



The Byke Hospitality Limited

CIN No.: L67190MH1990PLC056009

October 17, 2016

To,
Corporate Services Department,
**National Stock Exchange
of India Ltd.**
5th Floor, Exchange Plaza
Plot no. C/1, G Block,
Bandra - Kurla Complex
Bandra (E), Mumbai - 400 051

To,
Corporate Services Department,
The BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001.

To,
Corporate Services Department,
**Metropolitan Stock Exchange
of India Limited**
4th Floor, Vibgyor Towers,
Bandra - Kurla Complex,
Bandra (E), Mumbai - 400 098

Ref: Scrip Code/Name: **BYKE** (NSE), **531373** (BSE), **THEBYKE** (MCX-SX)

Subject: Investors/ Analysts Presentation {Disclosure of Material Event/Information under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015}

Respected Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, a copy of the Investors/ Analysts Presentation that we propose to make for analyst and investors meet is enclosed and the said Investors/ Analysts Presentation has also been uploaded on Company's Website at www.thebyke.com

The Investors/ Analysts Meet is Scheduled to be held on October 18th & 19th ,2016 at Singapore and on October 20th ,2016 at Hongkong.

We request you to kindly take the same on record.

Thanking You,

Yours Faithfully,
For The Byke Hospitality Limited

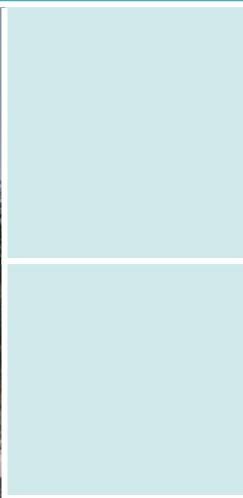
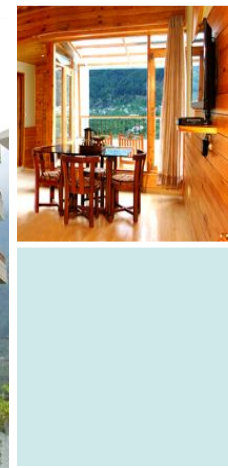
Neha Mankame

Neha Mankame
Company Secretary & Compliance Officer





Investor Presentation OCTOBER 2016



Agenda



Byke Background and Overview



Key Growth Drivers



Hotel Segment (Owned + Leased)



Room Chartering Segment



Growth Strategy



Financial Highlights

Byke Background and Overview



Background and History

History (Prior to 2010)

- Formerly known as “Sauve Hotels”
- Started operations in the year 2002
- Promoted by Mr. Satyanarayan Sharma and family

No. of Hotels – 2
No. of Rooms – 102
Room Chartering - Nil

Acquisition (2010)

- Current promoters acquired 44.5% stake in the Company in December 2010
- 2 properties – Byke Heritage Matheran and Byke Suflower Goa (total 102 rooms)
- In August 2011 the Company name was changed to “The Byke Hospitality”

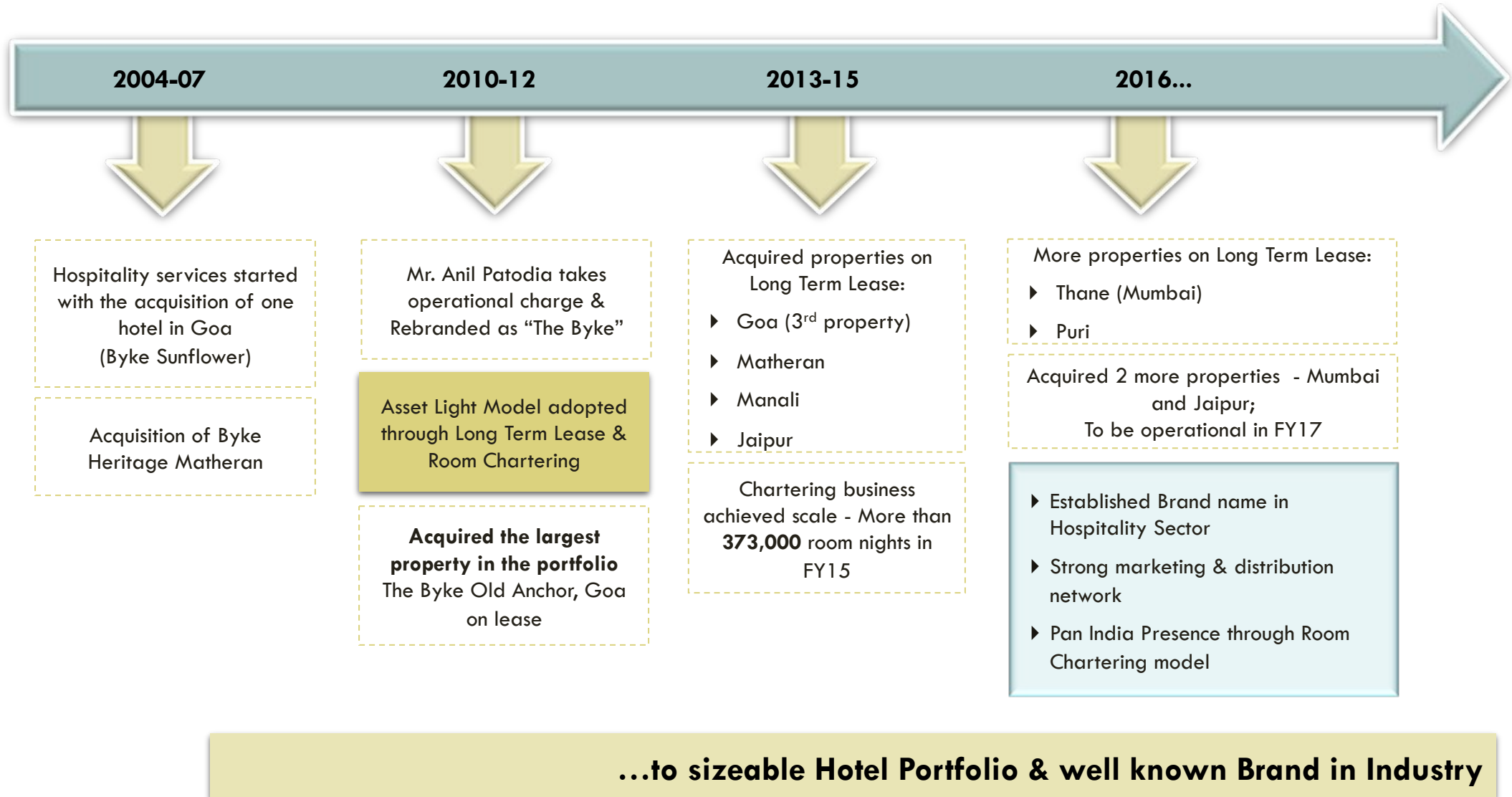
The Byke (Present)

- Mr. Anil Patodia (Managing Director and Promoter) had significant experience in the hospitality industry – business of supplying recon pillows to hotels
- Strong vision to be a leader and preferred choice in the Hospitality Industry

No. of Hotels – 11
No. of Rooms – 797
Room Chartering – ~5 lacs room nights



Evolved from Standalone Hotel Property ...



Experienced Management Team

Mr. Anil Patodia Chairman and Managing Director



- Provided strong and dynamic leadership to “The Byke” since 2011
- A career Hotelier with an extensive experience in the Hospitality industry
- His experience in operations and marketing is playing a key role in the global expansion and development of future hotels

Mr. Suraj K Soni

- 20 years of experience as a Hotel Executive
- General Manager with proven brands such as Hilton, Wyndham Hotels, Sayaji Hotel and others
- Specialization in the management of large convention hotels, 4 & 5 Star Resorts & Hotels
- Proven track record of success in opening / re-opening, major renovations and brand re-positioning

Mr. Mihir Sarkar

- 19 years of hands-on experience in the hospitality industry
- Past management roles at Taj, Holiday Inn and ITDC
- Specialties:
 - ✓ Pre-opening Hotel Management
 - ✓ Vendor & Supplier Management
 - ✓ MICE & Convention Management

Mr. Ronald Masse

- Versatile hospitality professional and dynamic manager with more than 20 yrs of experience
- Worked with Group like Tunga & Panaromic group of Hotels
- Specialties:
 - ✓ Hospitality Operations
 - ✓ Client Management & Relationship Building
 - ✓ Business Development

Supported by Independent Board of Directors

Mr. Sandeep Singh

- **A renowned media professional, author and management strategist**
- Post-Graduation in Rural Development from Xaviers Institute of Social Science (XISS)
- Specialised in Media Planning from Mudra Insitute of Communications & General Management from IIM, Bangalore
- Author of various books. Some of his books are 'Business of Freedom', 'Indian Ocean Strategy & 'Simhavolokan'
- On the Advisory Board of The National Institute of Mass Communication & Journalism

