



# The Byke Hospitality Limited

CIN No.: L67190MH1990PLC056009

August 04, 2016

To,  
Corporate Services Department,  
National Stock Exchange,  
Of India Ltd,  
5<sup>th</sup> Floor, Exchange Plaza,  
Plot No. C/1, G Block,  
Bandra Kurla Complex,  
Bandra (E), Mumbai- 400 051

To,  
BSE Limited  
Corporate Services Department  
PhirozeJeejeebhoy Towers,  
Dalal Street  
Mumbai-400 001

To,  
Corporate Service Department  
Metropolitan Stock Exchange  
of India Limited  
4<sup>th</sup> Floor, Vibgyor Towers,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai- 400 098

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

Sub: Investors/ Analyst Presentation {Disclosure of Material Event / Information under Regulation 30 of SEBI (Listing Obligation & Disclosure Requirements) Regulations, 2015}

Dear Sir/Madam,

Further to our letter dated August 03, 2016 on the conference call , and pursuant to Regulation 30 (6) of SEBI (Listing Obligation and Disclosure Requirement) Regulation , 2015, a copy of the Investor / Analyst Presentation that we propose to make during the conference call for analyst and investors scheduled to be held on August 05, 2016 at 4:00 P.M is enclosed and the said Investors/ Analyst 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

*N. Mankame*

(Neha Mankame)

Company Secretary & Compliance Officer



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# Business Update

QIFY17



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**Key Updates Q1FY17**

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**“The Byke” Hotel Portfolio**

# Key Updates of Q1FY17



# Key Recent Updates

## The Byke Vijaya, Puri commenced operations in Q1FY17

- ▶ Property taken on long term lease of 15 years
- ▶ Has 54 Rooms, 4 Conference Rooms, 1 Multi-Cuisine Restaurant
- ▶ Targets leisure and religious tourists; Puri is an upcoming location for destination weddings and other such events in East India



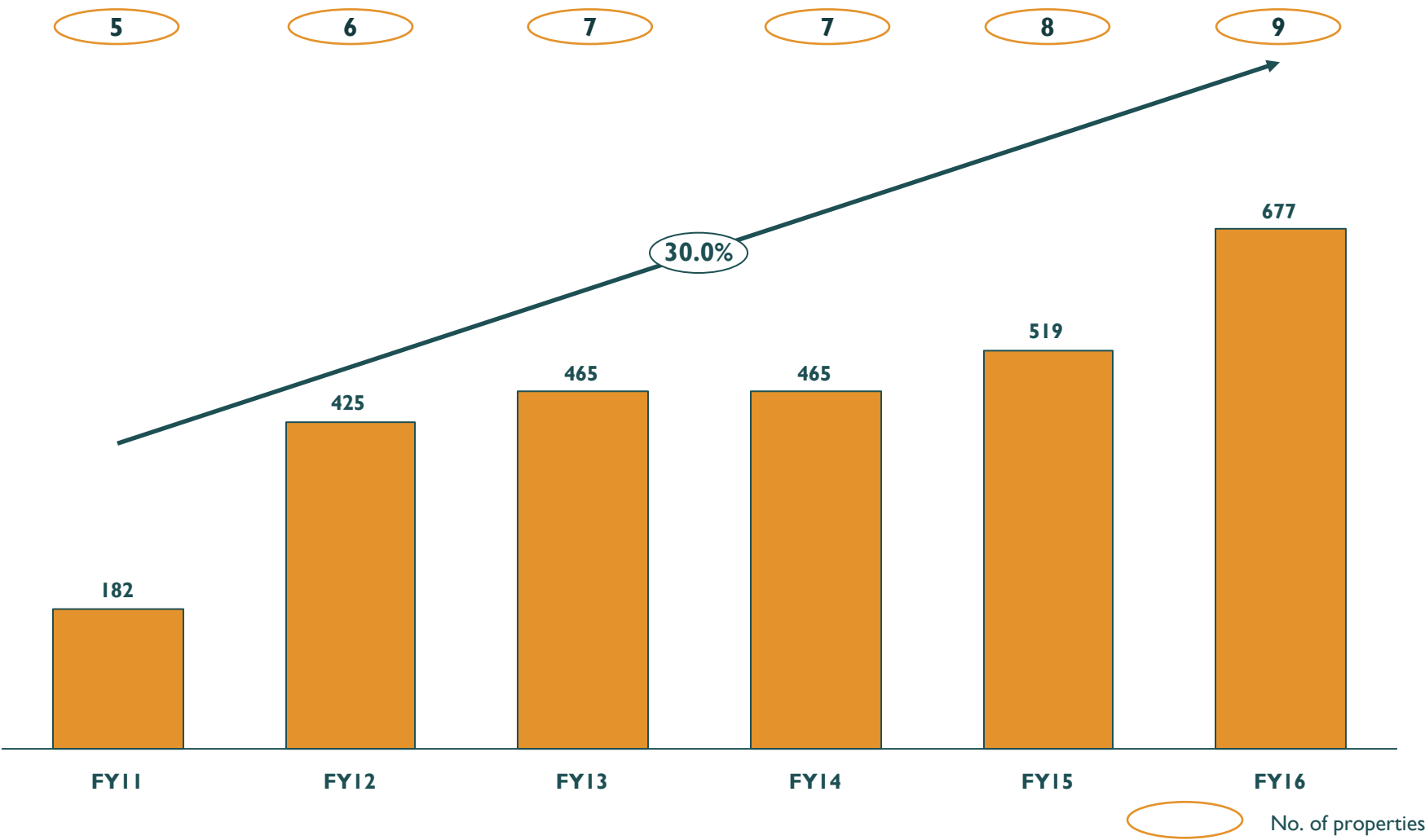
## Added Wedding garden in Byke Suraj Plaza, Thane

- ▶ Acquired 20,000 sq.ft of wedding garden next to The Byke Suraj Plaza, Thane
- ▶ Targets high density residential population of Thane, Navi Mumbai, nearby locations - specifically for events including weddings, birthdays, and corporate events
- ▶ To contribute significantly to increase in all revenue streams (room rent, food & beverage/ other revenues)



