

June 13, 2019

**BY E-FILING**

To, Corporate Services Department, <b>National Stock Exchange of India Limited,</b> 5 <sup>th</sup> Floor, Exchange Plaza Plot no. C/1, G Block, Bandra - Kurla Complex Bandra (E), Mumbai - 400 051. <b>Scrip Code: BYKE</b>	To, Corporate Services Department, <b>The Bombay Stock Exchange Limited,</b> Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400 001. <b>Scrip Code: 531373</b>	To, Corporate Services Department, <b>Metropolitan Stock Exchange of India Limited,</b> 4 <sup>th</sup> Floor, Vibgyor Towers, Bandra - Kurla Complex, Bandra (E), Mumbai - 400 098 <b>Scrip Code: THEBYKE</b>
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**Sub: Investors/Analysts Presentation {Disclosure of Material Event/ Information under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulation 2015}**

**Respected Sir/ Madam,**


Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015, we would like to submit the Investors Presentation for the quarter and year ended March 31, 2019 and the said Investors Presentation has also been uploaded on Company's Website at [www.thebyke.com](http://www.thebyke.com)

We request you to kindly take the same on your record.

Thanking You,

Yours Faithfully,

**For The Byke Hospitality Limited**

  
**(Ankita Sharma)**

**Company Secretary & Compliance Officer**



## INVESTORS PRESENTATION

FY19

# Disclaimer

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# New Addition to the Portfolio



## **THE BYKE SPICE HERITAGE - COCHIN:**

- The structural design of the hotel is contemporary yet traditional drawing inspiration from the local culture, craft and magnificence of South India.
- Has 25 well furnished rooms; 1 Vegetarian Global Cuisine Restaurant and 1 Banquet Hall.
- Hotel has been taken on long term lease for 15 years.



## **THE BYKE SUNSHINE GRAND- OOTY:**

- Guests can experience nature up close at this picturesque 73 room hotel surrounded by lush green mountains.
- With 73 well-appointed rooms, it offers 1 Vegetarian Global Cuisine Restaurant and 2 Banquet Halls with latest modern amenities.
- The property has been taken on long term lease. The Byke Sunshine Grand will serve as a perfect for business travellers as well as holiday-makers.



# New Addition to the Portfolio

## THE BYKE STUDIO APARTMENTS- THANE:

- Strategically Located at the Busy Godhbunder Road serving as a corporate hub in Thane.
- Has 84 Apartments with latest modern amenities.
- The Apartments have been taken on long term lease.



## THE BYKE MAUSAM - BHAVNAGAR:

- 33 Rooms equipped with latest amenities and 1 Vegetarian Global Cuisine Restaurant.
- Advantageously located around 20 minutes away from the Bhavnagar airport and Bhavnagar Terminus Station. The hotel is located close to Takhteshwar Temple and numerous industrial hubs.
- Hotel has been taken on long term lease for 15 years.



# Properties to be operational in 2019-20

**THE BYKE SPICE HERITAGE  
COCHIN**



No of Rooms: 25  
No of Banquets: 1

**THE BYKE SUNSHINE GRAND  
OOTY**



No of Rooms: 73  
No of Banquets: 2

**THE BYKE MAUSAM-  
BHAVNAGAR**



No of Rooms: 33  
No. of Banquet : 1

**THE BYKE BRIGHTLAND  
MATHERAN**



No of Rooms: 63  
No. of Banquets: 1

**THE BYKE STUDIO APARTMENT  
THANE**



No of Rooms: 84

**THE BYKE DELOTEL  
BORIVALI**



No of Rooms: 40  
No of Banquets: 1

**THE BYKE NIRANJANA RESORT  
BODHGAYA**



No of Rooms: 28  
No. of Banquet: 1

**THE BYKE NASHIK INN  
NASHIK**



No of Rooms: 25  
No. of Banquets: 1

**THE BYKE SURAJ CLUB  
JUNAGADH**



No of Rooms: 39  
No. of Banquet :1

**THE BYKE GURUPRENA  
DWARKA**



No of Rooms: 38  
No. of Banquet : 1

**PROPERTIES UNDER MANAGEMENT CONTRACT**

## Performance FY-19

# Profit & Loss Statement

Particulars				(Rs. Mn)		
	Q4 FY19	Q4 FY18	Y-o-Y Growth	FY19	FY18	Y-o-Y Growth
<b>Revenue</b>	<b>461.6</b>	<b>558.9</b>	<b>-17.4%</b>	<b>1,467.7</b>	<b>1,774.1</b>	<b>-17.3%</b>
Cost of services	100.6	91.4	10.1%	316.7	282.7	12%
Employee Expense	42.3	35.3	19.8%	123.1	113.5	8.5%
Other expense	369.4	212.5	73.8%	791.1	690.8	14.5%
Total Cost	512.3	339.2	51 %	1,230.9	1,087.1	13.2%
<b>EBITDA</b>	<b>-50.7</b>	<b>219.7</b>	<b>-123.1%</b>	<b>236.7</b>	<b>687</b>	<b>-65.5%</b>
<i>EBITDA margin</i>	<b>-11%</b>	<b>39.3%</b>	<b>--</b>	16.1%	38.7%	--
Depreciation	38.3	38.6	-0.8%	149.5	136.5	9.5%
Net Interest Cost	5.5	1.7	219.3%	20.4	7.5	171.6%
Other Income	2.4	2.0	21.5%	9.1	7.7	18.5%
<b>PBT</b>	<b>-92</b>	<b>181.4</b>	<b>-150%</b>	<b>76</b>	<b>550.7</b>	<b>-86.2%</b>
Tax	-32.8	62.8	-150%	25.4	190.6	-86.2%
<b>PAT</b>	<b>-59.2</b>	<b>118.6</b>	<b>-150%</b>	<b>50.6</b>	<b>360.1</b>	<b>-86.2%</b>
<i>PAT margin</i>	<b>-12.8%</b>	<b>21.2%</b>	<b>--</b>	3.4%	20.3%	--



