



The Byke Hospitality Limited

CIN No.: L67190MH1990PLC056009

May 20, 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,

Further to our letter dated 17th May, 2016 on the Conference Call, and pursuant to Regulation 30 (6) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, a copy of the Investors/Analysts Presentation that we propose to make during the Conference Call for analyst and investors scheduled to be held on May 23rd, 2016 at 2.30 p.m. is enclosed and the said Investors/Analysts Presentation has also been uploaded on Company's Website at www.thebyke.com.

We request you to kindly take the same on record.

Thanking You,

Yours Faithfully,

For The Byke Hospitality Limited

Swati Gupta

Company Secretary & Compliance Officer





Business Update

Q4FY16



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.

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Key Updates FY16

2

Financial Highlights Q4FY16 & FY16

3

Company Overview

4

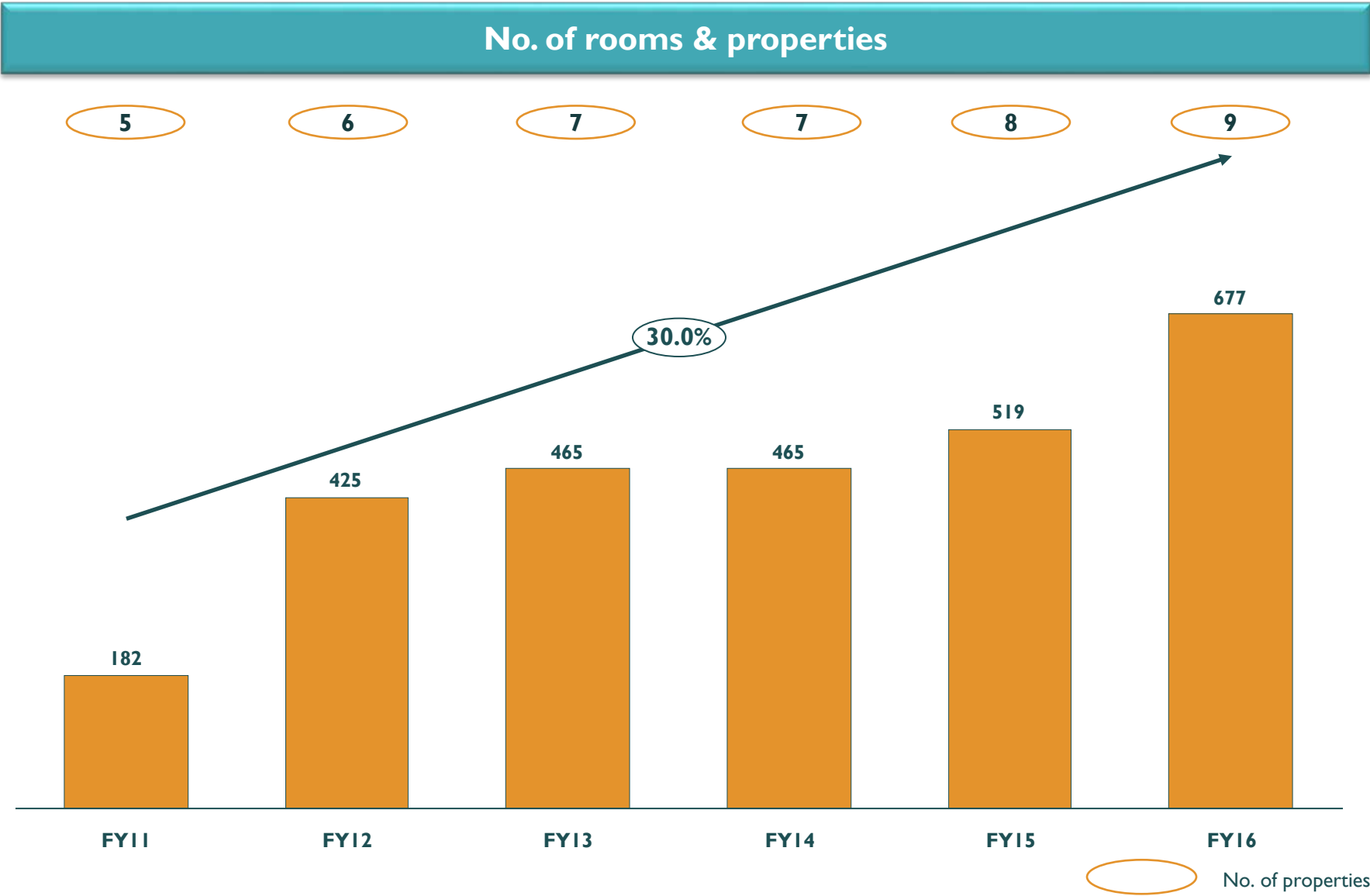
“The Byke” Hotel Portfolio

Key Updates of FY16



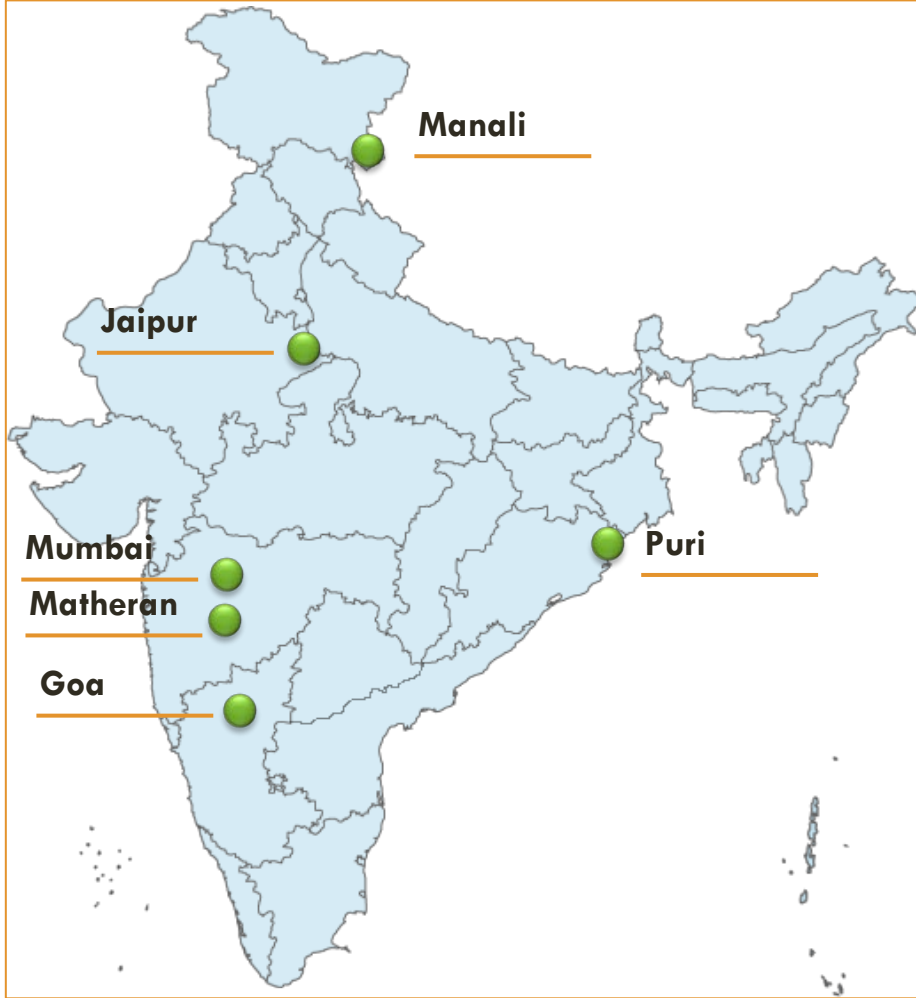
The Byke Old Anchor - South Goa

Total Rooms Portfolio of ~700 Across 10 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
Total		677	

* Property under renovation; to be operational soon

Thane Property Commenced Operations in FY16

The Byke Suraj Plaza, Thane, strategically located at high density area

- ▶ Property taken on long term lease of 15 years
- ▶ Has 122 Rooms, 4 Banquet Halls, 3 Conference Rooms, 1 Restaurant and 1 Bar Lounge
- ▶ 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)



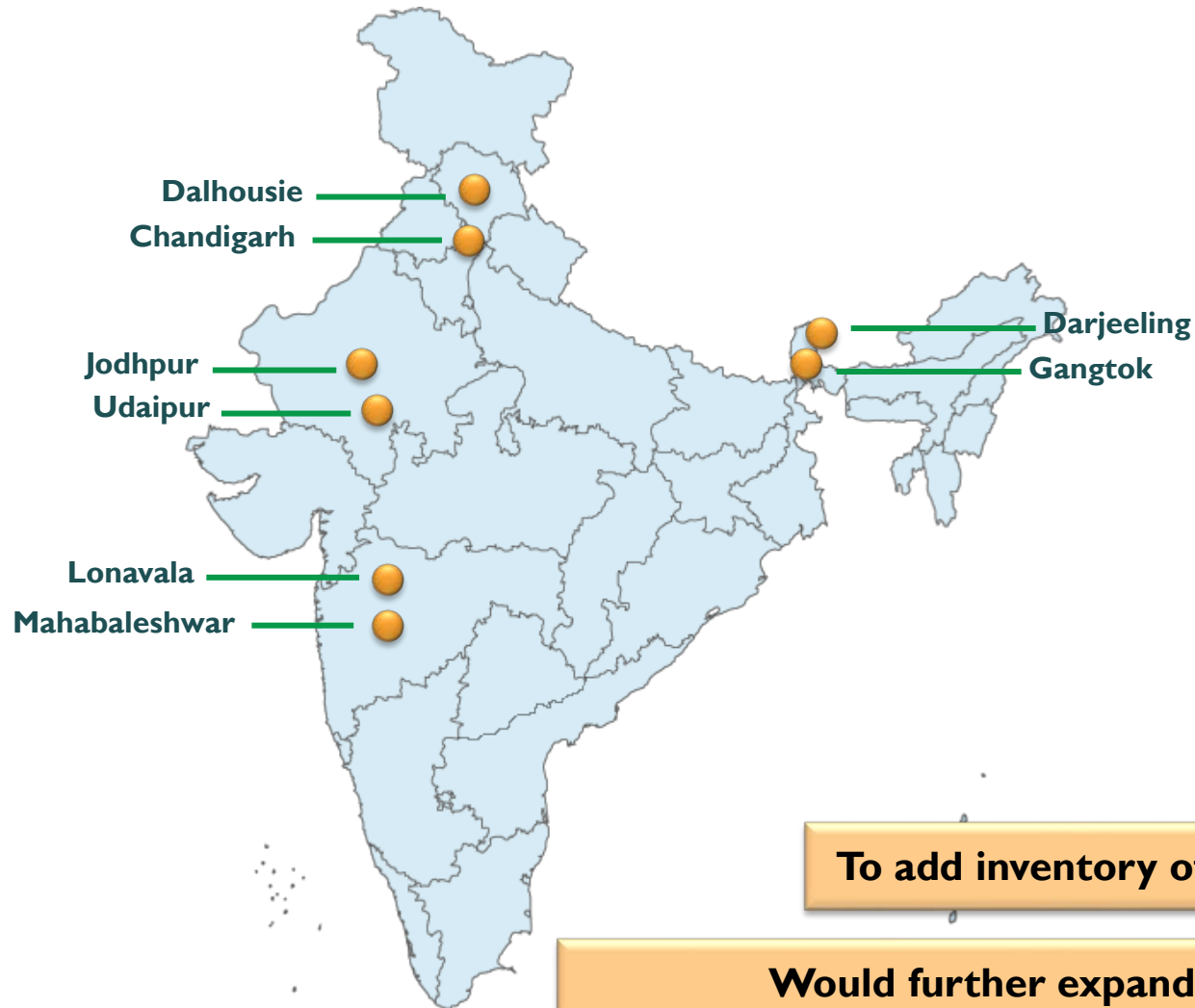
Properties Addition in FY17

The Byke Vijaya, Puri commenced operations in April, 2016

- ▶ 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



Identified 8 Locations for the Next Phase of Growth



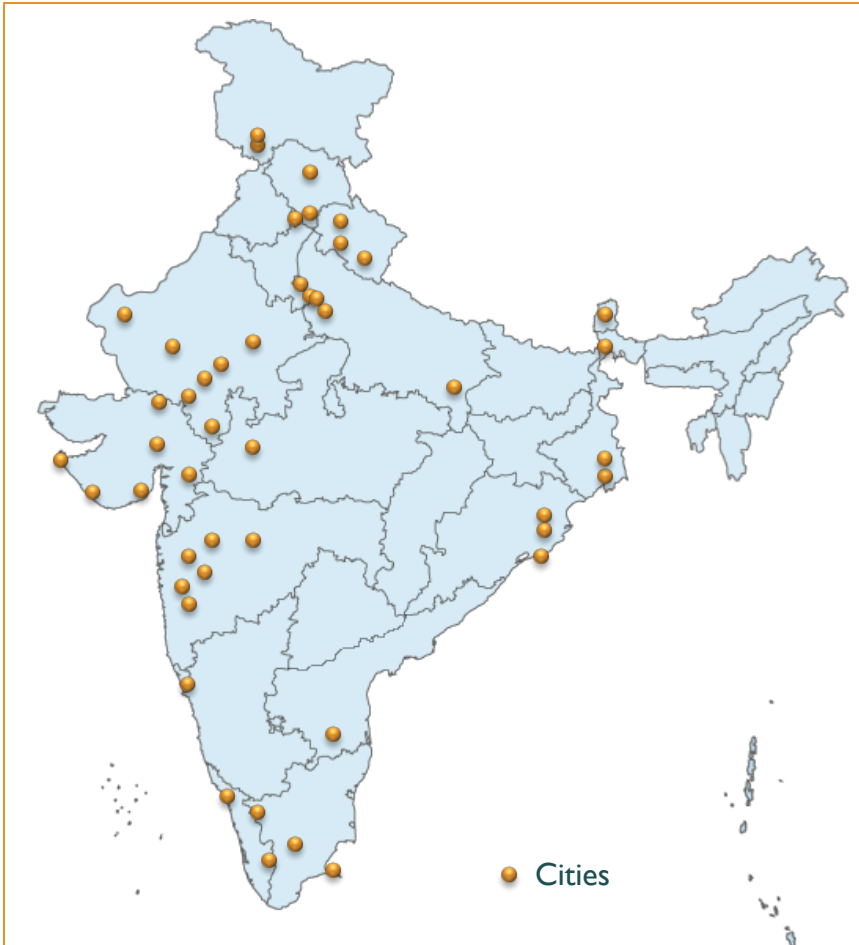
To add inventory of 450-500 rooms

Would further expand pan India reach

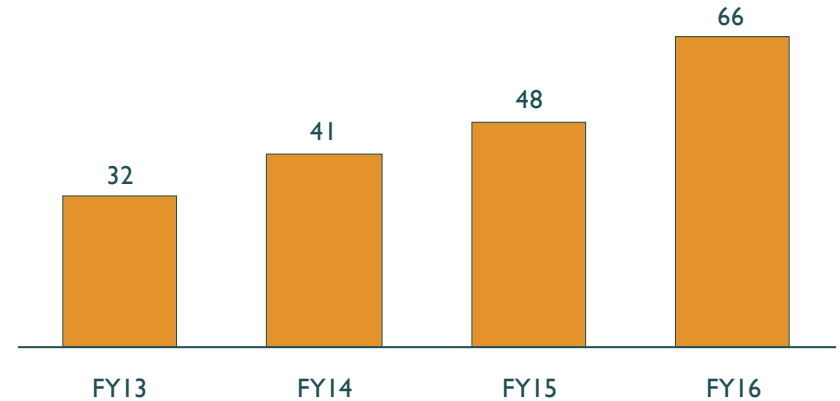
Targeting tourist locations across India in line with current presence

