



UNIQUE
HOSPITALITY
PLAY



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 extraordinary unmatched strategies



NOT JUST ANOTHER INDIAN HOSPITALITY COMPANY.

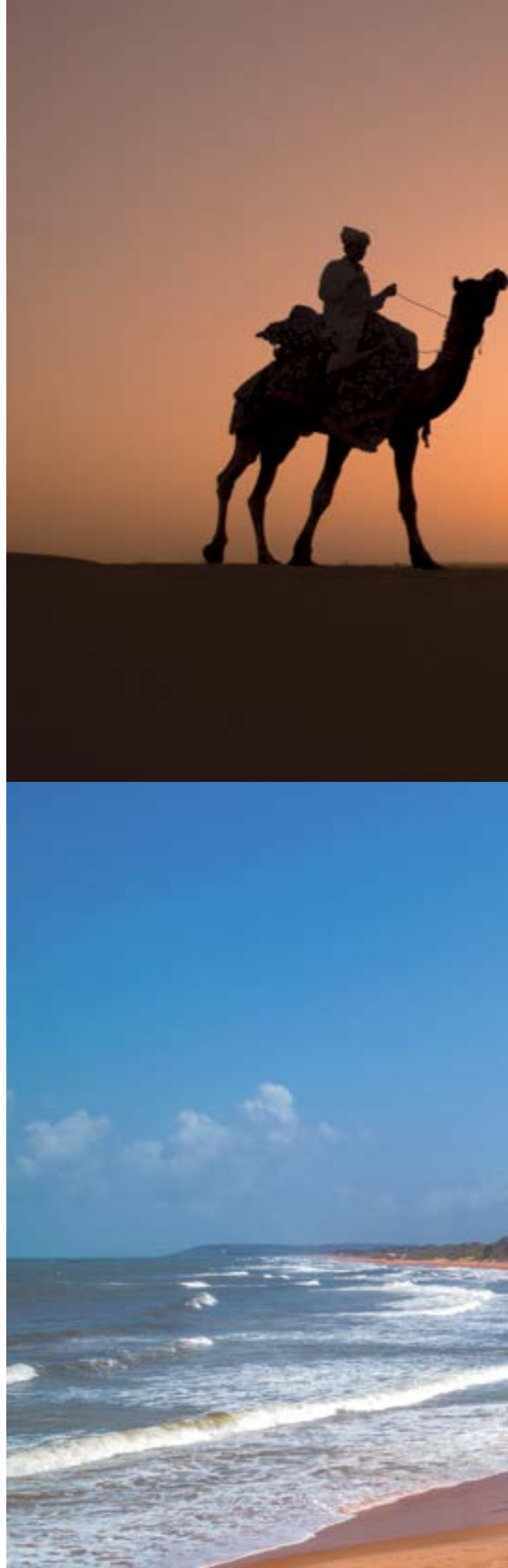
One of the fastest-growing.
One of the most asset-light.
One of the most broadbased.
One of the most profitable.
Making it a unique hospitality play.

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FORWARD-LOOKING STATEMENT

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements - written and oral - that we periodically make, contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.



