



GRAND
CONTINENT

The Grand Continent Hotel

Investor Discussion Material

March 2025

Lead Manager



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Strictly Private and Confidential

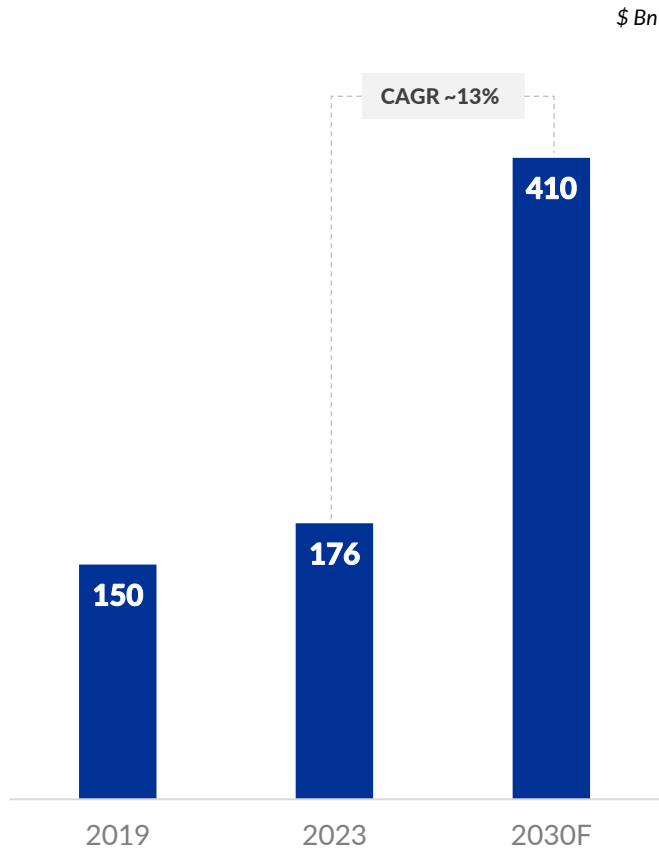
Agenda

1	Opportunity Overview	3
2	Business Overview	9
3	Key Investment Highlights	21
4	Financial Overview	47

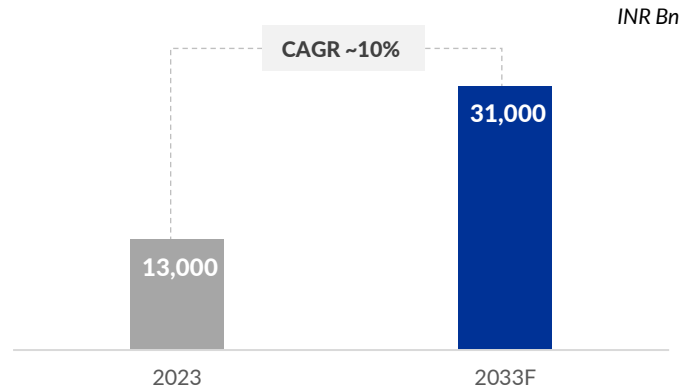


India's Travel and Hospitality Sector Witnessing Strong Rebound Post Pandemic

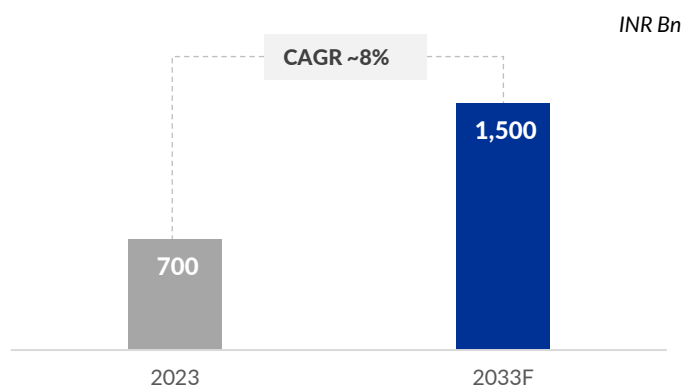
India's spending on travel and accommodation has seen rebound post-covid



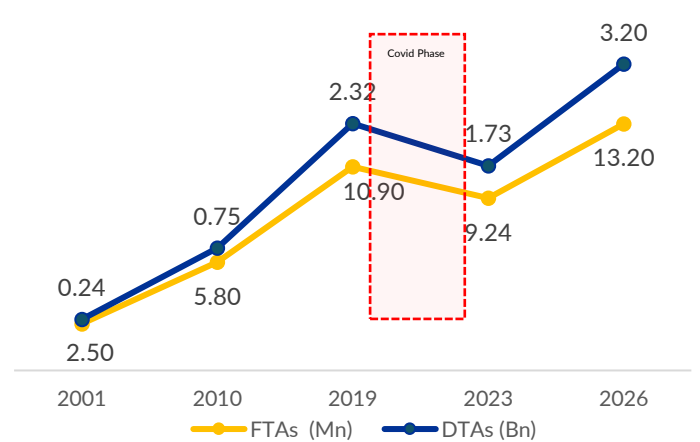
Leisure spending (travel) is expected to grow at a CAGR of ~10%



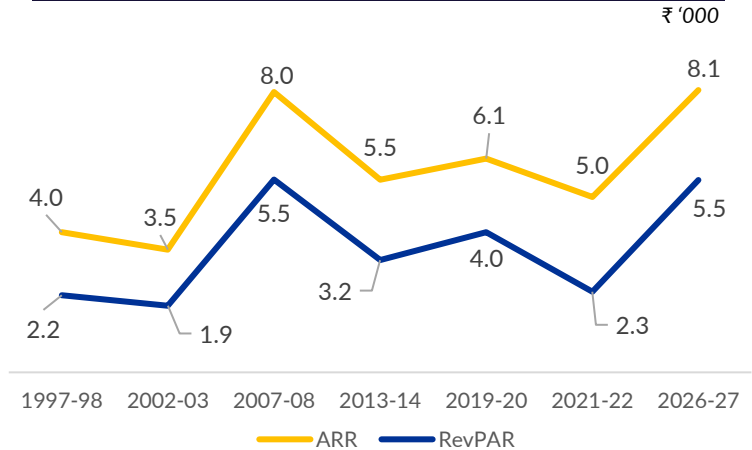
Business spending (travel) is expected to reach INR 1,500 Bn by 2033



FTAs & DTAs saw strong rebound in FY23



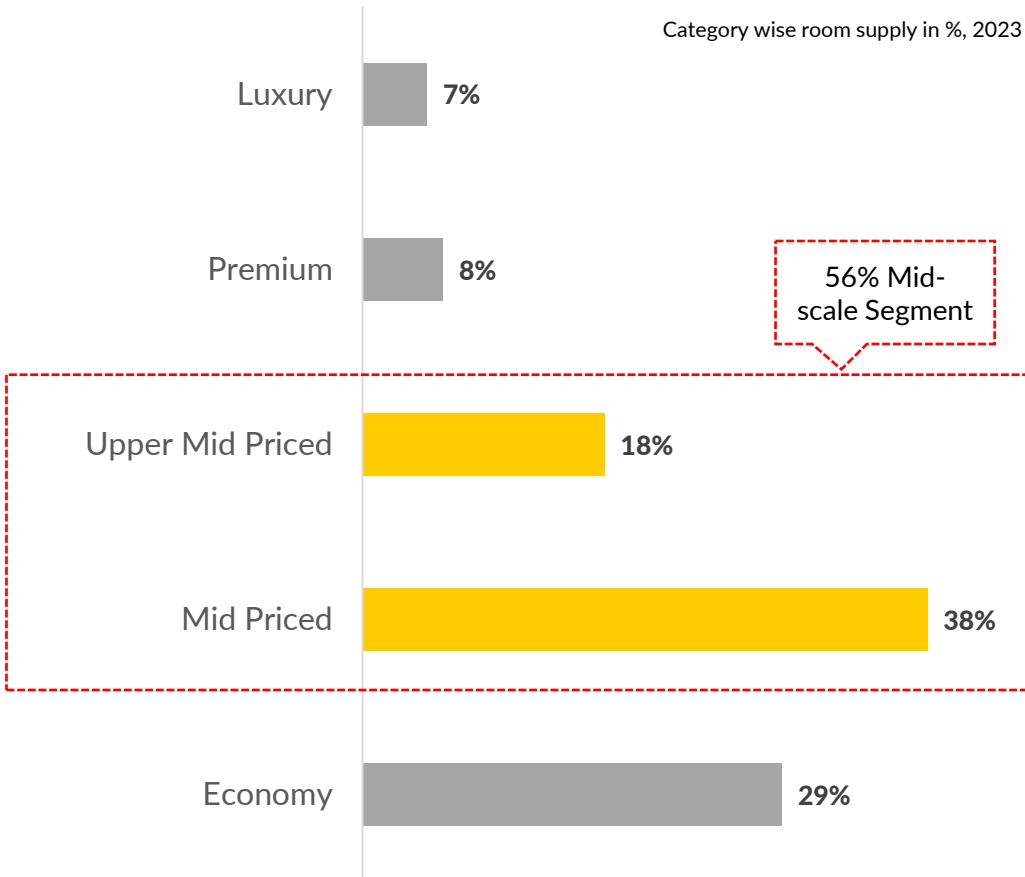
ARR & RevPAR to reach pre-covid level by 2024-25



Despite a decline of ~70% in DTAs & FTAs and ~60% in corporate spending during the COVID-19, the hospitality sector has exhibited a robust recovery in 2023, with the potential to surpass pre-pandemic levels in 2024

Mid-scale Segment Dominates India's Hotel Market, with 56% of the Room Supply

Segment-wise composition of ~4,00,000 rooms in Indian hotel industry



Categorization of room supply based on Average Daily Rate (ADR)

Luxury Segment: > ₹ 10,000

Top-tier experiences with personalized service, lavish accommodations, fine dining, and exclusive amenities

Premium: ₹ 7,500 – 10,000

High-quality service with upscale amenities, featuring fine dining, spacious rooms, concierge services, and premium wellness facilities

Upper Mid Priced: ₹ 5,000 – 7,500

Enhanced comfort with additional amenities like dining options, upgraded rooms, and business facilities

Mid Priced: ₹ 3,000 – 5,000

Affordable stays with moderate services, including amenities like free Wi-Fi, breakfast, fitness center

