

Date: 06/08/2024

The General Manager, Listing Department, Bombay Stock Exchange Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001. Scrip Code: 538268	The Vice President, Listing Department, National Stock Exchange of India Limited, 'Exchange Plaza', Bandra Kurla Complex, Bandra (East), Mumbai - 400 051. Symbol: WONDERLA
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Dear Sir/ Madam,

Sub: Corporate Presentation

The Corporate Presentation which will be used for the analysts/ investors meetings scheduled from August 7 to 9 is attached.

Yours faithfully,
For Wonderla Holidays Limited

Srinivasulu Raju Y
Company Secretary

Parks & Resorts

Wonderla Kochi Park : Palli kkarra, Kumarapuram P.O., Kochi-683 565, Ph: 0484 2684001 | Email: mail.cok@wonderla.com

Wonderla Bengaluru Park : 28th KM, Mysore Road, Bengaluru-562 109, Ph: 080 37230300 | Email: mail.blr@wonderla.com

Wonderla Hyderabad Park : ORR Exit No. 13, Ravirala Post, Hyderabad-501 510, Ph: 040 23490300 | Email: mail.hyd@wonderla.com

Wonderla Bengaluru Resort : 28th KM, Mysore Road, Bengaluru-562 109, Ph: 080 35073965 | Email: resort.blr@wonderla.com

WONDERLA

PARKS AND RESORTS



Corporate presentation- FY25

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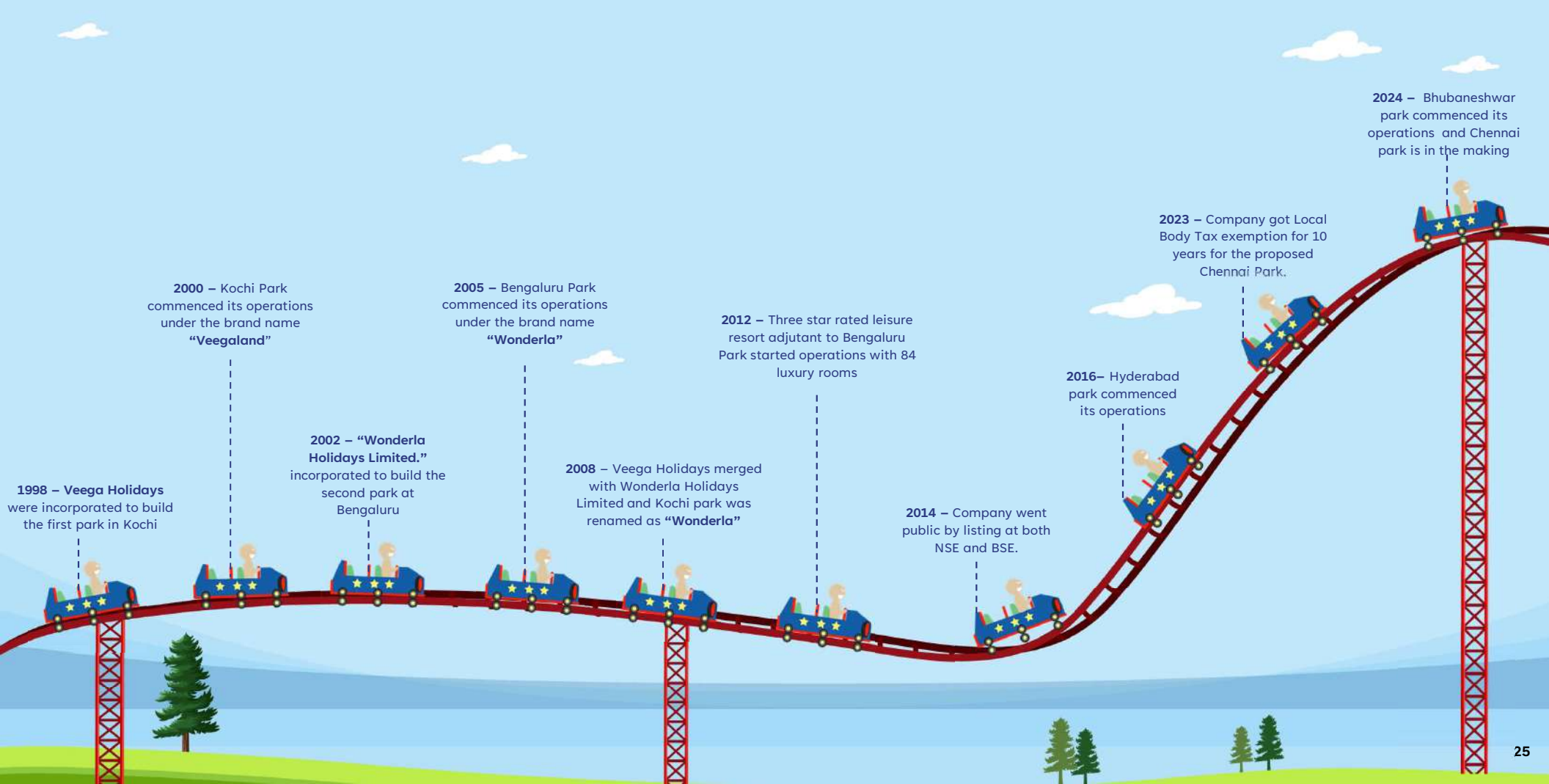
All Maps used in the presentation are not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.





