



SINCLAIRS
HOTELS *and* RESORTS

February 14, 2022

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001
Scrip Code: 523023

The Secretary
The Calcutta Stock Exchange Ltd
7, Lyons Range
Kolkata 700 001
Scrip Code: 29074

Dear Sir,

Sub: Sinclairs Hotels Limited: Investor Presentation

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed investor presentation.

Thanking you,
Yours faithfully,



Kriti Kochar
Company Secretary

Encl: As above

Sinclairs Hotels Limited

Regd. Office: Pressman House, 10A Lee Road, Kolkata 700 020, t: 9007540731
e: cs@sinclairshotels.com, CIN: L55101WB1971PLC028152

BURDWAN | DARJEELING | DOOARS | GANGTOK | KALIMPONG | OOTY | PORT BLAIR | SILIGURI

www.sinclairsindia.com

SINCLAIRS HOTELS LIMITED

Burdwan, Darjeeling, Dooars, Gangtok, Kalimpong, Ooty, Port Blair, Siliguri



Corporate Presentation
February 2022



SINCLAIRS
HOTELS and RESORTS

A Glimpse

Eight exciting destinations. One signature brand.



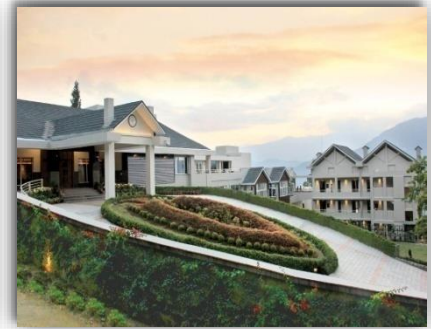
Sinclairs Burdwan



Sinclairs Darjeeling



Sinclairs Retreat Doars



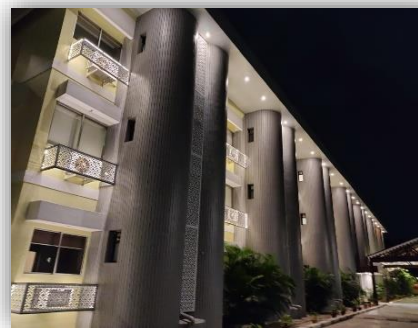
Sinclairs Retreat Kalimpong



Sinclairs Retreat Ooty



Sinclairs Bayview Port Blair



Sinclairs Siliguri



Sinclairs Gangtok

Sinclairs Yangang (South Sikkim)
the ninth property in Sinclairs chain will open in April 2022.



Sinclairs Hotels – a unique chain of 8 properties

- ❖ Sinclairs is the preferred destination for business and leisure travellers going to Burdwan, Siliguri, Darjeeling, Kalimpong, Chalsa in Dooars, Gangtok, Port Blair and Ooty.
- ❖ Periodic modernization and refurbishments, based on guest feedback, have ensured that all the Sinclairs properties are well maintained.
- ❖ For the best view of Kanchenjunga in all its glory, the place to be in is Sinclairs Darjeeling.
- ❖ Sinclairs Burdwan is situated in the richest district of West Bengal, right on the National Highway.
- ❖ If you wish to spend a quiet holiday in pristine surroundings and blooming flowers of myriad colours, Sinclairs Retreat Kalimpong is the right choice.
- ❖ Set amidst 20 acres of greenery Sinclairs Retreat Dooars in Chalsa, is a destination where literally you live with nature.
- ❖ Sinclairs Bayview Port Blair is set on a cantilever on the sea and you get an amazing 270° view of the Bay of Bengal .
- ❖ Sinclairs Retreat Ooty, in the lap of Nilgiri blue mountains is the highest located hotel in South India.
- ❖ Strategically situated, Sinclairs Siliguri is the best business hotel in town, ideal for hosting conferences and seminars.
- ❖ Sinclairs Gangtok, located at posh Zero Point in the town gives you an unforgettable view of the town in the backdrop of Himalayas.

