



July 22, 2021

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

The Secretary  
The Calcutta Stock Exchange Ltd  
7, Lyons Range  
Kolkata 700 001

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,

A handwritten signature in blue ink, appearing to read "SRMody".

Srushti Mody  
Company Secretary  
Membership No.: A42255

Encl: As above

**Sinclairs Hotels Limited**

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

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

[www.sinclairsindia.com](http://www.sinclairsindia.com)

# SINCLAIRS HOTELS LIMITED

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



Corporate Presentation  
June 2021





# 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 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

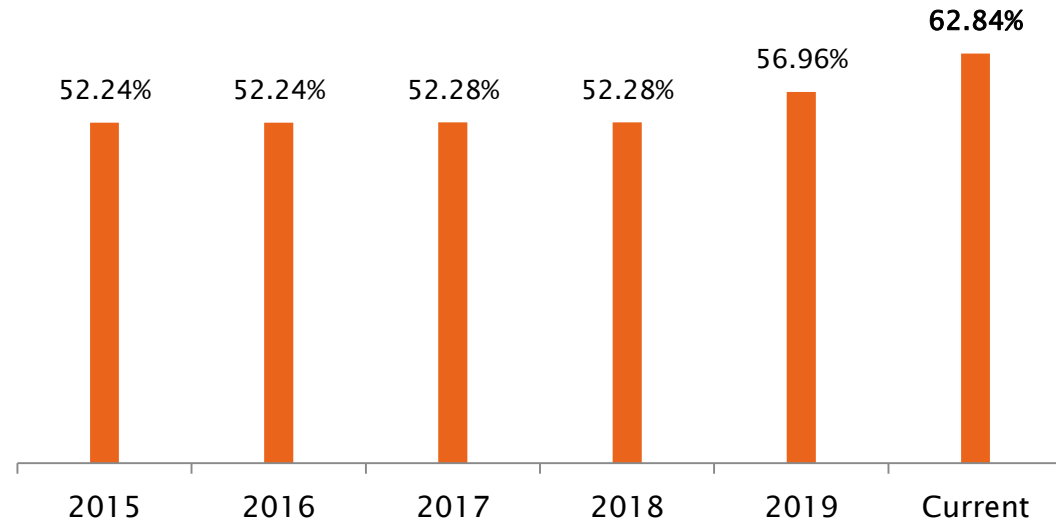
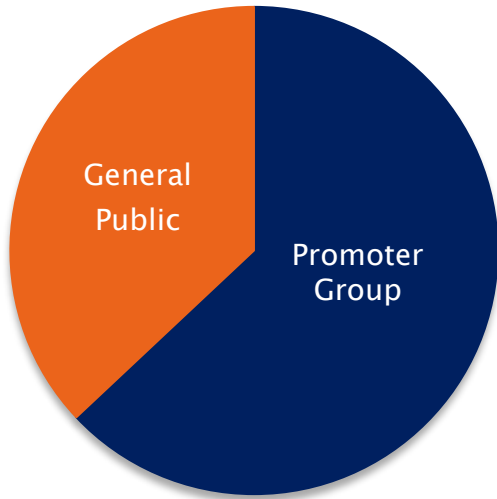
## **Dr Niren Suchanti**

Dr Niren Chand Suchanti is a PhD in Chemical Engineering from the University of Cincinnati, USA. He has 48 years' experience in the field of Industry, Business and Management which includes consultancy assignment in USA.

## **Navin Suchanti**

Mr Navin Chand Suchanti is a Honours Graduate in Physics with 46 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 5500 shareholders)

