



Q3 & 9M FY21 RESULT UPDATE
February 2021



- Q3 FY21 HIGHLIGHTS
- PARK RE-OPENING
- FINANCIALS
- COMPANY OVERVIEW



Q3 FY21 Operational Highlights

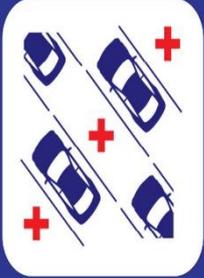
- Under Unlock 5.0 guidelines, we resumed operations at our resort in Bangalore from 3rd October. After receiving approval from respective state authorities, we reopened our Bangalore park on 9th November, Kochi Park on 20th December and Hyderabad Park on 7th January 2021
- From 13th Nov. to 23rd Dec., Bangalore park was open to public on weekends & public holidays, with a special introductory ticket price* of Rs 699. Starting from 24th Dec. till 31st Dec., both Bangalore & Kochi park were open on all days, with tickets priced at Rs 999 for Bangalore park and at Rs 699 for Kochi park
- As a gesture of gratitude to honour the COVID warriors for their selfless service & tremendous efforts, we initiated “Warriors Week” immediately after reopening our parks. They were given complimentary access to the parks inclusive of food & beverages.
- We hosted about 7,200 COVID warriors and their families at Bangalore park; Kochi & Hyderabad(7-8 Jan) park hosted about 2,800 & 2,500 COVID warriors respectively
- Further testimony to our commitment to maintain the highest standards of hygiene in our parks, Wonderla became the first theme park chain the country to be awarded with the highly coveted COV-SAFE certification by Bureau Veritas India. Wonderla Bangalore and Kochi has secured Diamond certification, and Hyderabad park secured Platinum Certification.

Q3 FY21 Business Highlights

- Bangalore Park registered footfalls of 36,121
- Kochi park recorded footfalls at 8,591
- Resort at Bangalore was open since 3rd October. 896 rooms were sold during the quarter resulting in occupancy at 12% and ARR of Rs. 3,169
- For Q3 FY21,
 - Total footfalls were 44,712
 - Revenue from operations stood at Rs 49.2 mil vs Rs 700.1 mil in Q3FY20
 - Recorded a PAT loss of Rs 147.5 mil vs PAT of Rs 210.3 mil in Q3FY20
- As the parks have reopened and footfalls are picking up, staff salaries are being gradually increased as the operations resume
- Gradually increasing the number of park open days from January 2021, and soon we hope to remain open on all days, across all parks
- Key focus has been on encouraging people to visit the park, thus driving footfalls by leveraging digital marketing platforms & online PR. Influencer activities, performance marketing and innovative campaigns have lead to increased outreach & have received good response