The Promoters

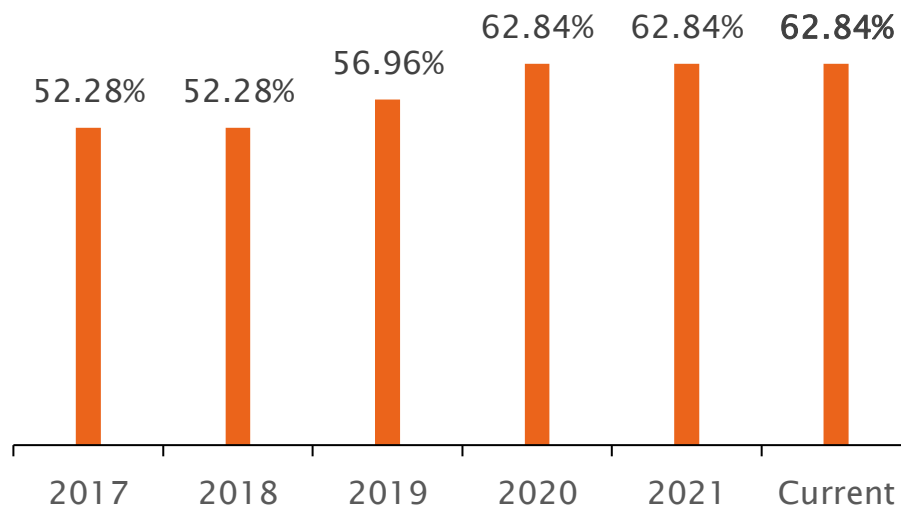
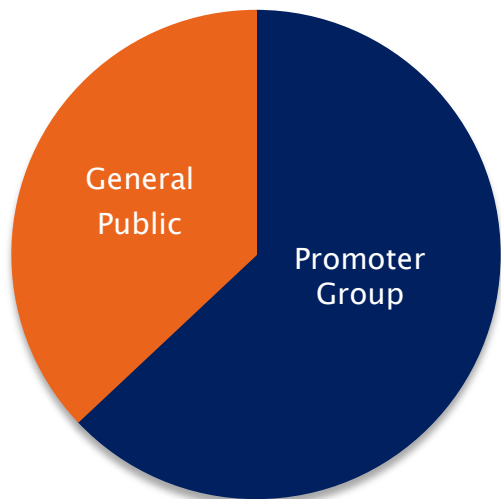
Dr Niren Suchanti

Dr Niren Chand Suchanti is a PhD in Chemical Engineering and Operations Research from the University of Cincinnati, USA. He has five decades of experience in the field of Industry, Business and Management which includes project consultancy assignment in USA.

Navin Suchanti

Mr Navin Chand Suchanti is a Honours Graduate in Physics with 48 years' experience in advertising, hospitality and tourism. He was earlier a Committee Member of Bengal Chamber, ASSOCHAM and CII and a member of Tourism Advisory Council, Government of West Bengal.

Shareholding Pattern*



Promoter Group – 62.84% (No shares are pledged)
 General Public – 37.16% (Over 12,000 shareholders)

Promoters have gradually increased their stake reflecting their confidence in the Company.

