

Annual Report 2012-13



The
Byke
A HOTEL RETREAT



The Byke

Hospitality Limited





Place to Create Moments



Vision

"To be a Leader and preferred choice in the Hospitality industry while sustaining our Indian culture of

"Atithi Devo Bhavah".



Mission

"To Deliver a world class experience, driven by superior strategic marketing, proven leadership, having presence across the country and extraordinary service - ultimately providing maximum financial returns to owners, investors and associates."

The Byke Hidden Paradise



The Byke Old Anchor



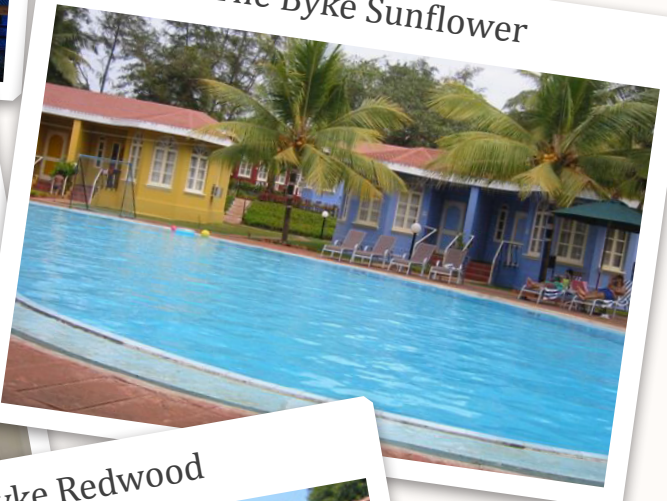
The Byke Neelkanth



The Byke Heritage, Matheran



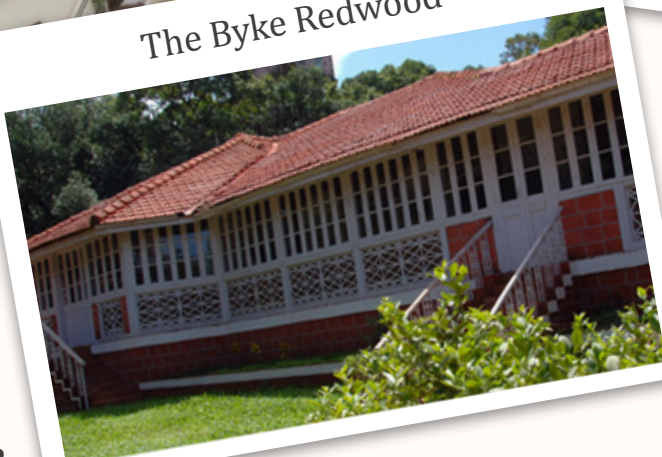
The Byke Sunflower



The Byke Pawanaa



The Byke Redwood



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The Byke Old Anchor, South Goa



The Byke Hidden Paradise, North Goa



Corporate

Information _____ as on 5th Aug, 2013

BOARD OF DIRECTORS:

Mr. Anil Patodia
Mr. Satyanarayan Sharma
Mr. Pramod Patodia
CA Ram Ratan Bajaj
Mr. Ramesh Vohra
Mr. Bharat Thakkar

COMPANY SECRETARY AND COMPLIANCE OFFICER:

Mrs. Swati Gupta

BANKERS:

ICICI Bank Limited
HDFC Bank Limited
Axis Bank Limited
State Bank of Bikaner and Jaipur
Union Bank of India

STATUTORY AUDITOR:

M/s. A. P. Sanzgiri & Co.
Chartered Accountants
21/167, Anand Nagar,
Om Co –operative Hsg Society,
Nehru Road, Santacruz (East),
Mumbai – 400 055

REGISTRAR AND SHARE TRANSFER AGENT:

Sharepro Services (India) Private Limited
13 A/B, Samhita Warehousing Complex
2nd Floor, Off Andheri Kurla Road,
Sakinaka Telephone Exchange Lane
Sakinaka, Andheri (East), Mumbai – 400 072
Tel: +91 2267720331
Website: www.shareproservices.com
E-mail: sharepro@shareproservices.com

REGISTERED & CORPORATE OFFICE:

Shree Shakambhari Corporate Park,
Plot No. 156-158, Chakravarti Ashok Complex,
J.B. Nagar, Andheri (East),
Mumbai – 400 099
Tel: +91 22 6707 9666
Fax: + 91 22 6707 9696
E-mail: investors.care@thebyke.com
Website: www.thebyke.com

BOARD COMMITTEES:

Audit Committee:

CA Ram Ratan Bajaj – Chairman
Mr. Bharat Thakkar – Member
Mr. Anil Patodia – Member

Remuneration Committee:

Mr. Ramesh Vohra – Chairman
Mr. Bharat Thakkar – Member
CA Ram Ratan Bajaj – Member

Shareholders / Investors Grievance Committee:

Mr. Bharat Thakkar – Chairman
Mr. Satyanarayan Sharma – Member
Mr. Anil Patodia – Member



Letter to Shareholders



Dear Shareholders,

We all feel very proud that in a short span of time, our company, “The Byke Hospitality Limited” has created a niche for itself in the Hospitality sector and has established its brand “The Byke”. It has been a wonderful journey since 1999 when the company has ventured into the business of Hotel & Tourism. It is only because we constantly strive for excellence in every sphere. We keep looking for ways through which we can further improve our services to our esteemed guests and attain maximum customer satisfaction so that we can bring greater value to our shareholders. Our company’s governance framework enjoins the highest standards of ethical and responsible conduct of business to create value for all stakeholders.

The hotel industry in India thrives largely due to the growth in tourism and travel. Tourism is one economic sector in India that has the potential to grow at a high rate and to ensure consequential development of the infrastructure at the destinations. The booming economy of India passed through a challenging phase. The weak global economy, the European debt crisis and the slowdown in the American economy impacted the Indian Hospitality Industry. While India’s growth has been impacted by the situation worldwide, there are several factors within India that have led to this drop in GDP. The tightening of the monetary policy, making it more expensive to borrow, is partly responsible for the slowdown in almost all sectors. The Reserve Bank of India decided to continue with this policy during this year to control inflation. The Current Account Deficit is a major cause of concern as also the weakening of the Indian Rupee.

Letter to Shareholders

We feel that given India's resilience and power it will only be a matter of time before the economy rebounds – the growth story must continue & only sustained and planned domestic reforms by the government are helping in overcoming challenges. We are pleased to inform you that our hotels & resorts continue to gain the recognition amongst the tourists coming to India. Setting up a milestone in the growth history, we are in process to join hands with State tourism departments of India by taking over their operational management of their state owned hotels.

The success of a company depends upon its ability to match the quality of services, amenities and facilities, brand recognition, location of properties, etc. The success of The Byke is based upon its ability to maximise satisfaction of the customers regarding room rates, quality of accommodation, brand recognition, service level and convenience of location and to a lesser extent, the quality and scope of other amenities, including food and beverage facilities.

It has been a wonderful journey of year 2012-13, this year our company has reach its first milestone by achieving turnover of more than Rs 100 crores and we are looking forward for successful launch of many other hotels in different locations in India and continue with our growth model . I am confident that the young and dynamic team of The Byke will continue to deliver its promises and exceed customer expectations. We will continue our practice of value addition for all our stakeholders over the long run with your continuous support and faith in us.

In conclusion, I would like to thank the extraordinary people who make the mission of The Byke their own. I also take this opportunity to extend my gratitude to all our fellow stake holders for their unstinted support. I particularly appreciate all levels of the management team, board and employees for their zealous commitment to our company's growth and success. I also acknowledge the suppliers, customers and bankers for their stellar contribution to our company.

Once again, I thank you for resting your trust on me and providing me the opportunity to lead our company in this very dynamic industry.

Best wishes,



Anil Patodia
Managing Director



MR. ANIL PATODIA
(Managing Director)

Mr. Anil Patodia took over the management of The Byke Hospitality Limited in March 2011. Mr. Patodia is a Commerce Graduate from the University of Rajasthan, having huge experience in the Hospitality and Manufacturing industries. Mr. Patodia is an acknowledged for his analytical acumen with respect to the various avenues of investment in this industry. Under the leadership of Mr. Patodia, the Byke- A Hotel Retreat, Matheran has created a niche for itself. A career Hotelier, Mr. Anil Patodia brings extensive hotel experience to The Byke Hospitality Limited in operations and marketing and is playing a key role in the global expansion and development of future hotels. He is also actively involved in the social activities. He is a member of Lions Club International and a working committee member of Mumbai Vaish Federation.

MR. SATYANARAYAN SHARMA
(Whole time director)



Mr. Satyanarayan Sharma is an Electrical Engineer having past vast experience of more than 25 years in hospitality industry. He is the visionary founder promoter of The Byke Hospitality Limited. His professional guidance and expert proficiency in understanding the holiday needs of the tourists and providing quality tailor – made products in the holiday space was instrumental in the successful growth of the company.



MR. PRAMOD PATODIA
(Executive Director)

Mr. Pramod Patodia experience in Hospitality industry spans across two decades. He has over 25 years of extensive experience in the field of management, administration, extensive hotel experience to the The Byke Hospitality in operations and management. Currently, he is overseeing the operations of all the hotels of the company.