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

\* As on 31<sup>st</sup> March 2021

# Core Team

## Stable and experienced Core Management Team

**B L Soni**

Chief Financial Officer

Working in Sinclairs for last 28 years

**Swajib Chatterjee**

Chief Operating Officer

Working in Sinclairs for last 14 years

**Somnath Das**

Dy General Manager – Sales

Working in Sinclairs for last 13 years

**Ashis Chatterjee**

Manager Purchase & Procurement

Working in Sinclairs for last 12 years

**Rumpa Bhattacharya**

Senior Manager Reservations

Working in Sinclairs for last 12 years





# Our Strengths – Strong financials

Highly  
Profitable  
Operations

Gross Operating Margin ~  
44.13%

One of the highest in the  
industry

Average Debtor Outstanding  
< 15 days

Sound  
Financials

Equity Capital: ₹ 5.57crore

Net Worth: ₹ 104 crore\*

Debt Free Company  
with liquid cash > ₹ 60 crore\*

Diversified  
chain of  
properties

Total room inventory  
426 rooms spread over  
8 locations





₹ in lakh


# Financial Highlights

	FY'21	FY '20	FY '19	FY '18	FY '17
<b>Income</b>					
Revenue from Operations	1727.20	4544.93	4575.23	4591.28	4710.56
Other Income	586.68	171.73	383.08	225.91	214.48
<b>Total Revenue</b>	<b>2313.88</b>	<b>4716.66</b>	<b>4958.31</b>	<b>4817.19</b>	<b>4925.04</b>
Expenditure	1345.92	2862.60	2797.21	2683.82	2693.51
<b>EBIDTA</b>	<b>1021.10</b>	<b>1854.06</b>	<b>2161.10</b>	<b>2133.37</b>	<b>2231.53</b>
EBIDTA Margin	44.13%	39.31%	43.59%	44.29%	45.31%
Depreciation	544.80	675.62	752.59	738.27	800.86
Finance Cost	53.14	-	-	-	-
<b>Profit Before Tax</b>	<b>423.16</b>	<b>1178.44</b>	<b>1408.51</b>	<b>1395.10</b>	<b>1430.67</b>
Tax	72.04	229.54	433.82	221.31	500.81
<b>Net Profit after Tax</b>	<b>351.12</b>	<b>948.90</b>	<b>974.69</b>	<b>1173.79</b>	<b>929.86</b>
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	7809.20
<b>Net Worth</b>	<b>10407.22</b>	<b>10268.72</b>	<b>9716.04</b>	<b>9009.50</b>	<b>8366.20</b>
Earnings per Share (₹ 2)	1.26	3.41	3.50	21.07*	16.69*
Dividend	40%	40%	60%	40%	40%
Investments	6230.58	5612.50	4808.33	4172.44	2777.14

\*EPS for the year 2018 and 2017 is at ₹ 10 per share



# The Future Outlook



- Post the easing of restrictions after first six months of lockdown in the year 2020–21, operations commenced in a phased manner and business started improving steadily.

- There was a steady increase in occupancies in the following six months. Unfortunately, in March 2021 due to a sudden second wave of the Covid-19 there were fresh cancellations.

- In view of the vaccination drive the situation is likely to improve. The lockdown and travel restrictions are expected to ease. We expect the overall performance to be much better in FY 2022.

- The Company's properties are well maintained with all safety protocols in place and ready to resume and welcome guests.