* As on 31st December 2021

Core Team

Stable and experienced Core Management Team

B L Soni

Chief Financial Officer

Working in Sinclairs for last 30 years

Swajib Chatterjee

Chief Operating Officer

Working in Sinclairs for last 15 years

Somnath Das

Dy General Manager – Sales

Working in Sinclairs for last 15 years

Ashis Chatterjee

Manager Purchase & Procurement

Working in Sinclairs for last 15 years

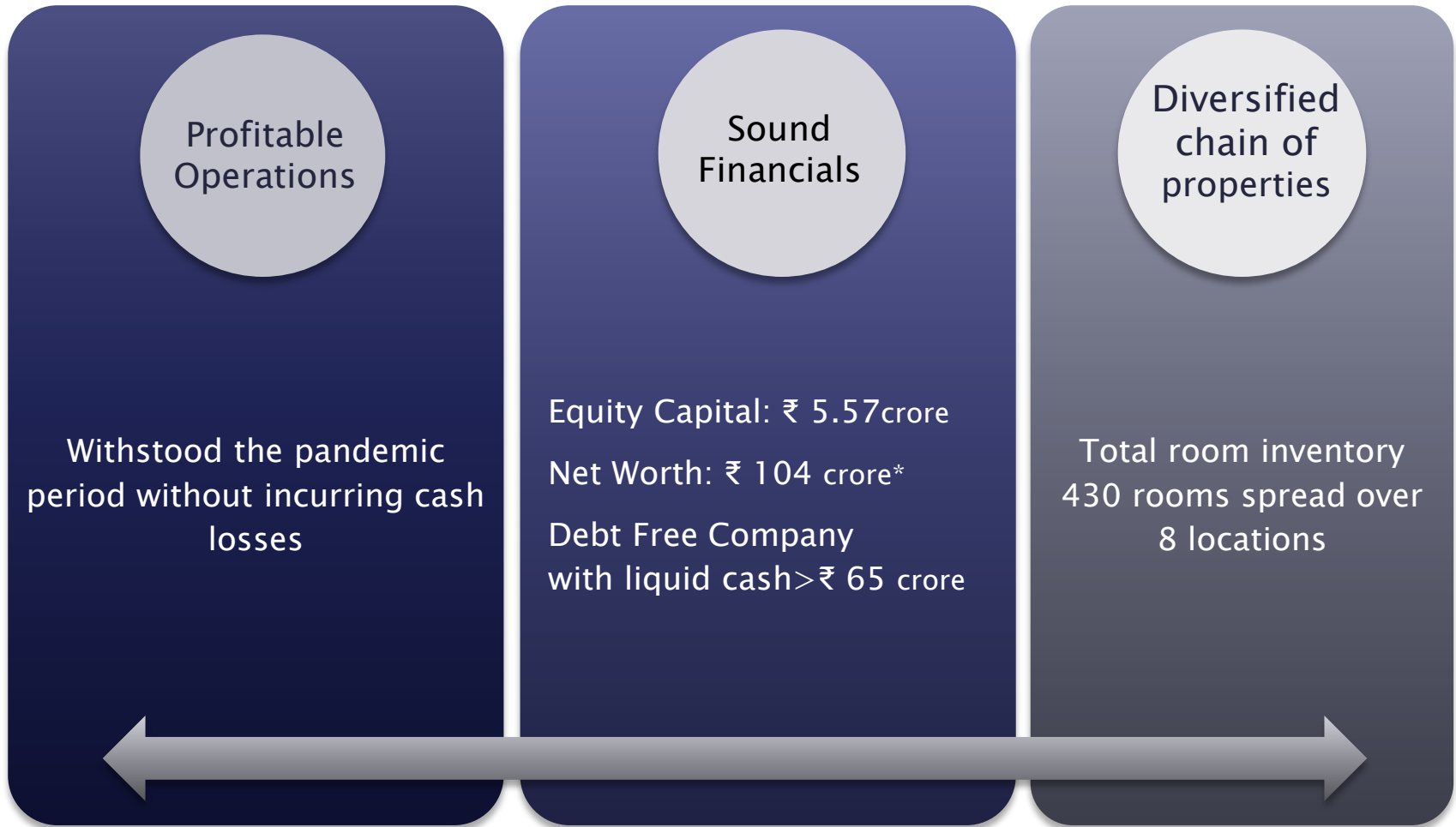
Rumpa Bhattacharya

Senior Manager Reservations

Working in Sinclairs for last 14 years



Our Strengths – Strong financials



* As on 31st March 2021




Financial Highlights

	FY'22 Nine months	FY '21	FY '20	FY '19	FY '18
Income					
Revenue from Operations	2122.96	1727.20	4544.93	4575.23	4591.28
Other Income	325.00	586.68	171.73	383.08	225.91
Total Revenue	2447.96	2313.88	4716.66	4958.31	4817.19
Expenditure	1320.24	1292.78	2862.60	2797.21	2683.82
EBIDTA	1127.72	1021.10	1854.06	2161.10	2133.37
EBIDTA Margin	46.07%	44.13%	39.31%	43.59%	44.29%
Depreciation	350.40	544.80	675.62	752.59	738.27
Finance cost**	80.01	53.14	–	–	–
Profit Before Tax	697.31	423.16	1178.44	1408.51	1395.10
Tax	193.01	72.04	229.54	433.82	221.31
Net Profit after Tax	504.30	351.12	948.90	974.69	1173.79
Share Capital	557.00	557.00	557.00	557.00	557.00
Other Equity (without Revaluation Reserves)	–	9850.22	9711.72	9159.04	8452.50
Net Worth	–	10407.22	10268.72	9716.04	9009.50
Earnings per Share (₹ 2)	1.81	1.26	3.41	3.50	21.07*
Dividend	–	40%	40%	60%	40%
Investments	6699.90	6230.58	5612.50	4808.33	4172.44


* EPS for the year 2018 is at ₹ 10 per share

** Interest expense on lease liability


The Future Outlook



• The business has been impacted during the nine month period ending December 2021 on account of COVID-19. The revenues were lower in the initial months of the current fiscal as the second wave of COVID-19 resulted in restrictions and lockdowns across the country.



• Demand showed a positive trend beginning September 2021 and there was a sharp recovery in the third quarter of the year, particularly in the leisure destinations.



• The beginning of the January 2022 has started with third wave of COVID-19 and the Company is constantly monitoring the situation.



• The Company's properties are well maintained with all safety protocols in place.

Status of Kolkata Land

The Company owns one acre of prime freehold land in Rajarhat, New Town, Kolkata.

Earlier plans of setting up a 114-room business hotel has been shelved.

The market value of land has appreciated and it is proposed to unlock this value at a suitable time.



Our footprints

West Bengal:

- Sinclairs Burdwan
- Sinclairs Darjeeling
- Sinclairs Retreat Dooars
- Sinclairs Retreat Kalimpong
- Sinclairs Siliguri

Sikkim:

