



Q2 & H1 FY17 RESULT UPDATE – October 2016



- ☐ Q2 & H1 FY17 RESULT HIGHLIGHTS
- ☐ Q2 & H1 FY17 PORTFOLIO UPDATE
  - ☐ AMUSEMENT PARK, BANGALORE
  - ☐ RESORT, BANGALORE
  - ☐ AMUSEMENT PARK, KOCHI
  - ☐ AMUSEMENT PARK, HYDERABAD
- ☐ COMPANY OVERVIEW
- ☐ ANNEXURE

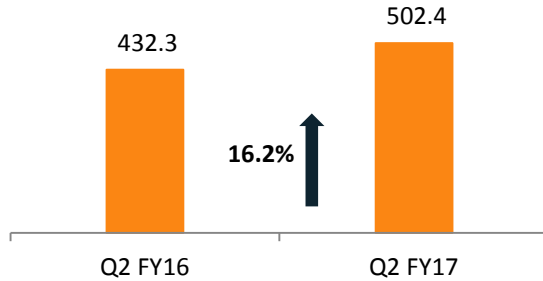


# Q2 & H1 FY17 RESULTS HIGHLIGHTS

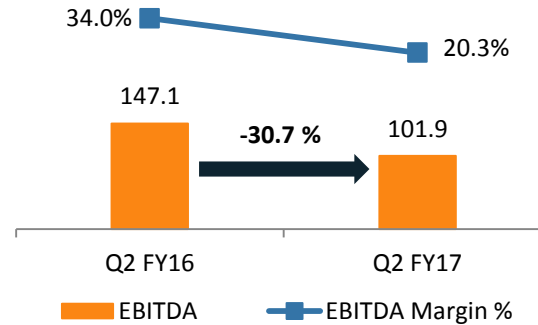


## Q2 FY17 YoY Analysis

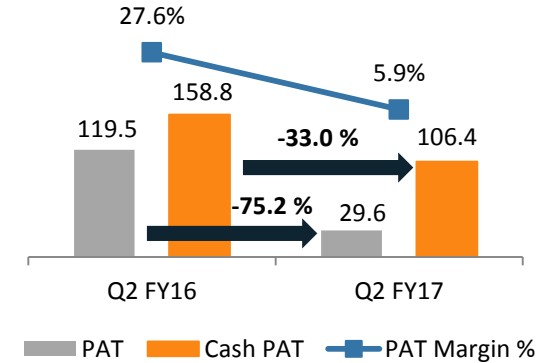
### REVENUES



### EBITDA & EBITDA MARGIN

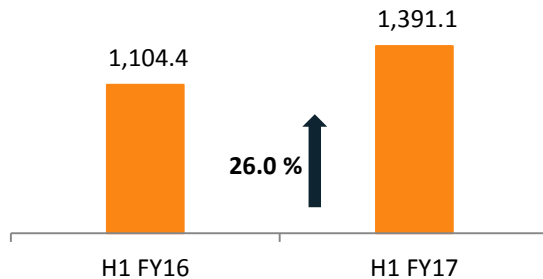


### CASH PAT, PAT & PAT MARGIN

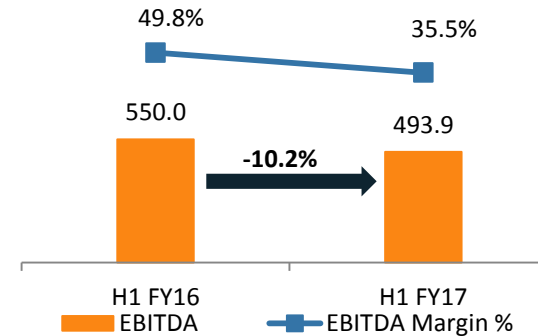


## H1 FY17 YoY Analysis

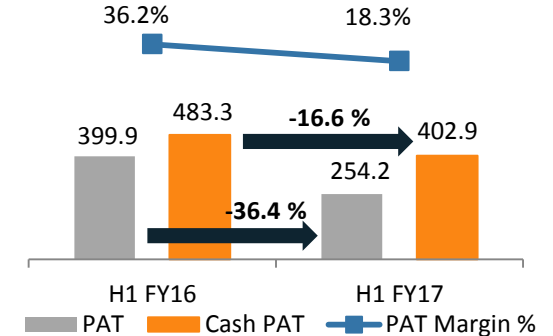
### REVENUES



### EBITDA & EBITDA MARGIN



### CASH PAT, PAT & PAT MARGIN



In Rs Mn



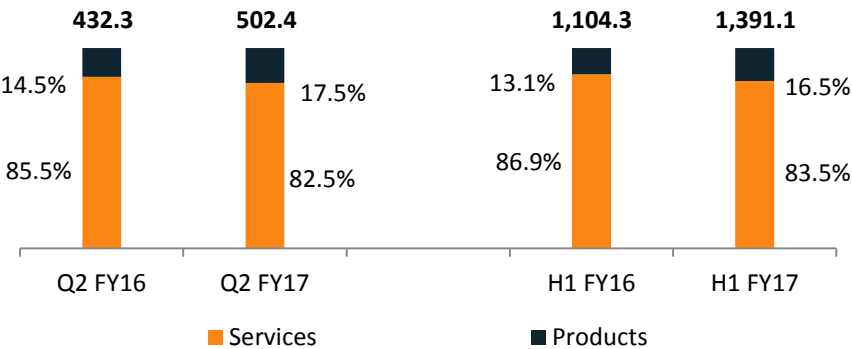
### FINANCIAL UPDATE

- Q2 FY17 Revenues from Operations grew by 16.2% YoY to Rs 502.4 mn driven by 9.6% growth in average revenue per visitor and 5.6% growth in footfalls.
  - Bangalore park witnessed 20.2% increase in average ticket revenue and 37.6% increase in average non-ticket revenue.
  - Kochi park witnessed 3.1% decrease in average ticket revenue and 10.2% increase in average non-ticket revenue.
  - Footfalls in Bangalore park declined by 27.5% and in Kochi park increased by 6.4%.
  - Performance at Bangalore park was largely impacted by the political instability caused by the Cauvery River dispute.
  - Hyderabad park average ticket revenue increased by 14.4% QoQ and average non-ticket revenue increased by 3.4% QoQ. Footfalls were lower than expected due to unusual floods for over two weeks in September.
- Q2 FY17 EBITDA decreased by 30.7% YoY to Rs 101.9 mn. EBITDA margin decreased from 34.0% in Q2 FY16 to 20.3% in Q2 FY17.
  - There was an overall increase in operating expenses primarily on account of addition of Hyderabad park.
  - Other expenses also included provisions of Rs 13.8 mn on account of service tax.
- Q2 FY17 PAT decreased by 75.2% YoY to Rs 29.6 mn. PAT margin decreased from 27.6% in Q2 FY16 to 5.9% in Q2 FY17.

