



Business Update

QIFY16



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“The Byke” Hotel Portfolio

Key Updates of Q1FY16



The Byke Old Anchor – South Goa

3 Hotel Properties To Be Operational In FY16

The Byke Suraj Plaza, Thane, to commence operations in Q2

- ▶ Property taken on long term lease
- ▶ Property has 122 Rooms, 4 Banquet Halls, 3 Conference Rooms, 1 Restaurant and 1 Bar Lounge
- ▶ Targets high density residential population of Thane, Navi Mumbai, nearby locations - specifically for events including weddings, birthday parties, etc.
- ▶ Property to contribute significantly to increase in food & beverage/ other revenues



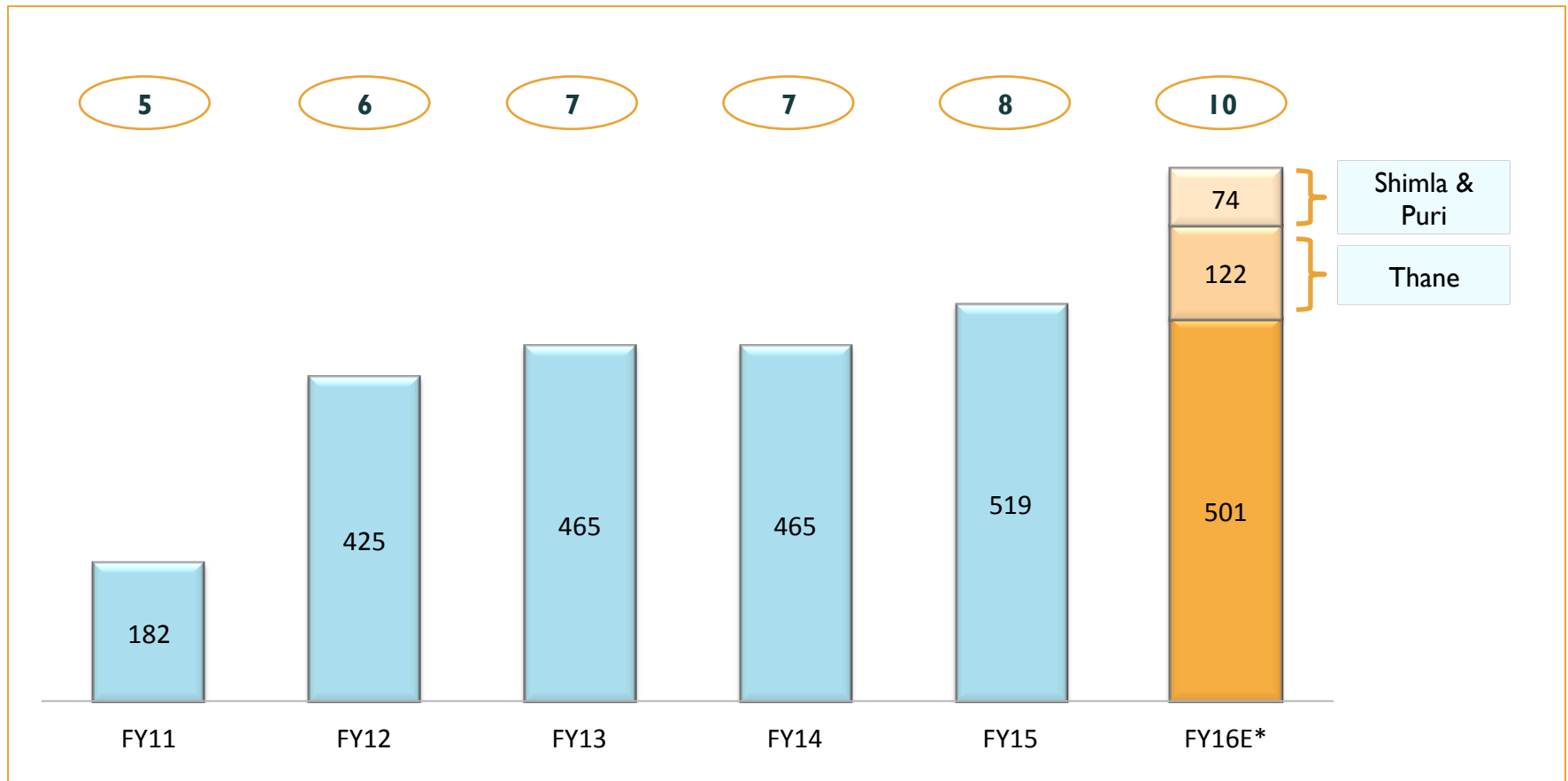
Shimla and Puri properties to come on-stream in FY16

- ▶ Shimla Property taken on long term lease
- ▶ Property has 20 rooms
- ▶ Targets leisure tourists travelling to North India; with this property Byke has expanded reach in Himachal (already present in Manali)

- ▶ Puri Property taken on long term lease
- ▶ Property has 54 rooms
- ▶ Targets leisure and religious tourists; Puri is an upcoming location for destination weddings and other such events in East India

