



Let's Play
Soon!


WONDERLA

Q1 FY201 RESULT UPDATE
August 2020



- Q1 FY21 HIGHLIGHTS
- SOCIAL MEDIA ENGAGEMENT
- HEALTH & SAFETY PRECAUTIONS FOR RE-OPENING
- FINANCIALS
- COMPANY OVERVIEW



Q1 FY21 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 ended June 30, 2020 was adversely impacted by the nationwide lockdown implemented to prevent the spread of novel coronavirus (COVID-19).
- Even though the Government issued **Unlock 3.0** guidelines amid efforts to restore normalcy in economic activities; cinema halls, multiplexes, metro rail services, amusement parks, theatres, bars, auditoriums, assembly halls etc. are not yet allowed to resume operations.

Q1 FY21 Highlights

- **Operations Preparedness:** We have trained our staff & increased safety & hygiene measures at our parks. We are ready to re-open parks & commence operations once the necessary approvals are received
- **Effective Cost Control:** We have undertaken cost (payroll, advertising & marketing and overheads) reduction and rationalization measures including deferral of avoidable operating costs.
 - ~50% salary for on-roll employees based on voluntary salary deduction letters submitted by our employees
 - Advertising and marketing outlays have been put on hold
 - Overheads under control including consultancy contracts.

As a result of these measures, monthly expenses have reduced from approx. Rs.10 Crores in March 2020 to approx. Rs. 4 Crores in June 2020.

- **TripAdvisor 2020 Traveller's Choice Awards:** In Asia, Bangalore Park retained 8th Rank & Kochi Park got 15th rank (16th rank in 2019). In India, Bangalore park jumped to 2nd rank (3rd rank in 2019), Kochi park was ranked 6th (4th rank in 2019) and Hyderabad park ranked 7th in India

Q1 FY21 Highlights

- Our unparalleled expertise in operating large amusement parks efficiently and in a frugal manner will help us to emerge as a superior player once the lockdown is lifted and pent-up demand of our customers brings them back to our parks
- Notwithstanding an adverse impact on the amusement park industry, the company is well equipped to face the headwinds. The quality of our unencumbered assets, healthy balance sheet and strategic expansion plan remains intact
- Although, until a vaccine becomes available and as long as domestic travel is restricted, gaining higher footfalls will be challenging. Hence, our Strategy Team is working extensively to attract people to our parks through various initiatives like Digital marketing, Data analytics, Branding, Loyalty program, launching our mascot “Chikku” etc.
- Our F&B initiative - “**Wonder Kitchen**” at Kengeri, started in Bangalore on 17 June 2020, achieved sale of Rs.1.65 lacs in 12 days of operations during the quarter. The company plans to open more Wonder Kitchens at Rajarajeshwari Nagar, Bangalore and Kakkanad, Cochin

WONDER KITCHEN



Social Media Engagement

Instagram





Wonderla @Wonder_La · Jun 28

It's been a long time, friends! And we get how you must be feeling at the moment, not having sat in your favourite Wonderla ride. Play this easy fun game to relive your **#memories**. Tag a friend who would love to play.

#SafetyNowThrillsLater #BreakTheChain #StayHomeStaySafe #Fun



[@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


Wonderla ✓
 @Wonderla
 Home

THERE'S NO FUN WITHOUT U
 WONDERLA MISSES YOU. STAY SAFE.
 #SafetyNowThrillsLater

facebook

Wonderla

Click to follow

Like Share Suggest Edits ...