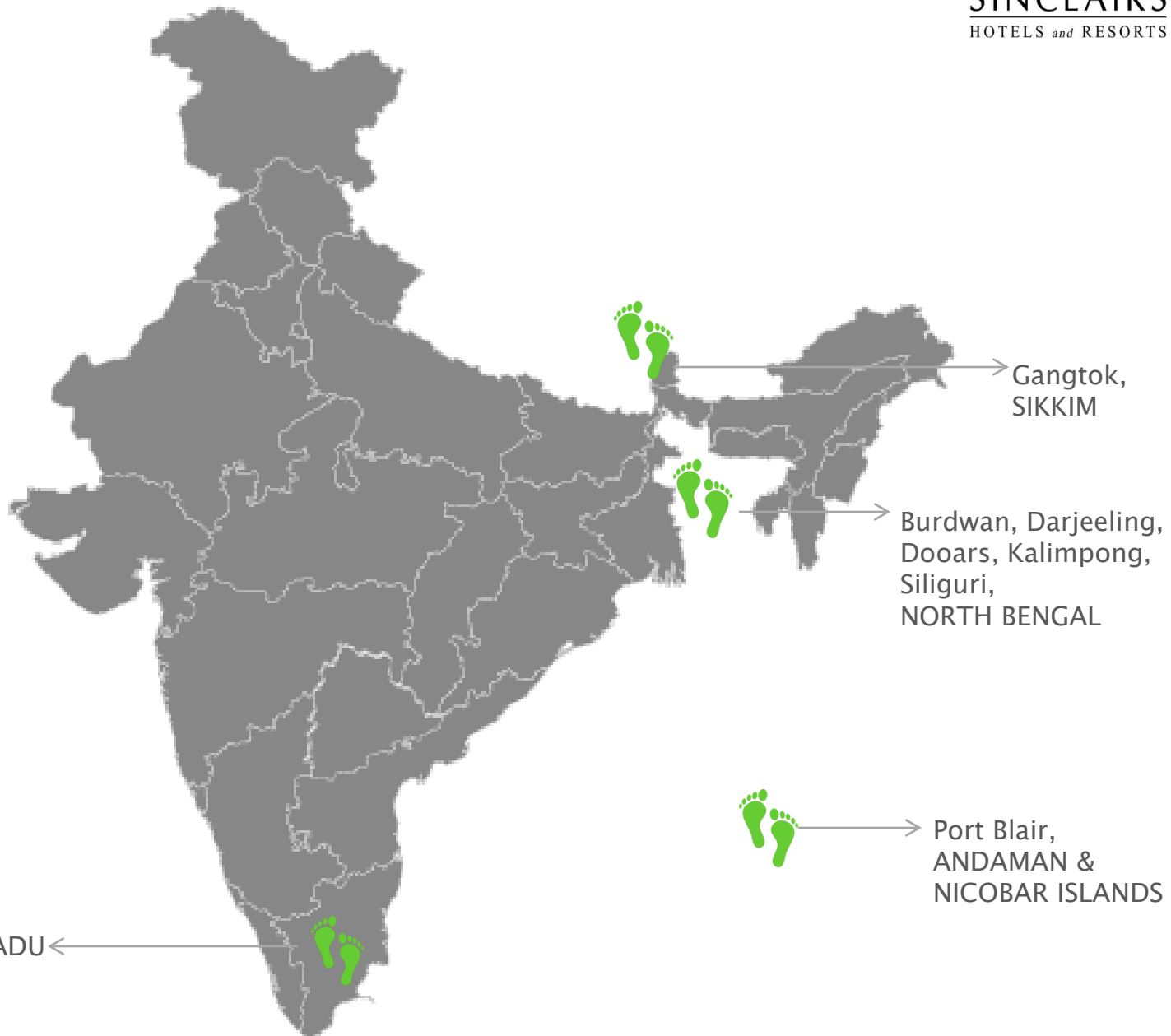
- Sinclairs Gangtok

Tamil Nadu:

- Sinclairs Retreat Ooty

Andaman & Nicobar Islands:

- Sinclairs Bayview Port Blair





Our Strengths

Growth Story

- 1 Sales Offices at Kolkata, Siliguri, Burdwan, Port Blair.
- 2 Blue Chip Corporate Customer Base – ITC, Nestle, Uniliver, Sun Pharma, Alkem Lab, Zydus Cadila, ICICI Bank, Axis Bank, LIC, IndianOil, HPCL etc.
- 3 Excellent relationship with Online Travel Aggregators – MakeMyTrip & Golbibo, Yatra & Travelguru, Booking.com, Agoda.com, Expedia, Cleartrip etc.
- 4 Regular business relationship with important Travel Agents – Thomas Cook, Sita, Le Passage, Travel Corporation of India, Trail Blazer, Tours India, FCM Travel etc.
- 5 Strong Online Presence – Dynamic website, active social media pages, sustained Digital Marketing on Google Platform.

Future Plans

Sinclairs plans to expand its chain by acquiring properties on outright purchase/lease.

Leased properties will result in expanding footprints quickly while new acquisitions will reduce tax liability.

The present cash surplus exceeding ₹ 65 crore together with cash generated every year will ensure that the company has adequate cash flow for acquisitions without any borrowings.

The strategy will be to acquire or take on lease properties located around the present ones to take advantage of the cluster approach.

Property wise – Tripadvisor Ranking *

Tripadvisor* Ratings

A reflection of complete focus on guest satisfaction

Burdwan	1 of 10	(4.5 star)
Darjeeling	2 of 246	(4.5 star)
Dooars	1 of 8	(4 star)
Gangtok	9 of 335	(5 star)
Kalimpong	2 of 50	(4.5 star)
Ooty	8 of 215	(4.5 star)
Port Blair	7 of 138	(4 star)
Siliguri	6 of 131	(4 star)



SINCLAIRS
HOTELS and RESORTS

SINCLAIRS BURDWAN

On NH2 – undoubtedly the best address in town





SINCLAIRS BURDWAN

Ownership – Freehold/ Leasehold	30 years lease + renewable as per defined formula
Land Area (in acres)	2
Built-up Area (in sq ft)	60,625
Year of property completion	2015
# Room & Sizes for each category:	
Premier # Rooms	22
Size (sq ft)	338
Suite # Rooms	2
Size (sq ft)	930
Total No of Rooms	24
No. of additional rooms possible	Yes
Restaurant Size (sq ft)	1,200 + 2,040*
Coffee Shop / Barb Q (sq ft)	1,394
Bar (sq ft)	105
No of covers	42 + 28*
No. of Banquets	3
Power demand	130 KVA
Power outage trends	Almost zero

