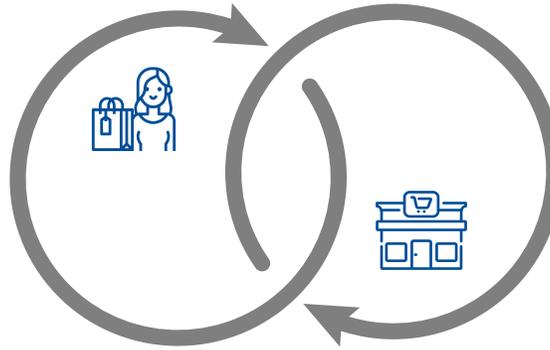
# From DLF Place...



**Decade old mall:** Not rated at par with peers

**Property impacted by stakeholder perception**

**Shoppers' Perception**  
Unsatisfactory brand mix



**Brand Partners' Perception**  
Property with low footfalls and low conversions



# ...to DLF Avenue



Brings together shopping, dining, and culture



## Shopping

An eclectic brand mix



Beauty



Home



International Fashion



Athleisure



New-age Indian Apparel



Kids

## Dining

Commons



Restaurants: 38

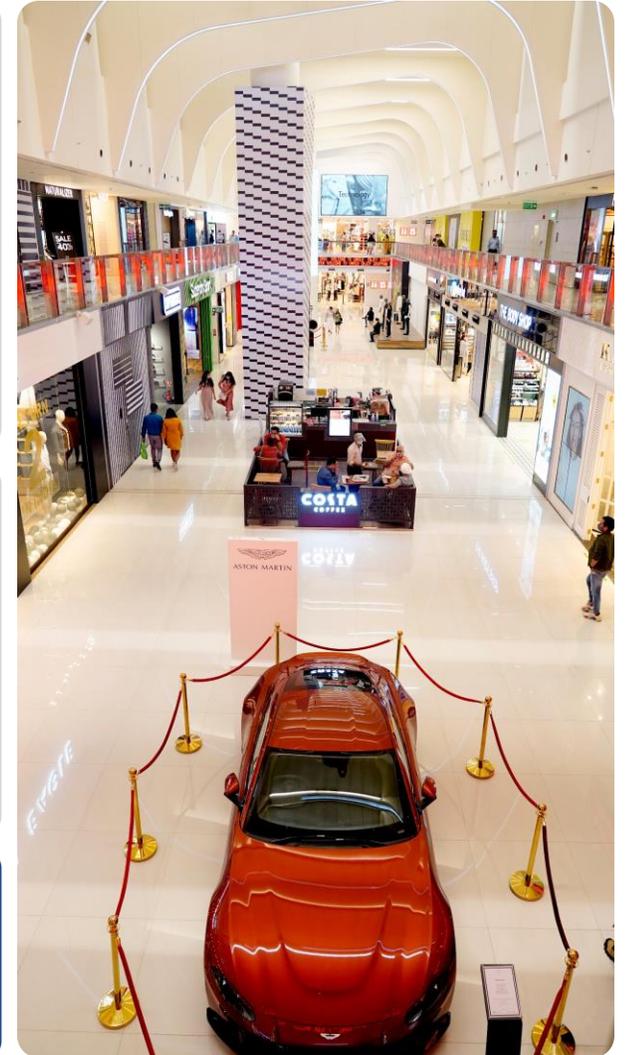


Bars: 5

**30% of GLA**

**2x Annual Income**

Rs 55 to 110 crore



# Live at Avenue

Establishing DLF Avenue as the most sought-after **culture** hotspot for Delhi



# DLF Mall of India: Largest Mall in India



# DLF Mall of India: Largest Mall in India



**2 Million  
sq. ft. Area**



**400 +  
Operational  
Brands**



**LEED Platinum  
From USGBC**



**Racetrack  
Atrium**



**North India's  
Largest Food  
Court**



**18  
Anchors**

# India's First Zoned Mall



Hypermarket, Home & Lifestyle, Value Fashion,  
Services, Electronics, Salon



International Fashion, Footwear  
& Accessories, Beauty, Sports



Food Court, Indoor  
Entertainment, Cinemas



Kids, Baby & Maternity, Accessories,  
Salon & Spa, Restaurants



Ethnic & Indo-western, Fashion,  
Footwear & Accessories, Salon & Spa

# Enhancing Brand Portfolio



**8 crore happy shoppers**

**76 new and exciting brands**  
added during and  
post pandemic

**Madame Tussauds**  
expected in July 22



# DLF CyberHub



Ultimate high street of Gurugram



Tripadvisor Travellers' Choice Award, 2021/2020

**1 Mn**

Monthly Footfall

**0.45** Mn sq. ft.

Leasable Area

**700+**

Car Parking Capacity

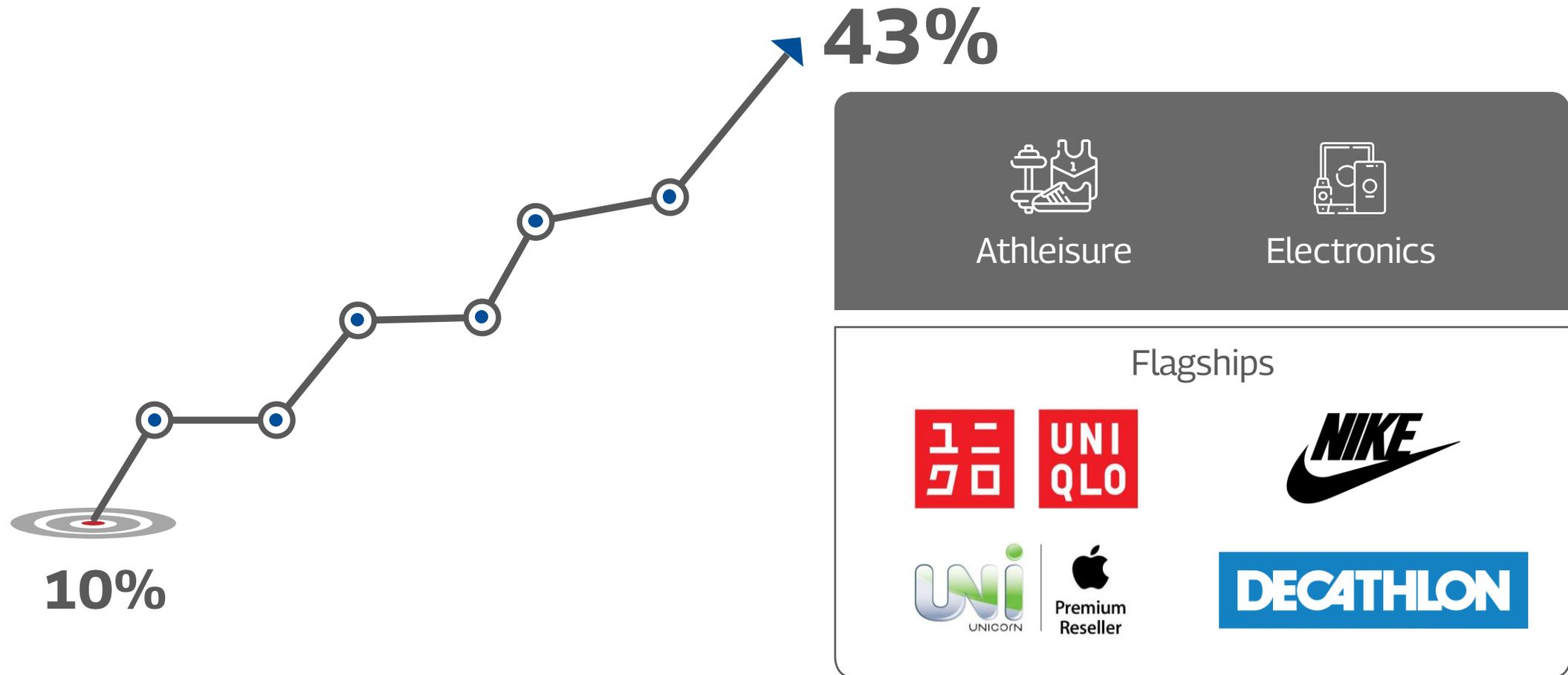