# 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.

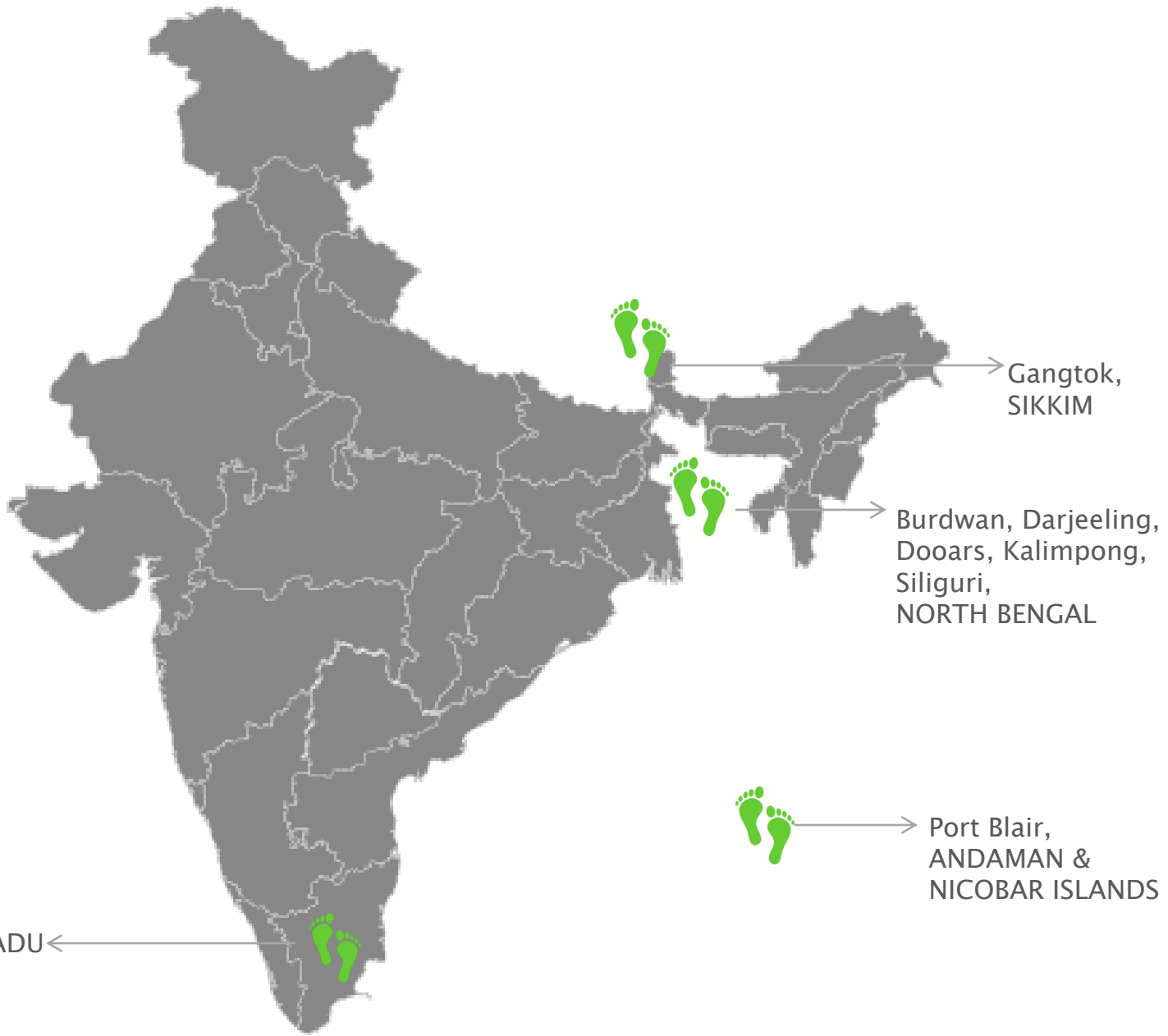
# Our footprints

**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



Gangtok,  
SIKKIM

Burdwan, Darjeeling,  
Dooars, Kalimpong,  
Siliguri,  
NORTH BENGAL

Port Blair,  
ANDAMAN &  
NICOBAR ISLANDS

Ooty, TAMIL NADU

# 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, Zudus 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 ₹ 60 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 stars)
Darjeeling	4 of 206	(4.5 star)
Dooars	1 of 8	(4 star)
Gangtok**	29 of 308	(5 star)
Kalimpong	2 of 44	(4.5 stars)
Ooty	7 of 189	(4.5 star)
Port Blair	6 of 130	(4 star)
Siliguri	6 of 105	(4 star)

\* As on 15<sup>th</sup> June 2021

\*\* Being a new property, the number of reviews are low. Once the number of reviews increase, ranking will go up