Economy: < ₹ 3,000

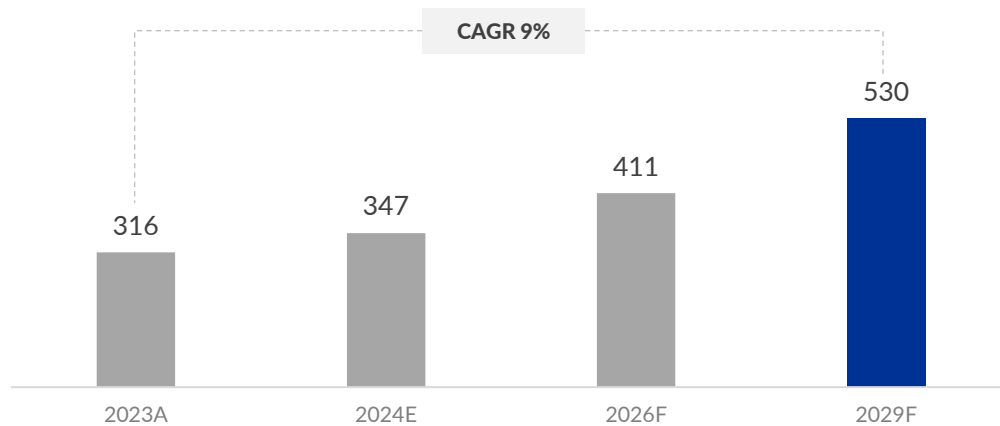
Budget-friendly stays with essential services, basic rooms, free Wi-Fi and amenities like continental breakfast or parking

The Grand Continent Hotel is a hotel chain positioned in the mid-scale segment, focusing its expansion on the upper mid-priced category along with mid-priced category

Indian Mid-scale Hotel Market is Expected to Surpass ₹ 530 Bn by 2029

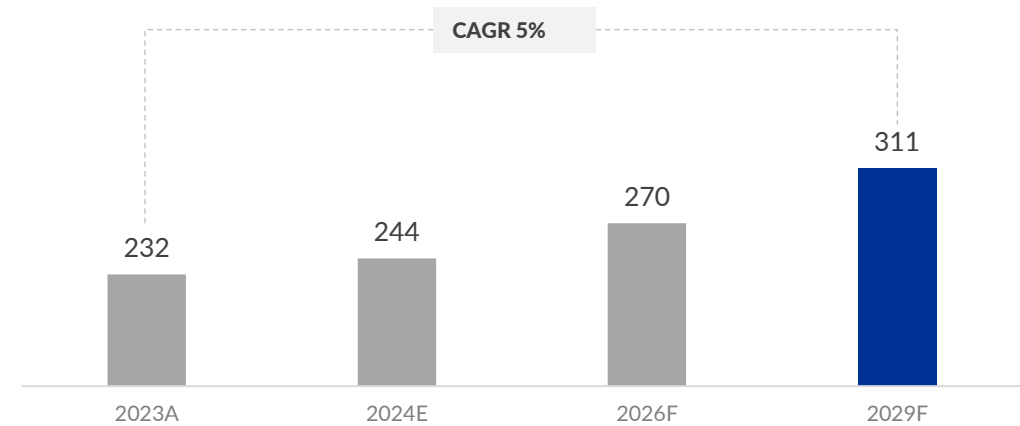
Mid-scale hotel revenue is projected to grow at a CAGR of 9% till 2029

Revenue ₹ Bn



Room supply in the mid-scale segment is set to surpass 3 lakhs by 2029

Room supply in '000 units



- Revenue from the mid-scale segment is projected to increase from ₹316 Bn to ₹530 Bn, with a CAGR of 9%
- Growth is driven by the rapidly growing middle-class and value-conscious travelers, who prefer a balance between the budget and luxury hotels offering affordability and comfort

- The room supply from mid-scale segment is set to grow from 232,000 to 311,000 units at a CAGR of 5%
- The market has significant potential for expansion in the coming years, fueled by several key factors such as the robust increase in domestic tourism

Key Factors Driving Growth of Mid-scale Hotel Rooms



Indian spending on travel to grow at a rate of 13% to more than double by 2030

63% of Indian travelers have budgeted to spend more on travel in 2024. India represents ~6% of business travel spending across Asia Pacific



Spiritual tourism sector revenue grew by 64% CAGR during 2020-22

Government's successful Kashi Vishwanath & Ram Mandir temple corridor attracted around 1.43 Bn devotees. Being unorganized, this sector presents growth opportunities for branded chains



Number of households earning USD 35,000 p.a is expected to increase 5x over the next ten years

India has witnessed a significant increase in its GDP per capita which indicates a growing aspirational middle-class population which will contribute greatly to the mid-scale segment



Passenger traffic by road, air, and sea will grow over 2x by 2030, driven by rapid infrastructure growth

Facilitating ease of access to travel destinations, India is expected to have 1.2 Mn cruise travelers by 2031, 400 Mn airway passengers by 2027 and intercity bus market is projected to double by 2027



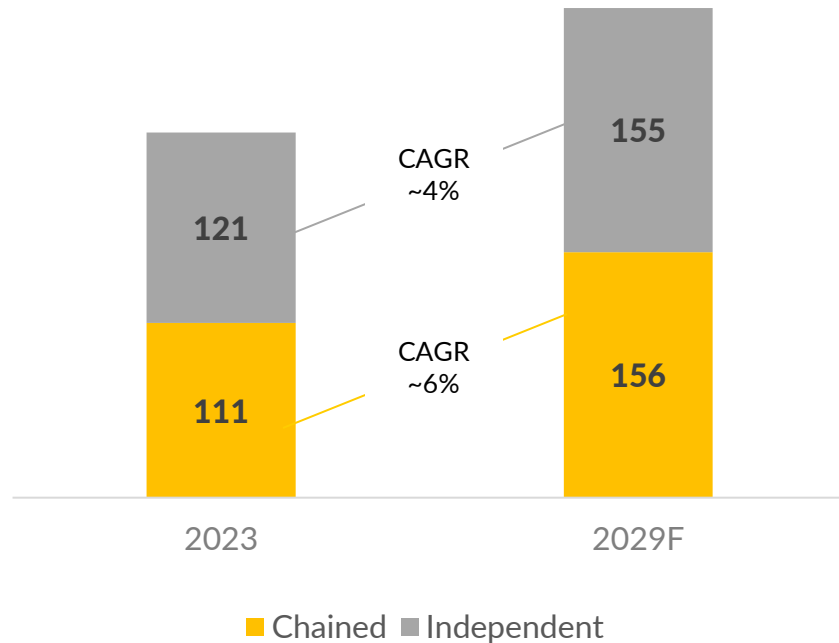
Government has sanctioned a total of 46 projects under PRASHAD Scheme with investment of over INR 16 Bn

Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) seeks to expand domestic tourism in India which primarily depends on pilgrimages

Opportunity for Branded Chain-based Players in Mid-Scale Segment

Room supply of chained hotels to grow at a higher rate than independent hotels

Room supply in '000 units



Value proposition offered by branded chain-based players facilitating higher growth

Consistent Quality and Standards

- No unpleasant surprises
- Trust-building service uniformity
- Creates a sense of reliability

Loyalty Programs

- Rewards in terms of points, discounts, and exclusive perks
- Incentivize guests to stay within the brand's network of hotels
- Driving repeat business

Extensive Global Network

- Extensive property network
- Familiar travel options
- Attract business travelers and frequent flyers

Advanced Booking and Technology Platforms

- Well-developed apps
- Easy to book, check-in, and access services
- Digital concierge services

Marketing and Brand Recognition

- Brand recognition enables new customer acquisition
- Attract a broad customer base
- Preferred by corporate clients and international tourists

A branded hotel chain can establish a foothold in the current market by addressing the key challenges experienced by mid-scale customers, thereby delivering value and enhancing its brand presence in the industry

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Introducing GCH: Branded Mid-Scale Hotel Chain Offering Top Notch Hospitality Experience

- Ramesh Shiva, after spending 20 years of his professional career in the hotel and related industries, ventured into entrepreneurship with his wife Vidya Ramesh in late 2011, establishing Grand Continent Hotels in India with an initial unit of 54 keys
- Ending FY 24, GCH operated in 5 cities with a portfolio of 12 properties with 531 keys
- GCH operates within the mid-scale segment, serving both mid-priced and upper mid-priced
- GCH employs asset light model, leasing properties for 10 to 15 years and operates through franchising partnerships with renowned Indian brands like Royal Orchid Hotels (Regenta) and Sarovar Hotels (Golden Tulip), where franchisors are responsible for sales and marketing
- Started 1st hotel unit under the GCH brand and subsequently transitioned to a franchise model, utilizing established hotel brand names for marketing and sales



GCH, Hebbal



Tulip Inn, Koramangala



Regenta Inn Grand, Koramangala



Golden Tulip, Tirupati

12 Properties (FY24)	531 Keys (FY24)	400+ Employees (FY24)	2.5+ lac Sq. Ft. (FY24)	>75% Occupancy Rate (FY24)	~₹ 31 Cr Revenue (FY24)
19 Properties (FY25*)	916 Keys (FY25*)	660+ Employees (FY25*)	3.7 +lac Sq. Ft. (FY25*)	>72% Occupancy Rate (Sept-25)	~₹ 32 Cr Revenue (Sept-25)

* Note: The FY25 numbers are as on 07-Mar-2025

Our Impactful Journey in Creating a Scalable business in <12 years

- Entered in a partnership for a property at BTM Layout, Bangalore in 2014
- The first hotel unit under M/s Grand Continent Hotels Pvt Ltd was opened on Bannerghatta Road, Bangalore in 2016

2014 - 2016

- Established new corporate office at Koramangala
- Consolidated operations of M/s Grand Continent Hotels Pvt Ltd and established relationship with Sarovar Hotels

2020 - 2022

- Extended GCH's reach by adding new properties to the portfolio
- 4 properties have gone live in 6 months of FY25

2024-25



2010 - 2012

2017 - 2019

2023-2024

- Mr. Ramesh Shiva established M/s Elysium Holidays India Pvt Ltd
- Launched 1st hotel, "Grand Continent", in Bengaluru
- M/s Grand Continent Hotels Pvt Ltd was established in 2011

- In 2017, new property was added at Malleswaram, Bangalore
- Real estate acquisitions were made at Indira Nagar and Koramangala
- Established relationship with Royal Orchid Hotels
- Exited BTM Layout Partnership in 2019

- Extended geography outside Bengaluru for the first time in 2023
- New units to be established under "Grand Continent – A Sarovar Portico Affiliate Hotel" name
- 3 consecutive years of revenue growth and profitability,

