THE LEELA

PALACES HOTELS RESORTS

# Corporate Presentation

June 2014

# Hotel Leelaventure Limited: Introduction

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- A leading player in the growing luxury hotels segment in India, with a well-recognized brand name
- 8 existing five star deluxe properties, all in premium locations spread across India, of which 6 are owned
- Company presently adopting asset light strategy. More hotels being taken on Management
- Strong business fundamentals and operating matrix as compared to industry average making its hotels RevPAR leaders in most of the markets it operates in
- Alliances with Preferred Hotel Group, Global Hotel Alliance, ESPA, Le-Cirque and Megu
- Experienced management team with rich industry experience and proven execution capabilities

# Evolution of Hotel Leelaventure Limited

**1981**
Inception of Hotel Leelaventure

**1986**
Leela Penta, Mumbai begins Operations

**1991**
The Leela, Goa begins operations

**1996**
Added 60 new rooms to the Leela, Goa and established a 9-hole mini golf course

**2001**
The Leela Palace, Bangalore begins operations

**2006**
Acquired Kovalam Hotels and rechristened it as The Leela Kovalam

**2008**
The Leela Palace, Bangalore undergoes expansion

**2009**
The Leela Palace, Udaipur begins operations

**2009**
Leela, Gurgaon under Management contract

**2011**
The Leela Palace, New Delhi begins operations

**2011**
The Leela, Kovalam Under management contract, After sale

**2013**
The Leela Palace, Chennai begins operations

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PALACES ~ HOTELS ~ RESORTS
*The Essence of India*

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# Well Recognized Brand Name

TRAVEL+ LEISURE

**The Leela Palace New Delhi**

- The Presidential Suite named as one of The Nation's Top 25 Presidential Suites, *Travel + Leisure India & South Asia* - 2013

**The Leela Palace Udaipur**

- The Maharaja Suite named as one of The Nation's Top 25 Presidential Suites, *Travel + Leisure India & South Asia* - 2013

**The Leela Palace Chennai**

- The Best New Hotel, *Travel + Leisure India & South Asia, Readers Choice Awards* - 2014
- One of the Best New Hotels, *Travel + Leisure USA, 'IT' List* – 2013

World Travel Awards

**The Leela Palace Bangalore**

- India's Leading Conference Hotel - 2010
- India's Leading Business Hotel - 2007, 2008, 2009

**The Leela Goa**

- Asia's Leading Resort - 2007, 2008

**The Leela Mumbai**

- Nominated for World's Leading Presidential Suite – 2010

**The Leela Kovalam**

- Asia's Leading Resort – 2010

Robb Report

**The Leela Palace New Delhi**

- "Best of the Best" Hotel in the World, *Robb Report USA* – 2012

**The Leela Palace Udaipur**

- One of the World's Top Resorts and The Most Exclusive Retreat on Earth, *Robb Report USA* - 2012

**National Tourism Award**

**The Leela Kovalam**

- Best Five Star Deluxe Hotel – 2008-09

Condé Nast Traveler

**Capt. C. P. Krishnan Nair**

- Lifetime Achievement Award conferred on Capt. C.P. Krishnan Nair, *Condé Nast Traveler Readers' Travel Awards, India* - 2011

**The Leela Palace New Delhi**

- One of the top Hotels in the World, *Condé Nast Traveler Gold List, USA* - 2014
- The Spa by ESPA voted Favourite Hotel Spa, *Condé Nast Traveler Readers' Travel Awards, India* - 2013

**The Leela Palace Udaipur**

- One of the Best Leisure Hotel and Best Hotel Spa, *Condé Nast Traveler Readers' Travel Awards, India* - 2012
- One of the Best New Hotels in the World, *Conde Nast Traveler, USA* – 2010, 2012

**The Leela Palace Chennai**

- One of the World's Best New Hotels, *Condé Nast Traveler Hot List, UK* - 2013

**The Leela Palace Bangalore**

- Favorite Business Hotel in India, *Condé Nast Traveler Readers' Travel Awards, UK* - 2010
- One of World's 681 Best Places to Stay, *Condé Nast Traveler Gold List, USA* – 2010

**The Leela Mumbai**

- The Spa by ESPA voted as one of the World's Top Sybaritic Spas, *Condé Nast Traveler Hot list, USA* - 2010

**The Leela Ambience Gurgaon**

- 10th Best Hotel in India, *Condé Nast Traveler Reader's Choice Awards, USA* - 2013

Forbes

**The Leela Palace Bangalore**

- Ranked amongst India's Hottest Wedding Destinations, *Forbes* – 2007

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# Best in Class Alliances and Tie-ups

| Alliances | Credentials | Relationship with Leela |
|---|---|---|
| Preferred HOTEL GROUP | • Global leader in the luxury hospitality industry<br>• Facilitates reservations, sales and marketing services to more than 650 independent hotels in over 65 countries | • Provides marketing, sales, reservation and technological support.<br>• Provides sales contact with large consortia namely– Amex, CWT, BCD and Hogg Robinson, PHG's Airlines and Credit Card partnerships<br>• 33 Global Sales Offices assist in promoting transient business for all hotels |
| global hotel alliance | • World's largest alliance of independent hotel brands<br>• Currently comprises nearly 335 hotels with over 65,000 rooms across 61 countries | • Helps improve brand awareness among international travelers<br>• Leverage GHA's international services<br>• Provides access to key market sales support, hotel cross-promotional activity, trade show representation<br>• Access to frequent flier program partnerships, loyalty programs, public relations and advertising campaigns |
| ESPA | • World renowned brand for spas and skincare products | • ESPA manages the Group's Spas at The Leela Palace Udaipur, The Leela Palace New Delhi . ESPA products and treatments are offered at The Leela Mumbai |
| Le Cirque | • One of New York's well known culinary destination known for its Italian and French cuisine | • Le Cirque provides its world renowned culinary experience at The Leela Palace, New Delhi and The Leela Mumbai.<br>• Le Cirque Signature - exclusive French-Italian dining experience has opened at The Leela Mumbai and is slated to open at The Leela Palace Bangalore and The Leela Palace Chennai |
| MEGU | • New York based high end Japanese restaurant<br>• Both its menu and design concept are a blend of traditional and contemporary Japanese | • Megu operates its specialty Japanese restaurant at The Leela Palace New Delhi |

# Strong Management Team with Proven Capabilities

**Late Capt. C P Krishnan Nair**
**Founder Chairman**

**Promoted The Leela Group of Hotels in 1986**

Conferred the '**Padma Bhushan**' Award by the Government of India, 2010

**The Green Hotelier,** 2010 awarded by Gulf Connoisseur

**The Hotelier of the Century Award** by International Hotel and Restaurant Association (IH&RA), (Switzerland) in 2010 for Capt. Nair's contribution to the hospitality industry in India during 50 years

**Lifetime Achievement Five Star Diamond Award 2009** awarded by The American Academy of Hospitality Sciences

Elected to **Global 500 Roll of Honour** by United Nations Environment Programme presented in 1999 in recognition of outstanding practical achievements in the protection and improvement of environment

**Lifetime Achievement Award at Conde Nast Traveller India's Readers' Travel Award conferred in Decenber 2011**

**Vivek Nair**
**Chairman & MD**

- Over 34 years of experience in the hotel industry
- Hon. Secretary and immediate Past President of Federation of Hotels & Restaurants Association of India (FHRAI).