Company Overview

Key Milestones



1998 – Veega Holidays were incorporated to build the first park in Kochi

2000 – Kochi Park commenced its operations under the brand name “Veegaland”

2002 – “Wonderla Holidays Limited.” incorporated to build the second park at Bengaluru

2005 – Bengaluru Park commenced its operations under the brand name “Wonderla”

2008 – Veega Holidays merged with Wonderla Holidays Limited and Kochi park was renamed as “Wonderla”

2012 – Three star rated leisure resort adjutant to Bengaluru Park started operations with 84 luxury rooms

2014 – Company went public by listing at both NSE and BSE.

2016– Hyderabad park commenced its operations

2023 – Company got Local Body Tax exemption for 10 years for the proposed Chennai Park.

2024 – Bhubaneshwar park commenced its operations and Chennai park is in the making

Wonderla - India's most loved amusement park



Vision

Adding 'Wonder' to lives and bringing people closer.



Mission

Build and operate resource efficient amusement spaces to deliver a fun, thrilling, and hygienic experience to our guests.

▪ One of the Most visited parks in India:

Wonderla parks have been visited by over **43 million*** visitors since 2000, making us one of the most visited amusement parks in India.

▪ More than two decades of experience (since launch of first park) in running parks in 4 different cities:

Kochi, Bengaluru, Hyderabad and Bhubaneshwar.



4

Amusement Parks



187

Fun Rides



18

Restaurants



5

Banquet Halls



6

Food courts



2

Lounge bar#

Key Strengths



Strategic Location

All the four parks have **good connectivity** to major cities making it attractive tourist destination for pan India

In-house ride designing and manufacturing capabilities

Leverages specific cost efficiencies and enhances **maintenance efficiency** of rides. This capability allows for the **customization and modification** of purchased rides

Superior Brand Recall

Established as strong brand amongst visitors evidenced by better customer ratings & reviews, arises from its ability to provide memorable experiences and consistently **introduce innovative attractions**

Prudent Capital allocation

Disciplined capital allocation over the decades. Focus on generating substantial cash flows & maintaining **debt free balance sheet**

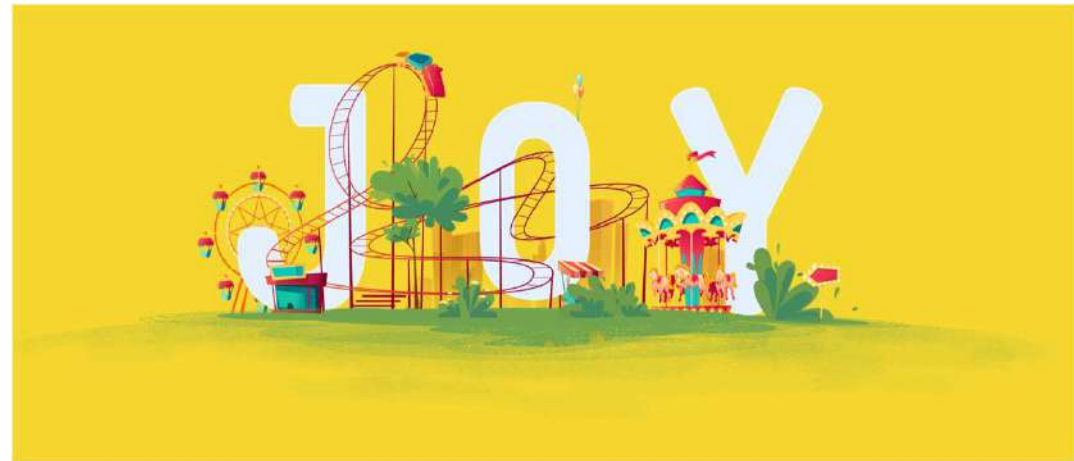
Experienced Management Team

Experienced **Promoters** supported by professional senior management team



A Complete Family Entertainment Destination...

Wonderla parks provide a rare avenue for families and friends to bond together in a wonderful outdoor environment. The parks deliver a safe, out-of-the-ordinary and highly memorable experience.



... with Signature Rides across Parks



... with Signature Rides across Parks



Certifications



Bureau Veritas Certification

WONDERLA HOLIDAYS LIMITED

WONDERLA
PARKS AND RESORTS

SITE 190, PALLIKARA, KUMARAPURAM P.O., KOCHI - 683 565,
KERALA, INDIA

This is a multi-site certificate, additional sites are listed on the next page(s)

Bureau Veritas Certification Holding SAS - UK Branch certifies that the Management System of the above Organisation has been audited and found to be in accordance with the requirements of the Management System Standards detailed below.

Standards

ISO 14001:2015 & ISO 45001:2018

Scope of certification

TO PROVIDE ENTERTAINMENT THROUGH WATER AND LAND BASED RIDES, ATTRACTIONS AND RELATED AMENITIES

Original cycle start date for ISO 14001: **22 July 2008**
Original cycle start date for ISO 45001: **31 May 2020**
Recertification cycle start date: **09 May 2023**
Subject to the continued satisfactory operation of the Organisation's Management System, this certificate is valid until: **30 May 2026**
Certificate No. **IND 23.0114MMU** Version: 1 Issue date: **09 May 2023**

For certificate authority, click here: <https://certificates.bv.com>

Signed on behalf of BUREAU VERITAS UK Branch
Jagdish N. BANJAR
Director - CERTIFICATION, South Asia
Communications, Industry & Facilities Division

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Tel: +32 (0)2 734 20 00 Fax: +32 (0)2 734 20 01

Further information regarding the scope of this certificate and the specific details of the management system requirements may be obtained by contacting the Organisation.
To check this certificate validity, please visit <https://certificates.bv.com>



This is to certify that Wonderla Holidays Limited has successfully completed the assessment conducted by Great Place To Work®, India, and is certified as a great workplace.