**SINCLAIRS**  
HOTELS and RESORTS

# SINCLAIRS BURDWAN

On NH2 – undoubtedly the best address in town





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



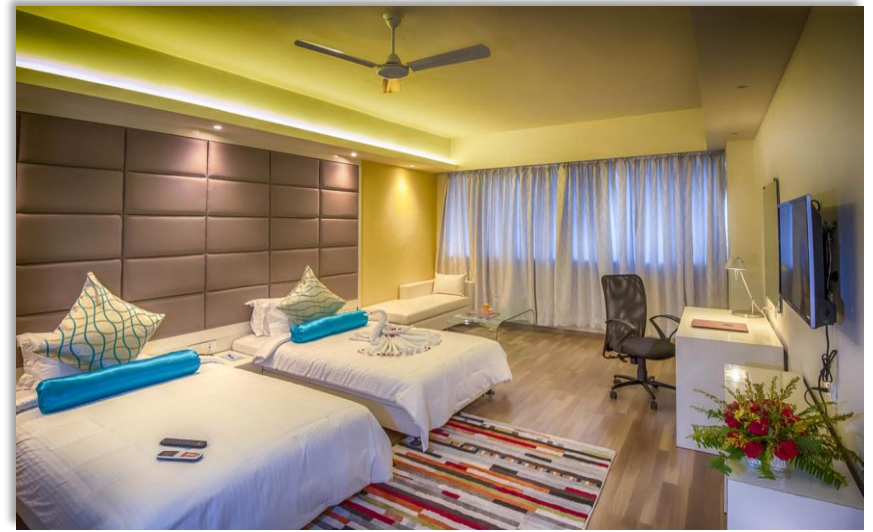
Gymnasium



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





**SINCLAIRS**  
HOTELS *and* RESORTS

# SINCLAIRS DARJEELING

Enchantress of Hills







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 is ideal to unwind





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





Pagoda in the hotel



Spa



The garden and outdoor restaurant deck



The Pinnacle - A medium sized conference hall