**Dinesh Nair**
**Co Chairman & MD**

- With the Company since its inception
- 34 years of experience in management, administration and marketing functions

**Venu Krishnan**
**Deputy Managing Director**

- Over 37 years of experience in project implementation, legal, commercial and administrative functions
- Led the project implementation team for the Goa Hotel in 1991

**Krishna Deshika**
**Director Finance & CFO**

- 34 years of experience in finance, accounts, company secretarial, legal and commercial functions
- Associated with JSW group for 15 years, Millipore India for 2 years and HMT Limited for 14 years

**Rajiv Kaul**
**President**

- Over 35 years of experience in The hotel industry
- Previously worked with Oberoi and Taj groups
- Holds a Diploma in Hotel Management and an MBA in Hospitality Management

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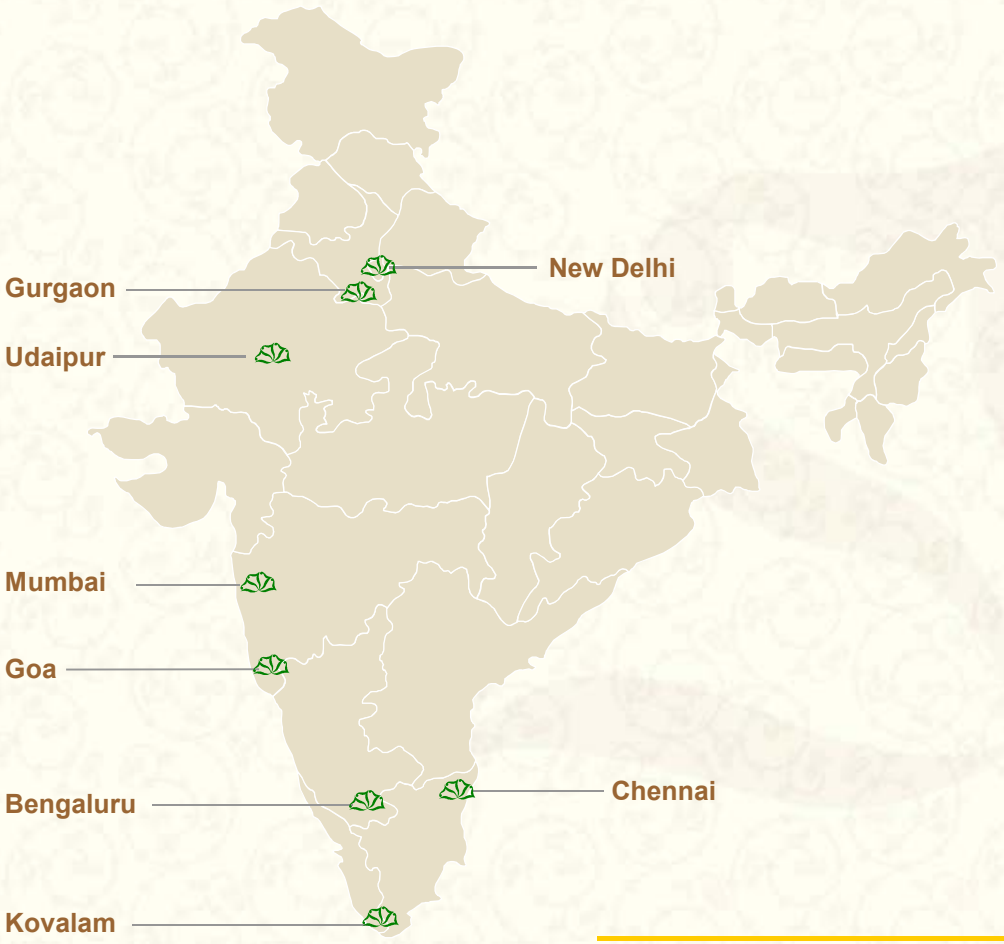
# Evolving Pan – India Footprint




Location of Existing Hotels

| Hotel | Location | No.of Rooms |
|---|---|---|
| **Owned and Managed** | | |
| The Leela | Mumbai | 390 |
| The Leela | Goa | 206 |
| The Leela Palace | Bengaluru | 357 |
| The Leela Palace | Udaipur | 80 |
| The Leela Palace | New Delhi | 260 |
| The Leela Palace | Chennai | 326 |
| **Total** | | **1619** |
| **Managed** | | |
| The Leela Ambience | Gurgaon | 411 |
| The Leela Raviz | Kovalam | 183 |
| **Total** | | **594** |
| **Grand Total** | | 2213 |

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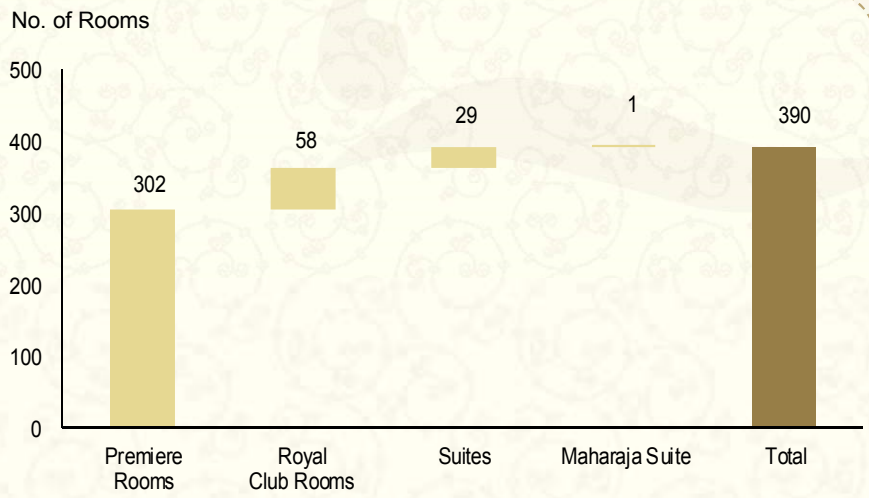
# The Leela, Mumbai

- Operational since 1986, The Leela Mumbai continues to be one of the popular luxury hotels in Mumbai
- Proximity to the International & Domestic airports and business hubs like the Bandra Kurla Complex (BKC) makes it an attractive location
- The Hotel is built on land of 18000 sq mtrs (4.45 acres) leased from AAI and 7525 sq mtrs (1.85 acres) leased from the Promoter Company

## Room Mix




## Facilities and Dining

**Facilities**

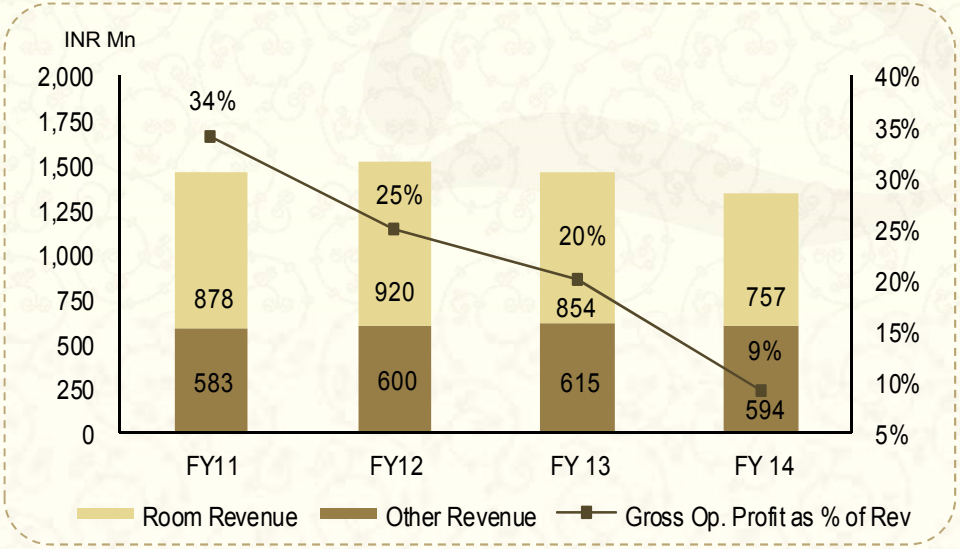
- Grand Ball Room of 11742 sq. ft. divisible in 5 parts
- 5 Meeting Rooms
- Spa, Sate-of-art fitness centre and Warren Tricomi Salons

**Dining**

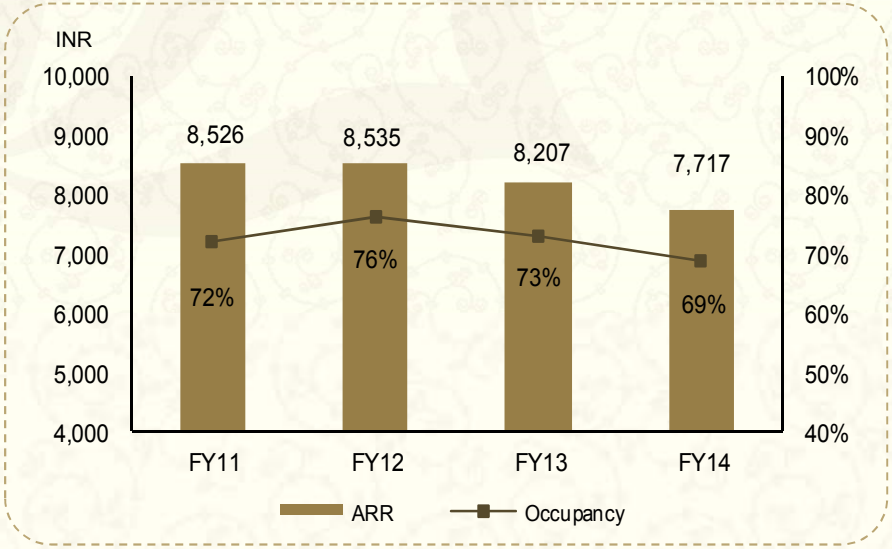
- CITRUS – 24 hour brasserie offering multi cuisine specialty
- Jamavar – Indian specialty cuisine
- The Great Wall – Chinese specialty cuisine
- Le Cirque Signature – Italian specialty cuisine
- 6 Degrees - The cosmopolitan bar