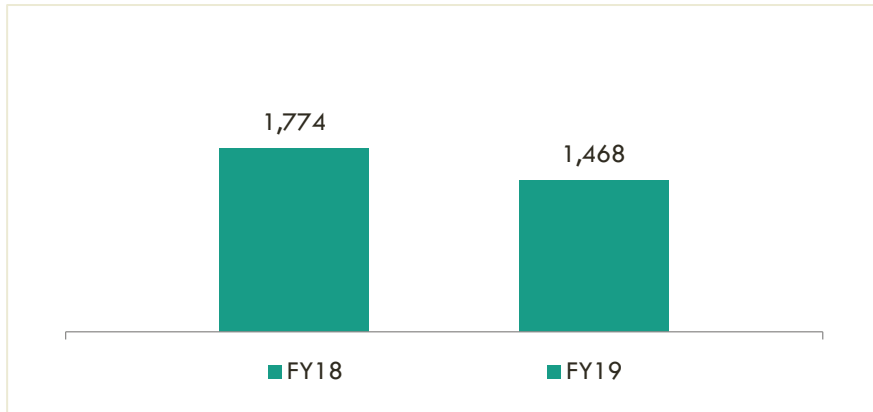
# Balance Sheet as on 31<sup>st</sup> March 2019

Liabilities	(Rs. Mn)	
	Mar'19	Mar'18
Share Capital	401.0	401.0
Reserves and Surplus	1,438.6	1,436.5
<b>Net Worth</b>	<b>1,839.6</b>	<b>1,837.4</b>
Long Term Borrowings	0.1	2.3
Deferred Tax Net	82.2	77.5
Other non-current liabilities	5.3	5.0
<b>Total Non-current liabilities</b>	<b>87.7</b>	<b>84.8</b>
Short term borrowings	202.2	196.9
Other current liabilities	93.3	234.8
<b>Total Current liabilities</b>	<b>295.6</b>	<b>431.8</b>
<b>TOTAL LIABILITIES</b>	<b>2,222.8</b>	<b>2,354.0</b>

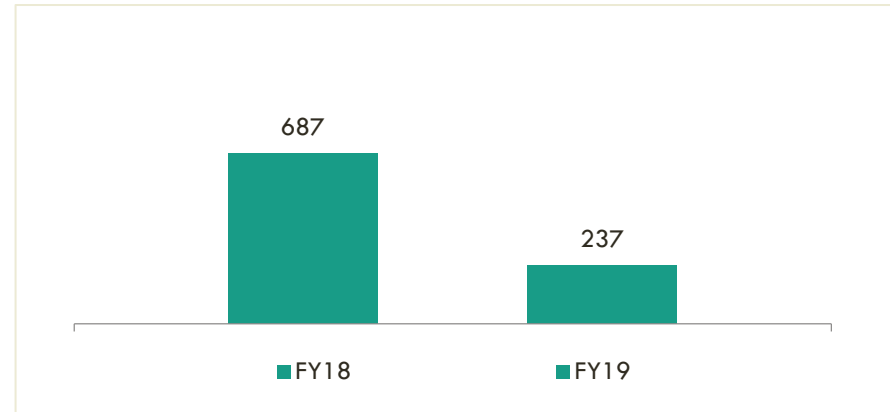
Assets	(Rs. Mn)	
	Mar'19	Mar'18
Net Block + CWIP	1,226.5	1,115.1
Other Non-Current Assets	81.7	82.6
Long Term Loans and Advance	217.1	180.6
<b>Total Non current assets</b>	<b>1,525.3</b>	<b>1,378.3</b>
Inventories	175.5	147.4
Debtors	285.6	297.2
Cash and bank	61.1	110.5
Other Current Assets	2.7	2.0
Short Term Loans and Advance	172.6	418.5
<b>Total Current Assets</b>	<b>697.5</b>	<b>975.7</b>
<b>TOTAL ASSETS</b>	<b>2,222.8</b>	<b>2,354.0</b>

# Financial Highlights

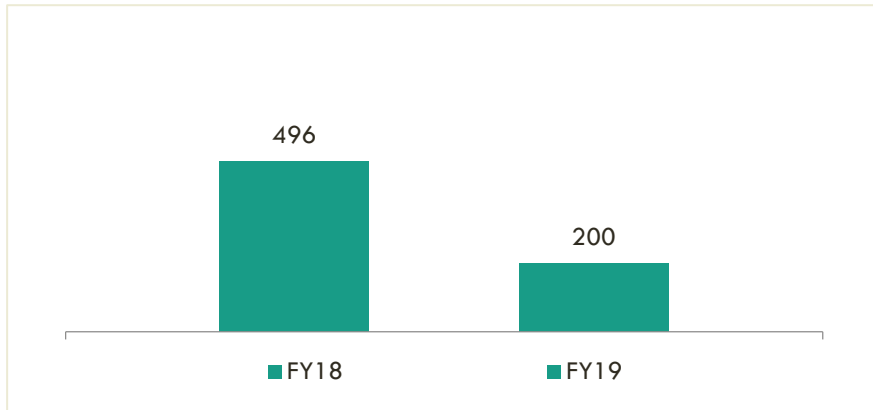
Revenue (Rs Mn)



