



ROYAL ORCHID HOTELS LTD.,

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CIN : L55101KA1986PLC007392
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Date: January 09, 2021

**To,
The Manager,
Listing Compliance,
Department of Corporate Services,
BSE Limited,
Floor 25, P. J. Towers,
Dalal Street,
Mumbai – 400 001
BSE Scrip Code: 532699**

**To,
The Manager,
Listing Compliance,
Department of Corporate Services,
National Stock Exchange of India Limited,
Exchange Plaza, Plot no. C/1, G Block
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051
NSE Scrip Symbol: ROHLTD**

Dear Sir/Madam,

Sub: Newsletter for Shareholders

Please find enclosed herewith Newsletter for Shareholders

This is for the information and records of the exchanges.

Thanking you

Yours sincerely,

For **ROYAL ORCHID HOTELS LIMITED**

**RANABIR SANYAL
COMPANY SECRETARY & COMPLIANCE OFFICER**

Encl: as above

Happy NEW YEAR

Dear Shareholders

While the curtains on the year 2020 have drawn to a close, for us a year of global crisis and profound uncertainty ended on a positive note. Despite the obstacles the industry had to face through the year, Royal Orchid Hotels Ltd. (ROHL) has been able to sustain and we now see some green shoots of recovery.

When life gives you lemons make lemonade

We remained stoic through the pandemic as we realised that like any other challenges we and our industry have faced, this pandemic too is temporary and it too shall pass. We picked ourselves up, dusted ourselves off and immediately got to work on strategies to reduce the long-term effects of the coronavirus and drive faster recovery. Some strategies we adopted are as follows.

- Created service, safety, & cleanliness standards according to WHO guidelines to reassure our guests
- Tailor-made Heritage, wildlife, hill station, beach holidays, staycation and Daycation and driving destination packages
- Driving direct bookings and a healthy distribution mix through OTA's and other partners/agents
- F&B outlets on all digital platforms and food delivery aggregators. Socially distanced dining, quick grab menus.
- Promoting Work from hotel, offering co-working spaces in our hotel and renting rooms for parties.
- Through Vande Bharat Mission we improved and maintained desirable occupancy levels & Partnered with hospitals to generate business

If you're not exploring, you're not living

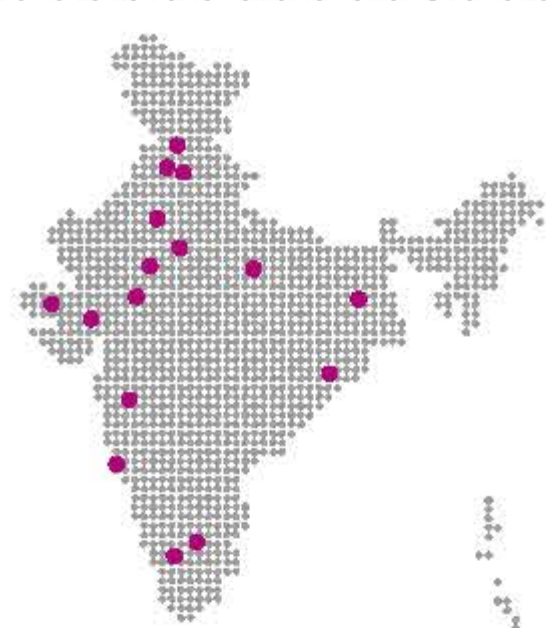


THE NEW NORMAL

The pandemic proved to be an opportune time for us to help our employees expand their skills and stay relevant with the best practices in the industry. This also helped rationalise costs and when normalcy returns, we expect to save approximately 30% in fixed overheads, which will result in lower break-even and greater profitability.

Through the **Management Development Program** we trained our department HOD's to be ready for larger roles in our upcoming hotels. This is already showing some positive results. It has helped us to reduce employee turnover, hiring costs and improved overall performance at our hotels.

Multiskilling was another initiative undertaken by us to cross-train our hotel staff to take on multiple roles. Through multiskilling of our hotel employees, we were able to optimise workforce utilisation, increase productivity and save on fixed costs.



Adding

20+ Hotels **1200+ Rooms**

To Existing

60+ Hotels **4000+ Rooms**



Strengthening Our Core

Royal Orchid Hotels Ltd is pleased to announce the appointment of **Mr. Prashant Mehrotra** as the **Chief Operating Officer**. Mr. Mehrotra who joined us in the month of August, 2020 comes with over 15 years of experience in the industry. We are excited to have him on board and we are certain that he along with our outstanding executive team will lead us to new heights in the years to come.

Doing Our Bit for the Society

Royal Orchid & Regenta Hotels took up **CSR initiatives** pan India to alleviate community distress amidst COVID-19 Pandemic



Distributed Food packets to
15,000+ people

Provided Food to
2500+ migrants



Adopted a village with
300+ people



Donated
120+ Mobiles
to under privileged school children



Light at the end of the tunnel

Contrary to what was predicted for the industry earlier, it hasn't been all doom and gloom for Royal Orchid Hotels Ltd. (ROHL). We as a group were quick to adapt to the 'new normal', and we have firmly positioned ourselves to be nimble and agile, and as a result, we will thrive in the years ahead.

**Safety
Assured**

60+
Hotels
in 38 Locations

Ahmedabad • Amritsar • Bangalore • Belagavi • Bharatpur • Bharuch • Bhuj
Chandigarh • Chennai • Dehradun • Dahej • Goa • Hospet • Haridwar • Indore
Jaipur • Jim Corbett • Kolkata • Kanpur • Ludhiana • Navi Mumbai • Mussoorie
Mysore • Mahabaleshwar • Manali • Nashik • Nagpur • Pench • Pune • Pushkar
Rajkot • Ranthambore • Rishikesh • Shimoga • Srinagar • Vadodara • Vapi