



**Q2 & H1 FY23
INVESTOR PRESENTATION**

November 2022



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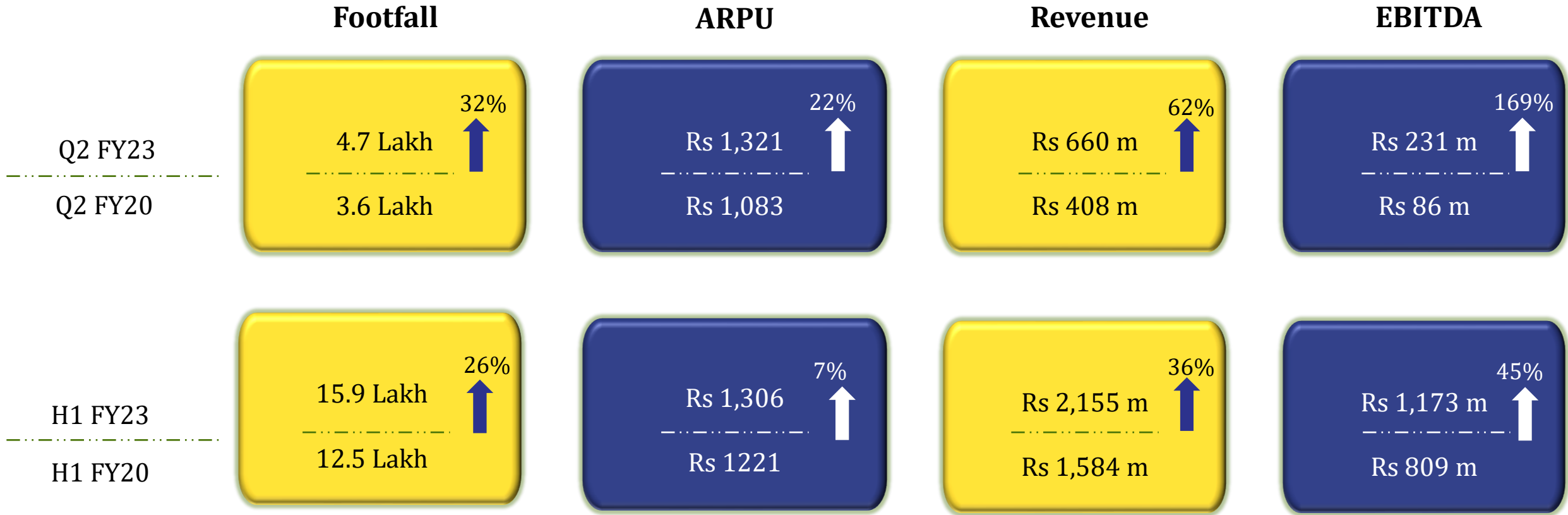
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Robust growth over pre-Covid run rate



H1 FY23 EPS at Rs 13.2 has grown by 77% over H1 FY20 EPS of Rs 7.5 and has exceeded our peak annual EPS of Rs 11.5 registered in FY20 by 15%.

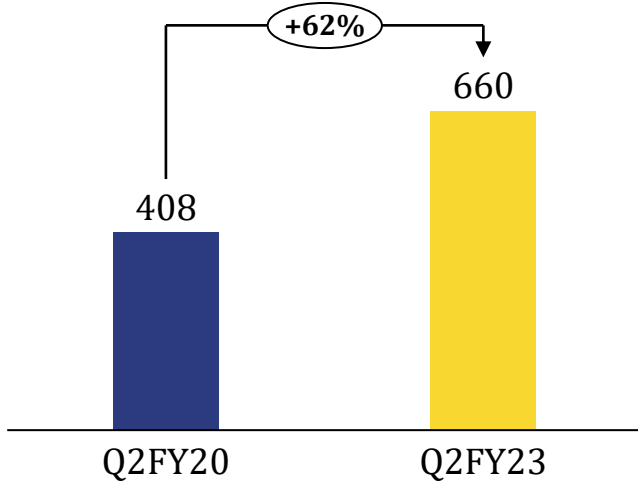
*Note: All figures in the document have been compared to Q2 & H1 FY20, for a like-to-like pre-Covid full scale operational result