Since we can't take a trip to Wonderla right now, let's take a trip back in memory and play this simple, fun game. Tag a friend who would love to play.
 #SafetyNowThrillsLater #Wonderla #SafetyFirst #StayHomeStaySafe #ThisTooShallPass #Relax #Fun #Memories



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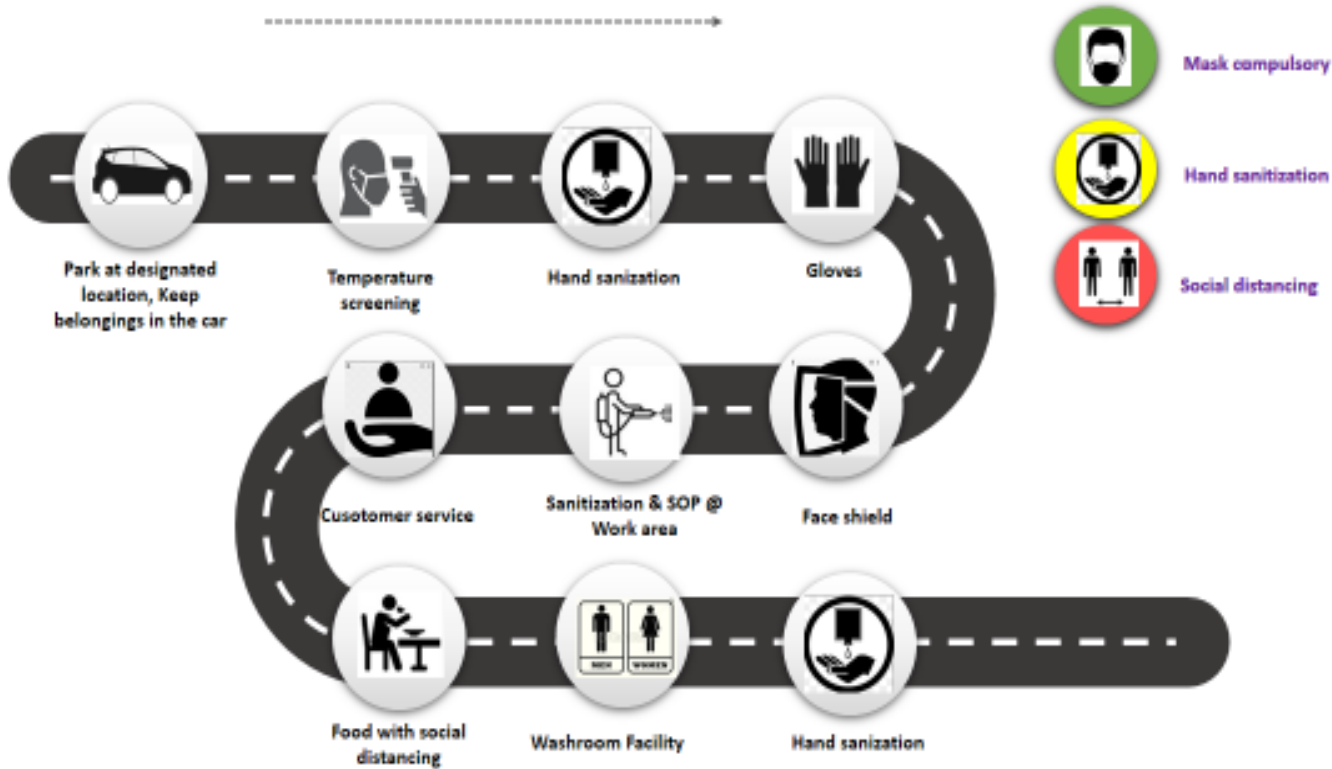
WHICH WONDERLA RIDE BEST DESCRIBES YOUR FRIENDS?
 #SafetyNowThrillsLater

 EQUINOX FOR PUTTING UP WITH MY MOOD SWINGS.	 DROP ZONE FOR BEING THERE THROUGH MY UPS AND DOWNS.	 RECOIL FOR BEING A PART OF MY CRAZY ADVENTURES.
 SKY WHEEL MY WORLD REVOLVES AROUND YOU.	 MISSION INTERSTELLAR YOU'RE OUT OF THIS WORLD.	 FUNKY MONKEY FOR MONKEYING AROUND WITH ME.

