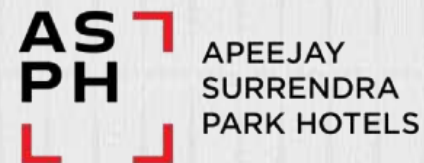




Apeejay Surrendra Park Hotels Limited

Q4 & FY24 Investor Presentation

May 29, 2024



Disclaimer

Certain statements discussed in this presentation may contain forward looking statements concerning the Company's future business prospects and business profitability. Such forward-looking statements are not guarantees of future performance and are subject to a number of risks and uncertainties that are difficult to predict. These risks and uncertainties include, but are not limited to price fluctuations, actual demand, exchange rate fluctuations, competition, environmental risks, change in legal, financial and regulatory frameworks, political risks and other factors beyond the Company's control. Actual results might differ substantially from those expressed or implied. Apeejay Surrendra Park Hotels Limited will not be in any way responsible for any action taken based on such statements and discussions; and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

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Our Business

Q4 & FY24 Results Overview



Q4 FY24 – Key Highlights

Operational & Financial Highlights - Q4 FY24 vs. Q4 FY23

Rs. 156 cr.

Total Income

↑ 8.7%

Rs. 61 cr.

F&B revenue

↑ 5.9%

Rs. 6,847

RevPAR

↑ 6.7%

92

India's Highest Occupancy

(%)

Rs. 7,463

Average Room Rate

↑ 8.4%

Rs. 54 cr.

EBITDA

↑ 22.5%

Market Leadership in
RevPAR in Upper Upscale
Segment

34.5

EBITDA margin

(%)

Rs. 18 cr.

PAT

↑ 72.4%

Best-Ever Q4

FY24 – Key Highlights

Operational & Financial Highlights – FY24 vs. FY23

Rs. 592 cr.

Total Income

↑ 12.8%

Rs. 251 cr.

F&B revenue

↑ 10.0%

Rs. 6,170

RevPAR

↑ 10.7%

92

India's Highest Occupancy

(%)

Rs. 6,699

Average Room Rate

↑ 10.4%

Rs. 205 cr.

EBITDA

↑ 15.9%

Term Debt of Rs. 550 cr. Paid
Net Cash Positive

34.7

EBITDA margin

(%)

Rs. 69 cr.

PAT

↑ 43.1%

Commenting on the Q4 & FY24 performance Mr. Vijay Dewan, Managing Director said:



Mr. Vijay Dewan

Managing Director

"Our robust performance is a result of our sustained growth and strategic achievements in the last fiscal year. In FY24, we added 374 keys through the opening of 8 new hotels, in-line with our commitment to growth. Bolstered by an impressive 11% growth in RevPAR and an industry-leading 92% Occupancy rate, our Revenue, EBITDA, and PAT have demonstrated healthy performance. In FY24, EBITDA increased 16%, PAT increased by 43% and EPS has increased by 39% at Rs. 3.82 per share .

The year 2023-2024 has been exceptional for us. We got listed on the stock exchange in February 2024 with an oversubscription of over 60 times. Post-listing, we have retired our total term debt, and today we are net cash positive. During the year, we plan to start development in Pune (200 keys), E M Bypass Kolkata (250 keys and 100 apartments), and Vizag (100 keys). The Kolkata project alone is expected to generate around Rs. 100 crore of cash annually for the next three years, starting FY 2025-26. Additionally, we plan to add 6 hotels with 228 keys in the upcoming period, with 2 palace hotels opening in Q2 FY25, significantly contributing to our growth story.

Our F&B segment continued to showcase solid performance, contributing 42% of total revenues in FY24. This vertical has been a key differentiator for ASPHL, driving growth through its innovative offerings and exceptional service quality. 'Flurys' under the F&B brand expanded its footprint with the introduction of 10 new outlets, strengthening ASPHL's presence in key markets. We plan to grow Flurys from the existing 82 outlets to 120 outlets in FY 2024-25, highlighting the importance of our F&B segment as a critical component of our overall growth strategy.

As we move forward, ASPHL is strategically positioned to leverage its strengths, which include a six-decade-long legacy, exceptional brands, innovative hospitality services, and diverse F&B offerings. We are also committed to ensuring superior governance and being a green company. We are confident that these assets, combined with positive macro trends in the Indian hospitality sector, will enable the company to achieve sustainable growth for all its stakeholders."

FY24 - Key Developments

Successful listing on NSE and BSE – achieved overwhelming subscription of ~60x

- The IPO attracted strong interest across all investor categories
- ASPHL raised Rs. 920 crore through the IPO, with a fresh issue of shares worth Rs. 600 crore and an offer for sale worth Rs. 320 crore
- Utilizing the IPO proceeds, the company repaid Rs. 550 crore in long-term debt, elevating ASPHL to a net cash positive



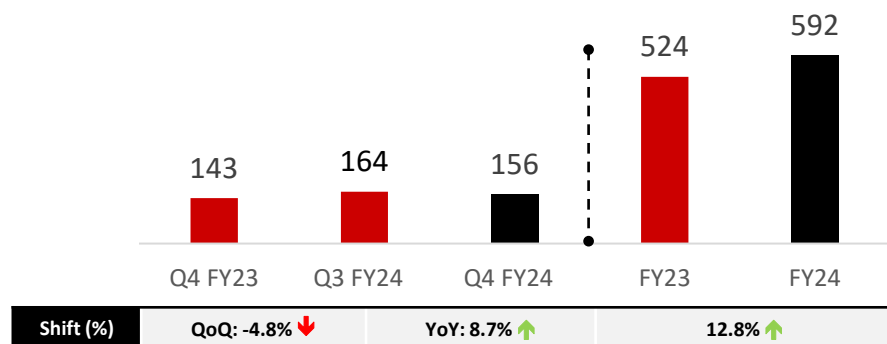
Inaugurated 8 new hotels during FY24, expanding ASPHL's total footprint to 33 hotels

- Operationalized 374 rooms operationalized during FY24, increasing our total rooms to 2,395
- The new hotels span across key strategic locations, enhancing the Company's presence in high-growth markets
- The eight new hotels added to the diverse portfolio include:
 1. Zone by THE Park Gopalpur
 2. Zone by THE Park Dimapur
 3. Zone by THE Park Digha
 4. Zone Connect Mussoorie
 5. Zone Connect Indore
 6. Zone Connect Udaipur
 7. Zone Connect Landsdowne
 8. Zone Connect Manali
- Additionally, 2 new motels were inaugurated during FY24:
 1. Stop by Zone Nandakumar
 2. Stop by Zone Simbulbari

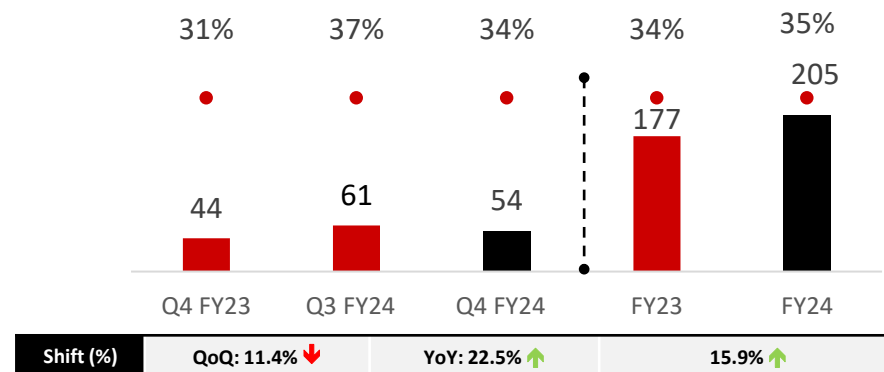
Key Financial Highlights – Q4 & FY24 Financials

In Rs. Cr.

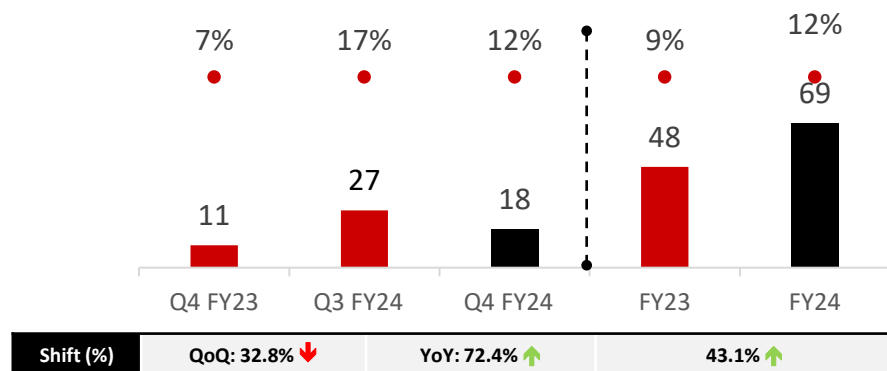
Total Income



EBITDA • Margins



PAT • Margins

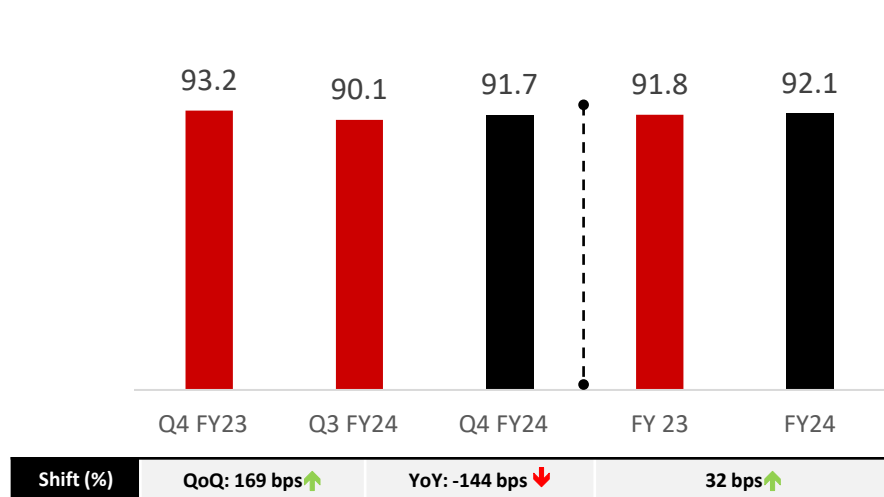


- Strong occupancy levels at owned hotels contributed to robust RevPAR, strengthening overall performance during the period under review
- The addition of new hotels opened in the last 3 years has played a significant role in enhancing our overall performance