Ms. Sudha Gupta

- **A renowned Chartered Accountant & subject matter expert in finance/ taxation**
- Wide experience in Corporate Taxtation, Tax Treaties & Companies Act and vast knowledge in International transactions, FEMA & RBI
- Previously worked in Deloitte and Rodl & Partner, been instrumental in structuring and implementation of various cross border complex transactions
- Has authored book on Foreign Exchange Management Act, Due Diligence under FEMA (CCH Publications) and Practical Aspects of FDI in India (ICSI Publication)

CA Ram Ratan Bajaj

- Fellow member of the Institute of Chartered Accountants of India
- Over 35 years of post- qualification experience
- Expertise in handling finance, taxation, corporate law, accounts, project implementation

Mr. Bharat Thakkar

- Post graduate in Commerce and has cleared ICWA Intermediate
- He is an acknowledged expert in financial planning as well as insurance sector
- Was earlier with New India Assurance and United India Insurance

Mr. Ramesh Vohra

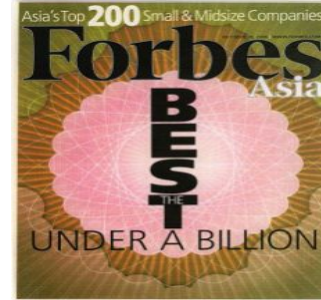
- Successful businessman providing engineering solutions to the oil, gas, exploration, marine and construction companies
- Some of the major clients include ONGC and the Indian Railways
- Member of the Lions Club for over a decade

Awards and Accolades

Featured in Forbes Asia's "Best Under a Billion" for 2 consecutive years

Achieved the distinction of being among the 11 companies from India that have made it to the top 200 Asia Pacific corporations in Forbes Asia's 'Best Under a Billion' list in 2015

Featured again in 'Best Under a Billion' list in 2016; among the 7 companies from India that have made it to the list



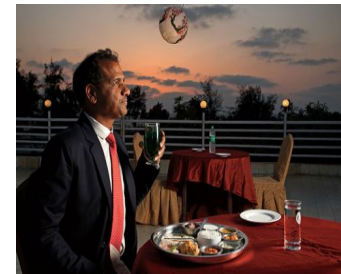
Award to promote vegetarian hotels in India

Received an award for "BEST PURE VEGETARIAN HOTEL CHAIN IN INDIA" at 11th Hospitality India & Explore the World Annual International Travel Awards, 2015, New Delhi



CMD featured in Forbes June 2016 issue

Forbes Asia June 2016 issue featured Chairman & Managing Director, Mr. Anil Patodia's thoughts and future plans for the Company



Business Overview

Hotel (Owned + Leased)

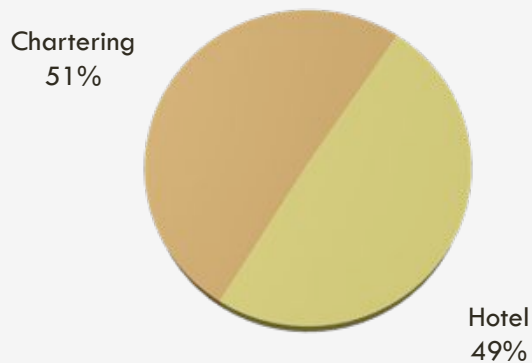
- Hotels under Brand name “The Byke”
- Focus on domestic middle class leisure tourism
- Niche in Vegetarian segment
- Diversified revenue mix – Rooms, F&B, events, etc.
- 11 properties at tourist destinations in India:
 - 2 ownership; 9 on long term lease
 - 797 rooms

Room Chartering

- Third party hotel rooms chartered at strategically identified locations across India
- Capitalise on the diverse peak seasons across India
 - Maximise occupancy (90%+)
- Presence across 60 plus cities
- Relationships with 500+ hotel owners
- Network of 300+ agents