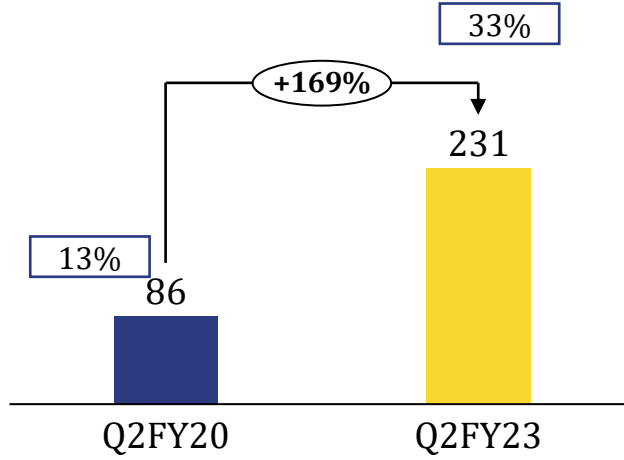
Q2 & H1 FY23 Result Highlights

All figures in Rs million

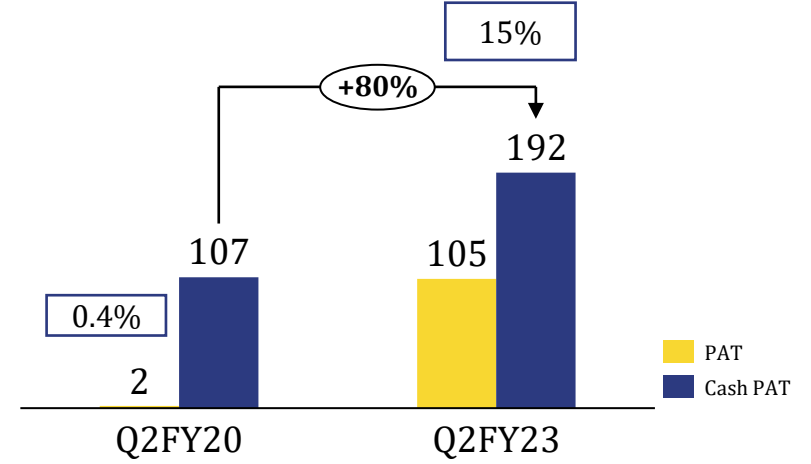
Revenue



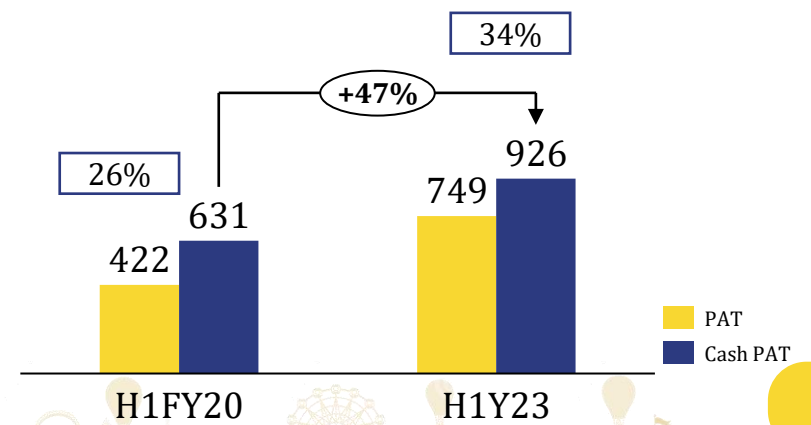
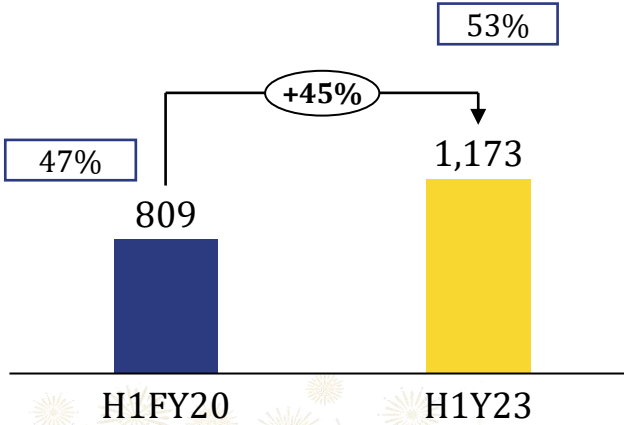
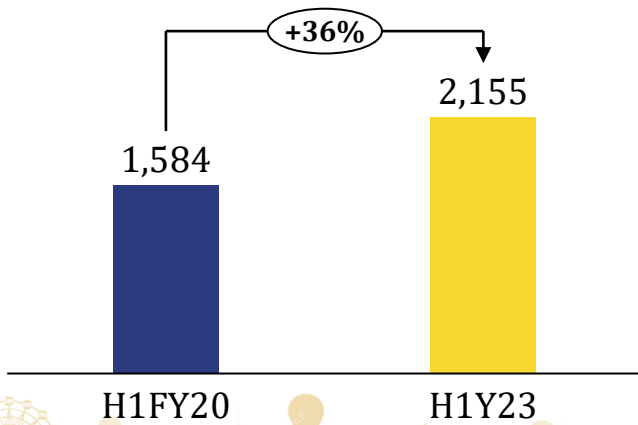
EBITDA & EBITDA Margin



PAT, CASH PAT & PAT Margin



PAT
Cash PAT



PAT
Cash PAT



- The growth momentum continues with our best ever revenue performance for second quarter.
- We have surpassed our pre-Covid performance by a wide margin, registering double digit growth across all KPI. Our patrons were back to enjoy one of the best outdoor experiences in the country at Wonderla Parks. All our parks witnessed strong footfall growth:
Q2 FY23: Bengaluru- 35% , Hyderabad – 18% , Kochi – 38%
H1 FY23: Bengaluru- 14% , Hyderabad – 33% , Kochi – 38%
Significant rise in walk-in footfalls: 1800 bps improvement from 58% in Q2 FY20 to 76% in Q2 FY23.
ARPU up by 22%, including a 20% increase in SPH.
- Strategic initiatives like add-on park events, enhanced digital marketing and attractive pricing drove substantial footfall growth across all parks. Utilising potential of parks as venues for grand marquee events. Kochi park hosted the first ever Sunburn event in the city, an electronic music extravaganza headlined by the globally renowned DJ Nucleya. The event was attended by around 3000 people
- Innovative marketing campaigns to attract footfalls: Free entry for people with name Ganesh, Discount based on length of beard, Daughter's Day, Grandparents Day, Independence Day discounts for defence service personnel etc
- We are driving growth in non-ticket revenue by leveraging the Wonderla brand through fun & exciting activities on weekends at all parks and improved merchandise.
- Customer experience was enhanced and made more immersive with special park-wide decorations and exclusive food & product offerings on festivals & holidays like Independence Day, Onam, Dussehra.

Thematic F&B, Merchandise & Special Decoration



Tallest 'Onapottan' Sculpture – Best of India Record...
the 25 feet sculpture was created by a team of five artists using eco-friendly products and scrap material from the amusement park.



Marketing Initiatives

WONDERLA
PARKS AND RESORTS

GETAWAY ON WEDNESDAYS
LIMITED TICKETS, HURRY!

35% OFF

*JUST ON WEDNESDAYS.

FOR ONLINE BOOKINGS ONLY. **BOOK NOW**

WONDERLA
PARKS AND RESORTS

#HAPPYPARENTSDAY

PARENTS ENTER AT KIDS' RATES.
BE A CHILD AT ANY AGE.

20% OFF

BOOK NOW

FOR FIRST 1000 ONLINE BOOKINGS ONLY. OFFER APPLICABLE ON JULY 24TH, SUNDAY.

WONDERLA
PARKS AND RESORTS

NAME: LORD GANESHA
PARK ENTRY: FREE

ONLY FOR THE FIRST 100 PEOPLE
Free park entry for 100 people with names of the Lord, on 31st August 2022. ID proof mandatory.