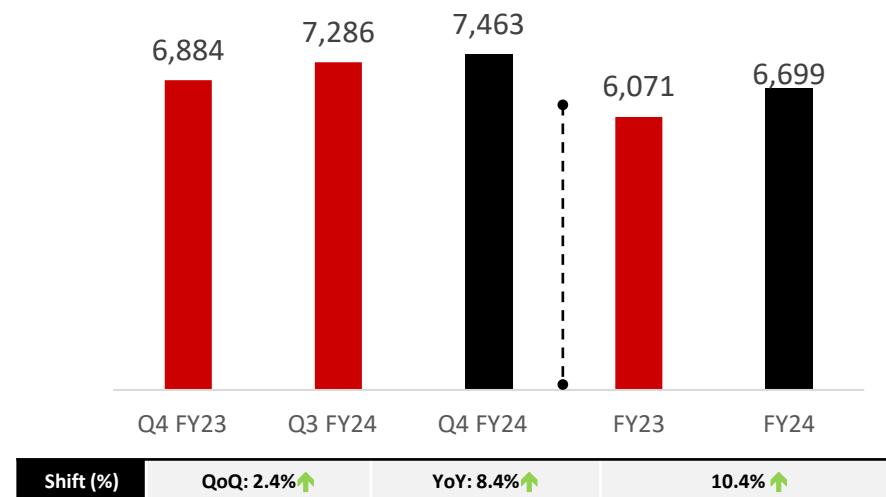
Note 1: EBITDA calculation includes Other Income

Strong Operational Performance – Q4 & FY24

Occupancy (%)



Average Room Rate (Rs.)

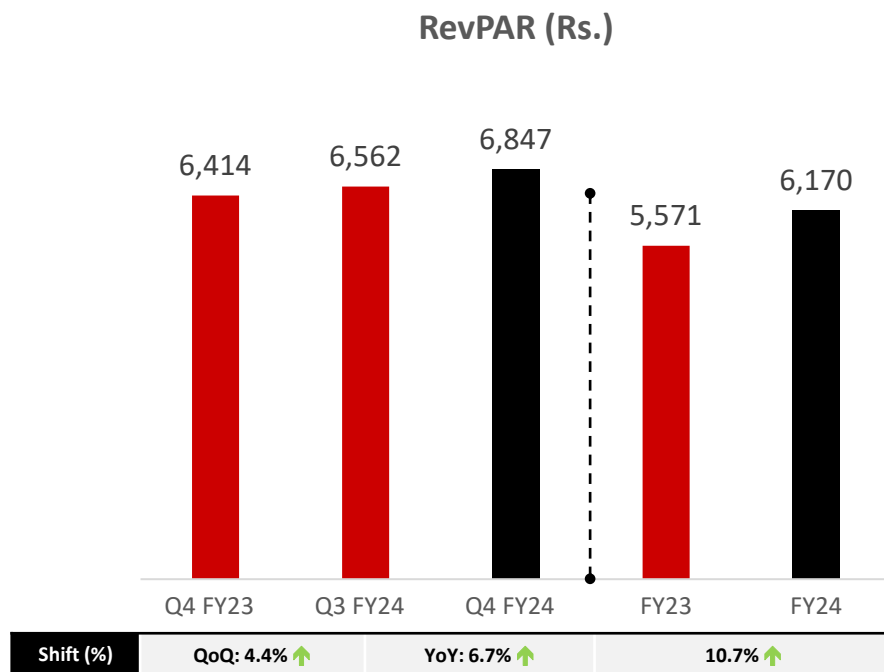


- Various strategic initiatives have consistently enabled the Company to maintain and improve its Occupancy levels
 - Emphasis on creating entertainment destinations within the business in urban centers, has proven instrumental in sustaining high occupancy rates during weekdays and throughout weekends
- Effective revenue management strategies largely contributed to the overall growth in ARR for the period

Note : Average Occupancy is calculated as the total rooms occupied (less number of rooms for complimentary and in-house usage) in a relevant year divided by the total available rooms (less number of rooms which were out of order) in the same relevant year.

Average Room Revenue is calculated as total revenue from sale of rooms received for a relevant period divided by the total room occupied.

RevPARs maintain upward momentum



- RevPAR during Q4FY24 registered a 6.7% Y-o-Y growth at Rs. 6,847
- High Occupancy levels at the Company's owned hotels have largely enabled strong RevPAR performance

Note 1: RevPAR is calculated as Average Room Revenue for a relevant period multiplied by Average Occupancy Rate for that period.

Strong Operational Track Record : High Occupancy Rate and RevPAR...

Our High Occupancy rates are a testament to our expertise and credentials in the hospitality sector

THE PARK Kolkata	Q4 FY24	Q4 FY23	Y-o-Y Change (%)	FY24	FY23	Y-o-Y Change (%)
Occupancy	100%	100%	0.1%	100%	99%	0.4%
ARR (In INR)	7,958	7,501	6.1%	7,168	6,509	10.1%
RevPAR (In INR)	7,943	7,478	6.2%	7,153	6,472	10.5%

THE PARK Bangalore	Q4 FY24	Q4 FY23	Y-o-Y Change (%)	FY24	FY23	Y-o-Y Change (%)
Occupancy	93%	92%	0.3%	91%	90%	1.6%
ARR (In INR)	6,779	7,174	-5.5%	6,715	6,941	-3.2%
RevPAR (In INR)	6,272	6,617	-5.2%	6,124	6,218	-1.5%

THE PARK Navi Mumbai	Q4 FY24	Q4 FY23	Y-o-Y Change (%)	FY24	FY23	Y-o-Y Change (%)
Occupancy	97%	98%	-1.3%	97%	98%	-1.3%
ARR (In INR)	5,591	5,602	-0.2%	5,615	5,172	8.6%
RevPAR (In INR)	5,396	5,477	-1.5%	5,435	5,072	7.2%

THE PARK Hyderabad	Q4 FY24	Q4 FY23	Y-o-Y Change (%)	FY24	FY23	Y-o-Y Change (%)
Occupancy	82%	86%	-4.8%	86%	83%	2.8%
ARR (In INR)	6,793	6,382	6.4%	6,296	5,665	11.1%
RevPAR (In INR)	5,582	5,507	1.4%	5,420	4,716	14.9%

THE PARK Chennai	Q4 FY24	Q4 FY23	Y-o-Y Change (%)	FY24	FY23	Y-o-Y Change (%)
Occupancy	95%	93%	2.0%	92%	92%	-0.4%
ARR (In INR)	7,219	6,550	10.2%	6,620	5,932	11.6%
RevPAR (In INR)	6,868	6,097	12.6%	6,083	5,472	11.2%

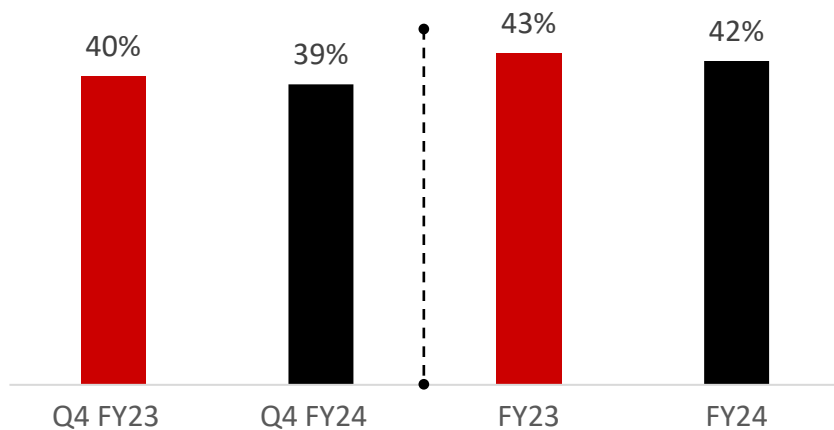
THE PARK Vizag ⁽¹⁾	Q4 FY24	Q4 FY23	Y-o-Y Change (%)	FY24	FY23	Y-o-Y Change (%)
Occupancy	89%	87%	2.6%	83%	88%	-4.7%
ARR (In INR)	7,206	6,244	15.4%	6,796	6,135	10.8%
RevPAR (In INR)	6,443	5,423	18.8%	5,635	5,374	4.9%

THE PARK New Delhi	Q4 FY24	Q4 FY23	Y-o-Y Change (%)	FY24	FY23	Y-o-Y Change (%)
Occupancy	97%	96%	0.8%	94%	95%	-0.9%
ARR (In INR)	10,534	9,803	7.4%	9,001	7,760	16.0%
RevPAR (In INR)	10,174	9,390	8.4%	8,468	7,371	14.9%

Note (1) Vishakhapatnam.