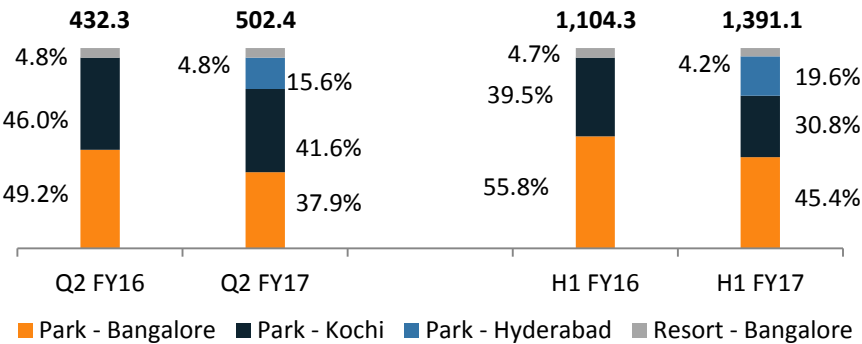
# Q2 & H1 FY17 REVENUE ANALYSIS



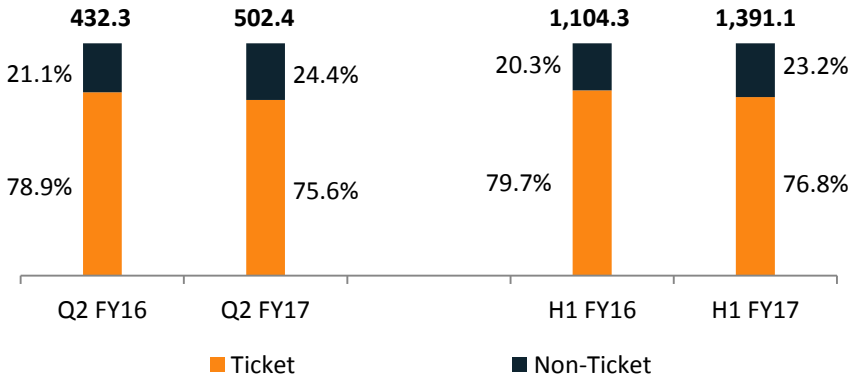
## SERVICES VS. PRODUCTS



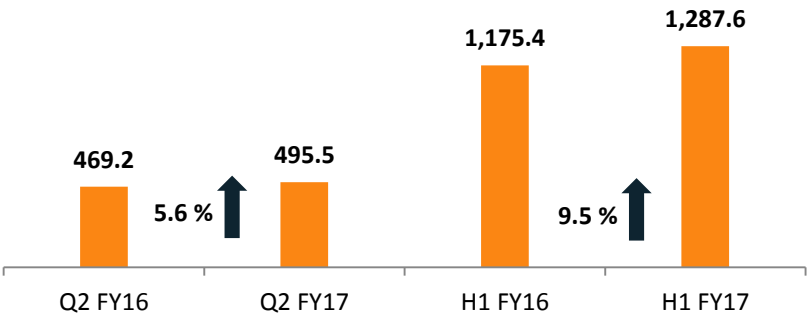
## PORTFOLIO BREAKUP



## TICKET VS. NON-TICKET



## TOTAL FOOTFALLS (In '000)

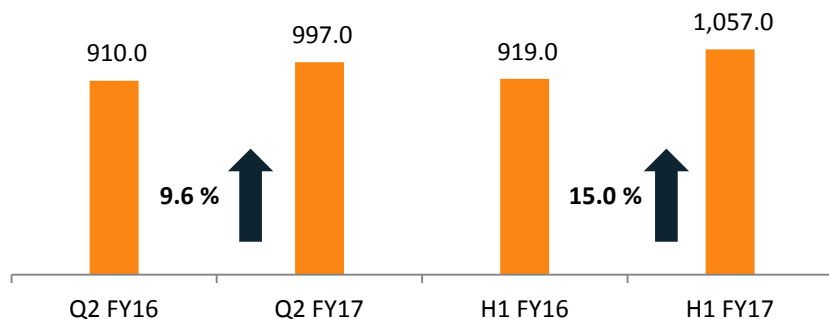


In Rs Mn

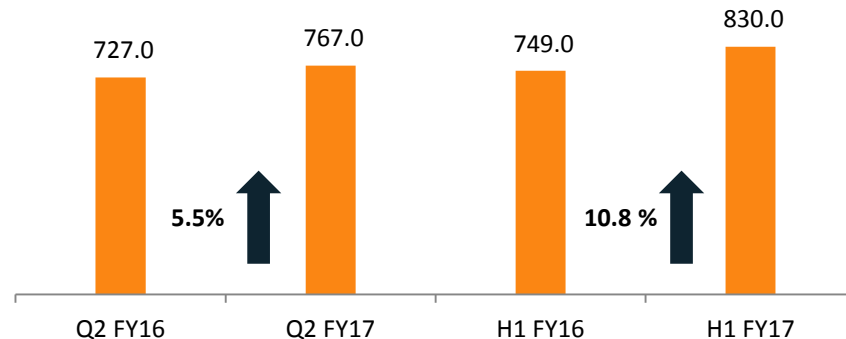
# Q2 & H1 FY17 REVENUE ANALYSIS



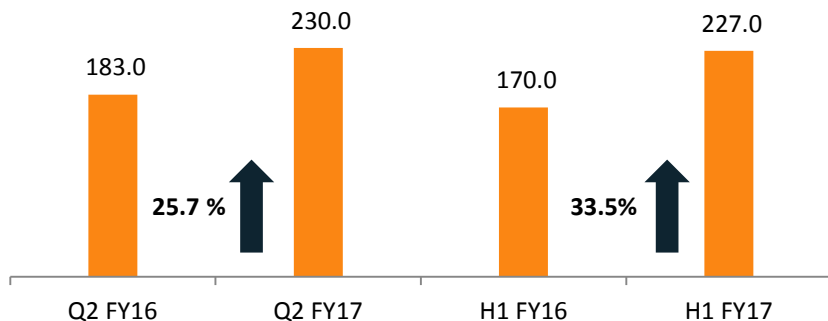
## AVG. REVENUE PER VISITOR (In Rs)\*



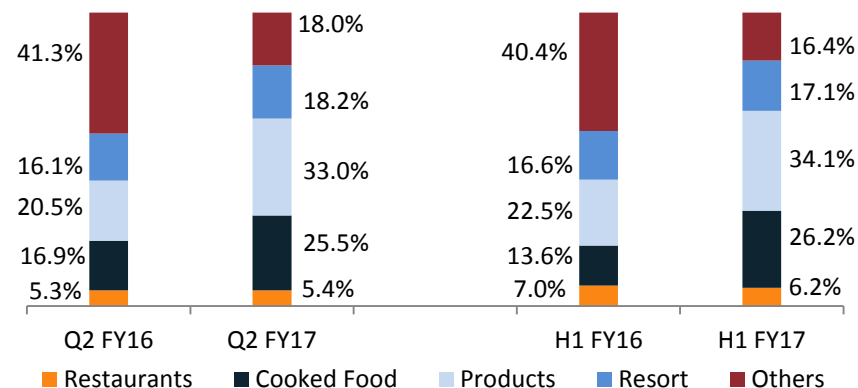
## AVG. TICKET REVENUE PER VISITOR (In Rs)



## AVG. NON-TICKET REVENUE PER VISITOR (In Rs)



## BREAK-UP OF NON-TICKET REVENUE



\* Includes sale of services, sales of products & other operating income.

# PORTFOLIO UPDATE – AMUSEMENT PARK, BANGALORE



- Launched in 2005 by the name 'Wonderla'
- Wonderla Bangalore is located off the Bangalore-Mysore highway, 28 km from Central Bangalore
- Situated on 81.75 acres of land with 59 land and water based attractions and other allied facilities
- 5 restaurants offering various cuisines, of which two are operated by the Company
- The park has won 11 awards since inception



|                               | Q2 FY17 | Q2 FY16 | YoY %  |
|-------------------------------|---------|---------|--------|