WONDERLA
PARKS AND RESORTS

IN YOUR FACE, MEN.

The longer your beard, the greater your discount at Wonderla Parks

SALE-A-BRATING BEARDS

GET TO MEASURING
So long as you have a beard, (5 cm or more) there are exciting offers in store for you. But if your beard measures over 44 cms, you get to walk into Wonderla for FREE.

Offer limited to the first 100 men who walk-in. **Hurry, beard the first in line.**

WONDERLA
PARKS AND RESORTS

25% OFF

FOR DEFENCE FORCES PERSONNEL* (ACTIVE/VETERANS) AND THEIR FAMILIES, ALL THROUGH AUGUST AT WONDERLA PARKS

*Army, Navy, Air Force, BSF, CRPF, CISF, RCI, DRDO, DMRL, & DRDL

WONDERLA
PARKS AND RESORTS

20% OFF FOR TEACHERS
A fun-filled day at Wonderla Parks

Offer valid for the first 1000 teachers only, from 29th Aug - 5th Sep, 2022.

WONDERLA
PARKS AND RESORTS

GRAND PAYBACK
Relive your childhood days with your grandparents

FREE ENTRY FOR GRANDPARENTS
On 11th Sept 2022, at all Wonderla Parks

Free entry for one grandparent when accompanied by the grandchild.

Offer valid for first 100 online bookings only | **Hurry, Book Now!**

WONDERLA
PARKS AND RESORTS

CELEBRATING DAUGHTERS

FREE ENTRY FOR DAUGHTERS
ON 25TH SEPT 2022 AT ALL WONDERLA PARKS

FREE ENTRY FOR ONE DAUGHTER WHEN ACCOMPANIED BY THE PARENT.

OFFER VALID FOR FIRST 1000 ONLINE BOOKINGS ONLY | **HURRY, BOOK NOW!**



- **Agreement** : with the Odisha government for the development of an amusement park project in Bhubaneswar.
- **Asset Light Model** : 50.6 acres land leased for 90 years in the Khorda district in Bhubaneswar, Odisha. Major saving on capex which is usually incurred on land acquisition
- **Projected Capex** : Rs. 115 crore investment based on the asset-light business model. The company will initially fund this project through internal accruals
- **Project ground-work commenced**





**Q2 & H1 FY23
Portfolio Update**

**Park-wise
Performance**

Current Portfolio of Award-Winning Parks & Resorts



Wonderla
Bengaluru



Wonderla
Kochi



Wonderla
Hyderabad



Wonderla
Resort



Portfolio Update – Bengaluru Park



Launched
2005

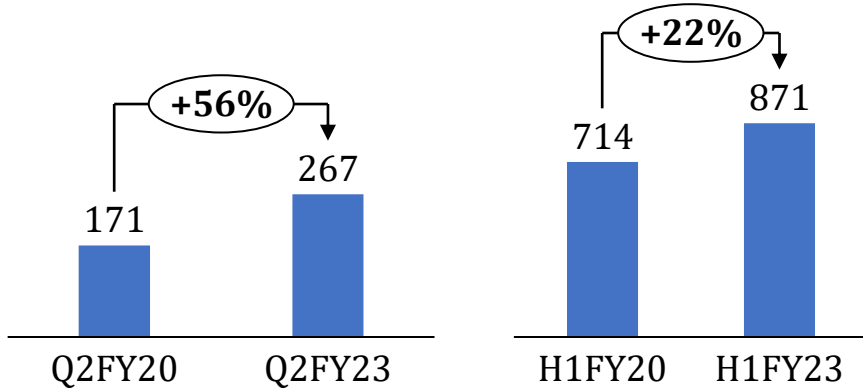


39 Dry Rides

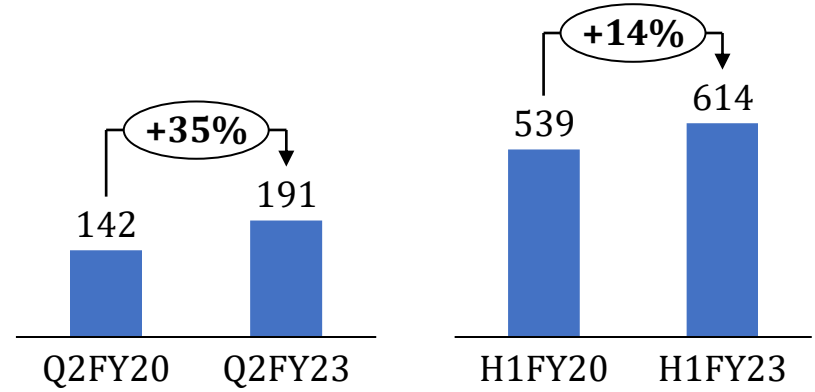


21 Wet Rides

Revenue (Rs in Mn)

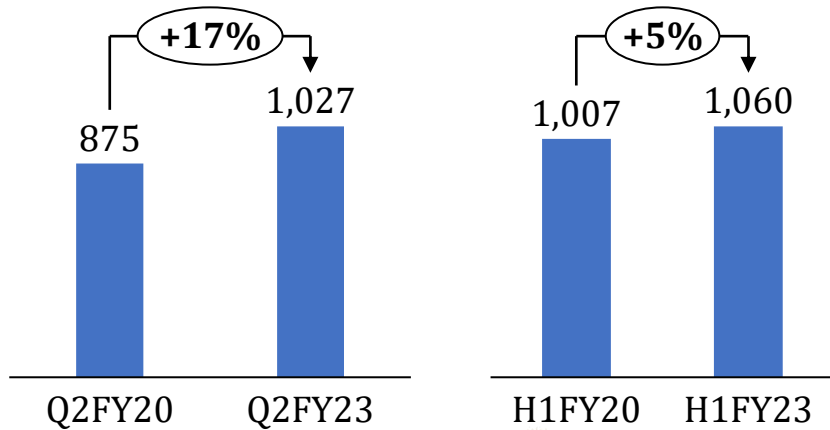


Footfalls (In '000)