SINCLAIRS  
HOTELS *and* RESORTS

# SINCLAIRS RETREAT DOOARS

Nature at its best

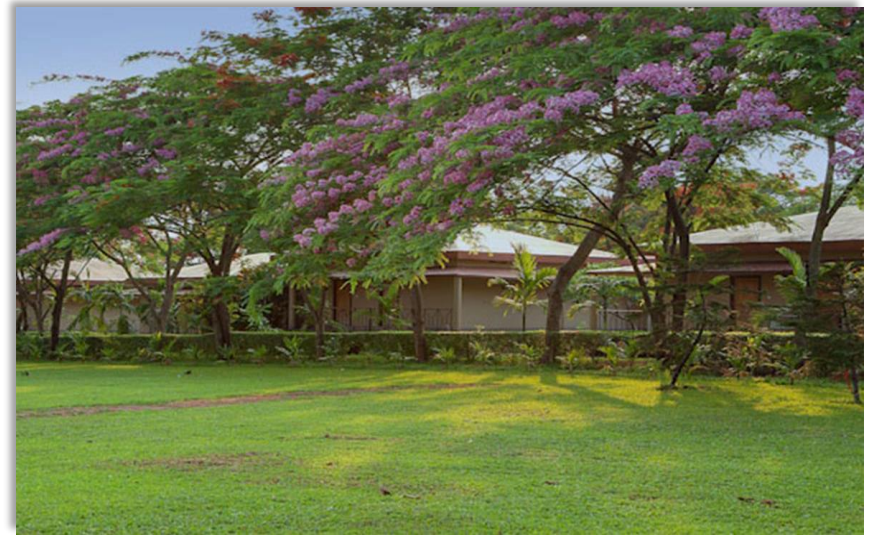




# SINCLAIRS RETREAT DOOARS



Expansive lawns



Tree lined pathways



Scenic lobby



Garden Sit-out





Outdoor Sit-out



The Banyan Tree – Restaurant & Bar



The Banyan Tree – Multicuisine Restaurant Bar



The Banyan Tree – Outdoor deck





Liya 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





**SINCLAIRS**  
HOTELS *and* RESORTS

# SINCLAIRS RETREAT KALIMPONG

An ideal retreat for nature lovers







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