TAG THEM IN THE COMMENTS BELOW.
 #INTERNATIONALFRIENDSHIPDAY

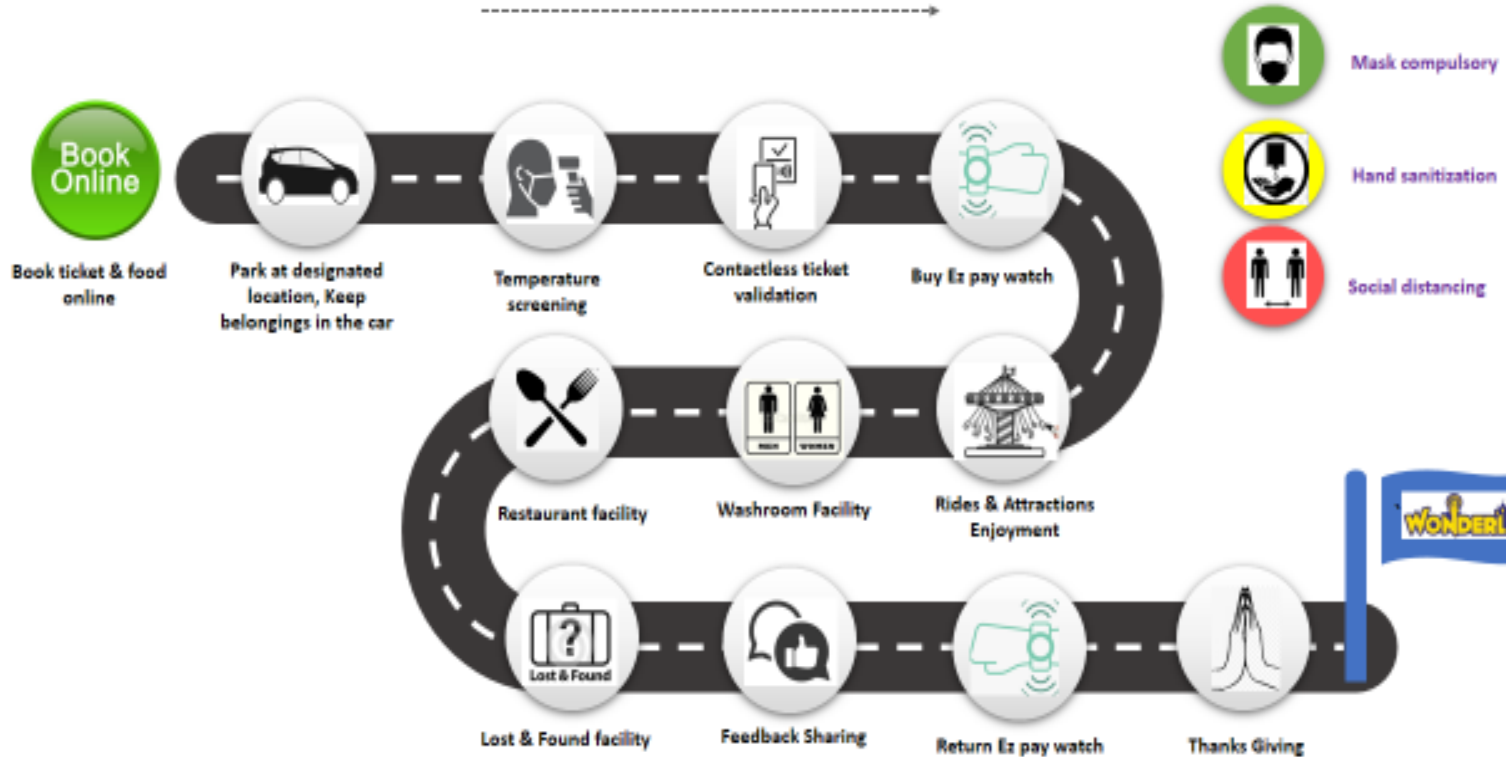
Let's Play
Soon!

Staff - Journey



Let's Play
Soon!

