



Q1 FY22 RESULT UPDATE  
August 2021



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## Q1 FY22 OPERATIONAL HIGHLIGHTS

- The second wave of Covid-19 impacted Q1 FY22 operations significantly. From 7<sup>th</sup> April we closed water rides at Bangalore park. Thereafter, the operations of the Company's parks and resort were temporarily shutdown from 19<sup>th</sup> April 2021.
- The decision has been taken by the Management in accordance with safety and precautionary instructions outlined by the respective State Governments to prevent and contain the spread of COVID 19.
- In Q1FY22, the parks were functional for 18 days during April 2021. Total footfall registered during the period was 34,485 (Bangalore - 11,171 ; Kochi - 12,012 and Hyderabad - 11,302). Also, 470 Rooms were sold at the Resort in Bangalore.
- Recorded gross revenue of INR 5.4 cr vs INR 1.8 cr in Q1 FY21. EBITDA loss for the quarter was at INR 10.1 cr as against INR 11.9 cr in Q1 FY21.

During the quarter, the Company focused its efforts on-

- Controlling costs and preserving cash
- Hygiene and safety of employees and visitors on park re-opening
- Employee Wellness programs and vaccination drive
- Innovative marketing activities and launching attractive offers separately to encourage walk-in and group footfalls



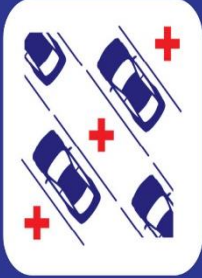
## BUSINESS UPDATES

- Based on the unlock guidelines by the State Governments - Hyderabad park resumed operations from 5th August 2021 and Bangalore park is scheduled to open from 12th August 2021. Resort at Bangalore has also resumed operations from 5<sup>th</sup> July 2021.
- As a gesture of gratitude and admiration, we invited 1500 COVID Angels to Hyderabad park from 5th to 8th August and also invited them at Bangalore park from 12th to 15th August. They will be rewarded with free park ticket entry for up to 4 members.
- As an introductory offer, both parks will be operational from Thursday to Sunday /public holidays with a special price of INR 799/- for all categories of tickets.
- We had launched a special 50% discount offer for booking tickets to parks and resort through our online platform during period 25th May to 13th June. Park tickets were sold at INR 699/- and resort rooms were sold at INR 2,999/- with a validity up to 31st March 2022. The initiative was a grand success. Total tickets sold - 11,953 (Bangalore- 6,493; Kochi- 2,913 and Hyderabad- 2,547) Resort Rooms sold - 45.
- Most of our staff members are vaccinated and we are fully prepared to welcome our customers to our safe & hygienic parks.