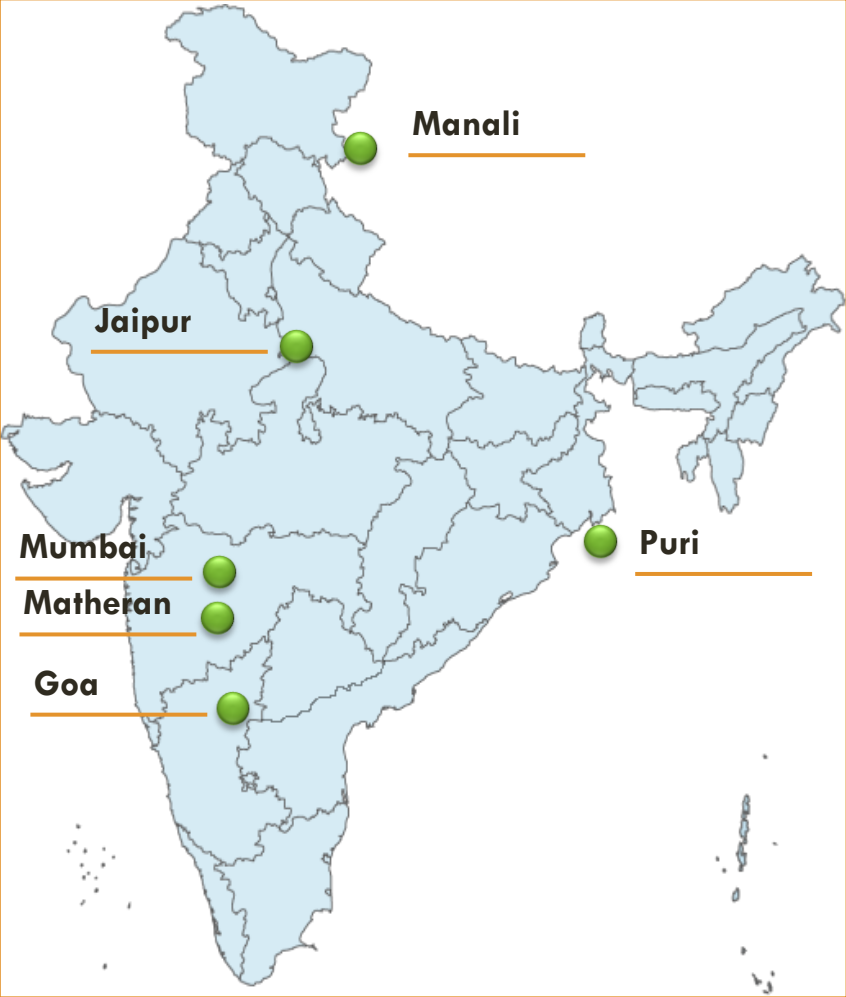
# Total Rooms Portfolio of 677 Across 9 Properties