F&B Segment: Diversifying Revenue Streams

F&B to Total Revenue (%)



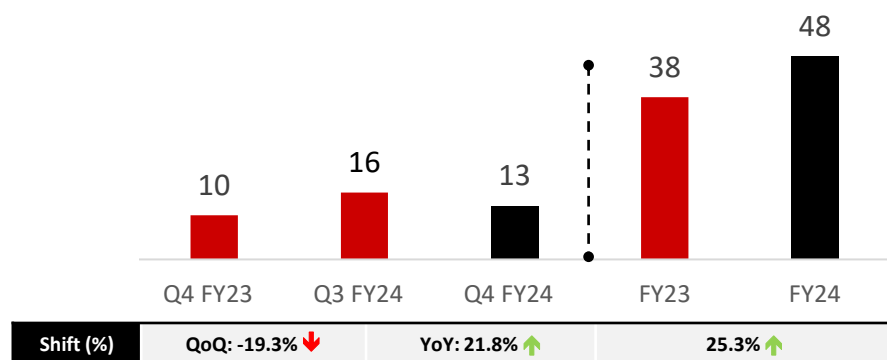
- Strong performance in the Food & Beverage (F&B) and Entertainment segments contributed to overall earnings stability
- Expansion of F&B offerings and efforts to engage customers result in higher footfall and revenue across outlets.



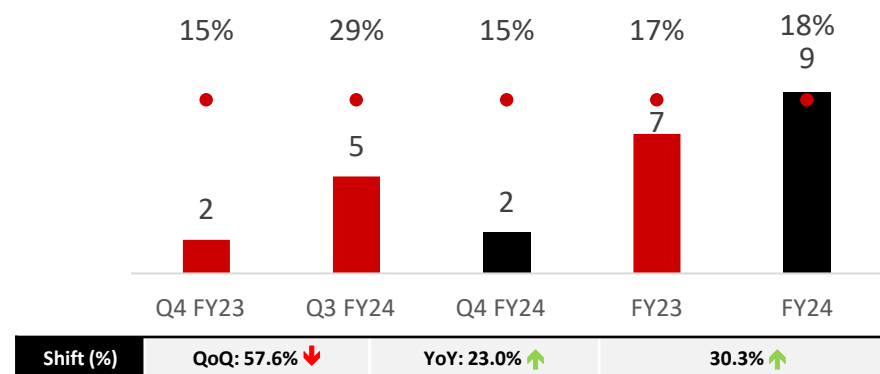
Performance of Retail F&B Brand “Flurys”

In Rs. Cr.

Total Income

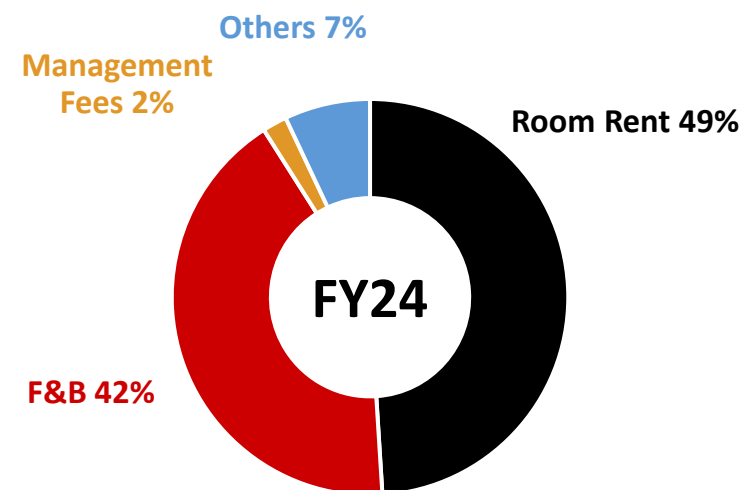
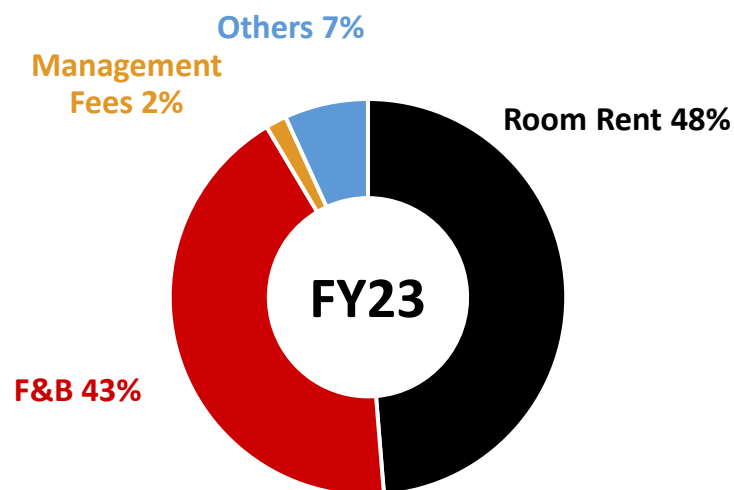
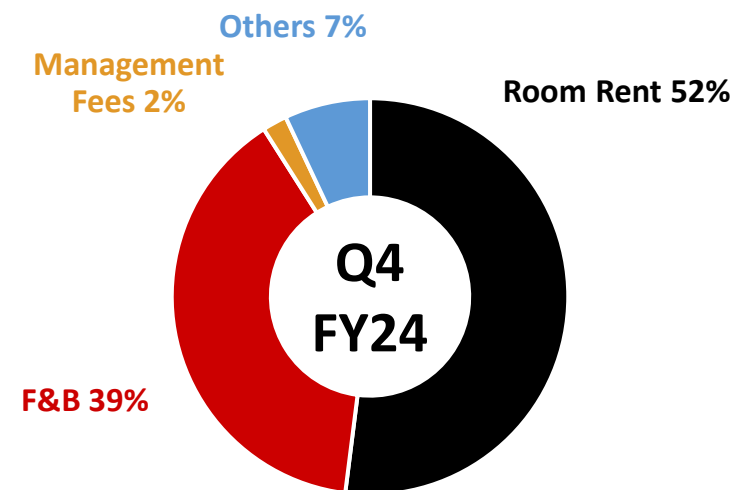
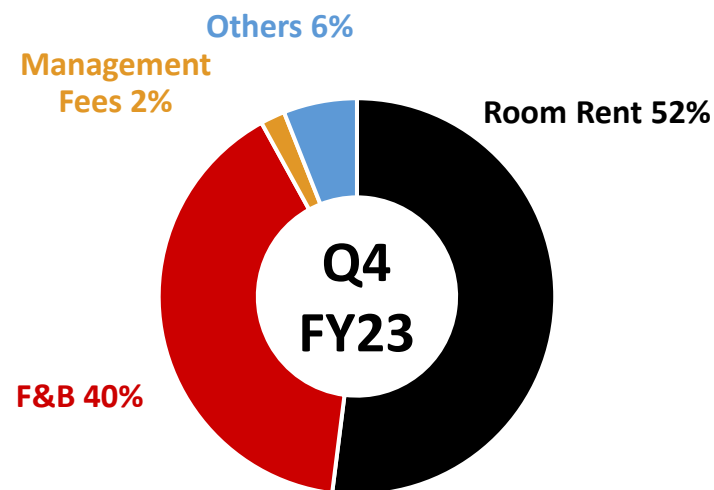


EBITDA ■ Margins ●



- The asset-light model of Flurys offers a diversified, resilient, and scalable framework for the Company's operations
- Flurys contributed Rs. 48 Cr. to the total income for the year ending March 31, 2024, registering a strong 25.3% Y-o-Y growth

Segment-wise revenue mix (%)



Consolidated P&L Statement

	In Rs. Cr.							
	Q4 FY24	Q4 FY23	Y-o-Y Change (%)	Q3 FY24	Q-o-Q Change (%)	FY24	FY23	Y-o-Y Change (%)
Income	156	144	8.1%	159	-2.0%	579	510	13.4%
Other Income	0.1	-1	N.A	5	-97.7%	13	14	-8.9%
Total Income	156	143	8.7%	164	-4.8%	592	524	12.8%
Total Expenses¹	102	99	2.6%	103	-0.9%	386	347	11.3%
EBITDA²	54	44	22.5%	61	-11.4%	205	177	15.9%
EBITDA Margin (%)	34%	31%	388 bps	37%	-257 bps	35%	34%	92 bps
Finance Costs ³	15	12	19.3%	18	-17.0%	66	62	6.0%
Depreciation & amortization	13	16	-23.2%	14	-10.7%	51	49	2.5%
PBT	26	15	74.7%	29	-8.2%	89	65	35.4%
Tax expense	8	4	80.2%	1	522.8%	20	17	14.3%
PAT	18	11	72.4%	27	-32.8%	69	48	43.1%
PAT Margin (%)	12%	7%	437 bps	17%	-493 bps	12%	9%	246 bps
Basic EPS (in Rs.)	1.02	0.61	67.2%	1.57	-35%	3.82	2.75	38.9%