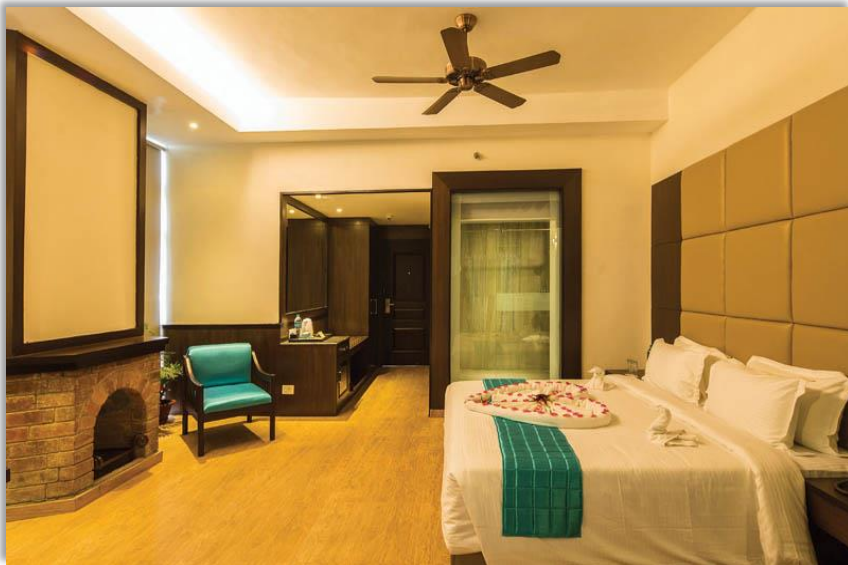




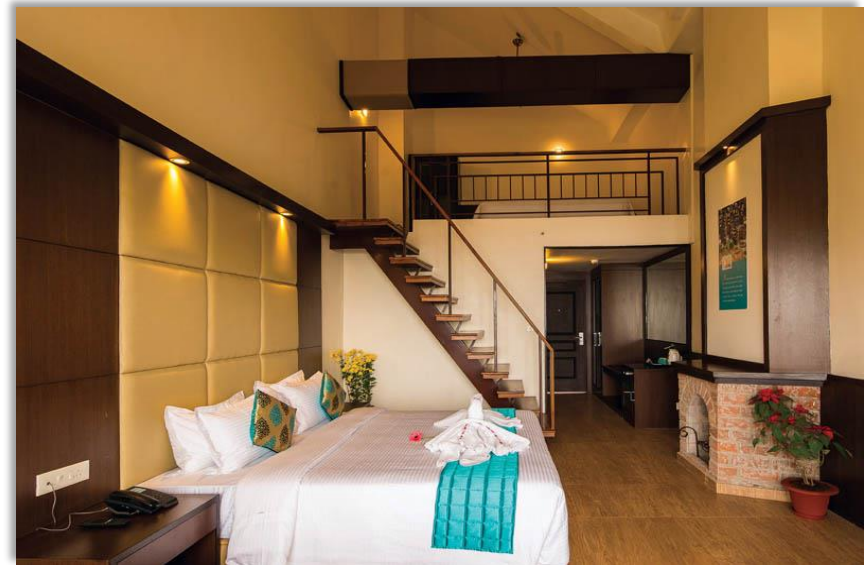
Billiards in the lounge bar



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





**SINCLAIRS**  
HOTELS *and* RESORTS

# SINCLAIRS RETREAT OOTY

Nestled in the Nilgiris







Ootacamund's highest located hotel



The Terrace



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

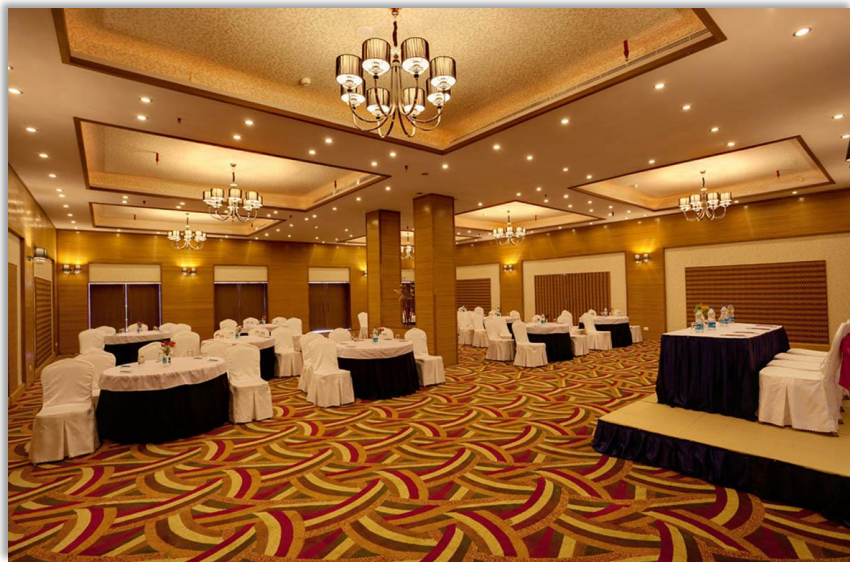




Deluxe Suite



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

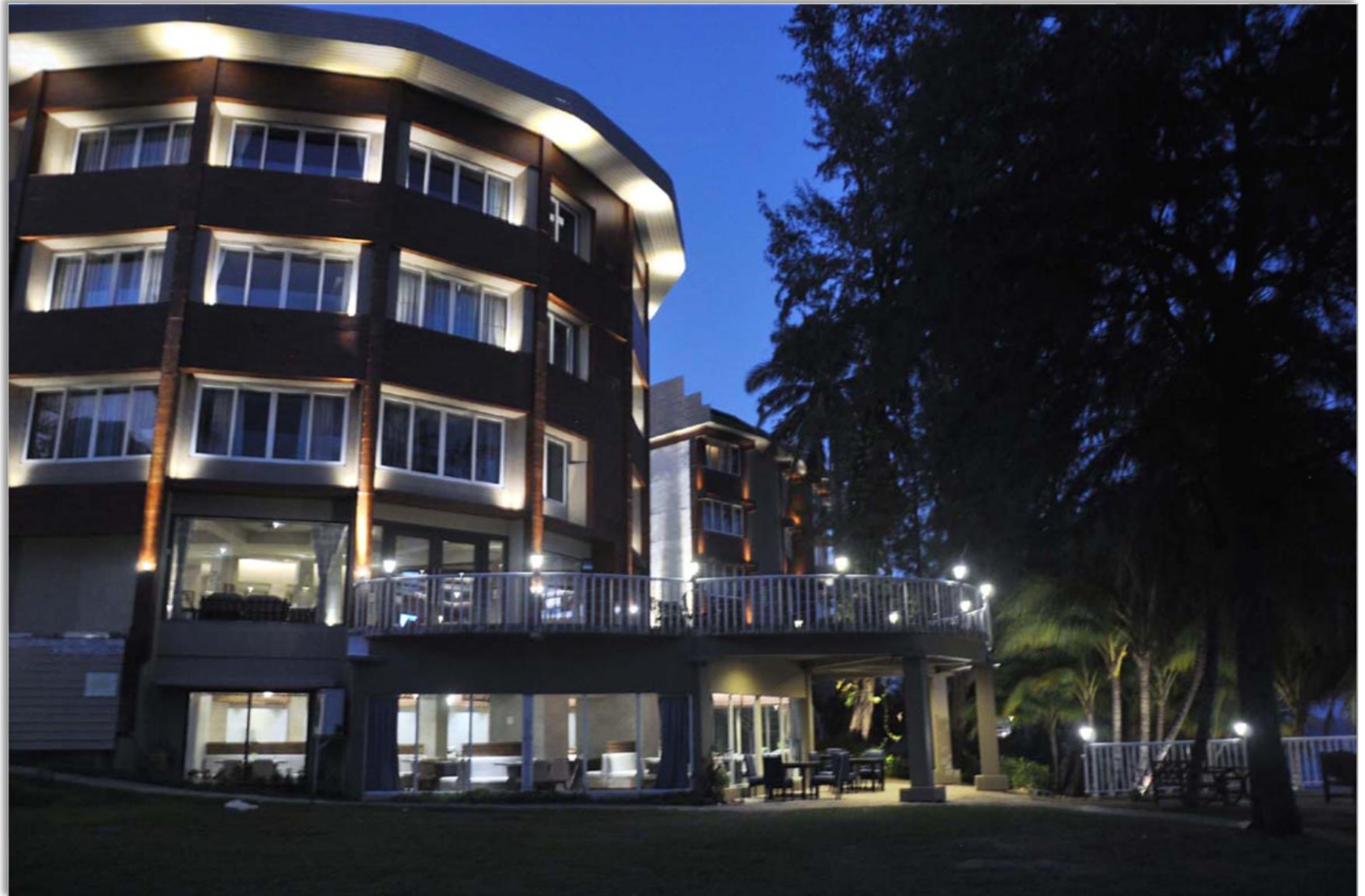




**SINCLAIRS**  
HOTELS *and* RESORTS

# SINCLAIRS BAYVIEW PORT BLAIR

In Waves of Delight







Expansive Lobby