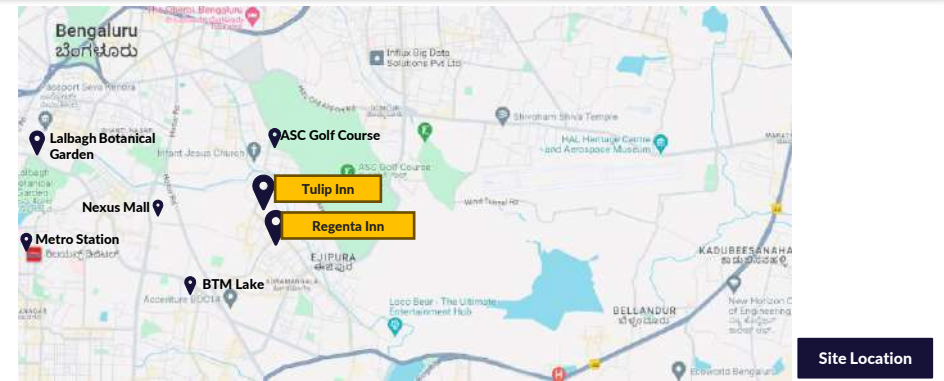
	FY19	FY20	FY21	FY22	FY23	FY24	07-Mar-25
Keys	58	98	138	192	354	532	916
Properties	2	3	4	5	9	12	19

Offering Premium Value & Experience for Our Customers

A. Well Designed Rooms



B. Strategically Located



C. Authentic Food & Beverages



D. Top Notch Services



Other amenities available: ✓ Conference Hall ✓ Gym ✓ Restaurant ✓ 24-hour coffee shop ✓ Swimming Pool ✓ Banquet hall

Our Operating Model

A) Franchisee Model

- The franchisor manages sales, providing a dedicated team to boost bookings and revenue
- Franchisees benefit from established marketing channels, reducing their advertising costs
- National brand recognition attracts a broad customer base, enhancing business reach
- A proven business model and operational support lower risks and improve success rates



Royal Orchid Hotels boasts 100+ properties across 70+ locations in India, offering premium stays, with its hotel brand Regenta Inn catering to midscale travelers for both business and leisure



Sarovar Hotels and Resorts is a leading chain with 120+ properties across 75 locations, offering upscale stays under Golden Tulip and midscale options under Tulip Inn, serving business and leisure travelers

✓ Selectively grow using franchisee model when company gets good deal

B) Own Model

- Leasing properties for the long term, including fixed furniture, reduces the heavy capital expenditure requirement
- Rights of exit lie with GCH, minimizing the risks associated with leasing properties
- Learning from the experience helps us to grow our own brand

✓ Focus is to grow own brand

Our Key Brands

Own Brand



Current Properties

1. Grand Country Stays, Bannerghatta Rd
2. Grand Continent Hotel, Morjim
3. Grand Continent Hotel, Devanahalli
4. Grand Continent Hotel, Gachibowli
5. Grand Continent Hi-Tech City

Our owned and registered brand

Franchise Partners



Current Properties

1. Regenta Inn Grand, Koramangala
2. Regenta Inn, Indiranagar
3. Regenta Inn 4th Block, Koramangala
4. Regenta Inn ORR, Mahadevapura

We handle franchise operations for Royal Orchid and Sarovar Group, overseeing the operation and maintenance of 14 properties under these sub-brands in Bangalore, Tirupati, Goa, Secunderabad, Mahabalipuram and Hosur



Current Properties

1. Grand Continent, Malleswaram
2. Tulip Inn Koramangala
3. Golden Tulip Tirupati
4. Grand Continent Hosur
5. Grand Continent Hebbal
6. Grand Continent Secunderabad
7. Grand Continent Anjuna
8. Grand Continent Mysuru
9. Grand Continent Brookfield
10. Grand Continent, Mahabalipuram

Current Portfolio of 19 Properties across 7 Cities...



Golden Tulip Tirupati

Tirupati, Andhra Pradesh

- 88 keys
- 75 employees
- Banquet hall



Tulip Inn, Koramangala

Bengaluru, Karnataka

- 54 keys
- 36 employees
- Gym, 2 Banquet Halls



Regenta Inn

ORR, Bengaluru, Karnataka

- 49 keys
- 25 employees
- Gym, Banquet Hall



GCH, Hebbal

Bengaluru, Karnataka

- 48 keys
- 25 employees
- Gym



GCH, Hosur

Hosur, Tamil Nadu

- 45 keys
- 35 employees
- Gym, Banquet Hall



GCH, Anjuna

Anjuna, Goa

- 44 keys
- 35 employees
- Gym, Banquet hall, Swimming Pool



GCH, Morjim

Morjim, Goa

- 40 keys
- 34 employees
- Gym, Banquet hall, Swimming Pool



GCH, Secunderabad

Hyderabad, Telangana

- 40 keys
- 45 employees
- Gym, Banquet Hall



GCH, Devanahalli

Bengaluru, Karnataka

- 40 keys
- 16 employees
- Gym, Banquet hall



Regenta Inn Indiranagar

Bengaluru, Karnataka

- 40 keys
- 20 employees
- Gym

...With Over 900 Keys and 660+ Employees



Regenta Inn Grand, Koramangala

Bengaluru, Karnataka

- 40 keys
- 24 employees
- Gym, Café area



Regenta Inn 4th Block

Bengaluru, Karnataka

- 25 keys
- 20 employees



GCH, Myuru

Mysore, Karnataka

- 40 keys
- 30 employees
- Banquet Hall



GCH, Mahabalipuram

Mahabalipuram, Tamil Nadu

- 42 keys
- 53 employees
- Pool, Restaurant, Coffee shop



GCH, Hi-tech City

Chennai, Tamil Nadu

- 80 keys
- 35 employees
- Gym, Restaurant



GCH, Malleswaram

Bengaluru, Karnataka

- 33 keys
- 24 employees
- Gym, Conference Room



GCH, Bannerghatta Rd

Bengaluru, Karnataka

- 24 keys
- 05 employees



GCH, Brookfield

Bengaluru, Karnataka

- 108 keys
- 60 employees (estimated)
- Gym, Banquet Hall



GCH, Gachibowli

Hyderabad, Telangana

- 41 keys
- 28 employees
- Gym, Restaurant

Experienced and Passionate Top-Level Management



Ramesh Siva
Founder & Managing Director

- Founded Grand Continent Hotels India in 2011, accumulating 11+ years of entrepreneurial experience
- 21 years of professional experience in the hospitality industry, ranging from a Management Trainee at the Oberoi Hotels group to the CEO position at Sabari Hotels, a regional chain of hotels in South India
- During tenure at Sabari Hotels, he oversaw 2 greenfield projects, increasing annual revenue from ₹ 70M to ₹ 450M at a 30% CAGR
- Graduate from Institute of Hotel Management, Chennai in 1993



Vidya Ramesh
Whole-Time Director

- Teamed up with Mr. Ramesh Shiva to found GCH in 2011, actively involved in both greenfield projects and operations
- Started her career with the hotel industry in 2005 and remain employed until 2011



Deepthi Shiva
Non-Executive Director

- Deepthi is a creative designer for Grand Continent, contributing significantly by designing the company's logo and uniforms. Her passion for the technical aspects of cinematography also led her to create a stunning video about the hotel
- Degree in Visual Communication from Loyola College



V. Swaminathan
Independent Director

- Diverse career in financial services, including roles at CII, P.N. Vijay Financial Services, and SMIFS Capital Markets Ltd.
- Currently, a director at Surya Herbal Ltd. and PAS Digital Pvt. Ltd., and an investor in healthcare and technology startups.



Chandrashekhar Sundaram
Independent Director

- Member of the Institute of Cost and Works Accountants of India
- Post graduate diploma in business management from the Institute of Management Technology
- Experience of more than 33 years in fields of financial planning analyses, reporting and controllership



Viral Gandhi
Advisor

- Chartered Accountant, with experience spanning 20+ years in finance, accounts, commodities, credit, and capital across organizations such as ABN Amro Bank, Deutsche Bank, Barclays Capital, and Credit Suisse.
- Viral manages functions of Finance, Accounts, Compliances



S Venkataraman
Advisor

- Experience of over 30+ years in the field of food services, facilities management and business re-engineering with organizations including Sodexo, Compass and Knight Frank
- Hotel management graduate from the Institute of Hotel Management, Chennai in 1993

Strong Management Team with Deep Background Experience



Sunil Mathur

COO

43+ years' experience in managing marquee hotels around the world across organizations including Oberois, ITC hotels, Leela Group, Dusit Thani, Wyndham, Newby Teas



Mithun Jayaraman

CFO

Chartered Accountant and Data Analytics consultant with 15 years of experience in retail, projects, and hospitality, including roles with Taj Hotels and Tamara Hotels



K Bhasker

President - Operations

Postgraduate in hospitality management with 20+ years of experience in mobilizing and operating large hotel properties



R Soundarajan

Vice President - Operations

Hotel management student with 17+ years of experience in rooms & HK with organizations like Leela and in Seychelles



Ashutosh Sinha

CGM- Operations

Hotel management student with 20 years of experience in rooms & HK with organizations like Oberois, Leela, Sarovar, Quality inn & Keys



Niranchana

Corporate Management

A manager by passion backed with 20 years of experience, she manages the corporate office of GCH IN and functions such as HR, MIS and communication



Aastha Kochar

CS and compliance officer

A qualified company secretary with having experience of over 1.5 years in handling secretarial and legal matters



Vidya V

GM - HR

Professional with 22 years of HR experience, specializing in talent acquisition, compensation, and policy management



Mohammed Jaan

Lead - Procurement

A hotel industry veteran with 30+ years of experience since 1992, specializing in procurement, liaison, and administration, with key roles at Sterling Holiday Resorts and Grand Continent.