Total Rooms To Reach ~700 By FY 16 End

No. of rooms & properties

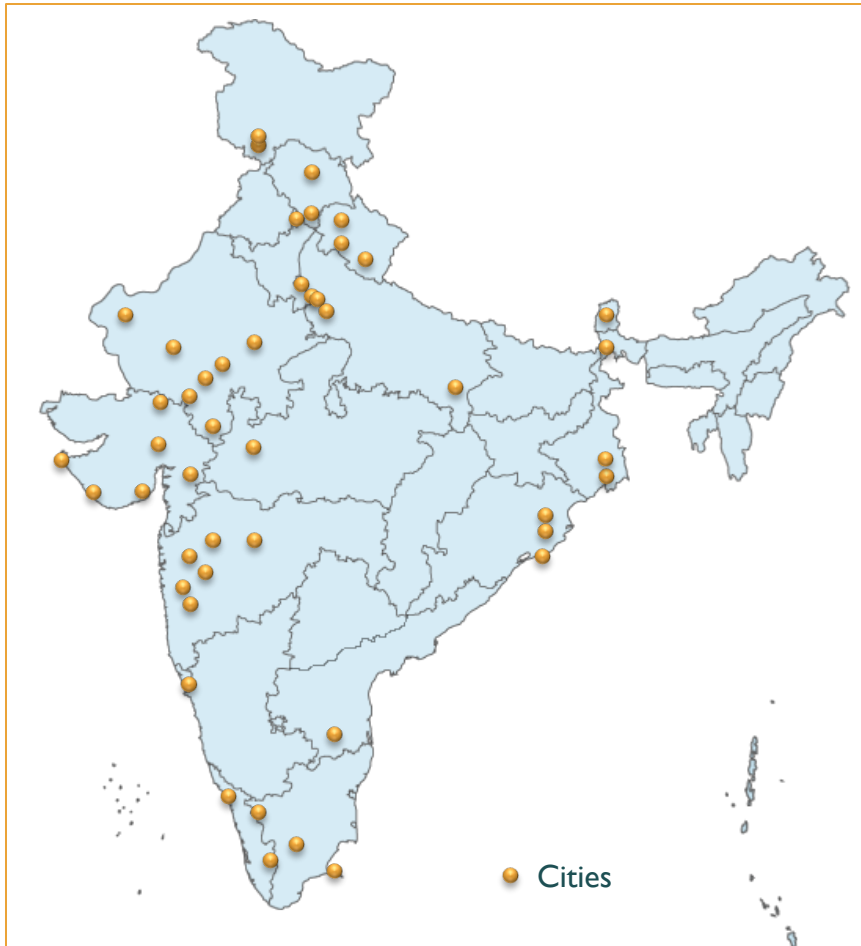


 No. of properties

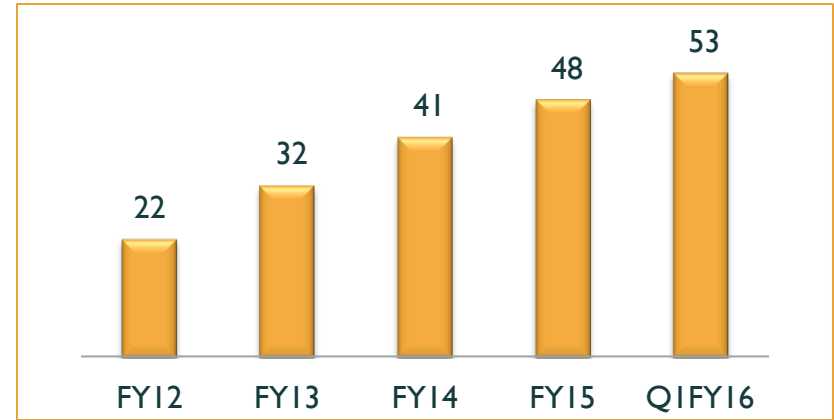
*18 rooms Mandawa property been discontinued in FY16