## No. of rooms & properties



\*18 rooms Mandawa property been discontinued in FY16

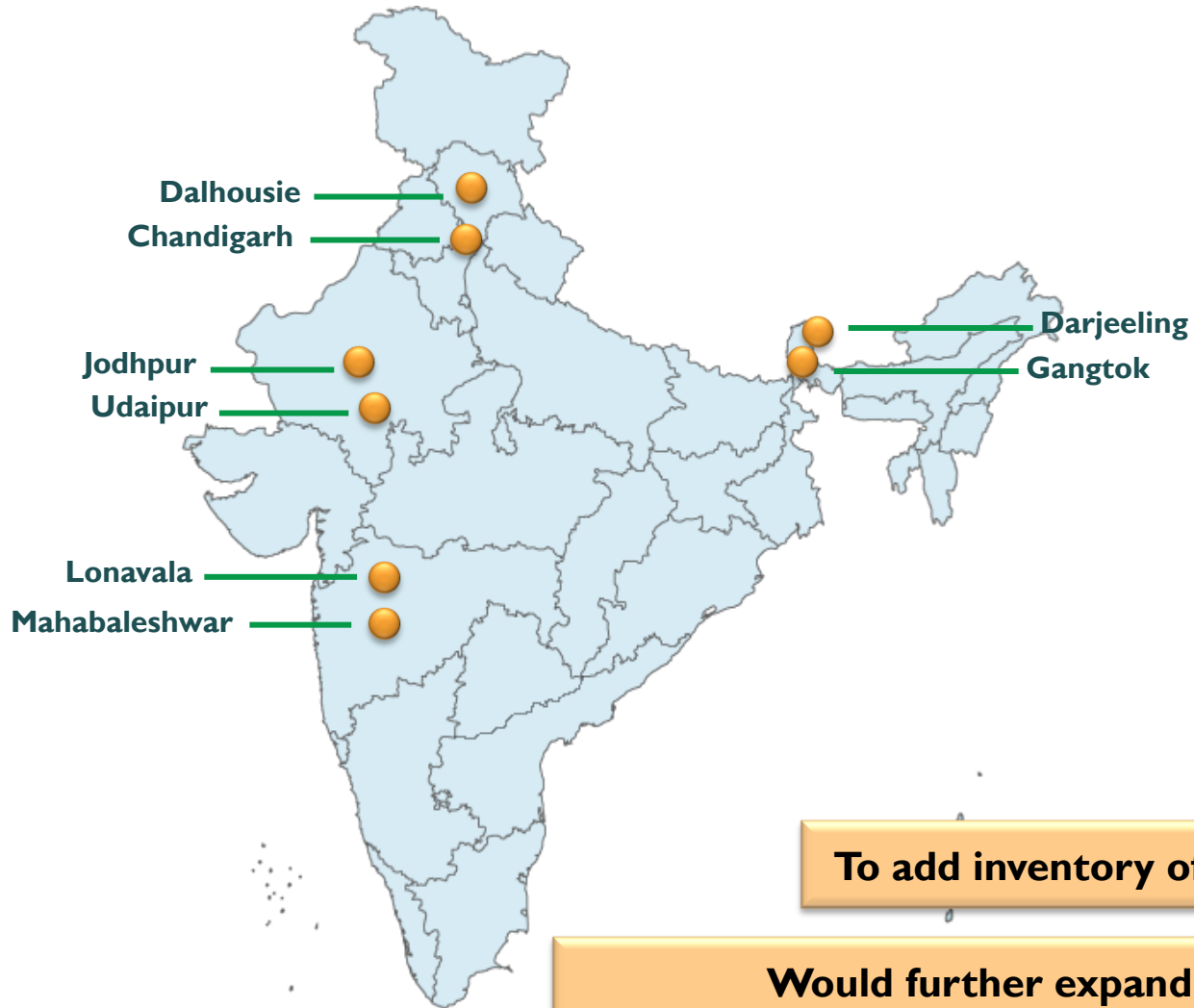
# Evolving Pan-India Footprint



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
<b>Total</b>		<b>677</b>	



# Identified 8 Locations for the Next Phase of Growth



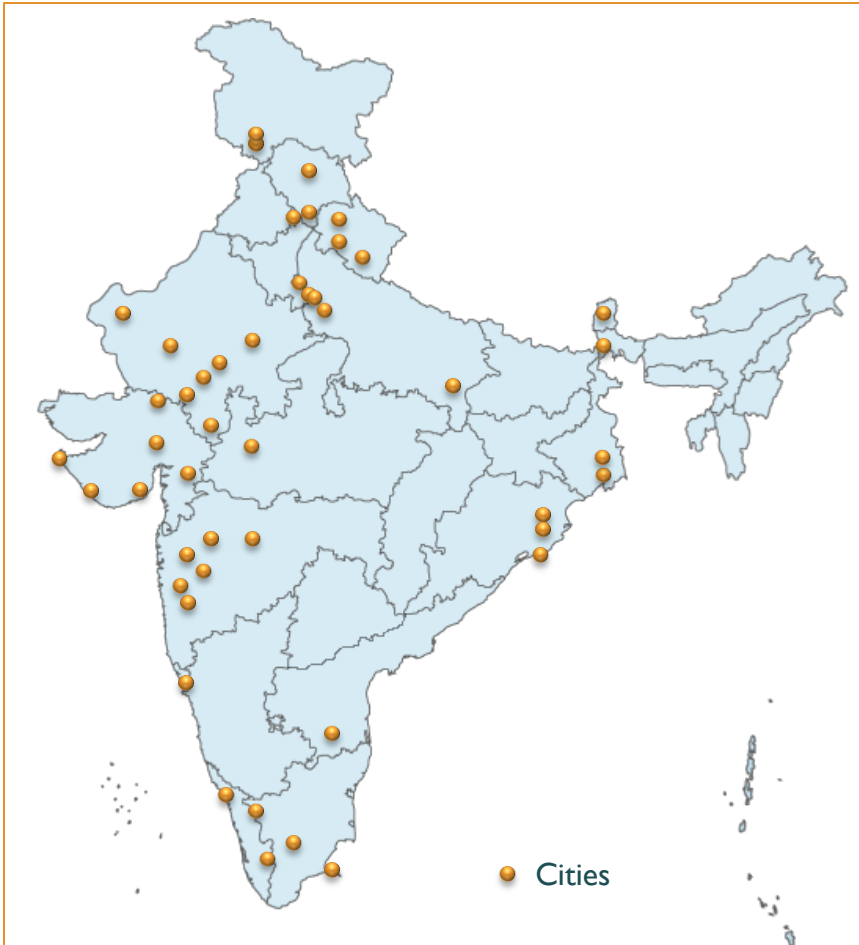
To add inventory of 450-500 rooms

Would further expand pan India reach

Targeting tourist locations across India in line with current presence

# Chartering : Continued Expansion Of Network

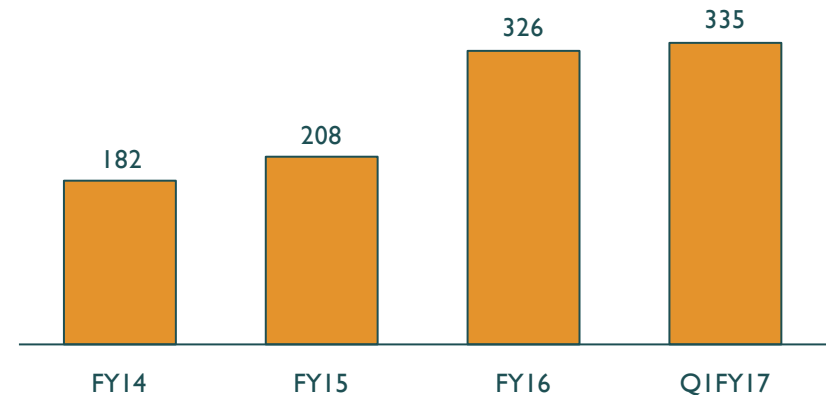
## Room Chartering Locations



## No. of Cities



## No. of Agents



... expands reach to customers to get the booking across India

# Financial Highlights Q1FY17



*The Byke Grassfield - Jaipur*

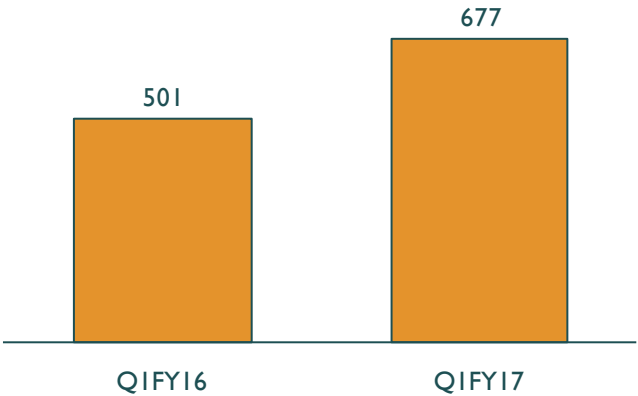
# Income Statement



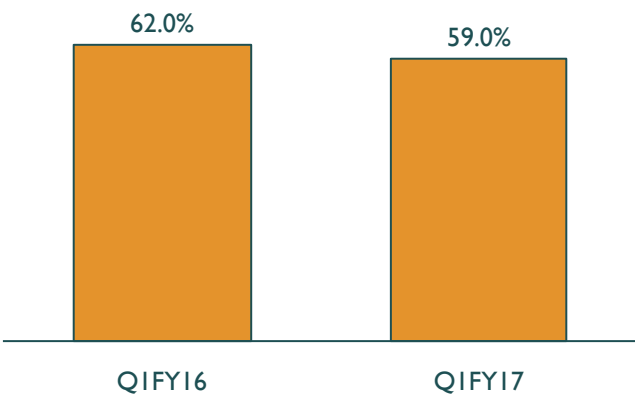
Rs. Mn	Q1 FY17	Q1 FY16	Y-o-Y Growth
Hotel Revenue	285	235	21.4%
Chartering Revenue	333	246	35.4%
<b>Revenue</b>	<b>619</b>	<b>481</b>	<b>28.6%</b>
Lease, Chartering and SG&A	355	282	25.9%
Employee Expense	22	11	92.8%
Operating and Other expense	114	90	25.6%
Total Cost	490	384	27.8%
<b>EBITDA</b>	<b>129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