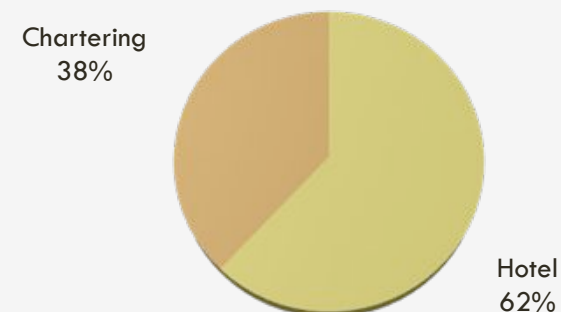
Revenue Break-up

FY16 Total: Rs 2,315 mn



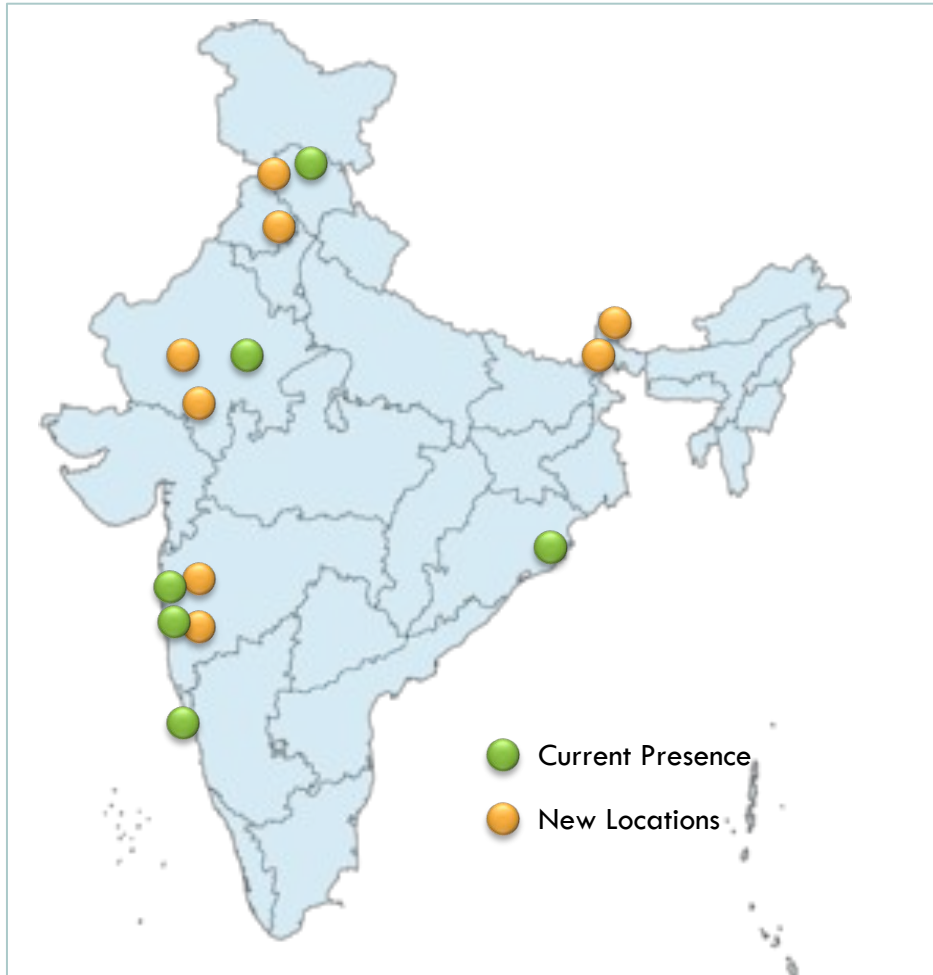
EBITDA Break-up

FY16 Total: Rs 526 mn

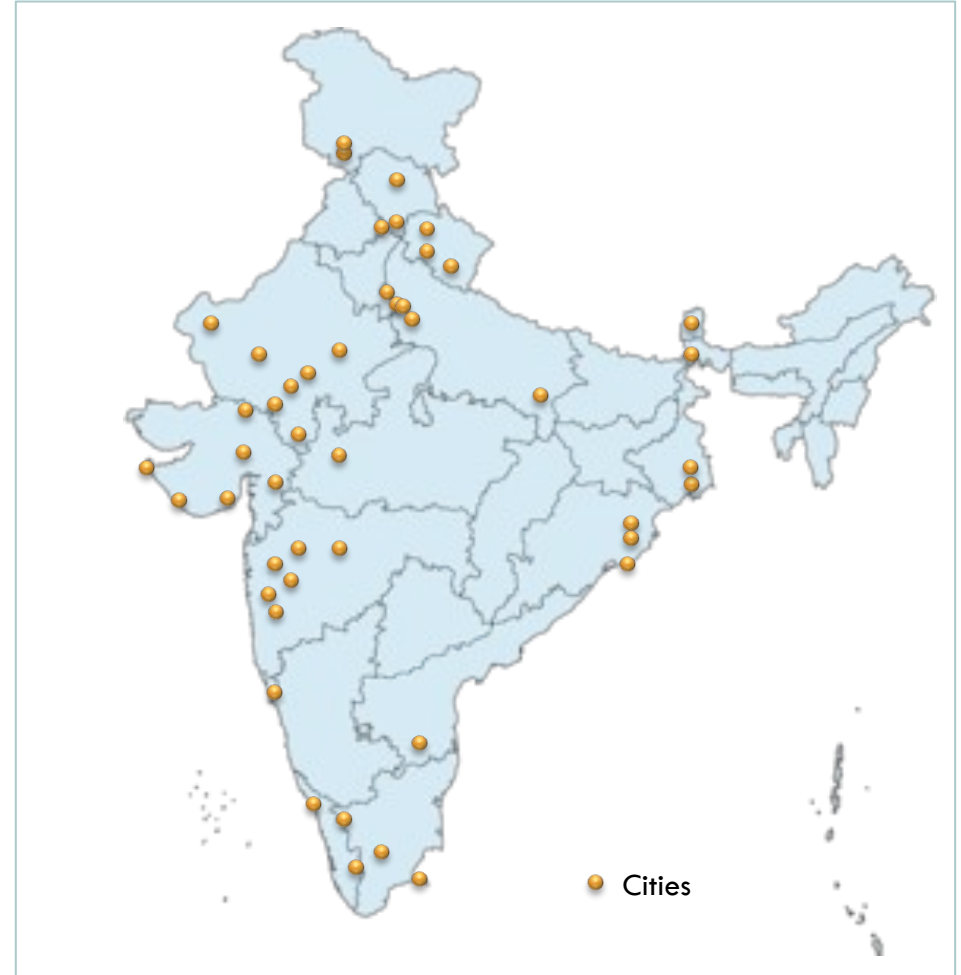


Pan-India Presence in Both Segments

Hotel (Owned + Leased) Presence



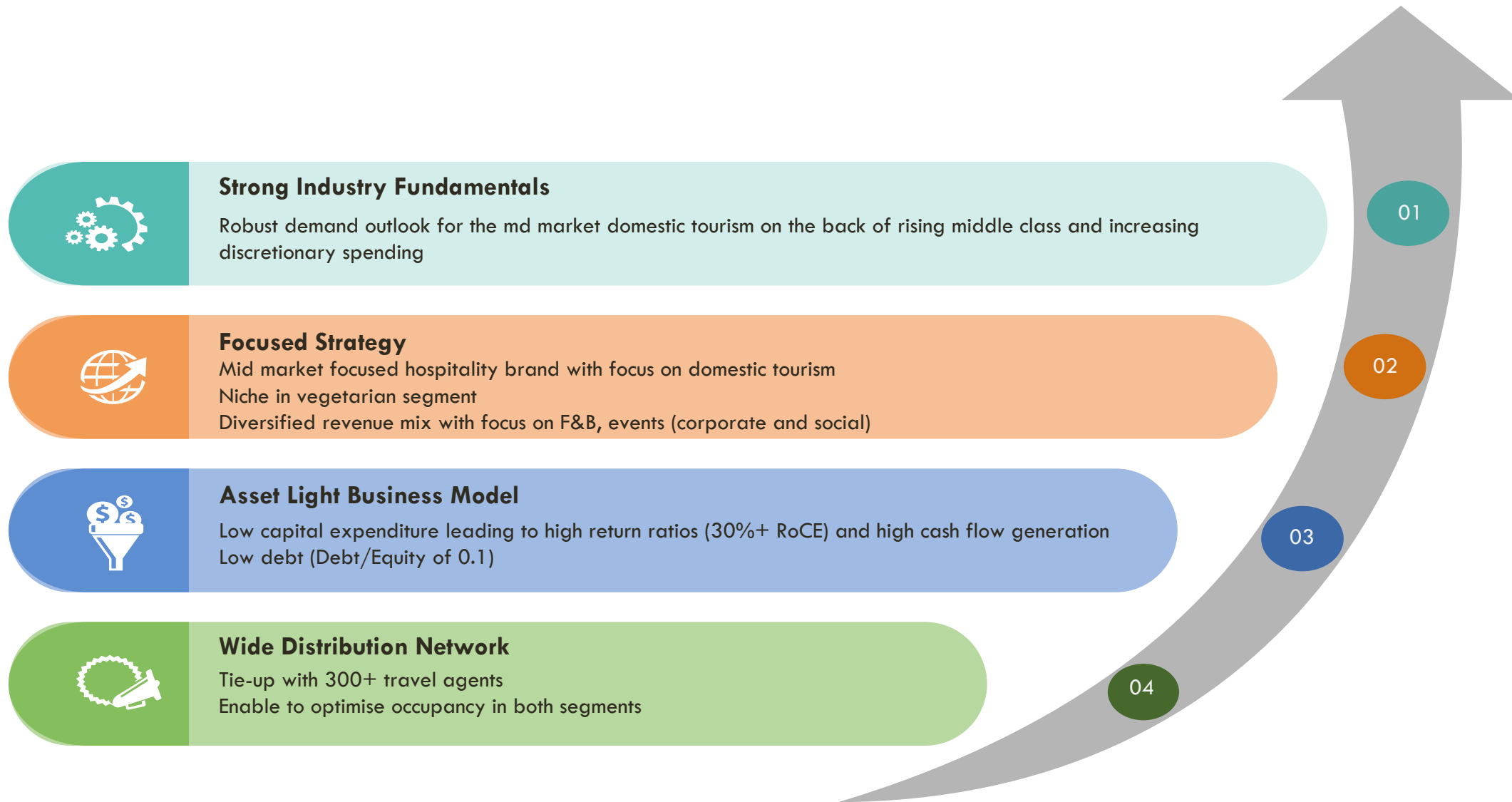

Room Chartering Presence – 60+ cities




Key Growth Drivers




Key Growth Drivers


Strong Industry Fundamentals
Robust demand outlook for the md market domestic tourism on the back of rising middle class and increasing discretionary spending



Focused Strategy
Mid market focused hospitality brand with focus on domestic tourism
Niche in vegetarian segment
Diversified revenue mix with focus on F&B, events (corporate and social)



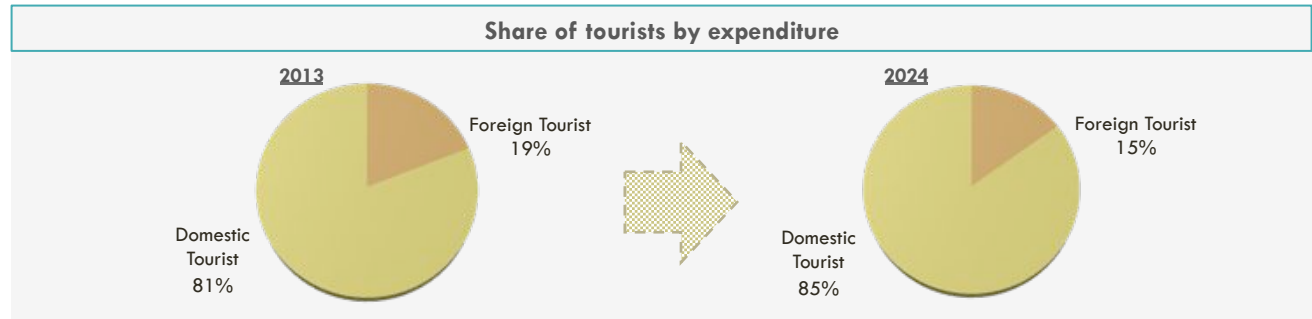
Asset Light Business Model
Low capital expenditure leading to high return ratios (30%+ RoCE) and high cash flow generation
Low debt (Debt/Equity of 0.1)



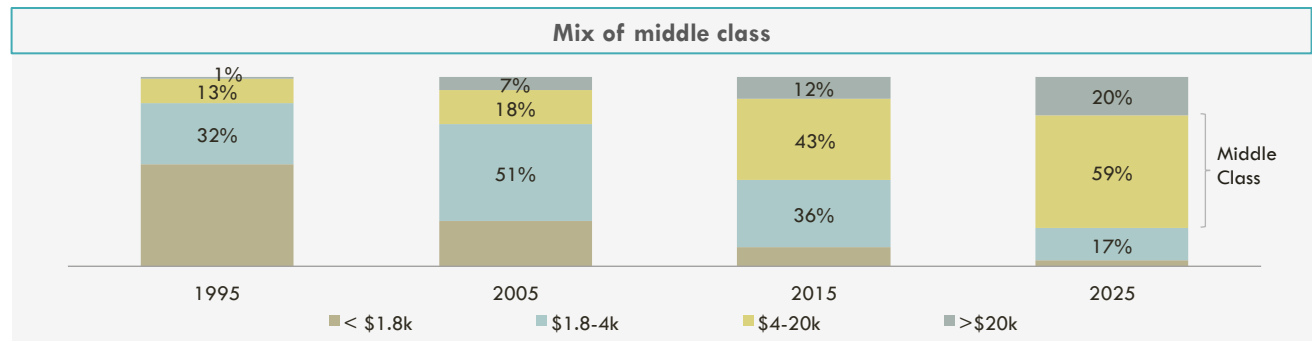
Wide Distribution Network
Tie-up with 300+ travel agents
Enable to optimise occupancy in both segments