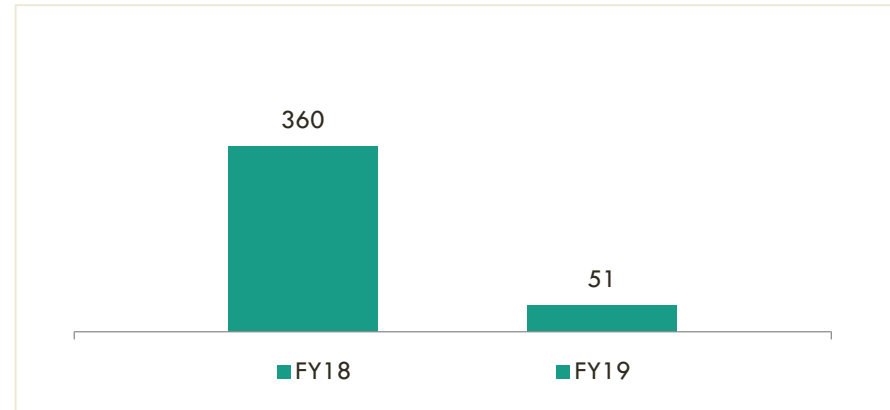
EBITDA (Rs Mn)



Cash Profit (Rs Mn)

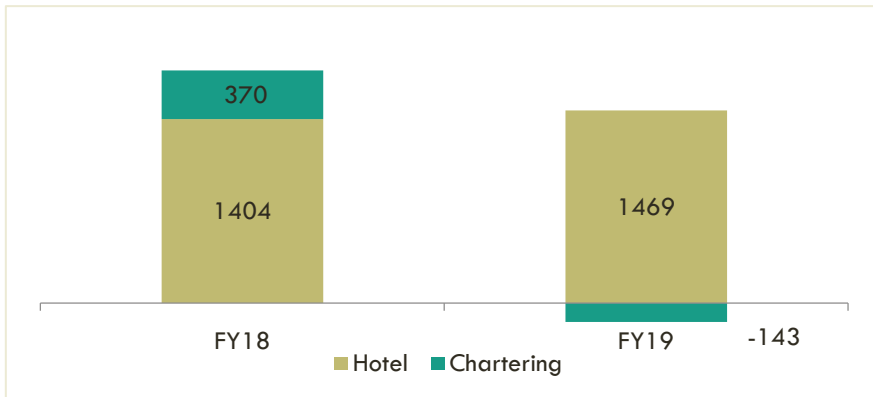


PAT (Rs Mn)

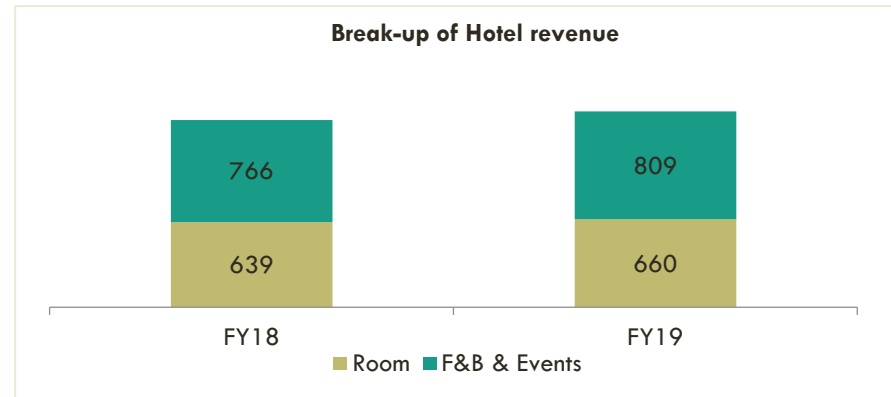


# FY19 Segment Performance

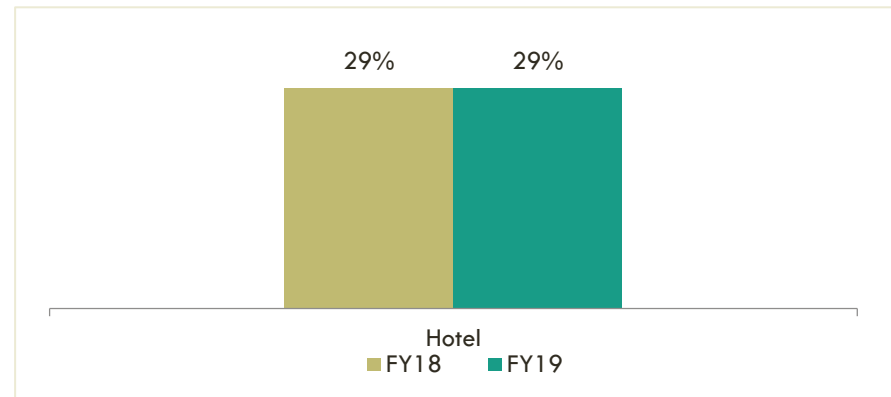
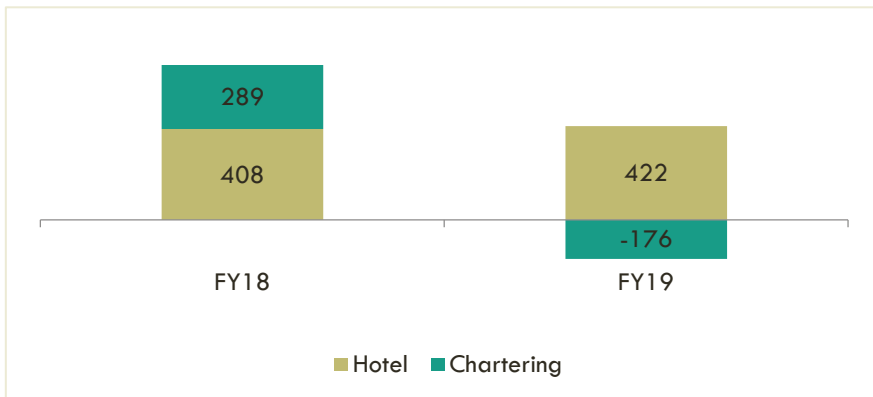
## Revenue (Rs Mn)