This certificate is valid from January 2024 to January 2025.



Yeshavini Ramaswamy
Chief Executive Officer
Great Place To Work®, India

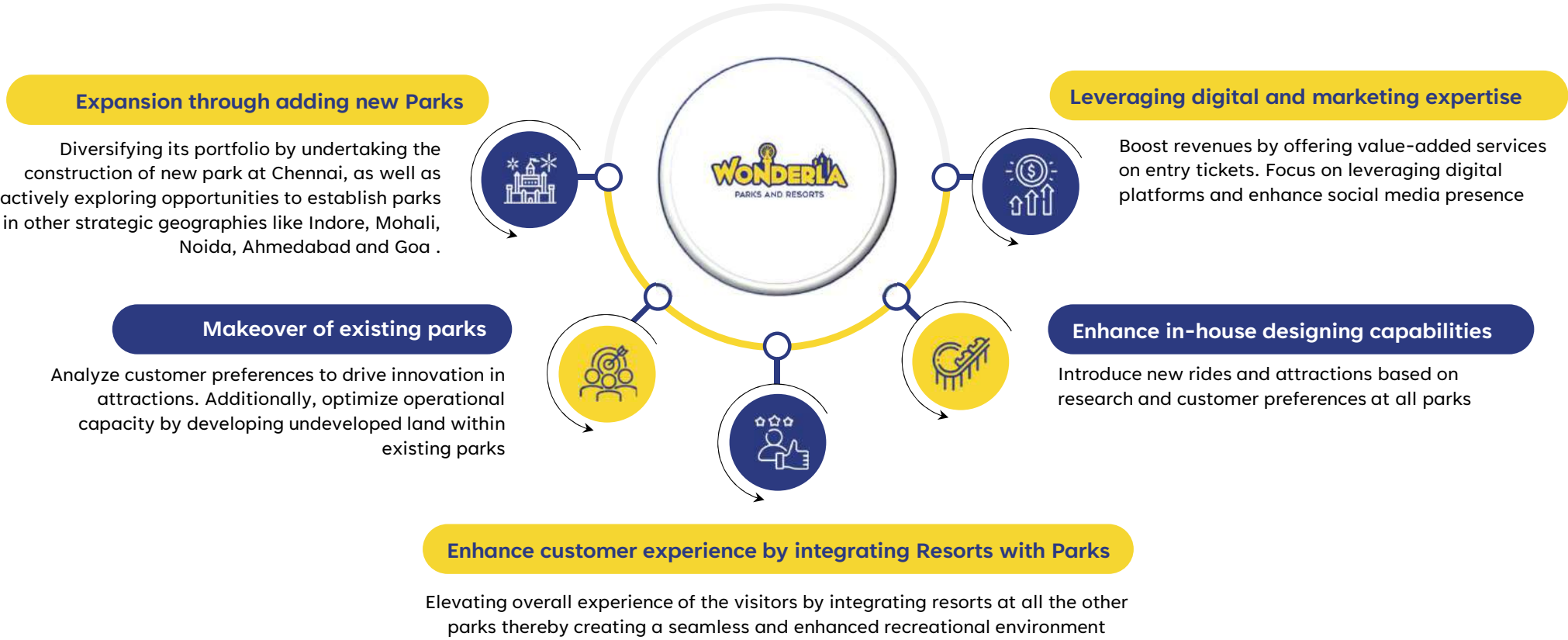
Note: The certificate is valid subject to the terms and conditions agreed to by the Organisation.





**WHAT'S
NEXT**

Strategy to Build Future Growth



Market opportunities

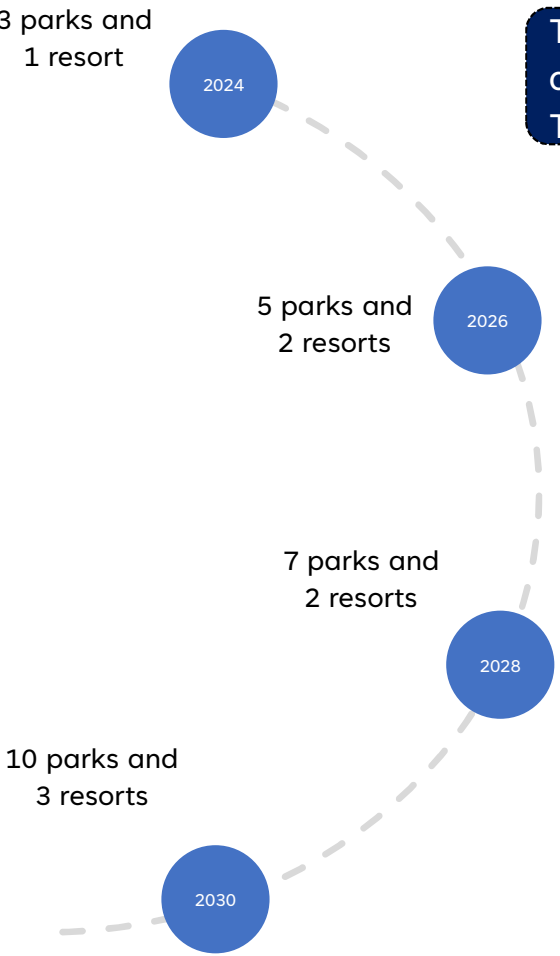


The Indian amusement market industry is estimated to be at ₹ 11,500 crore and is growing at a CAGR of 10.5%. This is expected to touch ₹ 25,000 crore by 2030.