1 Strong Industry Fundamentals

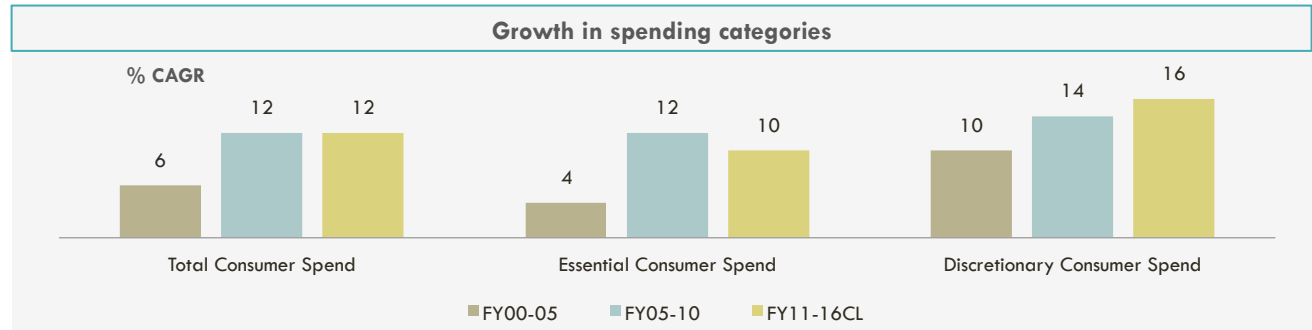
Huge Potential of Domestic Tourism



Expanding Middle Class



Increasing Discretionary Spend



Mid market focused hospitality brand with focus on domestic tourism

- Domestic travellers have been the bedrock of demand for the Indian hotel industry – Domestic tourism continues to be over 80% of the total tourist expenditure in India
- A growing middle class has created demand for branded budget hotels for the domestic travellers
- Byke has created a distinct brand in the budget hotels category

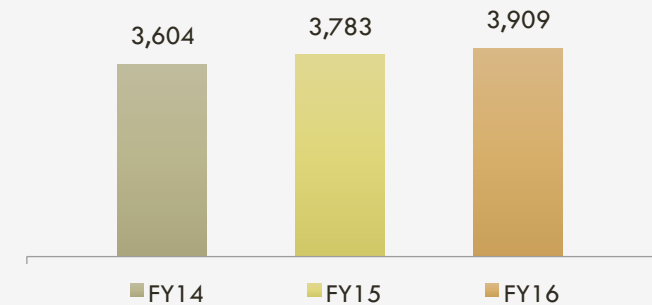
Niche in vegetarian segment

- Restaurants/ Banquets in all hotels serve pure vegetarian food
- Awarded for contribution to promote vegetarian hotels in India at 11th Hospitality India & Explore the World Annual International Travel Awards

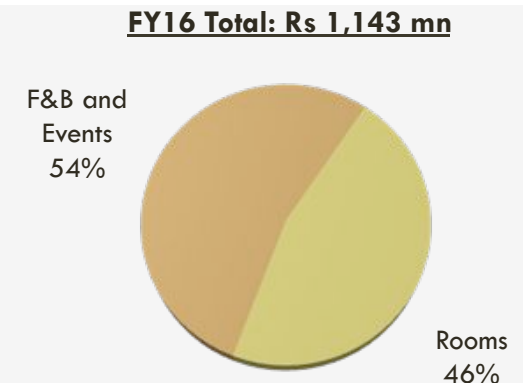
Diversified revenue mix with focus on F&B and events

- Increasing focus on diversified revenue streams including corporate events (meetings, offsites) and social events (weddings, parties) to optimize occupancy and margins
- Restaurants/ conference rooms/ banquet halls & lawns across properties for social and corporate events

Average Room Rent in Rs (Hotels segment)



Hotel Segment Revenue Break-up



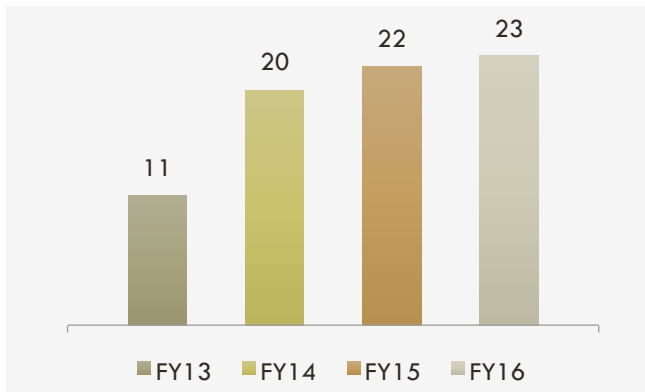
3 Asset Light Business Model

Low capital requirement as properties are taken on a long term lease

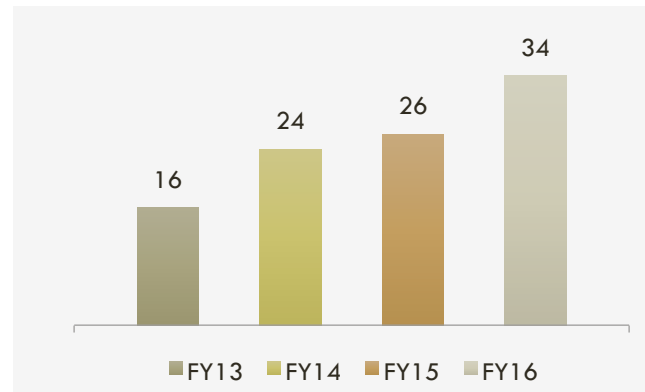
- Incremental room addition requires minimal capital employment; only capex required for refurbishment and rebranding
- Enables the company to leverage high profitability from a low capital base
- Attractive cash flow generation and deleveraging profile

Impeccable return ratios with minimal level of debt

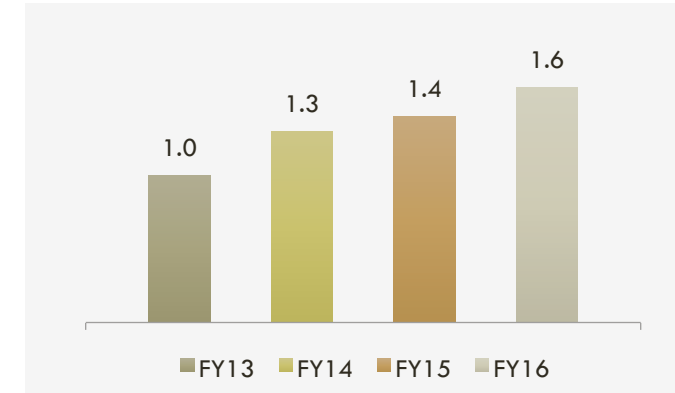
Return on Equity (%)



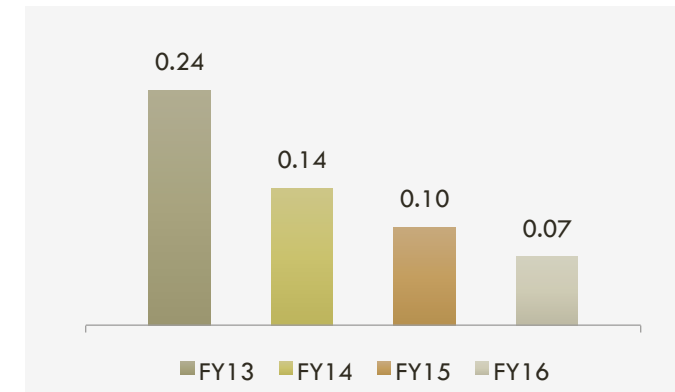
Return on Capital Employed (%)



Asset Turnover



Debt/Equity



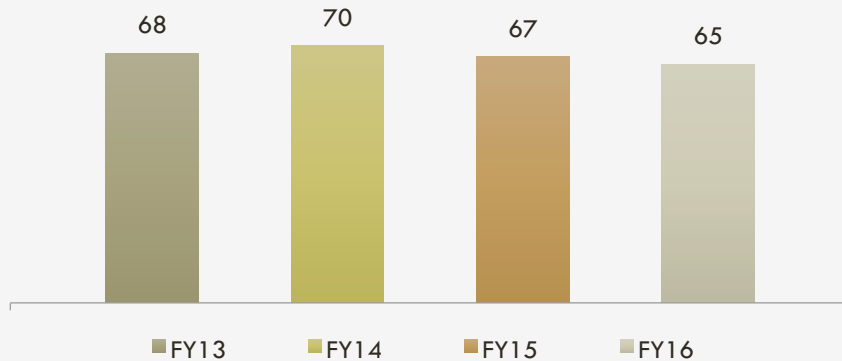
4 Wide Distribution Network

➤➤ Pan-India presence through strong agent network

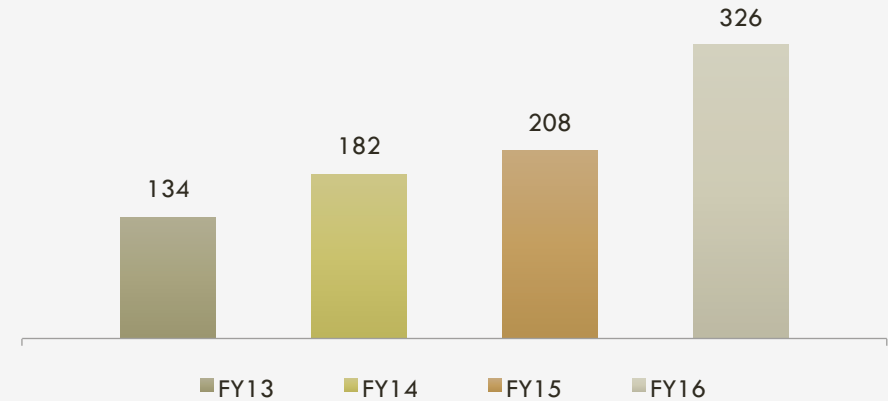
- In hospitality, selling is the major constraint, which is mitigated through tie-up with over 300 agents to sell owned + leased hotel rooms as well as chartered rooms
- Pan-India network of agents