# Precautions in place at parks

## PRE-ENTRY SAFETY PROTOCOLS



**PARKING INSTRUCTIONS  
TO BE FOLLOWED.**



**TEMPERATURE CHECK  
IS MANDATORY BEFORE ENTRY.**



**SAFETY INFO SIGNAGES ARE  
DISPLAYED ACROSS THE PARK  
FOR GUESTS TO FOLLOW.**



**REDUCED CAPACITY  
WITH LIMITED TICKETS TO  
ENSURE PHYSICAL DISTANCING.**

## HEALTH & SAFETY INSTRUCTIONS



**ADVANCE ONLINE  
BOOKING  
IS MANDATORY.**



**IF FLU SYMPTOMS APPEAR,  
INFORM US TO MAKE  
NECESSARY ARRANGEMENTS.**



**WEARING MASKS IS  
COMPULSORY.**



**USE CONTACTLESS  
PAYMENTS FOR  
ALL TRANSACTIONS.**



**ADVISE TO INSTALL  
THE AROGYA SETU APP  
ON GUEST PHONES.**



**PHYSICAL  
DISTANCING TO BE  
MAINTAINED.**



**TEMPERATURE  
CHECK IS  
MANDATORY  
BEFORE ENTRY.**



**SAFETY INFO SIGNAGES  
ARE DISPLAYED ACROSS  
THE PARK FOR GUESTS  
TO FOLLOW.**



**ALWAYS COVER  
COUGH AND SNEEZE  
WITH YOUR ARM OR  
USE A TISSUE  
OR UPPER SLEEVES**









# FINANCIALS - P&L STATEMENT

Particulars (Rs Lakhs)	Q1 FY22	Q1 FY21	YoY %	FY 21
Sale of Services	332.7	-	-	2,873.6
Sale of products	101.8	2.0	-	953.6
Other Operating Revenue	0.7	0.1	-	15.0
<b>Revenue from Operations</b>	<b>435.1</b>	<b>2.2</b>	<b>-</b>	<b>3,842.1</b>
Cost of materials consumed	25.7	0.7	-	252.6
Purchase of stock-in-trade	48.7	-0.8	-	184.4
Changes in inventories of stock-in-trade	-23.3	1.6	-	35.5
Employee benefits expense	720.1	536.2	34.3%	2,545.6
Other expenses	676.5	652.0	3.8%	3,681.6
<b>Total Expense</b>	<b>1,447.7</b>	<b>1,189.7</b>	<b>21.7%</b>	<b>6,699.6</b>
<b>EBITDA</b>	<b>-1,012.6</b>	<b>-1,187.5</b>	<b>-14.7%</b>	<b>-2,857.4</b>
Other Income	107.7	181.9	-40.8%	628.7
Depreciation	981.6	1039.1	-5.5%	4,366.0
Finance Cost	9.1	14.3	-36.7%	48.0
<b>PBT</b>	<b>-1,895.5</b>	<b>-2,059.0</b>	<b>-</b>	<b>-6,642.6</b>
Tax Expense	-570.06	-607.58	-6.2%	-1,649.3
<b>PAT</b>	<b>-1,325.5</b>	<b>-1,451.4</b>	<b>-</b>	<b>-4,993.3</b>



# COMPANY OVERVIEW – BOARD OF DIRECTORS & MANAGEMENT TEAM



<b>KOCHOUSEPH CHITILAPPILLY</b> PROMOTER AND CHAIRMAN EMERITUS, WONDERLA	<ul style="list-style-type: none"> <li>• 20 years in the industry</li> <li>• Founded V-Guard Industries Ltd., a publicly listed company since 2008 and is currently its Chairman Emeritus</li> <li>• Post Graduate Degree in Physics</li> </ul>
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<b>ARUN KOCHOUSEPH CHITILAPPILLY</b> PROMOTER AND MANAGING DIRECTOR	<ul style="list-style-type: none"> <li>• 15+ years in the industry</li> <li>• Holds a masters degree in industrial engineering</li> <li>• Actively involved in day-to-day operations and management of Wonderla since 2003</li> </ul>
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<b>M RAMACHANDRAN</b> CHAIRMAN & INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> <li>• 45+ years of work experience</li> <li>• Served as partner for 20 years with audit firm Deloitte Haskins &amp; Sells LLP</li> <li>• Member of ICAI &amp; ICSI</li> </ul>
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<b>R LAKSHMINARAYANAN</b> VICE CHAIRMAN & NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> <li>• 40+ years of work experience in Retail &amp; Marketing</li> <li>• Chairman in Jyothi Labs Limited</li> </ul>
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<b>GEORGE JOSEPH</b> NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> <li>• 40+ years work experience</li> <li>• Ex-Chairman &amp; MD- Syndicate Bank</li> <li>• Director at Credit Access Grameen</li> </ul>
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<b>GOPAL SRINIVASAN</b> INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> <li>• 40+ years work experience</li> <li>• Chairman &amp; MD- TVS Capital Funds Pvt Ltd &amp; Chairman- TVS Electronics Ltd</li> </ul>
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<b>PRIYA SARAH CHEERAN JOSEPH</b> NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> <li>• 15+ years in the Industry</li> <li>• Was involved in F&amp;B Operations and HR department of Wonderla since 2005</li> </ul>
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<b>ANJALI NAIR</b> INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> <li>• 20+ years of executive experience in development and commercialization of hi-tech products that are software-driven, incorporating Design Thinking, Data Sciences, advanced algorithms and applied Artificial Intelligence.</li> <li>• Working as COO SP Life Care Pvt Ltd</li> </ul>
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<b>SIVADAS M.</b> PRESIDENT – OPERATIONS	<ul style="list-style-type: none"> <li>• 28 years of experience</li> <li>• Bachelor’s Degree in Physics</li> </ul>
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<b>SATHEESH SESHADRI</b> CHIEF FINANCIAL OFFICER (CFO)	<ul style="list-style-type: none"> <li>• 25 years of experience</li> <li>• Worked in Finance &amp; Accounts at Bangalore International Airport, Dubai Transport Corporation</li> <li>• Chartered Accountant &amp; SAP ERP certified</li> </ul>
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<b>MAHESH M.B.</b> AVP – COMMERCIAL	<ul style="list-style-type: none"> <li>• 22 years of experience</li> <li>• MBA in International Business</li> </ul>
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<b>AJIKRISHNAN A. G.</b> VP – ENGINEERING & IT	<ul style="list-style-type: none"> <li>• 25+ years of experience</li> <li>• B.E, MBA</li> </ul>
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## KEY CONCERNS ON SCALABILITY

