

WHERE Wonders NEVER CEASE



Annual
Report

18 19

WONDERLA
PARKS AND RESORT

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Attention – Shareholders holding shares in physical form

In terms of notification dated 8th June, 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 6th December, 2018. Therefore, if you want to transfer your shares on or after 6th December, 2018, please get your shares dematerialised.



To view this report on digital platform, please visit:
www.wonderla.com

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.



At Wonderla - India's favourite amusement destination,

we delight our guests with thrilling and chilling moments, rejuvenating them to the core. Here, wonders await you in every aspect of our experience - be it our exhilarating rides, scrumptious food, attractive resort stay, or our warm-hearted people who take exemplary care of our guests. An exuberant gateway to fun and laughter, Wonderla brings people together to live the wonders of life and build priceless memories. Celebrate every second and be your craziest self as you surrender to the unmatched charm of our uniquely developed and maintained parks and resort.

Along with our guests, we also believe in providing a rewarding experience to our employees, business partners, investors and the community at large. Our performance, achievements, innovation, initiatives and our zeal to override every challenge and demonstrate laudable growth year-on-year have been admired and appreciated by our stakeholders. We are committed to make it a wonderful journey for all.

STEP INTO WONDERLA.
EXPERIENCE A WORLD WHERE
WONDERS NEVER CEASE.

Introducing Wonderla

Wonderla Holidays Limited is one of the largest amusement park operators in India with over 18 years of successful operations. We own and operate three amusement parks and a resort under the brand name Wonderla.

The maiden park was started in Kochi (2000) under the name 'Veegaland' initially, whose success led to the subsequent park launch in Bangalore (2005) followed by a resort in Bangalore (2012) and another park in Hyderabad (2016).

A new amusement park is planned in Chennai and the project work will commence after necessary approvals from the state government.