➤➤ Enables to optimize occupancy levels

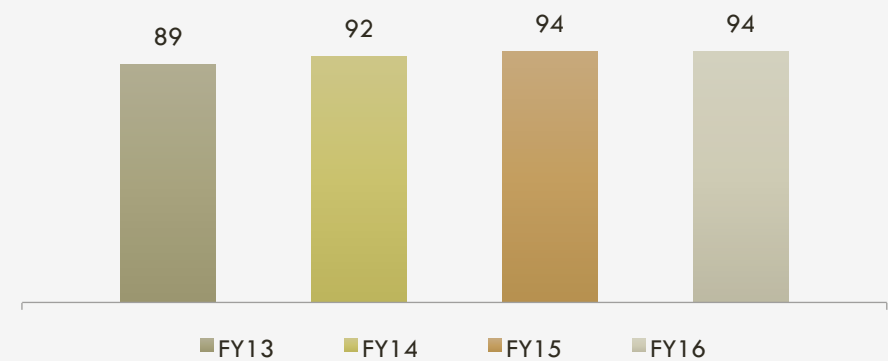
Hotels Segment Occupancy (%)



Number of Agents

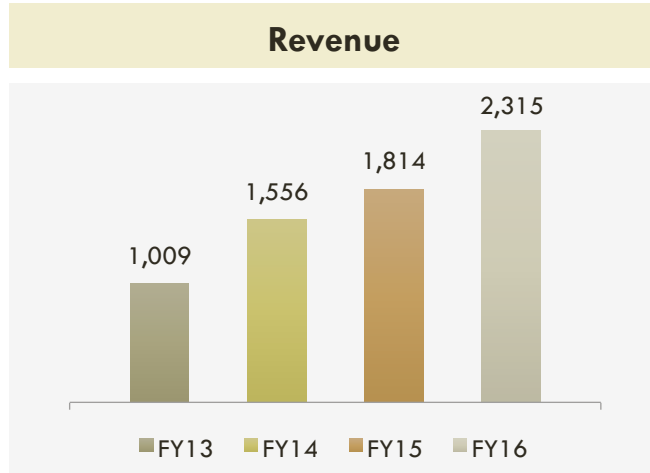


Charter Segment Occupancy (%)

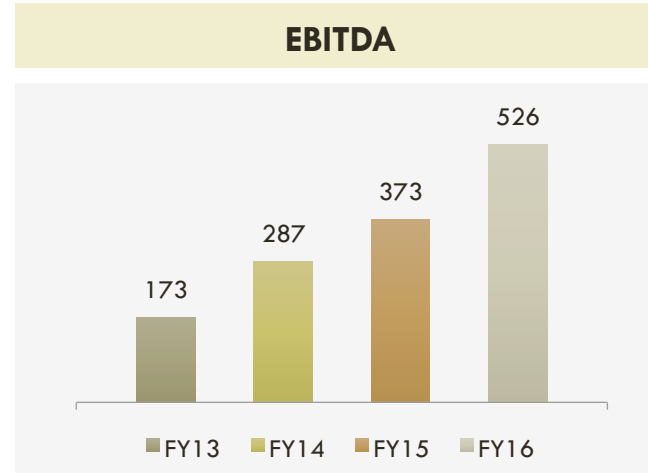


... Driving Robust Growth

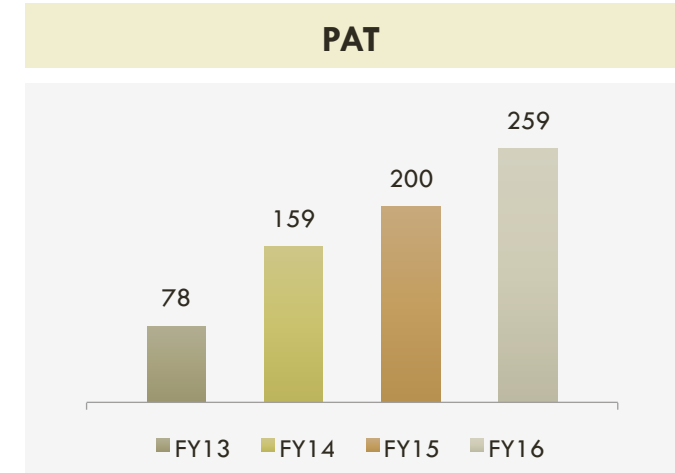
Rs Million



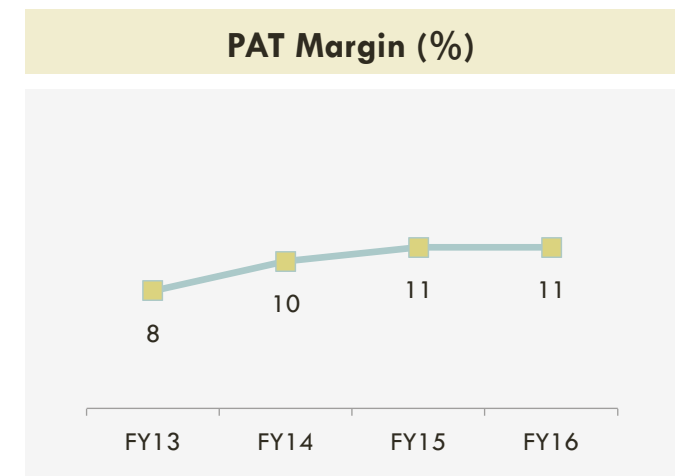
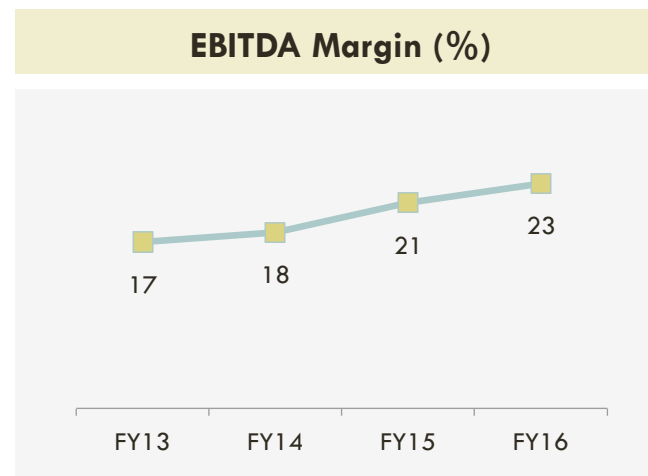
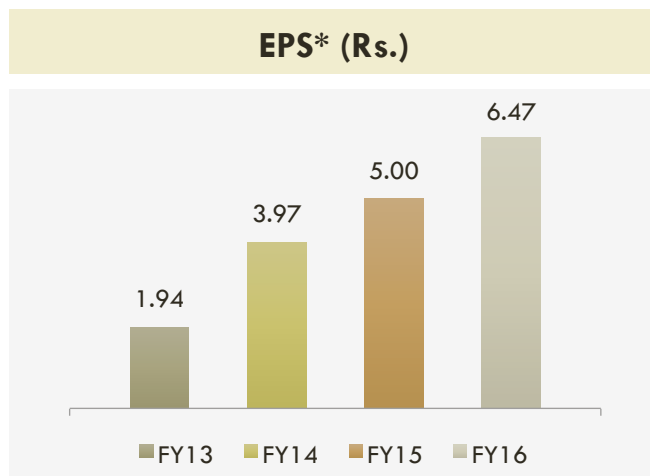
32% 3 year CAGR



