



Let's Play  
Soon!



Q2 & H1 FY21 RESULT UPDATE  
November 2020



- Q2 FY21 HIGHLIGHTS
- WONDER KITCHEN EXPANSION
- WONDER GARDEN INITIATIVE
- SOCIAL MEDIA ENGAGEMENT
- RESORT RE-OPENING
- BANGALORE PARK RE-OPENING
- FINANCIALS
- GLOBAL PARKS INDUSTRY UPDATE
- COMPANY OVERVIEW



## Operational Highlights

- In view of COVID outbreak, with safety & precautionary instructions outlined by the State Government, the management decided to temporarily shut down operations in the month of March 2020.
- Kochi park was closed from 11 March 2020, Bangalore Park, Resort and Hyderabad park was closed from 14 March & 15 March 2020 respectively.
- Financial performance for the quarter & half year ended September 30, 2020 was adversely impacted by the nationwide lockdown implemented to prevent the spread of novel coronavirus (COVID-19).
- The Company has undertaken costs (payroll, advertising & marketing and overheads) reduction and rationalization measures including deferral of avoidable operating costs.
- Effective October 2020, we have vacated the premises of our Corporate Office at 6<sup>th</sup> Floor, Anand Towers, Richmond Circle, Bangalore. Going forward, the Corporate team will operate out of office space created within Bangalore park.
- Monthly expenses have reduced from Rs. 10 Crores in March 2020 to Rs. 3.9 Crores in June 2020. Further, reduced to about Rs. 3 Crores from July 2020.

## UNLOCK 5.0

- The Government issued unlock 5.0 guidelines amid efforts to restore normalcy in economic activities hit by the COVID -19 pandemic. Entertainment parks have been allowed to operate with 50% capacity from 15<sup>th</sup> October 2020 with the strict implementation of SOP issued by MHA
- Bangalore park is scheduled to open to public from 13<sup>th</sup> November 2020 with enhanced hygiene protocols
- The Company appointed & received international certification from Bureau Veritas, a world leader in laboratory testing, inspection and certification services to validate the hygiene management system called “COV-Safe”
- The park will operate from Fridays to Sundays/Holidays at a Special price of Rs. 699 (incl taxes) for dry park facility, with capacity limited to three thousand per day and mandatory advanced online bookings. (Operating water park has not been approved by the Karnataka Government)
- As a gesture of respect and gratitude to the Covid Warriors, we will be offering exclusive and free entry to them from 9-12 November
- Approval & SOP from Telengana Government is awaited for Hyderabad park. Sec 144 continues to be applicable in some parts of Kerala

# WONDER KITCHEN

Our F&B initiative - “**Wonder Kitchen**” expanded with second branch of Wonder Kitchen at Rajarajeshwari Nagar, in Bangalore. On 29<sup>th</sup> August 2020, we opened Wonder Kitchen at Kakkanad, Kochi. In September, we opened another at Vanasthalipuram, Hyderabad. We now have 4 Wonder Kitchens branches operational in the cities where we have our parks



# WONDER KITCHEN

Wonder Kitchen Kochi , inaugurated by Shri Kouchuseph Chittilappilly, Founder – Wonderla Holidays and Smt Sheela Kouchuseph, MD – V-Star; in the presence of Wonderla board members – Shri George Joseph, Non Executive Director, Ms Anjali Nair, Director, accompanied by Shri Ravi Kumar MA, Kochi Park Head



Rajaraheshwari Nagar - Bangalore



Kengeri - Bangalore



Kakkanad - Kochi



Vanasthalipuram - Hyderabad

# WONDER GARDEN Kochi

- On 5<sup>th</sup> October, we launched a new plant nursery venture under the brand name 'Wonder Garden' in Kochi, opposite to Wonderla Kochi Park, Pallikkara. It was inaugurated by our Founder, Shri. Kochouseph Chittilappilly.
- Wonder Garden offers a wide range of top quality flowering plants, fruit plants, ornamental plants, indoor plants, pots, seeds, etc. at very attractive rates. The nursery has been launched with the vision of highlighting the importance of planting a garden/ plant in our house or workspace for creating a healthy living atmosphere.