We are at an inflexion point and shall be ready to take larger pie of market share while it is growing.

The single window approval system and government land makes the unbeatable combination for us to save on time and to become asset light.

Faster urbanisation ,presently at ~ 35%, will shift the focus to Tier -2 cities. We can sense new middle class and culture of consumption is evolving.



^As per data published in IAAPI

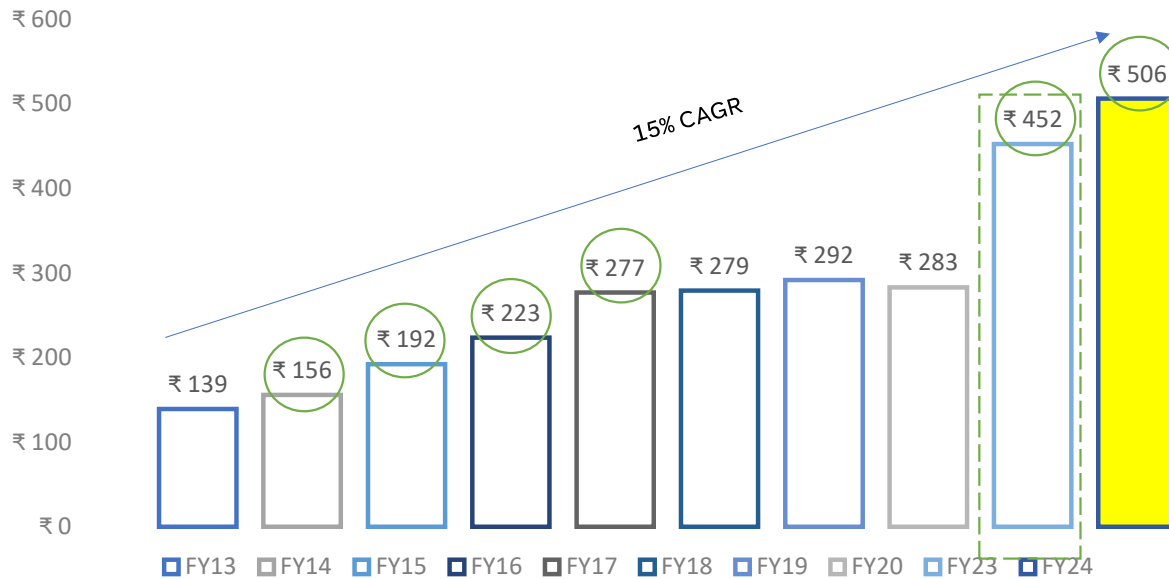


Financial Overview

Performance Track Record



Total Income[^] [₹ crore]



- latest average revenue per unit(guest)[ARPU] is at ₹ 1,680,~ 25% of which is from non-ticket initiatives.
- Successful upselling and cross selling capabilities.
- Premium services/products are offered to the guests.

○ Double digit growth in 6 out of 10 years

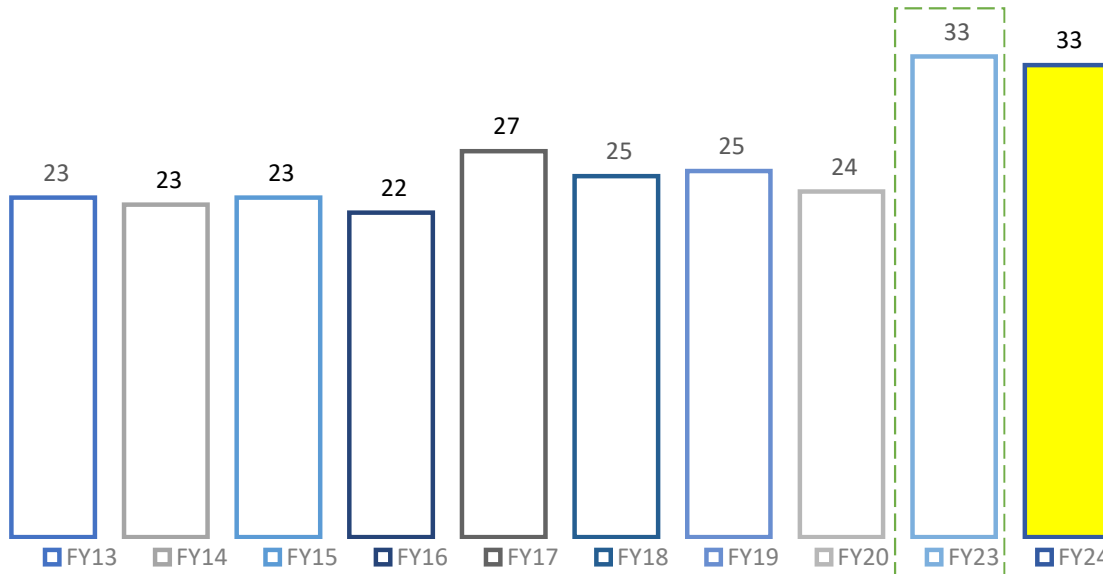
▭ Blockbuster year with 60% YoY growth

[^] excluding COVID years

Performance Track Record



Footfall^ [# lakh]



- ❑ Over ~1 million visitors in our matured parks in the past ~ 7 out of 10 times.
- ❑ Offers ~7+ hours of non-stop fun to our all guests.
- ❑ ~300K followers in our Instagram.
- ❑ Guest engagement activities at parks viz DJ events, birthday offers throughout the year and celebration of all regional/national/international festivities.