45% 3 year CAGR



49% 3 year CAGR

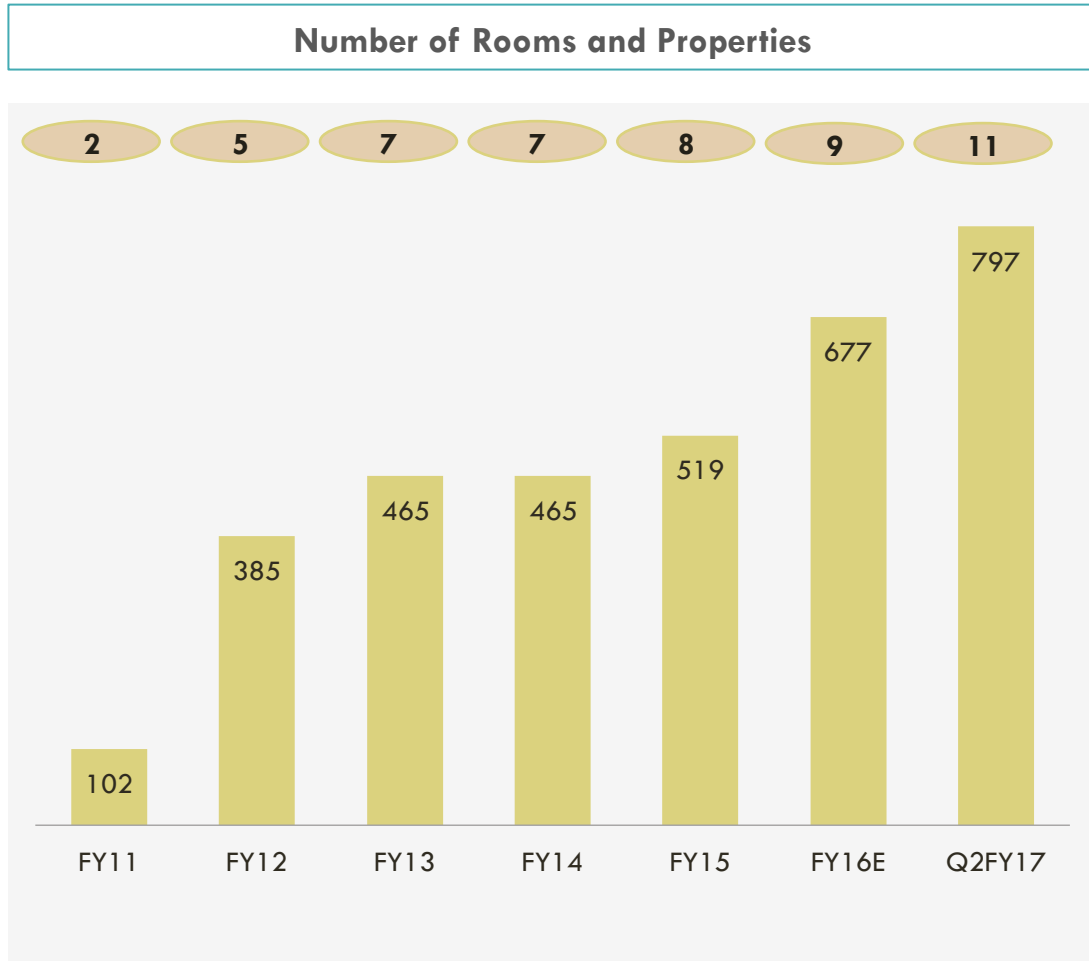


*In FY15, Company has issued bonus shares in ratio 1:1; prior period EPS has been adjusted for the same

Hotel Segment (Owned + Leased)



Portfolio of 797 Rooms Across 11 Properties



 Number of properties

Hotel	Location	No. of rooms	Type
Byke Old Anchor	Goa	240	Leased
Byke Suraj Plaza	Mumbai	122	Leased
Byke Heritage	Matheran	80	Owned
Byke Grassfield	Jaipur	54	Leased
Byke Vijoya	Puri	54	Leased
Byke Hidden Paradise	Goa	40	Leased
Byke Neelkanth	Manali	40	Leased
Byke Redwood	Matheran	25	Leased
Byke Sunflower	Goa	22	Owned
Byke Grassfield Riviera	Jaipur	80	Leased
Byke Delotel	Mumbai	40	Leased
Total		797	

Yet to be operational

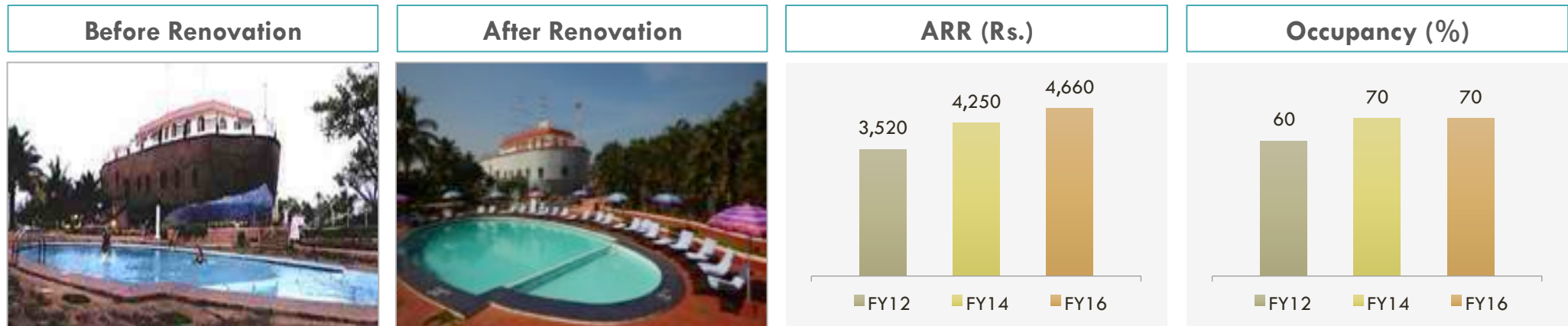
Leasing = Asset Light = Low Capex & Faster Rollout

Renovation and re-branding of hotel properties...