**HIGHLY CAPITAL  
INTENSIVE BUSINESS**

**AFFORDABILITY –  
TICKET PRICES ARE HIGH**

**LAND AVAILABILITY,  
LOCATION &  
CONNECTIVITY**

## WONDERLA ADVANTAGE

- In-House Design Capability for the Amusement Park
- In-House Ride Manufacturing Facility in Kochi
- Manufactured / constructed 42 rides / attractions in-house
- Typical Capex for a New Park is ~Rs 2,500 mn – Rs 3,500 mn including Land cost

- Typical Target Audience is the Middle class which can spend Rs 4,000-5,000 per trip for a Family
- All three Parks have Land as well as Water rides under the same Ticket
- Average ticket prices in the range of Rs 800 – Rs 1200

- All three Operational Parks have large Land Parcels and have good connectivity (Within 15-25 km from the city)
- Parks provide a thrilling & unforgettable experience to visitors from neighbouring states like Tamil Nadu and Andhra Pradesh while also being an attractive tourist spot for pan India population





## OVER A DECADE OF OPERATIONAL EXPERIENCE AND BRAND EQUITY

- 20+ yrs of successful operations of the parks has built significant brand equity
- Mr. Kochouseph and Mr. Arun have over 20 yrs and 15+ yrs of experience respectively in amusement park industry
- Won several awards, including 'best tourism destination' and 'highest number and variety of innovative rides'

## IN-HOUSE MANUFACTURING FACILITY AT WONDERLA KOCHI

- Benefits from certain cost efficiencies and improves maintenance efficiency of rides
- Enables customisation and modification of rides purchased
- Manufactured / constructed 42 rides / attractions in-house



## PROXIMITY TO CITY WITH AMPLE LAND AVAILABLE FOR FUTURE DEVELOPMENT

- Owns 93.17 acres in Kochi, 81.75 acres in Bangalore and 49.50 acres in Hyderabad, within which further expansion of existing parks can be undertaken
- All the three parks - Kochi, Bangalore and Hyderabad - are situated in the proximity of the main city.

## STRONG CUSTOMER INSIGHTS - CONSTANTLY INNOVATING NEW ATTRACTIONS

- In-depth understanding of customer preference and needs helps while conceptualising new rides
- Won the IAAPI excellence award for the highest number and variety of innovative rides four times

## SCALABILITY – EXPANSION THROUGH SETTING NEW AMUSEMENT PARKS

- Currently in process of Construction of Project in Chennai as well as identifying potential opportunities for setting up new parks in other key geographies
- Board has recently approved setting up another park in Odisha

## FOCUS ON IMPROVISING EXISTING PARKS TO IMPROVE FOOTFALLS

- Evaluate customer preferences to innovate attractions based on popular concepts
- Develop the undeveloped land at existing parks to increase operational capacity
- Efforts to cover tourists through portals developed for tour operators.

## ENHANCED VISITOR EXPERIENCE THROUGH PARKS INTEGRATED WITH RESORTS

- Wonderla Resort enables visitors to stay longer at the park & increases spend per head
- Enhance visitor experience at other parks by integrating them with resorts
- Introduced stay & paly scheme at Kochi park in association with a leading hotel

## EXPAND IN-HOUSE RIDE DESIGN AND MANUFACTURING CAPABILITIES

- Introduce new rides and attractions based on customer preferences and research done by visiting parks in other parts of the world
- Continue to invest in new manufacturing facilities at upcoming parks

## EXPAND REVENUE STREAMS AND INNOVATING MARKETING INITIATIVES TO SUPPLEMENT INCOME FROM ENTRY FEES

- Bolster revenues from entry tickets by offering value-added services
- Introduce character and theme based attractions and promote this through marketing initiatives , ad campaigns using media as well as tour operators





*Wonderla parks in Bangalore, Kochi and Hyderabad were ranked at #2, #6 and #7 in India by Tripadvisor (2020)*

*Wonderla Bangalore ranked 8<sup>th</sup> Best and Wonderla Kochi ranked 15<sup>th</sup> Best in Asia.*



**Best of the Best**



**Best of the Best**

## Top 25 Amusement Parks – Asia

Movie rides, magic and memories for the family.

UNITED STATES WORLD REGIONS

**8** Wonderla Amusement Park  
Bengaluru, India



**6** Wonderla Amusement Park  
Kochi (Cochin), India



**Best of the Best**

## Top 10 Amusement Parks & Water Parks India

Film rides, magic and memories for the family.

INDIA WORLD REGIONS

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## FOR FURTHER QUERIES -



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# THANK YOU

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