**20+**

Global brands with 9  
flagship stores

**92**

Tenants

# Increasing Retail Footprint



Footfalls back to pre-pandemic levels: 1Mn / month

# **DLF Retail Creating Immersive Customer Experience**

**LUXURY SHOPPING FESTIVAL**

**DLF ARTISANAL MARKET**

**REIGNITE FITNESS FIRST**

**COUTURE WEEK**

**MUSIX, CYBERHUB**

**DAPPER AT DUSK**

**PINK WEDNESDAY**

**FOOD EXCELLENCE AWARDS**

**L'HOMME**

**WEDDING TALES**

**ARTH**

**TOES & TOTES**

**BRIDE TRIBE**

**WOMEN OF WONDER**

**MOTHER'S DAY SOIREE**

**DELHI NIGHT OUT**

**ICECREAM SOCIAL**

**OKTOBERFEST**

**ACTIVE NOIDA**

**DOPAMINE DRUNCH**

**NOIDA JUKE BOX**

# Health & Safety Assurance at DLF Malls



## SWORD OF HONOUR 2021

Received 17 Sword of Honour Awards, **the highest in the world**; reaffirmed leadership status



## WELL HEALTH-SAFETY RATING

... for entire portfolio of Facility Operations and Management



## COVID-19 ASSURANCE STATEMENT

... for entire portfolio by the British Safety Council

COVID-19  
Assurance  
Statement



## LEED PLATINUM

Retail area of 3.447 Mn sq. ft. certified in Operation & Maintenance category



## LEED ZERO WATER

**First malls in the world**

Maintained a zero-use balance of potable water for over 12 months.



## 100% VACCINATION

Every employee, retail partner and staff, no exception!



## HEPA FILTERS

Breathe Safe with HEPA Filter-based Air Purification Systems

# 360° Customer Connect



We are developing deep connect with customers touching all aspects of their lives - **homes, office, shopping, dining, socialization and recreational needs**



## AROUND THEIR HOMES - DLF PLAZAS

The Summit DLF 5,  
Mid Town Plaza,  
Galleria 91 New Gurgaon



## AROUND THEIR OFFICES - THE HUBS

DLF Cyber Hub  
DLF Cyberpark  
DLF Manapakkam  
