

The National Stock Exchange of India Limited Exchange Plaza, 5 <sup>th</sup> Floor Plot No..C/1, G Block Bandra Kurla Complex Bandra(E) Mumbai – 400 051. Code: EIHOTEL	BSE Limited Corporate Relationship Dept. 1 <sup>st</sup> Floor,New Trading Ring Rotunda Building Phiroze Jeejeebhoy Towers Dalal Street,Fort, Mumbai-400001 Code:500840
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**SUB: SUBMISSION OF PRESENTATION TO INVESTOR / ANALYSTS**

Dear Sir / Madam,

Pursuant to Regulation 30(6) of SEBI (Listing Obligation and Disclosure Requirement) Regulation, 2015 (Listing Regulations), please find enclosed the copy of the presentation to be circulated to Investor / Analysts in respect of the Unaudited Financial Results (Standalone and Consolidated) of the Company for the Second Quarter and Six months ended 30<sup>th</sup> September 2021.

Kindly take the above in your records and host in your website.

Thanking you,

Yours faithfully

For **ElH Limited**

**Lalit Kumar Sharma**  
Company Secretary



# EH Limited

## Investors' Conference Call

Quarter ended September 2021



Classification | External

# Industry Outlook



# Indian Hospitality Industry

## Key Highlights

- 1 Domestic air traffic increased by ~5.4% (M-o-M) in Sep 2021; **[73% of pre-pandemic level]** with ease in travel restrictions, declining COVID cases and aggressive vaccination campaign in the country.
- 2 **Hotel Industry recorded highest nationwide occupancy rate since the onset of pandemic.** Chandigarh, Goa and Pune observed the highest occupancy growth Y-o-Y.
- 3 The gradual resumption of **corporate travel is assisting in the recovery of hotel demand in cities like Bengaluru and Pune**, which were previously underperforming
- 4 Increasing demand is assisting in the recovery of average daily rates in all markets.
- 5 **Brand openings & signings by properties have increased marginally in H1 of 2021** compared to last year.



Deepak Kumar joins Hilton Mumbai International Airport as General Manager  
Read More #OnTheMove



Sandeep Basu joins Cygnett Hotels & Resorts Private Limited as Corporate General Manager – Preopening and Operations  
Read More #OnTheMove

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# Staging a comeback: Hotels start hiring again on leisure, biz travel revival

By Rica Bhattacharyya & Lijee Philip, ET Bureau | Last Updated: Nov 14, 2021, 06:58 AM IST



# Surge in occupancies, earnings triggers flurry of new hotel signings

Hotel chains and developers are busy inking partnership deals and announcing a flurry of n



Deepak Kumar joins Hilton Mumbai International Airport as General Manager  
Read More #OnTheMove



Sandeep Basu joins Cygnett Hotels & Resorts Private Limited as Corporate General Manager

# India's hospitality industry witnesses 169.4 per cent growth in RevPAR during Q3 2021: JLL Report



Additionally, there has been a 122.9 per cent growth in RevPAR in Q3 2021 as compared to Q2 2021

ENHANCED BY Google



THEWEEK MAGAZINE

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HOME	INDIA	WORLD	BUSINESS	SPORTS	SCI/TECH	LEISURE	ENTERTAINMENT	HEALTH
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# India's hospitality sector sees healthy growth; hiring gains momentum

Growth in travel is expected to continue as India ramps up vaccination rate



By Abhinav Singh | Updated: November 11, 2021 16:53 IST

# Healthy signs for 2022 and the years ahead



Aurelio Girardo, Cluster General Manager, Banyan Tree Doha & La Cigale Hotel, says Qatar has achieved a milestone in promoting itself as a sports destination





Business News > Small Biz > SME > For hotels, hygiene has become an important aspect of brand standard: RepUp's Pranjal Prashar

# For hotels, hygiene has become an important aspect of brand standard: RepUp's Pranjal Prashar

By Pranbihanga Borpuzari, ET Online • Last Updated: Oct 22, 2021, 11:40 AM IST

SHARE FONT SIZE SAVE PRINT COMMENT

## There is no doubt that the pandemic changed the travel experience.

Cleanliness protocols took center stage as the world's top health and sanitization experts collaborated with hospitality companies to implement enhanced standards at record speeds.