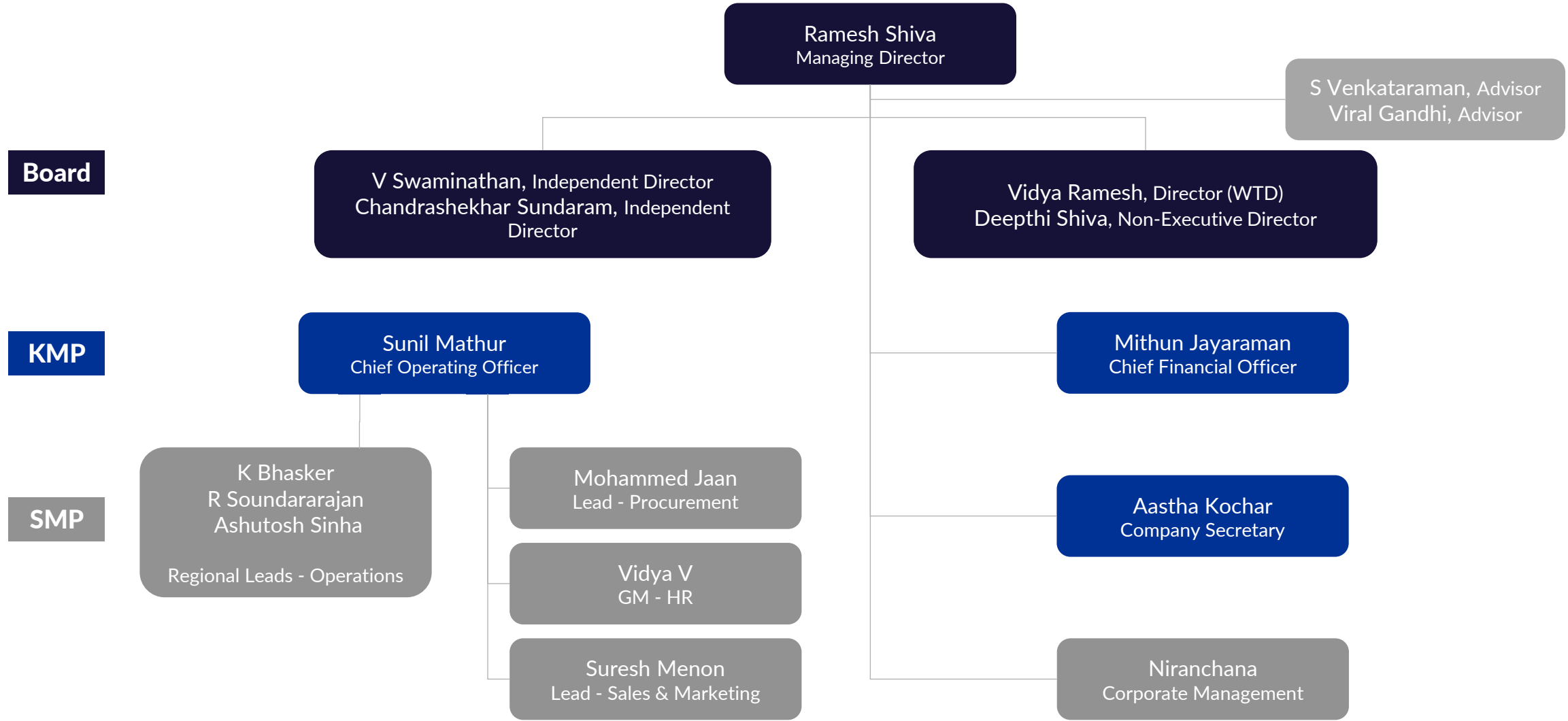


Suresh Menon

Lead - Sales & Marketing

A business professional with 32 years of experience in leading revenue generation and customer loyalty for international hotels in India across multiple cities

Organizational Structure



Enhancing CSR Engagement and Adherence to ESG and UNSDG Standards

CSR Commitment



Shree Ramana Maharishi Academy for the Blind in Bengaluru, Karnataka

Committed to providing the required rice or staple food items to the entire, once every month



International Society for Krishna Consciousness in Bengaluru, Karnataka

Committed to providing the Annadhanam (free meal) program on all Ekadashi days every month

UNSDG Compliance

- Gender equality : The current gender ratio in GCH is 1:7 (women to men) aiming to improve ratio to 1:3 over by 2026
- Affordable & Clean Energy: GCH uses low power consuming infrastructure such as LED lights, inline heat pumps, etc in all units
- Quality education: Founders support the complete educational needs of 2 children in their geographical vicinity for the past 5 years

ESG Compliance

- Migration from individual packs to fixed dispensers Introduction of biodegradable brushes/combs
- In-house solar power generation for common area lighting. Sensor based lightning control
- For water management: Low volume eco taps, in-line heat pumps

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**Investment
Highlights**

A

Performance growth of GCH

B

GCH offers premium hospitality experience at reasonable pricing creating long term customer loyalty

C

Differentiated asset light model to support rapid scaling up

D

Well defined target customer allows us to create a strong competitive position in the market

E

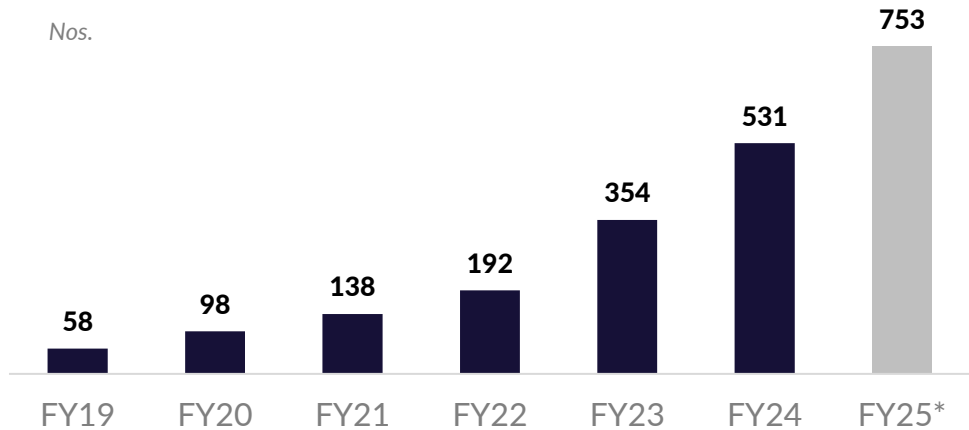
Management's hands-on approach

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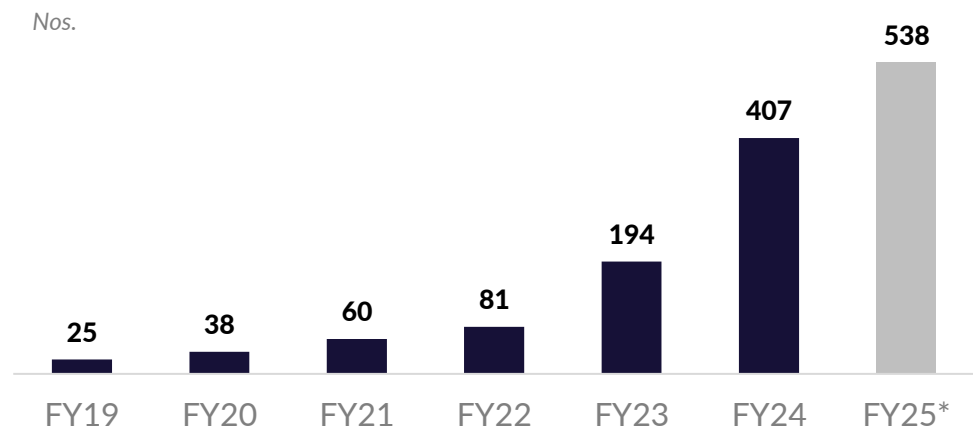
Well-defined strategy to deliver outsized growth

GCH Witnesses Strong Post-COVID Performance...

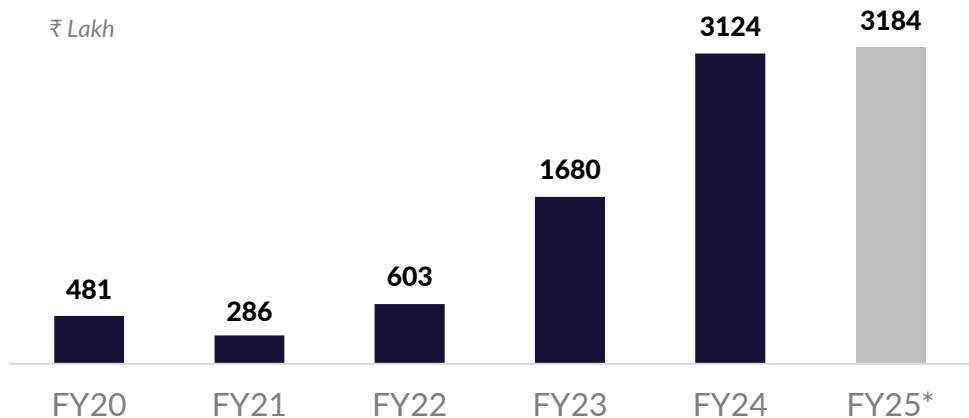
GCH witnesses a 10x growth in keys over the past five years...



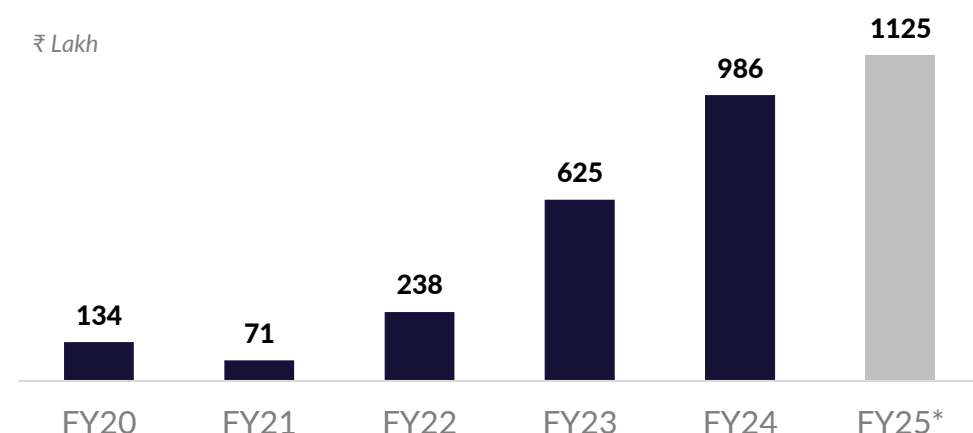
... With exponential growth in the workforce, surpassing 400 in FY24



GCH has shown strong post-covid recovery to revenue growing 5x...