Note 1: Employee costs include ESOP costs Rs. 3.05 crore

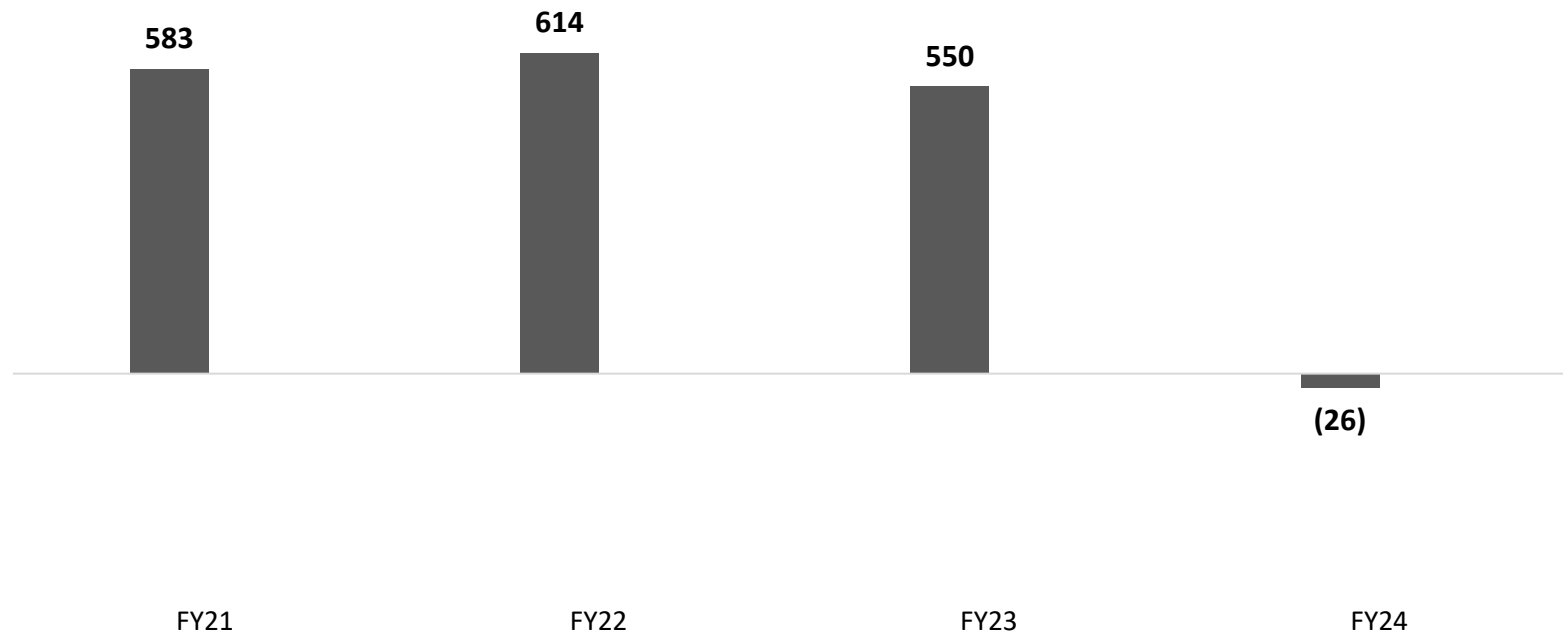
Note 2 : EBITDA calculation includes Other Income

Note 3 : Finance cost for the quarter ended March 31, 2024 includes one time charge of Rs. 3.71 cr. on account of repayment or prepayment of Borrowings

Prudent Capital Allocation coupled with IPO has strengthened Balance sheet allowing Headroom for Growth

Net Debt Movement

In Rs. Cr.



Net Cash positive Company

Note: (1) Net Cash is when the company has higher cash reserves than gross debt

AWARDS AND ACCOLADES – 2023-24



Lotus, THE Park Chennai - 'Best Premium Food Delivery – Pan Asian



Aqua, THE Park Hyderabad won Best Alfresco at Times Food and Nightlife Awards



THE Park Kolkata



THE Park Indore won Best Lounge of the Year in West India award at the Food Connoisseurs India Awards 2024



THE Park New Delhi won Best Dining Buffet in a Hotel for the Year 2024 at the 4th easydiner Foodie Awards



THE Park New Delhi won Best Dining Buffet in a Hotel for the Year 2024 at the 4th easydiner Foodie Awards



THE Park Indore won Best Lounge of the Year in West India award at the Food Connoisseurs India Awards 2024



Pasha, THE Park Chennai was awarded Best Nightclub of the Year by NuTaste Restaurant Awards 2024



Six 'O' One, THE Park Chennai was awarded Best 24 Hour Dining Restaurant by NuTaste Restaurant Awards 2024



Pasha, THE Park Chennai was awarded Best Nightclub - Luxurious Nightlife by Times Food and Nightlife Awards 2024



DUSK, THE Park Navi Mumbai was conferred with Best Newcomer – Lounge (Mumbai) at the 5th edition of Food Connoisseurs India Awards



WEST1, THE Park Navi Mumbai was conferred with Best Restaurant In Thane at the 5th edition of Food Connoisseurs India Awards



Aqua, THE Park Navi Mumbai was conferred with Restro-Bar with The Best Live Music Experience (Mumbai) at the 5th edition of Food Connoisseurs India Awards



DUSK, THE Park Navi Mumbai received Best Debutant Restro-Bar of the Year (Maharashtra) at the NuTaste Restaurant Awards 2024



AQUA, THE Park Navi Mumbai was awarded Best Bar for Gigs Nightlife at the Times Food & Nightlife Awards 2024



The Park Navi Mumbai received Trip Advisor Travellers' Choice Award 2023



Aqua, THE Park Bangalore won Best Lounge – Nightlife at Times Food & Nightlife Awards 2024

AWARDS AND ACCOLADES – 2023-24



Zone by The Park, Pathankot was awarded won Traveller Review Awards 2024 by Booking.com



Zone Palace by The Park, Phalodi was awarded Best Service in Phalodi by Restaurant Guru 2023



Zone Palace by The Park, Phalodi was awarded the Best Pub & Bar in Phalodi by Restaurant Guru 2024



Zone by The Park, Odisha won Emerging Hotel award at the Times Hospitality Icons 2023-24 Awards



Zone Palace by The Park, Phalodi was awarded the Best Pub & Bar in Phalodi by Restaurant Guru 2024



Zone Palace by The Park, Phalodi was awarded Best Service in Phalodi by Restaurant Guru 2023



Zone by The Park Jodhpur was awarded the Best Business Hotel by Rajasthan Tourism & Hospitality Expo



Zone by The Park, Pathankot was awarded won Traveller Review Awards 2024 by Booking.com



ZONE BY THE PARK CHENNAI ORR
ZONE BY THE PARK CIOMBATORE
ZONE BY THE PARK JAMMU
ZONE BY THE PARK JAIPUR
ZONE BY THE PARK JODHPUR
ZONE CONNECT COIMBATORE



Zone by The Park, Odisha won Emerging Hotel award at the Times Hospitality Icons 2023-24 Awards



Zone Connect Parra awarded Leading 4-Star Hotel in Goa by World Signature Award



Flurys won Best Bakery award at Zomato Restaurant Awards



Flurys won Best All Day Breakfast award at Zomato Restaurant Awards



Flurys has won 100 Most Legendary Desert Places of the World, for its RUM BALL.



Flurys was conferred with INTACH culinary heritage award in JULY 2023 for its contribution to the culinary heritage of the city.

Key Strategies



Our Key Strategies : Our Growth Portfolio

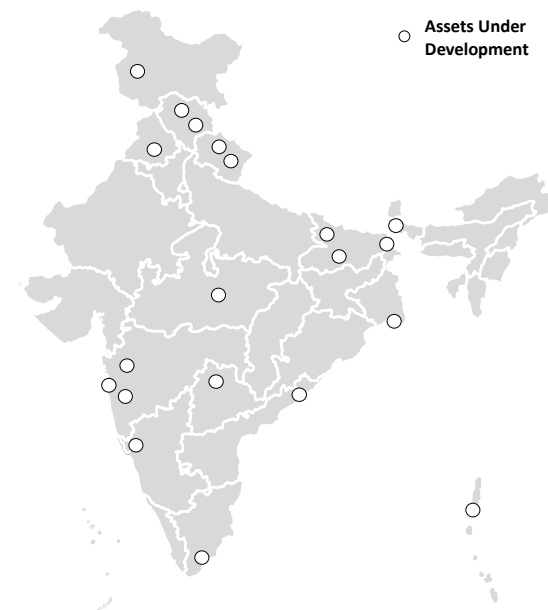
1 Continued focus on the development of existing land banks and strategic allocation of capital

- ✓ Capitalizing on **low historic cost of land** and
- ✓ Developing existing land with **low development cost per room** through efficient and timely execution
- ✓ Periodic evaluation of new sites for **greenfield development** and prospective **hotel assets for conversion or acquisition**

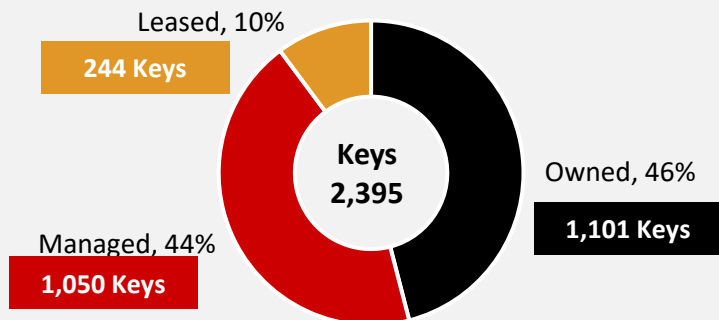
Location	No of Rooms
Greenfield Projects	
Pune ⁽¹⁾	200
EM Bypass (Kolkata) ⁽²⁾	200
Jaipur Land Parcel ⁽³⁾	200
Capacity Expansion	
Vishakhapatnam	100
Navi Mumbai	80
Total Additional Owned Keys	830