3

Amusement
Parks



1

Three-Star
Leisure Resort



162

Fun Rides



15

Restaurants



84

Luxury Rooms



4

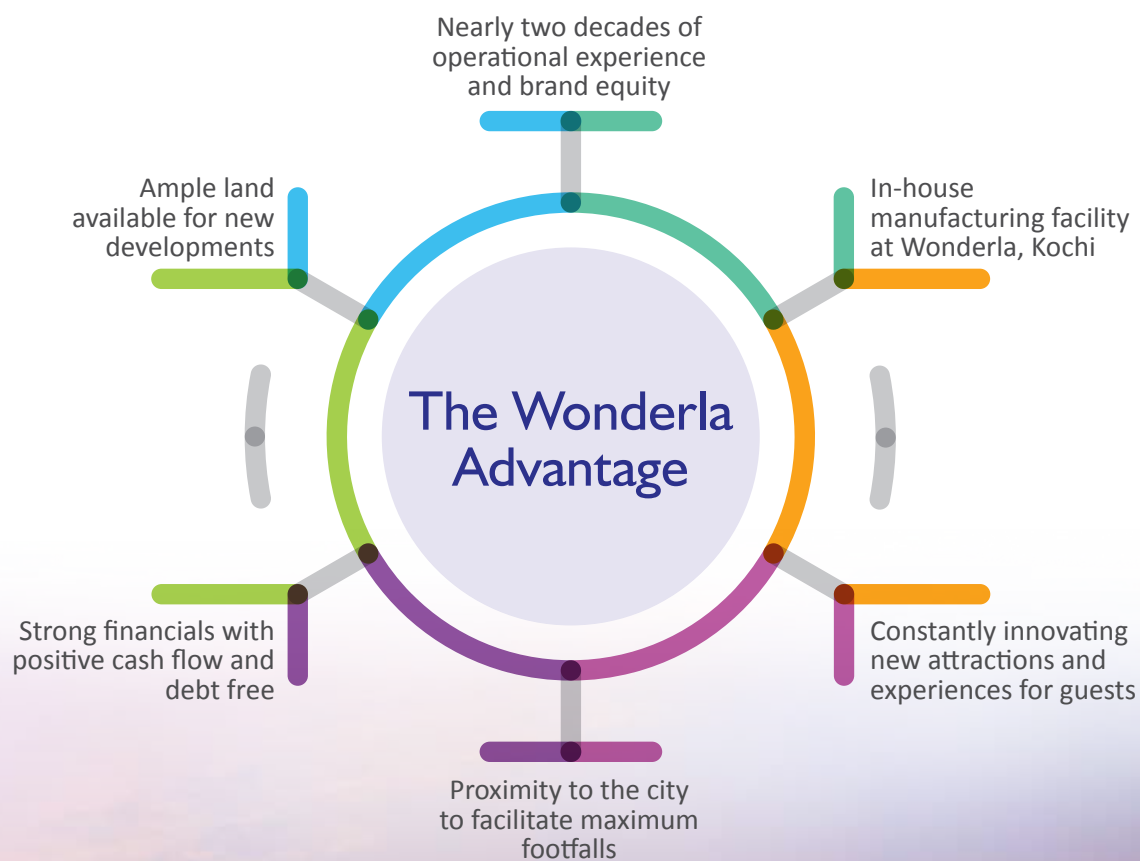
Banquet Halls



30

Awards
Since Inception





Introducing Wonderla



Vision

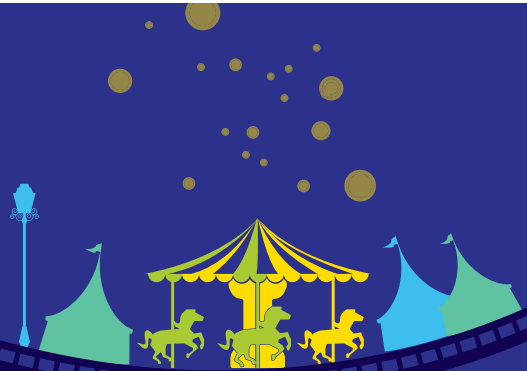
Adding 'Wonder' to lives and bringing people closer.



Mission

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

Showcase of property



Wonderla Amusement Parks

	BANGALORE	KOCHI	HYDERABAD
Total Land Available (Acres)	81.75	93.17	49.50
Developed Land (Acres)	39.20	28.75	27.00
Land Availability for Future Development (Acres)	42.55	64.42	22.50
Total No. of Rides	62	56	44
No. of Wet Rides	21	22	18
No. of Dry Rides	41	34	26
Total No. of Visitors FY 19 (No. in Lakhs)	10.57	7.57	7.09



Wonderla Resort- Bangalore

	FY19	FY18	YoY %
Total No. of Room Nights Available to Guests	29,667	29,994	(1.00)
Occupancy %	45	43	200bps
Avg. Room Rental for the Period (₹)	4,576	5,010	(8.70)

Awards & Certifications



IAAPI Awards 2018

Indian Association of Amusement Parks and Industries (IAAPI), the apex body representing the interests of Amusement Parks, Theme Parks, Water Parks and Family Entertainment Centre in India, conferred the following awards to Wonderla during the year.

BANGALORE PARK

Won IAAPI Award in Media for Innovative Promotional Activity through Media TV channel

Won IAAPI Award in Media for Innovative Promotional Activity through Media Digital Marketing

KOCHI PARK

Won IAAPI Award in Media for Innovative Promotional Activity through Media Hoarding OOH

Won IAAPI Award in Media for Innovative Promotional Activity through Media Digital Marketing



TripAdvisor Rating

TripAdvisor, one of the world's largest travel platforms that feature about 8.3 million accommodations, restaurants, experiences, airlines and cruises across 49 markets, conferred the following awards to Wonderla during 2018-19.

BANGALORE PARK

Ranked #2 in Top 10 Amusement Parks in India

Ranked #7 Best Amusement Park in Asia

KOCHI PARK

Ranked #3 in Top 10 Amusement Parks in India

Ranked #11 Best Amusement Park in Asia

HYDERABAD PARK

Ranked #8 in Top 10 Amusement Parks in India

Wonders never cease in...

our RIDES



Ride high on thrills and wonder with a wide variety of land and water rides at our amusement parks. Skip a heartbeat and shout out loudest on high-thrill rides like Mission Interstellar, Equinox 360 and Recoil. Get drenched and soak yourself in the never-ending fun offered by Water Coasters & Boomerang. Relive the wonders of childhood as your kids gallop on Jumping Horses and swirl on the merry-go-round. Or, simply spend some lazy moments with your family in the wave pool. And, while doing these, get closer to the ones you love.

At Wonderla, in order to ensure the safety and security of our guests, we conduct a routine check on every ride, which goes up to a list of 100 checks depending upon the ride's complexity. TUV, an agency from Germany, has also been deployed for this purpose and strengthens the security measures of our amusement parks.

In FY19, one water ride was added in the Kochi Park and the Company took several other initiatives in the form of introducing new virtual rides and games to enhance the overall experience for its guests.

our FOOD



Behind every extraordinary experience, there is extraordinary food.

Wonderla's Food and Beverage (F&B) offerings, thus, has always remained at the heart of delivering an incredible experience to our guests. With 15 restaurants offering a tempting spread of cuisines, wonder never ceases with our food, its aroma, and the warmth with which it is served.

