



24TH ANNUAL
REPORT
2013-2014

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

“Providing excellent contemporary Hospitality services with a touch of tradition across the country and Optimal returns to stakeholders with an extraordinary & unmatched strategies.”

CORPORATE INFORMATION

Board of Directors:

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

Bankers:

ICICI Bank Limited
HDFC Bank Limited
Axis Bank Limited
State Bank Of Bikaner And Jaipur
Union Bank Of India
Kotak Mahindra Bank Limited

Company Secretary And Compliance Officer:

Mrs. Swati Gupta

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
Email : investors.care@thebyke.com
Website: www.thebyke.com

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

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

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THE BYKE JOURNEY... SO FAR

2004

JOURNEY STARTED IN HOSPITALITY SERVICES WITH ONE HOTEL IN GOA



2007

MR. ANIL PATODIA'S PASSION TO PROVIDE THE CONTEMPORARY SERVICES WITH A TOUCH OF TRADITION LED TO ACQUIRING A HERITAGE PROPERTY IN MATHERAN



2010

"THE BYKE" BRAND WAS ESTABLISHED ACROSS INDIA UNDER STEWARD LEADERSHIP OF MR. ANIL PATODIA



2011

UNIQUE CONCEPT OF ROOM CHARTERING BUSINESS WAS SUCCESSFULLY LAUNCHED AND ALSO ADDED LARGEST PREMIUM PROPERTY IN GOA



THE BYKE JOURNEY... SO FAR

2012

ADDED HERITAGE PROPERTY IN RAJASTHAN AND A SECOND PROPERTY IN MATHERAN



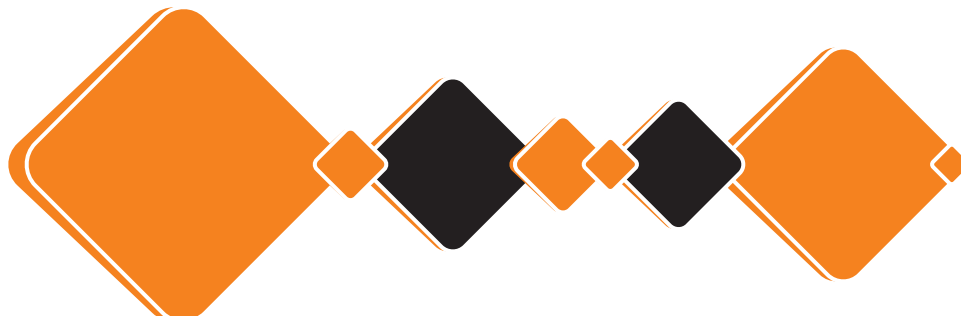
2013

ADDED SCENIC PROPERTY AT THE FOOTHILLS OF "THE HIMALAYAS" AND A BEACH RESORT AT GOA



2014

ADDED ANOTHER LUXURY PROPERTY IN "PINK CITY OF INDIA - JAIPUR" AND SCALED THE ROOM CHARTERING BUSINESS TO NEW HEIGHTS





RESORTS



LETTER TO THE SHAREHOLDERS



At this address to the Stakeholders, I would like to thank the Board of Directors for placing their confidence in me as a Managing Director of the company. I am delighted to inform our members that Byke has delivered another year of strong performance despite challenging macro economic conditions prevailed across the Economy and Hospitality Industry. We delivered on our strategy and reported good upside in our operating profit and earning per share. I am deeply impressed by the skills, dedication and energy of our people who relentlessly focused on delivering as per Company's goals and strategy.

FY 2013-14 embarks as the 24th year of the Company and the fourth year under the leadership of new management & establishment of "The Byke" brand in the hospitality industry. During these 4 years the company operations have grown over 5 times from operating a modest 100 rooms to 539 rooms now. The unique concept of "Room Chartering", allows "The Byke" to offer its customers, 400 properties at 27 locations with more than 10,000 rooms. In a very short span of time the company has managed to maintain around 69% occupancy against an industry average of 40%. The key to our growth in the last 4 years, we believe, is attributable to our focus on continued customer satisfaction on the back of service delivery through our dedicated team, strong operations and disciplined execution. This has resulted into a strong brand loyalty for "The Byke" with about 30% repeat customers. The Award for Excellence, Moscow 2014 in the category of "Gold Standard Hotel for Youth Holiday" from Russian Tourism Department reinforces our excellence in services.

I am pleased to communicate the results achieved by Byke during the financial year under review in a business environment that was even more difficult than the previous years. The company has posted revenue from operations of Rs 155.71 Crores as compared to last years' of Rs 100.92 crores thereby registering growth of 54%. From a Financial perspective what was particularly heartening that the operating profit has grown to Rs 21.25 Crores as compared to last year of Rs 11.56 Crores and net profit for the company has grown to Rs 15.89 Crores as compared to last year of Rs 7.75 Crores and Earning per share of the current year has doubled to Rs 7.93 per share from Rs 3.87 per share as of last year.

The uncompromising attitude of the team towards customer satisfaction has resulted in driving-up Average Room Revenue, Occupancy Ratio and increased margins thereby creating higher value and wealth for its stakeholders. In the last four years, our investors has grown multifold and we are committed to continue, maintain and sustain growth in wealth creation for our stakeholders even in future.

In the next 3 years we are committed to embark on an expansion program to offer 1,500 rooms under our brand, spread across around 25 properties and reach 50,000 rooms through room chartering. In addition, segments like professional management contract and web portal will add fuel to our growth plans.

To conclude, I express my sincere appreciation to all the personnel for their formidable effort in these difficult times to produce the excellent results, to the members of the Board of directors for their precious contribution and to all other stakeholders and Bankers of the company for their continued trust and confidence.

Best wishes,

Anil Patodia
Managing Director
(DIN: 00073993)