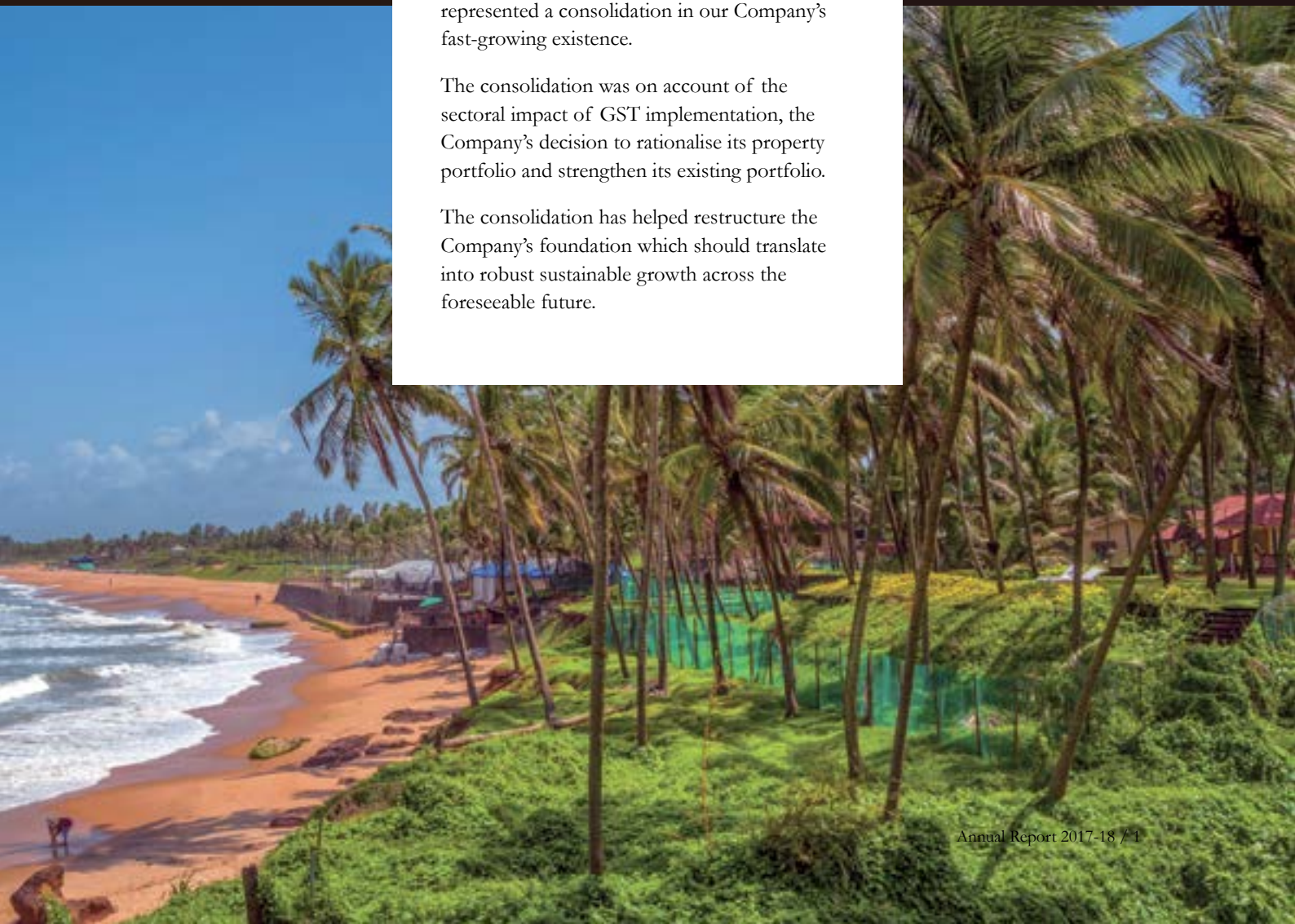


THE BYKE HOSPITALITY LIMITED.

The principal message that we wish to communicate is that our 2017-18 performance represented a consolidation in our Company's fast-growing existence.

The consolidation was on account of the sectoral impact of GST implementation, the Company's decision to rationalise its property portfolio and strengthen its existing portfolio.

The consolidation has helped restructure the Company's foundation which should translate into robust sustainable growth across the foreseeable future.



6 THINGS YOU NEED TO KNOW ABOUT THE BYKE HOSPITALITY LIMITED

PROMOTERS AND THE COMPANY'S BACKGROUND

The Byke is one of the fastest growing companies in India's hospitality sector. The Company's portfolio comprises business hotels and luxury resorts across India. The Company is spearheaded by Mr. Anil Patodia who possesses an extensive experience in the hospitality sector. He assumed control of the management of the Company in 2010. He draws on his extensive experience as a hotelier to now drive the overall business.

STRATEGIC DIFFERENTIATION

The Company is principally an asset-light (and prospectively asset-free) hospitality company. The Company selects to enter into long-term leases of properties rather than buy them outright.

The Company also has a Room Chartering business where it acts as an aggregator of hotel rooms across India.

PROPERTIES AND LOCATIONS

The Company is headquartered in Mumbai with business interests in 13 properties across Goa, Mumbai (2), Matheran (3), Jaipur (2), Udaipur, Kovalam, Shimla, Bangalore and Manali. The Company has proposed to expand its presence in Lonavla, Mahabaleshwar, Chandigarh, Dalhousie, Jodhpur, Darjeeling and Gangtok across the foreseeable future.

AWARDS

The Company was given the 'Best Pure Vegetarian Hotel Chain India' award at the eleventh Hospitality India & Explore the World Annual International Travel Awards

The Company figured in Forbes Asia's Best Under a Billion list for two successive years.

WHAT OUR GUESTS WROTE AS FEEDBACK

"The best thing about staying at The Byke is never having to worry about what one is eating"

"The Byke provides an excellent and affordable resort environment for people who, until not too long ago, only aspired to such locations"

"At The Byke, service comes with a smile – across all locations"

"We started by staying at The Byke Heritage at Matheran and were so impressed that for the last three years we have been only staying in their properties across India."