DLF Downtown Taramani  
DLF Downtown Gurugram



## DESTINATIONAL MALLS

DLF Mall of India Noida  
DLF Mall of India Gurgaon



## CITY CENTRE MALLS

DLF Promenade  
DLF Avenue Saket  
DLF Avenue Goa  
DLF City Centre



## LUXURY MALLS

DLF Emporio  
The Chanakya

# Our Strategy and Growth Roadmap



**Delhi per capita income is 3X of national average\* with highest retail consumption**



**DLF has excellent land banks at premium locations**



DLF Mall of India Gurgaon at an outstanding location – **affluent cusp of Gurgaon and Delhi**



Panjim, Goa site, in the commercial district, at the **cusp of south and north Goa**



The Plazas concept will be developed around premium DLF residential complexes

**Serve as anchors and service the immediate requirements of residents**



Total area: **5.2Mn sq. ft. GLA**, upon completion

\*Source: National Economic Survey, 2020 - 21

# Our Inherent Strengths



*DLF is well poised to strengthen the market share in the organized retail space*

15yrs of rich experience in curating and operating 4.8 Mn sq. ft.

Trained & strengthened human capital; adequate depth of talent to operate new projects

Customers' preferred retail destination; they trust our safety, sanitation protocols and filtered audience

Strategy to support retailers during the pandemic increased social capital and credibility



Deep relationships with 750 brands in luxury, International, Indian and F&B categories

Many of the brands have the highest trading density

First port of call for international brands entering India

*DLF Retail is focused on improving Incremental Rental and NOI in the existing portfolio*

*DLF Retail is Committed to create new developments aimed at improving the quality of life of our discerning customers*





**Thank You**