| Total Revenues (Rs Mn) *      | 191.7   | 214.2   | -10.5% |
| No of Visitors (In '000)      | 170.2   | 234.9   | -27.5% |
| Avg. Revenue Per Visitor (Rs) | 1,126.3 | 911.9   | 23.5%  |

|                               | H1 FY17 | H1 FY16 | YoY %  |
|-------------------------------|---------|---------|--------|
| Total Revenues (Rs Mn) *      | 635.2   | 621.1   | 2.3 %  |
| No of Visitors (In '000)      | 536.9   | 652.0   | -17.7% |
| Avg. Revenue Per Visitor (Rs) | 1,183.1 | 952.6   | 24.2%  |

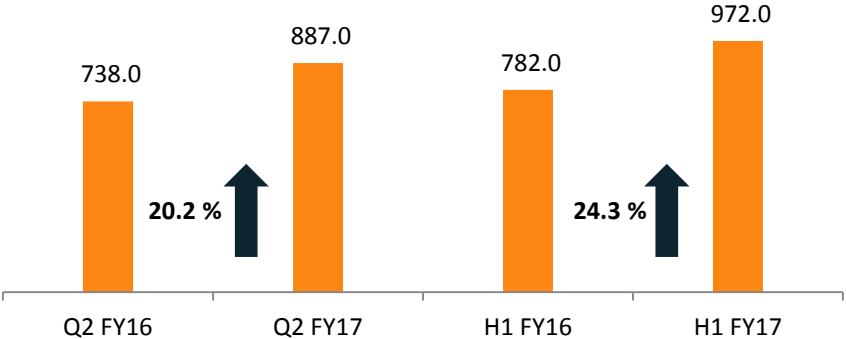
\* Includes sale of services, sales of products & other operating income.

| LOCATION                                            | BANGALORE |
|-----------------------------------------------------|-----------|
| Total Land Available (In Acres)                     | 81.75     |
| Developed Land (In Acres)                           | 39.20     |
| Land Availability for Future development (In Acres) | 42.55     |
| Total No of Rides                                   | 61        |
| No of Wet Rides                                     | 21        |
| No of Dry Rides                                     | 40        |

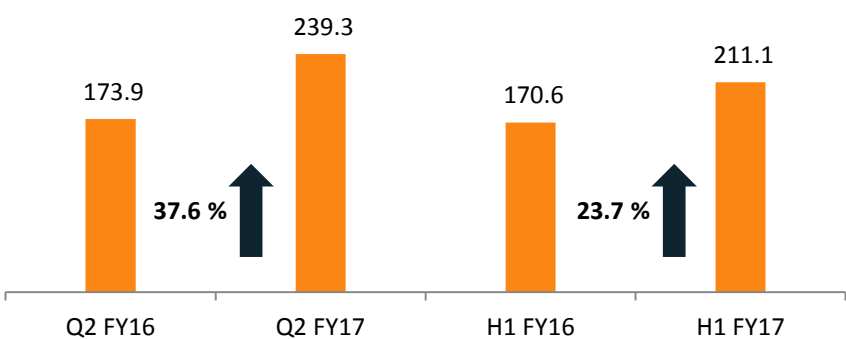
# BANGALORE PARK – REVENUE & FOOTFALL ANALYSIS