... leading to improvement in ARR and Occupancy

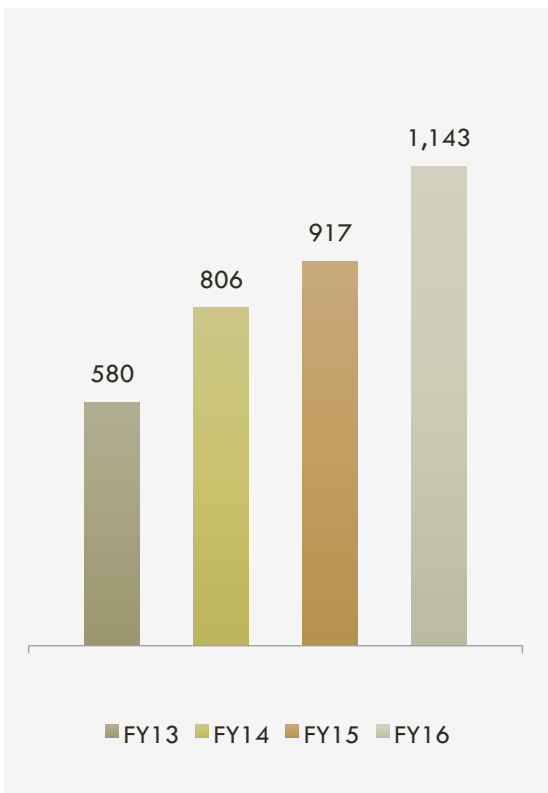
The Byke Old Anchor, Goa



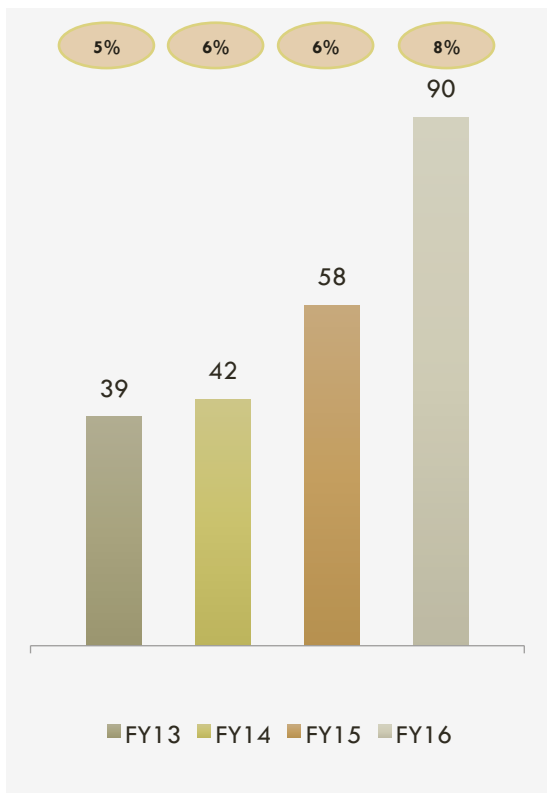
Robust Growth – 25% CAGR

Rs Million

Hotel Revenue

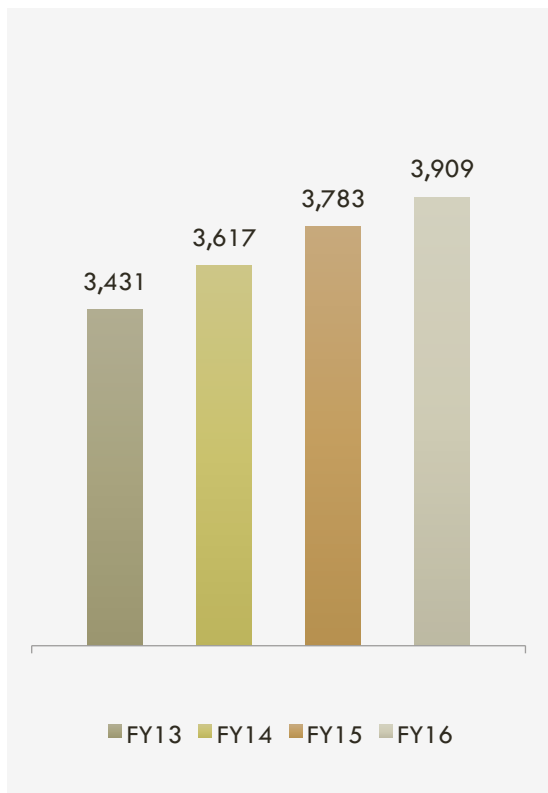


Lease Cost

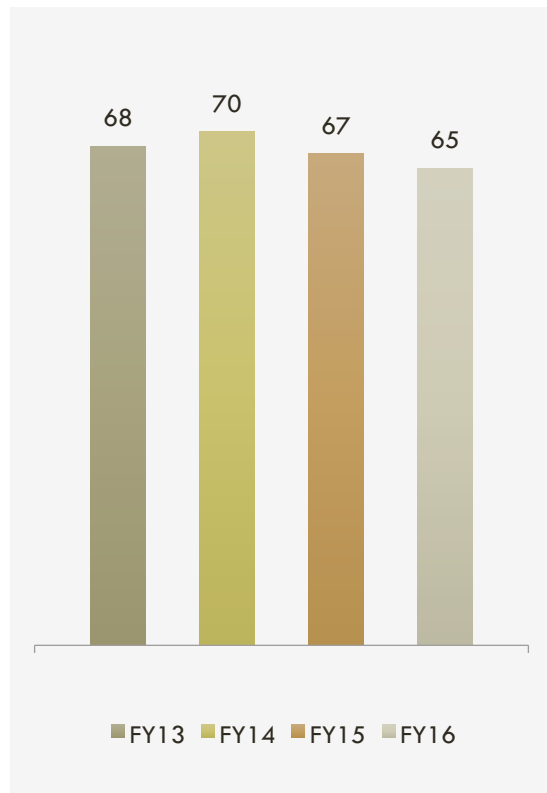


As % of Hotel Revenue

ARR (Rs.)



Occupancy (%)



Decline in Average occupancy in FY15 and FY16 due to addition of new properties

25% 3 year CAGR

Low lease cost as % of Rev

Improving ARR

Optimizing Occupancy

Room Chartering Segment



Unique Value Proposition

What is Room Chartering

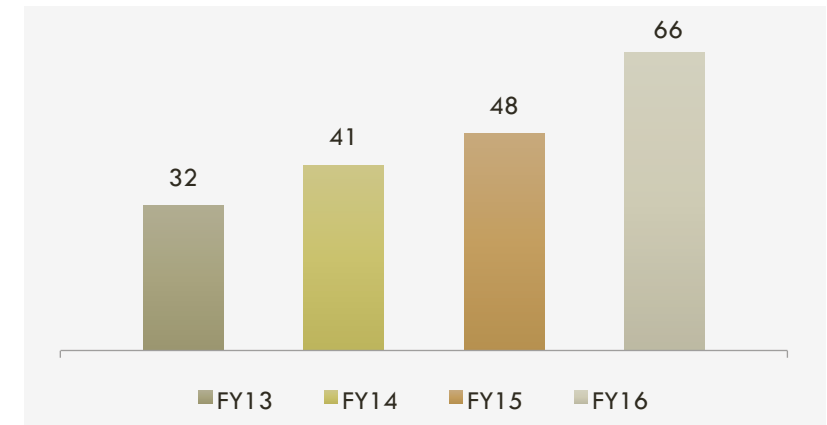
Involves **aggregation of hotel rooms through prior booking** of inventory with partial / full **advance payments**

This is **done 3-4 months before the tourist season for the entire duration of the tourist season** in a particular location

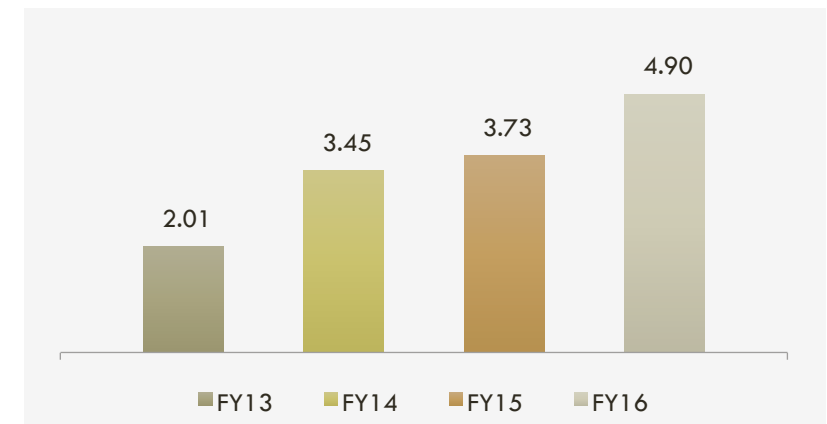
Why Room Chartering

- 1 **Scalable:** Flexibility to quickly expand depending on tourist trends
- 2 **Risk mitigation:** Pan India chartering depending on peak season; Strict quality checks while purchasing inventory
- 3 **Network effect:** Sold onward to wide network of travel agents who sell to customers
- 4 **Synergistic:** Gives insight on where to expand in hotel segment; agent network helps maximizing occupancy for hotel segment
- 5 **High returns:** Discount leads to low break-even point; low capital employed yielding high returns

Number of Cities = Expanding Presence



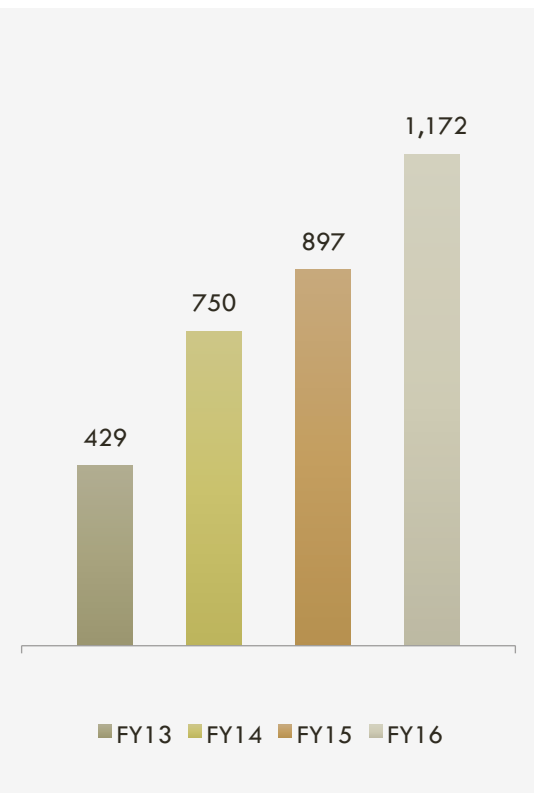
Room Nights Sold (lacs)