# The Leela, Mumbai

## Revenue Breakup



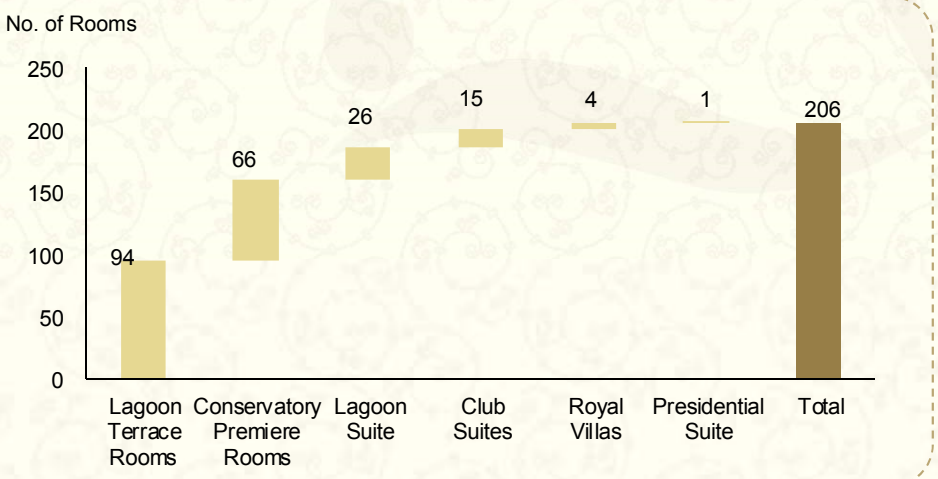

## ARR and Occupancy



# The Leela, Goa

- The Leela Goa is operational since 1991 and underwent significant expansion in 1994 and renovation in 2011.
- The Leela Goa has 206 luxuriously appointed guestrooms and suites
- Spread over 50.46 acres and located in Cavelossim on the Mobor beach in South Goa between Sal River and Arabian Sea, the hotel is designed to reflect the Indian and Portuguese heritage
- The Hotel is built on 38.58 acres of land owned by the Company and 11.88 acres of land leased from the Promoter Company

## Room Mix




**Facilities**

- Ballroom of 6585 sq ft, 1 Conference room and 2 Boardrooms
- Golf course, Tennis Courts, Spa and and other facilities
- Warren Tricomi Salon – ultimate experience in luxury hair and beauty care
- Aqua: Entertainment lounge and discotheque

**Dining**

- The Restaurant - All day dining and multi cuisine restaurant
- The Riverside – the Italian restaurant
- Susegado – Seafood restaurant
- The Yali Lounge
- The Pool Bar

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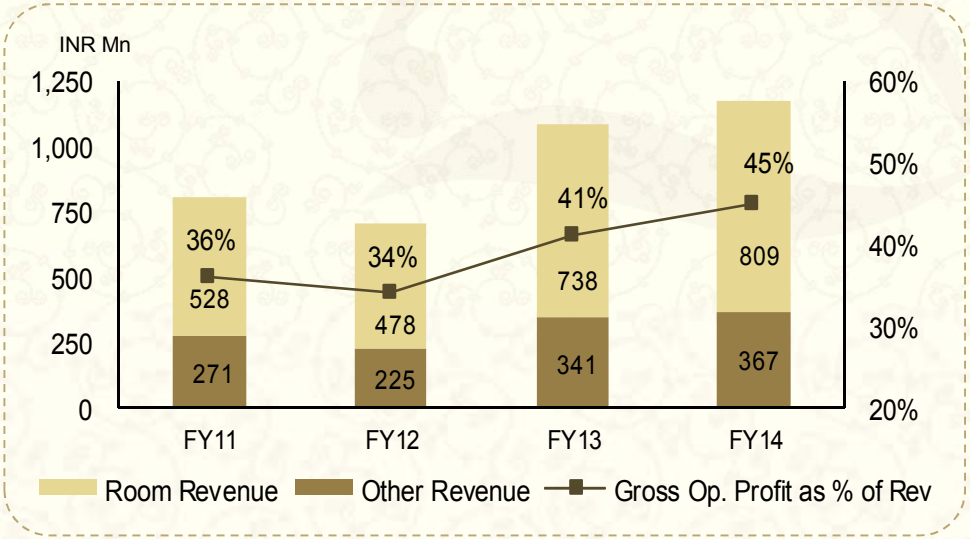
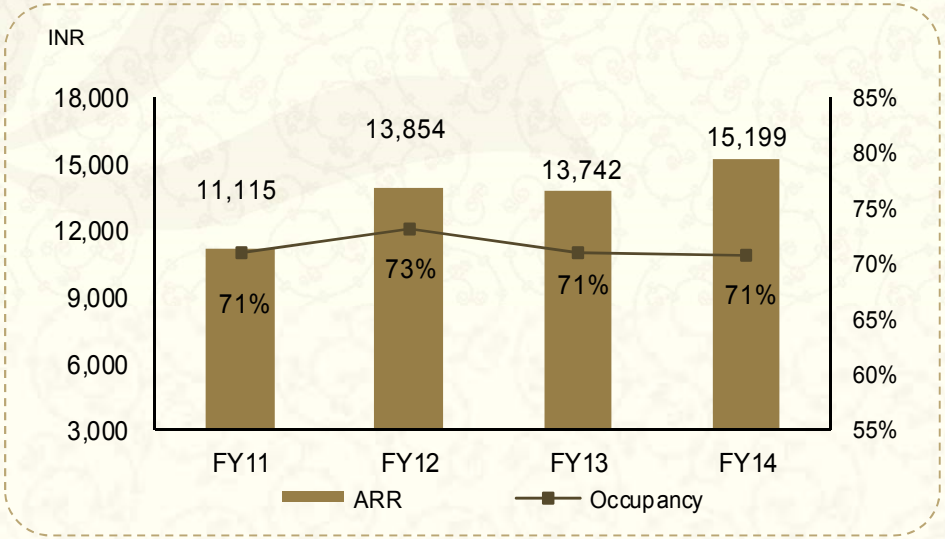
# The Leela, Goa

## Revenue Breakup



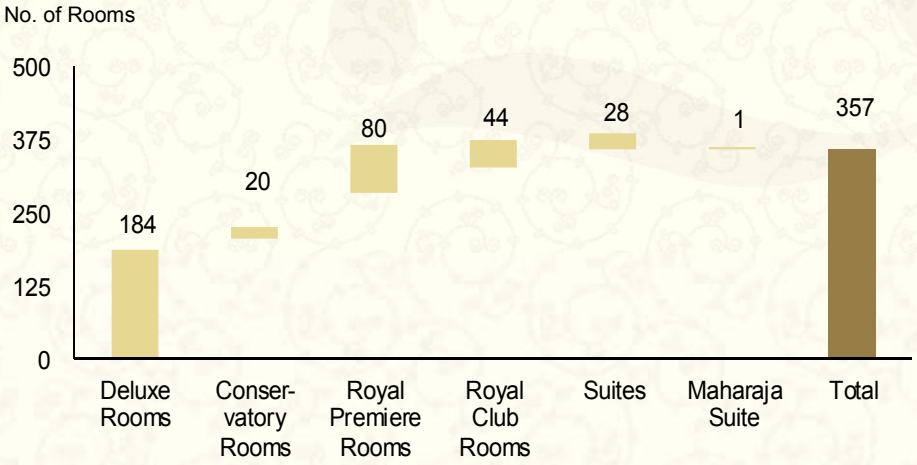

## ARR and Occupancy



# The Leela Palace, Bangalore

- The Leela Palace, Bangalore commenced operations in 2001 with 256 guest rooms and expanded to 357 guest rooms in FY08
- The hotel is located in close proximity to the city centre and recreates the architectural style of the Mysore Palace in a modern art deco form
- The Leela Palace Bangalore stands majestically amidst seven acres of lush gardens and a sparkling lagoon in the garden city of Bangalore
- The Hotel is built on land of 6 acres leased from promoter Company and 0.9 acre of land and building leased by an Investor