## Break-up of Hotel revenue

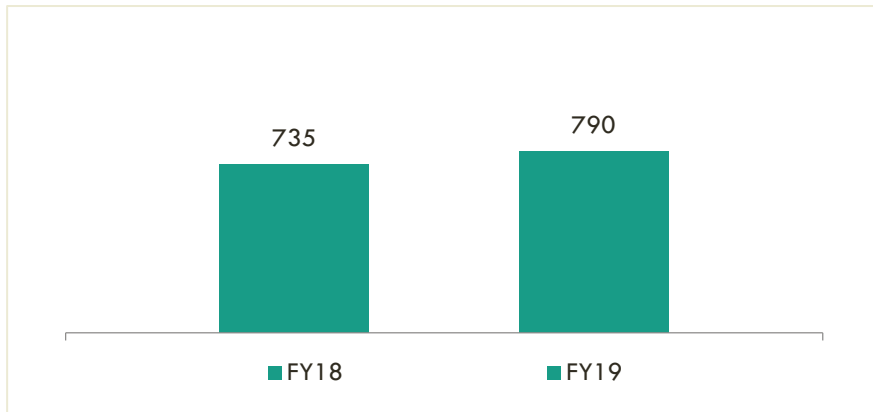


## EBITDA(Rs Mn) and EBITDA Margin

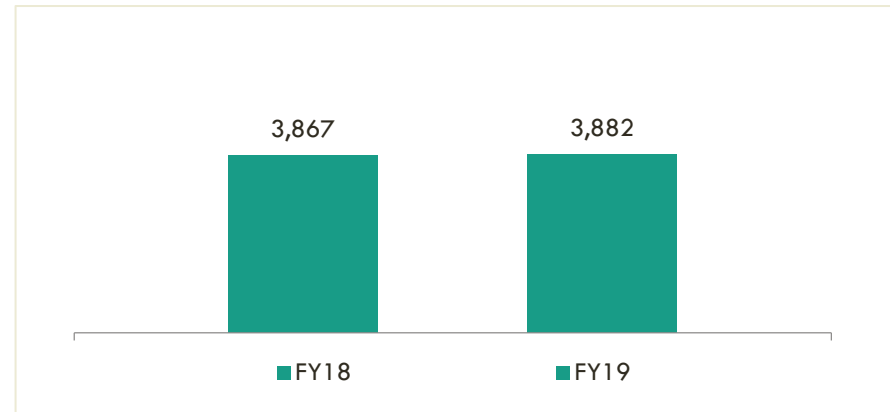


# Hotel Business Performance Highlights

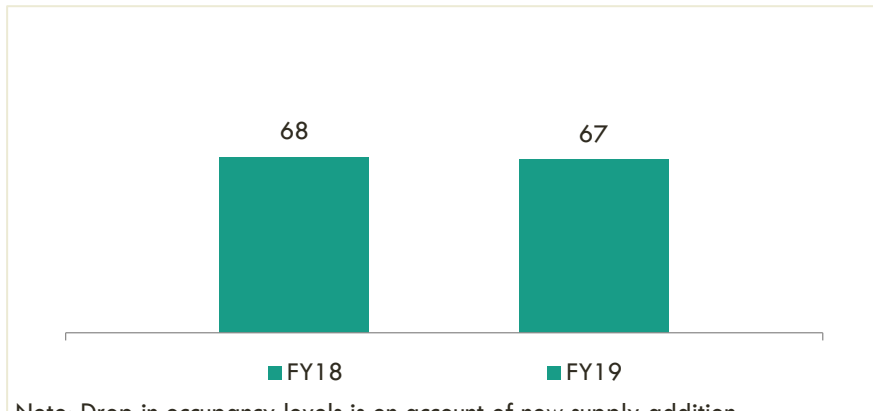
## Operational Room Inventory



## Average Daily Room Rate (Rs)

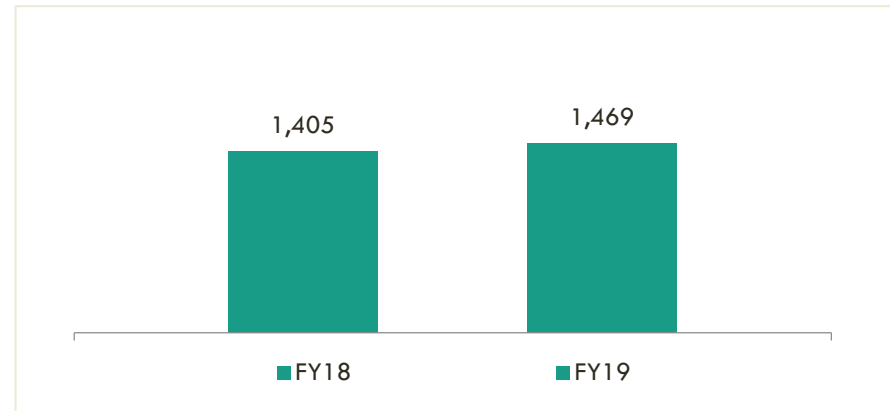


## Occupancy (%)



Note: Drop in occupancy levels is on account of new supply addition

## RevPAR (Rs)



# Hotel Portfolio as on 31<sup>st</sup> May 2019

No	Hotel	Location	No. of rooms	Type	
<b>Operational</b>					
1	Byke Old Anchor	Goa	240	Leased	
2	Byke Suraj Plaza	Mumbai	122	Leased	
3	Byke Heritage	Matheran	80	Owned	
4	Byke Grassfield	Jaipur	54	Leased	
5	Byke Neelkanth	Manali	40	Leased	
6	Byke Redwood	Matheran	25	Leased	
7	Byke Grassfield Riviera	Jaipur	80	Leased	→ Partly operational 40 rooms
8	Byke Riddhi Inn	Udaipur	52	Leased	
9	Byke Pooja Samudra	Kovalam	42	Leased	
10	Byke Nature Villas	Shimla	36	Leased	
11	Byke Signature	Bangalore	36	Leased	
12	Byke Brightland	Matheran	63	Owned	
<b>Under Development</b>					
13	Byke Delotel	Mumbai	40	Leased	→ To be operational in Q2
14	Byke Niranjana	Bodh Gaya	28	Leased	→ Partly operational 8 out of 28 rooms; to be completely operational in Q2
15	Byke Sunshine Grand	Ooty	73	Leased	→ To be operational in Q2
16	Byke Spice Heritage	Cochin	25	Leased	→ Started operating in Q1
17	Byke Mausam	Bhavnagar	33	Leased	→ To be operational in Q2
18	Byke Studio Apartment	Thane	84	Leased	→ Partly operational 23 out of 84 Rooms; to be completely operational in Q2
19	Byke Nashik Inn	Nashik	25	Leased	→ To be operational in Q3
20	Byke Suraj Club	Junagadh	39	Management Contract	→ To be operational in Q2
21	Byke Gururprena	Dwarka	38	Management Contract	→ Operational in Q1
<b>Total</b>			<b>1255</b>		

# Business Overview

# Byke – At a Glance

## Overview



### Mid Market Segment

Presence in fast growing mid market segment; ARR (FY19): ~Rs 3,880



### Niche Pure Vegetarian

Only pure vegetarian hotel chain in India