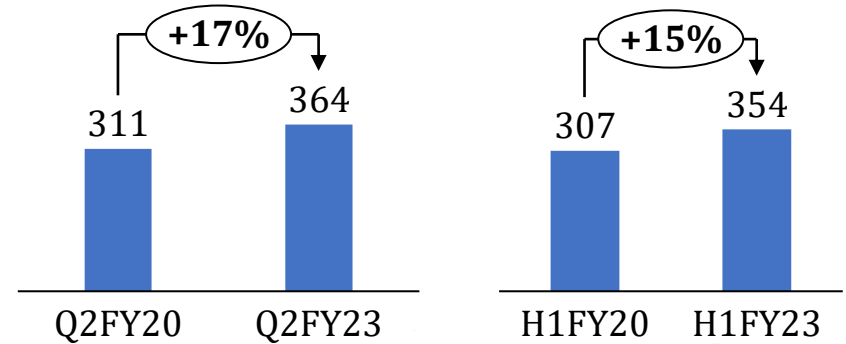


ARPU (in Rs)

Average Ticket Revenue



Average Non-Ticket Revenue





**Bengaluru Park
Signature Rides**





**SATURNIGHT
FEVER**



Portfolio Update – Bengaluru Resort

- Three Star leisure resort attached to the amusement park; launched in March 2012
- The resort has 84 luxury rooms
- The resort also has 4 banquet halls / conference rooms, totalling 8,900 sq. ft. with a capacity to hold 800 guests and a well equipped board room
- Suitable for hosting wedding receptions, parties and other corporate events and meetings
- Other amenities include a multi-cuisine restaurant, rest-o-bar, solar heated swimming pool, recreation area, kids’ activity centre and a well equipped gym



	Q2 FY20	Q2 FY23	YoY %
Total Revenues (Rs Mn) *	24.9	44.2	78%
Occupancy %	41%	76%	
Avg. Room Rental (Rs)	4,466	4,798	7%

	H1 FY20	H1 FY23	YoY %
Total Revenues (Rs Mn) *	62.7	92.7	48%
Occupancy %	51%	78%	
Avg. Room Rental (Rs)	4,729	4,846	2%



Portfolio Update – Kochi Park

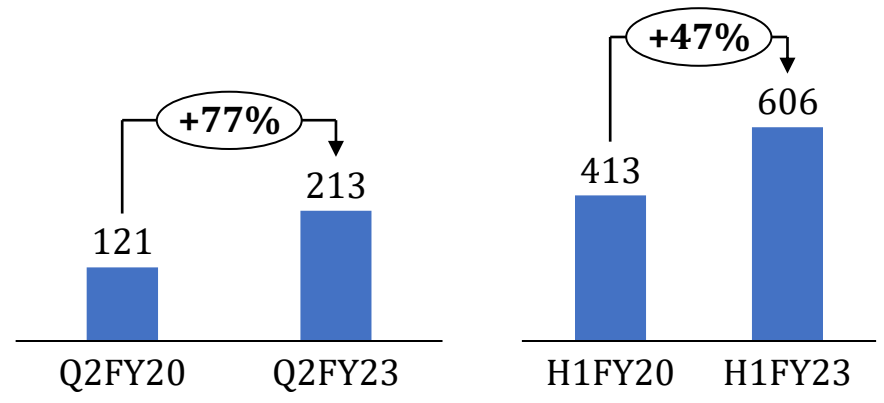


33 Dry Rides

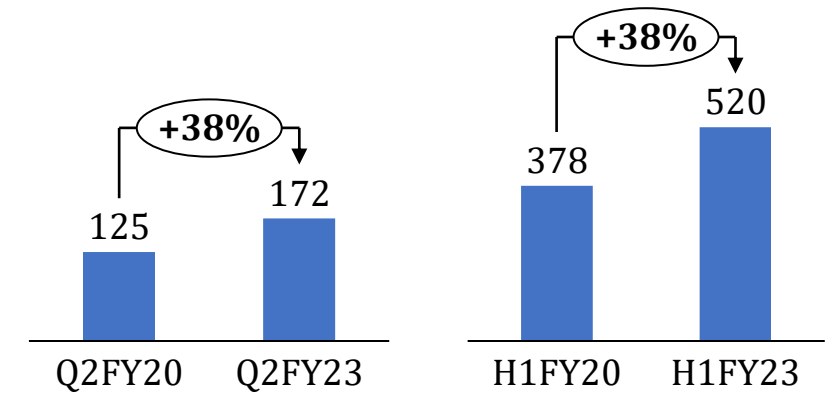


21 Wet Rides

Revenue (Rs in Mn)

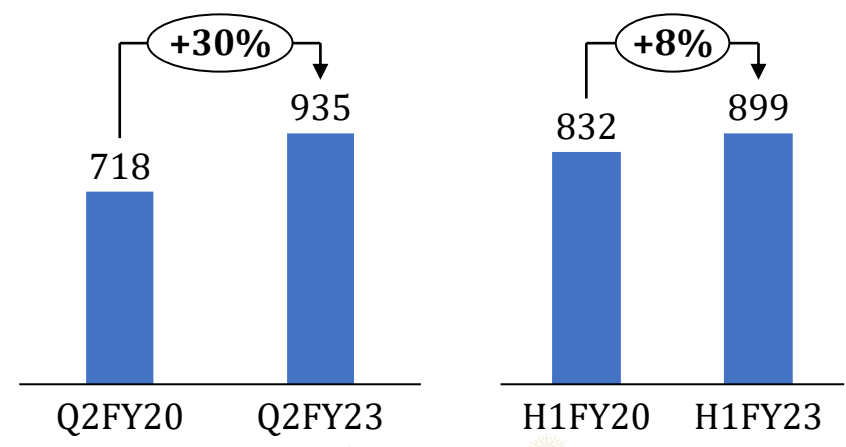


Footfalls (In '000)