## Room Mix




## Facilities and Dining

**Facilities**

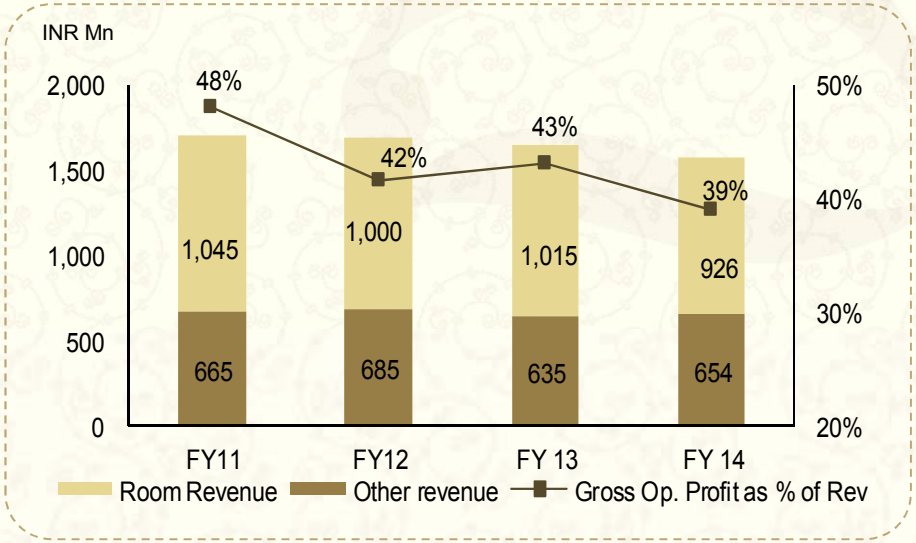
- Grand Ball Room of 4400 sq. ft.
- 12 Board Rooms and Meeting Rooms
- Spa by ESPA

**Dining**

- CITRUS - 24 hour brasserie offering Mediterranean cuisine, multi-cuisine buffet
- Jamavar – Fine dining signature Indian restaurant
- Zen - offers pan Asia cuisine
- Library Bar – International martinis and cigar lounge

# The Leela Palace, Bangalore

## Revenue Breakup

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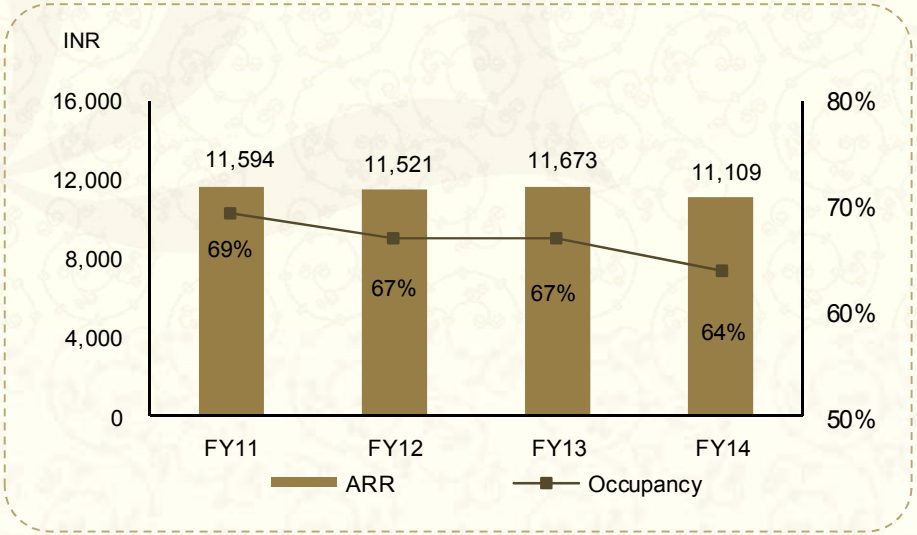


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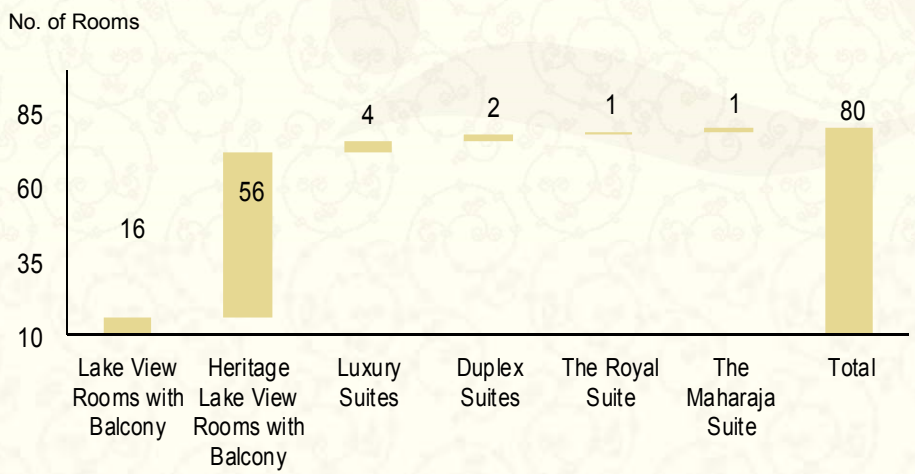
# The Leela Palace, Udaipur

- Operational since April 2009, The Leela Palace Udaipur offers a spectacular view of Lake Pichola, the City Palace and the Aravalli mountains
- All 80 guestrooms and suites are on the waterfront of Lake Pichola
- The hotel is built on 8.2 acres of land owned by the Company

## Room Mix




**Facilities**

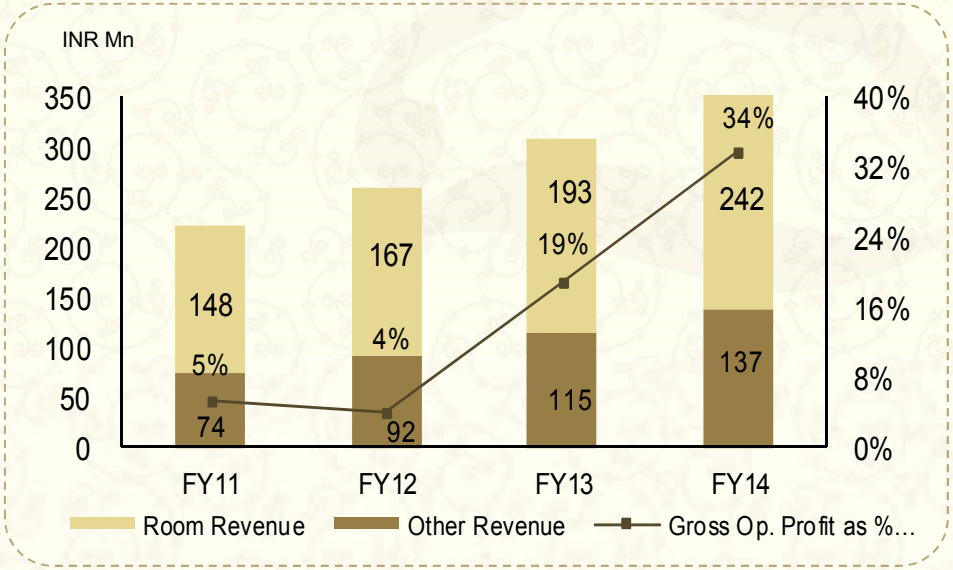
- The Marwar ballroom of 2461 sq ft and Mewar ballroom of 1872 sq ft and 4 Boardrooms / meeting rooms
- Spa by ESPA
- Gym with steam room and Sunrise and Sunset Yoga