Chartering Business: Further expansion Of Network

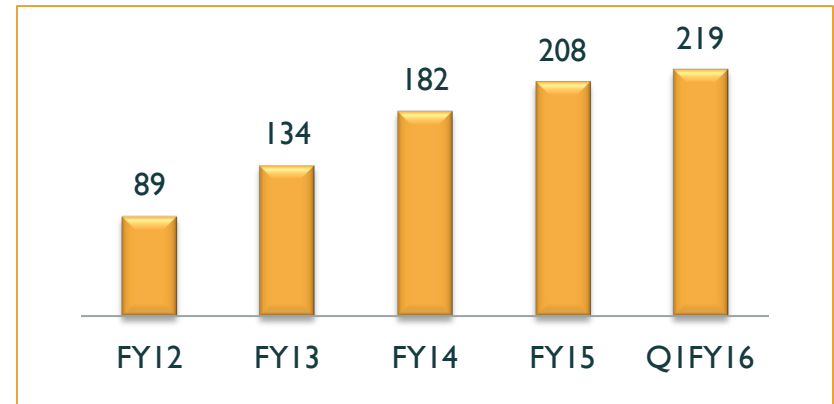
“The Byke” Presence



No. of Cities



No. of Agents



... expands reach to customers to get the booking across India

Financial Highlights Q1FY16



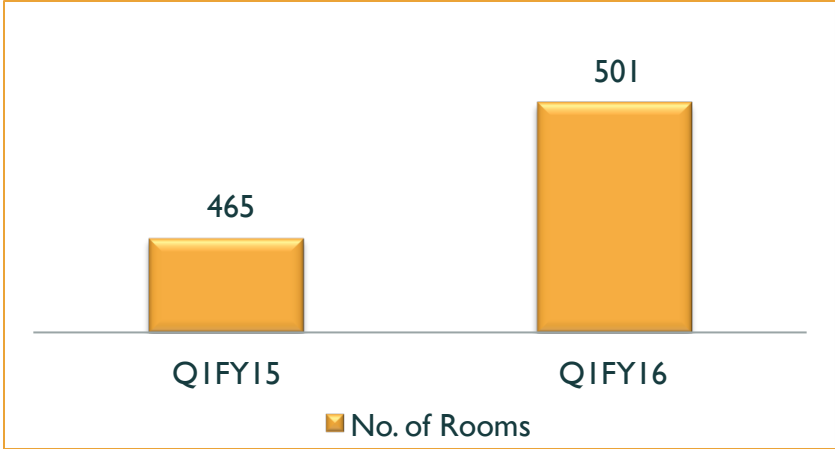
The Byke Grassfield – Jaipur

Quarterly Income Statement

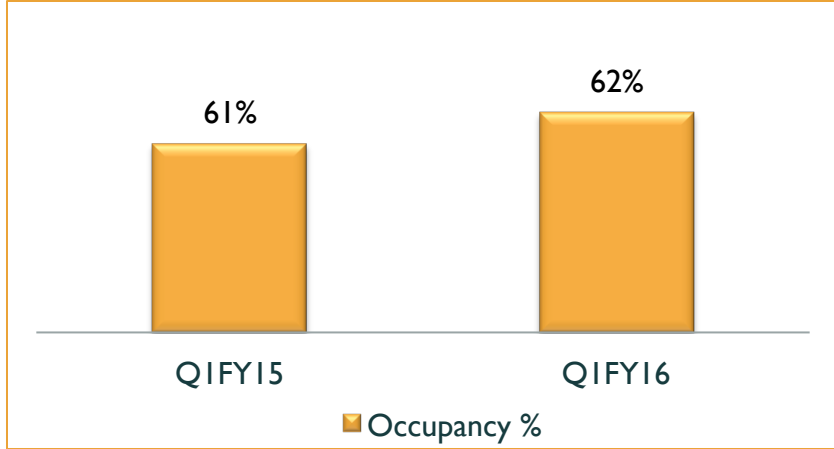
Rs. Mn	Q1 FY16	Q1 FY15	Y-o-Y Growth
Hotel Revenue	235	175	34.5%
Chartering Revenue	246	138	78.7%
Revenue	481	313	54.0%
Lease, Chartering and SG&A	282	184	53.5%
Employee Expense	11	7	69.4%
Operating and Other expense	90	59	53.0%
Total Cost	384	249	53.8%
EBITDA	98	63	54.8%
EBITDA margin	20.4%	20.2%	
Depreciation	23	23	-0.9%
Net Interest Cost	4	4	-9.5%
Other Income	0.3	-	-
PBT	72	36	99.3%
Tax	25	8	229.0%
PAT	47	28	64.9%
PAT margin	9.7%	9.1%	