BIG NUMBERS

11 2 60 910 300

Leased properties

Owned properties

Cities of our presence (across both segments)

Number of rooms on offer

Number of agents marketing for the Company

SPICE LOUNGE: STRENGTHENING TRACTION AT OUR NEW THANE PROPERTY



For decades, Thane was the most happening suburb of India's financial capital (Mumbai). Thane had everything going for it except one – a vibrant hospitality sector. For instance, Thane lacked a reasonable destination where people could eat or unwind across 24 hours any day of the year. At The Byke, we responded to this market gap; we launched Spice Lounge, Thane's only 24-hour restaurant, at our The Byke Suraj Plaza property on the arterial Ghodbunder Road.

Spice Lounge addressed needs through the day and night: buffet spreads (in addition to the a la carte option) for breakfast, lunch, dinner, midnight and brunch (Sundays and special occasions). The buffets comprised a mix of Indian, Chinese, Continental, Mexican, global and fusion cuisines. Besides, the live musical entertainment proved to be a compelling draw.



THE BYKE'S PRIDE

THE BYKE OLD ANCHOR



Location: Goa

Type: Leased

Number of rooms: 240

USP: Only hotel with the sea on one side and the river on the other. The property provides a sea view from the lobby. The property serves only vegetarian cuisine. This is the largest hospitality property in Goa comprising 240 villas

THE BYKE SURAJ PLAZA



Location: Thane

Type: Leased

Number of rooms: 122

USP: Biggest hotel in Thane. Specialises in authentic global vegetarian cuisine. Provides a panoramic view from all rooms

THE BYKE HERITAGE



Location: Matheran

Type: Owned

Number of rooms: 80

USP: Heritage property within our portfolio. Renowned for its traditional vegetarian *thali*. Property surrounded by lush green trees

THE BYKE GRASSFIELD



Location: Jaipur

Type: Leased

Number of rooms: 54

USP: Resort located in the heart of the city. Located just 5 kms from the Jaipur Railway Station. Property serves vegetarian cuisine

THE BYKE NATURE VILAS



Location: Shimla

Type: Leased

Number of rooms: 36

USP: Panoramic view from all rooms. Excellent view of the snow-clad Himalayan mountains right through the year

THE BYKE NEELKANTH



Location: Manali

Type: Leased

Number of rooms: 40

USP: Only property that provides a valley view from all rooms

THE BYKE RIDDHI INN



Location: Udaipur

Type: Leased

Number of rooms: 52

USP: Royal heritage building structure. Located in proximity to the National Highway connecting Udaipur and Ahmedabad

THE BYKE SIGNATURE



Location: Bangalore

Type: Leased

Number of rooms: 36

USP: Located in the heart of the IT hub of Whitefield

THE BYKE PUJA SAMUDRA



Location: Kovalam

Type: Leased

Number of rooms: 42

USP: Serves pure vegetarian cuisine. Located in the heart of Kovalam, just 5 minutes from the beach

DIRECTORS' PROFILE



Mr. Anil Patodia
Managing Director

A commerce graduate with more than 20 years of experience in the hospitality and service industries, he assumed the role of Managing Director in 2010. By leveraging his in-depth knowhow of running sustainable enterprises, he formulated value-accretive strategies to carve out a niche for the Company. Currently he is the Director of the Lions Club of Mumbai Heritage Galaxy.



Mrs. Archana Patodia
Non-Executive Director

A BA from the University of Rajasthan, she aggregated rich experience in managerial and administrative functions. She is also the Director of Lions Club of Mumbai Heritage Galaxy. She is also the DC Village Development of Lions Club International.



Mr. Satyanarayan Sharma
Non-Executive Director

An electrical engineer, with more than 25 years of experience, he is one of the founder promoters of the Company. He has played an instrumental role in the Company's growth.



Mr. Pramod Patodia
Executive Director

By banking on his hospitality industry experience of more than 20 years and more than 26 years in the field of management and administration, he helped the Company climb new heights. He oversees all the hotel operations of the Company.



Mr. Vikash Agarwal
Non-Executive Director

He engages in planning and strategy and represents the face of the young leadership at the Company. He is also responsible for executing portfolio expansion, mergers and acquisitions. By capitalising on foresight and market intelligence, he has created a workforce of entrepreneurs within who act as growth drivers for the Company.