Precautions in place at parks

PRE-ENTRY SAFETY PROTOCOLS



**PARKING INSTRUCTIONS
TO BE FOLLOWED.**



**TEMPERATURE CHECK
IS MANDATORY BEFORE ENTRY.**



**SAFETY INFO SIGNAGES ARE
DISPLAYED ACROSS THE PARK
FOR GUESTS TO FOLLOW.**



**REDUCED CAPACITY
WITH LIMITED TICKETS TO
ENSURE PHYSICAL DISTANCING.**

HEALTH & SAFETY INSTRUCTIONS



**ADVANCE ONLINE
BOOKING
IS MANDATORY.**



**IF FLU SYMPTOMS APPEAR,
INFORM US TO MAKE
NECESSARY ARRANGEMENTS.**



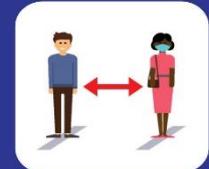
**WEARING MASKS IS
COMPULSORY.**



**USE CONTACTLESS
PAYMENTS FOR
ALL TRANSACTIONS.**



**ADVISE TO INSTALL
THE AROGYA SETU APP
ON GUEST PHONES.**



**PHYSICAL
DISTANCING TO BE
MAINTAINED.**



**TEMPERATURE
CHECK IS
MANDATORY
BEFORE ENTRY.**



**SAFETY INFO SIGNAGES
ARE DISPLAYED ACROSS
THE PARK FOR GUESTS
TO FOLLOW.**



**ALWAYS COVER
COUGH AND SNEEZE
WITH YOUR ARM OR
USE A TISSUE
OR UPPER SLEEVES**

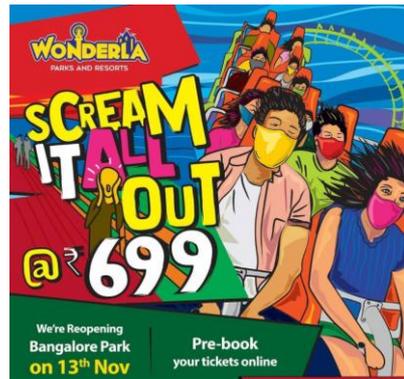
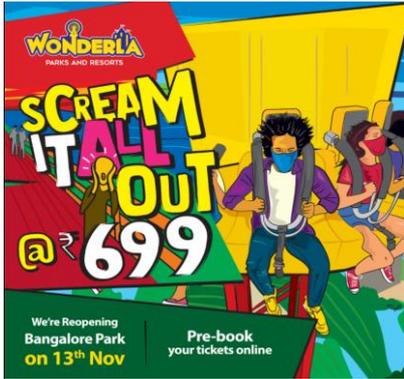
Parks graced by returning visitors



FINANCIALS - P&L STATEMENT

Particulars (Rs Mn)	Q3 FY 21	Q3 FY 20	YoY %	9M FY 21	9M FY 20	YoY %
Sale of Services	33.6	513.4	-93.5%	33.6	1,747.6	-98.1%
Sale of products	14.9	186.4	-92.0%	16.9	535.5	-
Other Operating Revenue	0.7	0.3	-	0.7	1.5	-
Revenue from Operations	49.2	700.1	-93.0%	51.2	2,284.5	-
Cost of materials consumed	4.7	39.6	-88.2%	5.5	107.8	-
Purchase of stock-in-trade	2.1	51.5	-95.9%	0.6	136.4	-
Changes in inventories stock	0.7	-6.0	-	3.1	-8.3	-
Employee benefits expense	62.1	103.9	-40.3%	163.2	309.6	-47.3%
Other expenses	80.7	261.6	-69.2%	190.1	748.7	-74.6%
Total Expense	150.2	450.6	-66.7%	362.4	1,294.2	-72.0%
EBITDA	-101.1	249.6	-	-311.2	990.3	-
EBITDA Margin %	-	35.6%	-	-	43.3%	-
Other Income	14.1	27.3	-48.5%	48.0	95.2	-49.5%
Depreciation	104.1	104.8	-0.6%	334.4	314.2	6.4%
Finance Cost	1.1	1.7	-38.5%	3.8	5.3	-28.1%
PBT	-192.2	170.3	-	-601.4	766.0	-
Exceptional Item	-	155.7	-	-	155.7	-
Tax Expense	-44.7	115.7	-138.6%	-150.8	289.5	-152.1%
PAT	-147.5	210.3	-	-450.6	632.2	-
PAT Margin %	-	30.0%	-	-	27.7%	-

Social Media Campaigns - Reopening



Proud to welcome 12,000 COVID warriors including family members, with free entry to a fun-filled day at Wonderla.

WONDERLA PAYS TRIBUTE TO COVID HEROES



[@wonderla_in](https://www.instagram.com/wonderla_in)

Click to follow



[@Wonder_La](https://twitter.com/Wonder_La)

Click to follow

Social Media Campaigns



Wonderla
PARKS AND RESORTS

NAME: KAMALA
PARK ENTRY: FREE

If your name is Kamala, get **FREE ENTRY** to the park on 24th Jan 2021. ID proof mandatory.