# Lease Business – Q1FY17 Performance

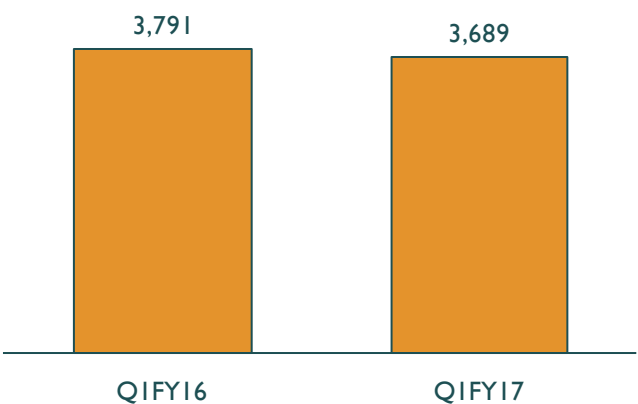
**No. of Rooms**



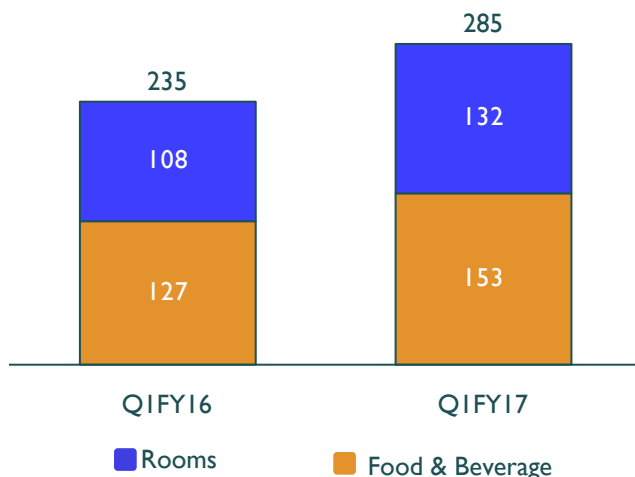
**Occupancy %**



**ARR (Rs)**

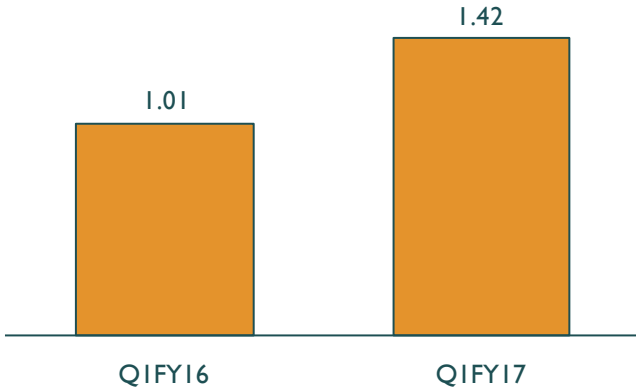


**Revenue (Rs Mn)**

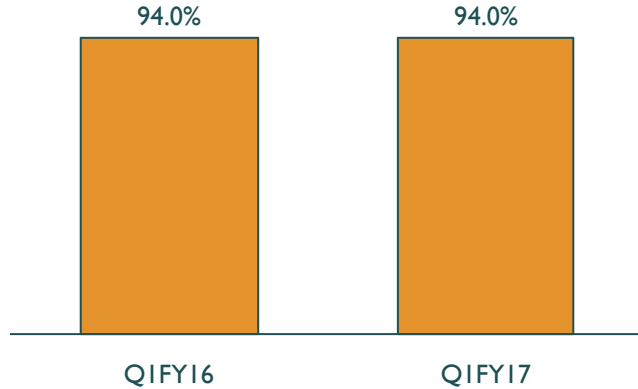


# Chartering Business – Q1FY17 Performance

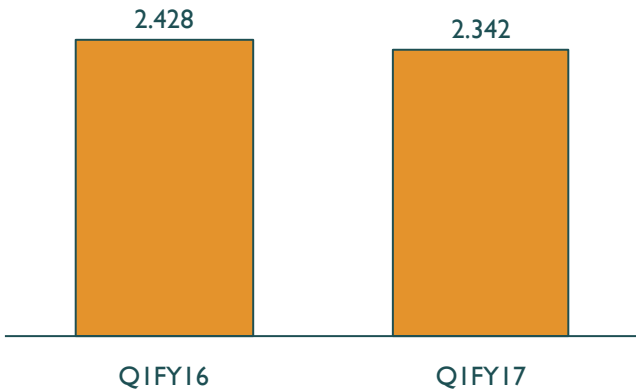
**No. of Room Nights Sold (in lacs)**



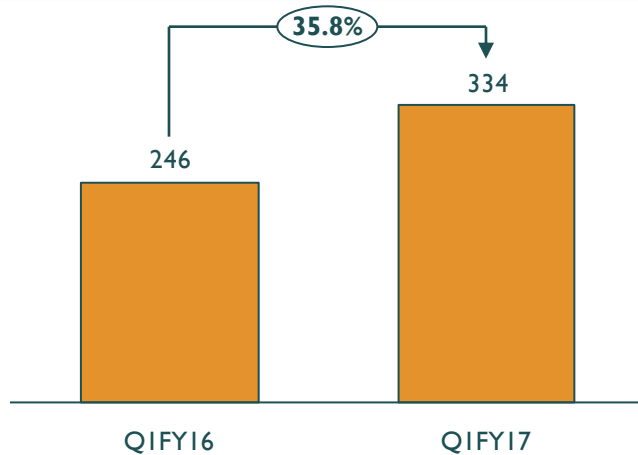
**Occupancy %**



**ARR (Rs)**



**Revenue (Rs Mn)**



# Company Overview



*The Byke Old Anchor - South Goa*

# The Byke : Asset Light Business Model ...

## Lease Business

- ▶ Hotel under brand name “The Byke”
- ▶ Focus on Domestic Middle Class Leisure Tourism
- ▶ 9 hotel properties operational at tourist destinations in India of which:
  - 2 ownership; 7 on long term lease
  - 677 rooms
- ▶ 1 new property in Puri
  - 54 rooms
  - 4 Conference Rooms, 1 Multi-Cuisine Restaurant
- ▶ Niche in Vegetarian segment

## Room Chartering Business

- ▶ Third-party hotel rooms chartered at strategically identified locations across India
- ▶ Asset Light approach to Hospitality Business
- ▶ Capitalise on the diverse peak seasons across India to maximize Revenue
- ▶ Model offers flexibility to quickly expand depending on tourist trend
- ▶ Rooms chartering across 50 plus cities in India
- ▶ Developed relationship with 150 Hotels owners
- ▶ Average Room Rent (ARR) of Rs 2,388 for FY16