CORPORATE INFORMATION

REGISTERED & CORPORATE OFFICE

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

CHIEF FINANCIAL OFFICER

Mr. Sumit Bajaj

COMPANY SECRETARY AND COMPLIANCE OFFICER

Ms. Ankita Sharma

BANKERS

ICICI Bank Limited
HDFC Bank Limited
Axis Bank Limited
Yes Bank
Union Bank of India
Kotak Mahindra Bank Limited



Mr. Bharat Thakkar
Independent Director

A postgraduate in commerce and an intermediate ICWA passout, he has gathered more than 35 years of experience in the non-life insurance sector including treasury operations. His areas of expertise also include HR, secretarial and finance operations.



Mr. Sandeep Singh
Independent Director

A postgraduate in rural development from Xavier Institute of Social Sciences, Ranchi, he specialised in media planning (short-term) from Mudra Institute of Communications, Ahmedabad, and in business management from IIM, Bangalore. He is associated with Bhageriya Dye Chem Limited and Essel Propack Limited as an Independent Director. He has also worked with ASSOCHAM, RK Swamy BBDO Private Limited, HTA, AC Nielsen ORG-MARG Private Limited, ETC, SAB TV and Sahara News.



Mr. Ram Ratan Bajaj
Independent Director

A fellow of the Institute of Chartered Accountants of India, he enjoys more than 40 years of post-qualification experience in handling finance, taxation, corporate law, accounts, project implementation, cost control and other related matters. He has been associated with the Company since March 30, 2011. He is also a member of Bharat Vikas Parishad, an organisation engaged in organising sociocultural activities.



Mr. Ramesh Vohra
Independent Director

He has been engaged in supplying and servicing engineering products for more than 40 years. As a part of his responsibilities, he engages with major oil and gas and marine construction companies like ONGC and the Indian Railways, among others. He has also been a member of the Lions Club for two decades.



Dr. Dinesh Kumar Goyal
Independent Director

Prior to being a part of the 1981 batch of the Indian Administrative Services, he was a scientist with the Department of Atomic Energy, Government of India. A Master's degree holder from the London School of Economics, IIT Bombay as well as the Birla Institute of Technology and Science, Pilani, he has worked as a district magistrate, collector and head of departments like procurement, computers, energy, finance, labour, mines, tourism, youth affairs, among others, for more than 30 years.

STATUTORY AUDITOR

M/s. Borkar & Mazumdar,
Chartered Accountants
21/168, Anand Nagar, Om CHS,
Anand Nagar Lane, Off Nehru
Road, Vakola, Santacruz (East),
Mumbai 400 055

SECRETARIAL AUDITOR

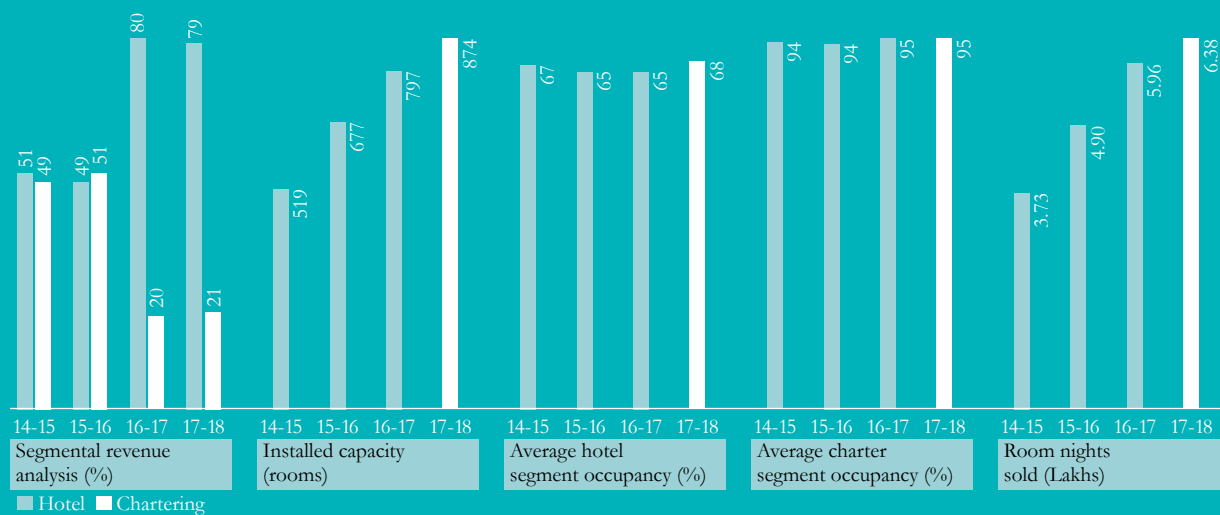
M/s Suman Sureka & Associates,
Company Secretaries,
302-A Wing, Mukti Tower, Eastern
Express Highway, Mulund East,
Mumbai 400081