# Bangalore Resort Reopening

Wonderla Resort Bangalore was reopened for customers from 3<sup>rd</sup> October 2020. We have re-opened with some attractive offers on stay packages. The resort aims to provide

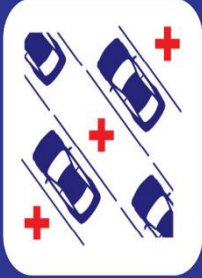
- Safe & hygienic getaway for the people after spending a major part of the year under lockdown.
- Wake up closer to nature with all the space for fun, love, life, and laughter.
- Stay safe and happy within the city limits
- 50-Acre land space to rejuvenate & a breath-taking view of the world-class Wonderla Amusement Park





# Upcoming Bangalore Park Re-Opening

## 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**

# Upcoming Bangalore Park Re-Opening

## IN-PARK HYGIENE MEASURES



**WEARING MASKS IS COMPULSORY.**



**GUESTS ARE REQUESTED TO FOLLOW ALL HYGIENE PRACTICES STRICTLY.**



**OUR EMPLOYEES HAVE BEEN TRAINED TO ENSURE THE SAFETY AND WELL-BEING OF GUESTS.**



**THE PARK IS DEEP CLEANED AND DISINFECTED REGULARLY.**



**HAND SANITISER DISPENSERS ARE PLACED ACROSS THE PARK.**



**AN ISOLATION ROOM HAS BEEN SET UP FOR EMERGENCY.**

## RESTAURANT SAFETY MEASURES



**WEARING MASKS IS COMPULSORY.**



**HYGIENE SCREEN AT BILLING COUNTERS TO SEPARATE GUESTS AND STAFF.**



**USE CONTACTLESS PAYMENTS FOR ALL TRANSACTIONS.**



**HAND SANITISER DISPENSERS ARE PLACED ACROSS THE PARK.**



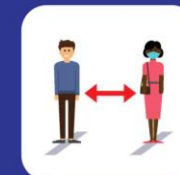
**DO NOT LITTER. USE THE BINS PROVIDED.**



**GUESTS ARE REQUESTED TO FOLLOW ALL HYGIENE PRACTICES.**



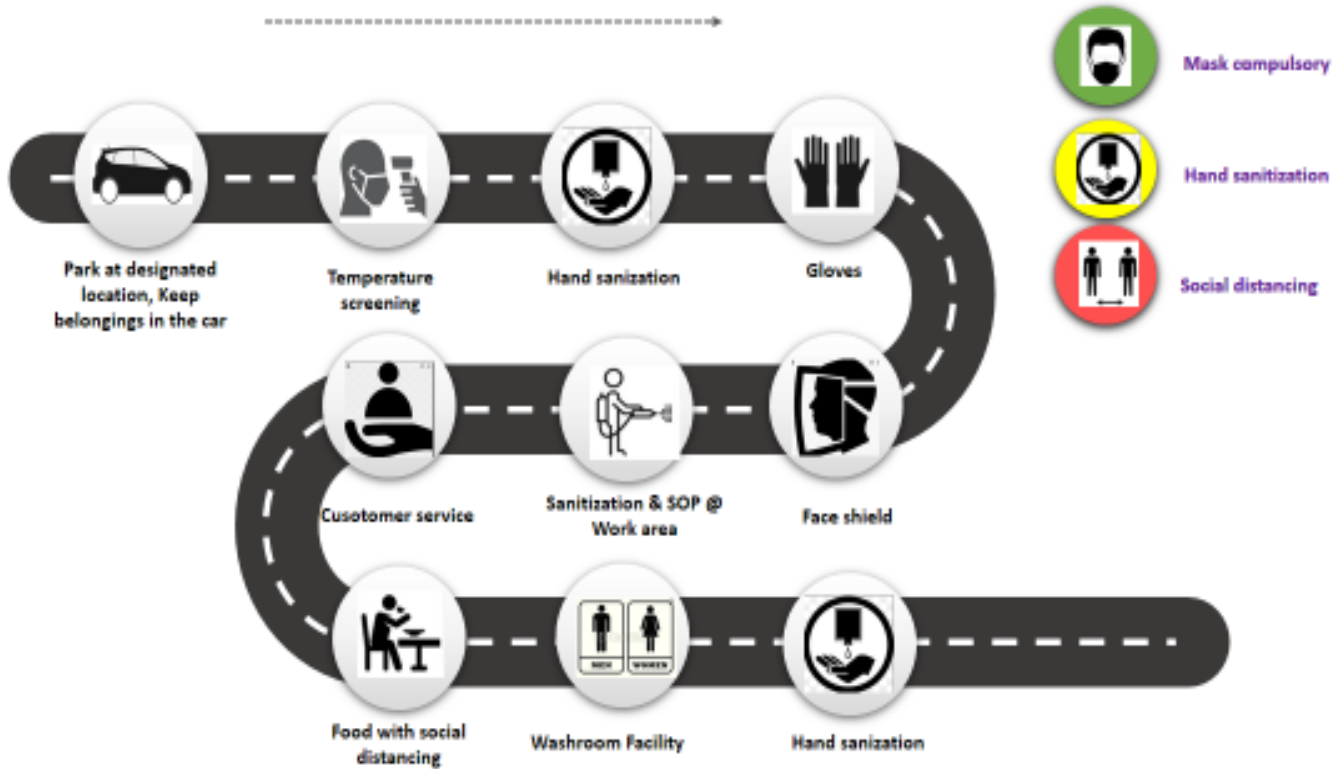
**THE AREA HAS BEEN DEEP CLEANED AND DISINFECTED.**