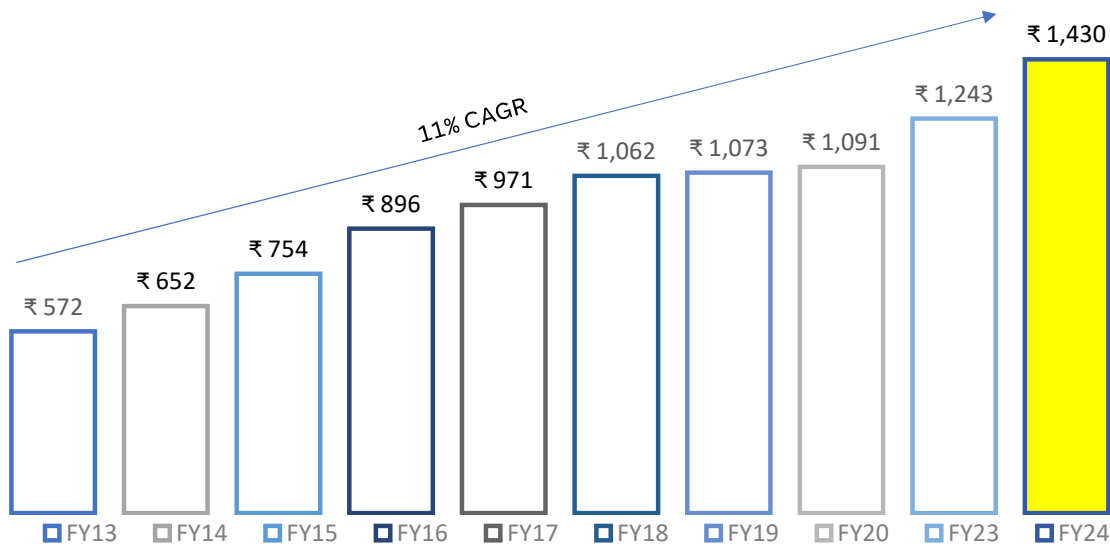


Blockbuster year with ~40% YoY growth

^ excluding COVID years

Performance Track Record

Average revenue per unit [Guest] [₹]



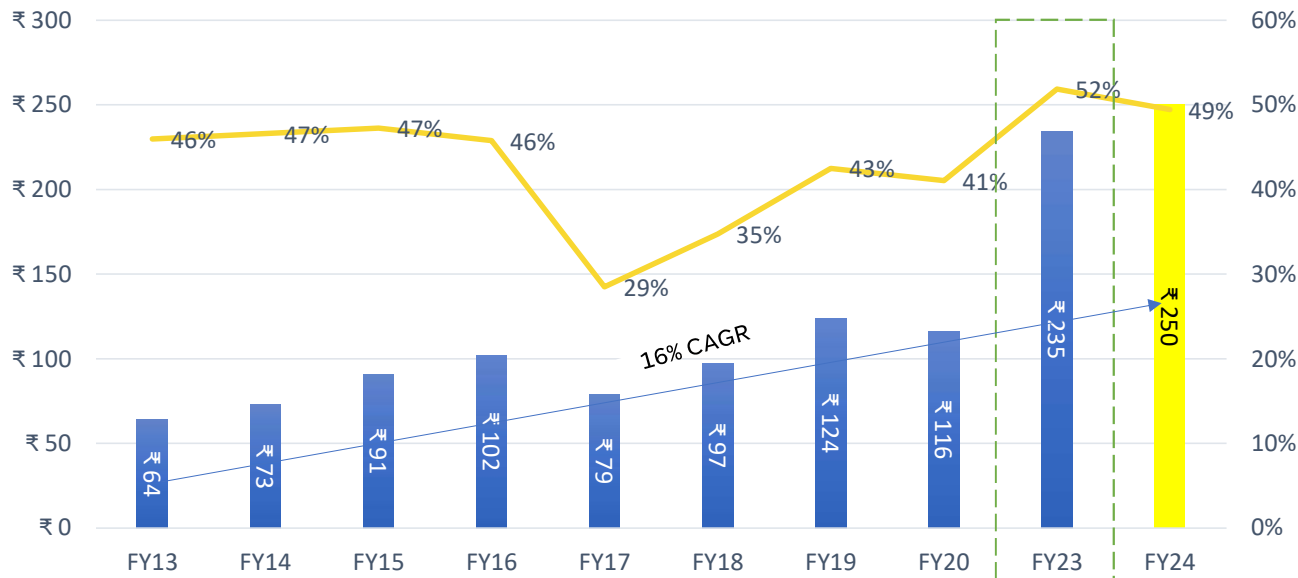
- ☐ Customer retention
- ☐ Quality and brand resonance.