* Covered Deck



Impressive Façade



Entrance to the Resort



Inside view of the Resort



Front Office



Forum – AC Lounge



The Palm Terrace



The Palm Terrace – Outdoor



The Saffron : Fine Dining Indian Restaurant



03: Lounge Bar



Swimming Pool



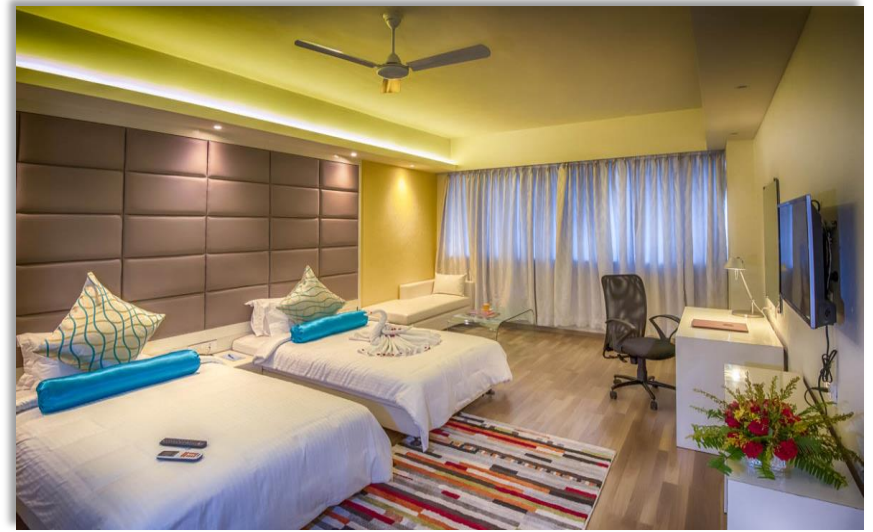
Gymnasium



Playzone



Library



Premier Room



The Maharaja Suite



Crystal Room: Ideal for meetings



Regal Room - Pre function area



Regal Room



Another view of Regal Room



Twilight view of the property



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SINCLAIRS DARJEELING

Enchantress of Hills



SINCLAIRS DARJEELING

Ownership – Freehold/ Leasehold	Freehold
Land Area (in acres)	0.5
Built-up Area (in sq ft)	25,423
Year of property completion	1984
# Room & Sizes for each category:	
Deluxe # Rooms	25
Size (sq ft)	227
Premier # Rooms	20
Size (sq ft)	254
Suite # Rooms	1
Size (sq ft)	486
Attic # Rooms	1
Size (sq ft)	325
Total No of Rooms	47
No. of additional rooms possible	No
Restaurant Size (sq ft)	987 + 432*
Coffee Shop / Barb Q (sq ft)	224
Bar (sq ft)	485
No of covers	46 + 12*
No. of Banquets	1
Size (sq ft)	1,000
Power demand	125 KVA
Power outage trends	Almost zero

* Covered Deck



Lobby in colonial style with a panoramic view of mountains



Lobby Area



Relish the Darjeeling tea at Mountain View Cafe



The Dorje Lounge – A colonial style bar set out with a wonderful view of the mountains