Lease Business

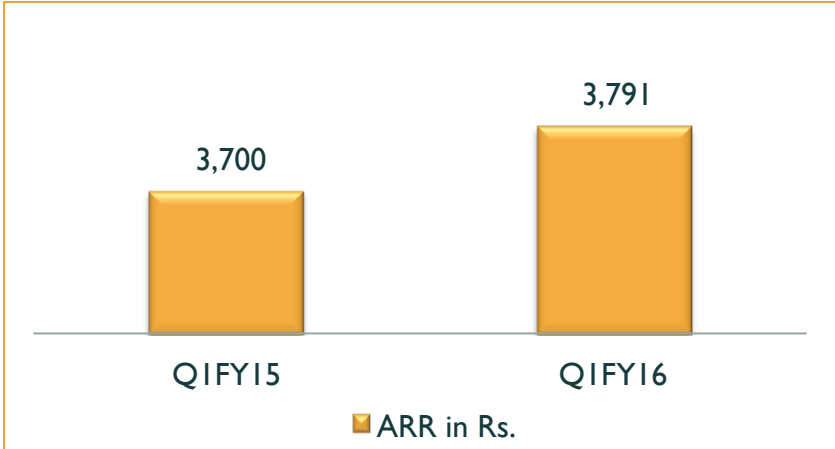
No. of Rooms



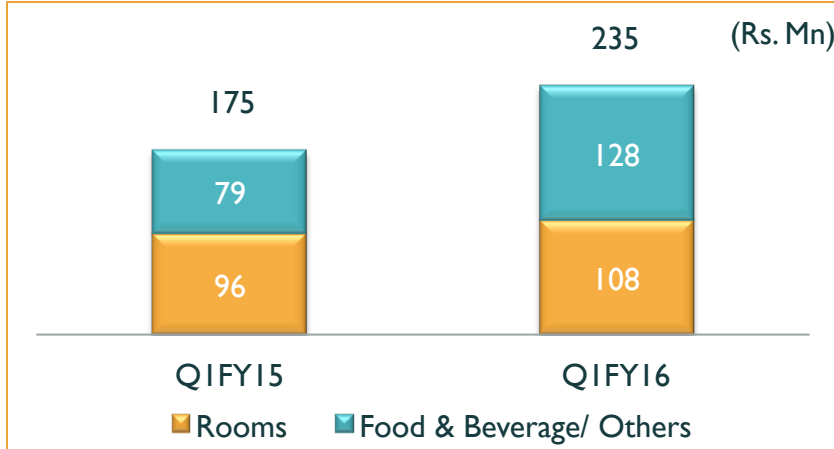
Occupancy



ARR

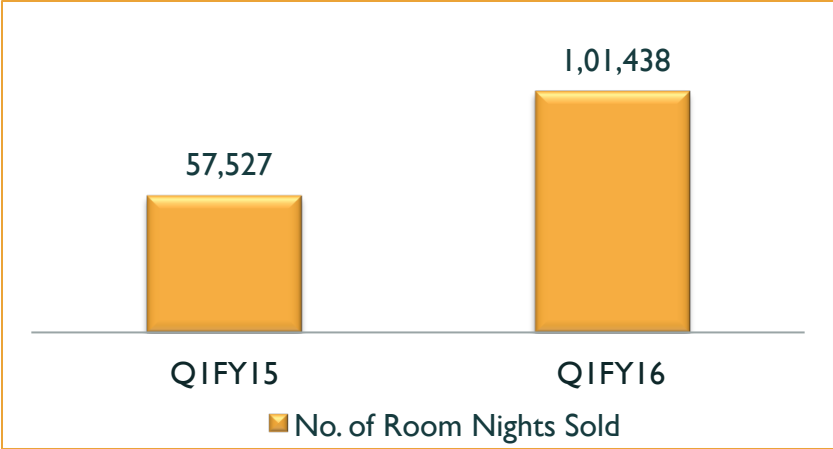


Revenue

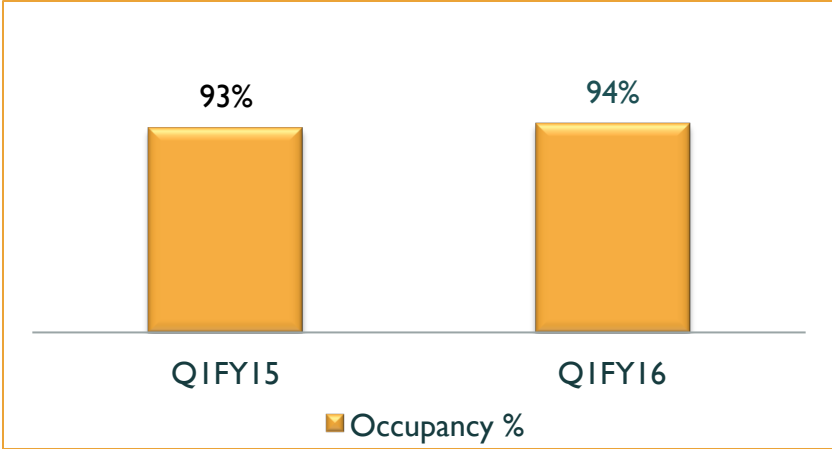


Chartering Business

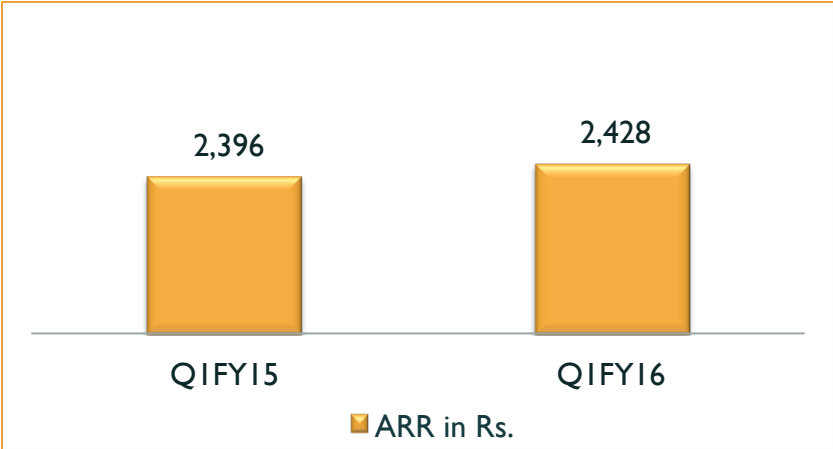
No. of Room Nights Sold



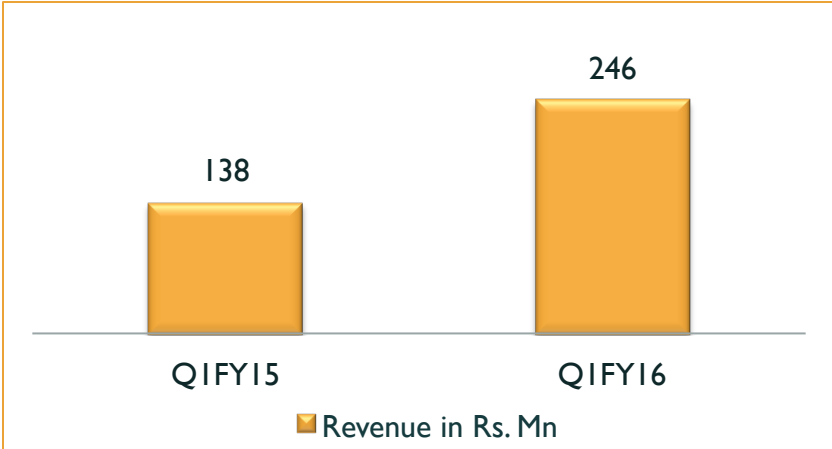
Occupancy



ARR



Revenue





Company Overview



The Byke Old Anchor – South Goa

The Byke : Asset Light Business Model ...

“The Byke” Portfolio

- ▶ Hotel under brand name “The Byke”
- ▶ Focus on Domestic Middle Class Leisure Tourism
- ▶ 8 hotel properties operational at tourist destinations in India (as on Mar’15) of which:
 - 2 ownership; 6 on long term lease
 - 519 rooms
- ▶ 3 new hotel properties to be added in FY16
 - 196 rooms to be added
 - Byke Suraj Plaza, Thane, added in May 2015
- ▶ Niche in Vegetarian segment