**Dining**

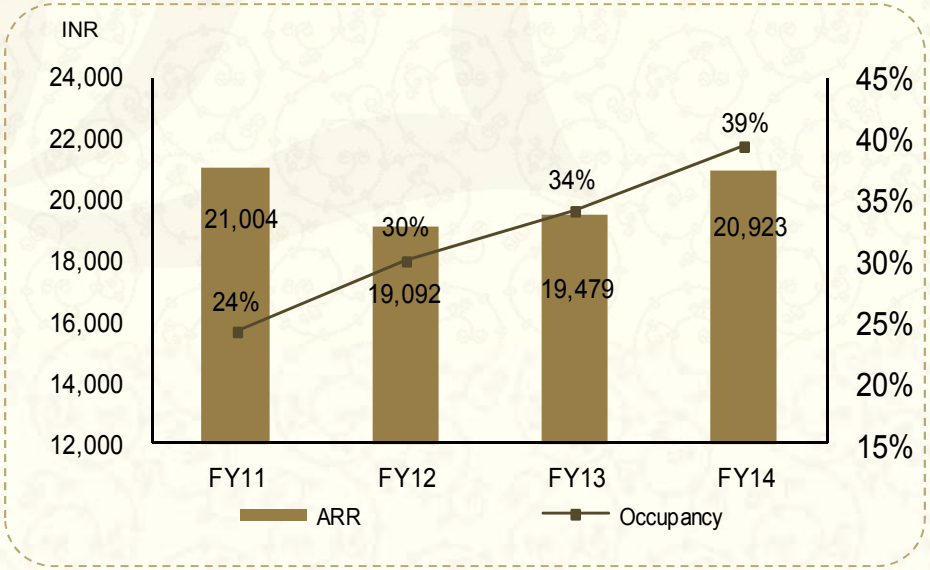
- The Dining Room – International cuisine
- Sheesh Mahal – fine dining Indian cuisine
- Library Bar
- 24 hour private dining

# The Leela Palace, Udaipur

## Revenue Breakup




## ARR and Occupancy

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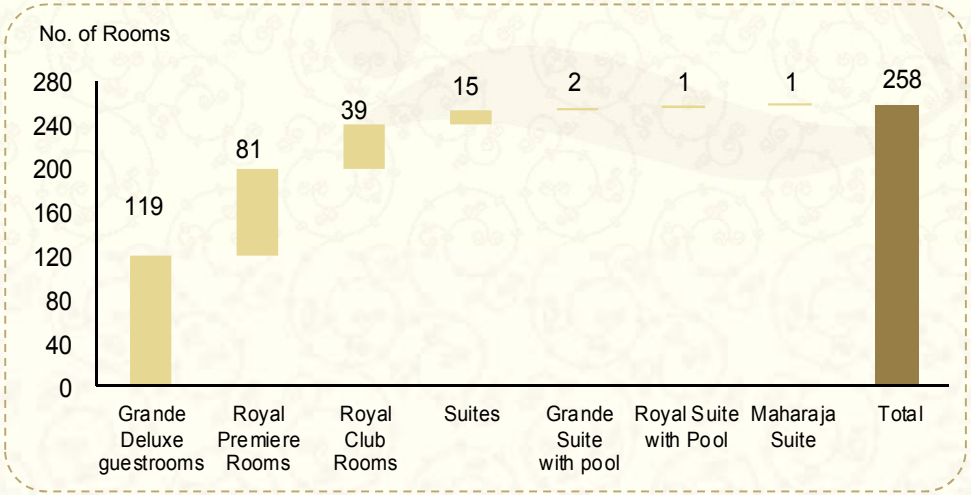
# The Leela Palace, New Delhi

- Located in the exclusive Diplomatic Enclave with close proximity to Rashtrapati Bhavan, the Secretariat, as well as the central business district and historical monuments
- Spread over 3 acres of land, owned by the Company
- All suites and guestrooms are over 550 sq. ft.

## Room Mix




**Facilities**

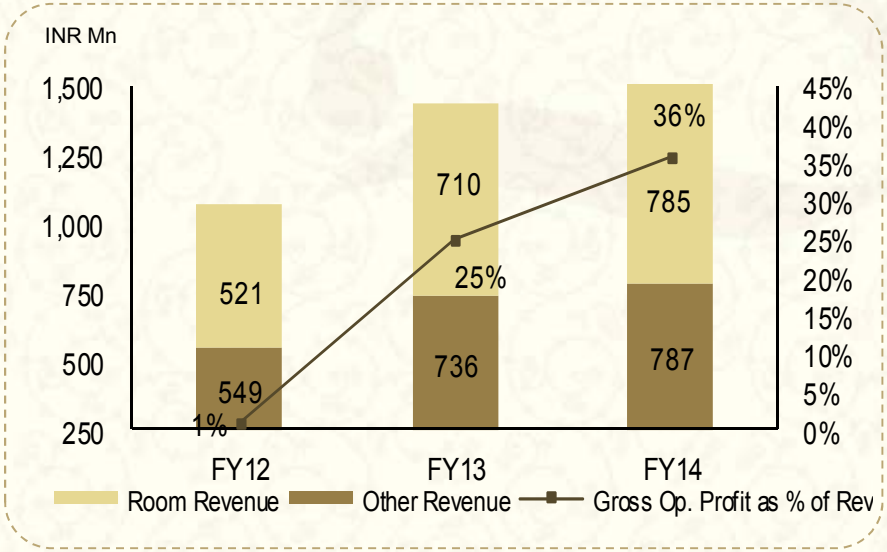
- Grand Ball Room of 4300 sq ft and Royal Ball Room of 1176 sq ft
- 8 Meeting rooms and Boardrooms
- Spa by ESPA

**Dining**

- The Qube – all day dining restaurant
- Jamavar – Royal Indian cuisine
- Megu - modern Japanese cuisine
- Le-Cirque - French & Italian gourmet cuisine
- The Library - Bar

# The Leela Palace, New Delhi

## Revenue Breakup

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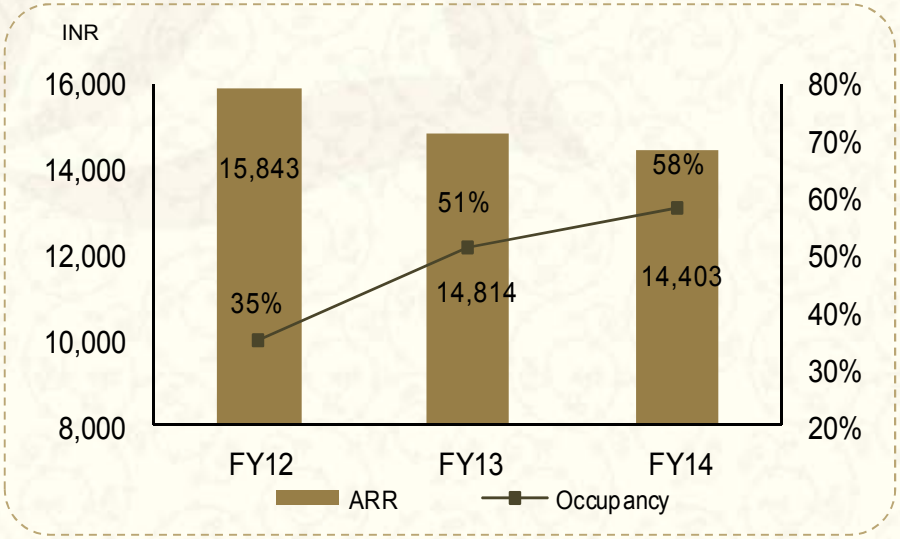
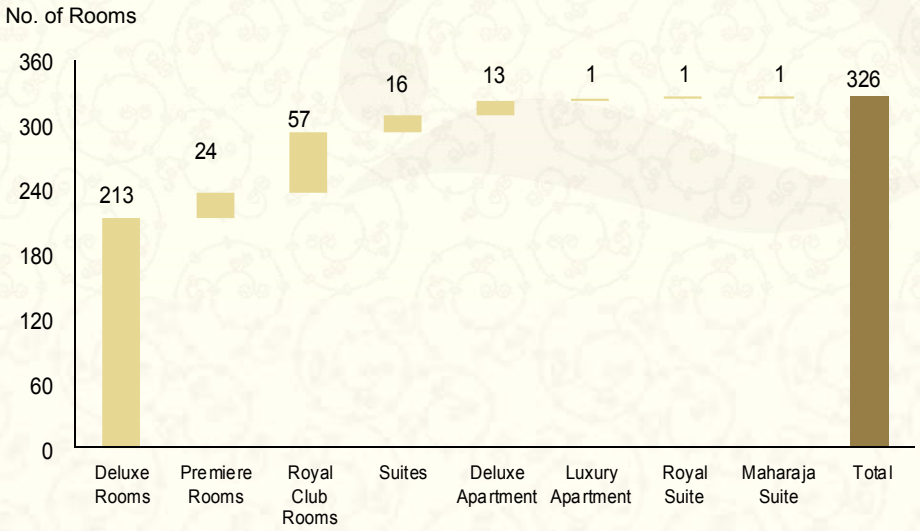