Breathtaking view of the sunset



Alto Espirito - Spanish Bar



Multicuisine Restaurant





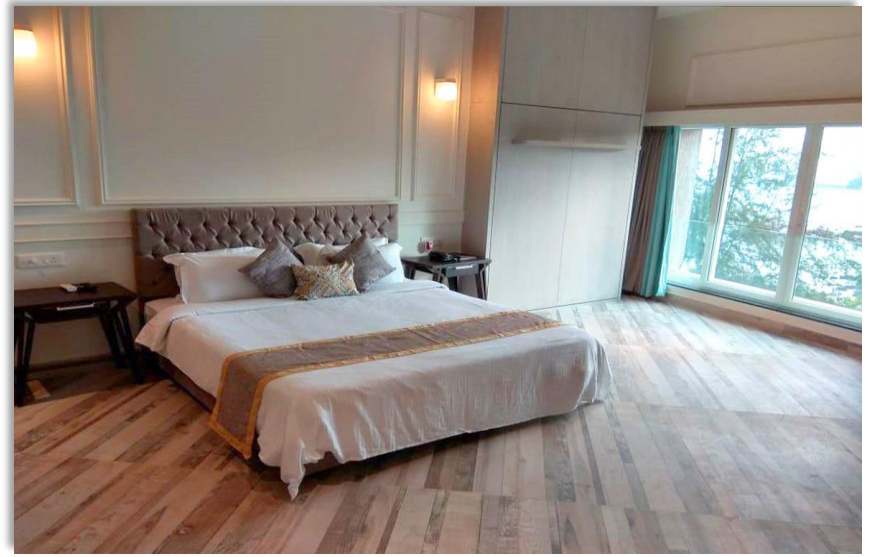
The Deck



The Deck with garden



Premier Room

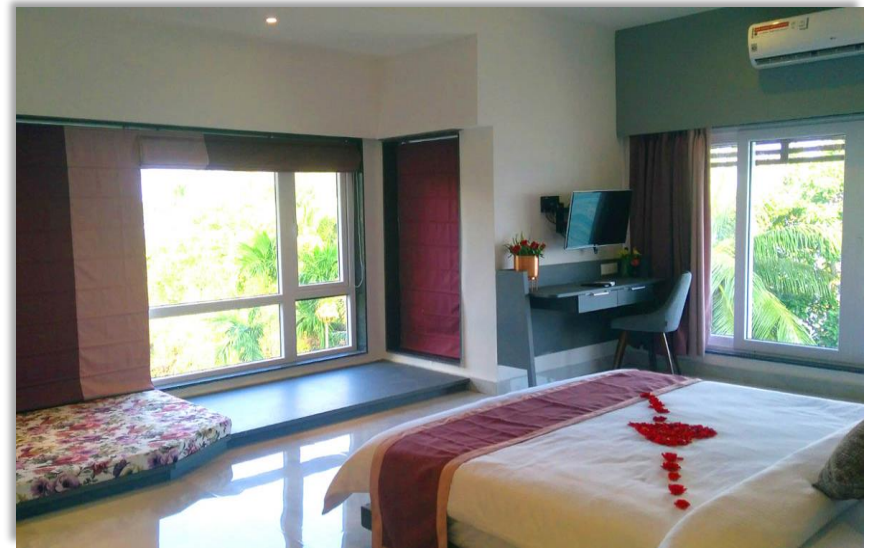


Premier Family Suite





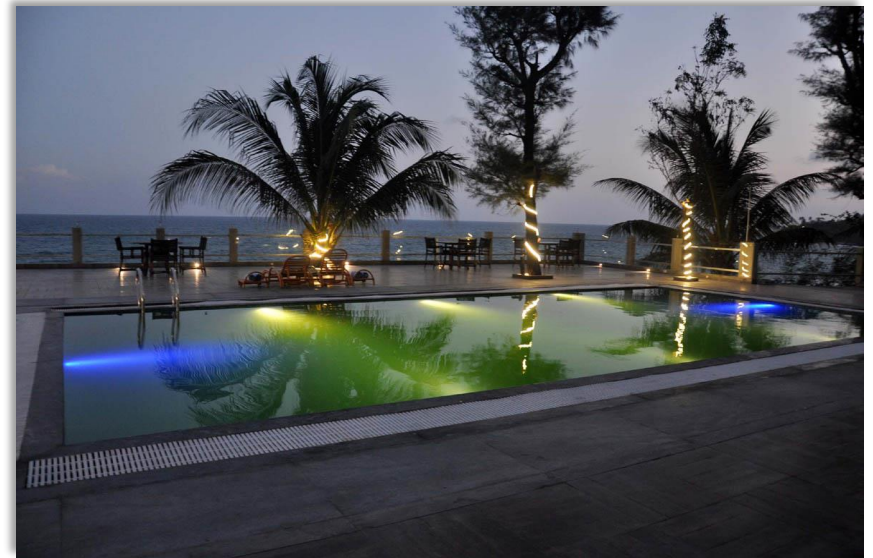
Premier Attic Room



Valentine Room



The Woodhouse - Conference Hall



Infinity Swimming Pool





**SINCLAIRS**  
HOTELS *and* RESORTS

# SINCLAIRS SILIGURI

The best address in town







Lobby



Lobby



O3 Bar



The Palms – Multicuisine Restaurant





Premier Room



Premier Suite



Garden Suite