... while maintain the same EBITDA growth



* Note: The FY25 numbers are as on 30-Sept-2024

... With Sustainable Growth in Upper Mid-Priced & Mid-Priced Segment

Particulars	FY 2022	FY 2023	FY 2024	H1 FY 2025	Absolute Growth	
Total Number of hospitality assets	5	7	12	16	▲	220%
Total Number of keys	192	329	531	753	▲	292%
Upper Mid-Priced Assets						
Number of hospitality assets	0	1	3	4	▲	300%
Number of keys	n/a	88	180	218	▲	147%
Occupancy (%)	n/a	N.M	67%	56%		-
ARR (Rs.)	n/a	3,971	3,884	3,969	▼	-0.05%
RevPAR (Rs.)	n/a	N.M	2,609	2,216	▼	-16%
Mid-Priced Assets						
Number of hospitality assets	4	5	8	11	▲	175%
Number of keys	168	217	327	511	▲	204%
Occupancy (%)	60%	78%	73%	74%		-
ARR (Rs.)	1,972	2,784	3,410	3,513	▲	78%
RevPAR (Rs.)	1,176	2,164	2,499	2,596	▲	120%
Economy Assets						
Number of hospitality assets	1	1	1	1		-
Number of keys	24	24	24	24		-
Occupancy (%)	68%	69%	78%	76%		-
ARR (Rs.)	911	1,471	1,467	1,550	▲	70%
RevPAR (Rs.)	621	1,014	1,144	1,183	▲	90%

- Company has robustly **invested in hospitality assets and keys** responding to the market demand
- **Large expansion in upper mid-priced segment** as company has more than doubled its assets and keys
- **Occupancy levels are steadily increasing** across all segments while being competitive to its peers
- **Exponential growth in ARR and RevPAR**

**B. GCH offers Premium Hospitality Experience
at Reasonable Pricing Creating Long term
Customer Loyalty**

Premium Hospitality Offerings for Superior Customer Experiences

Well-laid out Rooms with Home Like Ambience



- Spacious accommodations with **250 – 400 sq.ft.** rooms
- Experience a premium ambience with high-quality interiors

Diverse F&B Experience



- Offers culinary diversity
- Coffee shops
- Food with customer tailored preferences

Prime Location

- Easy accessibility to transport hubs including metros, buses, railways, etc
- Easy access to key business districts or entertainment hubs

Cultured & Superior Quality Services

- Benchmarking of hygiene levels
- Friendly and courteous service from our dedicated staff
- Deliver quick and efficient room service

Offering Premium Experiences at Reasonable Price

GCH Hosur offers 20-30% higher value for money

- An industrial city bordering Tamil Nadu and Karnataka, Hosur is located about 60 kilometers southwest of Bangalore
- A hub and prime location for major manufacturing industries, particularly in auto parts and electronics
- It offers a glimpse into the local industrial life and culture of Tamil Nadu

Tulip Inn Koramangala offers 20-30% higher value for money

- Koramangala, in Bengaluru's southeast, Due to the numerous IT businesses and universities in the neighborhood, cosmopolitan Koramangala is well-liked among young tech employees and student
- It boasts a cosmopolitan vibe, blending residential & commercial areas attracting a diverse population nationally and internationally

Particulars	Room Rate per night	Google Ratings	Booking.com Ratings	Room Size (sq.ft)
GCH	₹ 4,256	4.5	8.8	280
Fortune Park	₹ 5,700	4.1	6.9	270
Lemon Tree	₹ 5,130	4	7.4	205

Particulars	Room Rate per night	Google Ratings	Booking.com Ratings	Room Size (sq.ft)
GCH	₹ 3,420	4.1	7.7	250
Ginger	₹ 3,700	3.6	6.3	205
Bloom	₹ 4,320	4.8	9.2	225

Note: The pricing is taken from Booking.com based on room rates as of 31st March 2025 excluding taxes

Overview of GCH's Property Portfolio

Particulars	Room Rate Per Night (₹)	Booking.Com Ratings	Trip Advisor Ratings	Google Ratings
Grand Country Stays, Bannerghatta Rd	1,468	NA	NA	NA
Grand Continent Hotel, Morjim	4,614	10	5	5
Grand Continent Hotel, Devanahalli	4,495	NA	NA	NA
Grand Continent, Malleswaram	3,060	8.4	4.5	4.6
Grand Continent, Hosur	3,915	8.8	4	4.5
Grand Continent, Hebbal	5,609	7.3	3.5	4.6
Grand Continent, Secunderabad	3,509	7.8	NA	4.3
Grand Continent, Anjuna	3,796	6.2	5	4.6
Grand Continent, Mysuru	4,286	7.9	NA	4.9
Regenta Inn Grand, Koramangala	4,051	8	4.5	4.6
Regenta Inn 4th Block, Koramangala	3,781	8.5	NA	4.2
Regenta Inn, Indiranagar	3,601	8.2	4	4.2
Regenta Inn ORR, Mahadevapura	4,470	8	5	4.6
Tulip Inn, Koramangala	3,420	7.7	5	4.1
Golden Tulip, Tirupati	3,799	NA	NA	4.4
Grand Continent, Mahabalipuram	7,425	8.6	4.5	4.5
Grand Continent, Hi-tech City	NA	NA	NA	NA
Grand Continent, Brookfield	4,249	8.5	5.0	4.7
Grand Continent, Gachibowli	5,400	10.	NA	NA

Note: The pricing is taken from Booking.com based on room rates as of 31st March 2025 excluding taxes

Creating Long Term Customer Loyalty through Personalized Experiences and Consistent Service Excellence

Highly rated across review platforms

Google 4.4 out of 5
Reviews ★★★★★

Booking.com 8.3 out of 10

make my trip 4.1 out of 5

m malathesa katte 5/5
2 months ago on Google

To begin with, the location of this hotel is very ideal place near to Silicon Hub and It offers a very peaceful and pleasant stay!
The room had a good view, it was cozy and clean. Food was excellent and incredibly varied. The hotel team was friendly, patient and helpful. Their home-like-hospitality impressed me the most.
Definitely recommending this to someone who is looking for a good stay in Blore and great hospitality!

Rooms: 5/5 | Service: 4/5 | Location: 5/5

Consistent growth in repeat customers

Our consistent operations build strong customer connections, thanks to our professional staff delivering attentive, personalized service for a memorable experience

G Gopinath Parakuni 5/5
7 months ago on Google

Business | Solo

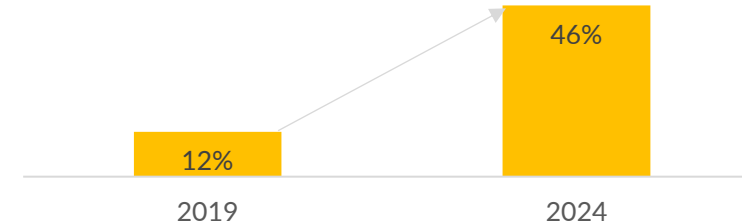
Regenta Inn is like a second home to me in Bangalore! I have been staying here very frequently, at least a couple of days each month and sometimes even a whole week during the past three years. It's a very well managed smallish hotel with polite and helpful management and staff. The central location in Indira Nagar makes it very convenient for people with work/business in the Eastern part of Bangalore City.

Rooms 4.0 Service 5.0 Location 5.0

Growth in corporate customers

Corporate clientele currently accounts for ~46% of our revenue, marking an increase from ~12% in 2019

Revenue share from corporates in total revenue



Note: Revenue share from corporates is calculated based on sample of one property



C. Differentiated Asset light model to support Rapid Scaling up

Rapid Property Deployment in <6 Months, Delivering High ROCE and Scalability

Advantages of Our Asset Light Model



**Quick time to market:
accelerating property deployment
within 3-6 months post-loi**

- ✓ 50% quicker than the ownership asset model



**Efficient and affordable exit:
streamlined process**

- ✓ Exiting properties is simpler and cost-effective



**Business unaffected by the
fluctuations in real estate cycles**

- ✓ Not owning the assets ensures that profitability is not affected by real estate prices



**High ROCE model: new property
payback period < 24 months**

- ✓ Lower capital expenditure per room for launch - ₹ 6 - 6.5 lakhs
- ✓ Ability to scale up quickly enhances the business's valuation

Well Defined Action Plan to Go-Live Within 100 Days of Securing Lease

Our Property Selection & Launch Journey

Process is completed in **2-4 Months**

Property is launched in **≤ 100 Days**

Identifying the property

- We have a network of channel partners & broker who continuously provide us with leads
- Identifying properties that meet the criteria established by GCH team with 40-50 keys
- Approaching properties which are independently owned/ managed or in-need of management assistance

Negotiating the lease

- The lease span is of 10-15 years at market rates, including fixed furnishings and a renewable option with GCH-IN
- Security deposits are typically higher than the comparative market standards
- Exit clauses cover minor repair costs for regular wear and tear (Capped at 15% of the security deposit)

Renovating property according to GCH standards

- While leasing the property we typically negotiate with the landlords to upgrade and renovate the property with fixed furnishing including electrical & plumbing
- This helps in reducing the upfront fixed commitment & reduces the capex per key

Launching the property in market

- Once the property is leased, GCH engages their empaneled architects to renovate according to set standards
- Continuous interaction & supervision of renovation process which typically finishes in 30-60 days
- In the meanwhile, the property is updated on the ERP & OTA platforms
- Team hiring & training is conducted before launching the property in 100 days

**D. Well Defined Target Customer allows
us to create a Strong Competitive
Position in the Market**

Clearly Defined Target Customer: Business & Leisure Travelers



Business Customers

Business customers comprise of professionals who frequently visit tier 1 cities for meetings and conferences

Key Characteristics

1. Proximity to Business Districts
2. Efficient Travel Arrangements
3. Catering to Business Activities
4. Modern Amenities and Business Needs

How GCH Addresses the Market

- GCH properties are strategically located with access to major business districts and commercial areas to provide convenient access
- Offers efficient travel arrangement that syncs with business travel desks that streamlines schedules and increased productivity
- Provide well-equipped spacious meeting rooms, conference facilities with amenities like 24 hours high-speed internet, printing facilities, etc
- Offers modern amenities such as reliable Wi-Fi, charging stations and smart TVs, as well as complimentary breakfast and 24-hour coffee shop and room service with quick response time



Leisure Customers

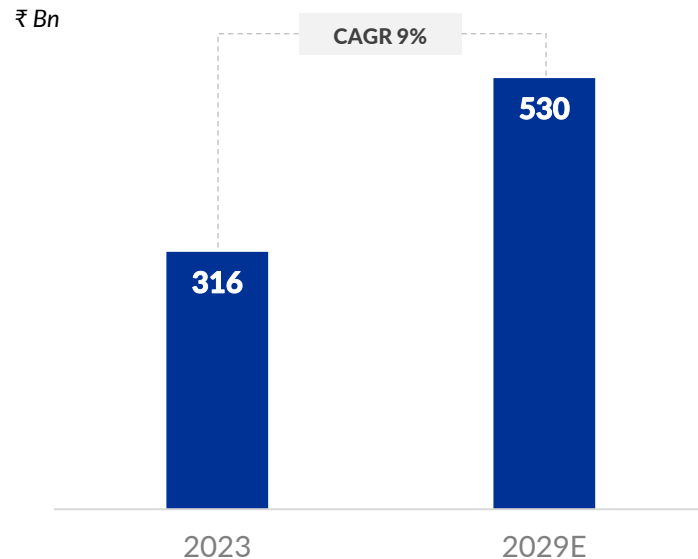
Leisure customers include families who travel to spiritual or vacation destinations for spiritual growth or recreational enjoyment