Chartering : Continued Expansion Of Network

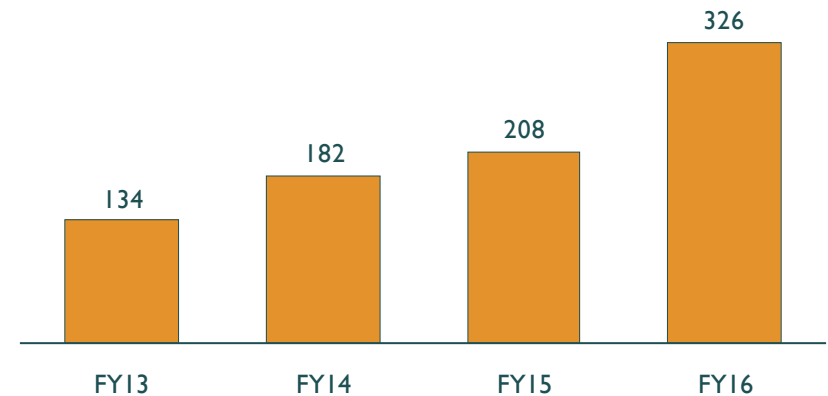
Room Chartering Locations



No. of Cities



No. of Agents



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

Financial Highlights FY16 & Q4FY16



Income Statement



Rs. Mn	Q4 FY16	Q4 FY15	Y-o-Y Growth	FY16	FY15	Y-o-Y Growth
Hotel Revenue	379.1	319.8	18.5%	1,142.9	917.1	24.6%
Chartering Revenue	301.0	249.7	20.6%	1,172.3	897.1	30.7%
Revenue	680	569	19.4%	2,315	1,814	27.6%
Lease, Chartering and SG&A	349.1	306.7	13.8%	1,175.1	1,025.3	14.6%
Employee Expense	19.0	9.0	111.2%	57.9	38.3	51.1%
Operating and Other expense	150.4	128.8	16.8%	556.1	378.2	47.0%
Total Cost	519	445	16.6%	1,789	1,442	24.1%
EBITDA	162	125	29.3%	526	372	41.3%
EBITDA margin	23.8%	21.9%	8.3%	22.7%	20.5%	10.7%
Depreciation	46.1	30.3	52.1%	116.0	101.7	14.0%
Net Interest Cost	3.6	4.4	-18.9%	15.0	18.0	-16.9%
Other Income	0.3	1.0	-71.2%	1.4	1.1	24.5%
PBT	112	91	23.0%	397	254	56.4%
Tax	38.6	19.3	100.1%	137.3	53.3	157.4%
PAT	74	72	2.3%	259	200	29.5%
PAT margin	10.8%	12.6%		11.2%	11.0%	

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

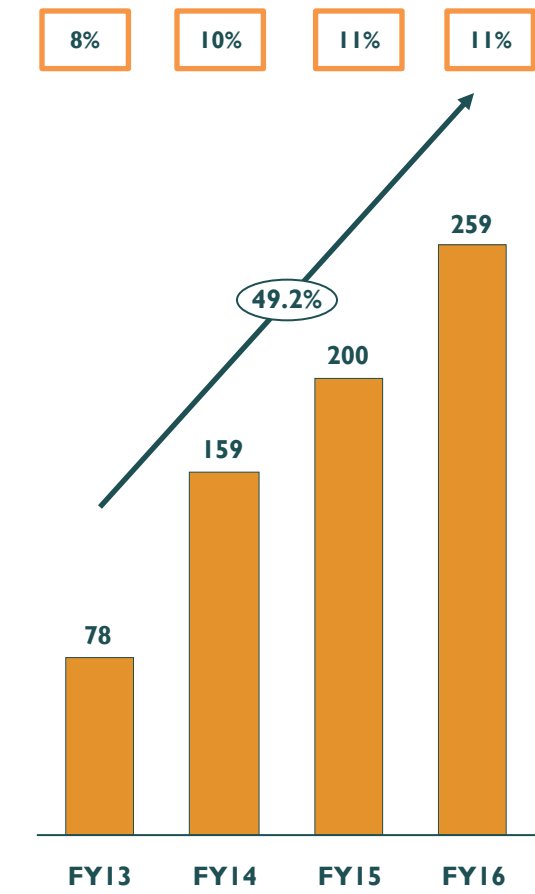
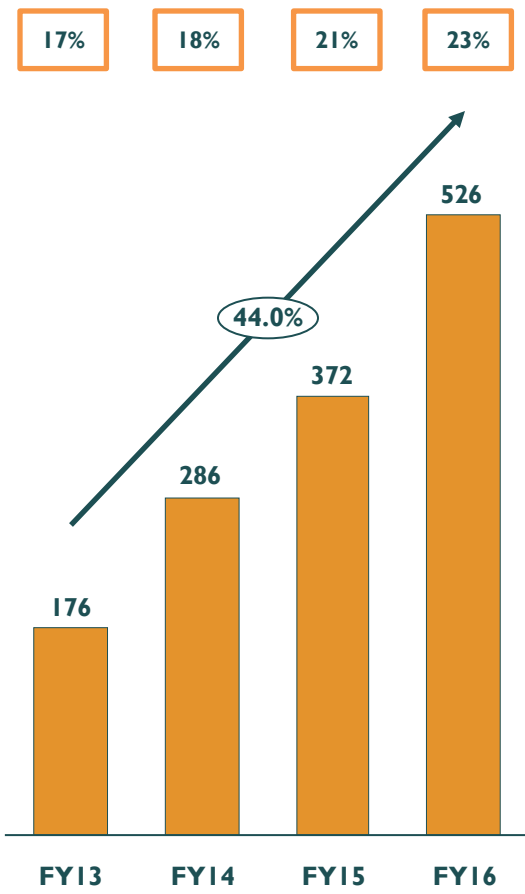
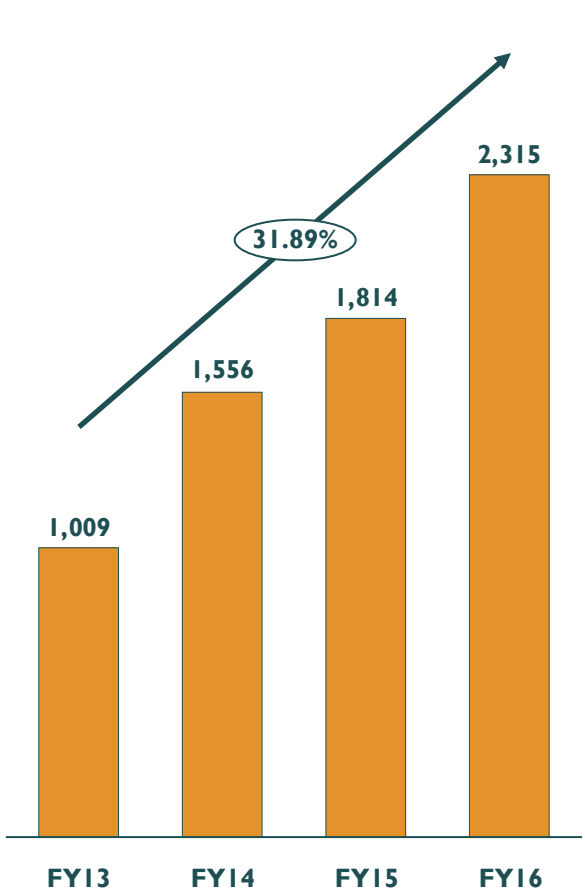
Rs. Mn	March'16	March'15
Net Block + CWIP	874	806
Other Non-Current Assets	16	16
Long Term Loans and Advance	86	55
Total Non current assets	976	877
Inventories	62	60
Debtors	177	140
Cash and bank	29	22
Other Current Assets	0	1
Short Term Loans and Advance	352	260
Total Current Assets	620	484
TOTAL ASSETS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

Robust Growth with Improving Margins

Revenue

EBITDA & EBITDA Margin

PAT & PAT Margin

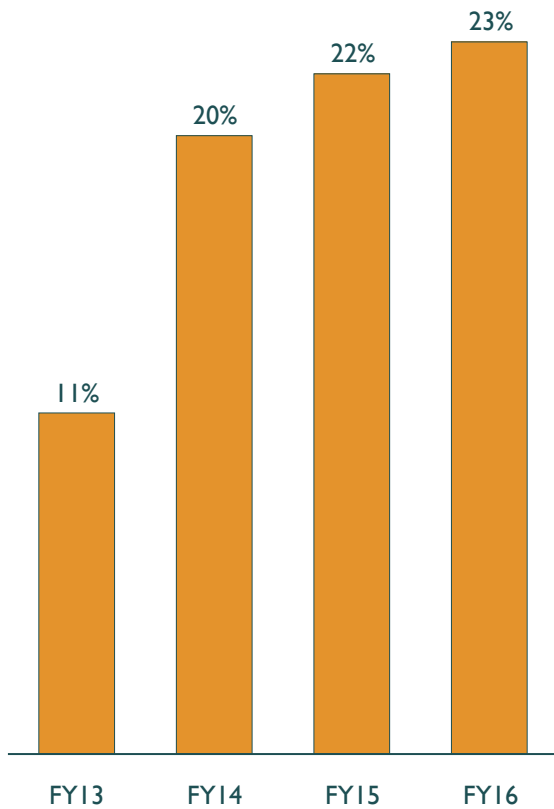


■ EBITDA in Rs Mn

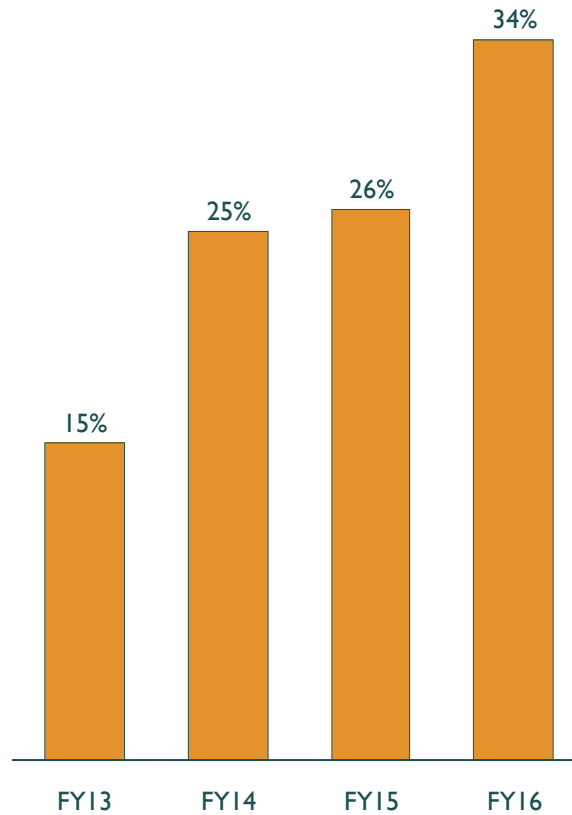
■ PAT in Rs Mn

Improving Return Ratio Given Asset Light Model

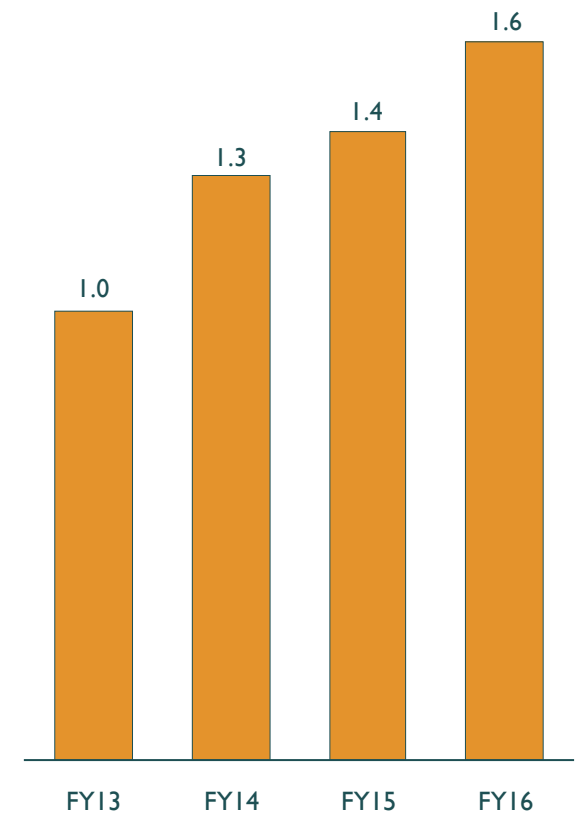
Return on Equity



Return on Capital Employed



Asset Turnover Ratio



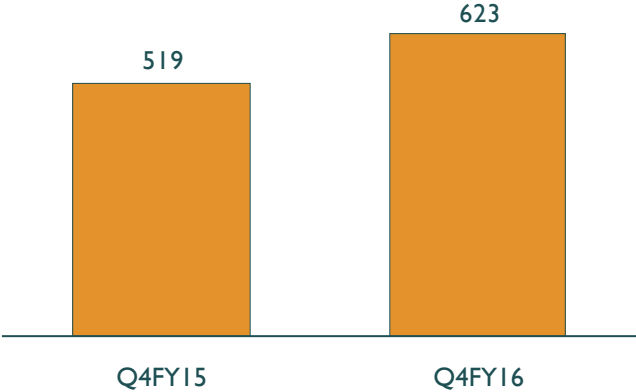
[^]ROE = PAT / Average Net Worth

*ROCE = EBIT / Average Capital Employed

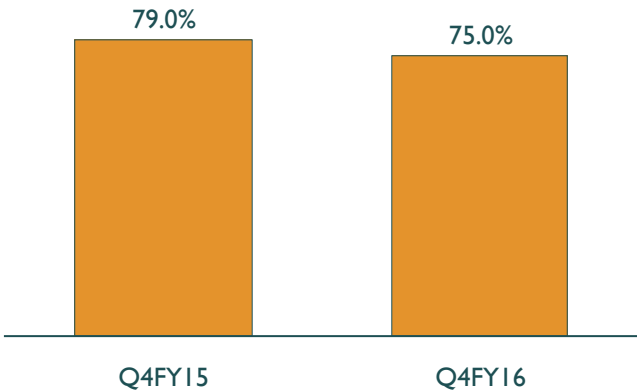
*Asset Turnover Ratio = Revenue / Average Total Assets