Guest - Journey



FINANCIALS – P&L STATEMENT

Particulars (Rs Mn)	Q1 FY 21	Q1 FY 20	YoY %	FY 20
Sale of Services	-	926.9	-	2,062.1
Sale of products	0.2	248.7	-	644.7
Other Operating Revenue	0.0	0.7	-	1.9
Revenue from Operations	0.2	1,176.2	-100%	2,708.7
Cost of materials consumed	0.1	47.1	-	131.4
Purchase of stock-in-trade	-0.1	63.0	-	158.6
Changes in inventories of stock-in-trade	0.2	-3.5	-	-3.6
Employee benefits expense	53.6	111.6	-52%	404.1
Other expenses	65.2	272.0	-76%	977.2
Total Expense	119.0	490.3	-76%	1,667.7
EBITDA	-118.8	685.9	-117%	1,041.1
EBITDA Margin %	-	58.3%	-	38.4%
Other Income	18.2	36.8	-51%	120.1
Depreciation	103.9	104.4	0%	417.7
Finance Cost	1.4	1.8	-	6.8
PBT	-205.9	616.5	-	736.7
Exceptional item	-	-	-	189.2
Tax Expense	-60.8	196.2	-	278.0
PAT	-145.1	420.3	-	647.8
PAT Margin %	-	35.7%	-	23.9%
Earnings Per Share (EPS)	-2.5	7.44	-	11.46

COMPANY OVERVIEW – BOARD OF DIRECTORS & MANAGEMENT TEAM



KOCHOUSEPH CHITILAPPILLY PROMOTER AND NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> • 20 years in the industry • Founded V-Guard Industries Ltd., a publicly listed company since 2008 and is currently its Chairman • Post Graduate Degree in Physics 	ARUN KOCHOUSEPH CHITILAPPILLY PROMOTER AND WHOLE-TIME DIRECTOR	<ul style="list-style-type: none"> • 15+ years in the industry • Holds a masters degree in industrial engineering • Actively involved in day-to-day operations and management of Wonderla since 2003 		
GEORGE JOSEPH JOINT MANAGING DIRECTOR	<ul style="list-style-type: none"> • 39+ years work experience • Ex-Chairman & MD- Syndicate Bank, Ex-Director- Muthoot Finance 	GOPAL SRINIVASAN INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> • 26+ years work experience • Chairman of TVS Capital Funds & Independent Director in TVS & Sons Limited. 	PRIYA SARAH CHEERAN JOSEPH NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> • 15+ years in the Industry • Was involved in F&B Operations and HR department of Wonderla since 2005
R LAKSHMINARAYANAN NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> • 10+ years of work experience in Retail • Independent Director in Jyothi Laboratories Limited 	M RAMACHANDRAN CHAIRMAN & INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> • 43+ years of work experience • Served as partner for 20 years with audit firm Deloitte Haskins & Sells LLP • Member of ICAI & ICSI 		
ANJALI NAIR INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> • 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. • Working as COO SP Life Care Pvt Ltd 				
SIVADAS M. PRESIDENT – OPERATIONS	<ul style="list-style-type: none"> • 28 years of experience • Bachelor’s Degree in Physics 	SATHEESH SESHADRI CHIEF FINANCIAL OFFICER (CFO)	<ul style="list-style-type: none"> • 25 years of experience • Worked in Finance & Accounts at Bangalore International Airport, Dubai Transport Corporation • Chartered Accountant & SAP ERP certified 		
MAHESH M.B. AVP – COMMERCIAL	<ul style="list-style-type: none"> • 22 years of experience • MBA in International Business 	AJIKRISHNAN A. G. VP – PROJECTS	<ul style="list-style-type: none"> • 19 years of experience • B.E, MBA 		



KEY CONCERNS ON SCALABILITY

**HIGHLY CAPITAL
INTENSIVE BUSINESS**

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

**AFFORDABILITY –
TICKET PRICES ARE HIGH**

- 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

**LAND AVAILABILITY,
LOCATION &
CONNECTIVITY**

- 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 8th Best and Wonderla Kochi ranked 15th 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

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

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