### Asset light Model

More than 90% of the properties are on long term lease; 30%+ ROCE



### Full service hotel

One-stop for leisure, social & corporate events



### Strategic locations

Presence in key tourists and leisure destinations

## Statistics

17

Leased properties

2

Owned properties

1178

Number of rooms

2

New Venture Management contract Properties

77

No of Rooms under MC

300+

Network of agents



**'Best pure vegetarian hotel chain in India' award**

at the 11<sup>th</sup> hospitality India & explore the world annual international travel awards



Selected twice in **top 200 Asia Pacific corporations** in **Forbes Asia's 'Best Under a Billion'** list in **2015 & 2016**

# Business Segments

## Hotel (Owned & Leased)

Mid market focused hospitality brand with focus on domestic tourism

19 properties with 1178 rooms at tourist destinations in India: 2 ownership and 17 on long term lease

Low capital requirement as properties are taken on a long term lease of 15-20 years; only capex required for refurbishment and rebranding

Diversified revenue mix with focus on F&B and events; Restaurants/ conference rooms/ banquet halls & lawns across properties

Pan-India presence through strong agent network. In hospitality, selling is the major constraint, which is mitigated through tie-up with over 300 agents to sell owned + leased hotel rooms as well as Management contract rooms

From the current year, Company is departing from its chartering business completely, not carrying any room chartering inventory to coming quarters; currently focusing on enhancing its own brand awareness and creating value for its stakeholders.

## Management Contract

Venture into national/international business opportunities without taking a huge risk of putting own capital at stake.

Capitalise experience management team vision & leadership to optimize returns.

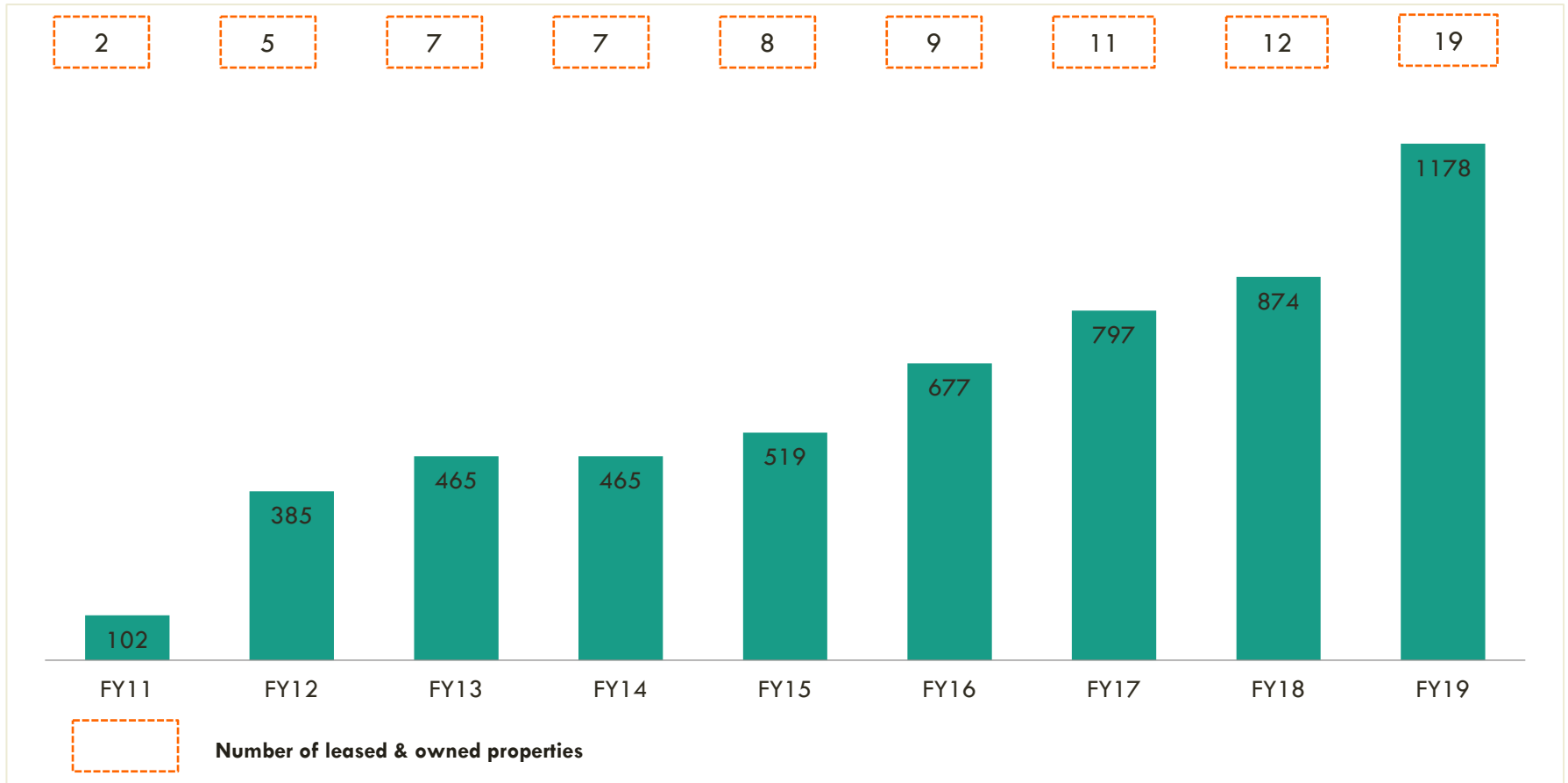
Relationship with over 500 hotel owners; presence in over 60 cities can provide an edge to expand this portfolio.