Lease Business – Q4FY16 Performance

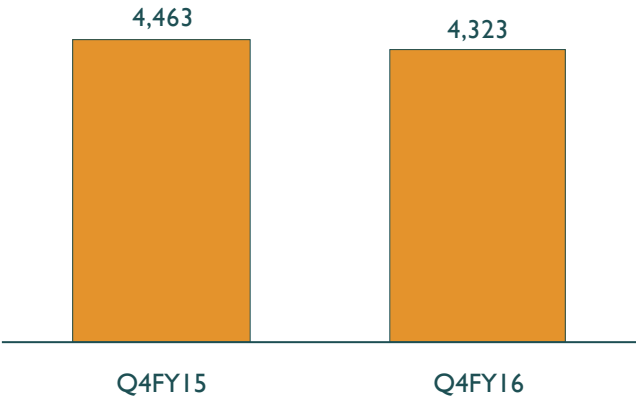
No. of Rooms



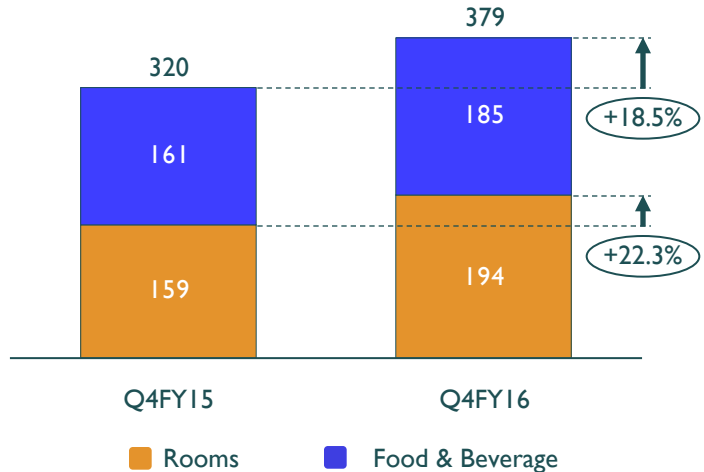
Occupancy %



ARR (Rs)

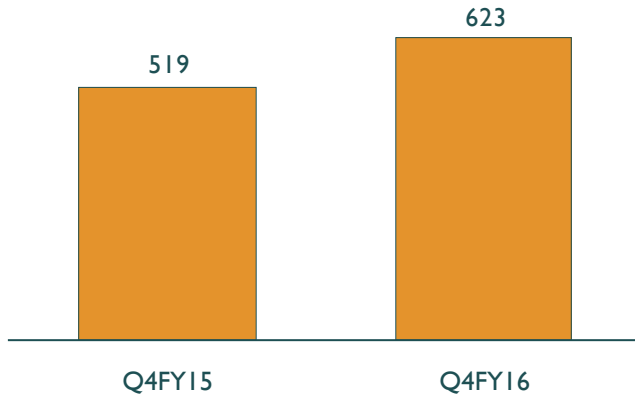


Revenue (Rs Mn)

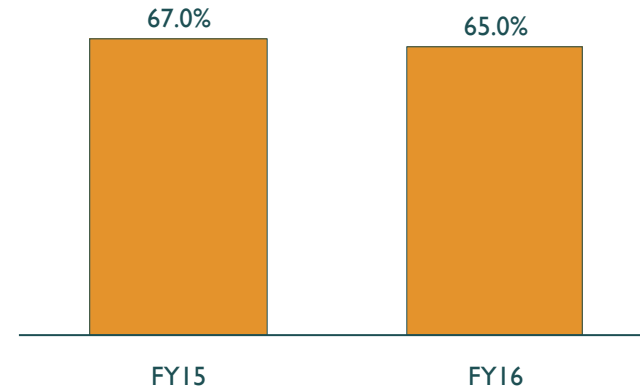


Lease Business – FY16 Performance

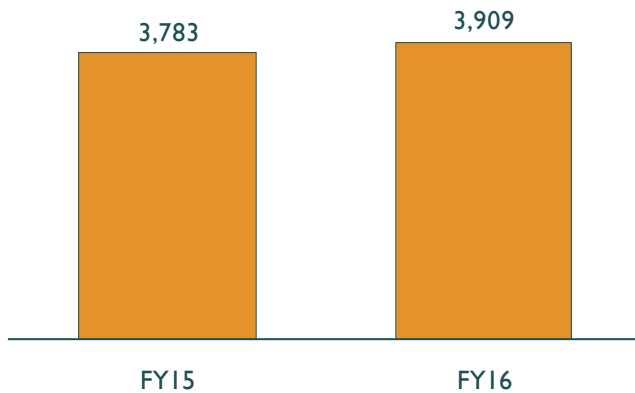
No. of Rooms



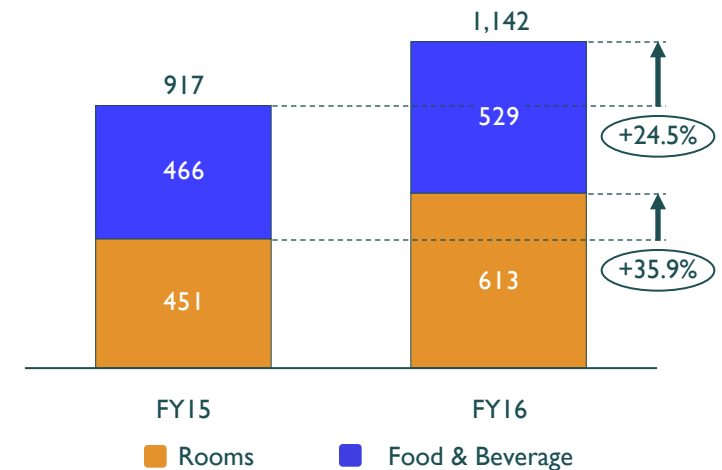
Occupancy %



ARR (Rs)

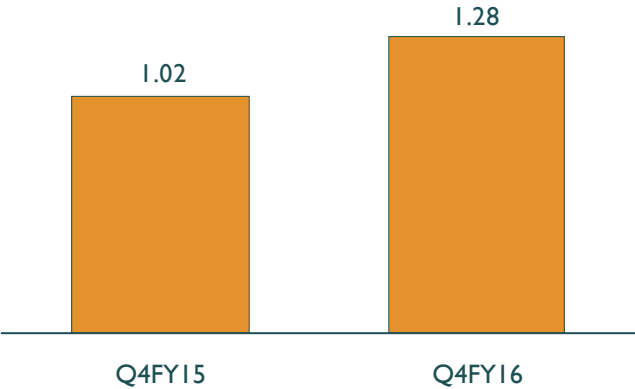


Revenue (Rs Mn)

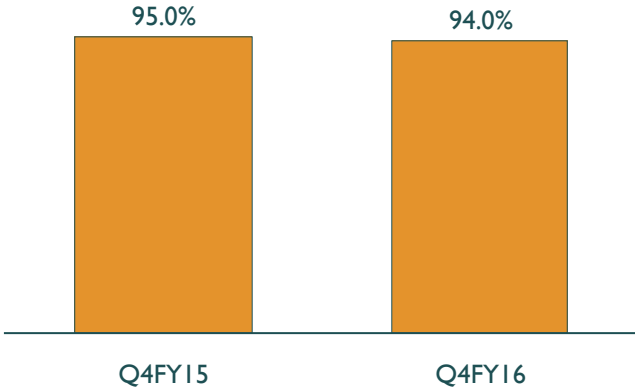


Chartering Business – Q4FY16 Performance

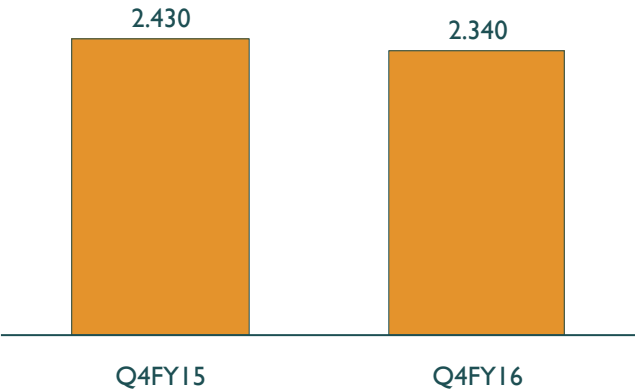
No. of Room Nights Sold (in lacs)



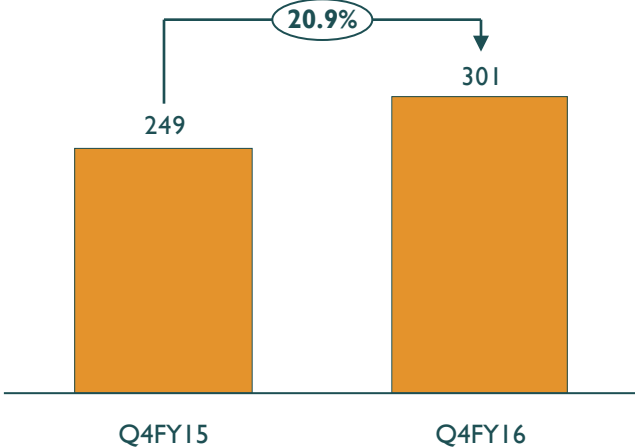
Occupancy %



ARR (Rs)

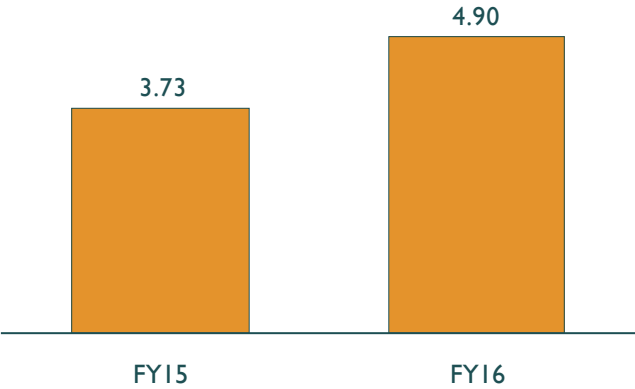


Revenue (Rs Mn)

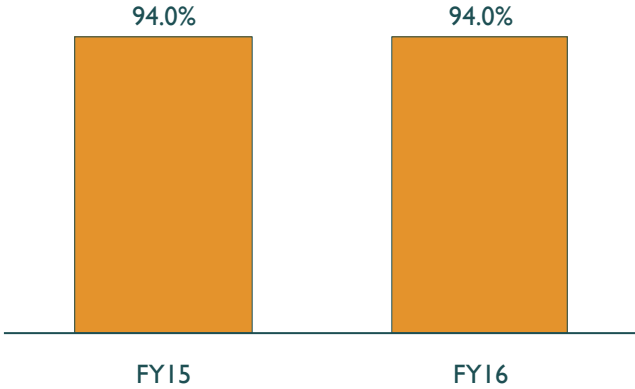


Chartering Business – FY16 Performance

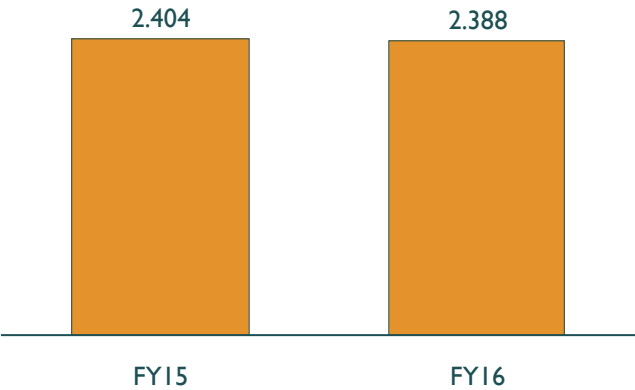
No. of Room Nights Sold (in lacs)



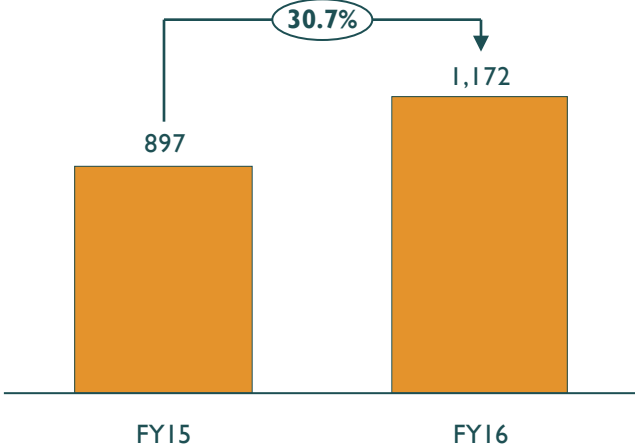
Occupancy %



ARR (Rs)



Revenue (Rs Mn)



Company Overview



The Byke Old Anchor - South Goa

The Byke : Asset Light Business Model ...