Kanchenjunga – Multicuisine restaurant



Mount View Café – Coffee shop



Burra Sahib Suite – Bedroom



Burra Sahib Suite – Living room



Kanchenjunga Room



Breathtaking view of hills from balcony of Kanchenjunga room



Premiere Room



Family Room



The Outdoor deck



Pagoda in the hotel



The Pinnacle - A medium sized conference hall



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SINCLAIRS RETREAT DOOARS

Nature at its best





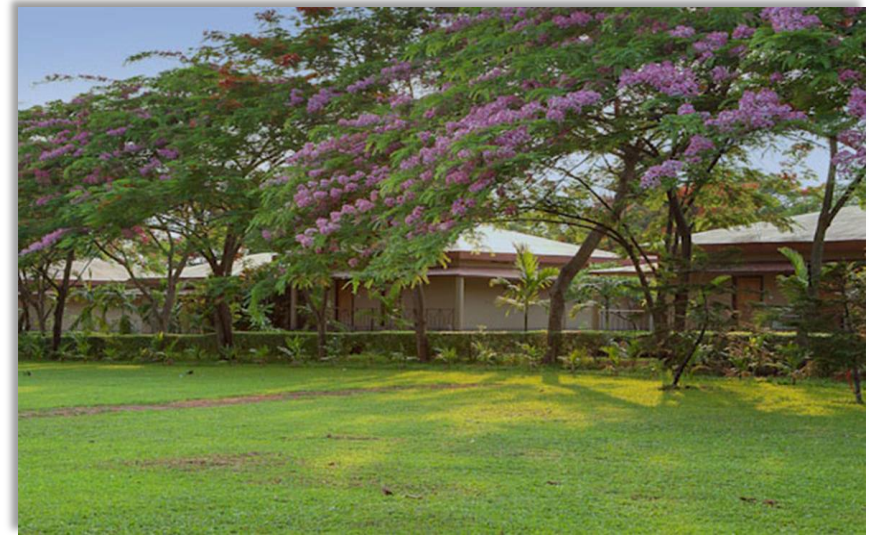
SINCLAIRS RETREAT DOOARS

Ownership – Freehold/ Leasehold	99 years lease with option to perpetually renew every 99 years
Land Area (in acres)	20.22
Built-up Area (in sq ft)	74,893
Year of property completion	1999
# Room & Sizes for each category:	
Premier # Rooms	66
Size (sq ft)	292
Suite # Rooms	3
Size (sq ft)	607
Wooden Cottage #	2
Size (sq ft)	282
Total No of Rooms	71
No. of additional rooms possible	Yes
Restaurant Size (sq ft)	2,076 + 2,140*
Bar (sq ft)	265
No of covers	55 + 35*
No. of Banquets	4
Size (sq ft)	5,739
Power demand	150 KVA
Power outage trends	Almost zero

* Covered Deck



Expansive lawns



Tree lined pathways



Scenic lobby



Garden Sit-out



Outdoor Sit-out



The Palm Terrace – Restaurant & Bar



The Pavilion



Outdoor deck



Laya Spa @ Sinclairs



The Spa Area



The Pool



The Kid's Pool



The Library



Deluxe Room



Garden facing Deluxe Room



Premier Suite – Burra Sahib Kothi



Hibiscus – For medium size conferences



Carnation for medium size conferences



The Iris – 6000 sq.ft. pillarless banquet hall



The Iris – 6000 sq.ft. pillarless banquet hall



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SINCLAIRS RETREAT KALIMPONG

An ideal retreat for nature lovers



SINCLAIRS RETREAT KALIMPONG

Ownership – Freehold/ Leasehold	Freehold
Land Area (in acres)	5
Built-up Area (in sq ft)	53,795
Year of property completion	2014
# Room & Sizes for each category:	
Premier # Rooms	28
Size (sq ft)	420
Suite # Rooms	2
Size (sq ft)	900
Attic # Rooms	16
Size (sq ft)	524
Wooden Cottage #	2
Size (sq ft)	450
Total No of Rooms	48
No. of additional rooms possible	Yes
Restaurant Size (sq ft)	1,955 + 875*
Coffee Shop / Barb Q (sq ft)	615
Bar (sq ft)	900
No of covers	58 + 16*
No. of Banquets	4
Size (sq ft)	3,828
Power demand	118 KVA
Power outage trends	1 hour / Day