# The Leela Palace, Chennai

- The Leela Palace, Chennai, located in Adyar in Chennai, overlooking the azure blue sea of the Bay of Bengal
- The seafront hotel reflects the grandeur of the Chettinad Palace architecture
- Majority of the 326 guest-rooms and suites overlooking the Bay of Bengal
- The hotel is built on 4.8 acres of land owned by the Company

## Room Mix




**Facilities**

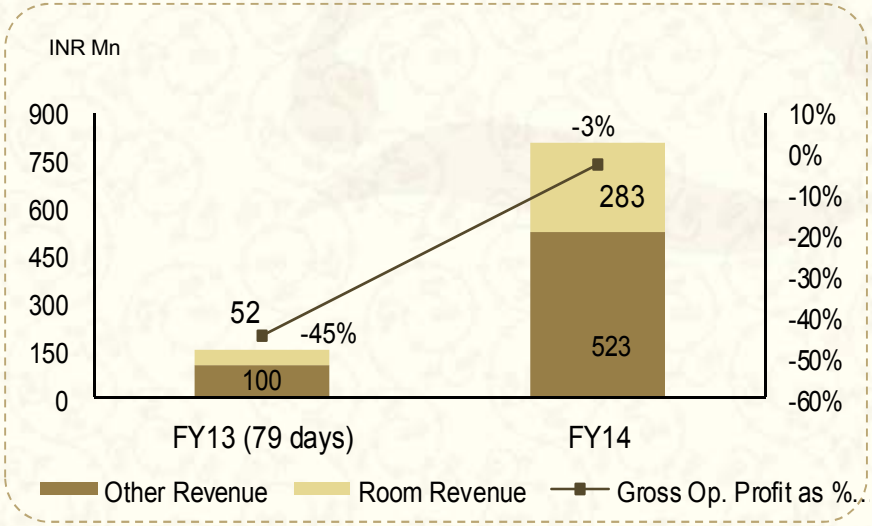
- Grand Ballroom of 15400 sq. ft. and Royal Ballroom of 8535 sq. ft. with pre-function area
- 2 Meeting Rooms and 7 Board Rooms

**Dining**

- Spectra - All day dining restaurant
- Jamavar – Indian restaurant
- China XO - Chinese restaurant with alfresco dining
- Rooftop Italian restaurant (will start in the FY15)
- Library Blue - Bar

# The Leela Palace, Chennai

## Revenue Breakup

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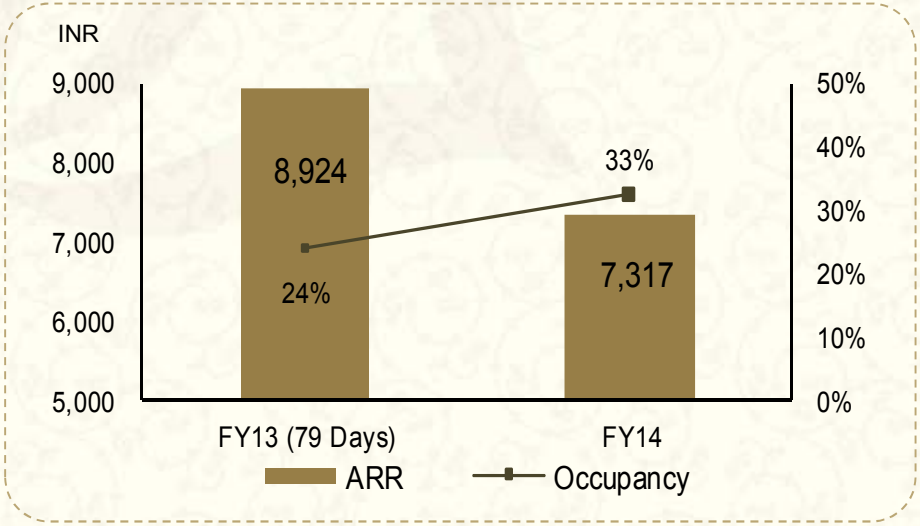


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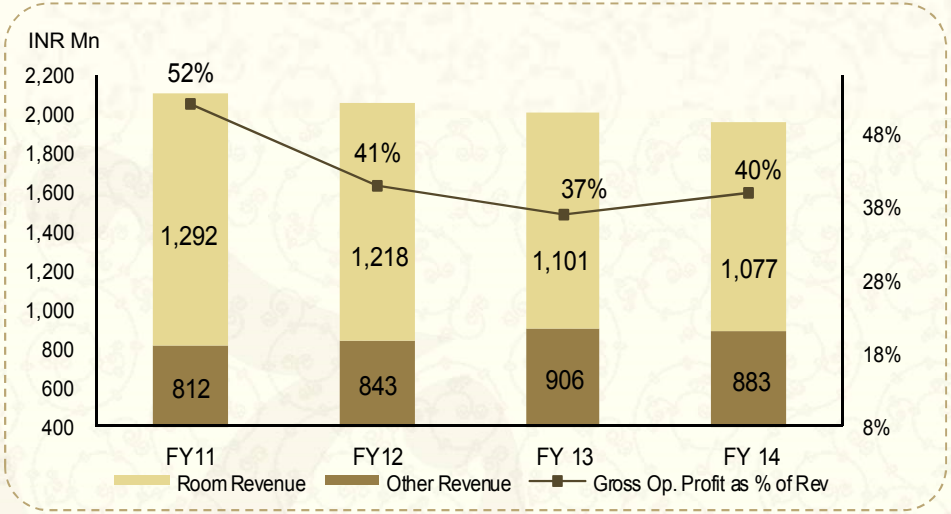
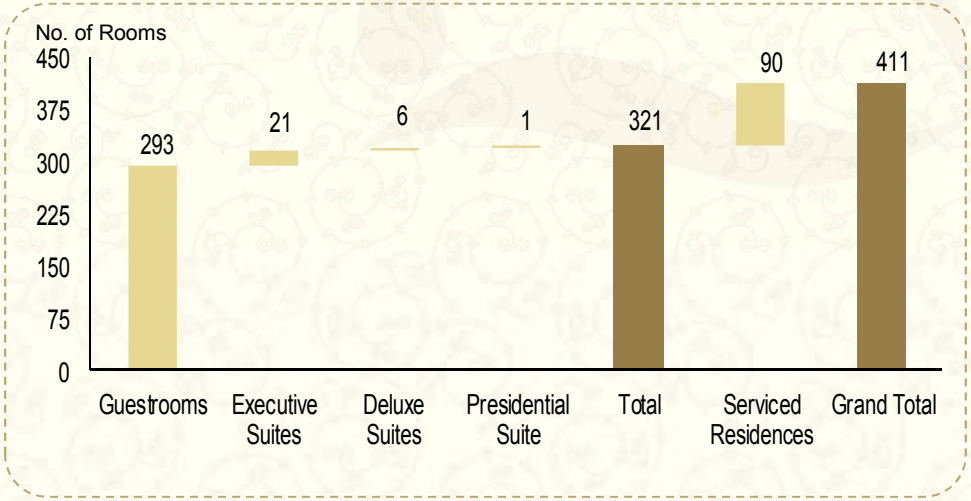
# The Leela Ambience, Gurgaon/NCR

- Operational since April 2009
- The property is owned by the Ambience Group
- Hotel Leelaventure operates the hotel through a management contract