Room Chartering

- ▶ Third-party hotel rooms chartered at strategically identified locations across India
- ▶ Asset Light approach to Hospitality Business
- ▶ Capitalise on the diverse peak seasons across India to maximize Revenue
- ▶ Model offers flexibility to quickly expand depending on tourist trend
- ▶ Rooms chartering across 48 cities in India
- ▶ Developed relationship with over 150 Hotels owners
- ▶ Average Room Rent (ARR) of Rs 2,404 for FY15

... well placed to capture Tourism Growth in India

Key Business Strengths

1

Domestic Middle Class Leisure tourism set to grow at faster pace

2

Leased Model : low cost & faster rollout of hotel properties

3

Charter Model : Highly scalable with geography & seasons diversification

4

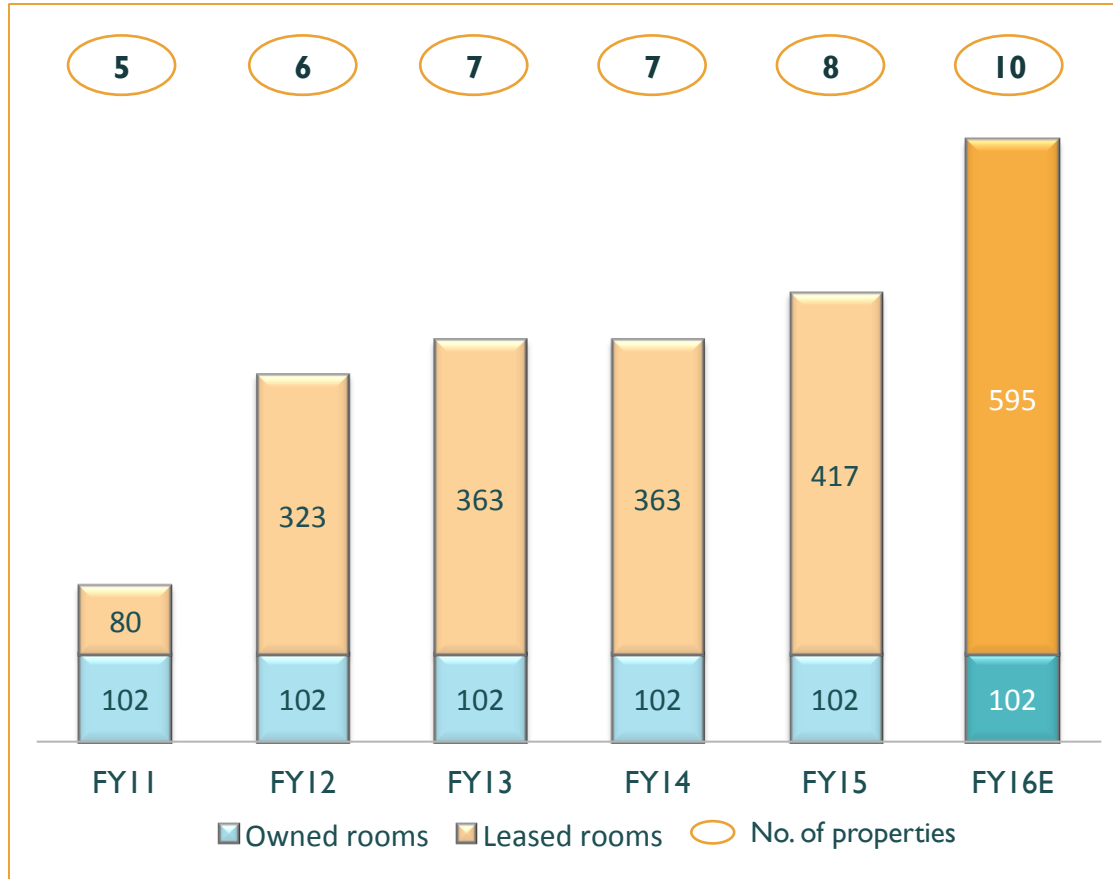
Strong marketing / distribution network of agents

5

Experienced management / professional team

Lease Model...