2 Efficient capital allocation with an optimal portfolio of owned, leased and managed hotels

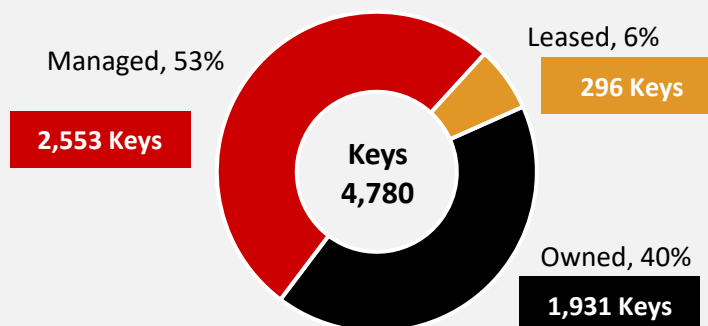
We have created an **Asset Light Strategy** for expansion of the “Zone by The Park” and “Zone Connect by the Park”



Existing Hospitality Portfolio ⁽⁴⁾



Future Hospitality Portfolio



Note: (1) On embedded land bank in Pune. (2) Construction of serviced apartments & 200 hotel rooms in EM Bypass. (3) Timelines on completion / commencement of construction at Jaipur yet to be finalized. (4) As of date

Our Key Strategies : Improving Operating Efficiency and Strengthen Flurys

3

Improving operational efficiency to achieve superior performance

Improve Operational Efficiencies

- ✓ Effective cost management by strengthening of Central Procurement Process.
- ✓ Menu re-engineering and waste management.

Improving Staff Efficiencies

- ✓ Comprehensive Training
- ✓ Performance Linked compensation

Renovation and Refurbishment & BI implementation

- ✓ Investments in **renovation and refurbishment** of hotels to ensure delivery of high quality of service and customer experience
- ✓ Implementation of hospitality BI tools to gain insights to grow the corporate and leisure business

Defined ESG goals creating sustained outcomes that drive value and fuel growth

- ✓ Designated General Manager as the committee leader for ASPHL sustainability programme
- ✓ Optimizing energy consumption by upgradation of existing a/c systems and installation of heat pumps.
- ✓ Use of LED lighting
- ✓ Projects under LEED certification
- ✓ E-mobility

4

Develop and strengthen the 'Flurys' brand in the retail F&B business segment through expansion plans

Leverage on expertise in the hospitality industry to develop and grow presence in the retail food and beverage industry

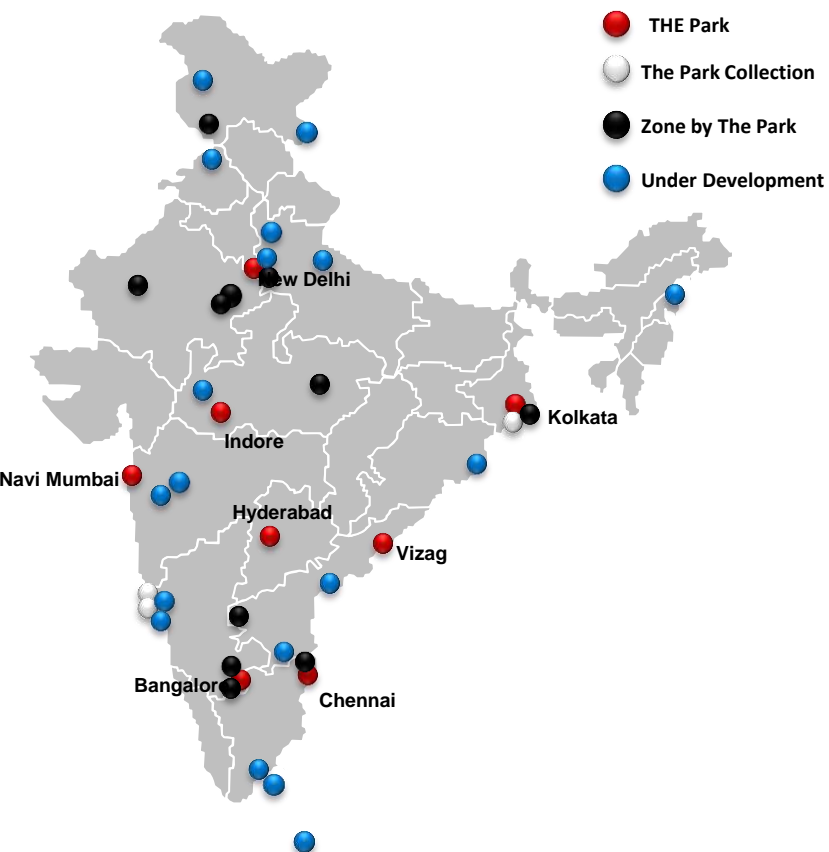
- ↑ Expand the outlets of Flurys under asset light business model
- ↑ Increase footprint in Kolkata, West Bengal, Mumbai Metropolitan Region
- ↑ Expand to Delhi NCR, Hyderabad and Pune
- ↑ Expand to metro domestic and international airports
- ↑ Expand our sales channel and distribution network by further expansion of our product offerings on numerous online platforms

Note : The Company has designated Rajesh Radhakrishnan, General Manager, as the committee leader for ASPHL sustainability programme.

Development Update



DEVELOPMENT UPDATE - HOTELS



OPERATIONAL HOTELS

BRANDS	# HOTELS	# KEYS
THE PARK	8	1,201
THE PARK COLLECTION	3	64
ZONE BY THE PARK	12	689
ZONE CONNECT	10	441
TOTAL	33	2,395

OWNERSHIP	# HOTELS	# KEYS
Owned	7	1,101
Managed	22	1,050
Leased	4	244
Total	33	2,395

STOP BY ZONE – 2 Motels operational

UNDER DEVELOPMENT HOTELS

BRANDS	# HOTELS	# KEYS
THE PARK	5	850
THE PARK COLLECTION	2	52
ZONE BY THE PARK	10	870
ZONE CONNECT	6	613
TOTAL	23	2,385

OWNERSHIP	# HOTELS	# KEYS
Owned	5	850
Managed	16	1,483
Leased	2	52
Operational	23	2,385

STOP BY ZONE – 3 motels under development

LAUNCHED IN FY 2024

Zone by The Park Gopalpur	Q1	40	
Zone by The Park Dimapur	Q1	62	102
Zone Connect Mussoorie	Q3	41	
Zone Connect Indore	Q3	93	
Zone Connect Udaipur	Q3	41	175
Zone by The Park Digha	Q4	65	
Zone Connect Landsdowne	Q4	20	
Zone Connect Manali	Q4	12	97
Total		374	374

LAUNCHED IN FY 2024

Stop by Zone Nandakumar	Q1	2	2
Stop by Zone Simbulbari	Q3	3	5
Total		5	7

LAUNCHES IN FY 2025

The Park Collection, Patiala	37
The Park Collection, Chettinad Palace	15
Zone by The Park Muzaffarpur	50
Zone by The Park Darjeeling	50
Zone Connect Dehradun	54
Zone Connect Jim Corbett	22
Total	228

DEVELOPMENT UPDATE – FLURYS

OPERATIONAL OUTLETS	Restaurant	Café	Kiosk	Total
Kolkata	4	21	35	60
Serampore		1		1
Durgapur			3	3
Chandannagar		1		1
Nandakumar			1	1
Simbulbari			1	1
Fulbari			1	1
WEST BENGAL - TOTAL	4	23	41	68
NEW DELHI & NCR - TOTAL			1	1
Navi Mumbai & Mumbai		7	4	11
MAHARASHTRA - TOTAL	0	7	4	11
Bhubneshwar			2	2
ODISHA - TOTAL	0	0	2	2
TOTAL	4	30	48	82

LAUNCHED IN FY 2024

WEST BENGAL MAHARASHTRA

Q1	2	
Q2		
Q3	2	1
Q4	4	1
TOTAL	8	2

Q1 FY25	Tearoom	Café	Kiosk
Kolkata	1	1	
Siliguri		2	1
Mumbai	1	2	2
Hyderabad		1	
Bhubneshwar	2		
Indore		2	
Sub Total	4	8	3
Total	15		

Q3 FY25	Tearoom	Café	Kiosk
Hyderabad	1	1	
New Delhi	1	1	1
Sub Total	2	2	1
Total		5	

Q2 FY25	Tearoom	Café	Kiosk
Serampore		1	
Durgapur	1		
Darjeeling	1		
Siliguri	1		
Mumbai	1	4	
Hyderabad	1	2	2
Vizag		2	
Sub Total	5	9	2
Total	16		