* Covered Deck



Reception



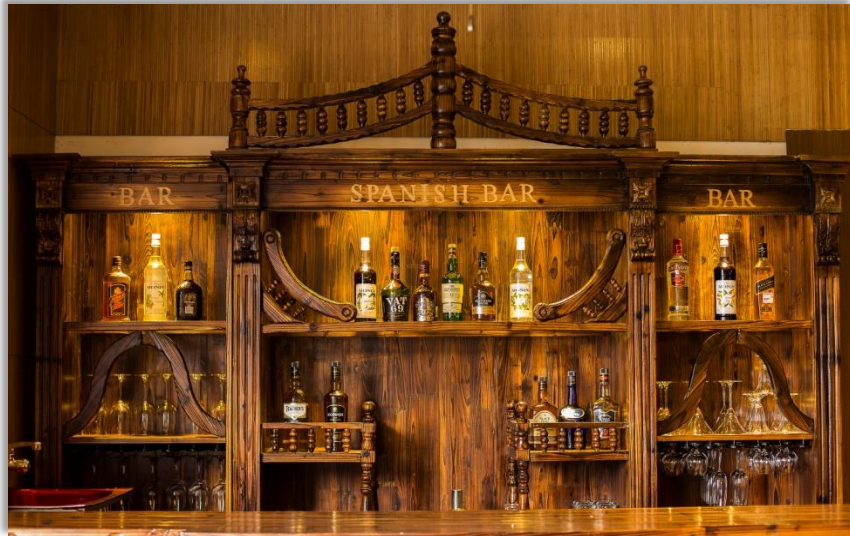
The terrace adjoining the reception



The Golden Oak – Multicuisine Restaurant



The Birch – Coffee Shop



Alto Espirito, the Spanish bar with a wide collection of drinks



The cottage blocks in the backdrop of the hills



Swimming pool amidst lush green surroundings



Fitness Centre



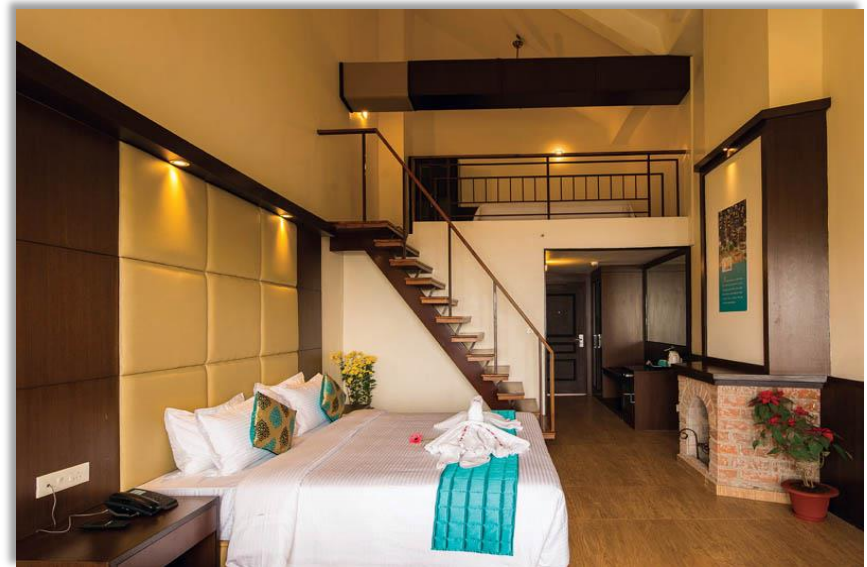
Billiards in the lounge bar



Premier Room with a private balcony



Premier Plus Room



Premier Room with attic – perfect for a family



Premier Room with twin beds



Luxury suite's bedroom



Luxury suite's spacious living room



Wooden Cottage Room built out of recycled wood



The Orchid I and II - Conference Hall



The Fern - Conference Hall



The Juniper - Meeting Room/Board Room



An aerial view of the Retreat



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SINCLAIRS RETREAT OOTY

Nestled in the Nilgiris





SINCLAIRS RETREAT OOTY

Ownership – Freehold/ Leasehold	Freehold
Land Area (in acres)	1
Built-up Area (in sq ft)	70,184
Year of property completion	2004
# Room & Sizes for each category:	
Deluxe # Rooms	42
Size (sq ft)	215
Premier # Rooms	27
Size (sq ft)	215
Suite # Rooms	7
Size (sq ft)	555.09
Superior # Rooms	3
Size (sq ft)	331
Villa # Rooms	6 **
Size (sq ft)	1959
Total No of Rooms	85
No. of additional rooms possible	No
Restaurant Size (sq ft)	1,360 + 1,466*
Coffee Shop / Barb Q (sq ft)	–
Bar (sq ft)	1,086
No of covers	60 + 20*
No. of Banquets	3
Size (sq ft)	4,950
Power demand	150 KVA
Power outage trends	1 hour / Day

* Covered Deck

** 6 rooms in 2 Villas



Ootacamund's highest located hotel



Façade – Night View



Expansive Lobby



Majestic view of sunset from hotel view of balcony



Coffee Shop



The Spanish Bar



Multicuisine Restaurant



Indoor Games Arena with Library



The Library – Unwind with your favorite book



Tic Tac Toe – A Vibrant Entertainment Zone



Deluxe Room



Premier Room



Deluxe Suite



Nilgiris Suite



The Regal Room - large banquet hall



The Windsor Room - Conference hall



The Windsor Room - Conference hall



The Lawn



The three level landscaping with a panoramic view



The Terrace



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SINCLAIRS BAYVIEW PORT BLAIR

In Waves of Delight





SINCLAIRS BAYVIEW PORT BLAIR

Ownership – Freehold/ Leasehold	Freehold
Land Area (in acres)	1.5
Built-up Area (in sq ft)	46,126
Year of property completion	1991
# Room & Sizes for each category:	
Premier # Rooms	36
Size (sq ft)	383
Suite # Rooms	3
Size (sq ft)	640
Attic # Rooms	5
Size (sq ft)	550
Valentine # Rooms	2
Size (sq ft)	182
Total No of Rooms	46
No. of additional rooms possible	No
No of covers	75
No. of Banquets	1
Size (sq ft)	1,734
Power demand	150 KVA
Power outage trends	Almost zero