In FY19, we have paid considerable attention to enhance the food experience in our resort and amusement parks. Initiatives taken include revisiting the F&B range, rationalising the prices for popular food items, and adding new items on the menu. Competitive packages for breakfast, lunch and dinner were also introduced to encourage the guests to eat within our premises instead of seeking alternative arrangements. Special packaging provisions were made for guests who wish to carry their dinner and eat it on-the-go.

In FY19, the restaurant business was taken over in totality from the third parties. This helped us to get synergies on buying and our margin share is now expected to improve from 30% to 40-45% in the F&B section.

our TECHNOLOGY



Leveraging technology as a wonder-tool to simplify payments, ease processes, and enhance security.

From purchasing a ticket for Wonderla to worrying about the safety of your precious belongings or pulling out your wallet for every transaction, a day at the park can be quite tedious and unpleasant, unless for our wise adoption of technology and smart applications. Our information and communication technology (ICT) initiatives are thus focussed at minimising all hassles and keeping the 'Wonder' alive for you.

To add more convenience and a better experience for our customers, Wonderla has implemented cashless wallet-based system in Bangalore and also introduced it in Kochi under pilot phase. This has been enabled by Easypay, a POS machine which helps the visitors to add money and utilise it in the park with an easy swipe.

our EXPERIENCE



A wonder-filled and unforgettable experience delivered through innovative entertainment facilities, thoughtful leadership, constant initiatives and enduring hospitality.

We are admired as a safe, secured and well-kept resort and chain of amusement parks by our visitors. The success is largely attributed to a team of committed and seasoned people who ensure that the Company maintains its glory and stands true to its mission.

Wonder Pass, a recent loyalty-based initiative, enhances visitor's experience and rewards them for spending time with us. Deep discounts are given on Resort Stay during weekends (10%), Park Tickets (15-20%), Food & Beverage (5%) and Shopping (10%) to encourage loyalty and repeat visits.



Definitely one of the best water parks I've been to. Good amusement park as well. It was absolute fun



Visited multiple theme parks across the globe... I can vouch Wonderla as one amongst the best. Safety, quality of rides and staff attitude is excellent



Very good place for family and kids... Well mannered staff. Best in South India. Rides are great. Worth the money



I love all the rides. It was such a great day. Love the roller coaster ride. Food was amazing



Chairman's Letter

Dear Shareholders

Financial year 2019 has been remarkable for the Company despite difficulties. The turnover of the Company increased to ₹ 29,165.70 Lakhs compared to ₹ 27,834.06 Lakhs in 2017-18. The net profit after tax is ₹ 5,541.41 Lakhs (₹ 3,850.39 Lakhs in 2017-18) and earnings per share is ₹ 9.81 compared to ₹ 6.81 in 2017-18. The Company is debt-free at the end of the year, except for working capital finance of ₹ 98.66 Lakhs.



THE MANAGEMENT AND EMPLOYEES TOOK SEVERAL EFFORTS TO CONTROL COSTS AND IMPLEMENT INNOVATIVE MARKETING STRATEGIES. EVERY ONE WORKED BEYOND THE CALL OF DUTY AND MADE SIGNIFICANT CONTRIBUTION TO THE RESULTS.

This achievement during a difficult year was made possible by the dedication and hard work of all employees of Wonderla. Over the last year, the Company had faced multiple difficulties on account of bad weather conditions and other external factors, affecting free movement of people and the usual footfall. The footfalls had increased marginally from 24.87 Lakhs in 2018 to 25.23 Lakhs in 2019.

To meet these challenges and ensure sustainable growth, the management and employees took several efforts to control costs and implement innovative marketing strategies. Everyone worked beyond the call of duty and made significant contribution to the results. The main thrust was to deliver satisfactory experience to our guests.

A few examples would help you appreciate this aspect of team Wonderla.

Rajesh is an office boy supporting other staff of Wonderla on day-to-day errands. On a strike day in Kochi, he was assigned to the reception area to address the customers/visitors and answer their calls. Despite having no experience in handling customer complaints prior to that day, he decided to take the responsibility for attending to a customer who had misplaced her bag that contained medicines and custom-made apparels that were used to treat her back-pain. Rajesh searched the usual places such as changing room, food court and 'lost and found' section to locate the misplaced bag, but in vain. Eventually, the guest was informed that her bag could not be found.

However, Rajesh, who could read the concern on the customer's face, promised further efforts. Rajesh searched further in the waste segregation area where the bag was finally found. The elated guest appreciated Rajesh's efforts and so did the management.

A young lady lost her gold chain in one of the rides at Wonderla, Hyderabad. As it was a gift from her father on the occasion of her marriage, she was very upset by the loss. Complaint was registered at the 'Lost and found' section of the Park and at the local Police Station. When the police came for investigation, CCTV footage was shown to them with the help of security associate, Ravinder. Even after scrutinising the tapes for three days, the police could not spot anything. Committed