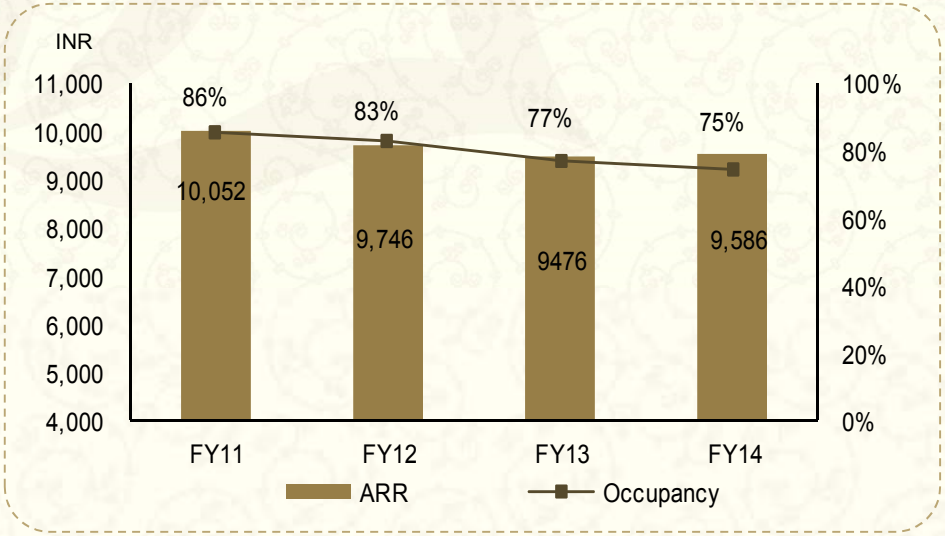
## Revenue Breakup




## Room Mix




## ARR and Occupancy

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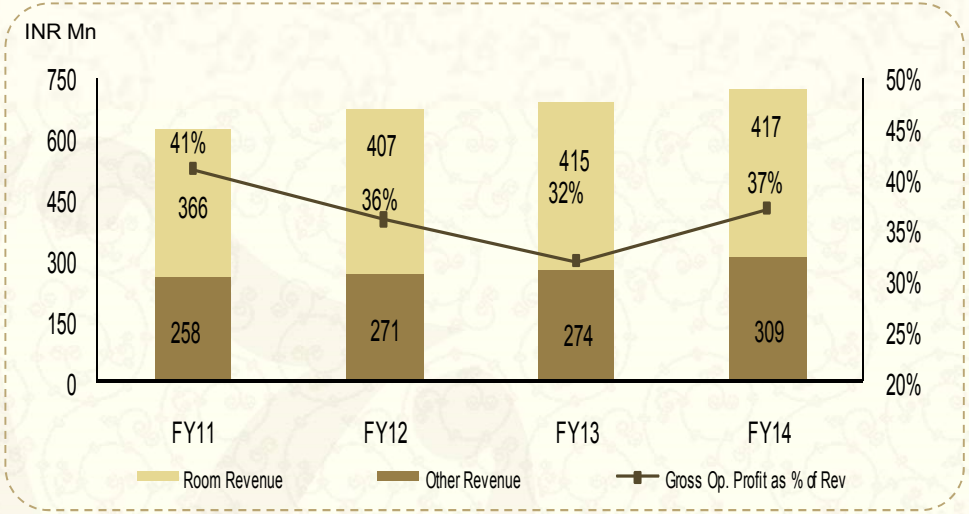
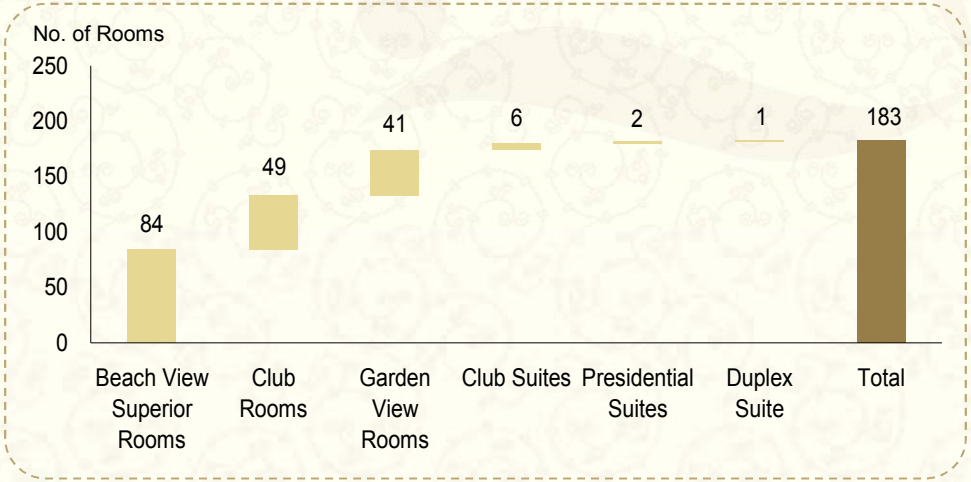
# The Leela Raviz, Kovalam

- This resort earlier owned by Hotel Leelaventure was sold in 2011
- Has 183 rooms and suites, spread over 44 acres of land
- Kovalam being one of the main tourist attractions in Kerala, it enjoys high ARRs and Occupancy during the tourist season from November to March

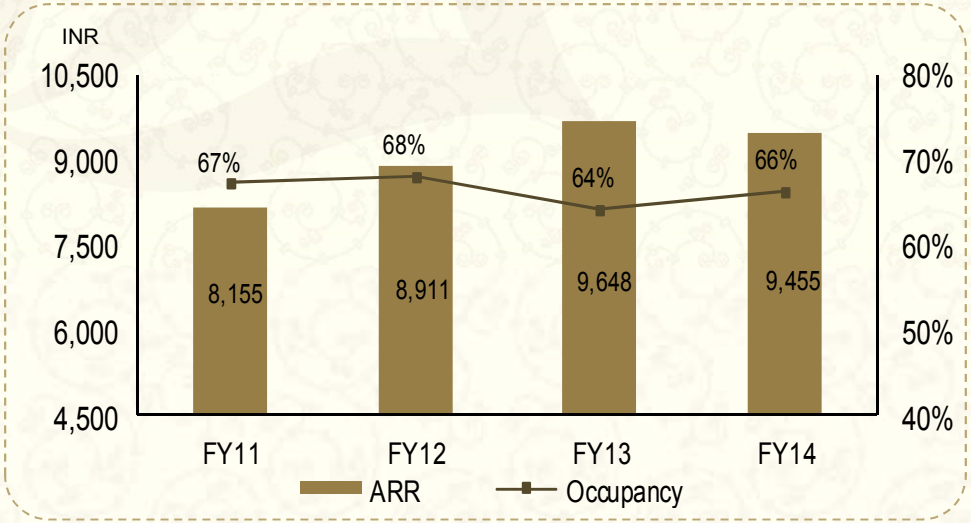
## Revenue Breakup




## Room Mix




## ARR and Occupancy



# Asset light Strategy for Future Growth

## MOUs / Management Contracts executed / under consideration

1. Agra – A Leela Palace Hotel with 100 guestrooms facing the Taj Mahal proposed to be built with a J.V. Partner, on 6.5 Acres of land owned by the Company and to be managed by Leela. The total investment would be about ₹ 350 Crores including ₹ 100 Crores already invested for the land by the Company.

2. Jaipur, Rajasthan – Management Contract signed for a 58 villa resort under development. The total investment would be about ₹.135 Crores with a Leela Group company investing ₹.18 Crores towards 29% equity in the SPV.

3. Bengaluru, Karnataka – Agreement signed with the Bharatiya Group for managing a Leela Hotel, near the International Airport, with 250 guestrooms, and a Convention Centre for 1500 persons, MOU signed for the Leela Residences with 150 units. The property is under construction and is part of 120 acres modern township.

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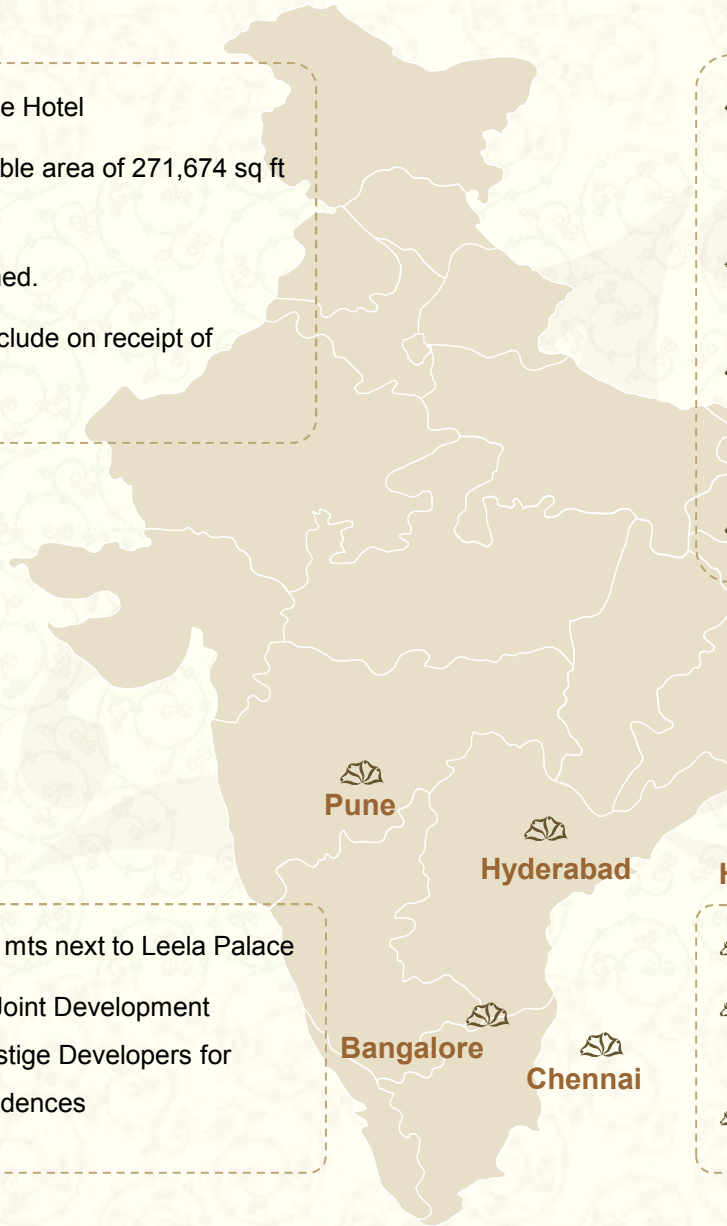
# Deleveraging Through Monetization of Non-core Assets