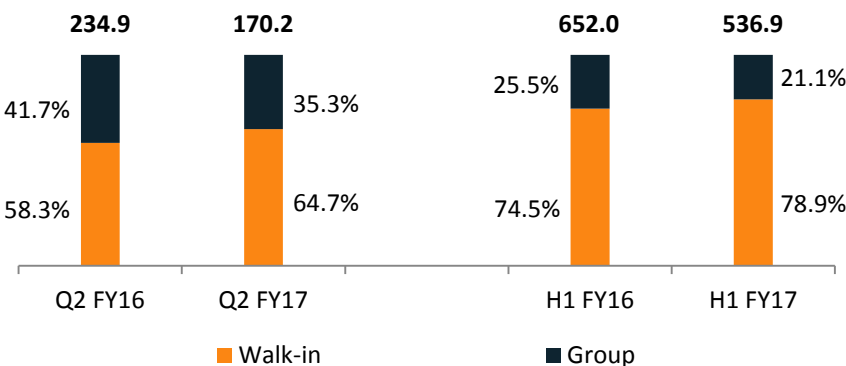
AVG. TICKET REVENUE PER VISITOR (In Rs)



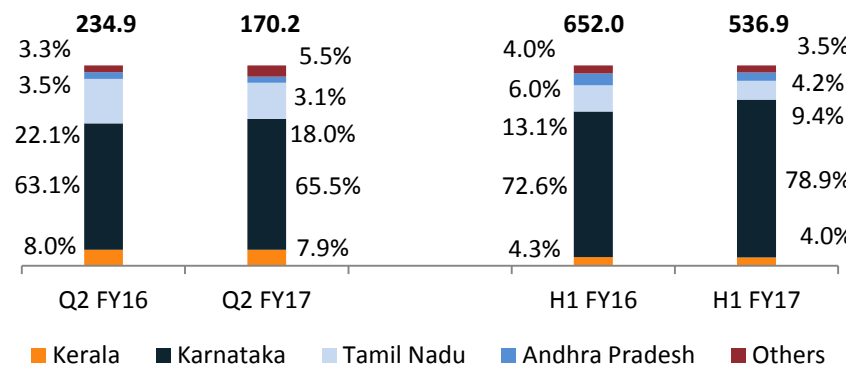
AVG. NON-TICKET REVENUE PER VISITOR (In Rs)



FOOTFALLS – WALK-IN Vs. GROUP / CHANNEL ('000)



FOOTFALLS – REGIONWISE BREAKUP ('000)





# BANGALORE PARK



## PORTFOLIO UPDATE – WONDERLA RESORT, BANGALORE



- Three Star leisure resort attached to the amusement park; launched in March 2012
- The resort has 84 luxury rooms
- The resort also has 4 banquet halls / conference rooms, totalling 8,900 sq. ft. with a capacity to hold 800 guests and a well equipped board room
- Suitable for hosting wedding receptions, parties and other corporate events and meetings
- Other amenities include a multi-cuisine restaurant, rest-o-bar, solar heated swimming pool, recreation area, kids' activity centre and a well equipped gym



|                                                   | Q2 FY17 | Q2 FY16 | YoY % |
|---------------------------------------------------|---------|---------|-------|
| Total Revenues (Rs Mn) *                          | 24.7    | 21.0    | 17.6% |
| Total No of Room Nights Available (No.) to Guests | 7,487   | 7,611   | -1.6% |
| Occupancy %                                       | 45%     | 33%     | -     |
| Avg. Room Rental for the period (Rs)              | 4,313   | 4,552   | -5.3% |

\* Includes other operating income.

|                                                   | H1 FY17 | H1 FY16 | YoY % |
|---------------------------------------------------|---------|---------|-------|
| Total Revenues (Rs Mn) *                          | 60.1    | 52.9    | 13.6% |
| Total No of Room Nights Available (No.) to Guests | 14,850  | 15,161  | -2.1% |
| Occupancy %                                       | 56%     | 40%     | -     |
| Avg. Room Rental for the period (Rs)              | 4,488   | 4,902   | -8.5% |

## PORTFOLIO UPDATE – AMUSEMENT PARK, KOCHI



- Launched in 2000 by the name 'Veegaland' and operating under the name 'Wonderla' since April 2008
- Situated on 93.17 acres of land, and currently occupying 28.75 acres for 62 land and water based attractions and other allied facilities
- 5 restaurants offering various cuisines, of which two are operated by the Company
- The park has won 16 awards since inception



|                               | Q2 FY17 | Q2 FY16 | YoY % |
|-------------------------------|---------|---------|-------|
| Total Revenues (Rs Mn) *      | 210.9   | 200.0   | 5.5%  |
| No of Visitors (In '000)      | 249.4   | 234.3   | 6.4%  |
| Avg. Revenue Per Visitor (Rs) | 845.6   | 853.6   | -0.9% |

|                               | H1 FY17 | H1 FY16 | YoY %  |
|-------------------------------|---------|---------|--------|
| Total Revenues (Rs Mn) *      | 430.9   | 438.2   | -1.7%  |
| No of Visitors (In '000)      | 467.9   | 523.4   | -10.6% |
| Avg. Revenue Per Visitor (Rs) | 920.9   | 837.2   | 10.0%  |

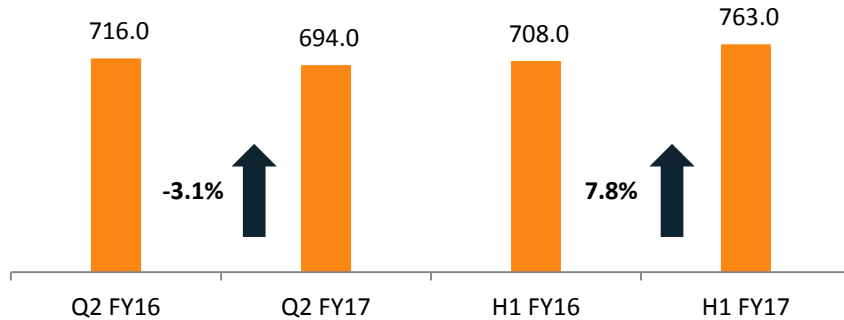
\* Includes sale of services, sales of products & other operating income.