No. of rooms & properties



- ▶ Currently present in 5 cities
- ▶ Expanded no. of rooms by a CAGR of **31%** over FY11-16
- ▶ Focus to grow the Lease portfolio aggressively by leasing **distressed properties** and turning around quickly
- ▶ Lease business to grow at 20%+ over the next few years
- ▶ Chartering Business through pan-India presence helps in gaining insight on tourist trends - Key for selection of hotel properties

...highly scalable, faster turnaround & low capital cost

Successfully Turning Around Properties...

- ▶ Lower capital requirement for hotel lease
 - Leasing low-yield for property owner
 - Unlocks resources for modernization of properties

- ▶ Renovation of the property, one of the key success factors
 - Renovation, interior decoration, investment in amenities & infrastructure
 - Focus on completing renovation within rent-free period

- ▶ Branding of the property as “The Byke”
 - Marketing to create awareness of the property
 - Standardizing system and process in-line with other portfolio properties

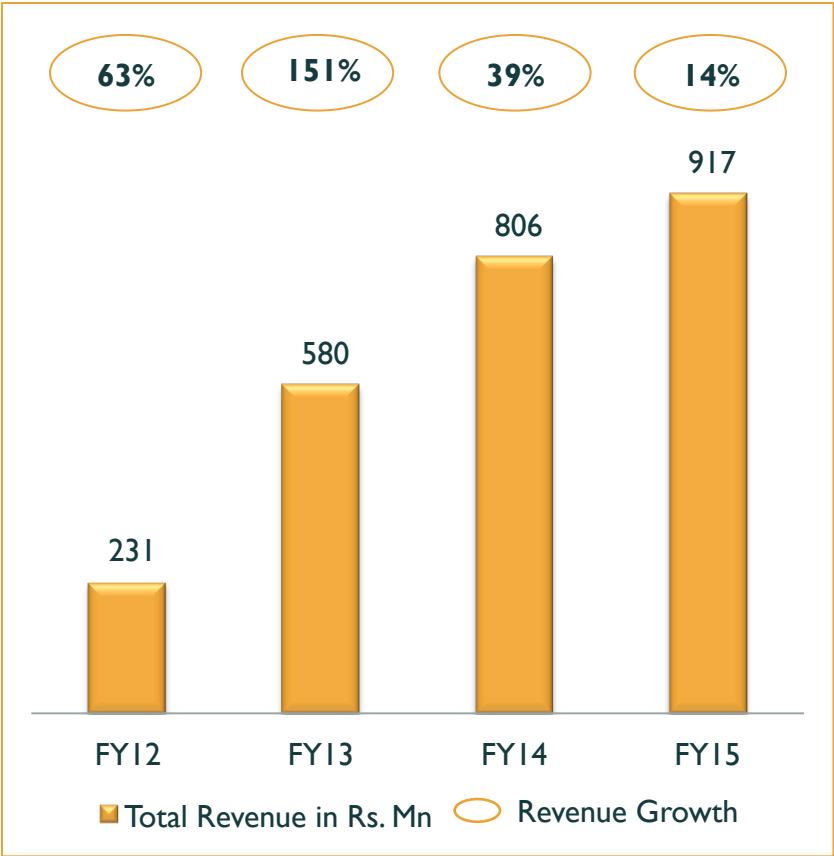
- ▶ Leveraging agent network of chartering business for ensuring higher occupancy



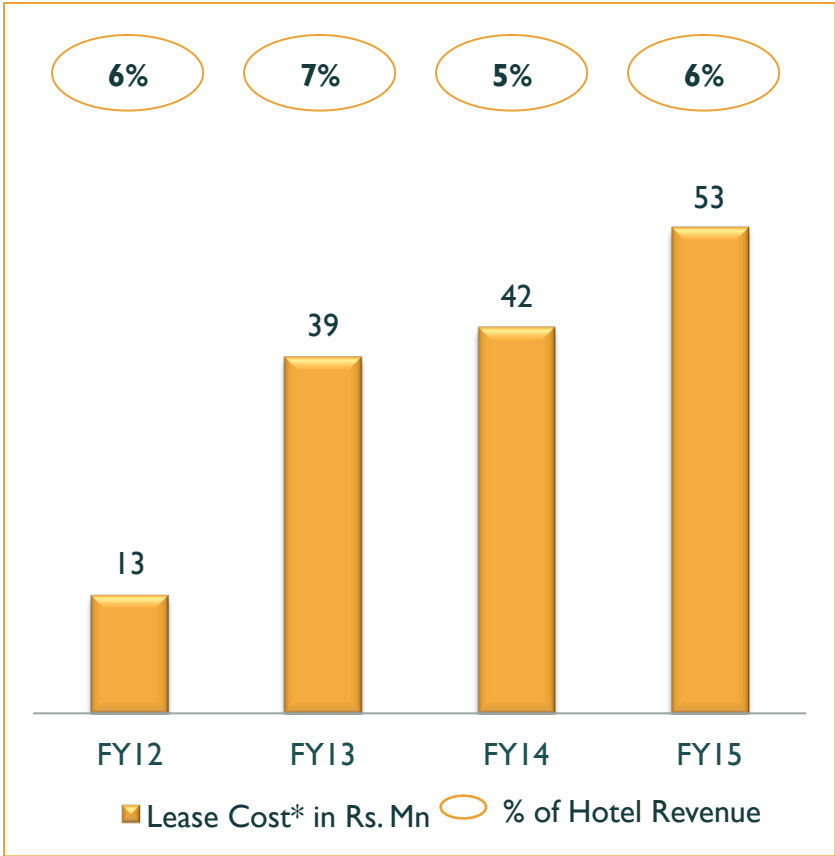
... leads to improvement in ARR of most of the properties

Consistent Revenue Growth...