Synergy with leasing business - gives insight on where to expand in hotel segment; agent network helps maximizing occupancy for hotel segment

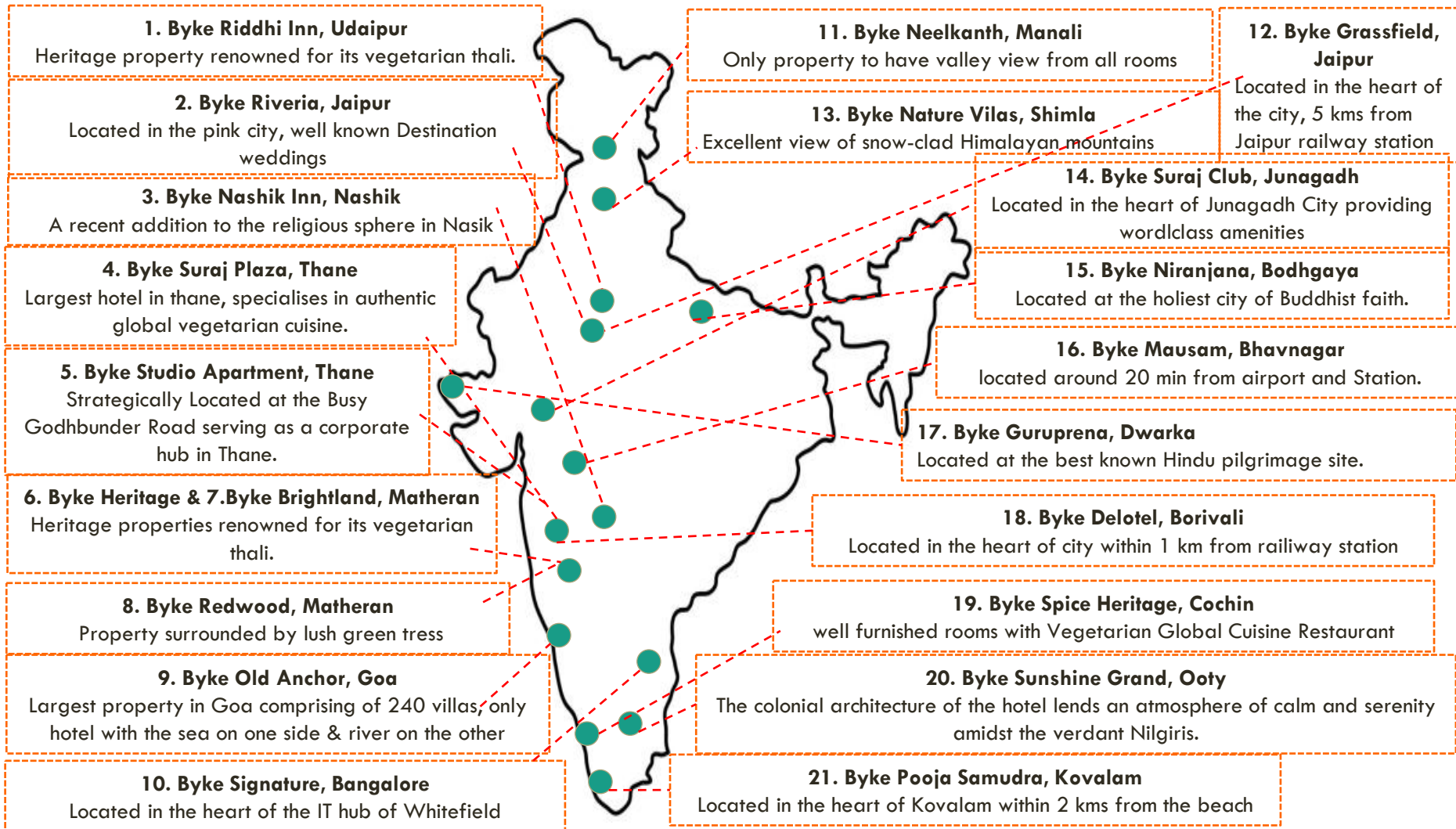


# Hotel Portfolio as on 31<sup>st</sup>May 2019

## Number of Rooms and Properties



# Properties with Unique Selling Propostions



# Key Strengths and Drivers

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## Well placed to tap the increasing domestic discretionary spending

- Domestic tourism continues to be over 80% of the total tourist expenditure in India
  - The rising purchasing power has aided the exponential growth of domestic tourism which is expected to continue to increase with increasing urbanisation, higher disposable incomes and changing aspirations of the expanding middle class
  - A growing middle class has created demand for branded budget hotels for the domestic travellers
- 

## Indian hotel industry is at an inflection point

- Slowing supply and rising demand is expected to increase occupancy and ADR
  - Robust demand with occupancies at ~64-66% in FY16-18 vs. 59% over FY09-15 which is expected to drive healthy ARR growth over the next 2-3 years
  - Increasing ARR would lead to massive operating leverage
- 