**... well placed to capture Tourism Growth in India**



# Key Business Strengths

1

**Domestic Middle Class Leisure tourism set to grow at faster pace**

2

**Leased Model : low cost & faster rollout of hotel properties**

3

**Charter Model : Highly scalable with geography & seasons diversification**

4

**Strong marketing / distribution network of agents**

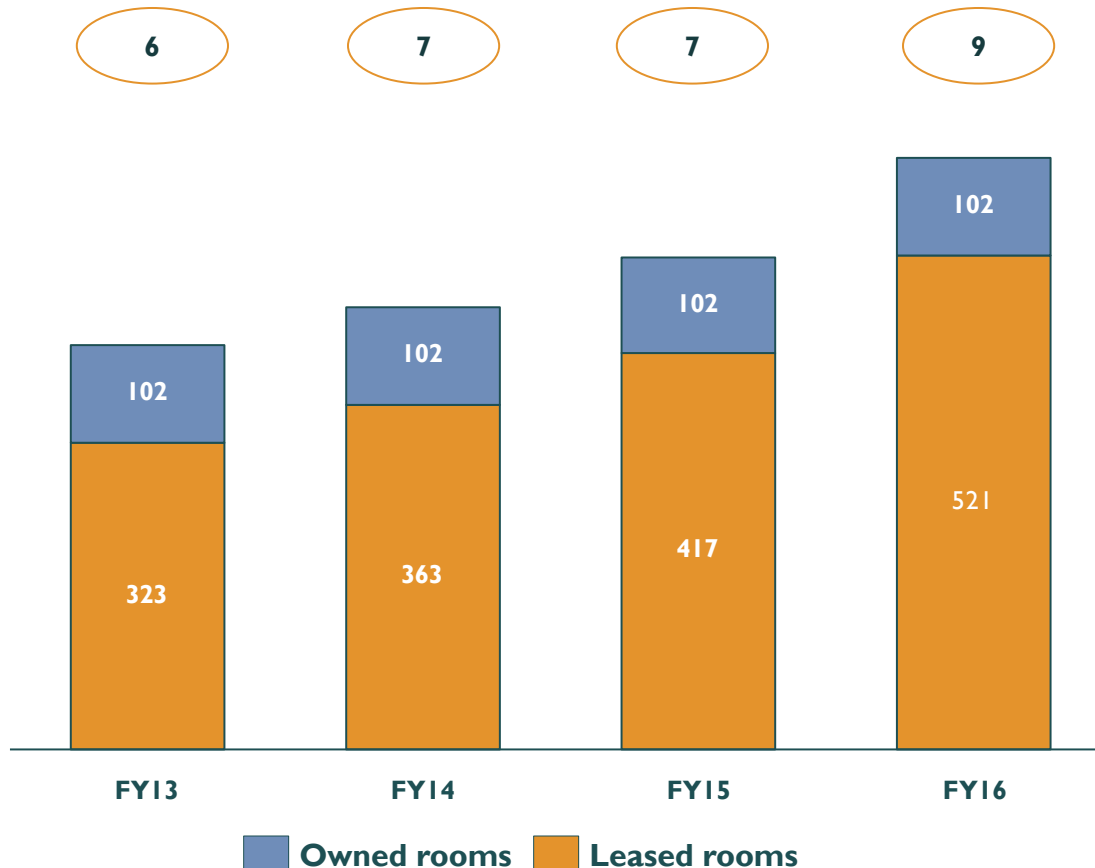
5

**Experienced management / professional team**

# Lease Model...



## No. of rooms & properties



- ▶ Currently present in 6 cities
- ▶ Expanded no. of rooms by a CAGR of **over 30%** over FY11-16
- ▶ Focus to grow the Lease portfolio aggressively by leasing **distressed properties** and turning around quickly
- ▶ Identified 8 locations to expand lease business over next 2 years
- ▶ Chartering Business through pan-India presence helps in gaining insight on tourist trends - key for selection of hotel properties

**...highly scalable, faster turnaround & low capital cost**

# Successfully Turning Around Properties...

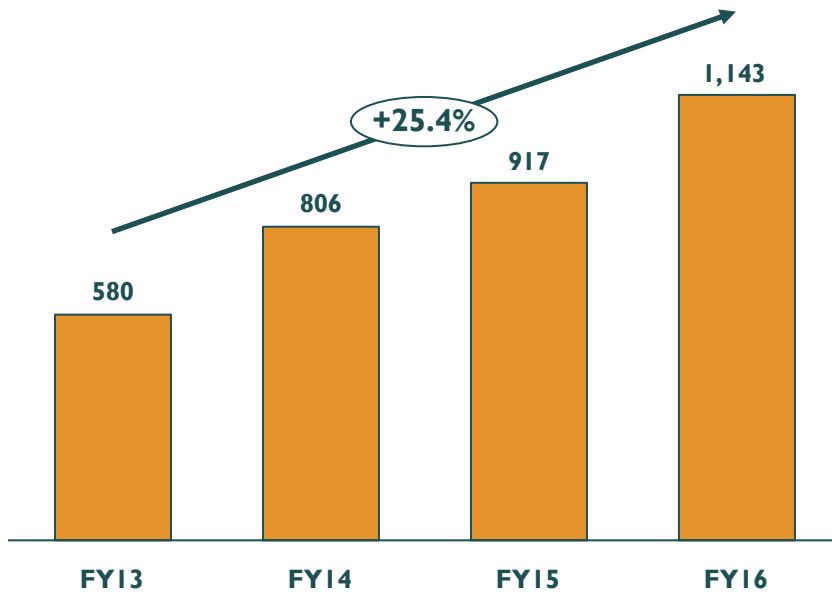
- ▶ Lower capital requirement for hotel lease
  - Leasing low-yield for property owner
  - Unlocks resources for modernization of properties
  
- ▶ Renovation of the property, one of the key success factors
  - Renovation, interior decoration, investment in amenities & infrastructure
  - Focus on completing renovation within rent-free period
  
- ▶ Branding of the property as “The Byke”
  - Marketing to create awareness of the property
  - Standardizing system and process in-line with other portfolio properties
  
- ▶ Leveraging agent network of chartering business for ensuring higher occupancy



**... leads to improvement in ARR of most of the properties**

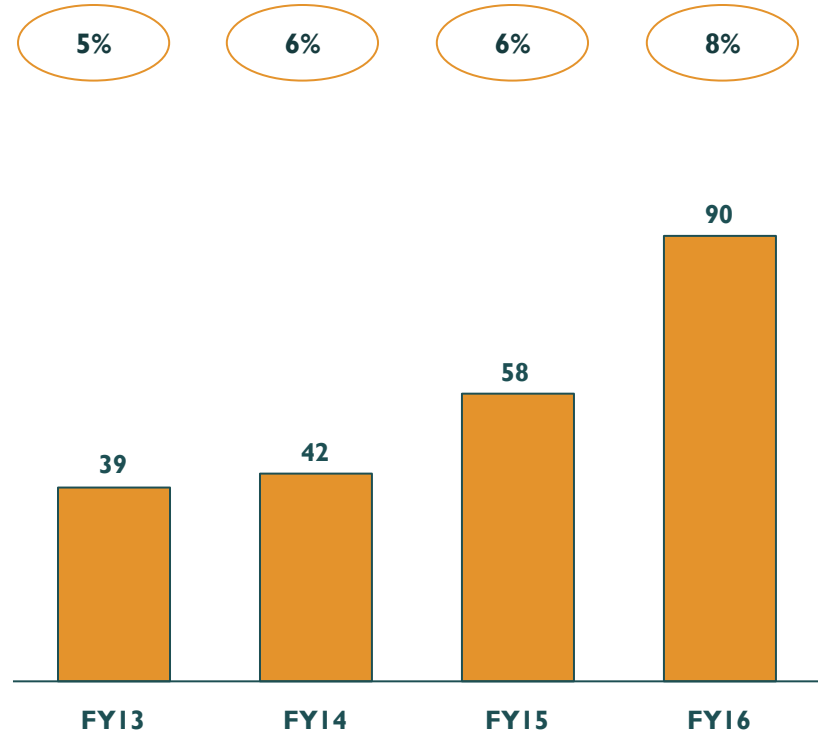
# Consistent Revenue Growth...