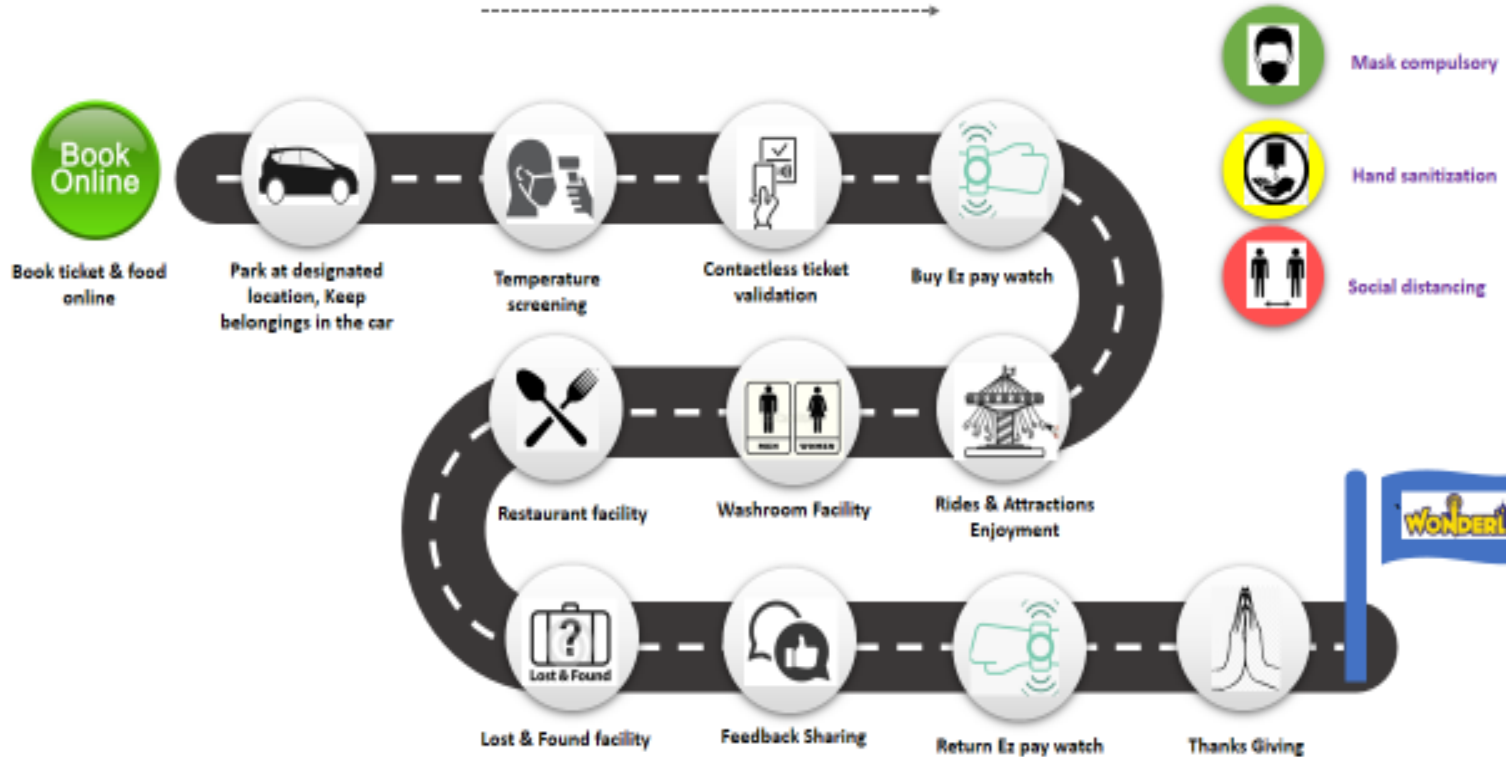
**PHYSICAL DISTANCING TO BE MAINTAINED AT PARK**