CAGR of ~11%

^ excluding CoVID years

Performance Track Record

EBITDA^ [₹ crore]



- Average EBITDA of ~40%+.
- Effective cost optimisation.
- Geared up for expansion.

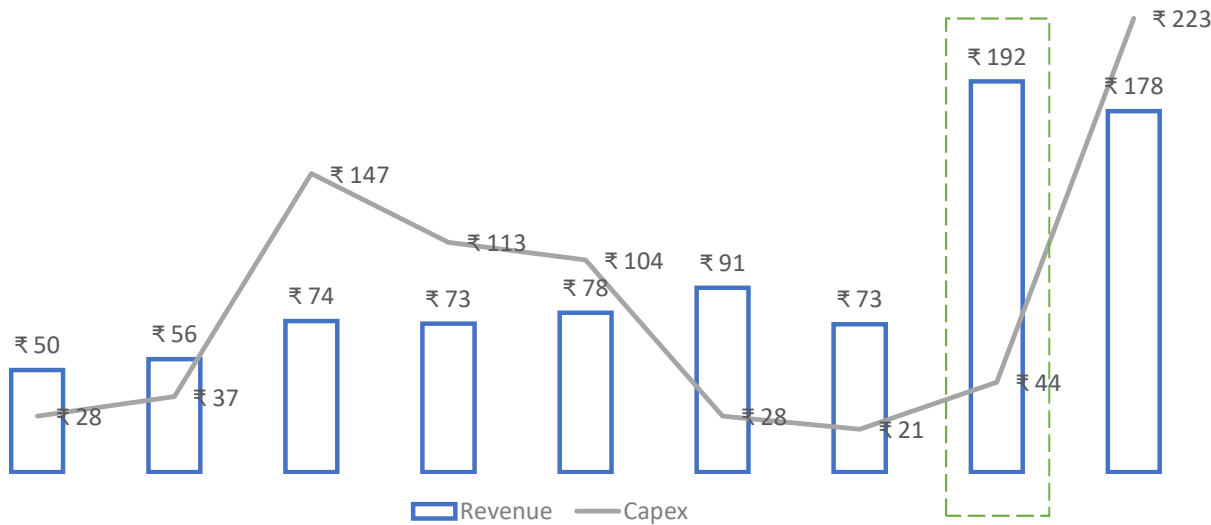
Highest EBITDA contribution @ 52%

CAGR of 16%

^ excluding CoVID years

Performance Track Record

Cash flow from operations [₹ crore]



- ❑ High growth in revenue since FY23
- ❑ Possible interventions in working capital management.



Blockbuster year with CAGR~63% over 2 years

^ excluding COVID years

Our Board

Our Board of Directors



Mr. Kochouseph Chittilappilly

Chairman Emeritus



Mr. M. Ramachandran

Chairman



Mr. Arun K. Chittilappilly

Managing Director



Mr. R. Lakshminarayanan

Non-Executive Vice-Chairman



Ms. Priya Sarah Cheeran Joseph

Non-Executive Director



Mrs. Anjali Nair

Independent Director



Mr. Kasaragod Ullas Kamath

Independent Director



Mr. Madan Padaki

Independent Director

Our Board of Directors [Cont...]

Mr. Kochouseph Chittillappilly
[Founder and Chairman
Emirates]

- M.Sc. Physics, Calicut University
- Founded V-Guard industries in 1977 and Wonderla (Previous known as Veega land) in 2000.
- Founded “ K Chittillappilly foundation to promote human welfare through education health, organ donation etc. and make significant contribution to society.
- Well regarded as a business leader, writer and philanthropist

Mr. M. Ramachandran
[Chairman]

- CA and CS
- Started his career in 1974 with Tata Steel, Jamshedpur
- Partner in Deloitte Haskins and Seols LLP while retiring after 29 years of long service.

Mr. Arun K. Chittilappilly
[Founder and Managing
director]

- Masters in Industrial Engineering from Industrial Research Institute of Swinburne University (IRIS), Melbourne, Australia
- He has been a key architect of Wonderla Holidays and has been actively involved in strategizing and conceptualizing the Wonderla Parks and Resorts.

Mr. R. Lakshminarayanan
[Non-Executive Vice-Chairman]

- An alumnus of IIT (Delhi) and IIM (Bengaluru)
- Executive Director on the Mudra Board for over a decade by the time he moved out in year 2008.
- Conferred the Guru Vandana award by the Honorable Governor of Karnataka.

Ms. Priya Sarah Cheeran Joseph,
Non-Executive Director

- Post Graduate degree in public health from University of Melbourne, Australia
- Decade long experience in amusement park operations.

Ms. Anjali Nair,
[Independent Director]

- Engineering Graduate with specialization in Electricals and Electronics
- She has unique expertise in scaling technology, harnessing complex architectures and creating commercial models.

Mr. K Ullas Kamath
[Independent Director]

- M.Com, LLB, CA and CS.
- Ex-CMD of Jyoti Lab[JLL] for a period over 3 decades. he was responsible for business development, new projects, M&A, and financial management.
- Instrumental in transforming JLL into multi brand FMCG from single brand
- He also serves as the Chairman of FICCI Karnataka State Council.