“The Byke” Portfolio

- ▶ Hotel under brand name “The Byke”
- ▶ Focus on Domestic Middle Class Leisure Tourism
- ▶ 10 hotel properties operational at tourist destinations in India (as on Mar’16) of which:
 - 2 ownership; 7 on long term lease
 - 677 rooms
- ▶ 2 new hotel properties in Thane and Puri
 - 176 rooms added
 - Byke Suraj Plaza, Thane, & Byke Vijaya, Puri started operations
- ▶ Niche in Vegetarian segment

Room Chartering

- ▶ 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 over 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

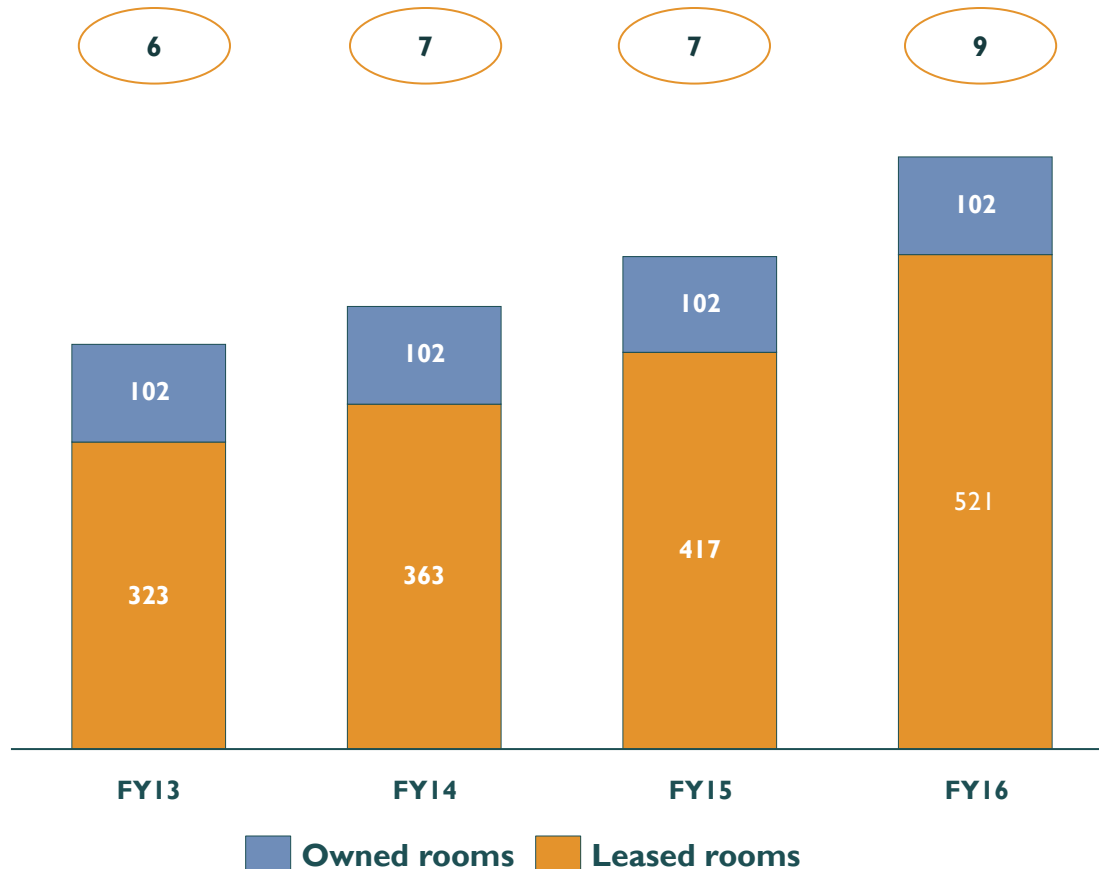
Strong marketing / distribution network of agents

5

Experienced management / professional team

Lease Model...

No. of rooms & properties



- ▶ Currently present in 5 cities
- ▶ Expanded no. of rooms by a CAGR of **31%** over FY11-16
- ▶ Focus to grow the Lease portfolio aggressively by leasing **distressed properties** and turning around quickly
- ▶ Lease business to grow at 20%+ over the next few 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

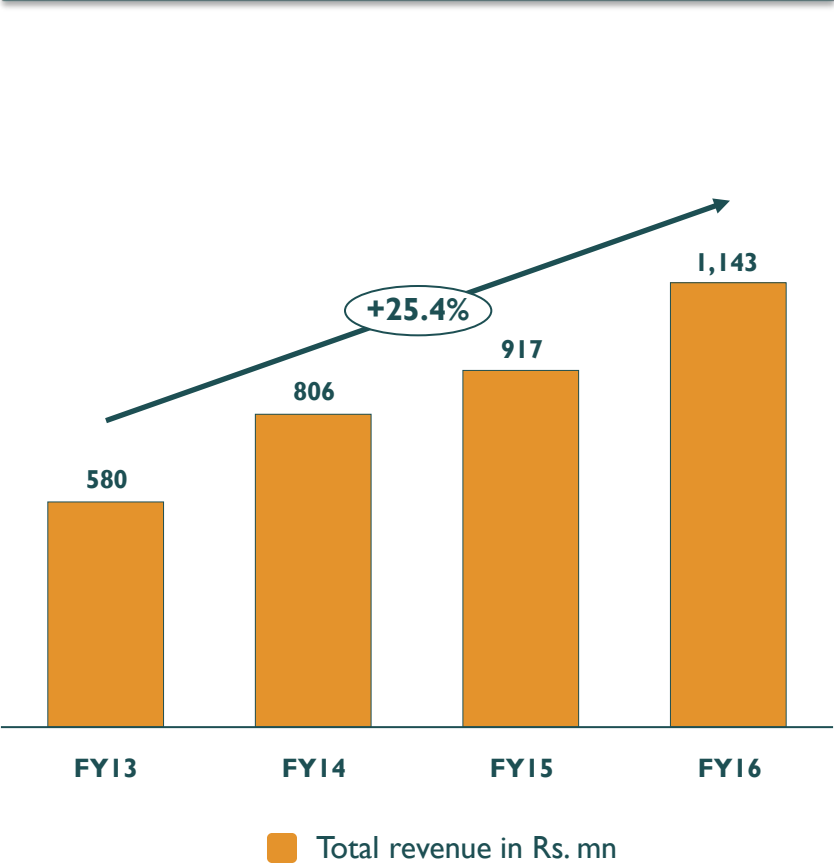
- ▶ Leveraging agent network of chartering business for ensuring higher occupancy



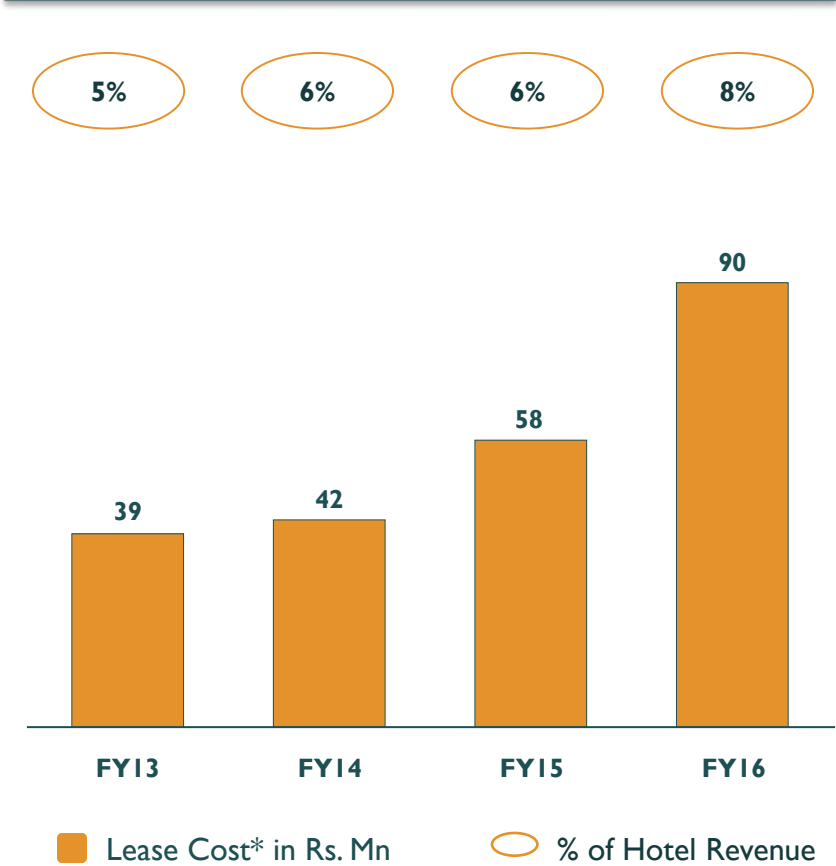
... leads to improvement in ARR of most of the properties

Consistent Revenue Growth...

Revenue from “The Byke” properties



Properties Lease Amount (Major cost)



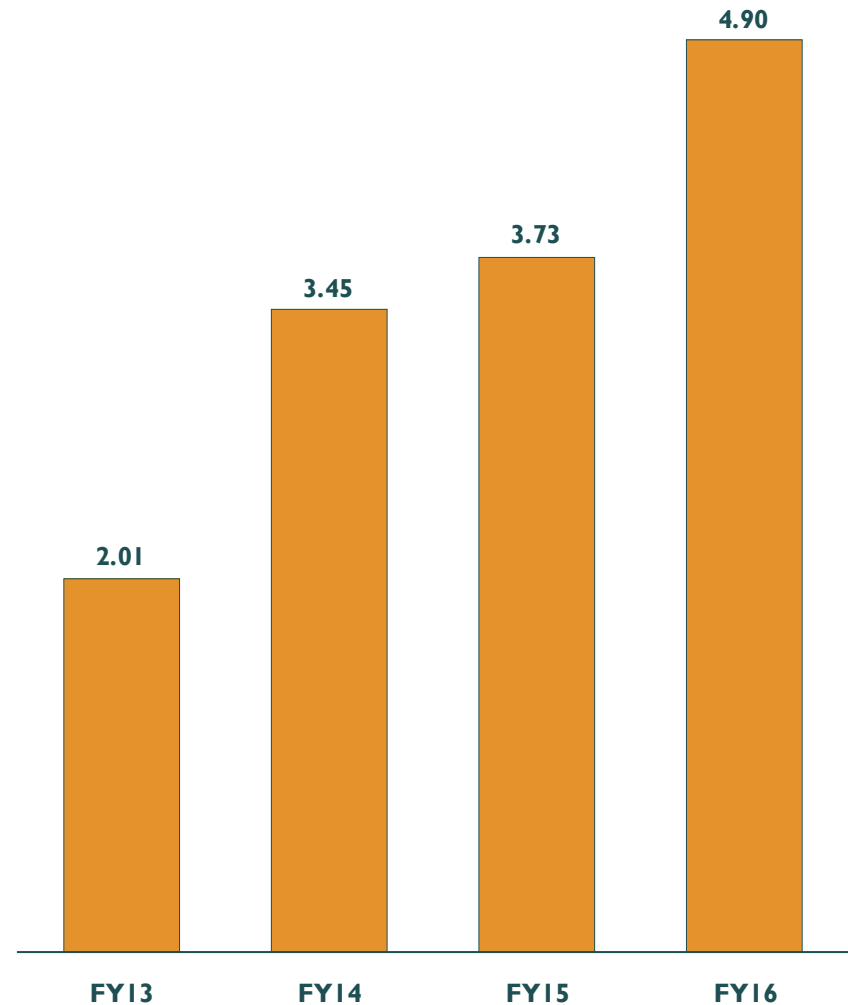
... and low fixed cost gets break-even at low occupancy rate

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

Key strengths of model

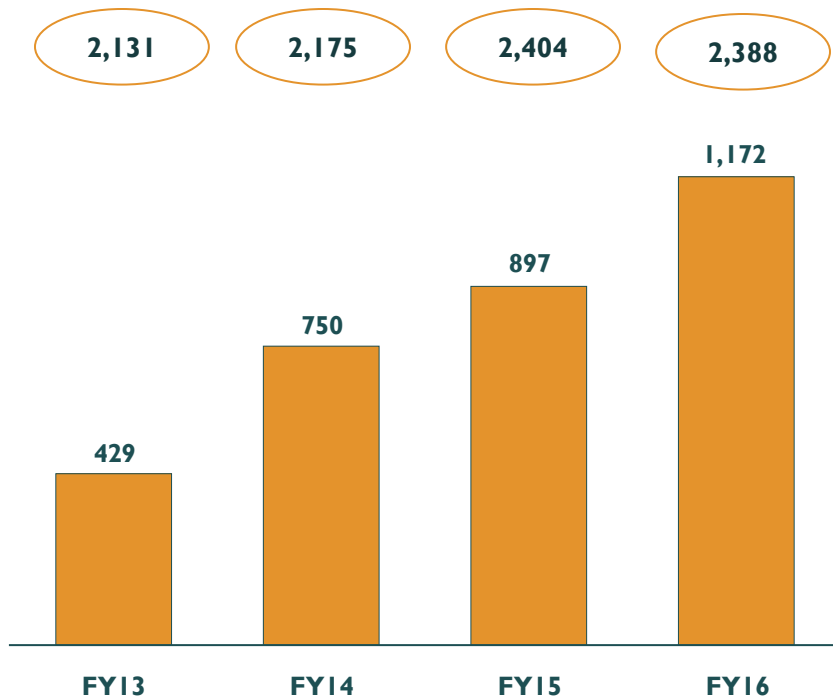
- ▶ Chartering rooms at strategically identified locations with partial / full advance payments
- ▶ Synergistic model increasing occupancy of the leased properties of “The Byke”
- ▶ Strong marketing & agent network
- ▶ Better negotiation given scale leads to low break even point
- ▶ Low Capital Employed
- ▶ 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)



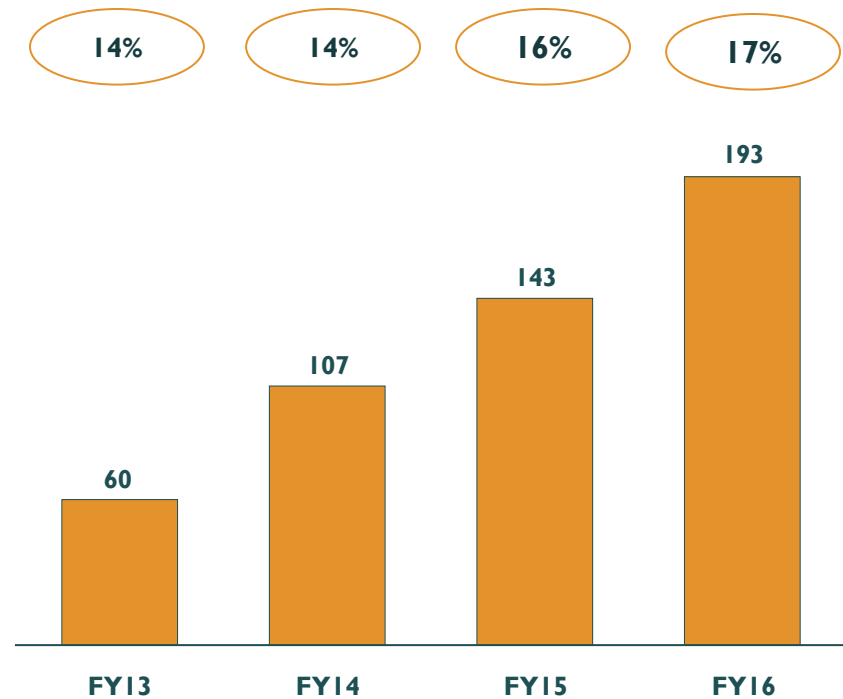
Highly Scalable....

