



DELIVERING EXPERIENCE

Annual Report 2017-18



WONDERLA HOLIDAYS LIMITED

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Attention – Shareholders holding shares in physical form

In terms of notification dated June 8, 2018 issued by Securities and Exchange Board of India, requests for transfer of shares in physical form shall not be processed by companies or Registrars with effect from December 6, 2018. Therefore, if you want to transfer your shares on or after December 6, 2018, please get your shares dematerialised.

Disclaimer

Statements in this report that describe the Company's objectives, projections, estimates, expectations or predictions of the future may be 'forward-looking statements' within the meaning of the applicable securities laws and regulations. The Company cautions that such statements involve risks and uncertainty and that actual results could differ materially from those expressed or implied. Important factors that could cause differences include raw materials' cost or availability, cyclical demand and pricing in the Company's principal markets, changes in government regulations, economic developments within the countries in which the Company conducts business, and other factors relating to the Company's operations, such as litigation, labour negotiations and fiscal regimes.

DELIVERING EXPERIENCE

Annual Report 2017-18

Wonderla Holidays Limited is India's largest amusement park chain which operates with an aim to deliver unique, safe and memorable experiences to visitors across its parks in Bangalore, Kochi and Hyderabad.

At Wonderla we are able to deliver experience thanks to a wide variety of exiting rides, in park restaurants serving a vast variety of cuisines, merchandise and resort - all backed by the commitment and passion of our people and ICT enabled operations.

Vision

Adding 'Wonder' to lives and bringing people closer.

Mission

Build and operate resource efficient amusement spaces to deliver a fun, thrilling and hygienic experience to our guests.



Delivering Experience

Over 2.5 million people visited our parks in FY18. People visit amusement parks primarily for shared experiences and thereby to get closer. A wide variety of rides available to get exhilarated, excited, amused, entertained and safely terrified are the key differentiators to make our parks a favorite attraction. Wonderla, the largest amusement park chain in India has been expanding its parks in terms of rides since its inception.

RIDES



From 15 rides in beginning, our park in Kochi is having 56 rides in FY18. In Bangalore the park commenced with 46 rides and today its 62. Our newest park in Hyderabad which commenced in FY17 has 44 rides. In FY18 Wonderla introduced India's first space flying experience in Hyderabad park with MISSION INTERSTELLAR

Delivering Experience

Food has become a major factor of amusement park experience as visitors expect a higher calibre of cuisine wherever they go. This has led Wonderla to up the ante on the food offerings and invest more in our culinary departments. Today the three parks together we have 20 restaurants offering a wide variety of cuisines.

FOOD



In FY18 the company came out with an attractive pricing for three, scrumptious meals [breakfast, lunch and snacks] inside the park, all for INR 299 or two meals [lunch and snacks] for INR 249.

The revenue pie of F&B in the non-ticket revenue increased from 24% in FY15 to 39% in FY18.



Delivering Experience

At Wonderla, Information Communication Technology (ICT) is a key enabler for delivering visitor experience and for strengthening all our strategic initiatives. The company's key ICT goal is to make the park experience less stressful and more enjoyable and capture data on a real time basis. While many ICT applications have already been implemented, the next level technology solutions are in the pipe line for bettering the customer experience.



TECHNOLOGY

Some of the key ICT solutions at Wonderla are RFID band for visitors for safe keeping of their belongings and for cash less transactions within the park and online booking facility for tickets, food and cabs.





Delivering Experience

Wonderla Resort in Bangalore is a 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, with a combined space of 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.

At our Bangalore park amenities also include a multi-cuisine restaurant, rest-o-bar, solar heated swimming pool, recreation area, kids' activity centre and a well equipped gym.



RESORTS





Delivering Experience

Employee engagement has long been a key focus for Wonderla since its inception. We recognize that a happy and productive workforce will give our visitors a memorable experience and a day to remember.

OUR PEOPLE



In FY18 the company initiated "Wonderla Stories" to identify employees who excelled in customer service.

We make our employees experience the Park as guests to understand customer experience, needs and expectations more closely.



Wonderla Strategy

The core belief of Wonderla is that every once in a while people need to LET GO and break from the usual. When people just Let Go of their inhibition and have fun together, they GET CLOSER. And thus, Wonderla is a fun place where people GET CLOSER.

Since the formation of Wonderla in 2000, it has sought to diversify park locations as well as rides so as to make each park a memorable and entertaining experience for families as well as various social groups.

Underpinning this strategy is a focus on five growth drivers

Our Strategy	KPIs and Goals
SCALABILITY - EXPANSION THROUGH SETTING NEW AMUSEMENT PARKS	Company has acquired land in chennai and identifying potential opportunities for setting up new parks in other key geographies.
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.



Management Review

Chairman's Message

Dear Shareholders

A warm welcome to the 16th annual general meeting of the company.

It is my privilege to address you through this letter, after taking over as Chairman of the Board from my predecessor Mr. George Joseph. George and I had a smooth transition during November, 2017. I am glad that we have been able to retain his experience and leadership with Wonderla. I would like to thank him for accepting the Board's request to continue with the company as Executive Vice Chairman.

My journey with Wonderla began on an exciting note. In the first few days after joining the board of the company, I had visited Bangalore and Hyderabad Parks. During these visits, I made it a point to experience the park as an external visitor rather than Chairman of the company. These visits provided memorable experience for me. Later, I visited our park at Kochi with my family including grandchildren. True to the theme of this report, I found the parks 'delivering experience'

When more and more people are getting glued to electronic gadgets and tend to remain in their personal space, amusement parks like Wonderla give an opportunity for families and friends to come together, have fun and frolic and experience togetherness.

in all aspects such as courteous staff, exciting rides, quality food at affordable rates, clean and hygienic environment.

FY18 Performance

Company's performance during FY 2018 had been a mixed bag. Revenue went up marginally – approximately 3% over previous year to Rs.2705 lakhs. This subdued growth was primarily due to the decline in number of visitors by 6.5 % compared to last year.

One of the major factor for this decline was increased ticket price in the first two quarters of the year while switching over from service tax to GST. During the 4th quarter we could stabilize the price factor and I hope we will have an improved flow of visitors in the coming quarters.

The board of directors of the company has recommended a final dividend of Rs.1.50 per equity share of the face value of Rs.10 subject to the approval of the members in the forthcoming annual general meeting.

A Strong Wonderla

Ethics and governance are the founding values at Wonderla. Our company has an experienced board, innovative senior leadership and an enthusiastic – mostly young staff. We give utmost importance to high operating standards and practices.

Health and safety of visitors and employees and commitment to the environment are fundamental to our business model. While the external environment tends to be unstable at times, the company

over the years have exhibited its ability to have an unwavering internal environment by way of innovation, cost control ,sense of urgency and control over operational aspects.

Current Scenario

The development of amusement parks is one of the factors in the development of the hospitality and tourism industry worldwide. Proactive government policy factors play a big role in the success of amusement parks industry which is in its early stage of development in India.

Amusement parks apart from an affordable - exciting leisure option for the middle class, also give employment opportunity to many semiskilled and unskilled youth especially from rural areas and small towns. It is a major trigger for indirect employment and small business opportunities for many people in the vicinity of the park.

When more and more people are getting glued to electronic gadgets and tend to remain in their personal space, amusement parks like Wonderla give an opportunity for families and friends to come together, have fun and frolic and experience togetherness. This in itself cannot be considered as a luxury . It is a facility which is not available in several municipal areas .Therefore, Government and local bodies should provide a reasonable tax structure for amusement parks industry , making it affordable to common people and attracting further investment.

During the year our company