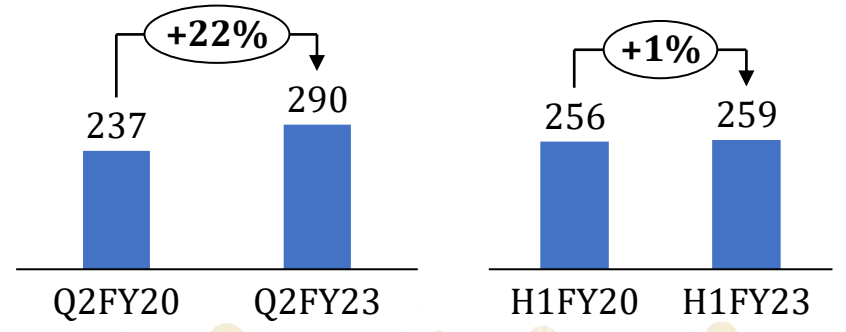


ARPU (in Rs)

Average Ticket Revenue



Average Non-Ticket Revenue





Kochi Park Signature Rides





Sunburn Kochi



Portfolio Update – Hyderabad Park



Launched
2016

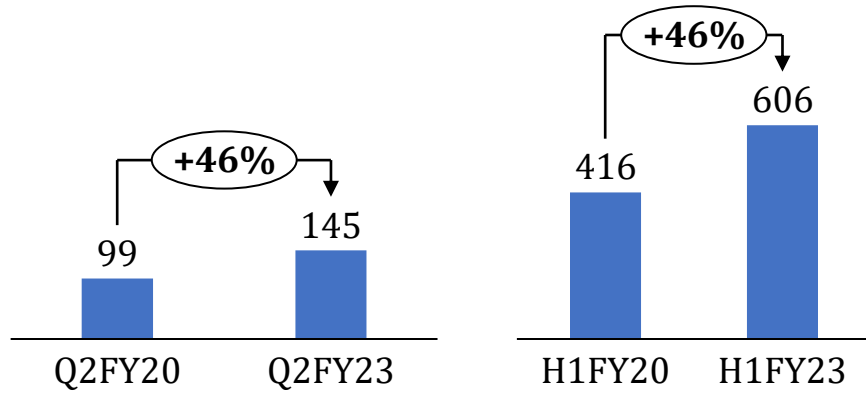


28 Dry Rides

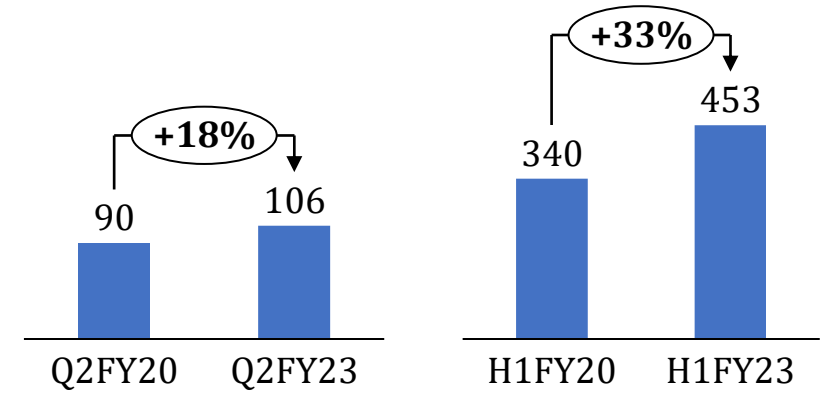


18 Wet Rides

Revenue (Rs in Mn)

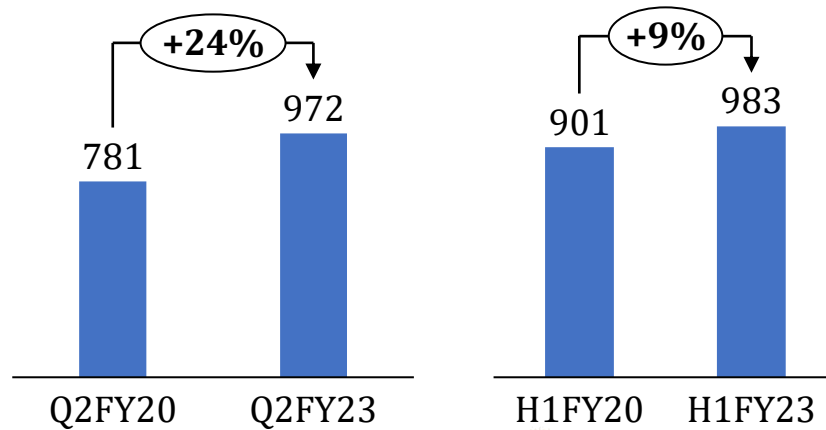


Footfalls (In '000)

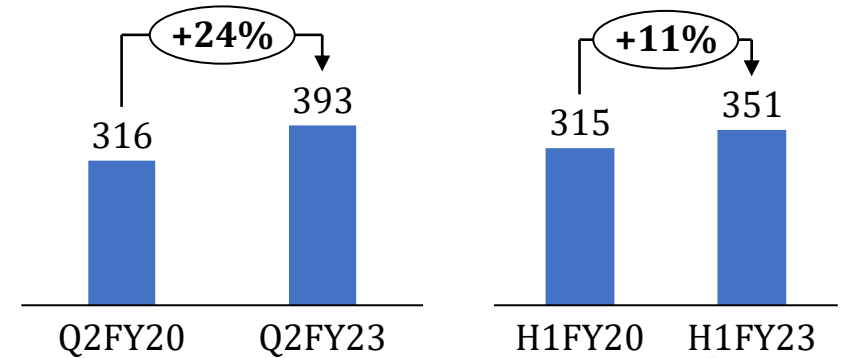


ARPU (in Rs)