## Chennai

- Next to the Leela Palace Hotel
- Office space with saleable area of 271,674 sq ft ready for fit outs
- Agreement to Sale signed.
- Sale transaction to conclude on receipt of Completion certificate

## Pune

- 34,102 sq mts of land near the golf club on the main road to the Airport, jointly owned by the Company and Leela Lace Holdings Private Limited, one of the promoters
- Company shelved initial plans of building luxury hotel, after significant new supply came up in the area
- Agreement with Sky Realty Projects Private Limited ("Sky Realty") on a 50:50 gross revenue sharing basis. Sky Realty to develop high-end residential cum commercial property
- Construction work has commenced




## Bangalore

- Surplus land of 8,027 sq mts next to Leela Palace
- Company has signed a Joint Development Agreement with M/s Prestige Developers for developing high-end residences

## Hyderabad

- 3.85 acres of land in a prime locality at Banjara Hills
- Company shelved initial plans of building a luxury hotel after significant new supply came up in the area
- This is being sold

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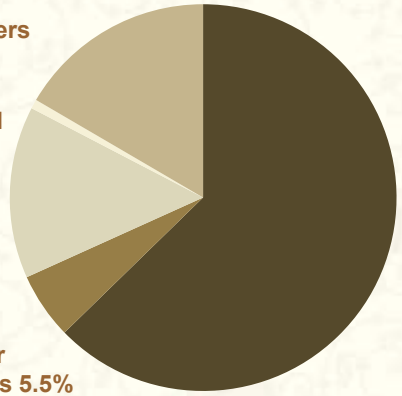
# Profit and Loss Statement

| INR Mn | 2013-14 | 2012-13 | 2011-12 | 2010-11 | 2009-10 |
|---|---|---|---|---|---|
| **Income** | | | | | |
| Room Revenue | 3,801 | 3,561 | 3,088 | 2,599 | 2,556 |
| Food & Beverage Revenue | 2,525 | 2,038 | 1,746 | 1,251 | 1,256 |
| Other Operating Services | 383 | 504 | 587 | 520 | 469 |
| Income from Rental & related Services | 172 | 187 | 172 | 157 | 145 |
| Sale of Power | 154 | 124 | 118 | 113 | 65 |
| Income from Operations | 7,034 | 6,414 | 5,711 | 4,640 | 4,491 |
| Other Income | 647 | 184 | 166 | 270 | 292 |
| **Total Income** | **7,682** | **6,598** | **5,877** | **4,910** | **4,783** |
| **Expenditure** | | | | | |
| Consumption of raw materials | 619 | 510 | 430 | 306 | 306 |
| Employee Cost | 1,976 | 1,866 | 1,731 | 1,043 | 954 |
| Fuel, Power and Light | 665 | 651 | 506 | 385 | 439 |
| Other Expenses | 2,473 | 2,378 | 2,859 | 1,608 | 1,550 |
| **Total Expenditure** | **5,733** | **5,405** | **5,526** | **3,342** | **3,249** |
| **EBITDA** | **1,949** | **1,193** | **351** | **1,568** | **1,534** |
| Depreciation | 1,807 | 1,387 | 1,022 | 630 | 683 |
| Interest | 5,016 | 4,053 | 3,213 | 561 | 245 |
| Exceptional Items / Income | - | 33 | 4,178 (1) | 185 | - |
| **Profit Before Tax** | **(4,873)** | **(4,214)** | **294** | **563** | **606** |
| Provision for Tax | (459) | 121 | 107 | 185 | 196 |
| **Net Profit** | **(4,415)** | **(4,335)** | **187** | **378** | **410** |

Note 1. Profit from sale of Kovalam Hotel and operational profit till the date of sale.

# Shareholding

## Shareholding Pattern



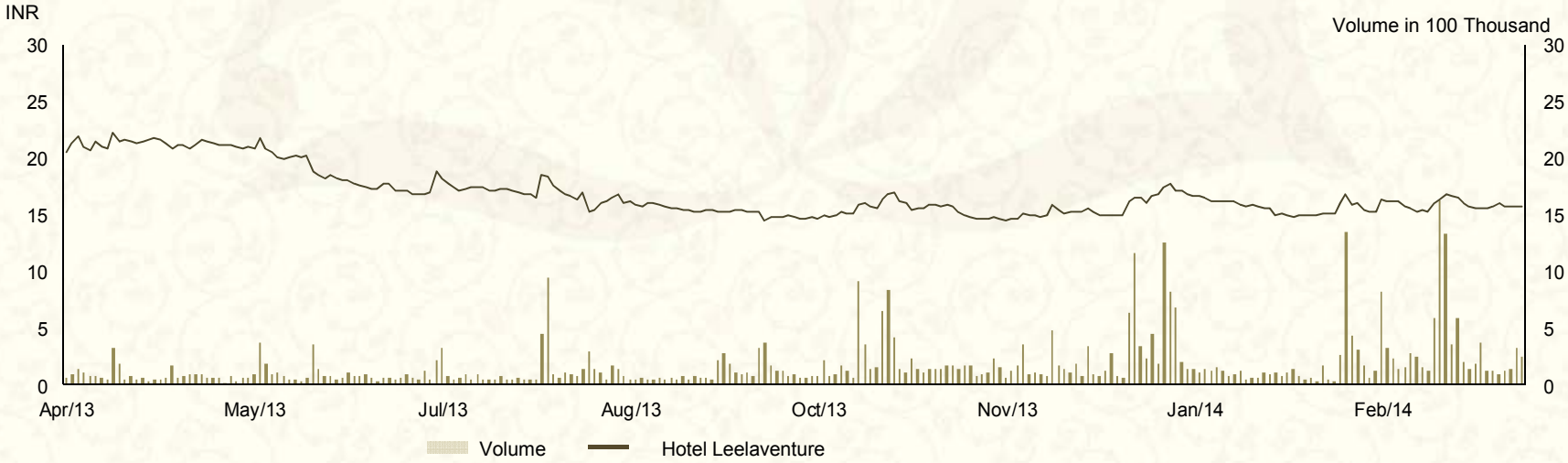

As on March 31, 2014

## Share Price Performance Summary for FY 2013-14

| | Share Price (INR) | As on |
|---|---|---|
| As on 31st March 2014 | 15.85 | |
| 52 week high | 22.00 | 9 May 13 |
| 52 week low | 14.00 | 21 Nov 13 |
| **Market Capitalization (INR Mn)** | | **7,158** |
| **Market Capitalization (USD Mn)** | | **119.3** |

Source: Bombay Stock Exchange

## Share Price Performance – Last 1 year




Source: National Stock Exchange

Note:
1. 1 US$= INR 60
2. Market Capitalization as on 31st March,,2014

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# Thank You

Disclaimer :

Statements made in this Presentation describing the Company's objectives, projections, estimates, predictions and expectations may be 'forward-looking statements', within the meaning of applicable securities laws and regulations. As 'forward-looking statements' are based on certain assumptions and expectations of future events over which the Company exercises no control, the Company cannot guarantee their accuracy nor can it warrant that the same will be realized by the Company. The Company assumes no responsibility to publicly amend, modify or revise any forward looking statements on the basis of any subsequent developments or events or for any loss any investor may incur by investing in the shares of the Company based on the 'forward-looking statements'.