Flexible cancellation policies were extended instantaneously, and loyalty programs protected their most frequent travelers by extending status eligibility.



The contactless experience became an expectation, increasing the adoption of innovations, like digital keys and contactless payments, at rates faster than could have been predicted.



Culinary and catering teams reimagined the on-property food and beverage experience overnight, and the event planning community reinvented the industry playbook.

XPRESS Read to Lead



## 'Desi Travel' the buzzword of Indian hospitality sector recovery

October 21, 2021 3:30 PM

As industries are in the process of rebooting to the new normal after being hit by the pandemic, the hospitality industry which was one of the worst hit industries is also getting back to operations.

Wed 27 Oct 2021 11:38 AM

## Why sustainability in the hospitality industry is here to stay

Sustainability is a commitment that must be woven into the hotels' DNA and operating philosophy. One of the lessons the pandemic taught us is that how we travel matters

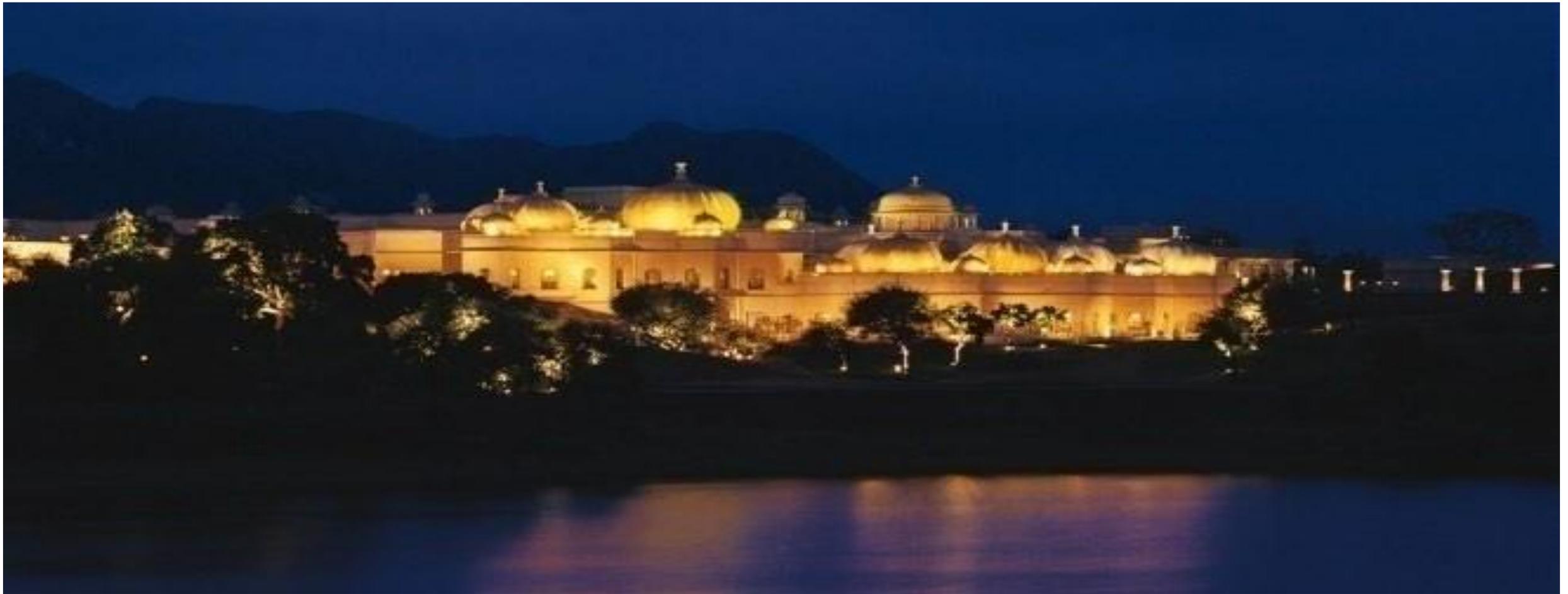
Classification | External

# Indian Hospitality Industry | Benchmarking

Signs of recovery visible with YOY growth in last 4 months

	<b>Y-o-Y</b> [vs. FY2020-21]	<b>Sep 2021</b>	<b>Aug 2021</b>	<b>Jul 2021</b>	<b>Jun 2021</b>	<b>RevPAR Index (Sep'21)</b>  1.92 (LY: 1.34) [EIH]  1.90 (LY: 1.20) [EIH Domestic Hotels]
<b>INDUSTRY</b>	<b>ADR</b>	↑ 19-21%	22-24%	27-29%	17-19%	
	<b>Occupancy</b>	↑ 29-31pp	27-29pp	24-26pp	10-12pp	
	<b>RevPAR</b>	↑ 163-165%	174-176%	170-172%	78-80%	

<b>EIH RevPAR</b>					
<b>EIH Limited</b>		236%	375%	464%	374%
<b>Domestic Properties *</b>		258%	360%	552%	486%