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)

“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

“The Byke” Hotel Portfolio

The Byke Neelkanth, Manali



No. of Rooms	40
Type	Leased
Facilities	1 Restaurant

The Byke Hidden Paradise, Goa



No. of Rooms	40
Type	Leased
Facilities	1 Restaurant

The Byke Redwood, Matheran



No. of Rooms	25
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:

Company :

The Byke Hospitality Ltd.
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Business Update

Q4FY16



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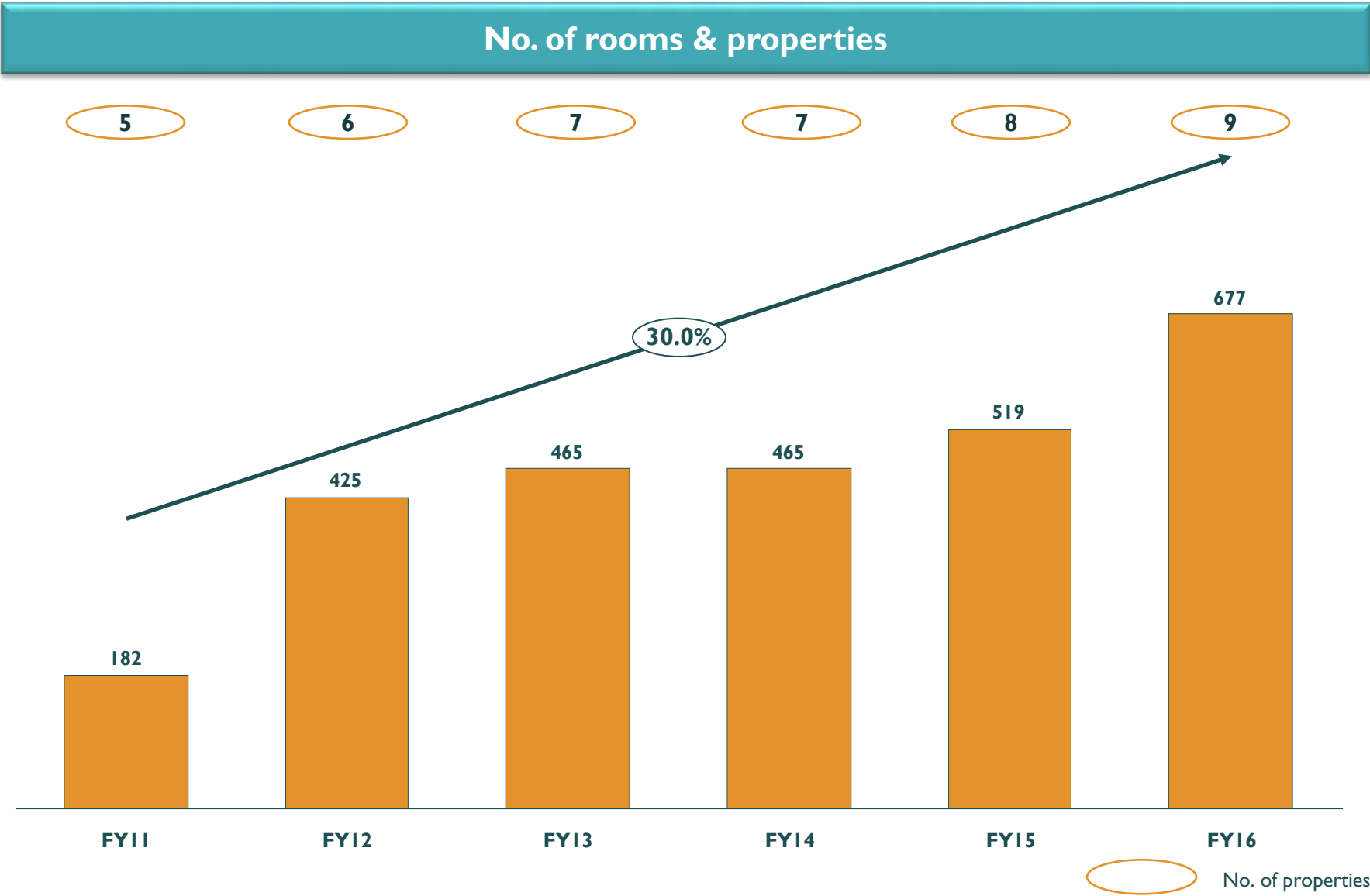
“The Byke” Hotel Portfolio

Key Updates of FY16



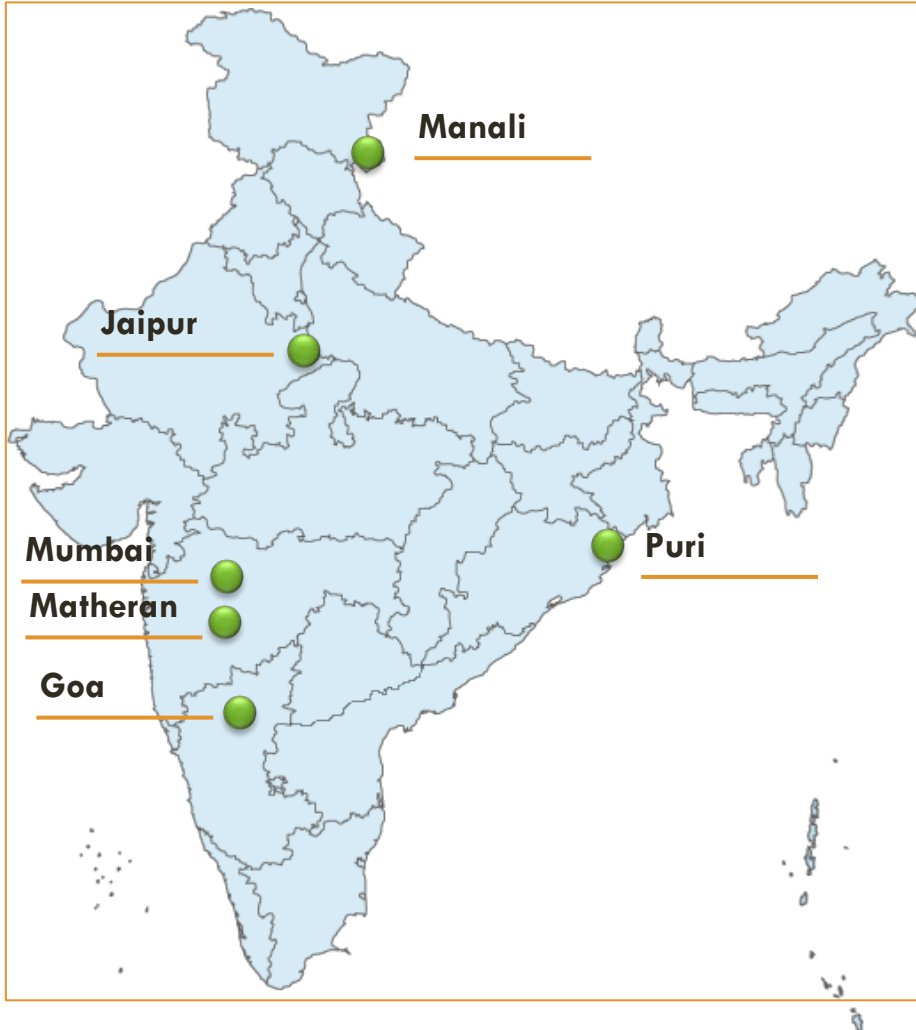
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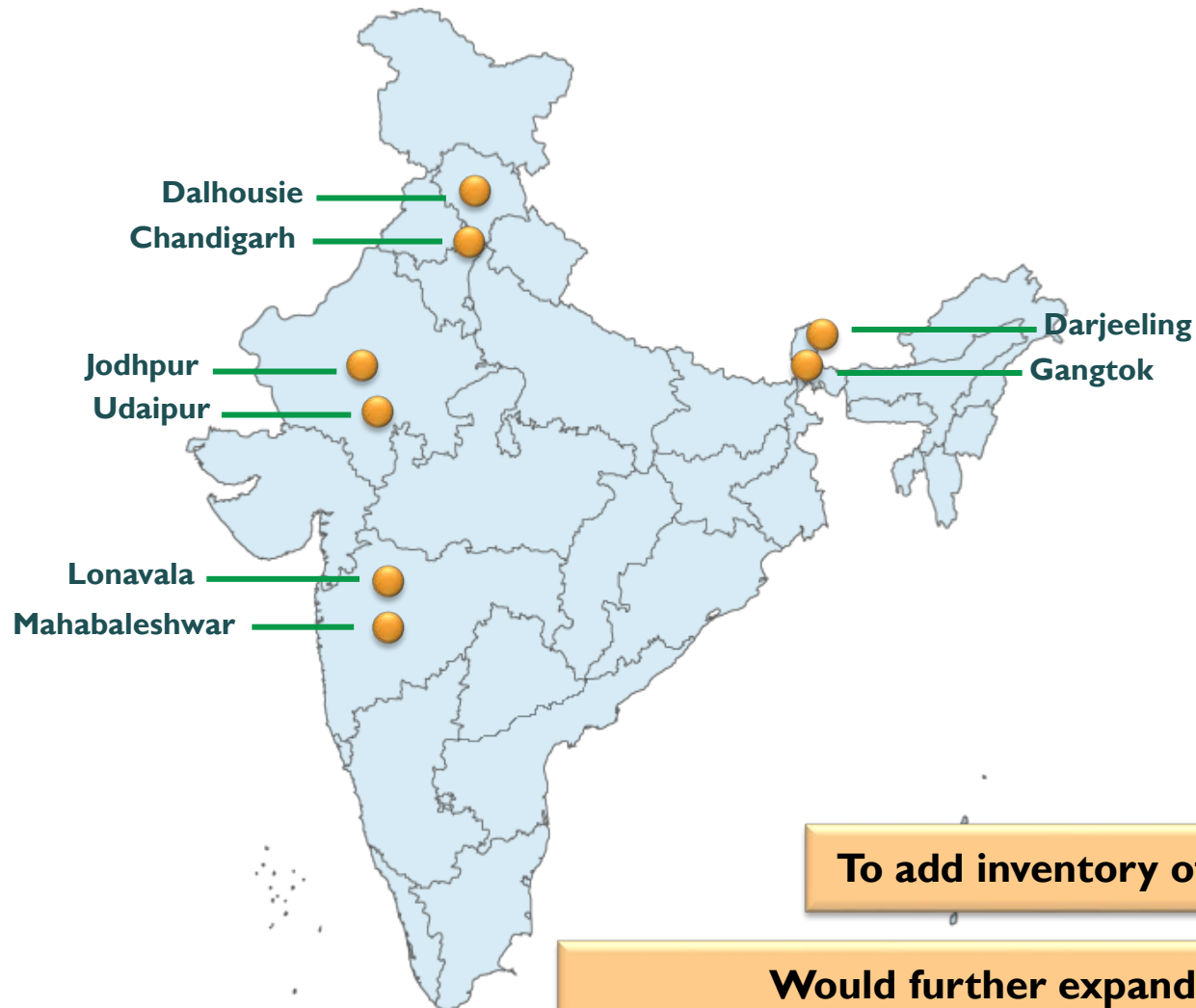
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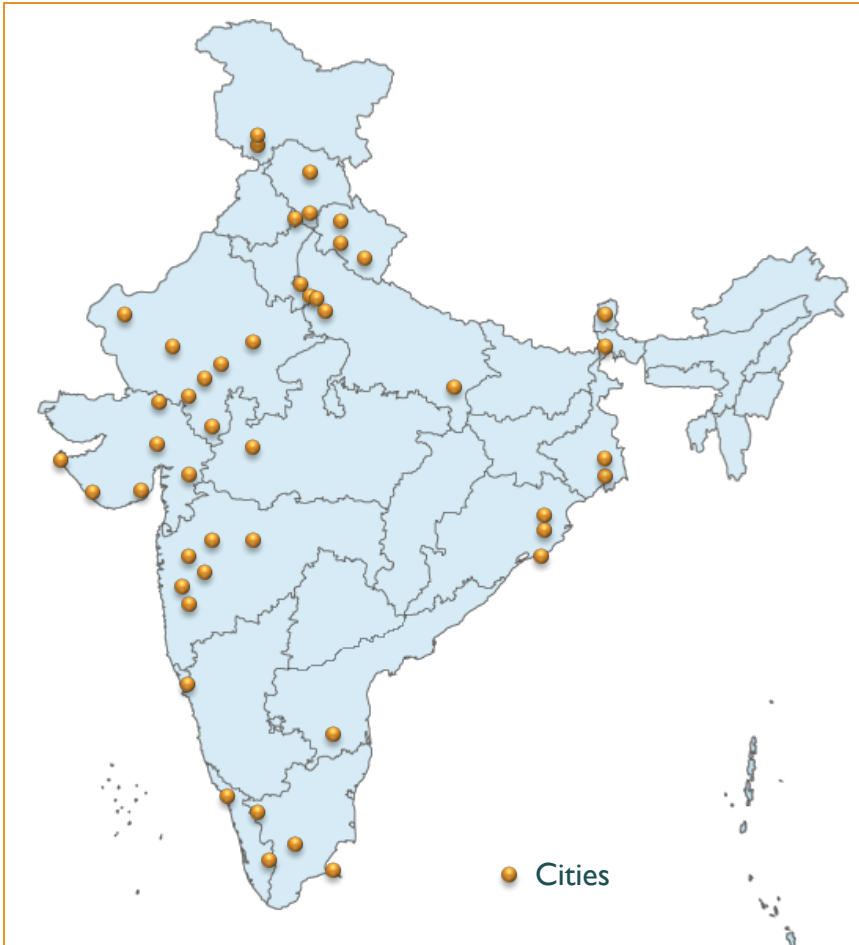
To add inventory of 450-500 rooms

Would further expand pan India reach

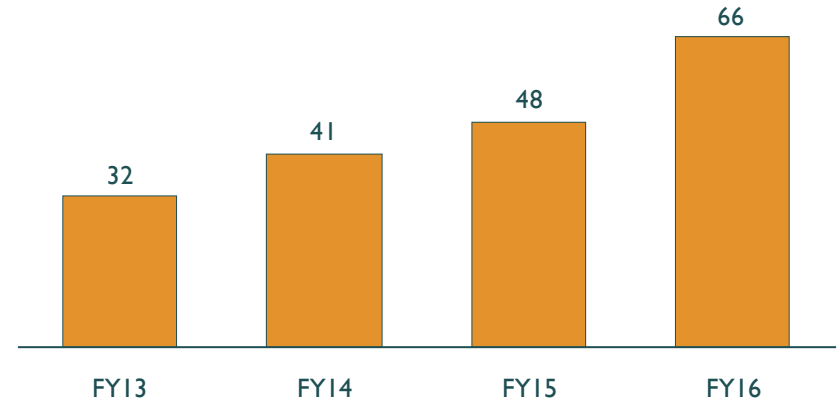
Targeting tourist locations across India in line with current presence