| LOCATION                                           | KOCHI |
|----------------------------------------------------|-------|
| Total Land Available (In Acres)                    | 93.17 |
| Developed Land (In Acres)                          | 28.75 |
| Land Availability for Future development(In Acres) | 64.42 |
| Total No of Rides                                  | 62    |
| No of Wet Rides                                    | 23    |
| No of Dry Rides                                    | 39    |

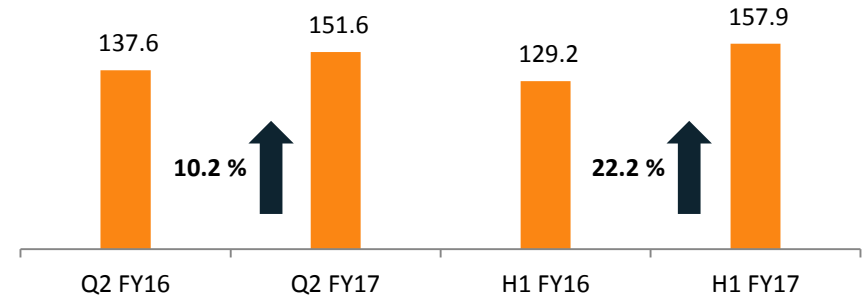
# KOCHI PARK – REVENUE & FOOTFALL ANALYSIS



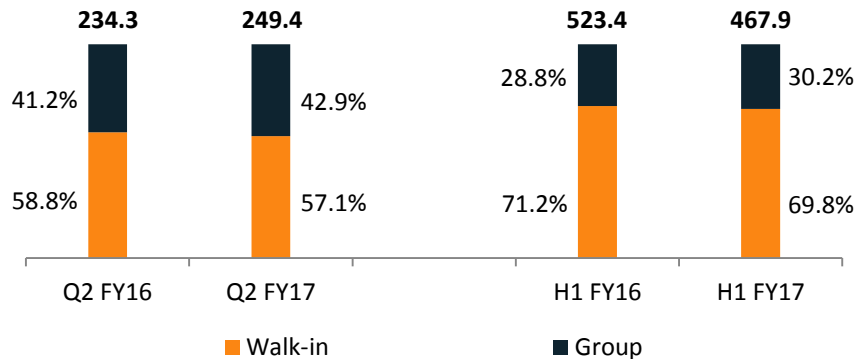
## AVG. TICKET REVENUE PER VISITOR (In Rs)



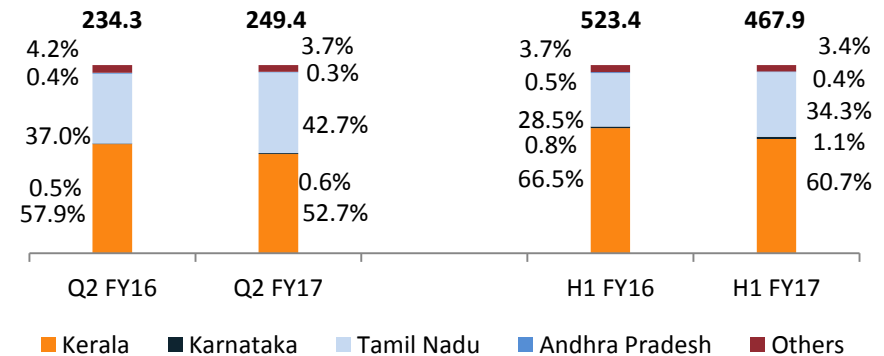
## AVG. NON-TICKET REVENUE PER VISITOR (In Rs)



## FOOTFALLS – WALK-IN Vs. GROUP / CHANNEL ('000)



## FOOTFALLS – REGIONWISE BREAKUP ('000)









- Launched in April 2016 by the name 'Wonderla'
- Situated on 49.5 acres of land, and currently occupying 27.0 acres for 43 land and water based attractions and other allied facilities
- 4 restaurants offering various cuisines, of which 3 are operated by the Company



|                               | Q2 FY17 | Q1 FY17 | QoQ %  |
|-------------------------------|---------|---------|--------|
| Total Revenues (Rs Mn) *      | 78.9    | 193.9   | -59.3% |
| No of Visitors (In '000)      | 75.9    | 206.9   | -63.3% |
| Avg. Revenue Per Visitor (Rs) | 1039.5  | 937.2   | 10.9%  |

|                               | H1 FY17 | H1 FY16 |
|-------------------------------|---------|---------|
| Total Revenues (Rs Mn) *      | 272.9   | -       |
| No of Visitors (In '000)      | 282.8   | -       |
| Avg. Revenue Per Visitor (Rs) | 965.0   | -       |

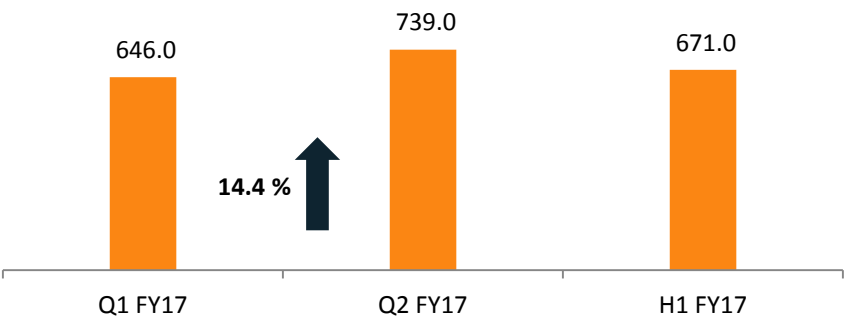
\* Includes sale of services, sales of products & other operating income.

| LOCATION                                           | HYDERABAD |
|----------------------------------------------------|-----------|
| Total Land Available (In Acres)                    | 49.5      |
| Developed Land (In Acres)                          | 27.0      |
| Land Availability for Future development(In Acres) | 22.5      |
| Total No of Rides                                  | 43        |
| No of Wet Rides                                    | 18        |
| No of Dry Rides                                    | 25        |