## Byke has created a distinct brand in the budget hotels category

- Targets middle class segment of the society, which forms the principal part of the Indian population.
  - Most of Byke's hotels and resorts are located in tier-2 and mini metros namely; Matheran, Goa, Jaipur, Manali, etc.
  - Niche in vegetarian segment - Restaurants/ Banquets in all hotels serve pure vegetarian food
-

# Key Strengths and Drivers

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## Asset light business model

- Properties are taken on a long term lease of 15-20 years
  - Low capital requirement (only capex for rebranding and refurbishing) leading to break-even at low occupancy
  - Robust balance sheet with negligible debt, healthy return ratios (AROC>25%) and stable working capital cycle
  - Healthy cash flow generation in the last five years due to better operational management and robust growth
- 

## Diversifies revenue mix with focus on high margin F&B and events business

- Most of the properties have multiple banquets/ conference halls/ garden to host corporate as well as social events
  - F&B and events contribution to hotel revenue steadily increasing; now over 50% share
  - Helps to maximise revenue potential of the property even during non-peak travel season
- 

## Present across sales channels

- Owned plus leased hotel portfolio can be booked across channels: own portal, third-party portal, agents
  - Wide distribution network tie-up with over 300 agents which enables to maximise occupancy
- 

## Experienced Management Team

- Leadership team with decades of experience in the hotel industry
- Have successfully turned around properties leading to higher occupancy and ARR

# Growth Strategy

- Identified new states and cities for expansion
- Cluster based approach – target multiple tourist locations near to each other

- India hotel sector at cusp of recovery with increase in occupancy levels across segments, which would further increase ARR in coming years

Geographical Expansion

Increase in Event/F&B Revenues

Increase in ARR

Management Contracts

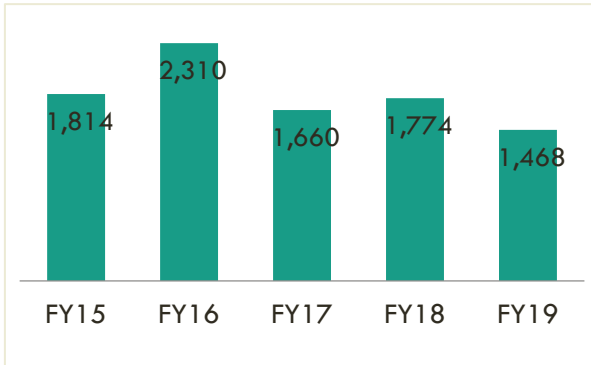
- Target properties with multiple sources of revenue – places to host corporate and social events
- Focus on marketing properties around events

- Foray into management contracts by leveraging Byke as a brand in exchange for management income

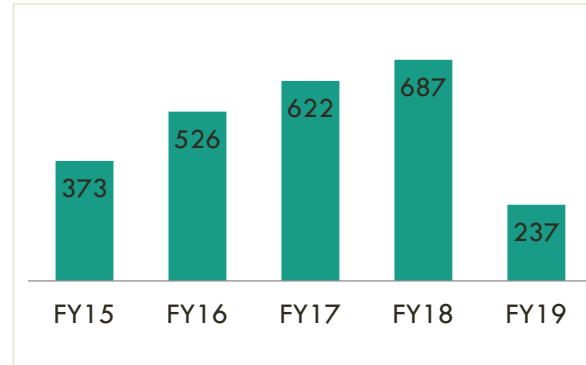
## Financial Highlights

# 5-year Consolidated Financial Highlights

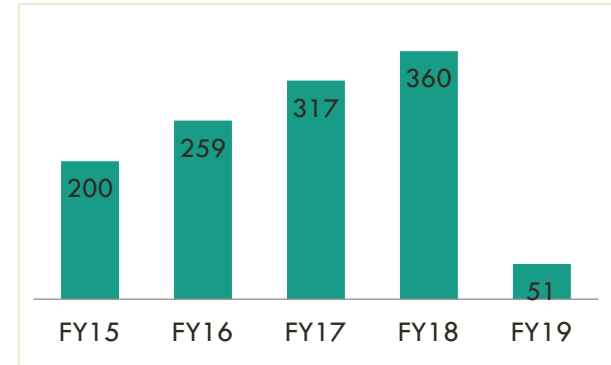
## Revenue



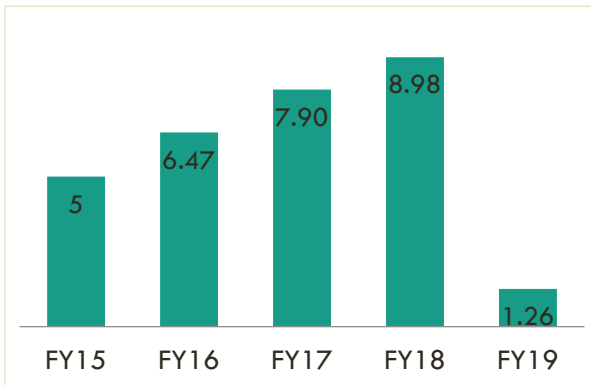
## EBITDA



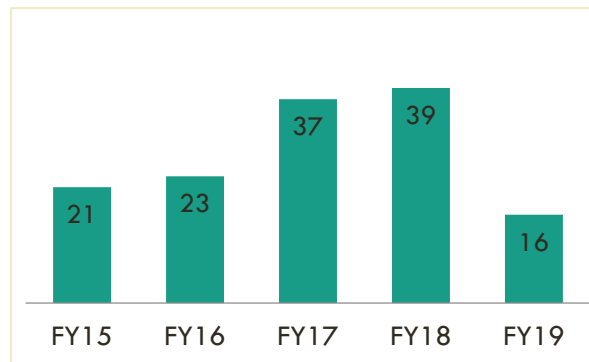
## PAT



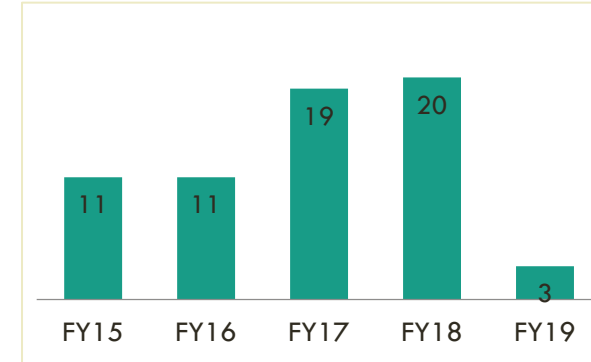
## EPS\* (Rs.)