Chartering : Continued Expansion Of Network

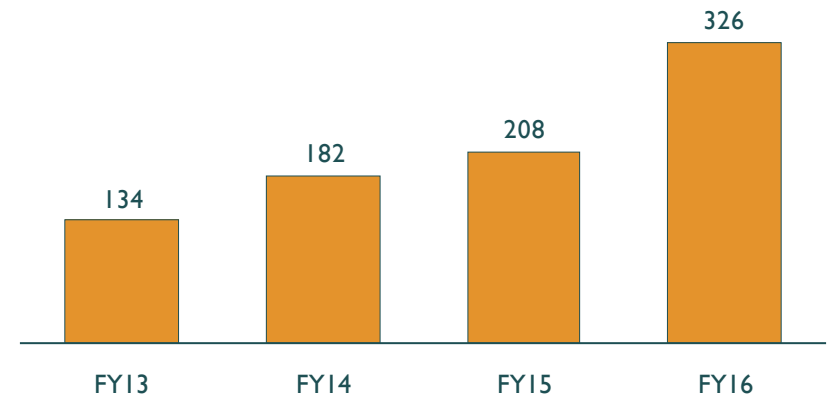
Room Chartering Locations



No. of Cities



No. of Agents



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

Financial Highlights FYI6 & Q4FYI6



The Byke Grassfield - Jaipur

Income Statement



Rs. Mn	Q4 FY16	Q4 FY15	Y-o-Y Growth	FY16	FY15	Y-o-Y Growth
Hotel Revenue	379.1	319.8	18.5%	1,142.9	917.1	24.6%
Chartering Revenue	301.0	249.7	20.6%	1,172.3	897.1	30.7%
Revenue	680	569	19.4%	2,315	1,814	27.6%
Lease, Chartering and SG&A	349.1	306.7	13.8%	1,175.1	1,025.3	14.6%
Employee Expense	19.0	9.0	111.2%	57.9	38.3	51.1%
Operating and Other expense	150.4	128.8	16.8%	556.1	378.2	47.0%
Total Cost	519	445	16.6%	1,789	1,442	24.1%
EBITDA	162	125	29.3%	526	372	41.3%
EBITDA margin	23.8%	21.9%	8.3%	22.7%	20.5%	10.7%
Depreciation	46.1	30.3	52.1%	116.0	101.7	14.0%
Net Interest Cost	3.6	4.4	-18.9%	15.0	18.0	-16.9%
Other Income	0.3	1.0	-71.2%	1.4	1.1	24.5%
PBT	112	91	23.0%	397	254	56.4%
Tax	38.6	19.3	100.1%	137.3	53.3	157.4%
PAT	74	72	2.3%	259	200	29.5%
PAT margin	10.8%	12.6%		11.2%	11.0%	

Balance Sheet

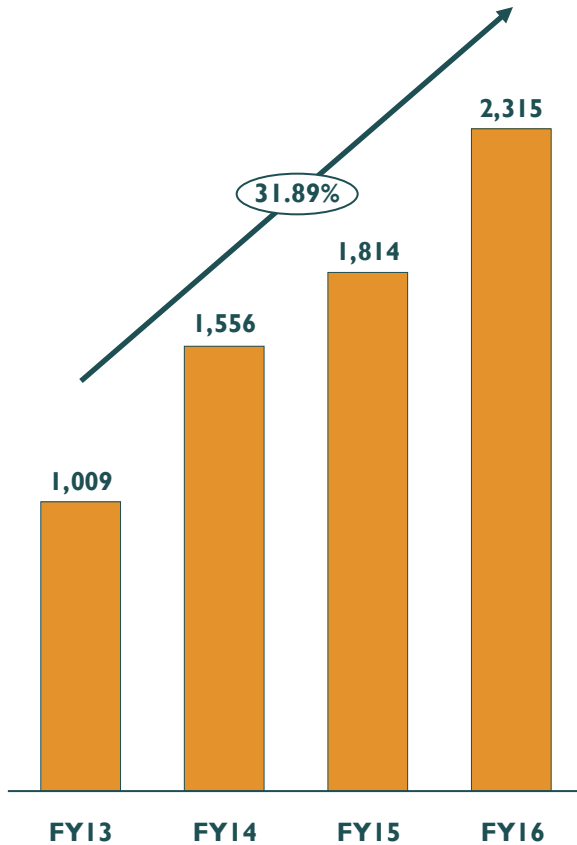


Rs. Mn	March'16	March'15
Share Capital	401	401
Reserve and Surplus	811	600
Net Worth	1212	1001
Long Term Borrowings	22	38
Deferred Tax Net	66	50
Other non-current liabilities	3	2
Total Non-current liabilities	91	89
Short term borrowings	61	60
Other current liabilities	232	211
Total Current liabilities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

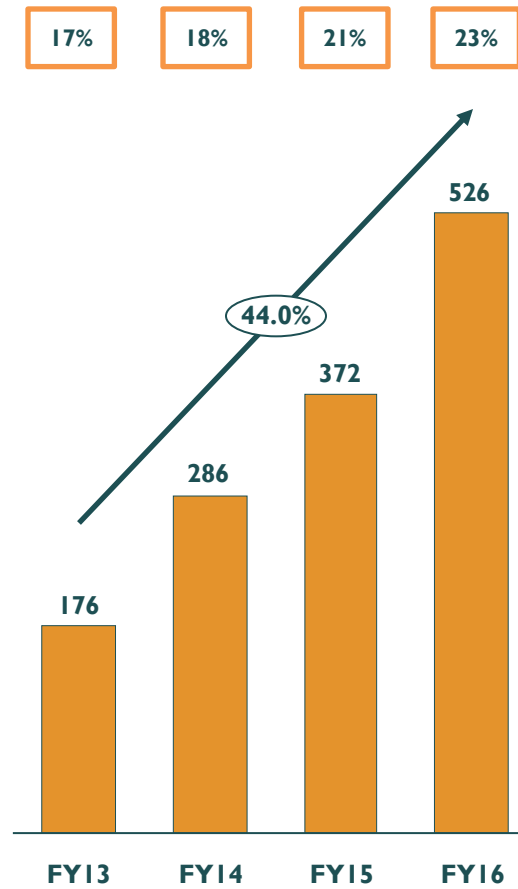
Rs. Mn	March'16	March'15
Net Block + CWIP	874	806
Other Non-Current Assets	16	16
Long Term Loans and Advance	86	55
Total Non current assets	976	877
Inventories	62	60
Debtors	177	140
Cash and bank	29	22
Other Current Assets	0	1
Short Term Loans and Advance	352	260
Total Current Assets	620	484
TOTAL ASSETS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

Robust Growth with Improving Margins

Revenue

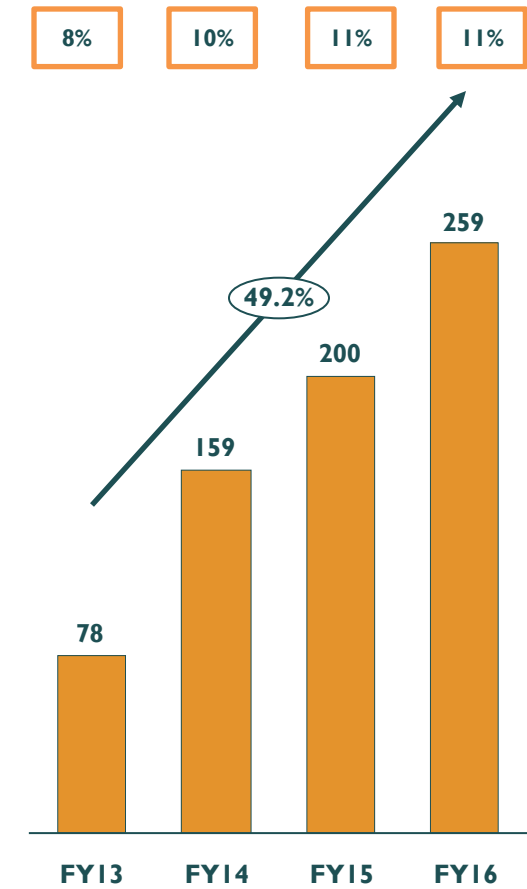


EBITDA & EBITDA Margin



■ EBITDA in Rs Mn

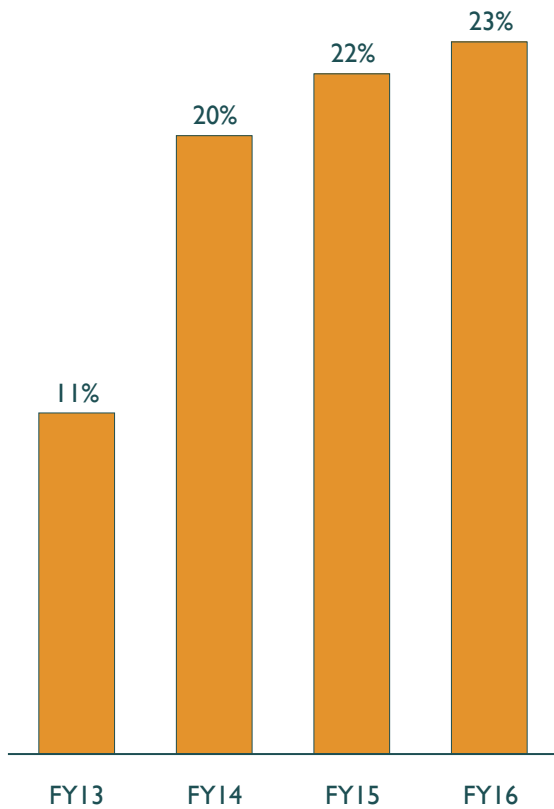
PAT & PAT Margin



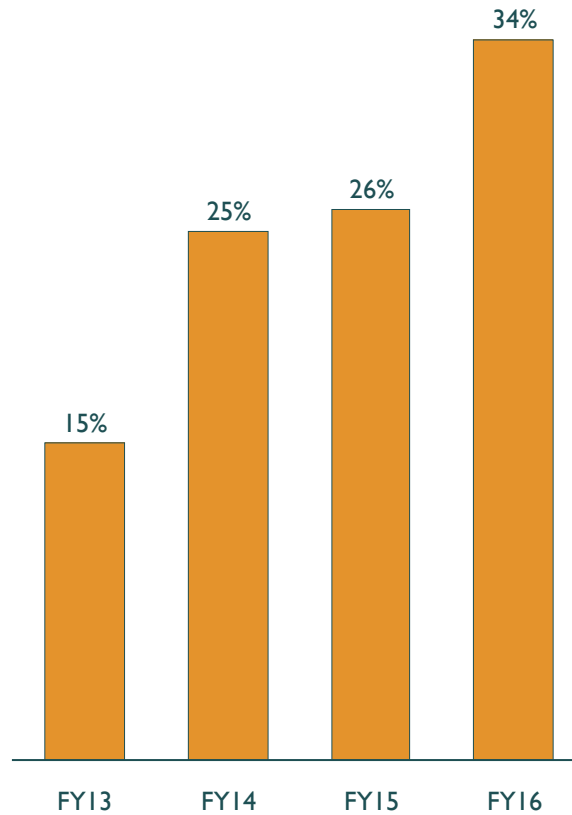
■ PAT in Rs Mn

Improving Return Ratio Given Asset Light Model

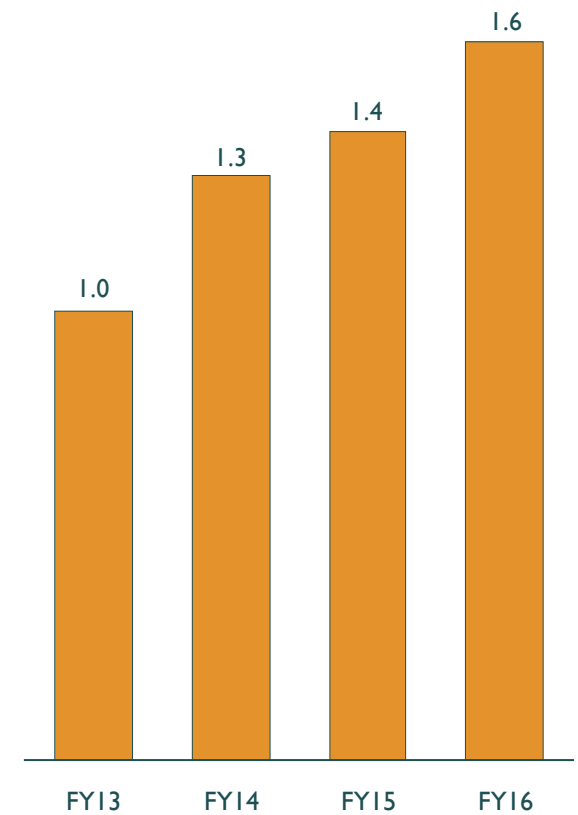
Return on Equity



Return on Capital Employed



Asset Turnover Ratio



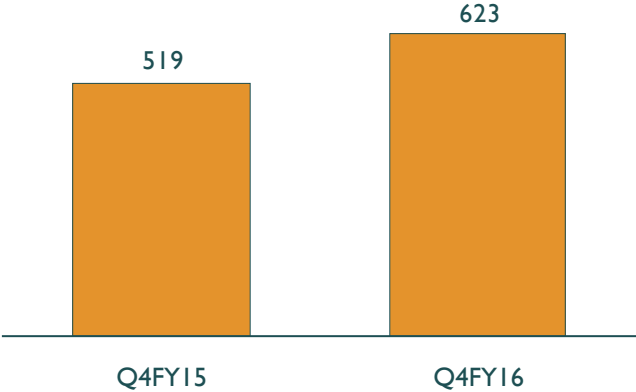
[^]ROE = PAT / Average Net Worth

*ROCE = EBIT / Average Capital Employed

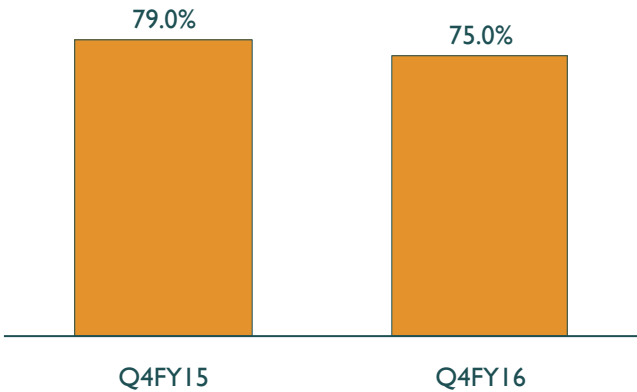
*Asset Turnover Ratio = Revenue / Average Total Assets