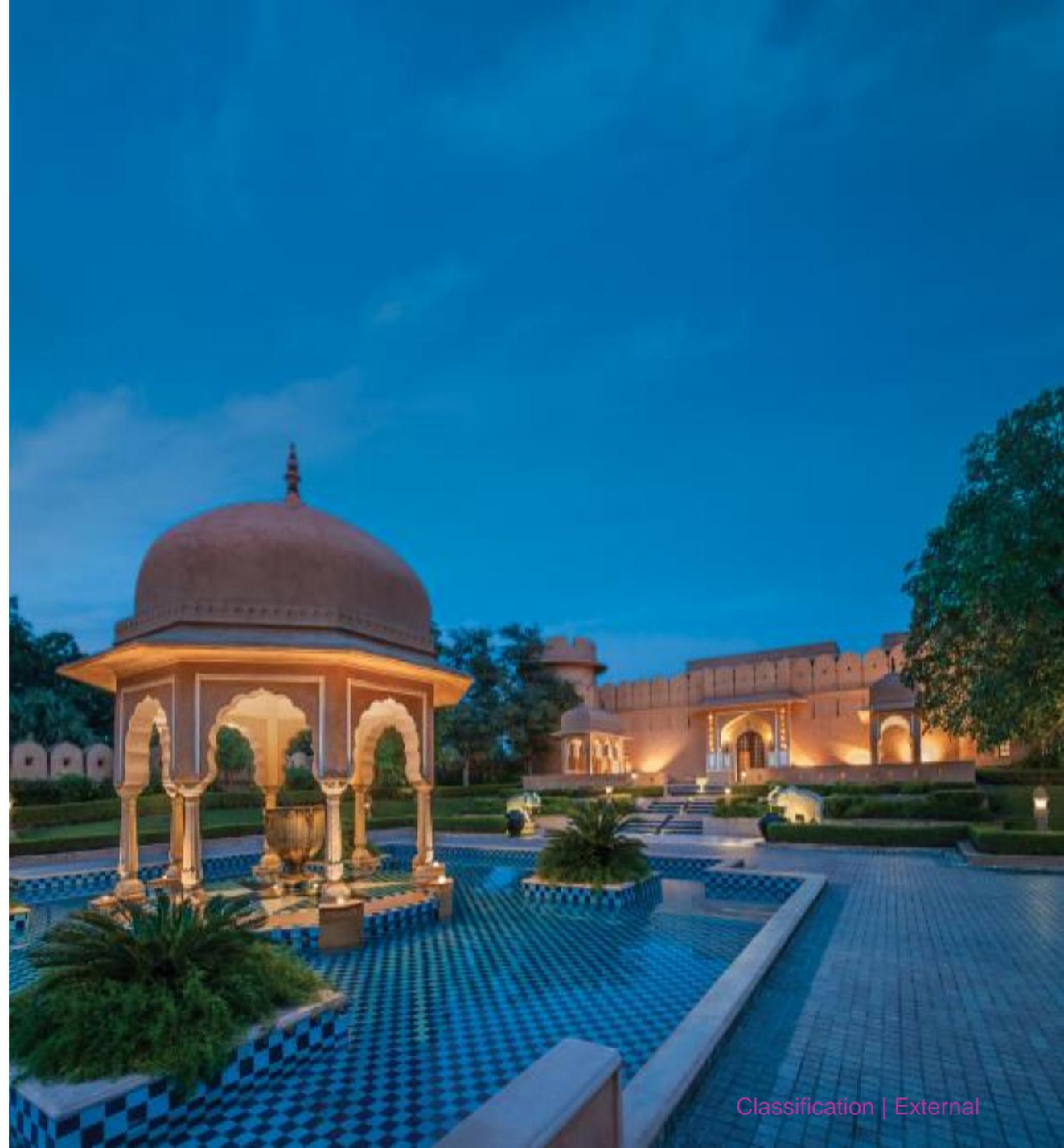


# **Our Outlook**

Endure | Revitalize | Flourish

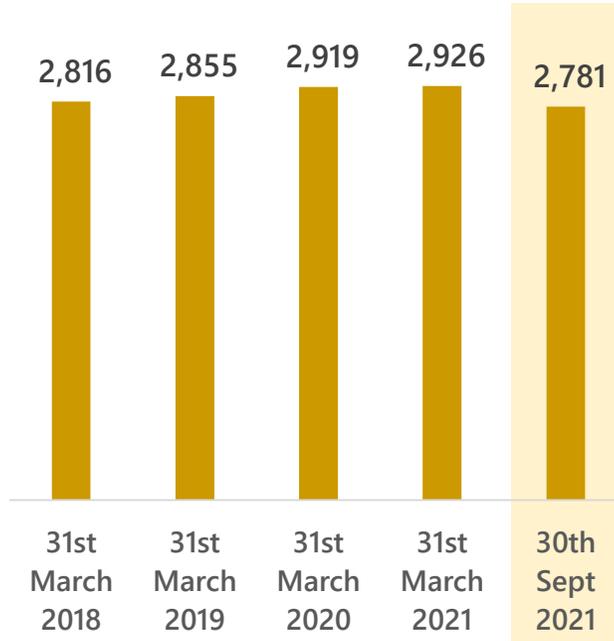
# ENDURE

Robust Balance Sheet | Sharp Post-COVID Recovery

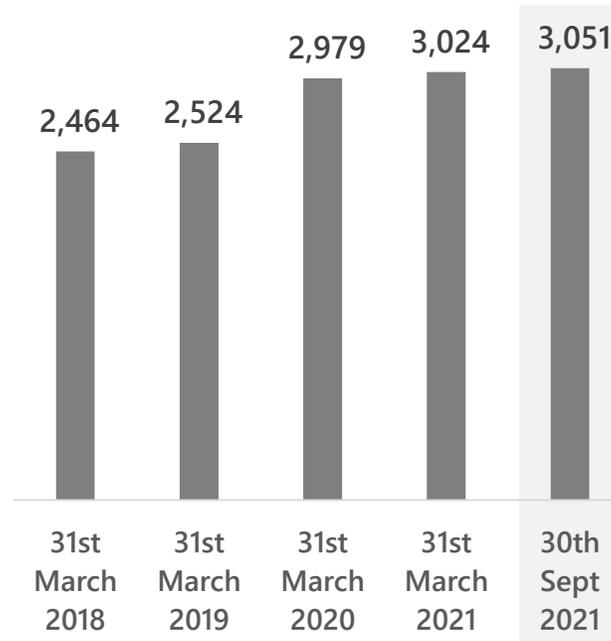