Mr. Madan Padaki
[Independent Director]

- Mechanical Engineer from NIE, University of Mysore
- He is the Co-founder of Global Alliance for Mass Entrepreneurship (GAME).
- Sought-after speaker at various conferences around the world.

Our Senior Management Team



Mr. Dheeran Choudhary [Chief operating officer]	<ul style="list-style-type: none"> • Joined in 2023 • 15+ years of experience. • BBM, Executive Program in Leadership from INSEAD 	Mr. Srinivasulu Raju Y [Company Secretary and compliance officer]	<ul style="list-style-type: none"> • Joined in 2014 • 16+ years of experience • Company Secretary.
Mr. Saji K Louiz [Chief Financial Officer]	<ul style="list-style-type: none"> • Joined in 2023 • 14+ years of experience • B. Com and CA 	Ms. Priya S [Talent Evangelist]	<ul style="list-style-type: none"> • Joined in 2023 • 15 + years of experience • MBA
Mr. Sivdas M [President- Administration]	<ul style="list-style-type: none"> • Since inception • Joined in 1987 in Group Company • 37 years of experience • B. Sc , Dip in Elec. 	Mr. Jayaprakash [DGM – HR]	<ul style="list-style-type: none"> • Joined in 2005; • 21+ years of experience • MBA, MSW, LLB
Mr.Ajkrishnan A G [VP-Engineering]	<ul style="list-style-type: none"> • Since inception • Joined in 1997 – Group Company • 28+ years of experience • B.Tech and MBA 	Mr.Rudresh H S [Park head, Bangalore]	<ul style="list-style-type: none"> • Joined in 2017 • 30+ years of experience • MBA
Mr. Mahesh M B [VP- Procurement]	<ul style="list-style-type: none"> • Since inception • Joined in 1994 in Group Company • 30+ years of experience • B.Sc. and MBA 	Mr. Ravikumar M A Park head, Kochi	<ul style="list-style-type: none"> • Joined in 1987 • 37+ years of experience. • M.Sc., MA in Public Administration.
Mr.Sunil T [VP- Technology]	<ul style="list-style-type: none"> • Joined in 2023 • 17+ years of experience • B E Computer Science 	Mr. Madhusudhan Gutta [Park Head, Hyderabad]	<ul style="list-style-type: none"> • Joined in 2000 in Group Company • 31+ years of experience • B. Com, ICWAI [Stage 3 completed]
Mr.Gaurav Sondhi [VP- Sales]	<ul style="list-style-type: none"> • Joined in 2024 • 12+ years of experience • BBA and Dipl in International Marketing 	Mr. Kalpataru Naik [Park head, Bhubaneswar]	<ul style="list-style-type: none"> • Joined in 2024 • 17+ years of experience • MBA
Mr.Addarsh Bharti [VP- Marketing]	<ul style="list-style-type: none"> • Joined in 2024 • 10+ years of experience • MBA 	Mr. Sudhir M V Resort head, Bangalore	<ul style="list-style-type: none"> • Joined 2007 • 33+ years of experience • MBA
Mr. Roshan Victor Dsouza [Head,Non- Ticket Revenue]	<ul style="list-style-type: none"> • Joined in 2022 • 19+ years of experience • Diplo Hotel Management 		

For Further Queries:



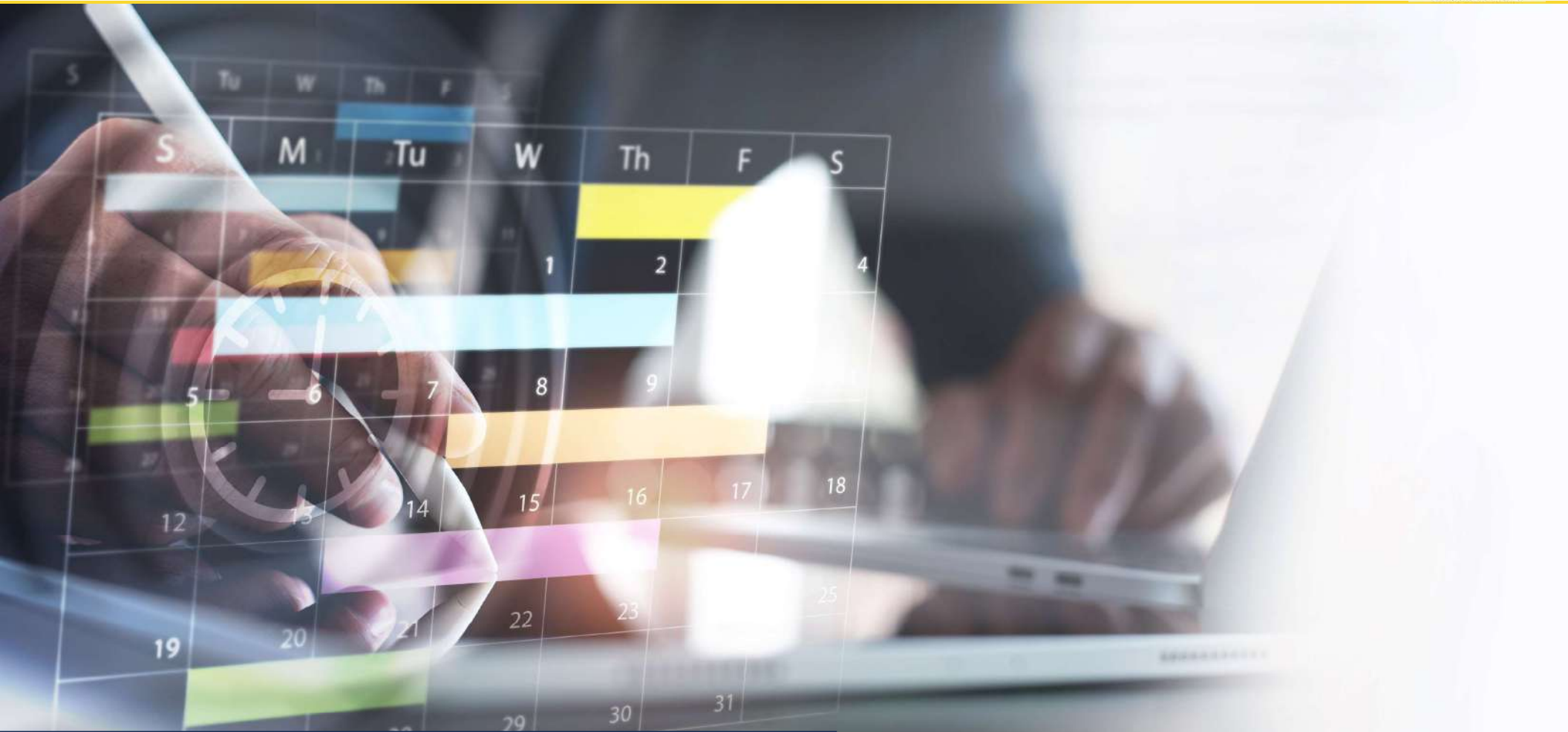
Mr. Saji K Louiz
Chief Financial Officer
Email: investors@wonderla.com