Q4 FY25	Tearoom	Café	Kiosk
New Delhi		1	1
Sub Total		1	1
Total		2	

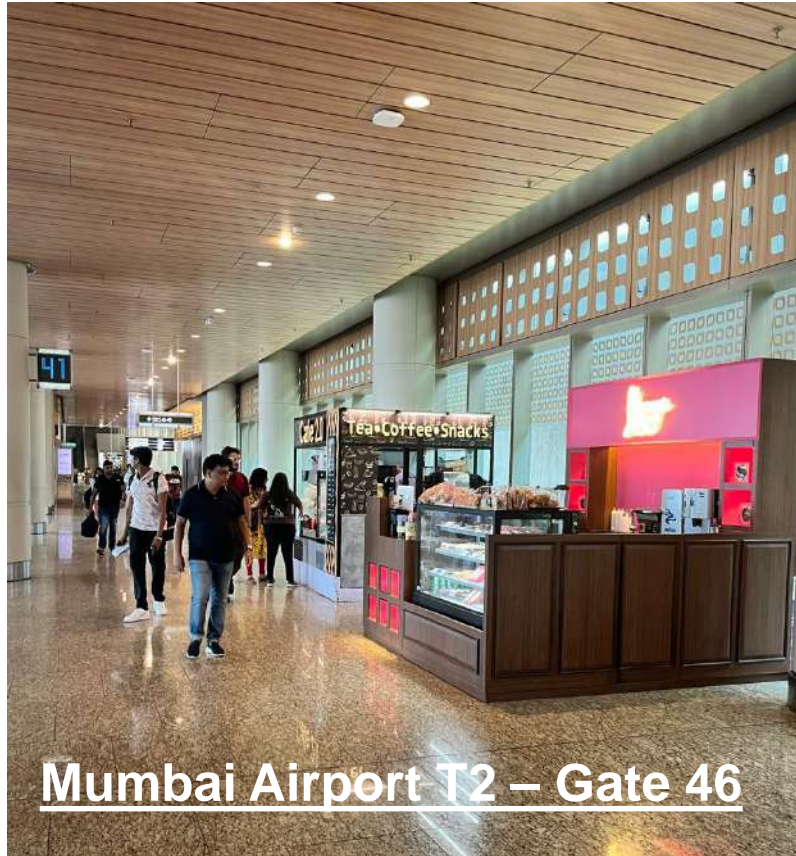
NOW OPEN – ZONE BY THE PARK, DIGHA



NOW OPEN – ZONE CONNECT, LANSDOWNE & MANALI



NOW OPEN – FLURYS, MUMBAI AIRPORT



Mumbai Airport T2 – Gate 46



Mumbai Airport T2 – Gate 41

NOW OPEN – FLURYS, ORB MUMBAI



NOW OPEN – FLURYS, BHUBANESWAR AIRPORT

Bhubaneswar Airport - 1



Bhubaneswar Airport - 2



Development Update - Upcoming Projects



UPCOMING – VISTA, THE PARK VIZAG

OPENING
JUNE 2024

ARCHITECT
 r+d studio



Picture for representation

UPCOMING – FLURYS, GATEWAY OF INDIA, MUMBAI



OPENING
JUNE 2024

Pictures for representation

UPCOMING – CAFÉ C, ZONE BY THE PARK, SAKET

OPENING
JUNE 2024

ARCHITECT

I ME AM • design



Picture for representation

UPCOMING – CHETTINAD PALACE BY THE PARK

NO OF ROOMS
15

UNDER CONSTRUCTION

COMMENCEMENT OF
OPERATION
AUGUST 2024

ARCHITECT

kma

Kaushik Mukherjee Architect

architecture + interiors +
creative consultancy



Picture for representation

UPCOMING – RAN BAAS PALACE BY THE PARK

Original guest house of the maharaja of the Patiala, now developed in a 37 rooms luxury boutique hotel with indoor and outdoor banqueting spaces.

ARCHITECT
ABHA NARAIN LAMBAH ASSOCIATES



Picture for representation

UPCOMING – RAN BAAS PALACE BY THE PARK

**SOFT OPENING
SEPTEMBER 2024**

**LAUNCH
NOVEMBER 2024**



Pictures for representation

UPCOMING – THE PARK PUNE

NO OF HOTEL ROOMS

200

ARCHITECT

**Karan Grover and
Associates**



Picture for representation

UPCOMING – THE PARK PUNE

COMMENCEMENT OF
CONSTRUCTION
SEPTEMBER 2024

COMMENCEMENT OF
OPERATION
OCTOBER 2027



Picture for representation

UPCOMING – THE PARK NEW DELHI

No of
Rooms & Suites - 38

OPENING
SEPTEMBER, 2024

ARCHITECT
 HBA



Picture for representation

UPCOMING – ROXY, THE PARK KOLKATA

RE-LAUNCH
SEPTEMBER, 2024

ARCHITECT
KHOSLA
ASSOCIATES
ARCHITECTURE+
INTERIOR DESIGN



Pictures for representation

UPCOMING – FLURYS, CRESCENZO, BKC MUMBAI



Pictures for representation

UPCOMING – 601, THE PARK CHENNAI

OPENING
OCTOBER 2024

ARCHITECT
**pencil[™]
& monk**



Picture for representation

UPCOMING – THE PARK EM BYPASS, KOLKATA

NO OF HOTEL ROOMS
200

ARCHITECT
Gensler
SINGAPORE



Picture for representation

UPCOMING – THE PARK EM BYPASS, KOLKATA

NO OF APARTMENTS
100

COMMENCEMENT OF
CONSTRUCTION & LAUNCH OF
APARTMENTS
FEBRUARY 2025

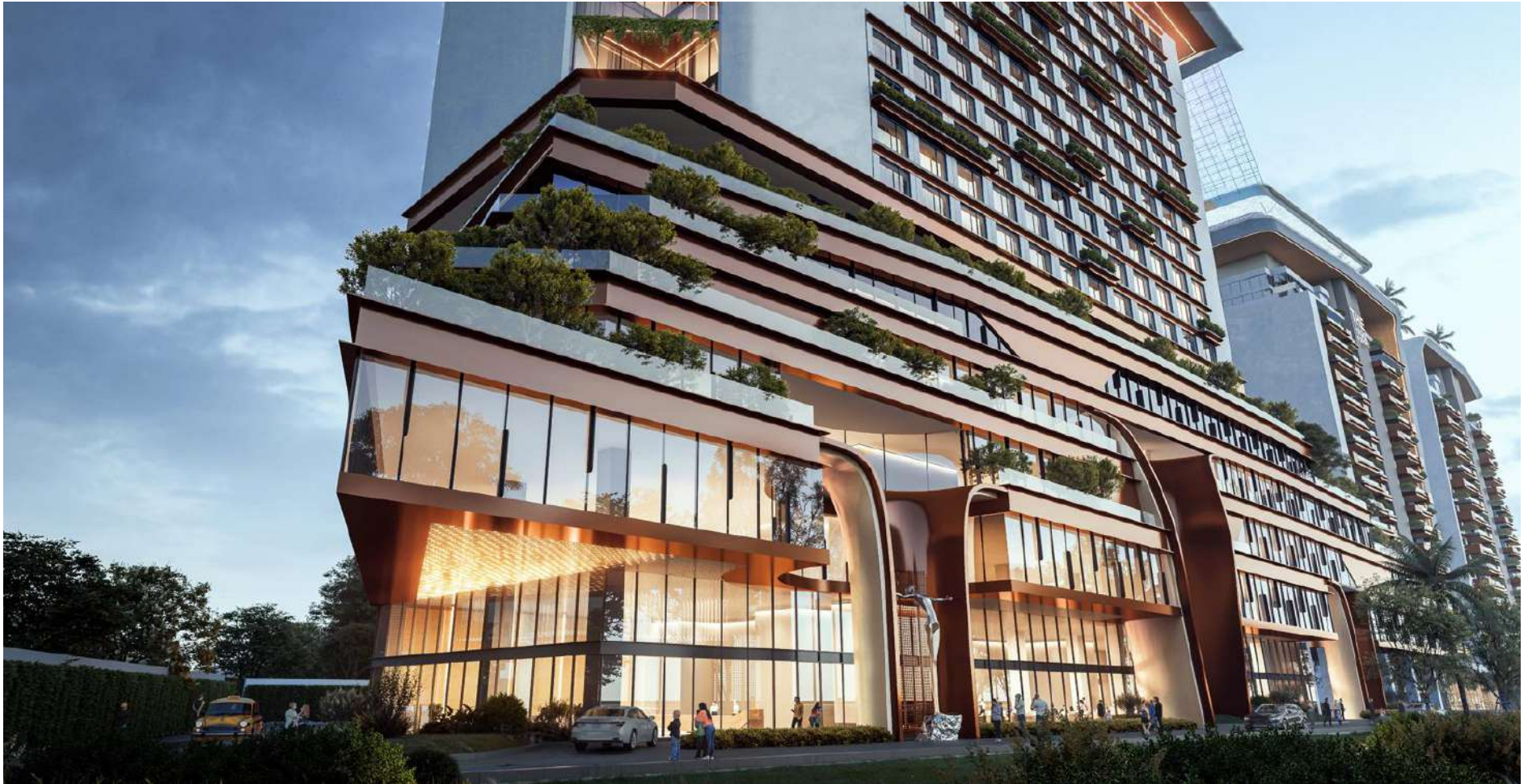
HANDOVER OF APARTMENTS
MARCH 2028

COMMENCEMENT OF HOTEL
March 2029



Picture for representation

UPCOMING – THE PARK EM BYPASS, KOLKATA



Picture for representation

UPCOMING – THE PARK VIZAG

NO OF ADDITIONAL ROOMS

100

ADDITIONAL BANQUETING,
RESTAURANT, BAR, SPA &
POOL.