# Health & Safety Precautions for Re-Opening

## Staff - Journey



## Guest - Journey



## FINANCIALS - P&L STATEMENT

Particulars (Rs Mn)	Q2 FY 21	Q2 FY 20	YoY %	H1 FY 21	H1 FY 20	YoY %
Sale of Services	-	307.3	-	-	1,234.2	-
Sale of products	1.8	100.4	-	2.0	349.1	-
Other Operating Revenue	0.0	0.5	-	0.0	1.2	-
<b>Revenue from Operations</b>	<b>1.8</b>	<b>408.2</b>	-	<b>2.0</b>	<b>1,584.4</b>	-
Cost of materials consumed	0.8	21.2	-	0.8	68.2	-
Purchase of stock-in-trade	-1.4	21.9	-	-1.5	84.9	-
Changes in inventories stock	2.2	1.1	-	2.4	-2.4	-
Employee benefits expense	47.5	94.2	-49.5%	101.2	205.8	-50.8%
Other expenses	44.2	215.0	-79.5%	109.4	487.1	-77.5%
<b>Total Expense</b>	<b>93.2</b>	<b>353.3</b>	<b>-73.6%</b>	<b>212.2</b>	<b>843.6</b>	<b>-74.8%</b>
<b>EBITDA</b>	<b>-91.4</b>	<b>54.8</b>	-	<b>-210.2</b>	<b>740.8</b>	-
<b>EBITDA Margin %</b>	-	13.4%	-	-	46.8%	-
Other Income	15.8	31.1	-49.3%	34.0	67.9	-50.0%
Depreciation	126.4	105.0	20.3%	230.3	209.4	10.0%
Finance Cost	1.3	1.7	-23.8%	2.8	3.6	-23.0%
<b>PBT</b>	<b>-203.3</b>	<b>-20.9</b>	-	<b>-409.2</b>	<b>595.7</b>	-
Tax Expense	-45.4	-22.5	-	-106.1	173.7	-
<b>PAT</b>	<b>-158.0</b>	<b>1.6</b>	-	<b>-303.1</b>	<b>421.9</b>	-
<b>PAT Margin %</b>	-	0.4%	-	-	26.6%	-

## FINANCIALS - BALANCE SHEET

(Rs mn)	As of 30 Sept 2020	As of 31 March 2020		As of 30 Sept 2020	As of 31 March 2020
<b>EQUITY AND LIABILITIES</b>			<b>ASSETS</b>		
<b>Equity</b>			<b>Non-current assets</b>		
Equity share capital	565.3	565.2	Property, plant and equipment	7,587.2	7,767.7
Other equity	7,722.7	8,024.1	Capital work-in-progress	335.0	358.2
	<b>8,288.0</b>	<b>8,589.3</b>	Intangible assets	16.0	21.5
			Intangible assets under development	1.2	1.0
<b>Liabilities</b>			Right to use Assets	44.6	60.4
Non-current liabilities	-	-	Loans	28.6	26.6
Financial liabilities	33.6	39.4	Other financial assets	0.6	0.6
Borrowings	-	-	Income tax assets (net)	25.6	23.2
Provisions	30.0	26.4	Other non-current assets	45.9	51.9
Deferred tax liabilities (net)	706.9	813.1		<b>8,084.7</b>	<b>8,311.0</b>
	<b>770.5</b>	<b>878.9</b>	<b>Current assets</b>		
<b>Current liabilities</b>			Inventories	66.9	69.6
Financial liabilities	12.3	22.3	Financial assets	-	-
Borrowings	-	-	Investments	514.4	700.4
Trade payables	46.4	92.2	Trade receivables	0.9	3.8
Other financial liabilities	63.1	69.1	Cash and cash equivalents	4.5	37.7
Other current liabilities	13.6	20.8	Other balances with banks	479.2	500.1
Provisions	134.6	132.1	Loans	7.2	6.8
Income tax liabilities (net)	6.6	6.6	Other financial assets	16.9	15.5
	<b>276.4</b>	<b>342.9</b>	Other current assets	160.2	166.2
				<b>1,250.2</b>	<b>1,500.2</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>9,334.9</b>	<b>9,811.2</b>	<b>TOTAL ASSETS</b>	<b>9,334.9</b>	<b>9,811.2</b>

# Social Media Engagement

Instagram



[@wonderla\\_in](https://www.instagram.com/wonderla_in)

Click to follow

← Tweet



Wonderla  
@Wonder\_La

We are waiting for you to come back and ride the insanity! Tell us what ride you think is most insane and fun?