## Revenue from "The Byke" properties



■ Total revenue in Rs. mn

## Properties Lease Amount (Major cost)



■ Lease Cost\* in Rs. Mn

○ % of Hotel Revenue

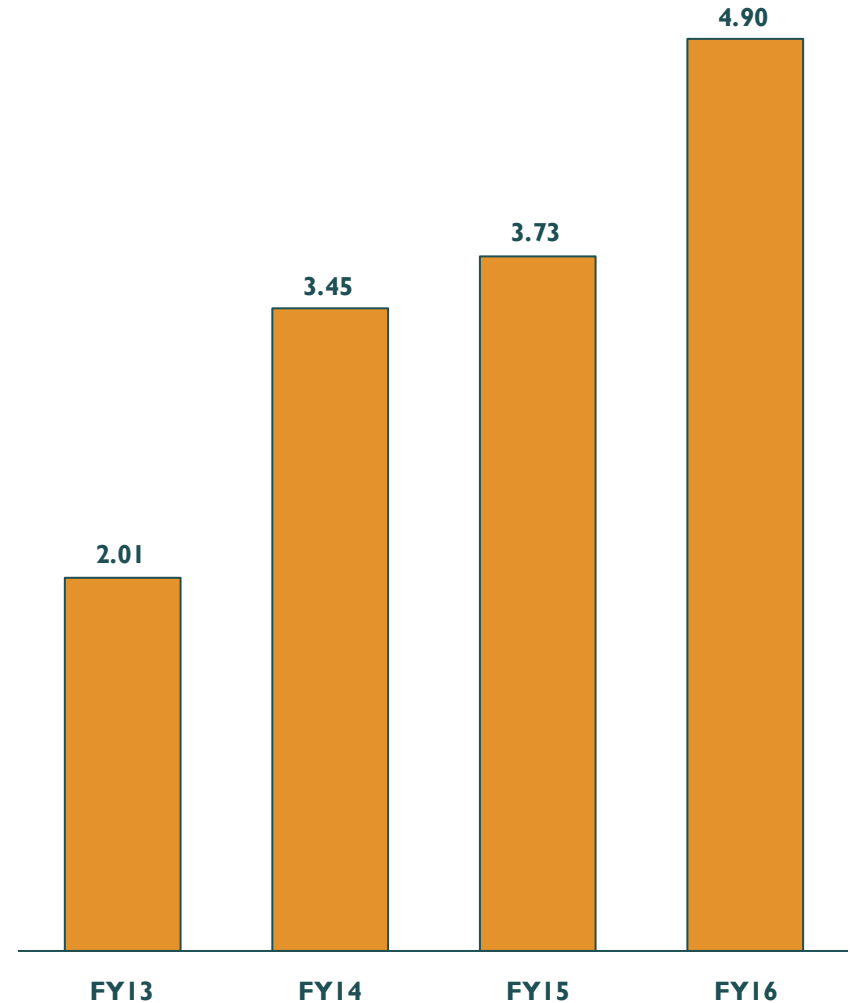
**... and low fixed cost gets break-even at low occupancy rate**

\*Lease Cost calculated hotel wise for the respective operational period during the year

## Key strengths of model

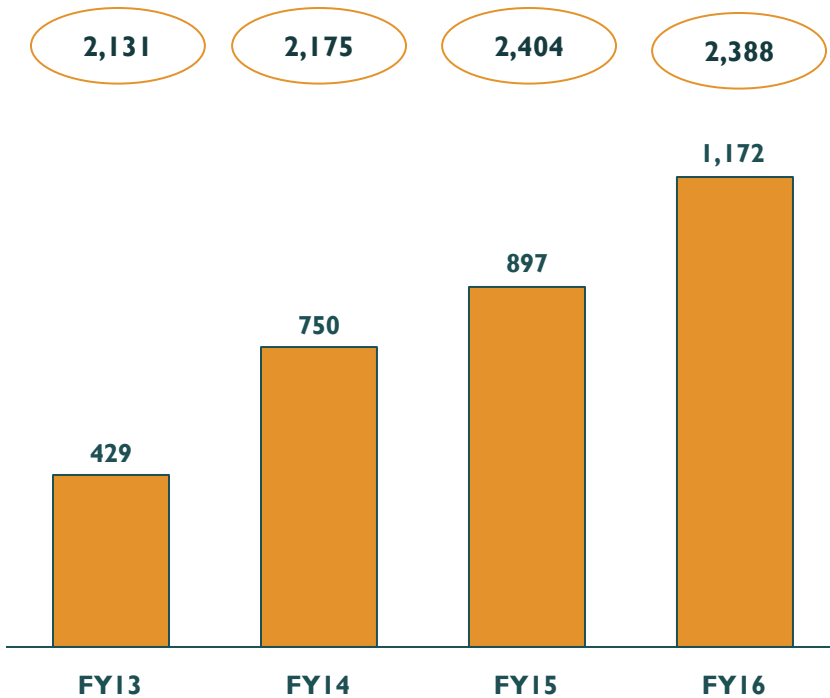
- ▶ Chartering rooms at strategically identified locations with partial / full advance payments
- ▶ Synergistic model increasing occupancy of the leased properties of “The Byke”
- ▶ Strong marketing & agent network
- ▶ Better negotiation given scale leads to low break even point
- ▶ Low Capital Employed
- ▶ Location specific peak season chartering
- ▶ Efficient risk mitigation due to pan-India presence
- ▶ Flexibility to quickly expand depending on tourist trends