REGISTRAR AND SHARE TRANSFER AGENT

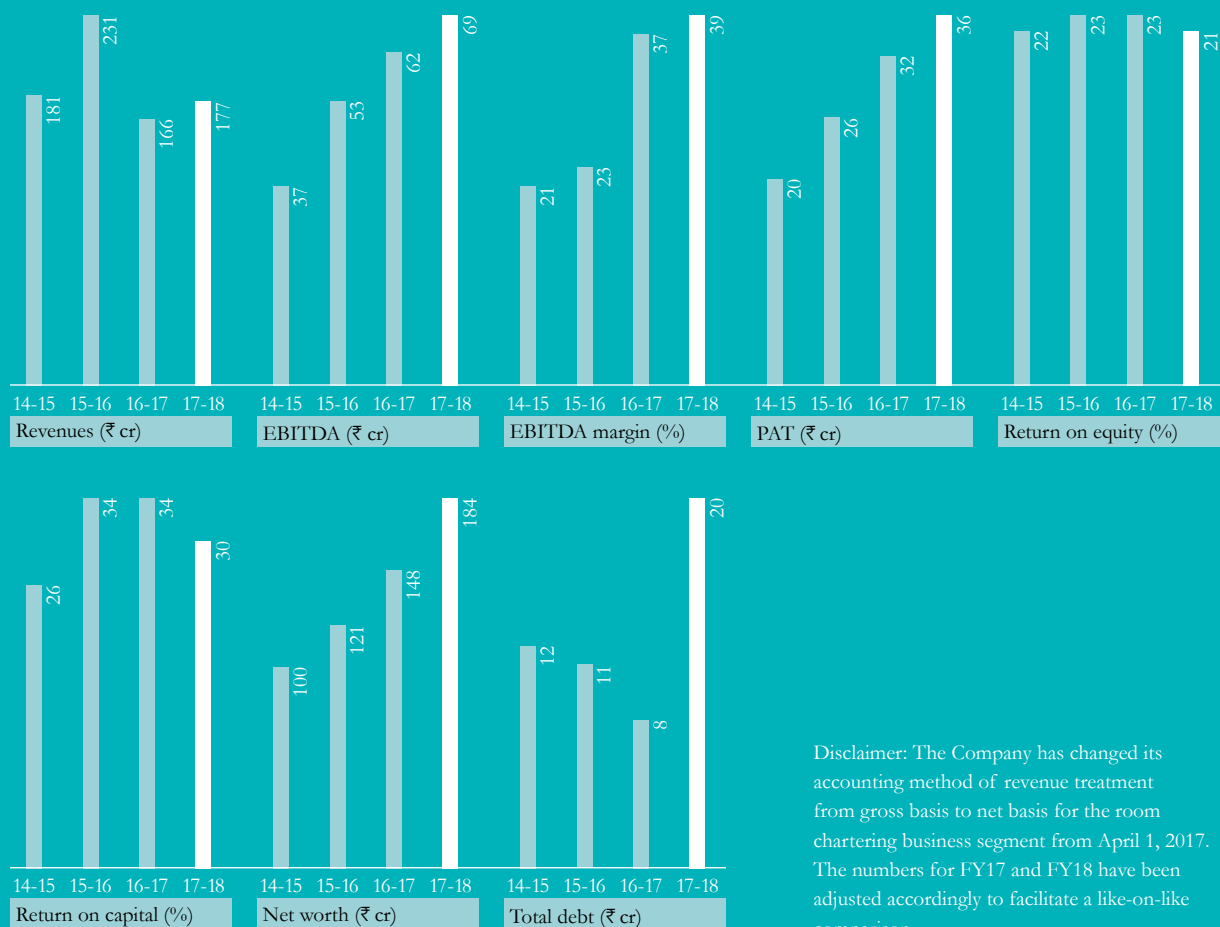
Sharex Dynamic (India) Private
Limited
Unit-1, Luthra Industrial Premises,
1st Floor, 44 E, M Vasanti Marg,
Andheri Kurla Road, Safed Pool,
Andheri (East), Mumbai 400072
T: 285145644 /28515606
W: www.sharexindia.com
E: investor@sharexindia.com

OUR PERFORMANCE

THIS IS HOW WE PERFORMED ON THE OPERATING SIDE OF OUR BUSINESS



THIS IS HOW OUR OPERATING PERFORMANCE TRANSLATED INTO ATTRACTIVE FINANCIALS



Disclaimer: The Company has changed its accounting method of revenue treatment from gross basis to net basis for the room chartering business segment from April 1, 2017. The numbers for FY17 and FY18 have been adjusted accordingly to facilitate a like-on-like comparison.