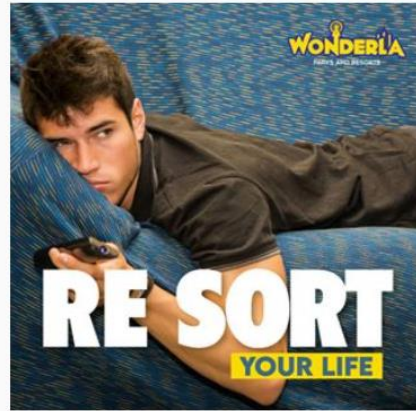
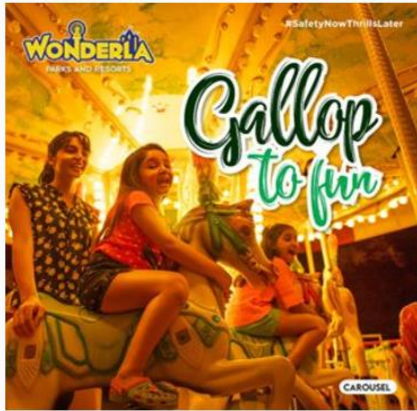
#SafetyNowThrillsLater #Wonderla #SafetyFirst  
#StayHomeStaySafe #ThisTooShallPass #Relax #Fun  
#Memories #adventures #thrills



[@Wonder\\_La](https://twitter.com/Wonder_La)

Click to follow

# Social Media Engagement



Wonderla  
@Wonder\_La

Re-sort your life at Wonderla Resort Bangalore - Now Open!  
Mega Re-sort Reopening Offer - 50% off exclusively on Saturdays, starting at just Rs.2999+GST. Hurry! Book Now.  
#Wonderla #Resort #Bangalore #WonderlaResort #NowOpen #ReSortLife #Relax #Refresh #Recharge #Reopen



[@wonderla\\_in](https://www.instagram.com/wonderla_in)

Click to follow



[@Wonder\\_La](https://www.twitter.com/Wonder_La)

Click to follow





# Social Media Engagement

facebook

[Wonderla](#)

Click to follow



Wonderla   
@Wonderla

- Home
- Events
- About
- Videos
- Photos
- Posts
- Reviews
- Iconosquare
- Community

 Like  Share  Suggest Edits 



# COMPANY OVERVIEW – BOARD OF DIRECTORS & MANAGEMENT TEAM



<b>KOCHOUSEPH CHITILAPPILLY</b> PROMOTER AND CHAIRMAN EMERTIUS, V-GUARD	<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</li> <li>• Post Graduate Degree in Physics</li> </ul>	<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>		
<b>GEORGE JOSEPH</b> NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> <li>• 39+ years work experience</li> <li>• Ex-Chairman &amp; MD- Syndicate Bank, Ex-Director- Muthoot Finance</li> </ul>	<b>GOPAL SRINIVASAN</b> INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> <li>• 26+ years work experience</li> <li>• Chairman of TVS Capital Funds &amp; Independent Director in TVS &amp; Sons Limited.</li> </ul>	<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>
<b>R LAKSHMINARAYANAN</b> NON-EXECUTIVE VICE CHAIRMAN	<ul style="list-style-type: none"> <li>• 10+ years of work experience in Retail</li> <li>• Independent Director in Jyothi Laboratories Limited</li> </ul>	<b>M RAMACHANDRAN</b> CHAIRMAN & INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> <li>• 43+ 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>		
<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>				
<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>	<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>		
<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>	<b>AJIKRISHNAN A. G.</b> VP – PROJECTS	<ul style="list-style-type: none"> <li>• 19 years of experience</li> <li>• B.E, MBA</li> </ul>		



## 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
- ‘Wonder Kitchen’ to setup F&B Outlets as an extension of the Wonderla brand
- 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  
Bangaluru, 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

COI

## FOR FURTHER QUERIES -



**Mr. Satheesh Seshadri**  
**CFO**

Email -  
satheesh.seshadri@wonderla.com

**DICKENSON**

**Mehul Mehta/Nachiket Kale**  
**IR Consultant**  
**Dickenson World**

Contact No : +91 9920940808  
Email - wonderla@dickensonworld.com

# THANK YOU

### Disclaimer

This presentation and the following discussion may contain “forward looking statements” by Wonderla Holidays Limited (“Wonderla” or the Company) that are not historical in nature. These forward looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives, are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of Wonderla about the business, industry and markets in which Wonderla operates.

These statements are not guarantees of future performance, and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond Wonderla’s control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward looking statements. Such statements are not, and should not be construed, as a representation as to future performance or achievements of Wonderla.

In particular, such statements should not be regarded as a projection of future performance of Wonderla. It should be noted that the actual performance or achievements of Wonderla may vary significantly from such statements.