ARCHITECT

**KHOSLA
ASSOCIATES**
ARCHITECTURE+
INTERIOR DESIGN



Picture for representation

UPCOMING – THE PARK VIZAG

CRZ Permission
In progress

**COMMENCEMENT OF
CONSTRUCTION**
MARCH 2025

**COMMENCEMENT OF
HOTEL**
APRIL 2028



Picture for representation

Our Business



ASPHL : A Pan India Branded Hospitality Company



Our Hospitality Brand

1967 Brand curated over 5 decades starting with our first hotel in Park Street Kolkata

Luxury Boutique Upscale and Upper Midscale

Our Diversified Hospitality Segments

Own, Operate and Manage

Our Flexible Business Model

THE PARK
Hotels

THE PARK
Collection

ZONE

ZONECONNECT
BY THE PARK

STOP
BY ZONE



Our F&B & Nightclubs

88 Restaurants, Nightclubs & Bars spread across our hotels ⁽¹⁾

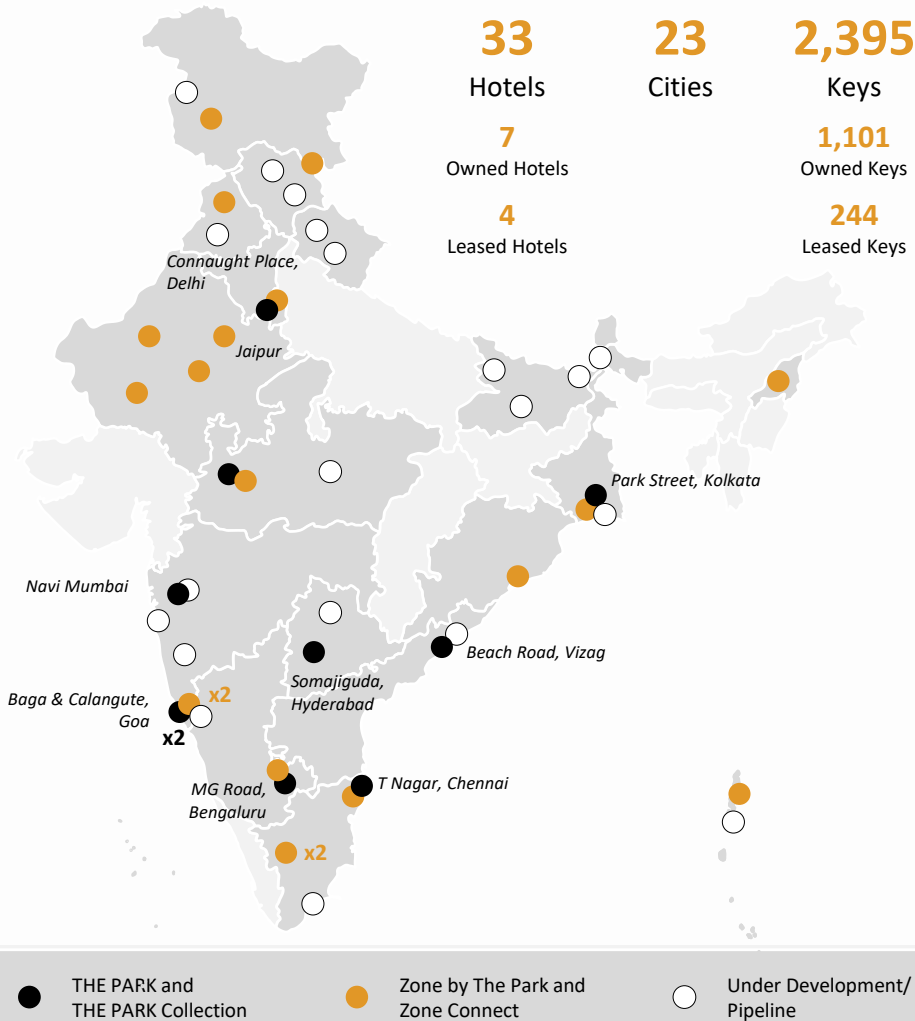


Our Retail Chain in F&B Business

82 Outlets⁽¹⁾ of “Flurys” Our successful and profitable offering with Industry Leading EBITDA margins⁽²⁾



Our Hospitality Portfolio : Pan India Presence⁽¹⁾



Note: (1) As of date (2) Crisil Report

Our Hotel Brands : Product innovation and service excellence attracting customer through a diversified and holistic offering

Our Diversified Business Model



Owned Hotels

Asset and land parcel is owned or leased by us

7

Hotels

1,101

Keys



Leased Hotels

Assets on land and building leased from governmental authorities or private parties

4

Hotels

244

Keys



Managed Hotels

Assets operated and managed through operation and management contracts.

22

Hotels

1,050

Keys

We service our clients across the spectrum of Hospitality segments

Luxury & Upscale

**THE
PARK**
Hotels

Upscale brand with a luxury boutique offering

8

Hotels

1,201

Keys

**THE
PARK**
Collection

Small luxury properties located at select travel destinations

3

Hotels

64

Keys

Upper Mid Scale

ZONE
BY THE PARK HOTELS

Upper mid-scale brand for the price and design conscious customer

12

Hotels

689

Keys

ZONECONNECT
BY THE PARK

Upper mid-scale brand that channels its spirit and design philosophy from Zone by the Park

10

Hotels

441

Keys

STOP
BY ZONE

Our Economy motel brand

2

Hotels

5

Keys

Our Hotel Portfolio : Strategically located across metros and emerging cities



THE PARK – Delhi NCR



THE PARK – Bangalore



THE PARK – Chennai



THE PARK – Kolkata



THE PARK – Hyderabad



THE PARK – Navi Mumbai



THE PARK – Goa



Zone by the Park – Jaipur

ASPHL has presence in 8 of 10 Key Markets⁽¹⁾ and is pursuing a project in Pune

Note: 1) Key Markets include Mumbai metropolitan area, Delhi NCR, Bengaluru, Chennai, Hyderabad, Kolkata, Goa, Pune, Ahmedabad and Jaipur as per Horwath HTL Report.

Strong F&B and Entertainment Brands coupled with our Iconic Retail F&B chain...

Our **Creative F&B offerings** coupled with our **Unique Bars and & Nightclub brands** ensure a **Resilient Business Model** attracting both hotel guests and non resident patrons around the year

Restaurants

zenG



aish



Lotus: **'Best Pan Asian Restaurant'** - Tamil Nadu Tourism Awards 2022

Night Clubs

tāntrā



Pasha: **'Best Night Club'** -Times Food & Nightlife Awards in 2021
Someplace Else Mumbai: **'Best Newcomer – Night Club'** - Food Connoisseurs Awards 2023

Bars & Clubs

roxy

theleatherbar

i-BAR



Aqua: **'Gastro-Pub of the Year (West)'** -Food Connoisseurs India Awards in 2022
Peace: **'Best Lounge Bar'** -Times Food & Nightlife Awards in 2022
Peace, THE Park, Calangute: **'Best Sundowner Lounges – Casual Night Out'** - Times Food & Nightlife Awards in 2021

Retail F&B



'Best Bakery in Kolkata'
Zomato Restaurant Awards 2023
'Best All Day Breakfast in Kolkata' - Zomato Restaurant Awards 2023

Differentiation Through Design and Art, Events and Entertainment and in Providing Unique, Memorable and Immersive Service Experiences

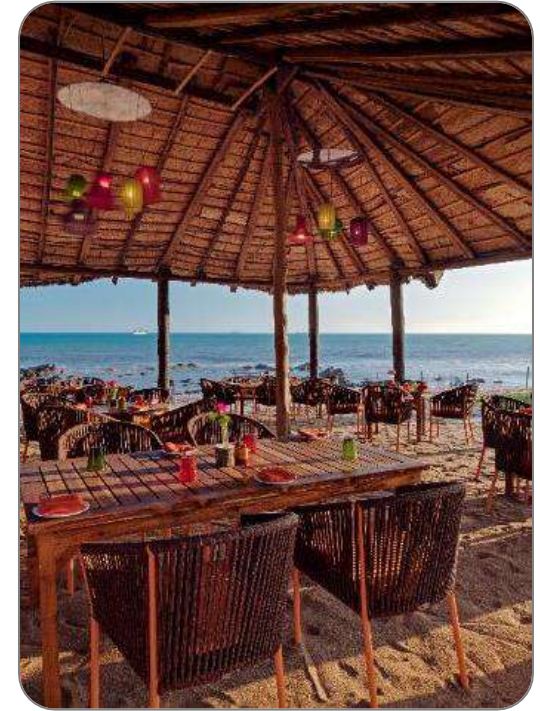
... differentiated by design and experiences ...