Revenue from "The Byke" properties



Properties Lease Amount (Major cost)



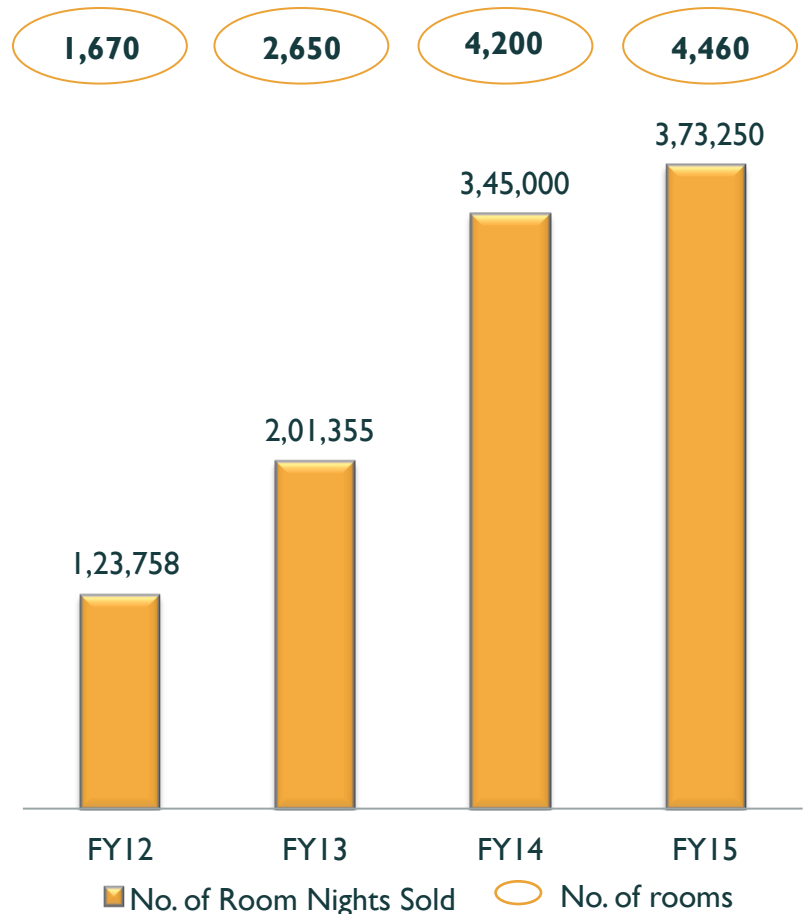
... and low fixed cost gets break-even at low occupancy rate

*Lease Cost calculated hotel wise for the respective operational period during the year

Key strengths of model

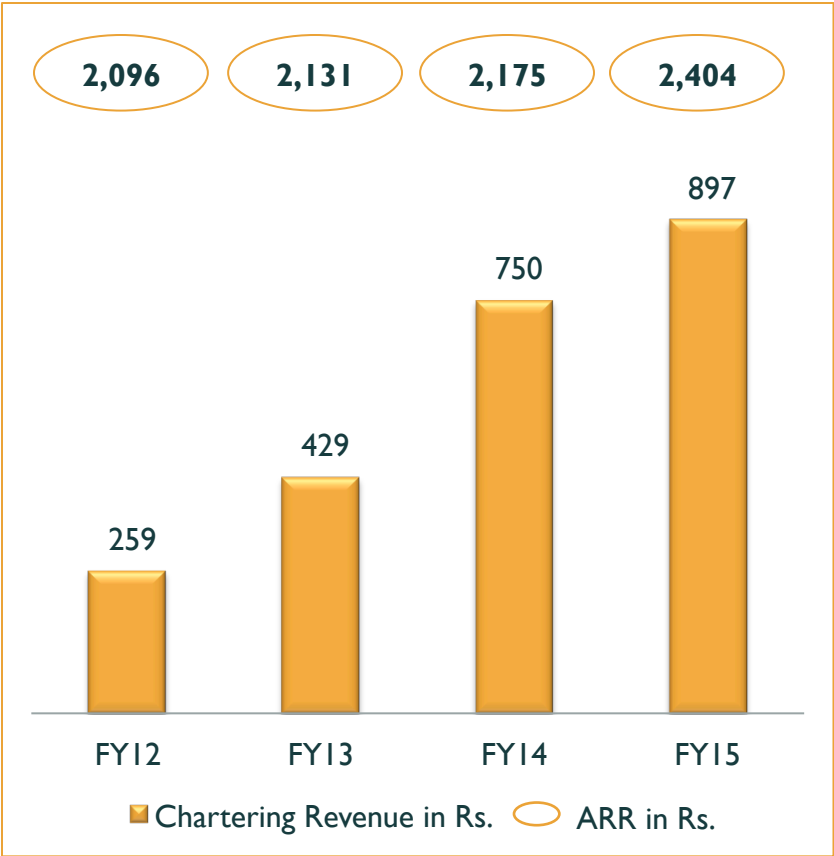
- ▶ Chartering rooms at strategically identified locations with partial / full advance payments
- ▶ Synergistic model increasing occupancy of the leased properties of “The Byke”
- ▶ Strong marketing & agent network
- ▶ Better negotiation given scale leads to low break even point
- ▶ Low Capital Employed
- ▶ Location specific peak season chartering
- ▶ Efficient risk mitigation due to pan-India presence
- ▶ Flexibility to quickly expand depending on tourist trends