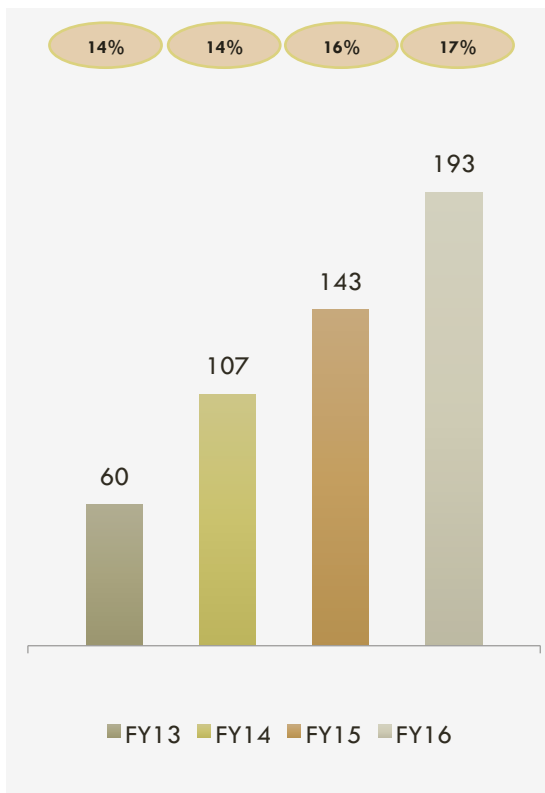
Robust Growth – 40% CAGR

Rs Million

Room Chartering Revenue

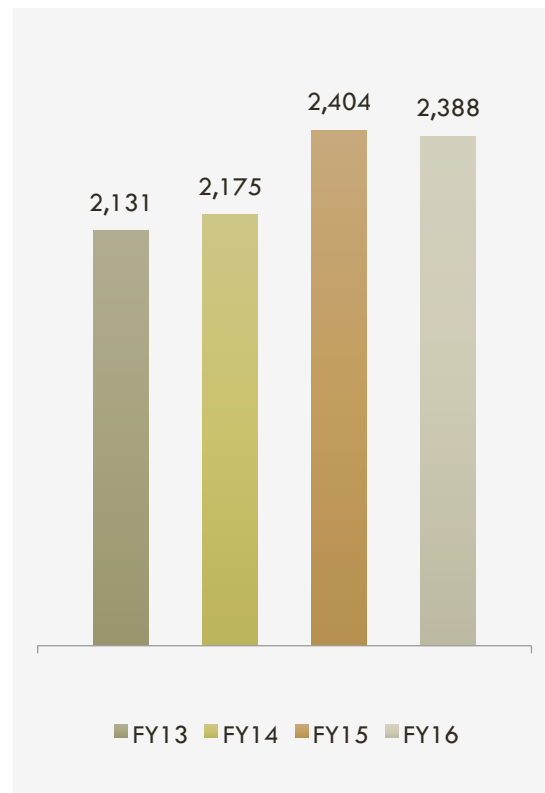


Gross Profit and Margin

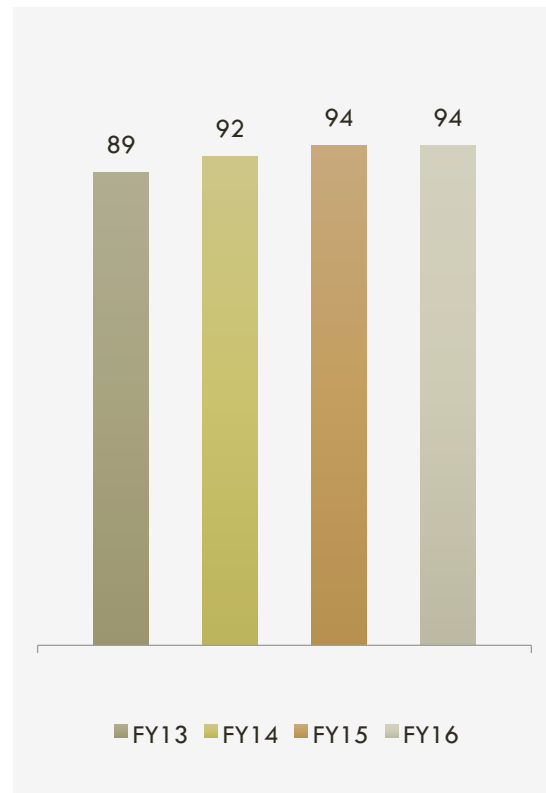


Gross Profit: Revenue – (Chartering Cost + Occupancy Loss + Agent Commission)

ARR (Rs.)



Occupancy (%)



40% 3 year CAGR

Improving Margins

Optimizing ARR

Maximizing Occupancy



Growth Strategy

Growth Strategy

01

Pan India Presence with 25 properties by 2020...

Expand current portfolio from 9 properties to 25 by FY20; 8 properties to be added over FY17-18

02

Opportunistic room chartering...

Grow this segment in equal proportion by capitalizing on diverse seasons across India

03

Continue focus on being asset light...

New properties to be taken on long term lease thus minimizing capital requirement and yielding better returns

04

...To drive growth and profitability going forward

Grow revenue at over 20% CAGR to reach Rs 5,000 million by FY20



Added 2 New Properties in Q2FY17

- Added properties in the existing locations of Mumbai and Jaipur...
- ... highlights strong demand potential in these cities...
- ... and increasing acceptability of the “Byke” brand

The Byke Grassfield Riviera, Jaipur

- Hotel taken under long-term lease
- Has 80 rooms
- Has banquet halls, conference rooms and a party lawn
- Targets religious & leisure tourists; Jaipur is a prominent location for destination weddings & other such events

The Byke Hotel Delotel, Mumbai

- Hotel taken under long-term lease
- Has 40 rooms
- Has banquet halls and conference rooms
- Targets high density residential population of Borivali – specifically for events including social events (birthdays, weddings, parties) & corporate events

Identified 8 Locations for the Next Phase of Growth



Lonavala	Coveted location for a quick weekend getaway for the Mumbai
Mahabaleshwar	Blend of old-world charm, natural beauty and modernity
Chandigarh	Best-planned city in India, epitome of modernization and natural beauty
Dalhousie	Situated in the western Himachal Pradesh, prominent hill station
Jodhpur	Traditional city with beautiful palaces and forts
Udaipur	'The Venice of the East' is one of the most beautiful places of Rajasthan
Darjeeling	Hill station in East India surrounded by tall Himalayan mountains
Gangtok	Ambience of tradition and modernity; stupas and monasteries

A photograph of a modern building with a fountain in the foreground and a semi-transparent teal box containing the text 'Financial Highlights'. The building has a white upper section and a reddish-brown lower section. A black car is parked under a covered area. The fountain is in the center, and there are potted plants along the edge of the lawn. A wooden railing is in the foreground.

Financial Highlights

Annual Income Statement

Rs. Mn	FY16	FY15	Y-o-Y Growth
Hotel Revenue	1,143	917	24.6%
Chartering Revenue	1,172	897	30.7%
Revenue	2,315	1,814	27.6%
Lease, Chartering and SG&A	1,175	1,025	14.6%
Employee Expense	58	38	51.1%
Operating and Other expense	556	378	47.0%
Total Cost	1,789	1,442	24.1%
EBITDA	526	372	41.3%
<i>EBITDA margin</i>	<i>22.7%</i>	<i>20.5%</i>	<i>10.7%</i>
Depreciation	116	102	14.0%
Net Interest Cost	15	18	-16.9%
Other Income	1	1	24.5%
PBT	397	254	56.4%
Tax	137	53.3	157.4%
PAT	259	200	29.5%
<i>PAT margin</i>	<i>11.2%</i>	<i>11.0%</i>	

Income Statement – Q1FY17

Rs. Mn	Q1 FY17	Q1 FY16	Y-o-Y Growth
Hotel Revenue	285	235	21.4%
Chartering Revenue	333	246	35.4%
Revenue	619	481	28.6%
Lease, Chartering and SG&A	355	282	25.9%
Employee Expense	22	11	92.8%
Operating and Other expense	114	90	25.6%
Total Cost	490	384	27.8%
EBITDA	129	98	31.5%
<i>EBITDA margin</i>	20.8%	20.3%	-
Depreciation	28	23	24.6%
Net Interest Cost	3	4	-22.0%
Other Income	0.3	0.3	-1.8%
PBT	98	72	36.5%
Tax	34	25	36.6%
PAT	64	47	36.5%
<i>PAT margin</i>	10.3%	9.7%	-

Balance Sheet

Rs. Mn	March'16	March'15
Share Capital	401	401
Reserve and Surplus	811	600
Net Worth	1212	1001
Long Term Borrowings	22	38
Deferred Tax Net	66	50
Other non-current liabilities	3	2
Total Non-current liabilities	91	89
Short term borrowings	61	60
Other current liabilities	232	211
Total Current liabilities	293	271
TOTAL LIABILITIES	1596	1361

Rs. Mn	March'16	March'15
Net Block + CWIP	874	806
Other Non-Current Assets	16	16
Long Term Loans and Advance	86	55
Total Non current assets	976	877
Inventories	62	60
Debtors	177	140
Cash and bank	29	22
Other Current Assets	0	1
Short Term Loans and Advance	352	260
Total Current Assets	620	484
TOTAL ASSETS	1596	1361

“The BYKE” Hotel Portfolio

The Byke Old Anchor, Goa



No. of Rooms	240
Type	Leased

The Byke Suraj Plaza, Thane



No. of Rooms	122
Type	Leased

The Byke Heritage, Matheran



No. of Rooms	80
Type	Owned

The Byke Grassfield, Jaipur



No. of Rooms	54
Type	Leased

The Byke Vijoya, Puri (Odisha)



No. of Rooms	54
Type	Leased

The Byke Hidden Paradise, Goa



No. of Rooms	40
Type	Leased

The Byke Neelkanth, Manali



No. of Rooms	40
Type	Leased

The Byke Redwood, Matheran



No. of Rooms	25
Type	Leased

The Byke Sunflower, Goa



No. of Rooms	22
Type	Owned

The 2 new properties in Jaipur and Mumbai are not included here

Safe Harbor

This presentation and the accompanying slides (the “Presentation”), which have been prepared by The Byke Hospitality Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

For more information, please contact:

Company :

The Byke Hospitality Ltd.
CIN: L67190MH1990PLC056009

Neha Mankame
cs@thebyke.com

www.thebyke.com

Investor Relations Advisors :

Stellar IR Advisors Pvt. Ltd.
CIN: U74900MH2014PTC259212

Ms. Pooja Dokania
dpooja@stellar-ir.com

www.stellar-ir.com