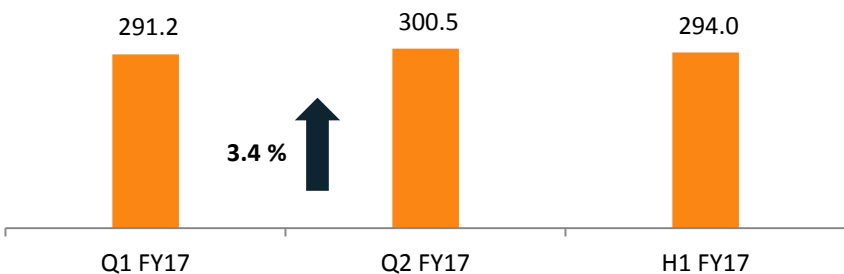
# HYDERABAD PARK – REVENUE & FOOTFALL ANALYSIS



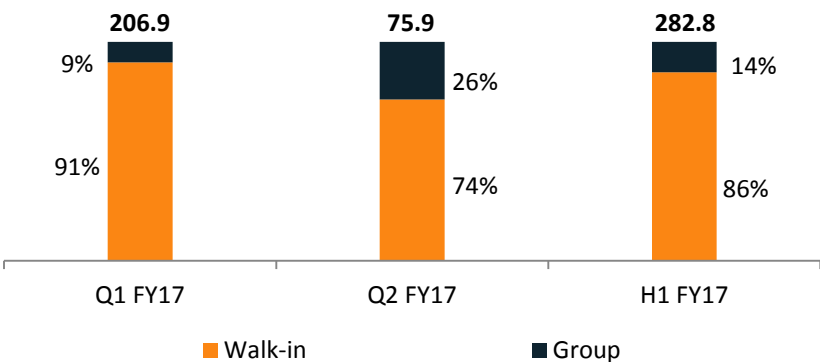
AVG. TICKET REVENUE PER VISITOR (In Rs)



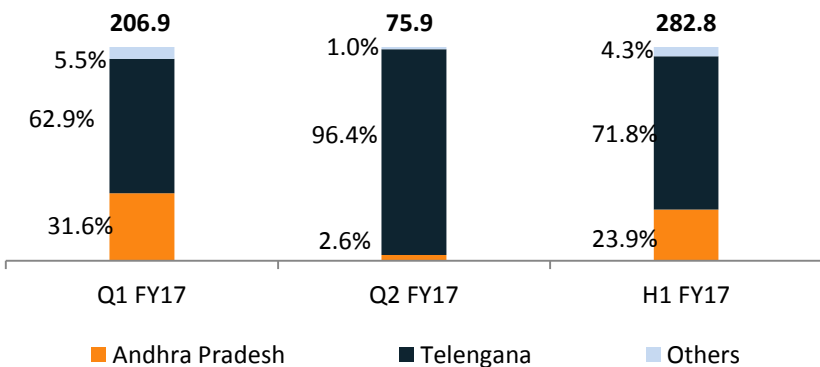
AVG. NON-TICKET REVENUE PER VISITOR (In Rs)



FOOTFALLS – WALK-IN Vs. GROUP / CHANNEL ('000)



FOOTFALLS – REGIONWISE BREAKUP ('000)





# HYDERABAD PARK





# FINANCIALS – P&L STATEMENT



| Particulars (Rs Mn)                      | Q2 FY17      | Q2 FY16      | QoQ %              | H1 FY17        | H1 FY16        | YoY %              | FY16           |
|------------------------------------------|--------------|--------------|--------------------|----------------|----------------|--------------------|----------------|
| Sale of Services                         | 414.7        | 369.8        | 12.1%              | 1,161.0        | 959.4          | 21.0%              | 1,764.4        |
| Sale of products                         | 87.8         | 62.5         | 40.4%              | 230.1          | 144.9          | 58.8%              | 289.2          |
| <b>Total Revenue from Operations</b>     | <b>502.4</b> | <b>432.3</b> | <b>16.2%</b>       | <b>1,391.1</b> | <b>1,104.3</b> | <b>26.0%</b>       | <b>2,053.6</b> |
| Direct Operating Expenses                | 145.3        | 88.1         | 64.9%              | 298.5          | 169.9          | 75.7%              | 361.0          |
| Purchase of Stock-in-Trade               | 42.5         | 30.7         | 38.3%              | 123.7          | 74.3           | 66.4%              | 143.8          |
| Changes in Inventories of Stock-in-trade | -4.3         | 0.0          |                    | -13.6          | -3.4           |                    | -8.5           |
| Employee Expenses                        | 94.7         | 75.7         | 25.1%              | 193.5          | 147.3          | 31.3%              | 310.1          |
| Advertisement and marketing expense      | 65.9         | 35.1         | 88.1%              | 148.6          | 82.6           | 79.9%              | 168.8          |
| Other Expenses                           | 56.4         | 55.6         | 1.6%               | 146.6          | 83.6           | 75.4%              | 236.3          |
| <b>EBITDA</b>                            | <b>101.9</b> | <b>147.1</b> | <b>-30.7%</b>      | <b>493.9</b>   | <b>550.0</b>   | <b>-10.2%</b>      | <b>842.1</b>   |
| <b>EBITDA Margin %</b>                   | <b>20.3%</b> | <b>34.0%</b> | <b>-1374.9 bps</b> | <b>35.5%</b>   | <b>49.8%</b>   | <b>-1430.3 bps</b> | <b>41.0%</b>   |
| Depreciation                             | 76.9         | 39.3         | 95.4%              | 148.7          | 83.3           | 78.4%              | 139.3          |
| Other Income                             | 16.2         | 55.9         | -70.9%             | 36.2           | 130.3          | -72.2%             | 180.8          |
| Finance Cost                             | 2.4          | 3.6          | -33.3%             | 4.5            | 7.4            | -39.6%             | 13.3           |
| <b>PBT</b>                               | <b>38.9</b>  | <b>160.0</b> | <b>-75.7%</b>      | <b>376.9</b>   | <b>589.5</b>   | <b>-36.1%</b>      | <b>870.3</b>   |
| Tax Expense                              | 9.3          | 40.5         | -77.1%             | 122.7          | 189.6          | -35.3%             | 272.1          |
| <b>PAT</b>                               | <b>29.6</b>  | <b>119.5</b> | <b>-75.2%</b>      | <b>254.2</b>   | <b>399.9</b>   | <b>-36.4%</b>      | <b>598.2</b>   |
| <b>PAT Margin %</b>                      | <b>5.9%</b>  | <b>27.6%</b> | <b>-2175.5 bps</b> | <b>18.3%</b>   | <b>36.2%</b>   | <b>-1794.2 bps</b> | <b>29.1%</b>   |
| <b>Earnings Per Share (EPS)</b>          | <b>0.52</b>  | <b>2.11</b>  | <b>-75.4%</b>      | <b>4.50</b>    | <b>7.08</b>    | <b>-36.4%</b>      | <b>10.59</b>   |

Note –

Income from services includes income from sale of entry tickets, share of revenue from restaurant sales and income from resort.