## Room Nights Sold (in lacs)



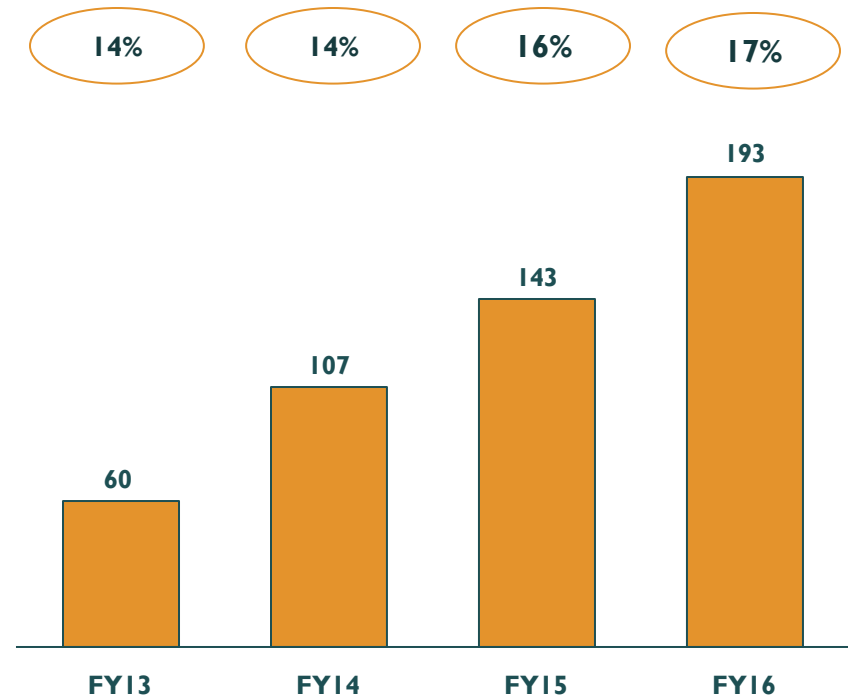
# Highly Scalable....

## Chartering Revenue



■ Chartering Revenue in Rs mn ○ ARR in Rs.

## Gross Profit\* & Margin



■ Gross Profit in Rs. mn ○ Gross Profit Margin

**... and generates strong margins**

\*Gross Profit calculated: Revenue – (Chartering Cost + Cost of Vacant Rooms + Agent Commission)

# Annual Consolidated Financial Highlights



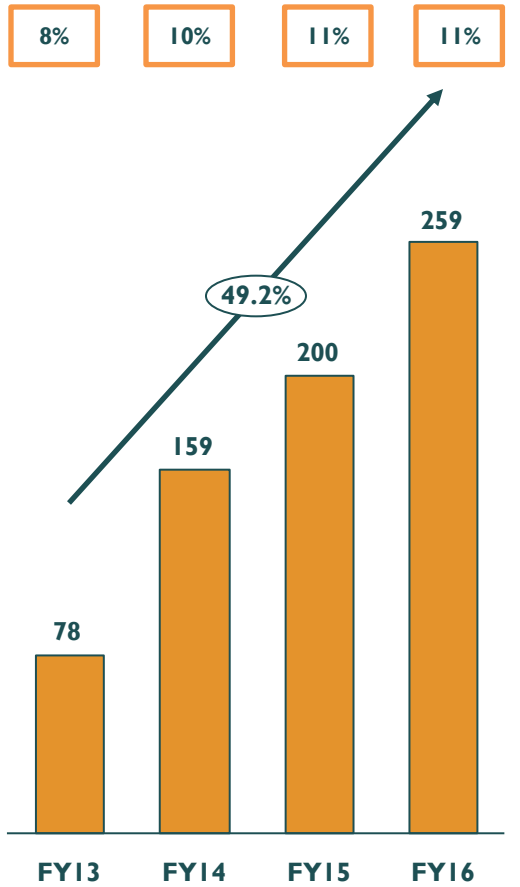
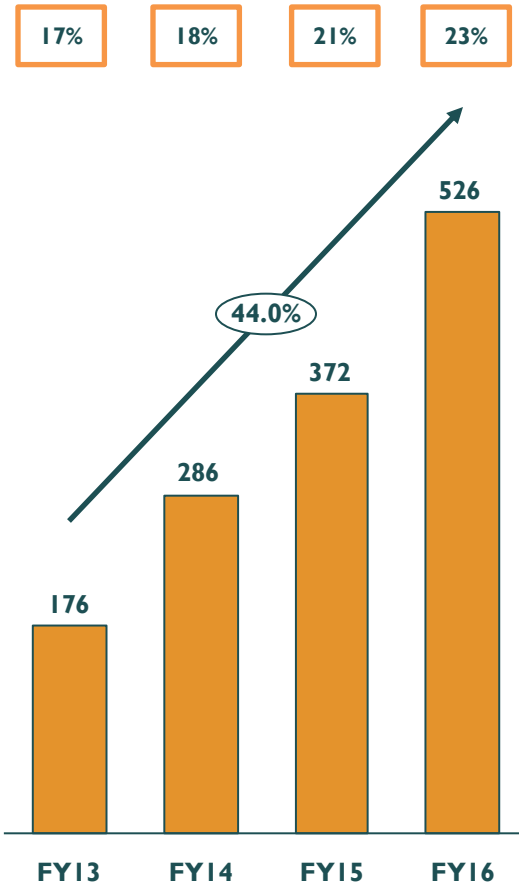
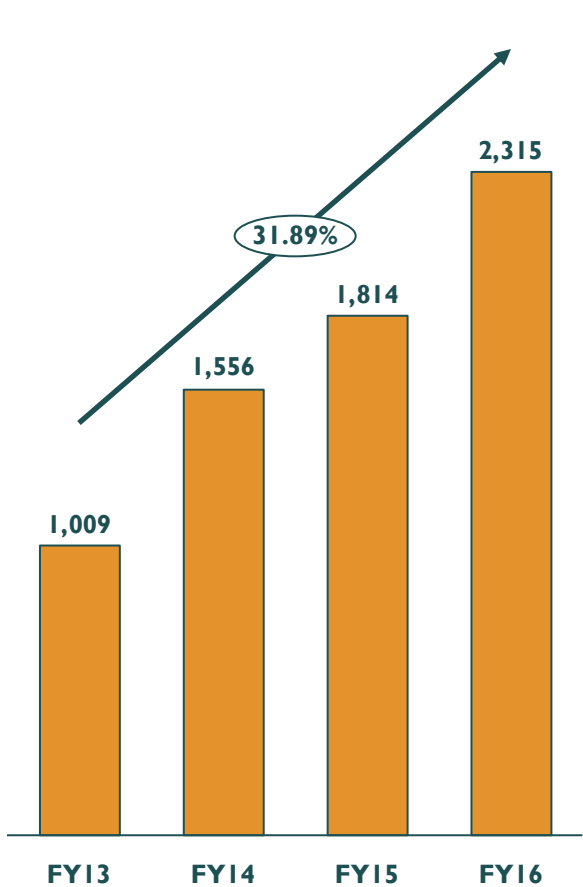
*The Byke Old Anchor - South Goa*