# Robust Balance Sheet

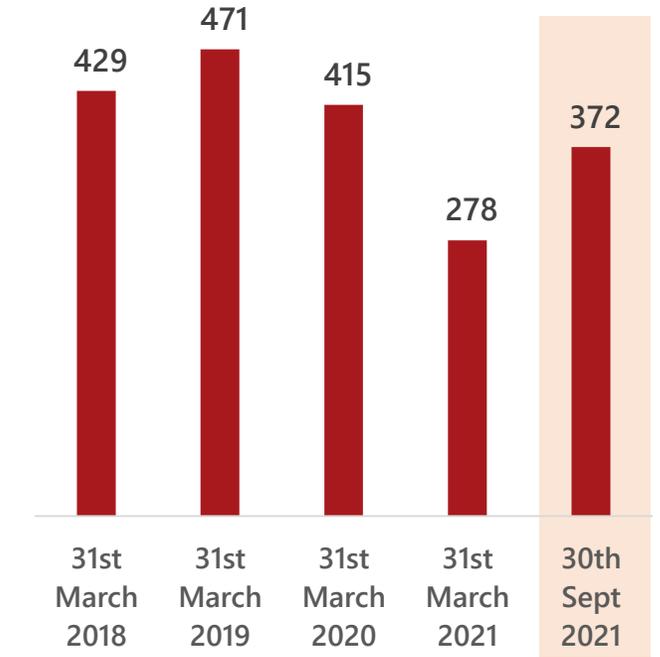
## NET WORTH



## STRONG ASSET BASE



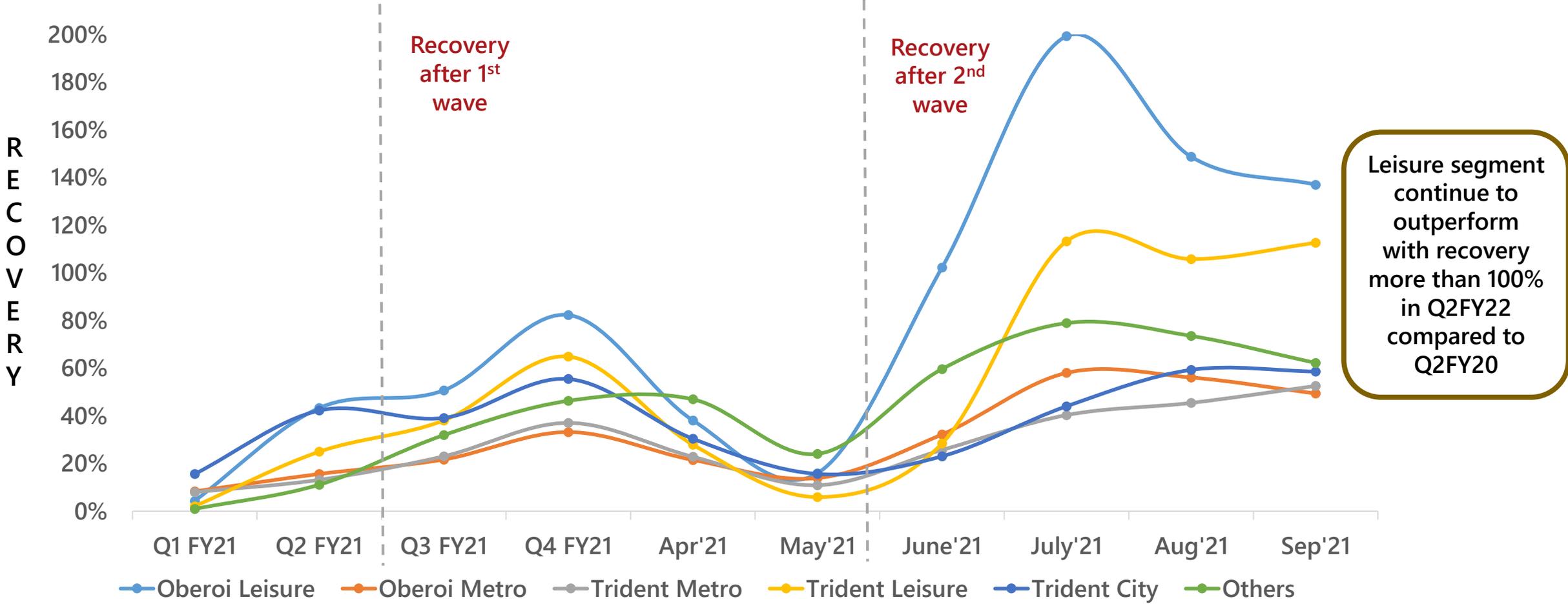
## TOTAL DEBT



Our Balance Sheet strength have helped in controlling the finance costs