Average Ticket Revenue



Average Non-Ticket Revenue





Hyderabad Park Signature Rides







Q2 & H1 FY23 Financials

Annexure

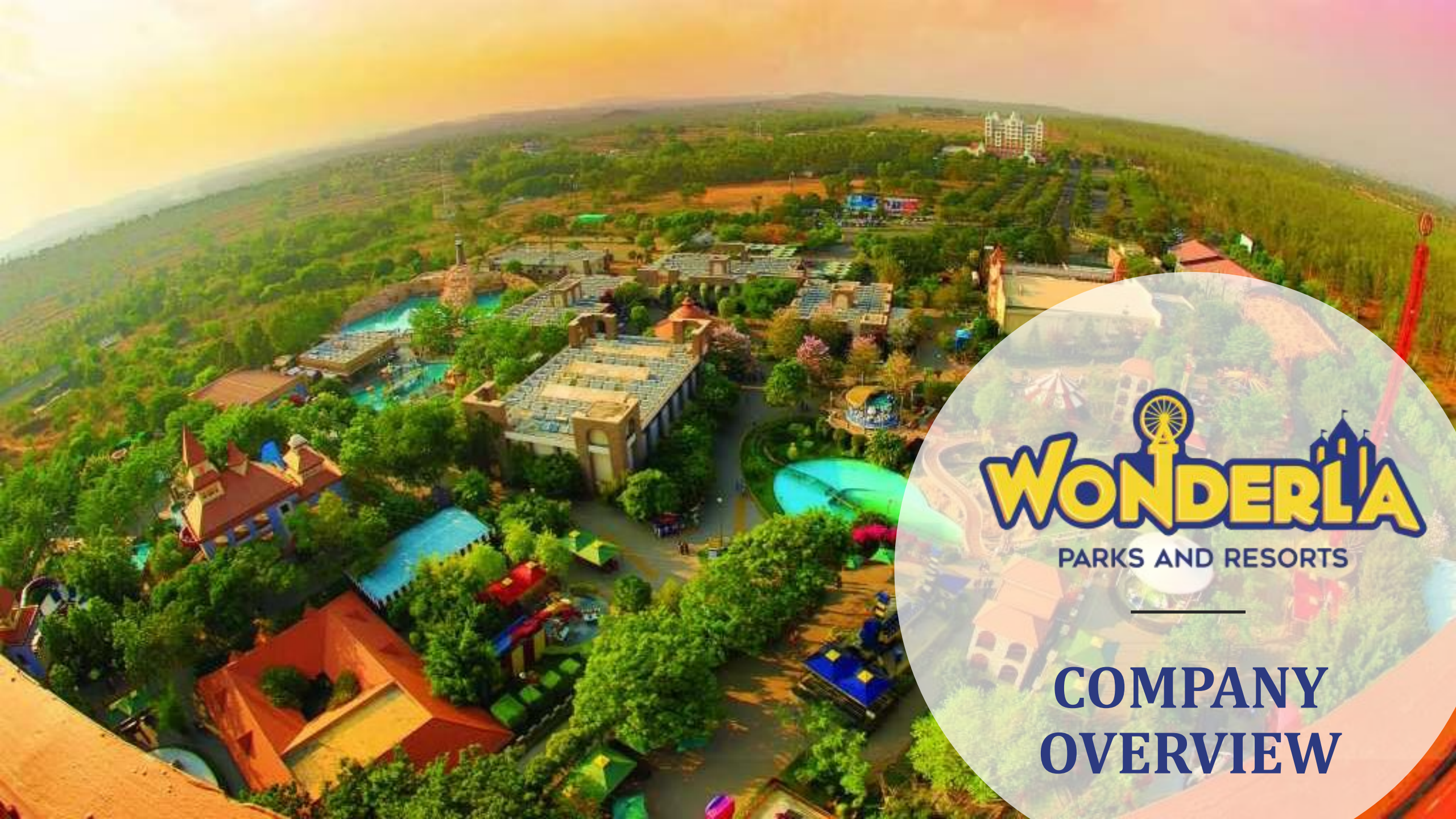
Consolidated P&L Statement

Particulars (In Rs mil.)	Q2 FY23	Q2FY22	Q2 FY 20	Q1FY23	H1 FY23	H1 FY22	H1 FY 20
Revenue from Operations	660.4	172.1	408.2	1,494.2	2,154.7	215.6	1,584.4
Other Income	36.9	11.2	31.1	28.8	65.7	22.0	67.9
Total income	697.3	183.2	439.3	1,523.0	2,220.4	237.5	1,652.3
Cost of materials consumed	39.7	8.4	21.2	68.9	108.5	11.0	68.2
Purchase of stock-in-trade	34.9	8.7	21.9	76.3	111.2	13.6	84.9
Changes in inventories of stock-in-trade	-2.2	1.1	1.1	-4.4	-6.6	-1.2	-2.4
Employee Expenses	112.8	77.1	94.2	143.3	256.1	149.1	205.8
Other Expenses	281.0	111.7	215.0	297.0	578.0	179.3	487.1
EBITDA	231.1	-23.8	85.9	942.0	1,173.1	-114.3	808.7
EBITDA Margin (%)	33.1%	-13.0%	19.6%	61.8%	52.8%	-48.1%	48.9%
Depreciation	86.5	95.8	105.0	90.5	177.0	193.9	209.4
Finance Cost	0.5	0.8	1.7	0.6	1.1	1.7	3.6
PBT	144.1	-120.4	-20.9	850.8	995.0	-310.0	595.7
Tax	38.9	-27.6	-22.5	207.1	245.9	-84.6	173.7
PAT	105.3	-92.8	1.6	643.8	749.1	-225.4	421.9
PAT Margin (%)	15.1%	-50.7%	0.4%	42.3%	33.7%	-94.9%	25.5%
EPS	1.9	-1.6	0.0	11.4	13.2	-4.0	7.5

Consolidated Balance Sheet

Particulars (In Rs mil)	30th Sept 2022	31st Mar 2022
EQUITY AND LIABILITIES		
Equity		
Equity share capital	565.6	565.5
Other equity	8,188.9	7,441.2
Sub Total	8,754.5	8,006.6
Liabilities		
Lease liabilities	8.7	10.0
Provisions	59.9	45.6
Deferred tax liabilities (net)	752.8	613.3
Sub Total	821.4	668.8
Current liabilities		
Lease liabilities	17.0	16.4
Trade payables	221.0	190.0
Other financial liabilities	5.8	5.3
Other current liabilities	52.7	52.1
Provisions	135.0	117.3
Sub Total	431.4	381.1
TOTAL EQUITY AND LIABILITIES	10,007.4	9,056.6