Income from sale of products includes income from sale of traded goods, packaged food and other merchandise sold within amusement parks

# FINANCIALS – BALANCE SHEET



| Particulars (Rs Mn)                     | H1 FY17        | FY16           |
|-----------------------------------------|----------------|----------------|
| <b>Share Holders' Funds:</b>            |                |                |
| Equity share capital                    | 565.0          | 565.0          |
| Reserves and Surplus                    | 3,719.2        | 3,465.0        |
| <b>Total of Shareholder funds</b>       | <b>4,284.2</b> | <b>4,030.0</b> |
| Minority interest                       | -              | -              |
| <b>Non-current liabilities:</b>         |                |                |
| Long term Borrowings                    | 80.4           | 51.6           |
| Deferred tax liabilities (Net)          | 0.0            | 0.0            |
| Long Term Provisions                    | 30.9           | 25.4           |
| <b>Total of Non-current liabilities</b> | <b>111.3</b>   | <b>77.0</b>    |
| <b>Current liabilities:</b>             |                |                |
| Short-term borrowings                   | 0.01           | 0.0            |
| Trade payables                          | 122.7          | 97.5           |
| Other current liabilities               | 138.8          | 146.5          |
| Short-term provisions                   | 152.0          | 172.8          |
| <b>Total of Current liabilities</b>     | <b>413.5</b>   | <b>416.8</b>   |
| <b>Total Equity &amp; Liabilities</b>   | <b>4,809.0</b> | <b>4,523.8</b> |

| Particulars (Rs Mn)             | H1 FY17        | FY16           |
|---------------------------------|----------------|----------------|
| <b>Non-current assets:</b>      |                |                |
| <b>Fixed assets</b>             |                |                |
| Tangible assets                 | 3,181.9        | 1,522.3        |
| Intangible assets               | 7.4            | 5.5            |
| Capital Work-in-Progress        | 466.3          | 1,588.7        |
| <b>Total Fixed Assets</b>       | <b>3,655.6</b> | <b>3,116.5</b> |
| Deferred Tax Assets (net)       | 37.9           | 51.5           |
| Long-term loans and advances    | 103.3          | 104.7          |
| Other non-current assets        | 1.9            | 1.9            |
| <b>Total non-current assets</b> | <b>143.1</b>   | <b>158.1</b>   |
| <b>Current assets:</b>          |                |                |
| Current Investments             | 783.8          | 844.0          |
| Inventories                     | 94.3           | 65.9           |
| Trade receivables               | 6.4            | 7.8            |
| Cash and bank balances          | 35.4           | 280.4          |
| Short-term loans and advances   | 77.9           | 37.8           |
| Other Current Assets            | 12.5           | 13.3           |
| <b>Total Current Assets</b>     | <b>1,010.3</b> | <b>1,249.2</b> |
| <b>Total Assets</b>             | <b>4,809.0</b> | <b>4,523.8</b> |



## OUR PEDIGREE

- One of the largest amusement park operators in India with over 16 years of successful operations. Management has operational experience in the amusement park industry for over a decade
- The promoters launched the first amusement park in 2000 in Kochi under the name Veegaland and later successfully launched the second park in Bangalore in 2005 and third park in Hyderabad in 2016 under the name “Wonderla”
- Promoted by Mr. Kochouseph Chittilappilly and Mr. Arun Chittilappilly – Mr. Kochouseph Chittilappilly also incorporated V-Guard Industries Ltd., a publicly listed company since 2008

## BUSINESS OVERVIEW

- Own and operate three amusement parks under the brand name Wonderla situated at Kochi, Bangalore and Hyderabad and a resort at Bangalore
- The Company recently opened its third amusement park in Hyderabad in April 2016 spread over 49.5 acres of land (27 acres developed)
- In-house manufacturing facility located at Kochi which manufactures / constructs rides and attractions for both the parks
- The Company and its first two parks have won 30 awards / certifications since inception, including National Awards for Excellence from Indian Association of Amusement Parks & Industries in the areas of total number and variety of rides, most innovative ride, etc

## STRONG FINANCIALS

- Consolidated Revenues, EBITDA and PAT were Rs 2,053.6 mn, Rs 842.0 mn and Rs 598.2 mn in FY16 having grown at CAGR of 15.7%, 10.3% and 19.0% over FY12 to FY16.
- Both the Parks Operational in Kochi and Bangalore are generating positive cash flows from operations.
- Robust balance sheet with Total Debt to Equity at 0.01x as of FY16.
- Healthy Return Ratios: FY16 ROCE – 18.1%, FY16 ROE – 15.8%

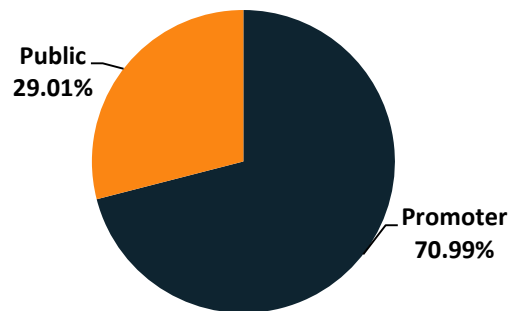


## Share Price Performance



Source: BSE

## % Shareholding – September-16



Source: BSE

## Market Data

As on 28.10.16 (BSE)

|                                |               |
|--------------------------------|---------------|
| Market capitalization (Rs Mn)  | 22,956.2      |
| Price (Rs.)                    | 406.3         |
| No. of shares outstanding (Mn) | 56.5          |
| Face Value (Rs.)               | 10.0          |
| 52 week High-Low (Rs.)         | 430.4 – 310.5 |