1. Clean and Comfortable Accommodations
2. Easy to commute to sights of visit
3. Speedy response and support by staff
4. Value-for-money alternative option

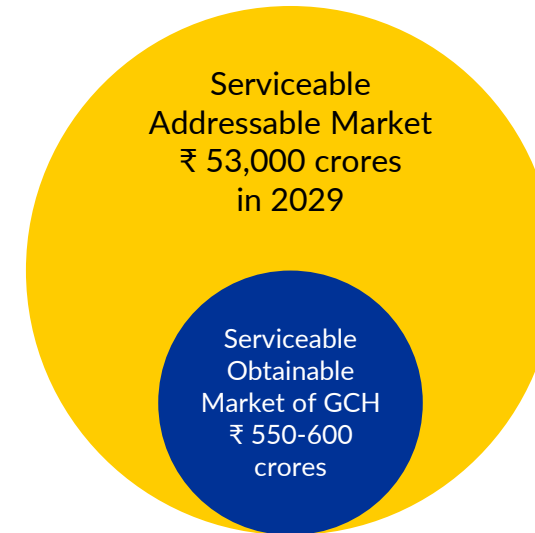
- Rooms are well-maintained, clean, and equipped with comfortable bedding and furnishings with an average standard size of 250-400 sqft
- Located within a close proximity to nearby leisure spots and entertainment hubs including temples, beaches, entertainment hubs, etc with easy access to transportation hubs for guests' convenience
- Provides all modern amenities for leisure customers including smart TVs, Wi-Fi, etc with staff prioritizing prompt room service and guest assistance
- Offering value for money compared to peer hotels, with industry benchmarked services and amenities

Our Target Market Provides us INR 5+ Bn Opportunity by 2029

Revenue generation of Indian mid-scale hotels is projected to reach ₹ 530 bn by 2029...



...Creating significant opportunity for GCH to capture SOM of ₹ 5-6 bn



- Indian mid-scale hotels are valued at ₹ 316 Bn in 2023, with business travelers contributing 43% of revenue and leisure travelers accounting for the remaining 57%
- Rising hospitality demand is driven by domestic tourism growth, an expanding middle class, and business travel in Tier 2 to 4 cities

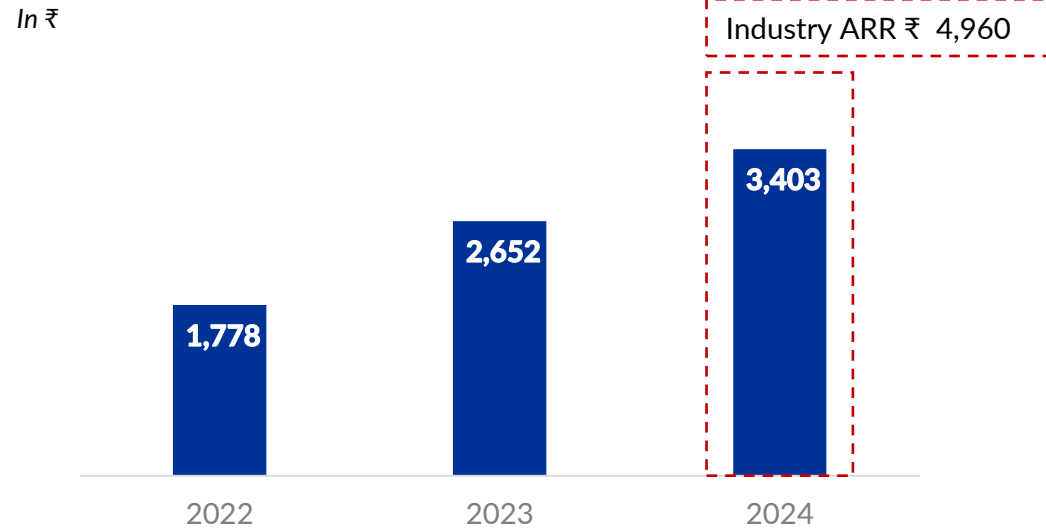
- By 2029, **GCH is projected to achieve a CAGR of over 80%** from 2023 to 2029, targeting a SOM of ₹ 550-600 crores within a SAM of ₹ 53,000 crores in India's mid-scale hotel segment
- Brand's value-driven pricing and focus on premium guest experiences position it well to meet rising consumer demand for affordable, quality accommodations
- As it expands, GCH is set to solidify its reputation as a leading player in the fast-growing domestic hospitality sector

Our Competitive Positioning

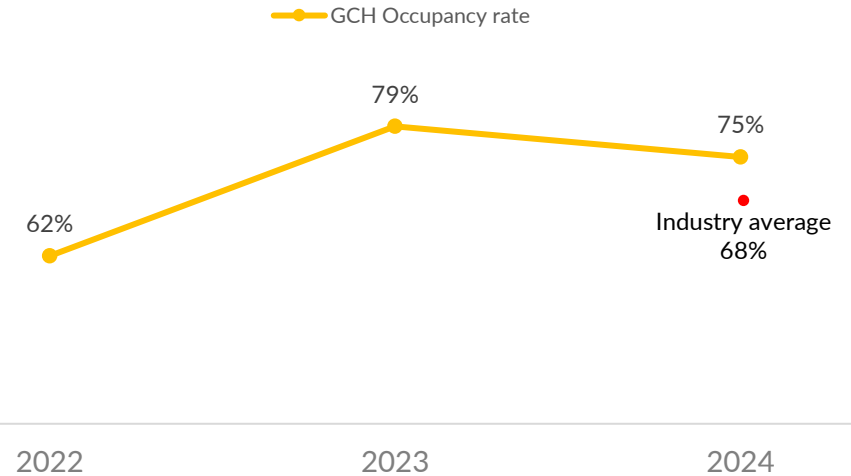
Particulars	GCH	Lemon Tree	Ginger Hotels	Bloom Hotels	Fortune Park Hotels
Keys (FY24)	531	~9,700	~7,726	~4,300	~5,000
Cities (FY24)	5+	60+	35+	15+	20+
Properties (FY24)	12	160	85	57	48
Revenue (FY23) (Crores)	17	~875	~307	~144	~44
PAT margin (FY23)	~13%	~16%	~23%	~4%	~12%
ADR (FY24)	~3,403	~6,830	~5,880	~5,260	~6,630
RevPAR (FY24)	~2,448	~4920	~4590	~4260	~5110
Occupancy (FY24)	75%	72%	78%	81%	77%

ARR Affected by Less Mature Properties, Growth and Recovery on Track

GCH has witnessed significant growth in ARR



GCH has occupancy rate above industry average



Our ARR is poised to grow significantly as recently launched properties, currently in their early stages, begin to mature, boosted by increasing brand awareness and growing guest loyalty

Our occupancy rate currently outperforms industry, reflecting effective property management and guest appeal, even with new listings while considering the 12-18 month period to reach stable occupancy levels

Growth Strategy

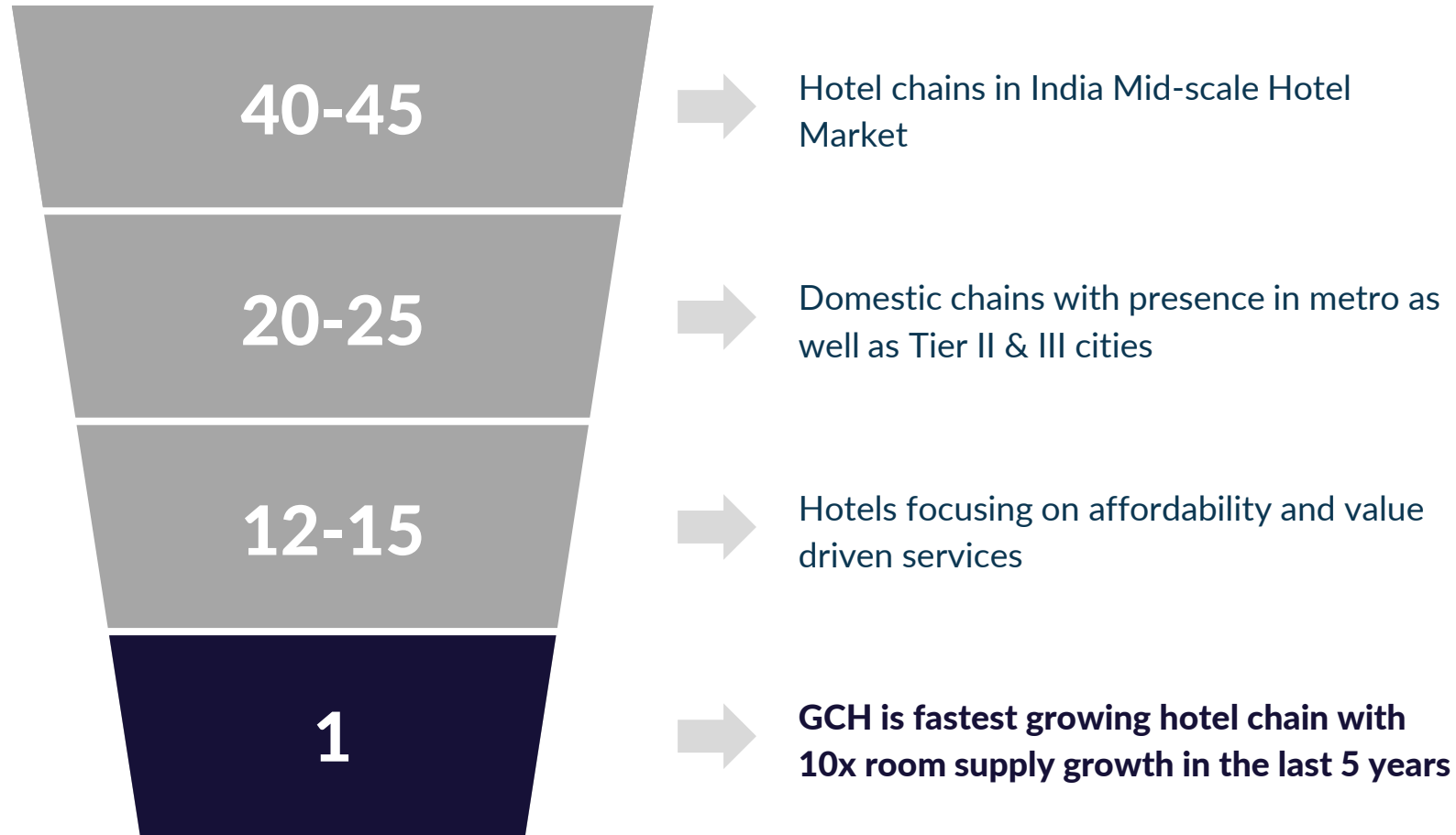
- Leveraging the value-proposition in our key markets
- Capitalize on established relationships with hotel operators and franchise partners
- Drive operational efficiencies through quality of management and scale of business