Particulars (In Rs mil)	30th Sept 2022	31st Mar 2022
ASSETS		
Non-current assets		
Property, plant and equipment	7,148.3	7,215.8
Capital work-in-progress	285.1	324.5
Intangible assets	7.4	4.0
Right to use Assets	81.9	22.1
Loans	1.8	1.9
Other financial assets	86.2	107.2
Other non-current assets	79.8	68.3
Sub Total	7,690.5	7,743.8
Current assets		
Inventories	86.7	75.6
Investments	1,378.7	650.7
Trade receivables	12.8	12.3
Cash and cash equivalents	50.3	51.3
Other balances with banks	611.5	350.8
Loans	7.8	7.8
Other financial assets	11.4	16.0
Other current assets	157.7	148.3
Sub Total	2,316.9	1,312.7
TOTAL ASSETS	10,007.4	9,056.6



WONDERLA

PARKS AND RESORTS

**COMPANY
OVERVIEW**

3
Amusement
Parks

161
Fun Rides

15
Restaurants

10
Banquet Halls

3
Food courts

1
Lounge bar

- **Most visited parks in India:** Wonderla parks have been visited by over **35 million visitors since 2000**, making us the most visited amusement park in India.
- Two decades of experience in running parks in 3 different cities- Kochi, Bengaluru, and Hyderabad.



VISION

Adding 'Wonder' to lives and bringing people closer.

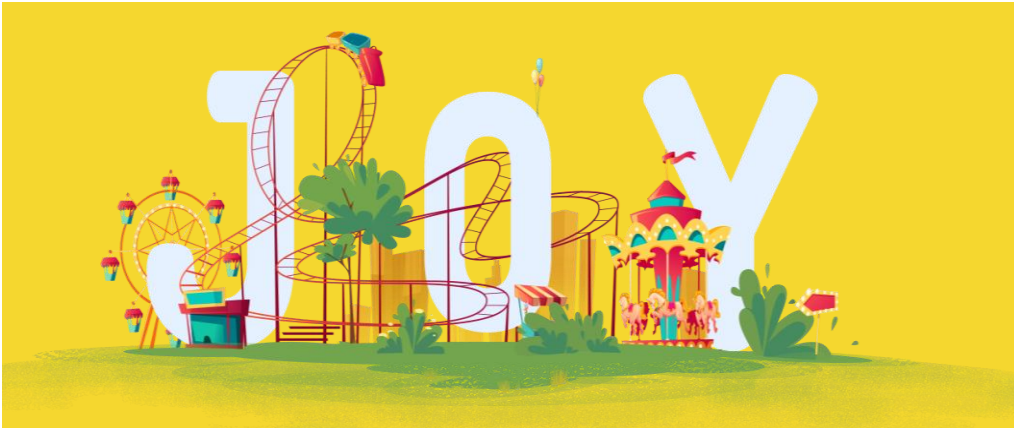


MISSION

Build and operate resource efficient amusement spaces to deliver a fun, thrilling, and hygienic experience to our guests.



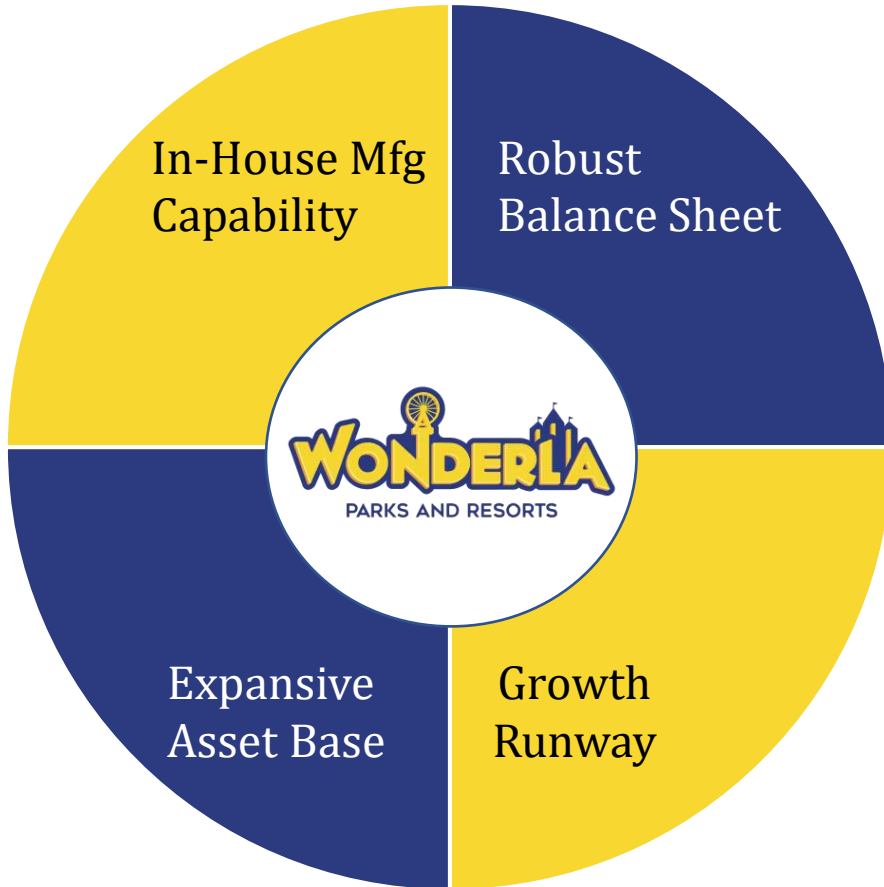
A Complete Family Entertainment Destination



Wonderla parks provide a rare avenue for families and friends to bond together in a wonderful outdoor environment. The parks deliver a safe, out-of-the-ordinary and highly memorable experience.