Someplace Else – Mumbai



Someplace Else – Kolkata



The Shack – Vizag



Six 'O' One - Chennai



Zen, THE PARK – Kolkata



Aqua, THE PARK – Delhi



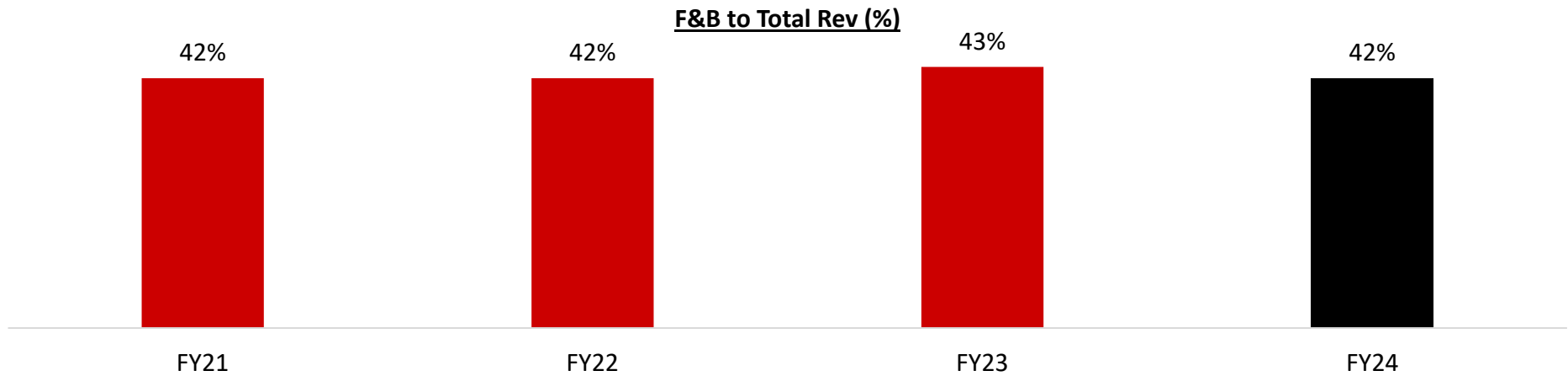
Lotus, THE PARK – Chennai



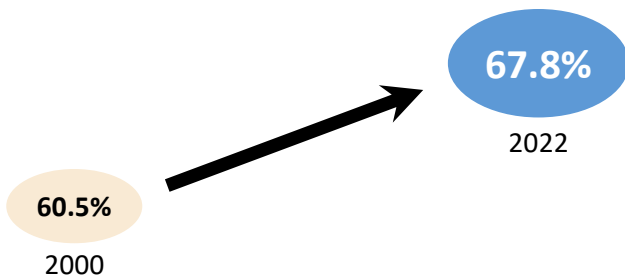
Monsoon - Bangalore

... with high F&B and Entertainment contribution : Adding to stable and non-cyclical earnings while complementing the hotel business

F&B Contribution to Total Revenue



Demographic dividend to boost discretionary spending on food services



Preference of youngsters for eating out, awareness about global cuisines, and an increase in dependency on food ordering due to a busy lifestyle is expected to drive consumption-driven growth

■ Share of people in the age group of 15 – 64 in India's population⁽¹⁾

“Flurys” : Our Iconic Brand...



Recent Awards

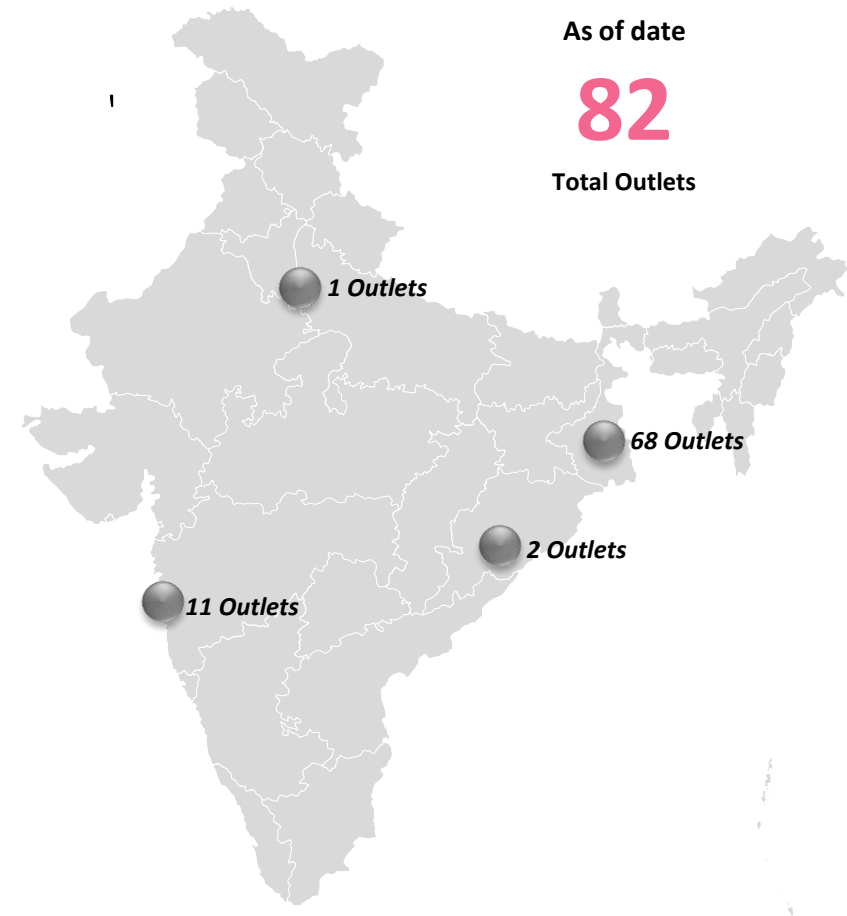
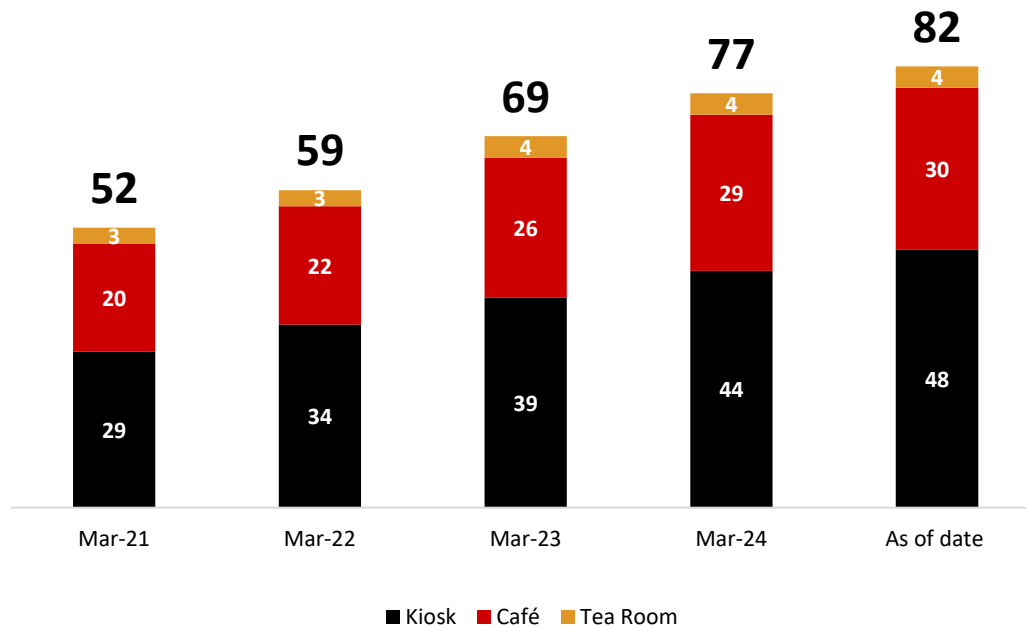


Note: (1) Indian National Trust for Art and Cultural Heritage.

...with a Successful and Profitable Track Record of Industry Leading EBITDA margins

Asset Light Business Model Provides with Diversification, Resiliency and Scalability

Number of Outlets



Dedicated and Experienced Leadership Team with High Standards of Corporate Governance

Board of Directors



Priya Paul

Designation: Chairperson,
Executive Director and Promoter



Karan Paul

Designation: Non-Executive
Director and Promoter



Vijay Dewan

Designation: Managing Director



Debanjan Mandal

Designation: Independent
Director



Suresh Kumar

Designation: Independent
Director



Ragini Chopra

Designation: Independent
Director

Senior Management



Atul Khosla ⁽¹⁾

Designation: SVP Finance and
CFO



Shalini Keshan ⁽¹⁾

Designation: CS and Director
Compliances



Sujata Guin

Designation: SVP HR and CHRO ⁽²⁾



Rajesh Kumar Singh

Designation: National Head –
Operations and Development



Vikas Ahluwalia

Designation: GM and National
Head (Zone by The Park)



Rohit Arora

Designation: VP – North &
Goa Operations and Head of
Leisure Sales



Aparajita Brahma

Designation: VP Finance



Gurpreet Singh

Designation: VP Finance



Ruchika Mehta

Designation: Corporate
Director (Communication and
PR)



Yazad Marfatia

Designation: Corporate
Director and Head of Sales &
Marketing



Ajit Singh Garcha

Designation: Area General
Manager of the Park,
Hyderabad

About Us

Apeejay Surrendra Park Hotels Limited (ASPHL) is a leading player in the hospitality sector renowned for its upscale properties and diverse F&B offerings. Since its inception in 1967, with the opening of its first property in Kolkata under the renowned brand "THE PARK," the Company has expanded its presence to 23 cities across India. At present, ASPHL operates 33 hotels, including properties owned, leased, and managed, under five distinct brands: THE PARK, THE PARK Collection, Zone Connect by The Park, Zone by The Park, and Stop by Zone. These brands are known for their upscale and upper mid-scale categories, symbolizing excellence in hospitality.

Alongside its core hospitality offerings, ASPHL has a diverse portfolio in food and beverage (F&B) and entertainment, with restaurants, nightclubs, and bars. The Company also has a well-established footprint in the retail food and beverage sector through its iconic retail brand 'Flurys,' comprising of a network of 82 outlets featuring various formats including kiosks, cafes, and restaurants. Moreover, the Company's portfolio includes nightclubs and entertainment options, enhancing its brand positioning and enabling synergistic cross-selling opportunities.

ASPHL is listed on the BSE Ltd (BSE) (Code: PARKHOTELS/544111) and National Stock Exchange of India Ltd. (NSE) (Symbol: PARKHOTELS) in India.

For more information about us, please visit www.theparkhotels.com or contact:

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Thank you