Growth Strategy

- Continued consumer shift towards travel and leisure activities will bring more footfall at our strategically located keys
- Ongoing heavy investment in new keys will provide substantial gains in occupancy after reaching stable levels
- Consolidation of position in the Mid-scale segment to target the largest segment of travelers

GCH: The Fastest-Growing Hotel Chain in India's Mid-scale Hotel Market

hotel brands in mid-scale segment



GCH's exponential growth is outpacing its competitors, positioning the company to seize future opportunities in India's highly competitive mid-scale hotel market



E. Management's Hands-on approach

Organizational Philosophy: Simplicity, Openness, Assurance, Resilience

- Aim to keep all aspects of business simple and effective
- Ensure availability and transparency, built on the premise and promise of mutual trust

- We will commit to deliver and deliver the commitment
- Continuously monitor markets (micro & macro) and ensure to be available with updated service levels & minimal disruptions

Strong Governance with Deep Experience in Building Organizational Culture

- Simplified delivery processes
- Easy reporting & reviews
- Accessibility to senior management
- Ability to build career and progression
- Collaborative market approach



Building Investor Confidence

- Clean documentation
- Timely communication
- Transparent data
- Reduced risk of investment
- Increased credibility in relationship
- Business plans delivered
- Risk management and governance
- Reputation governance

Focused On Elevating Customer Experience

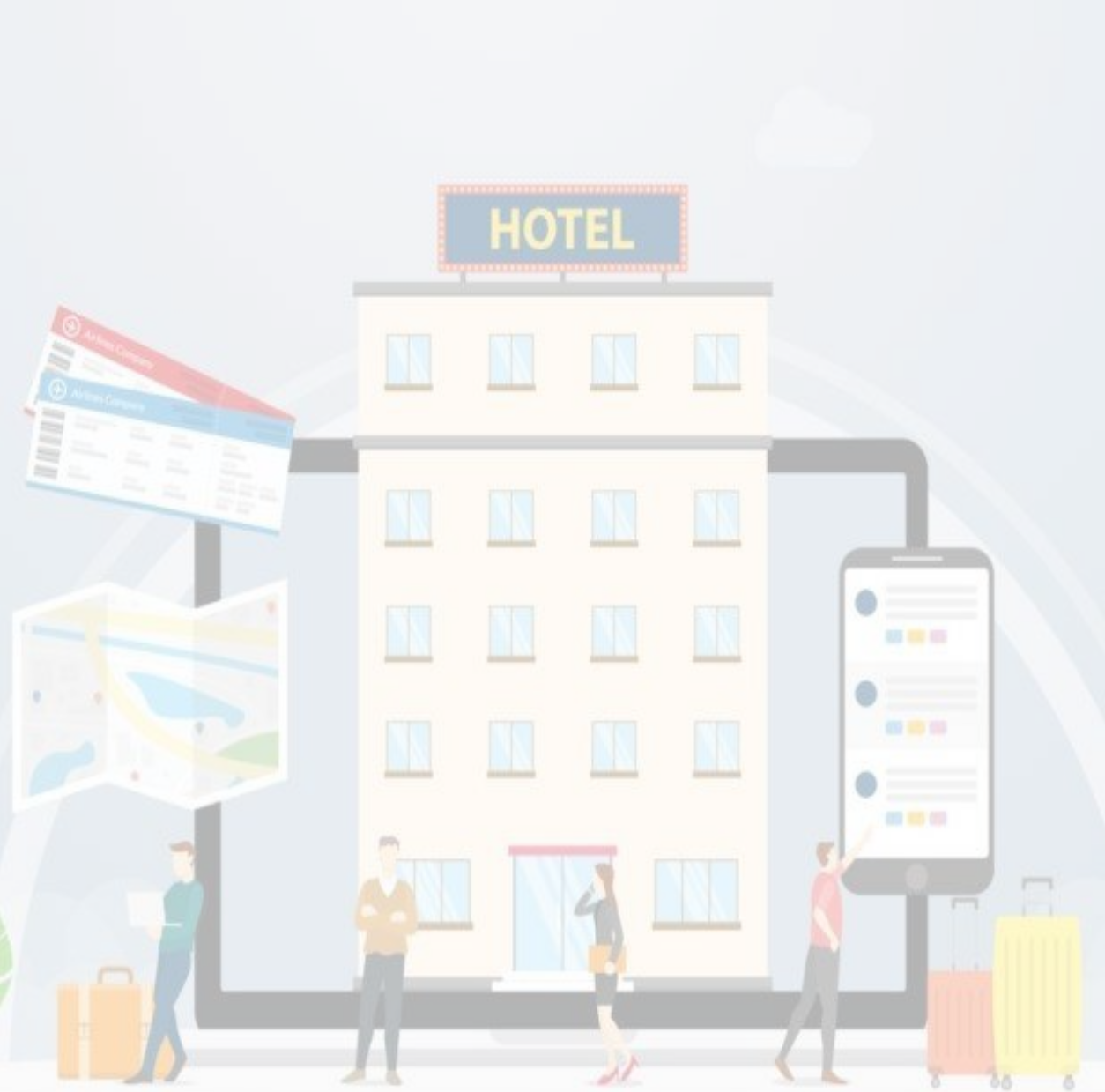
- No nonsense service interactions
- Easy to use infrastructure & services
- Commitment delivered
- Ease of feedback & resolutions

- Higher Value for money spent
- Sustained service levels
- Sustained service availability
- Benchmarked and updated services



**F. Well-defined strategy to deliver
outsized growth**





Our GTM strategy: scaling up through geographic expansion and operational optimization

1

Geographic organic hotel expansion to strategically increase our market presence

2

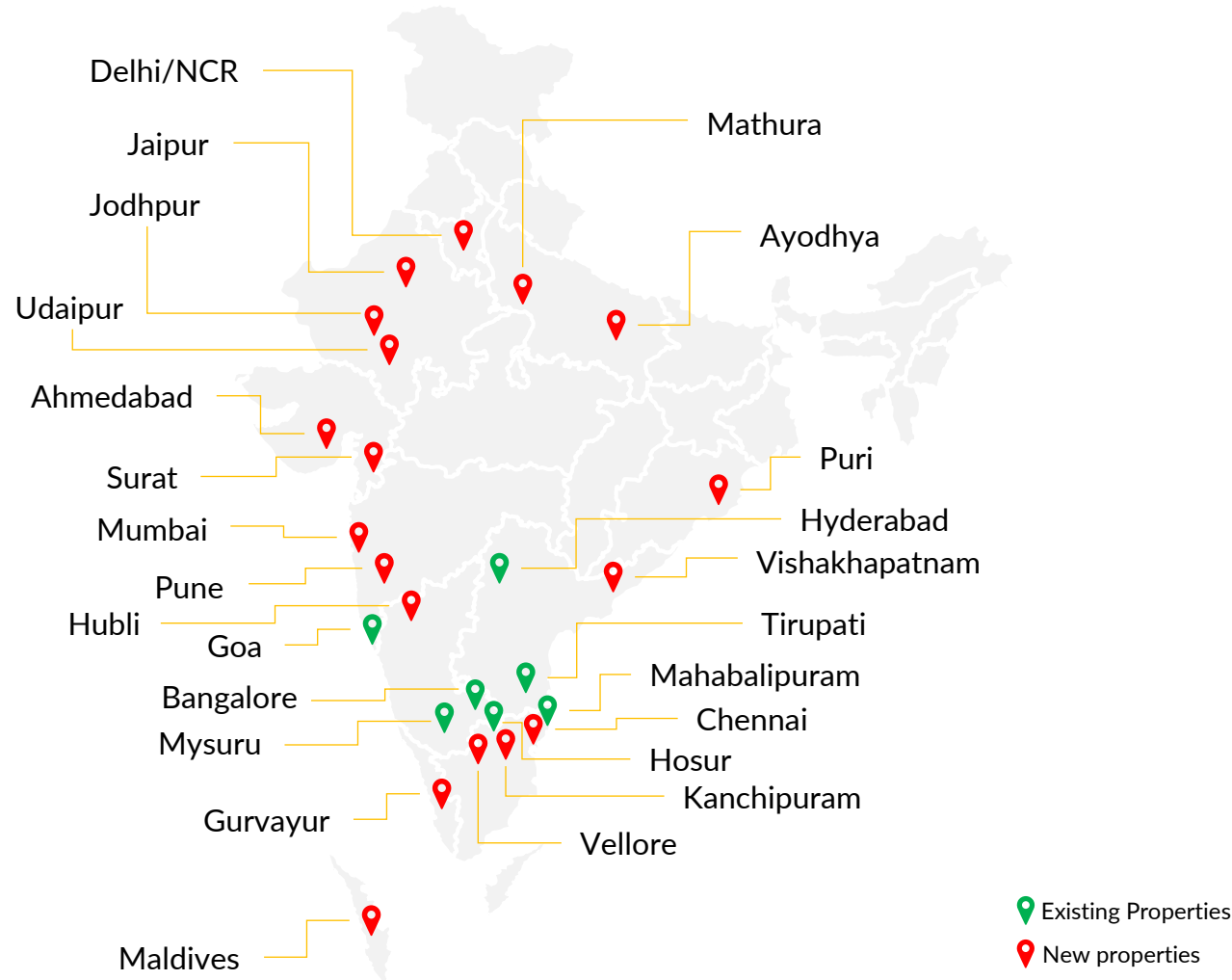
Effectively reaching target audience & enhancing occupancy through organic & inorganic marketing routes

3

Setting up operational sops & procedures using technology

Geographic Organic Hotel Expansion to Strategically Increase Our Market Presence and Capitalize on Emerging Opportunities

Target Places for Planned Expansion



Expansion Plans

- Focus on consolidation of hotel properties across the southern region of India
- Actively seeking opportunities in northern and western Indian business hubs and leisure destinations with identifying key properties and strategic locations across. Also, open to opportunities across central and eastern India
- Aggressive expansion plan aiming for 5000+ keys across various locations in the next 5 years
- Targeting expansion internationally to key business hubs catering to business customers

Effectively Reaching Target Audience & Enhancing Occupancy Through Organic & Inorganic Marketing Routes like SEO & Influencer Marketing

Strategies To Enhance Occupancy

Organic Routes



Implement digital marketing campaigns and social media engagement



Continuously improve services, amenities, and facilities to attract and retain guests, leading to positive word-of-mouth and repeat business