A Strong, Scalable & Enduring Business Model



Competency

- Skilled task force for designing new and modifying purchased
- Manufactured & constructed 42 rides in-house
- Unmatched customer experience

Prudence

- Disciplined capital allocation over the decades
- Focus on generating substantial cash flows & maintaining debt free balance sheet

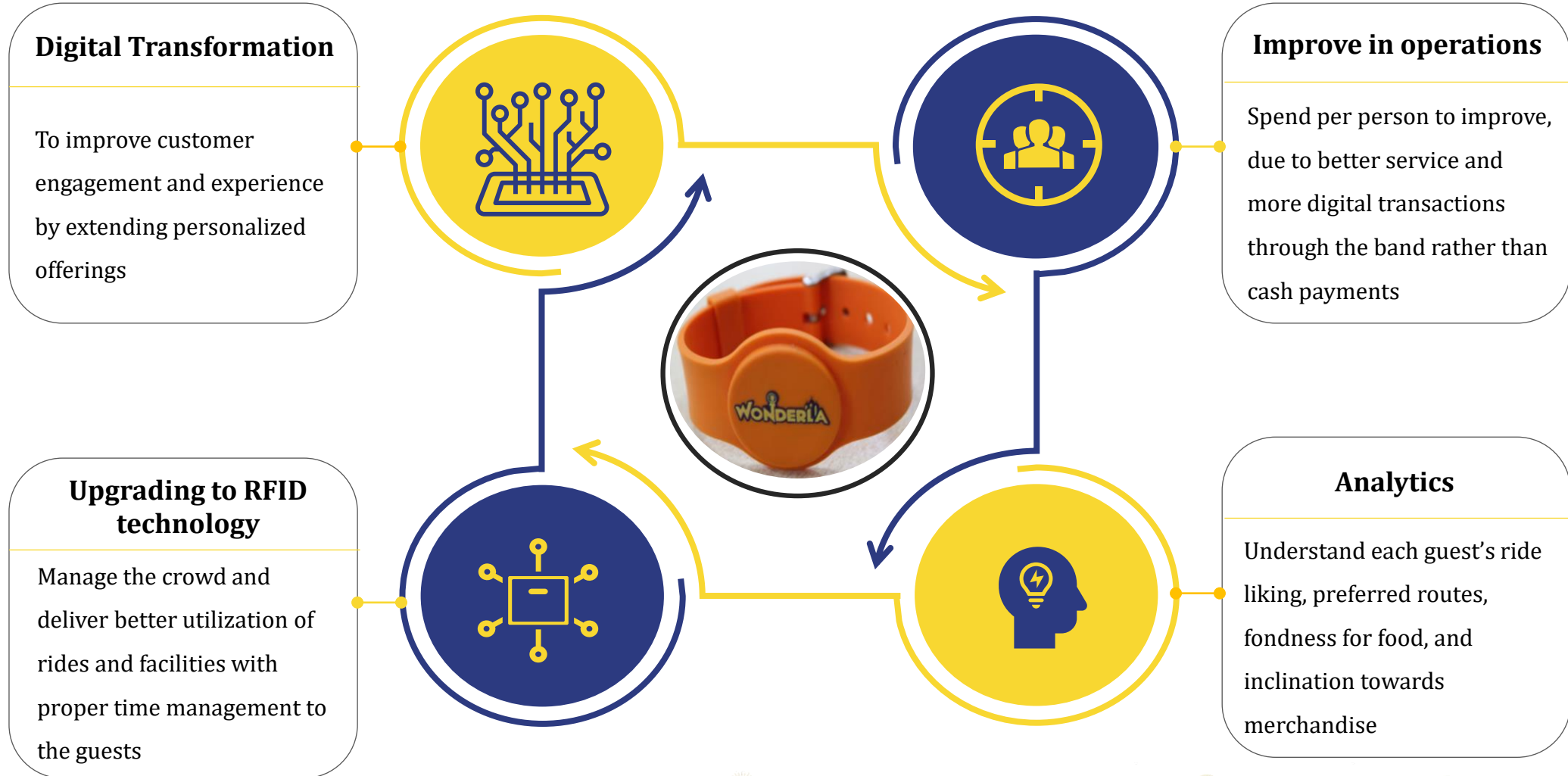
Forte

- Higher barrier to entry
- Unencumbered land bank of ~220 acres to leverage/ expand operations
- Over two decades of rich experience of park operations

Breakthrough

- Chennai project awaiting regulatory(LBT) clearance
- Venturing into asset-light model with Odisha park
- Increasing demand for outdoor experiences by the populace

The project will be piloted at the Bengaluru amusement park in 2023



Wonderla in the Media, Awards & Recognition



Mr Arun Chittilappilly was one of the keynote speakers at at TiECON Chennai 2022 on the topic "Wonder Trail - Gritty Stories" which spotlighted the entrepreneurial path of Wonderla Holidays.

Mr Kochuseph Chittilappilly was one of the six recipients of the first ever Kerala Sree Award



The Best Advice I Ever Got

‘TO ACHIEVE MASTERY, ONE NEEDS TO PUT IN A LARGE AMOUNT OF TIME’

ARUN K. CHITILAPPILLY, MANAGING DIRECTOR, WONDERLA HOLIDAYS



What was the problem you were grappling with?
There are certain instances where you would think multi-fold before taking a decision. During our IPO, I was in a similar sort of dilemma. I wanted to have expert advice on whether to expand into hospitality as a vertical or invest more in the amusement park.

How did you approach it?
I still feel the advice that I had got at that point helped me big time. If we had diversified at that stage, we would be starting in a new field from scratch. That means achieving mastery in that field would have taken much longer and resulted in delayed returns on investments.

What is the best advice you have ever received?
The best advice I got is from the book *Outliers* by Malcolm Gladwell... [The advice] is to achieve mastery over something, one needs to put in a large amount of time, [say] about 10,000 hours. It is something that I have constantly echoed to myself and tried to inculcate in my life.

How effective was it in resolving the problem?
I immediately got the answer to my dilemma. We were already in the amusement park sector for 12-plus years, and we had achieved some level of mastery in the field. I had to focus on that and put in all my efforts to go ahead. That led to our plans to build more parks in Hyderabad and Chennai and the successful IPO eventually. **BT**

—Vidya S.

Thank you !

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