## EBITDA Margin (%)



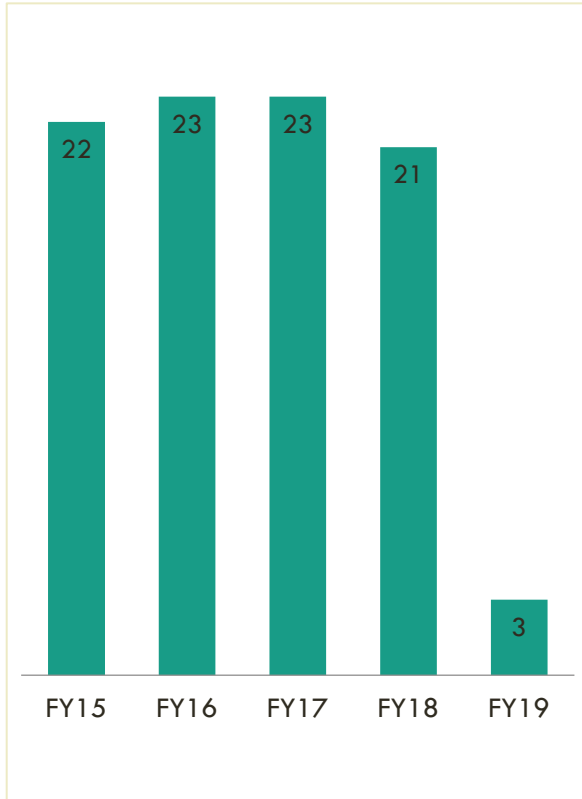
## PAT Margin (%)



\*In FY15, Company has issued bonus shares in ratio 1:1; prior period EPS has been adjusted for the same

# 5-year Consolidated Financial Highlights

## Return on Equity (%)

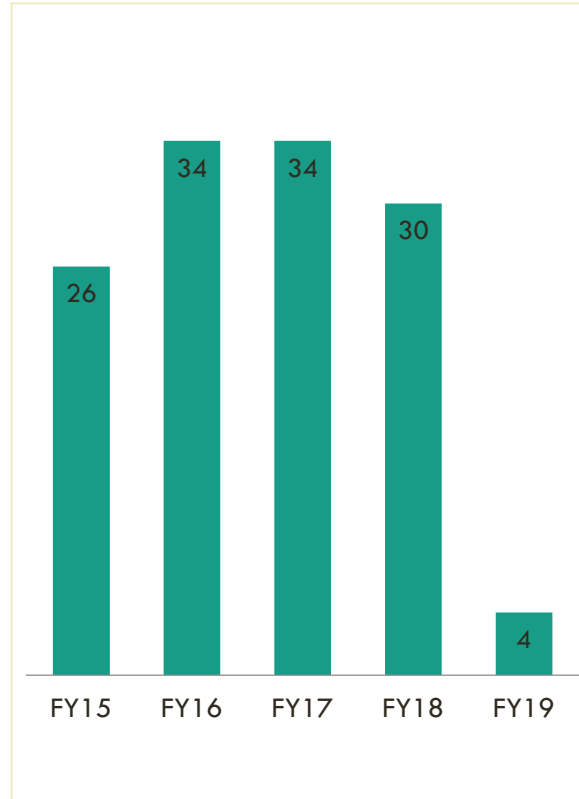


Return on Equity = PAT / Average Net Worth;

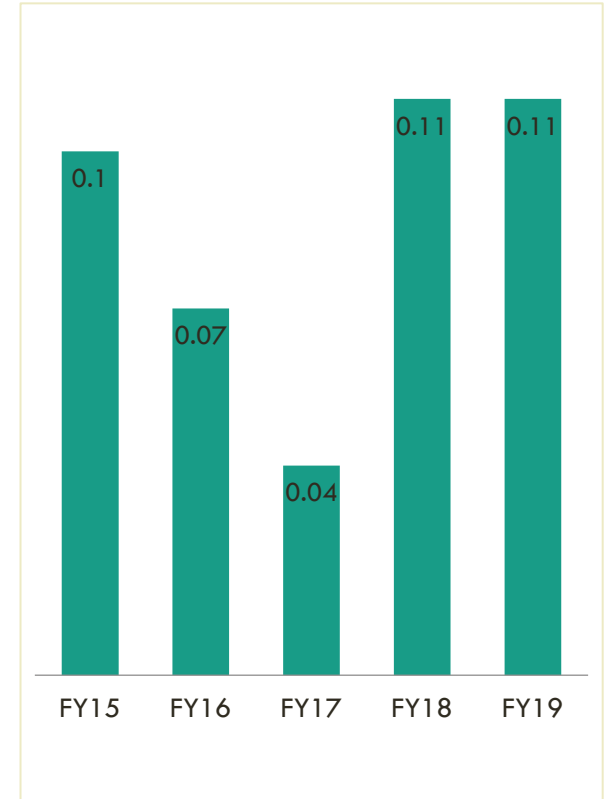
Return on Capital Employed = EBIT / Average Capital Employed;

Debt Equity = Debt / Equity

## Return on Capital Employed (%)



## Debt/Equity





# Contact Us



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