Identify and enter new markets with high demand, opening new properties or expanding existing ones to increase occupancy rates

Inorganic Routes



Identify potential acquisition targets or merger opportunities to rapidly expand the hotel portfolio, gaining access to new markets and customer segments



Collaborate with other businesses in the hospitality industry or related sectors to leverage their resources, networks, and expertise, driving growth and increasing occupancy rates



Offer franchising opportunities to entrepreneurs or investors to expand the hotel brand presence without significant capital investment, increasing the number of properties and occupancy rates

Setting Up Operational SOPs For Optimal Business Performance



Governance & Risk Management

- Strong governance with versatile leadership and supportive investors
- Skilled teams driven by continuous upskilling and good people practices
- Optimized processes with cutting-edge tools and strict compliance



Sustained Customer Experience

- Superior infrastructure and well-maintained amenities
- Personalized service with skilled, empowered staff
- Fast response to guest feedback under experienced leadership



Fiscal Control

- Lean and efficient teams
- Technology interventions – cost efficiencies, redundancy removal
- Annualized budget, monthly review, controlled approval matrix
- Continuous revenue management
- New projects – focused governance & control at leadership



Growth Management

- Targeted mid-segment hotel acquisitions in high-demand areas
- Expanded market reach via franchise networks and corporate ties
- Boosted sales through digital strategies and loyalty programs

SWOT Analysis

1

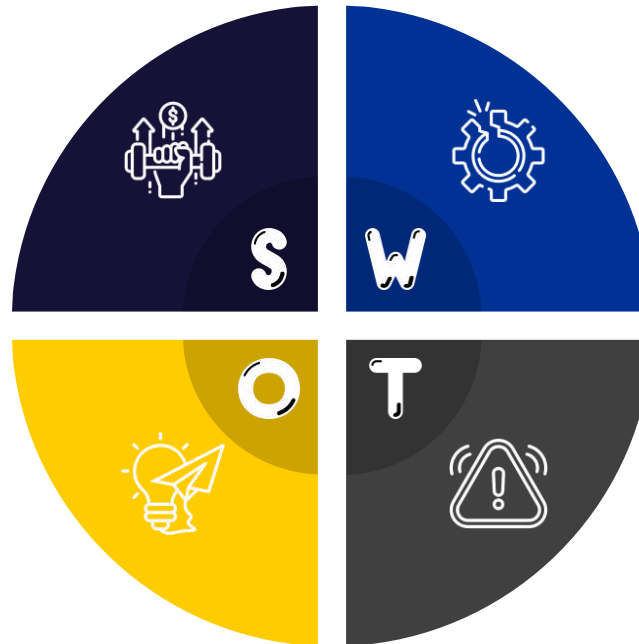
Strengths

- Low cost of capex entry: Short ROCE – 18-24 months
- Quick turnaround from identification of project to revenue generation and achieving stability
- Lean Corporate Team and an asset light model
- Growing franchise model which reduces burden of capital costs on the company

3

Opportunities

- Broader industry shift towards trust and reliability offered by branded chains
- Strong growth of spiritual tourism in India
- Emergence of tier 2 & 3 cities as major economic centers
- Consistent pipeline of new projects



2

Weakness

- Potential strain on resource allocation when managing large-scale projects
- Heavy reliance on franchisee brands for marketing of our hotels and generating revenue
- Transitioning to newly set-up professional board
- Low use of technology
- Debt service coverage ratio of less than 0.5 indicating insufficient income to pay off debt

4

Threats

- Capital-intensive industry with long gestation periods of 5-10 years
- Intense competition from other established and emerging firms
- Consumer price sensitivity will impact the mid-scale segment which comprises of budget conscious travelers
- Shortage of skilled labor in the branded chain space

Agenda

1	Opportunity Overview	3
2	Business Overview	9
3	Key Investment Highlights	21
4	Financial Overview	47



Income Statement Overview

₹ Lakh

Particulars	Mar-22	Mar-23	Mar-24	Sep-24
Revenue from Operations	603	1,680	3,124	3,184
Other Income	0.04	25	29	2
Total Income	603	1,705	3,153	3,186
Operating Expenses				
Employee Cost	(113)	(268)	(548)	(609)
Other Administrative Cost	(173)	(531)	(1,171)	(1,086)
Gross profit	317	906	1,434	1,491
Other Non operating expenses	(77)	(253)	(416)	(364)
EBITDA	240	653	1,018	1,125
Depreciation	(98)	(107)	(111)	(114)
EBIT	142	545	907	1,013
Finance Cost	(306)	(355)	(355)	(213)
PBT	(164)	190	552	800
Tax Expense	85	(85)	(141)	(119)
Transferred to Minority Interest	0	(1)	(4)	(59)
PAT	(79)	104	408	622

Balance Sheet Overview

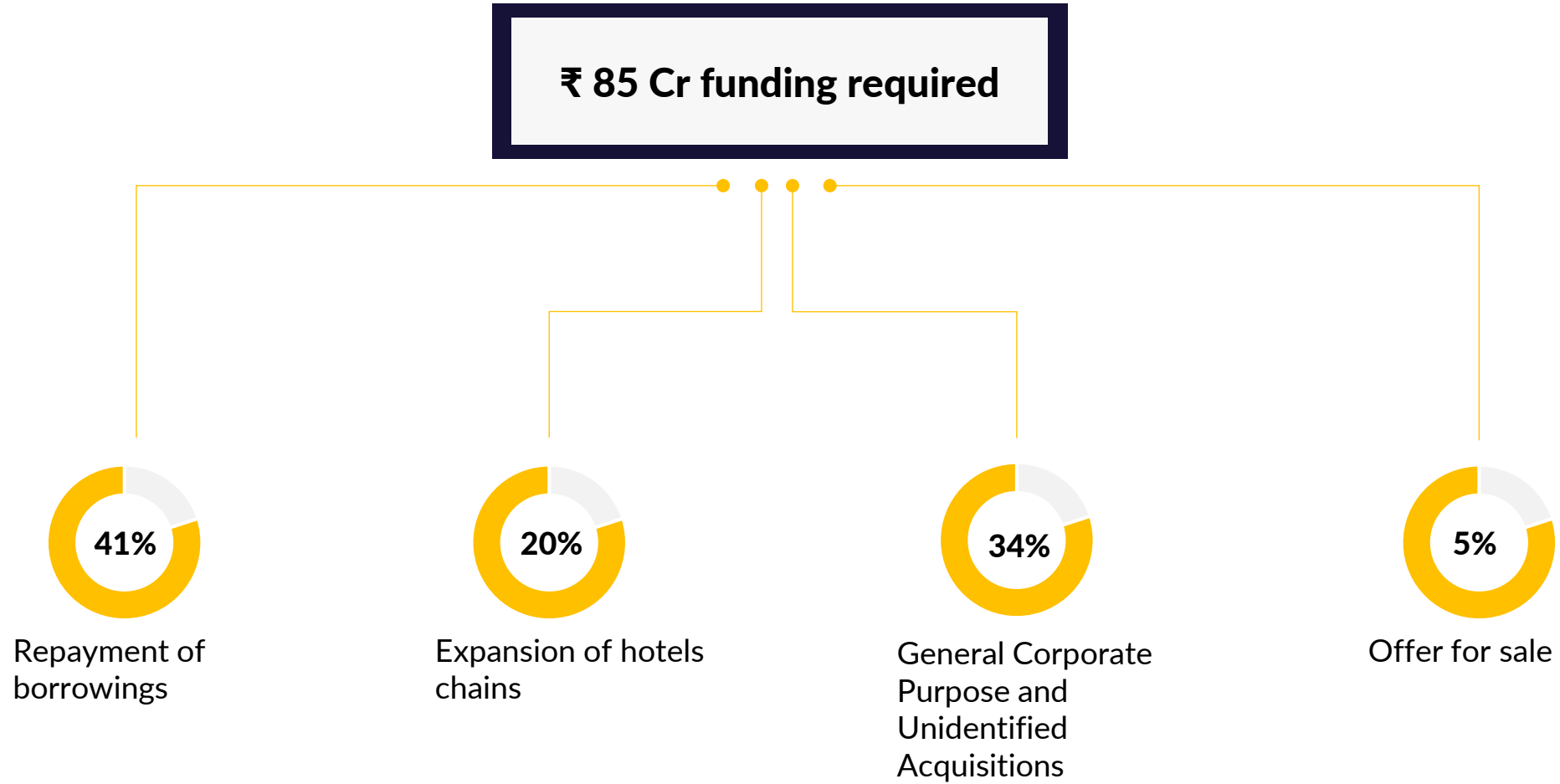
₹ Lakh

Balance Sheet	As on Mar-22	As on Mar-23	As on Mar-24	As on Sep-24
Assets				
Non current assets				
Property, Plant and Equipment	2,750	3,078	3,459	4,535
Capital WIP	-	38	487	921
Intangible Assets	-	5	0	4
Non current Investments	-	598	1,544	2,093
Long term loans and advances	220	277	370	368
Current Assets				
Inventories	-	-	15	17
Trade Receivables	234	102	311	684
Cash and cash equivalents	42	45	843	728
Other Current Assets	190	83	361	443
Total	3,437	4,226	7,391	9,793
Equity and Liabilities				
Equity Share capital	101	101	399	1,866
Reserves and Surplus	(264)	(42)	2,600	2,235
Minority Interest	-	101	95	632
Non current liabilities				
Long-term borrowings	3,472	3,697	3,281	3,481
Deferred tax liability (net)	-	83	214	202
Long-term provisions	3	5	18	19
Current liabilities				
Short-term borrowings	-	9	216	542
Trade payables	70	95	191	403
Other Current Liabilities	54	176	378	414
Total	3,437	4,226	7,391	9,793

Key Ratios


Key Ratios	Metrics	Mar-22	Mar-23	Mar-24	Sep-24
Total Keys	No.s	192	329	531	753
Total Income Growth	%	110%	183%	85%	NA
EBITDA margin	%	40%	38%	32%	35%
EBIT margin	%	24%	32%	29%	32%
PAT margin (Restated)	%	(13%)	6%	13%	20%
ROE	%	NM	NM	25%	17%
ROCE	%	4%	14%	17%	12%
Net Debt / Total Equity	Times	NM	62.35	0.88	0.80
Net Debt / EBITDA	Times	14.39	5.86	2.69	2.93
Total Borrowings / Total Assets	Times	1.01	0.88	0.47	0.41
Receivables Turnover Ratio	Times	3.03	8.89	14.20	6.38
Debt Service Coverage Ratio	Times	1.06	1.60	2.48	4.74
Current Ratio	Times	0.96	0.36	1.65	1.38

Ask & Utilization of Funds




Thank You

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