## Key Institutional Investors at September-16

% Holding

|                                            |       |
|--------------------------------------------|-------|
| Svenska Handelsbanken                      | 2.00% |
| UTI Mutual Fund                            | 2.16% |
| DNB Fund                                   | 1.94% |
| Valuequest India Moat Fund                 | 1.64% |
| Acacia Partners                            | 1.35% |
| Steinberg India Emerging Opp. Fund Limited | 1.12% |
| Catamaran Management Services Pvt. Limited | 1.00% |

Source: Company

# COMPANY OVERVIEW – BOARD OF DIRECTORS & MANAGEMENT TEAM



## KOCHOUSEPH CHITILAPPILLY PROMOTER AND NON EXECUTIVE DIRECTOR

- 16 yrs in the industry
- Founded V-Guard Industries Ltd., a publicly listed company since 2008 and is currently its Chairman
- Post Graduate Degree in Physics

## ARUN KOCHOUSEPH CHITILAPPILLY PROMOTER AND MANAGING DIRECTOR

- 12+ yrs 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 CHAIRMAN & NON- EXECUTIVE INDEPENDENT DIRECTOR

- 38+ yrs of total work experience
- Director in Muthoot Finance Ltd.

## RAMACHANDRAN PANJAN MOOTHEDATH INDEPENDENT DIRECTOR

- 32+ yrs of total work experience
- Promoter, Chairman and Managing Director of Jyothy Laboratories Ltd

## PRIYA SARAH CHEERAN JOSEPH EXECUTIVE DIRECTOR

- 12+ yrs in the Industry
- Involved in F&B Operations and HR department of Wonderla since 2005

## D.S. SACHDEVA (DIPY) CHIEF EXECUTIVE OFFICER (CEO)

- 26+ years of work experience
- Prior experience in well established companies at M/s 3M India Ltd, Hindustan Unilever Ltd
- Holds a degree in engineering from BIT, Ranchi and is also an alumnus of IIM-Bangalore

## NANDAKUMAR T. CFO

- 18 yrs of experience
- Chartered Accountant

## SIVADAS M. SENIOR GM - OPERATIONS

- 27 yrs of experience
- Bachelor's Degree in Physics

## AJIKRISHNAN A. G. DEPUTY GM - TECHNICAL

- 18 yrs of experience
- B.E, MBA

## RAMANAKUMAR V.B. AGM - MARKETING

- 21 yrs of experience
- Degree in Marketing Management

## MAHESH M.B. AGM – COMMERCIAL

- 21 yrs of experience
- MBA in International Business

## ANIL SHINDE CHIEF PEOPLE OFFICER

- 24 yrs of experience
- BE, MBA(IIM Ahmedabad)
- Worked for L&T, Reliance Digital and Suzlon Energy





## KEY CONCERNS ON SCALABILITY

**HIGHLY CAPITAL  
INTENSIVE BUSINESS**

- 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 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 are in the Range of Rs 600-900 per person

**LAND AVAILABILITY,  
LOCATION &  
CONNECTIVITY**

- All three Operational Parks have large Land Parcels and have good connectivity (Within 15-25 km from the city)
- Parks witness audiences from neighbouring states like Tamil Nadu and Kerala



## OVER A DECADE OF OPERATIONAL EXPERIENCE AND BRAND EQUITY

- 16 yrs of successful operations of the parks has built significant brand equity
- Mr. Kochouseph and Mr. Arun have over 16 yrs and 12+ 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 49.5 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

# OUR FUTURE GROWTH STRATEGY



## SCALABILITY – EXPANSION THROUGH SETTING NEW AMUSEMENT PARKS

- Already acquired 49.57 acres of land near Hyderabad and in the process of acquiring land in Chennai

## 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

## ENHANCED VISITOR EXPERIENCE THROUGH PARKS INTEGRATED WITH RESORTS

- Wonderla Resort enables visitors to stay longer at the park and increases spend per head
- Enhance visitor experience at other parks by integrating them with resorts

## 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
- Introduce character and theme based attractions and promote this through marketing initiatives , ad campaigns using media as well as tour operators



***Wonderla parks were ranked at #1 and #2 in India by Tripadvisor for 2015.***

***Wonderla parks were ranked at #7 and #9 in Asia by TripAdvisor for 2015, highest for any Indian theme parks.***

***Other Indian parks rated were: Adlabs Imagica, Mumbai (#18); Ramoji Film City, Hyderabad (#21); Essel World, Mumbai (#23).***



## Top 10 Amusement Parks & Water Parks — India

INDIA WORLD REGIONS

[EXPAND LIST](#)

1

### Wonderla Amusement Park

Bengaluru (Bangalore), India



*“Play, play, play. This amazingly large and superbly maintained park has every kind of water or land ride you could want!”*

Find a place to stay

- 587 Hotels
- 446 B&B and Inns
- 70 Holiday Rentals

2 of 1



## Top 25 Amusement Parks — Asia

INDIA WORLD REGIONS

[EXPAND LIST](#)

7

### Wonderla Amusement Park

Bengaluru (Bangalore), India



*“Play, play, play. This amazingly large and superbly maintained park has every kind of water or land ride you could want!”*

Find a place to stay

- 587 Hotels
- 446 B&B and Inns
- 70 Holiday Rentals

8



*This presentation and the following discussion may contain “forward looking statements” by Wonderla Holidays Limited (“Wonderla” or the Company) that are not historical in nature. These forward looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives, are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of Wonderla about the business, industry and markets in which Wonderla operates.*

*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.*

*In particular, such statements should not be regarded as a projection of future performance of Wonderla. It should be noted that the actual performance or achievements of Wonderla may vary significantly from such statements.*



# THANK YOU



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