Lease Business – Q4FY16 Performance

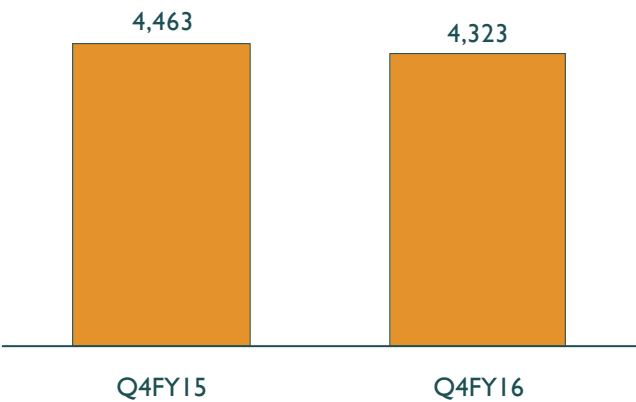
No. of Rooms



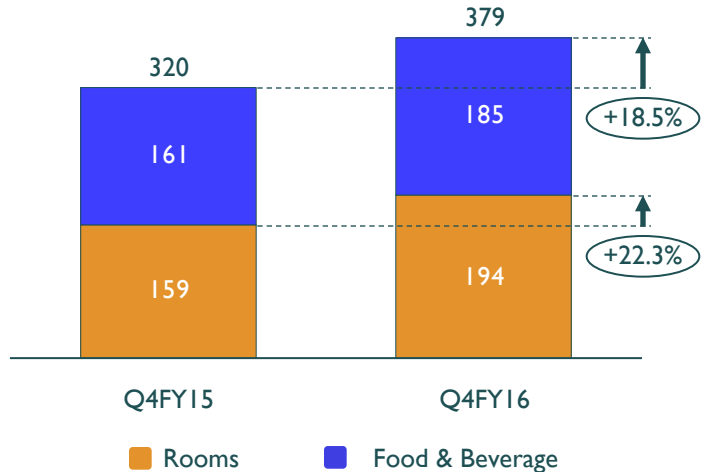
Occupancy %



ARR (Rs)

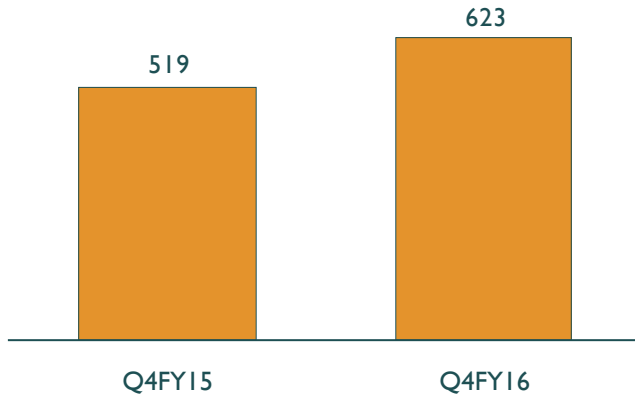


Revenue (Rs Mn)

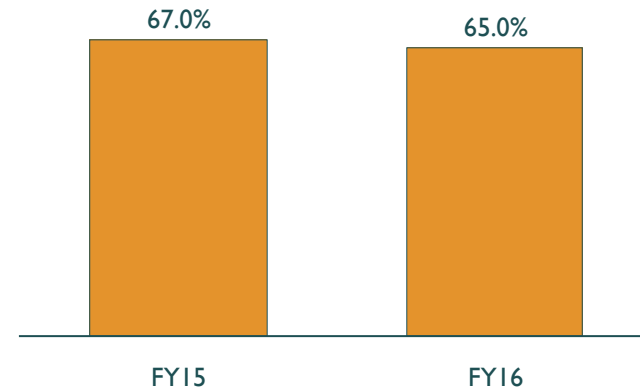


Lease Business – FY16 Performance

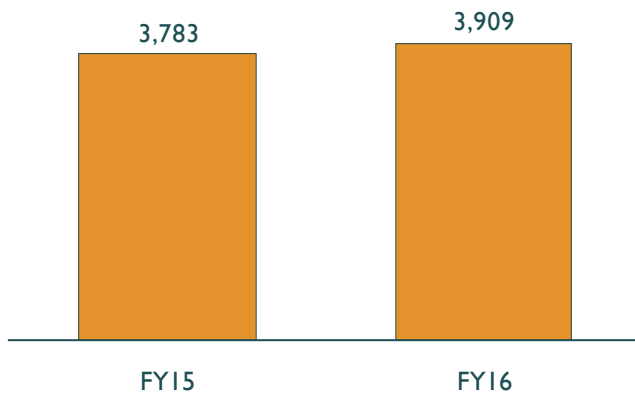
No. of Rooms



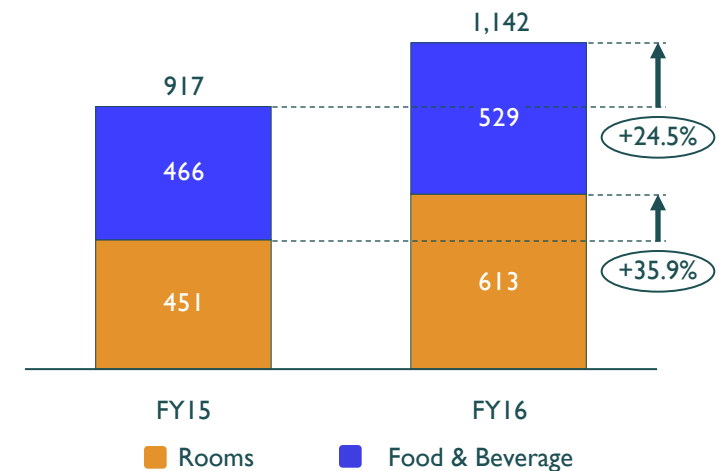
Occupancy %



ARR (Rs)

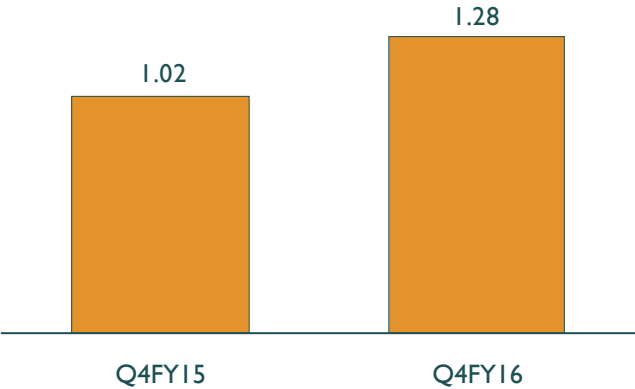


Revenue (Rs Mn)

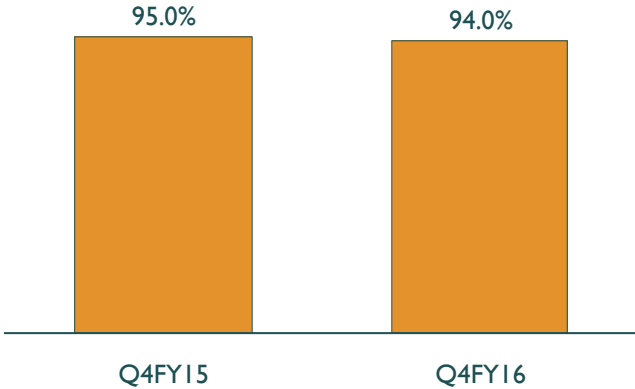


Chartering Business – Q4FY16 Performance

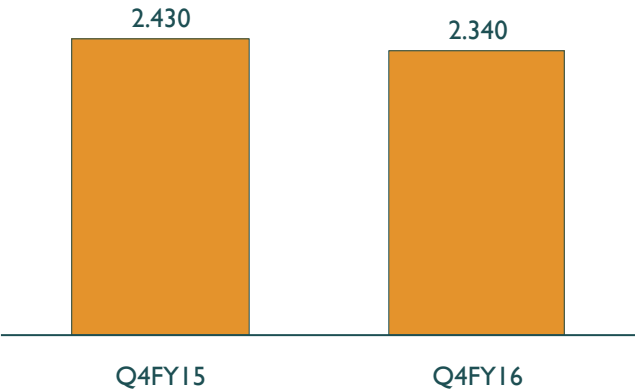
No. of Room Nights Sold (in lacs)



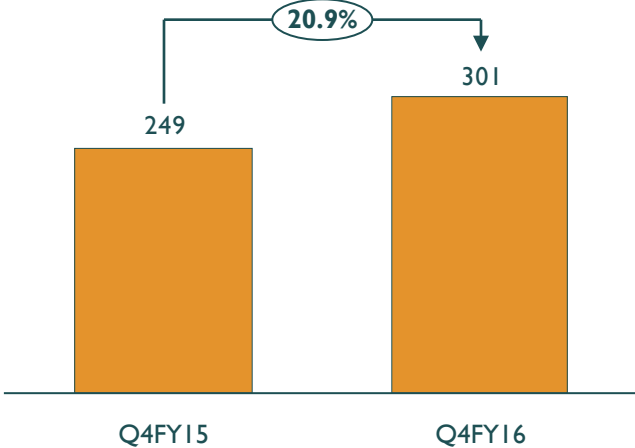
Occupancy %



ARR (Rs)

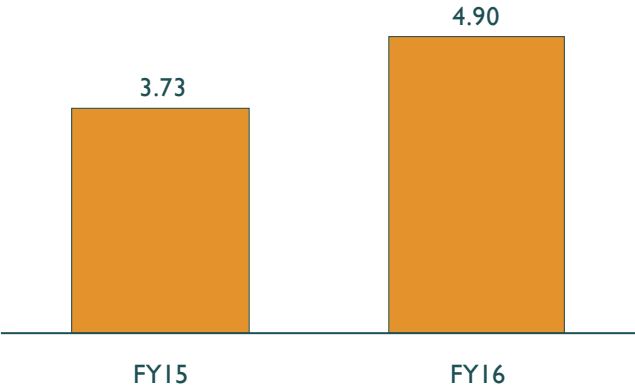


Revenue (Rs Mn)

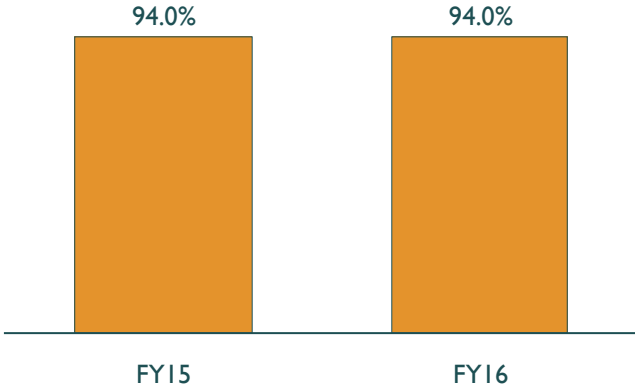


Chartering Business – FY16 Performance

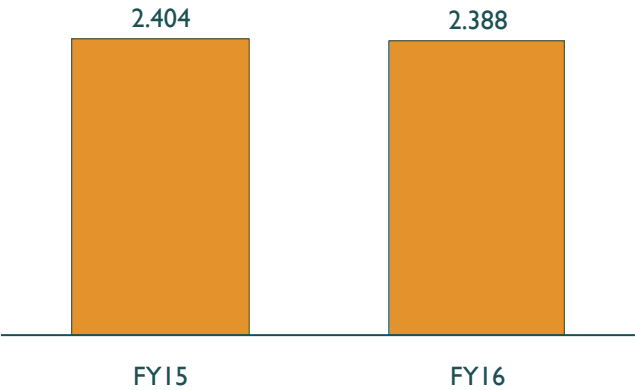
No. of Room Nights Sold (in lacs)



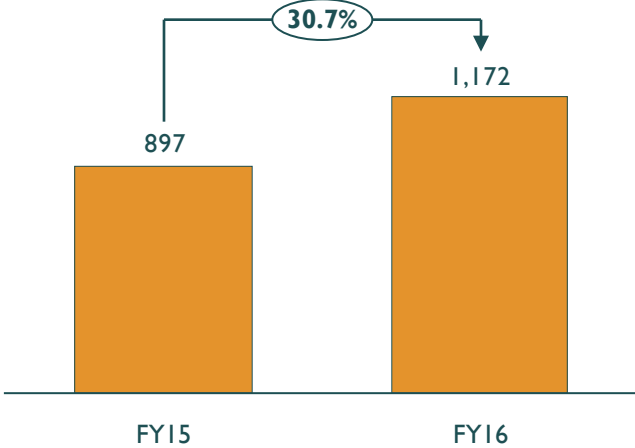
Occupancy %



ARR (Rs)



Revenue (Rs Mn)



Company Overview



The Byke Old Anchor - South Goa

The Byke : Asset Light Business Model ...