Wonderla
PARKS AND RESORTS

WELCOME TO THE BRAVEHEARTS.

FLAT 10% OFF* FOR FAMILIES OF DEFENCE FORCES THIS REPUBLIC DAY (MAX 4 MEMBERS).

OPEN FROM 21ST TO 31ST JANUARY.

*T&C APPLY

COMPANY OVERVIEW – BOARD OF DIRECTORS & MANAGEMENT TEAM



KOCHOUSEPH CHITILAPPILLY PROMOTER AND CHAIRMAN EMERITUS, WONDERLA	<ul style="list-style-type: none"> • 20 years in the industry • Founded V-Guard Industries Ltd., a publicly listed company since 2008 and is currently its Chairman Emeritus • Post Graduate Degree in Physics 	ARUN KOCHOUSEPH CHITILAPPILLY PROMOTER AND MANAGING DIRECTOR	<ul style="list-style-type: none"> • 15+ years in the industry • Holds a masters degree in industrial engineering • Actively involved in day-to-day operations and management of Wonderla since 2003 		
GEORGE JOSEPH NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> • 39+ years work experience • Ex-Chairman & MD- Syndicate Bank • Director at Credit Access Grameen 	GOPAL SRINIVASAN INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> • 26+ years work experience • Chairman of TVS Capital Funds & Independent Director in TVS & Sons Limited. 	PRIYA SARAH CHEERAN JOSEPH NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> • 15+ years in the Industry • Was involved in F&B Operations and HR department of Wonderla since 2005
R LAKSHMINARAYANAN NON-EXECUTIVE VICE CHAIRMAN	<ul style="list-style-type: none"> • 10+ years of work experience in Retail • Chairman in Jyothi Labs Limited 	M RAMACHANDRAN CHAIRMAN & INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> • 43+ years of work experience • Served as partner for 20 years with audit firm Deloitte Haskins & Sells LLP • Member of ICAI & ICSI 		
ANJALI NAIR INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> • 20+ years of executive experience in development and commercialization of hi-tech products that are software-driven, incorporating Design Thinking, Data Sciences, advanced algorithms and applied Artificial Intelligence. • Working as COO SP Life Care Pvt Ltd 				
SIVADAS M. PRESIDENT – OPERATIONS	<ul style="list-style-type: none"> • 28 years of experience • Bachelor’s Degree in Physics 	SATHEESH SESHADRI CHIEF FINANCIAL OFFICER (CFO)	<ul style="list-style-type: none"> • 25 years of experience • Worked in Finance & Accounts at Bangalore International Airport, Dubai Transport Corporation • Chartered Accountant & SAP ERP certified 		
MAHESH M.B. AVP – COMMERCIAL	<ul style="list-style-type: none"> • 22 years of experience • MBA in International Business 	AJIKRISHNAN A. G. VP – PROJECTS	<ul style="list-style-type: none"> • 19 years of experience • B.E, MBA 		



KEY CONCERNS ON SCALABILITY

**HIGHLY CAPITAL
INTENSIVE BUSINESS**

WONDERLA ADVANTAGE

- In-House Design Capability for the Amusement Park
- In-House Ride Manufacturing Facility in Kochi
- Manufactured / constructed 42 rides / attractions in-house
- Typical Capex for a New Park is ~Rs 2,500 mn – Rs 3,500 mn including Land cost

**AFFORDABILITY –
TICKET PRICES ARE HIGH**

- Typical Target Audience is the Middle class which can spend Rs 4,000-5,000 per trip for a Family
- All three Parks have Land as well as Water rides under the same Ticket
- Average ticket prices in the range of Rs 800 – Rs 1200