A vibrant photograph of a family enjoying a water park ride. A man in a yellow shirt is carrying a young girl in a red swimsuit on his shoulders. They are both smiling and splashing water. In the foreground, a woman in a pink swimsuit and a young boy in a green shirt are also splashing water. They are all on a blue inflatable tube. The background shows a rocky wall with the "WONDERLA" logo in large, yellow, outlined letters. The scene is filled with water splashes and a bright, sunny atmosphere.

WONDERLA

A yellow silhouette graphic of a water park. It includes a Ferris wheel on the left, a roller coaster in the middle, and a castle-like structure on the right. The text "Thank you!" is written in a cursive font over the silhouette.

Thank you !



Annexures

Consolidated Profit & Loss Statement

₹ crore	Q1FY25	FY24	FY23	FY22	FY21	FY20	FY19
Revenue from Operations	17.29	48.30	42.92	12.76	3.84	27.09	28.20
Other Income	0.46	2.30	2.32	0.58	0.63	1.20	0.96
Total Income	17.75	50.60	45.24	13.33	4.47	28.29	29.17
Cost of materials consumed	0.89	2.76	2.29	0.66	0.25	1.31	1.31
Purchase of stock-in-trade	0.91	2.10	2.18	0.74	0.18	1.59	1.66
Changes in inventories of stock-in-trade	-0.15	-0.03	-0.06	-0.03	0.04	-0.04	0.03
Employee Expenses	2.04	6.26	5.12	3.25	2.55	4.04	3.81
Other Expenses	4.46	14.50	12.24	6.11	3.68	9.77	9.97
EBITDA	9.60	25.02	23.47	2.60	-2.23	11.61	12.40
EBITDA Margin (%)	54%	49%	52%	19%	-50%	41%	42%
Depreciation	1.24	3.82	3.52	3.84	4.37	4.18	3.95
Finance Cost	0.01	0.06	0.03	0.03	0.05	0.07	0.04
PBT	8.35	21.13	19.91	-1.27	-6.64	7.37	8.40
Exceptional Items	-	-	-	-	-	1.89	-
Tax	2.02	5.34	5.02	-0.33	-1.65	2.78	2.86
PAT	6.32	15.80	14.89	-0.95	-4.99	4.59	5.54
PAT Margin (%)	36%	31%	33%	-7%	-112%	16%	19%

Statement of assets and liabilities

₹ crore	FY24	FY23	FY22	FY21	FY20	FY19
Fixed Assets	92.99	76.83	75.66	78.45	82.09	83.50
Non-Current Assets	5.89	2.14	1.77	0.99	1.02	0.93
Current Assets	24.96	28.66	13.13	11.67	15.00	13.01
Total Assets	123.83	107.63	90.57	91.11	98.11	97.43
Non-Current Liabilities	8.78	8.83	6.69	7.17	8.79	7.13
Current Liabilities	5.59	3.84	3.81	2.99	3.43	8.45
Net worth	109.46	94.96	80.07	80.95	85.89	81.85

Represented by:

Owners' equity	5.66	5.66	5.65	5.65	5.65	5.65
Other Equity	103.80	89.31	74.41	75.30	80.24	76.20
Total	109.46	94.96	80.07	80.95	85.89	81.85

New Portfolio Additions

Odisha Park

Operation commenced on May 24, 2024



Chennai Park

- Construction work is in progress.



- Recently signed MoU with Gujarat Government during Vibrant Gujarat Summit.
- Active discussions with Madhya Pradesh, Uttar Pradesh, Ahmedabad and Punjab State Governments are on track.