Expansive Lobby



Breathtaking view of the sunset



Alto Espirito - Spanish Bar



Multicuisine Restaurant



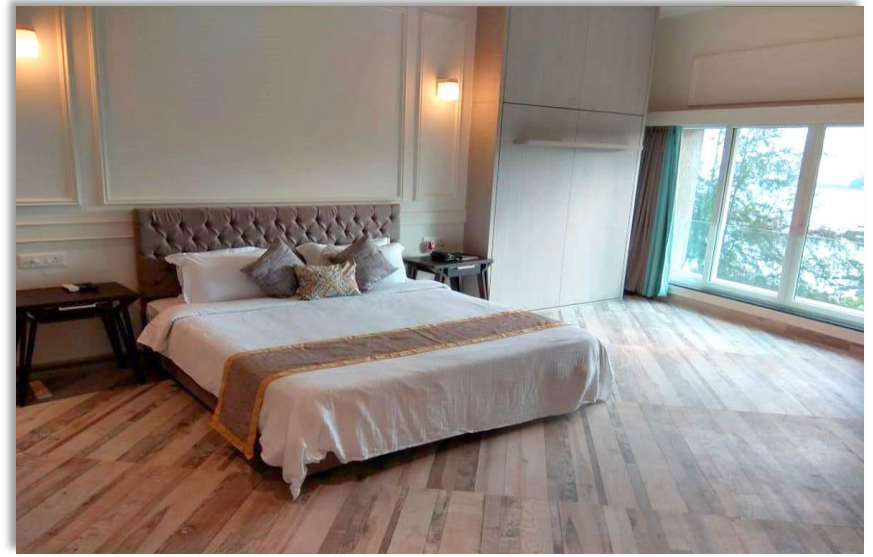
The Deck



The Deck with garden



Premier Room



Premier Family Suite



Premier Attic Room



Valentine Room



The Woodhouse - Conference Hall



Infinity Swimming Pool



SINCLAIRS
HOTELS *and* RESORTS

SINCLAIRS SILIGURI

The best address in town



SINCLAIRS SILIGURI

Ownership – Freehold/ Leasehold	Freehold
Land Area (in acres)	2.47
Built-up Area (in sq ft)	56,046
Year of property completion	1976
# Room & Sizes for each category:	
Premier # Rooms	46
Size (sq ft)	201
Suite # Rooms	3
Size (sq ft)	406
Total No of Rooms	49
No. of additional rooms possible	Yes
Restaurant Size (sq ft)	810 + 490*
No of covers	38 + 28*
No. of Banquets	5
Size (sq ft)	5,270
Power outage trends	1-3 hours / month

* Covered Deck



Lobby



Lobby



Restaurant Deck area



The Palms – Multicuisine Restaurant



Premier Room



Premier Suite



Garden Suite



Garden Suite



The Imperial - large Conference Hall



The Regency - Conference Room



The Summit - another Conference Room



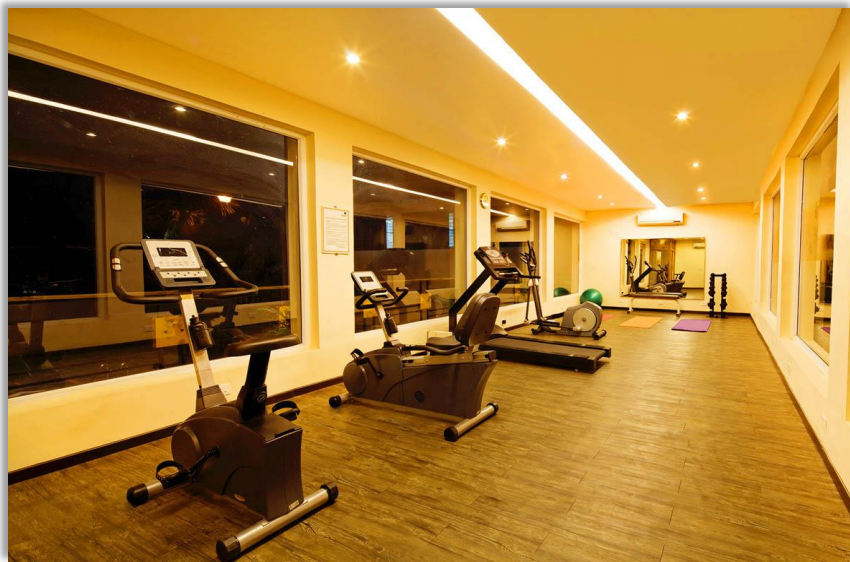
The Darbar - large Banquet Hall



The Heritage Garden



Sinclairs Spa



The Gym



The Pool



SINCLAIRS
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SINCLAIRS GANGTOK

A new landmark in Gangtok





SINCLAIRS GANGTOK

Ownership – Freehold/ Leasehold	9 years lease
Land Area (in acres)	0.17
Built-up Area (in sq ft)	64,029
Year of property completion	2020
# Room & Sizes for each category:	
Deluxe # Rooms	20
Size (sq ft)	270
Deluxe Family # Rooms	8 *
Size (sq ft)	554
Premier # Rooms	24
Size (sq ft)	340
Suite # Rooms	4
Size (sq ft)	525
Valentine # Rooms	4
Size (sq ft)	340
Total No of Rooms	60
No. of additional rooms possible	No
Restaurant Size (sq ft)	1,933 + 378**
Coffee Shop / Barb Q (sq ft)	1,716
Bar (sq ft)	1,978
No of covers	66 + 16**
No. of Banquets	1
Size (sq ft)	2,240
Power demand	200 KVA
Power outage trends	2 hours /month

* Each Family Room is 2-rooms combined making it 8-rooms

** Uncovered Deck



Lobby



Lobby



Guras Bar & Lounge



Magnolia – Multicuisine Restaurant



Premier Room



Premier Suite



Deluxe Room



Valentine Room



Infinity Swimming Pool



View from the Hotel



Banquet Seating Area



The Cherry Hall



SINCLAIRS HOTELS LIMITED

Registered Office Address

Pressman House, 10A Lee Road
Kolkata 700 020

Email

kolkata@sinclairshotels.com

Website

www.sinclairshotels.com

Investor Information Website

www.sinclairsindia.com