# Robust Growth with Improving Margins

## Revenue

## EBITDA & EBITDA Margin

## PAT & PAT Margin



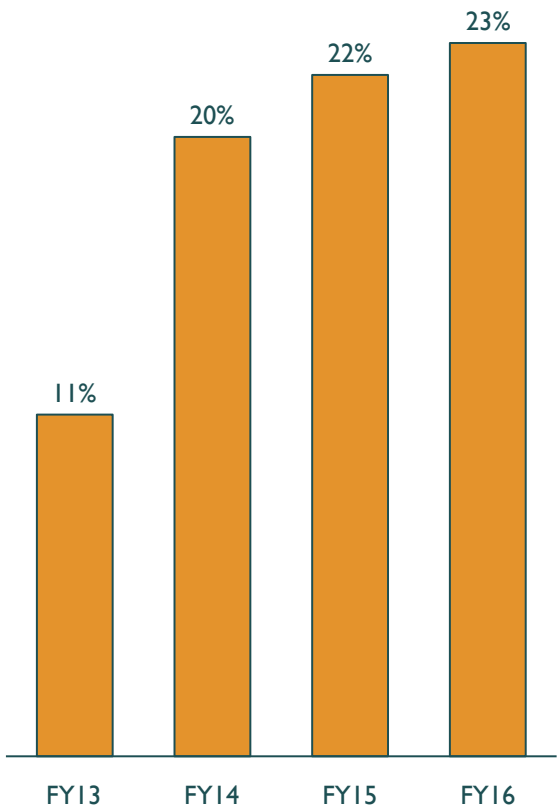
■ EBITDA in Rs Mn

■ PAT in Rs Mn

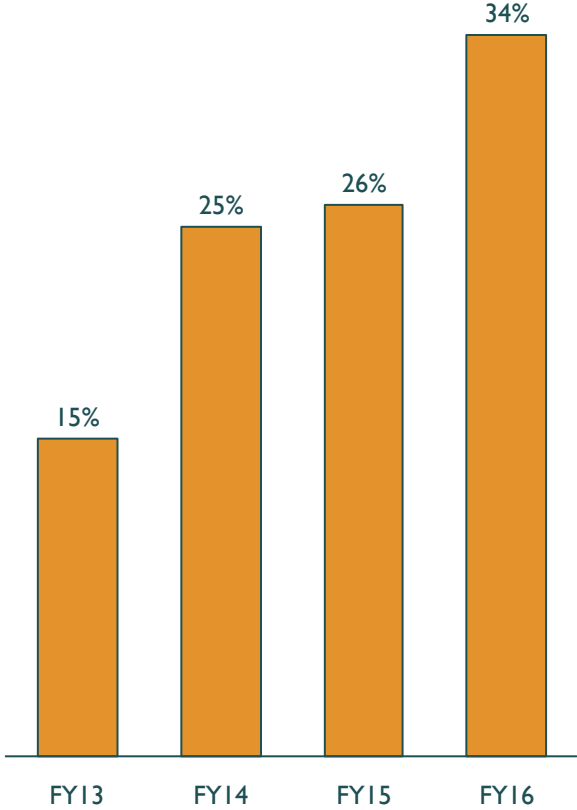


# Improving Return Ratio Given Asset Light Model

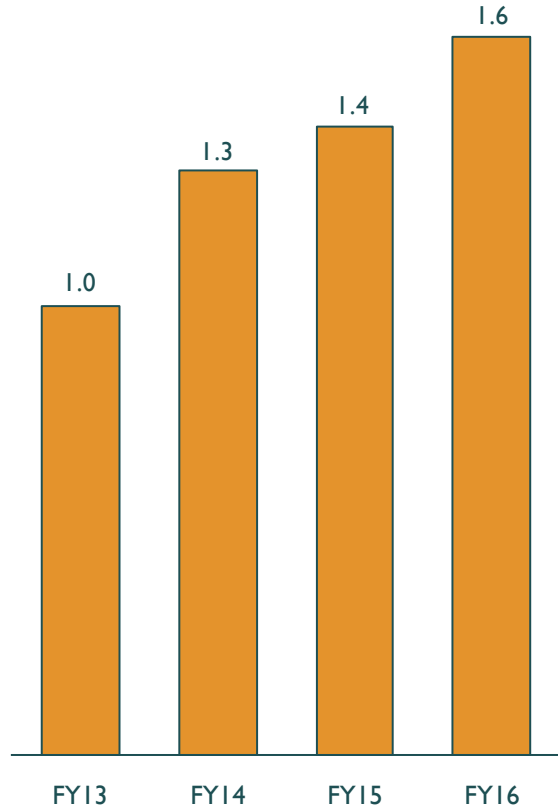
Return on Equity



Return on Capital Employed



Asset Turnover Ratio



$\wedge$ ROE = PAT / Average Net Worth  
 \*ROCE = EBIT / Average Capital Employed  
 \*Asset Turnover Ratio = Revenue/Average Total Assets



# “The Byke” Hotel Portfolio



*The Byke Old Anchor - South Goa*

# “The Byke” Hotel Portfolio

## The Byke Old Anchor, Goa



No. of Rooms	240
Type	Leased
Facilities	2 Restaurants, 2 Lawns/Banquets, 3 Conference Halls

## The Byke Grassfield, Jaipur



No. of Rooms	54
Type	Leased
Facilities	3 Restaurants, 3 Lawns/Banquets, 3 Conference Halls

## The Byke Heritage, Matheran



No. of Rooms	80
Type	Owned
Facilities	2 Restaurants, 2 Conference Halls

## The Byke Suraj Plaza, Thane



No. of Rooms	122
Type	Leased
Facilities	3 Restaurants, 3 Conference Halls, 1 Lawn

# “The Byke” Hotel Portfolio

## The Byke Neelkanth, Manali



No. of Rooms	40
Type	Leased
Facilities	1 Restaurant

## The Byke Redwood, Matheran



No. of Rooms	25
Type	Leased
Facilities	1 Restaurant

## The Byke Hidden Paradise, Goa



No. of Rooms	40
Type	Leased
Facilities	1 Restaurant

## The Byke Sunflower, Goa



No. of Rooms	22
Type	Owned
Facilities	1 Restaurant

# “The Byke” Hotel Portfolio

## The Byke Vijaya, Puri (Odisha)



No. of Rooms	54
Type	Leased
Facilities	1 Restaurant, 4 conference halls

## For further information, please contact:

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### Company :

The Byke Hospitality Ltd.  
CIN: L67190MH1990PLC056009

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