“The Byke” Portfolio

- ▶ Hotel under brand name “The Byke”
- ▶ Focus on Domestic Middle Class Leisure Tourism
- ▶ 10 hotel properties operational at tourist destinations in India (as on Mar’16) of which:
 - 2 ownership; 7 on long term lease
 - 677 rooms
- ▶ 2 new hotel properties in Thane and Puri
 - 176 rooms added
 - Byke Suraj Plaza, Thane, & Byke Vijaya, Puri started operations
- ▶ Niche in Vegetarian segment

Room Chartering

- ▶ 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 over 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

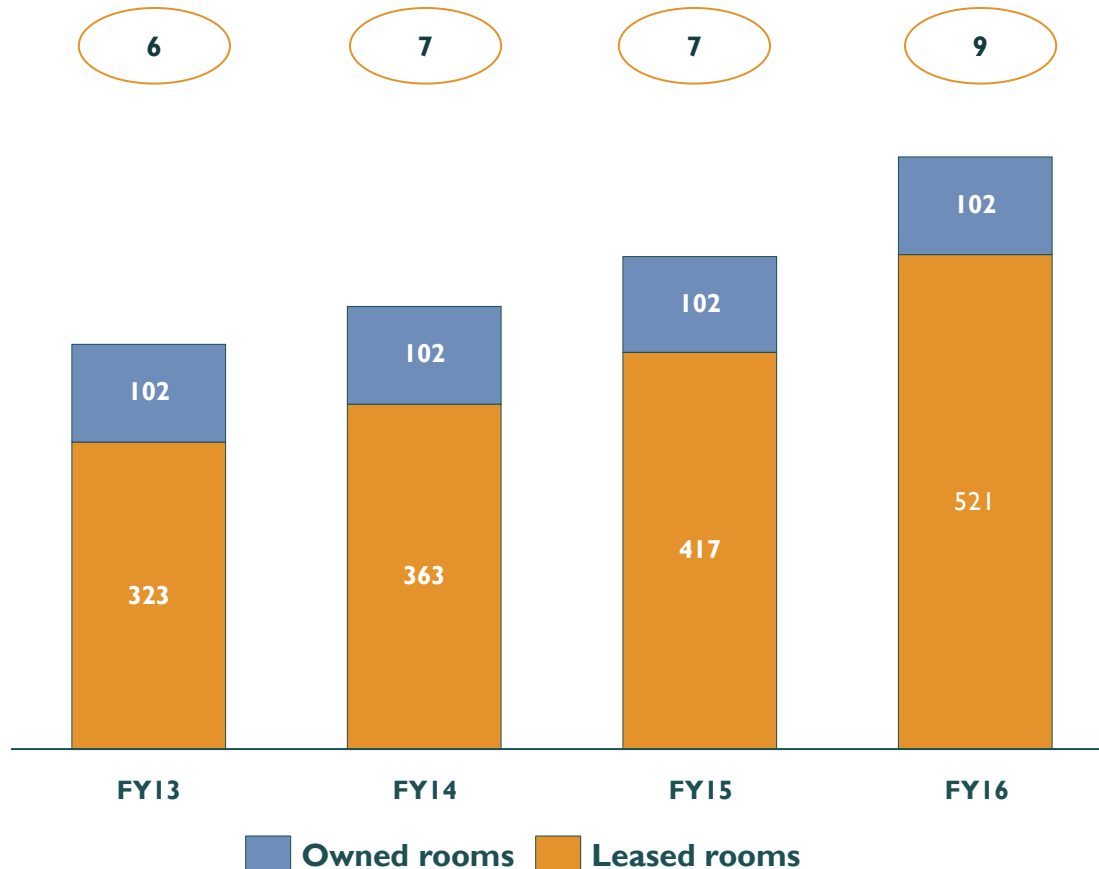
Strong marketing / distribution network of agents

5

Experienced management / professional team

Lease Model...

No. of rooms & properties



- ▶ Currently present in 5 cities
- ▶ Expanded no. of rooms by a CAGR of **31%** over FY11-16
- ▶ Focus to grow the Lease portfolio aggressively by leasing **distressed properties** and turning around quickly
- ▶ Lease business to grow at 20%+ over the next few 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

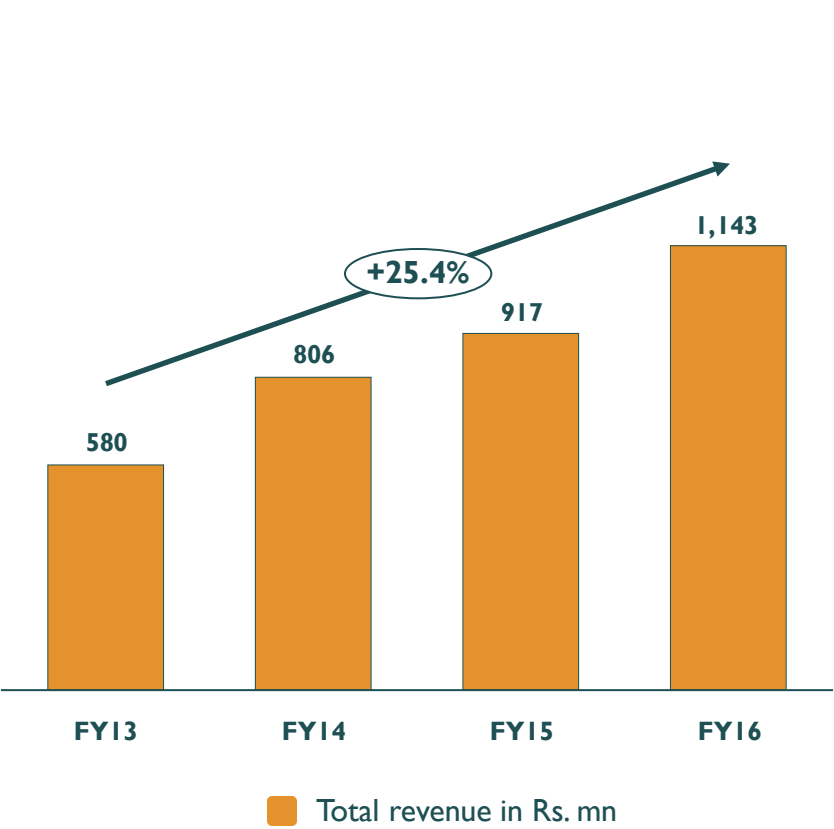
- ▶ Leveraging agent network of chartering business for ensuring higher occupancy



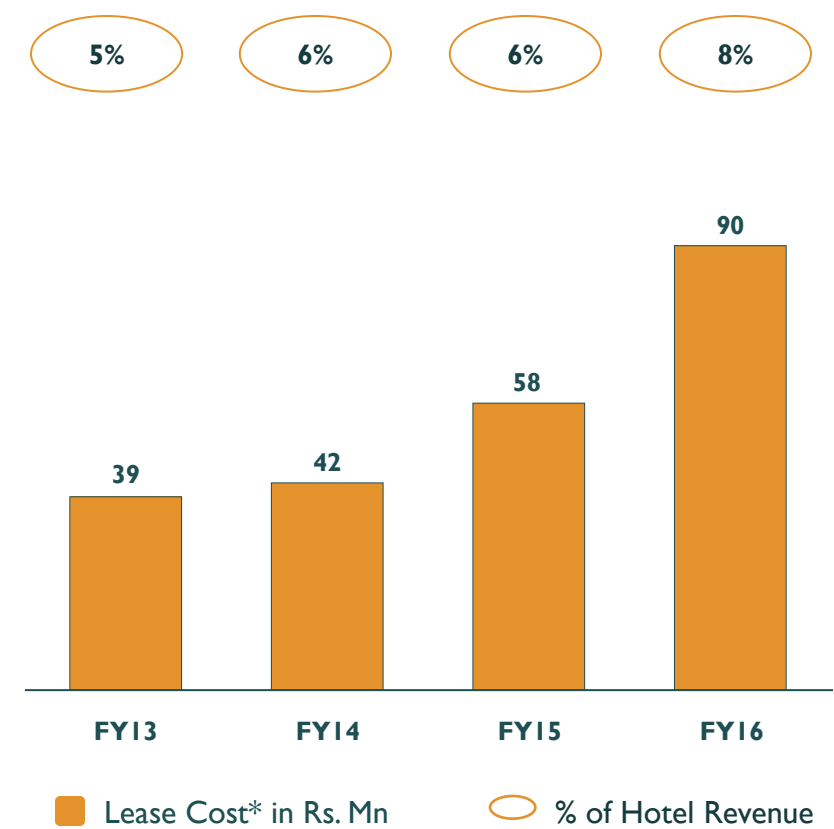
... leads to improvement in ARR of most of the properties

Consistent Revenue Growth...

Revenue from “The Byke” properties



Properties Lease Amount (Major cost)



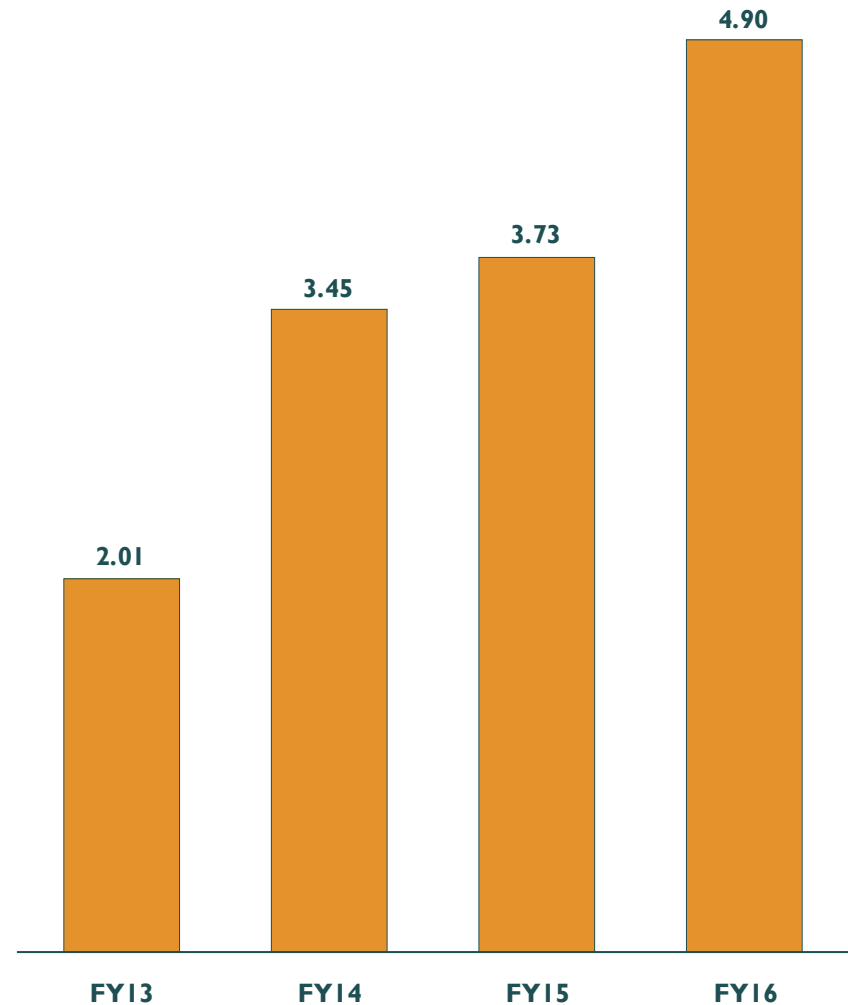
... and low fixed cost gets break-even at low occupancy rate

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

Key strengths of model

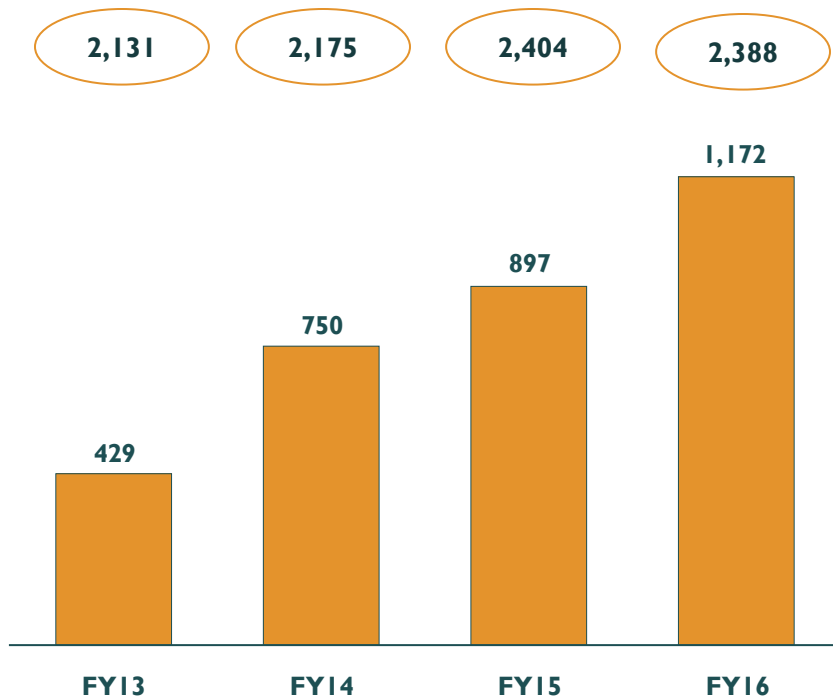
- ▶ Chartering rooms at strategically identified locations with partial / full advance payments
- ▶ Synergistic model increasing occupancy of the leased properties of “The Byke”
- ▶ Strong marketing & agent network
- ▶ Better negotiation given scale leads to low break even point
- ▶ Low Capital Employed
- ▶ 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)



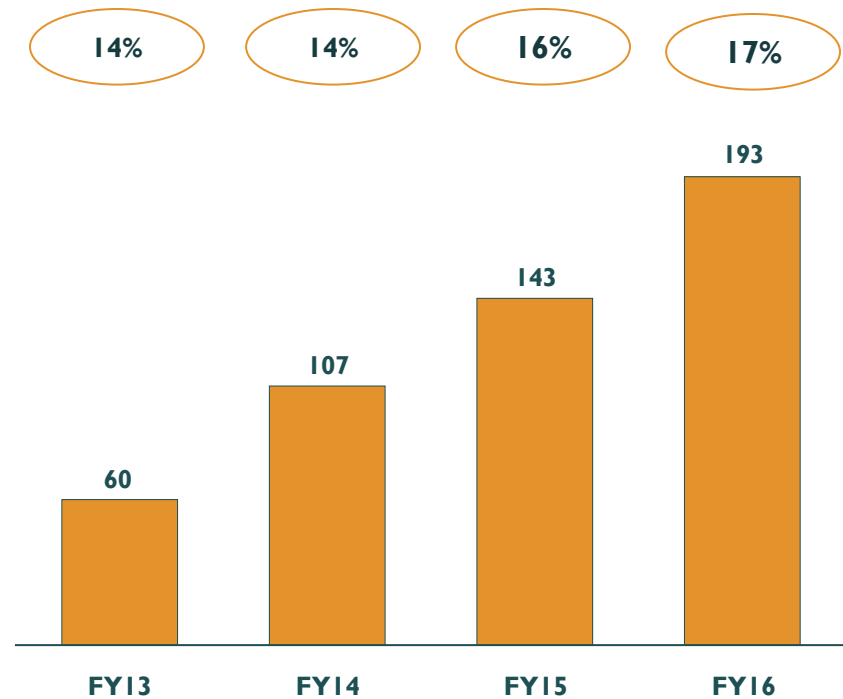
Highly Scalable....

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)

“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

“The Byke” Hotel Portfolio

The Byke Neelkanth, Manali



No. of Rooms	40
Type	Leased
Facilities	1 Restaurant

The Byke Hidden Paradise, Goa



No. of Rooms	40
Type	Leased
Facilities	1 Restaurant

The Byke Redwood, Matheran



No. of Rooms	25
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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