Rooms and Room Nights Sold

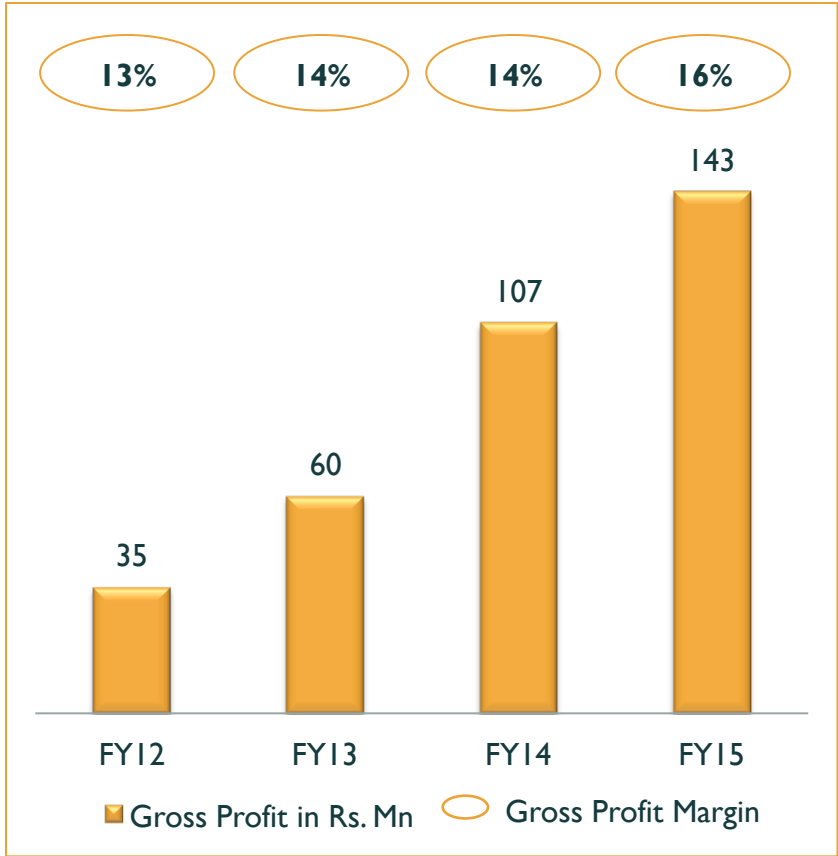


Highly Scalable....

Chartering Revenue



Gross Profit* & Margin



... and generates strong margins

*Gross Profit calculated: Revenue – (Chartering Cost + Cost of Vacant Rooms + Agent Commission)

“The Byke” Hotel Portfolio



The Byke Old Anchor – South Goa

“The Byke” Hotel Portfolio

The Byke Old Anchor, Goa



No. of Rooms	240
Type	Leased
Facilities	2 Restaurants, 2 Lawns/Banquets, 3 Conference Halls

The Byke Grassfield, Jaipur



No. of Rooms	54
Type	Leased
Facilities	3 Restaurants, 3 Lawns/Banquets, 3 Conference Halls

The Byke Heritage, Matheran



No. of Rooms	80
Type	Owned
Facilities	2 Restaurants, 2 Conference Halls

The Byke Suraj Plaza, Thane



No. of Rooms	122
Type	Leased
Facilities	3 Restaurants, 3 Conference Halls

“The Byke” Hotel Portfolio

The Byke Neelkanth, Manali



No. of Rooms	40
Type	Leased
Facilities	1 Restaurant

The Byke Redwood, Matheran



No. of Rooms	25
Type	Leased
Facilities	1 Restaurant

The Byke Hidden Paradise, Goa



No. of Rooms	40
Type	Leased
Facilities	1 Restaurant

The Byke Sunflower, Goa



No. of Rooms	22
Type	Owned
Facilities	1 Restaurant

For further information, please contact:

Company :

The Byke Hospitality Ltd.
CIN: L67190MH1990PLC056009

Swati Gupta
Swati.gupta@thebyke.com

www.thebyke.com

Investor Relations Advisors :

Stellar IR Advisors Pvt. Ltd.
CIN: U74900MH2014PTC259212

Savli Mangle/ Pooja Dokania
msavli@stellar-ir.com/ dpooja@stellar-ir.com

www.stellar-ir.com