The Durbar - large Banquet Hall





The Imperial - large Conference Hall



The Regency - Conference Room



The Summit - another Conference Room



The Terrace

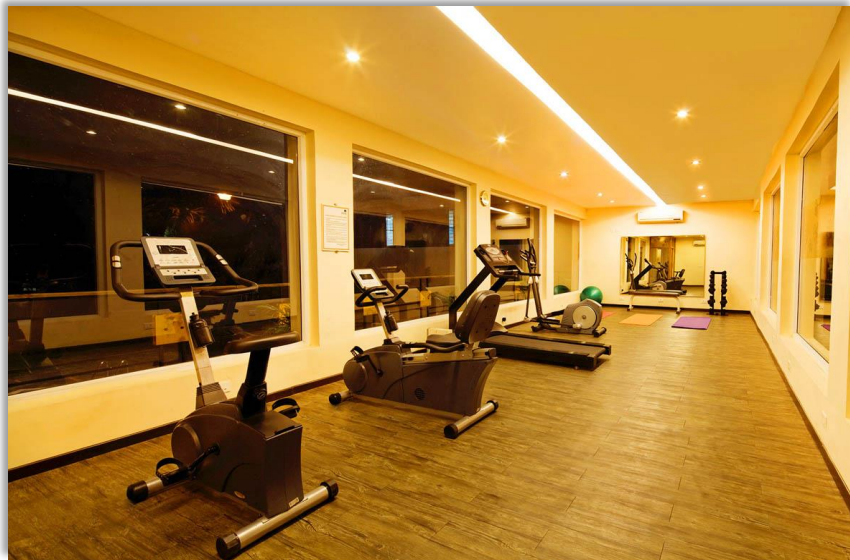




The Heritage Garden



Sinclairs Spa



The Gym



The Pool





**SINCLAIRS**  
HOTELS *and* RESORTS

# SINCLAIRS GANGTOK

A new landmark in Gangtok







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**

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### **Website**

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### **Investor Information Website**

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