**LAND AVAILABILITY,
LOCATION &
CONNECTIVITY**

- All three Operational Parks have large Land Parcels and have good connectivity (Within 15-25 km from the city)
- Parks provide a thrilling & unforgettable experience to visitors from neighbouring states like Tamil Nadu and Andhra Pradesh while also being an attractive tourist spot for pan India population



OVER A DECADE OF OPERATIONAL EXPERIENCE AND BRAND EQUITY

- 20+ yrs of successful operations of the parks has built significant brand equity
- Mr. Kochouseph and Mr. Arun have over 20 yrs and 15+ yrs of experience respectively in amusement park industry
- Won several awards, including 'best tourism destination' and 'highest number and variety of innovative rides'

IN-HOUSE MANUFACTURING FACILITY AT WONDERLA KOCHI

- Benefits from certain cost efficiencies and improves maintenance efficiency of rides
- Enables customisation and modification of rides purchased
- Manufactured / constructed 42 rides / attractions in-house



PROXIMITY TO CITY WITH AMPLE LAND AVAILABLE FOR FUTURE DEVELOPMENT

- Owns 93.17 acres in Kochi, 81.75 acres in Bangalore and 49.50 acres in Hyderabad, within which further expansion of existing parks can be undertaken
- All the three parks - Kochi, Bangalore and Hyderabad - are situated in the proximity of the main city.

STRONG CUSTOMER INSIGHTS - CONSTANTLY INNOVATING NEW ATTRACTIONS

- In-depth understanding of customer preference and needs helps while conceptualising new rides
- Won the IAAPI excellence award for the highest number and variety of innovative rides four times

SCALABILITY – EXPANSION THROUGH SETTING NEW AMUSEMENT PARKS

- Currently in process of Construction of Project in Chennai as well as identifying potential opportunities for setting up new parks in other key geographies
- Board has recently approved setting up another park in Odisha

FOCUS ON IMPROVISING EXISTING PARKS TO IMPROVE FOOTFALLS

- Evaluate customer preferences to innovate attractions based on popular concepts
- Develop the undeveloped land at existing parks to increase operational capacity
- Efforts to cover tourists through portals developed for tour operators.

ENHANCED VISITOR EXPERIENCE THROUGH PARKS INTEGRATED WITH RESORTS

- Wonderla Resort enables visitors to stay longer at the park & increases spend per head
- Enhance visitor experience at other parks by integrating them with resorts
- Introduced stay & paly scheme at Kochi park in association with a leading hotel

EXPAND IN-HOUSE RIDE DESIGN AND MANUFACTURING CAPABILITIES

- Introduce new rides and attractions based on customer preferences and research done by visiting parks in other parts of the world
- Continue to invest in new manufacturing facilities at upcoming parks

EXPAND REVENUE STREAMS AND INNOVATING MARKETING INITIATIVES TO SUPPLEMENT INCOME FROM ENTRY FEES

- Bolster revenues from entry tickets by offering value-added services
- ‘Wonder Kitchen’ to setup F&B Outlets as an extension of the Wonderla brand
- Introduce character and theme based attractions and promote this through marketing initiatives , ad campaigns using media as well as tour operators



Wonderla parks in Bangalore, Kochi and Hyderabad were ranked at #2, #6 and #7 in India by Tripadvisor (2020)

Wonderla Bangalore ranked 8th Best and Wonderla Kochi ranked 15th Best in Asia.



Best of the Best



Best of the Best

Top 25 Amusement Parks – Asia

Movie rides, magic and memories for the family.

UNITED STATES WORLD REGIONS

8 Wonderla Amusement Park
Bengaluru, India



6 Wonderla Amusement Park
Kochi (Cochin), India



Best of the Best

Top 10 Amusement Parks & Water Parks India

Film rides, magic and memories for the family.

INDIA WORLD REGIONS

COI

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THANK YOU

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These statements are not guarantees of future performance, and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond Wonderla’s control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward looking statements. Such statements are not, and should not be construed, as a representation as to future performance or achievements of Wonderla.

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