and obtain lowest interest rates from bank.

Weighted Average Cost of Debt as on 30<sup>th</sup> Sept 2021 was 7.35%, i.e. reduction by 9 bps in last one year

# RevPAR Recovery impacted due to second wave of COVID-19



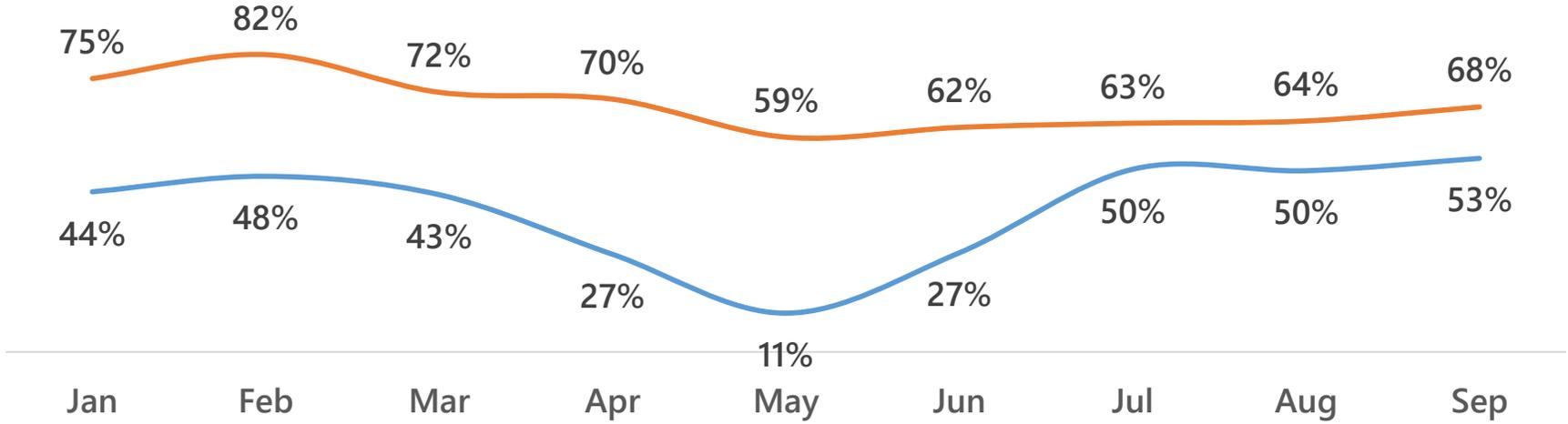
Q1FY22 witnessed decline in RevPAR due to second wave of COVID-19. However, steep recovery is being witnessed from June 2021 onwards

\* Domestic properties represents all hotels include managed properties

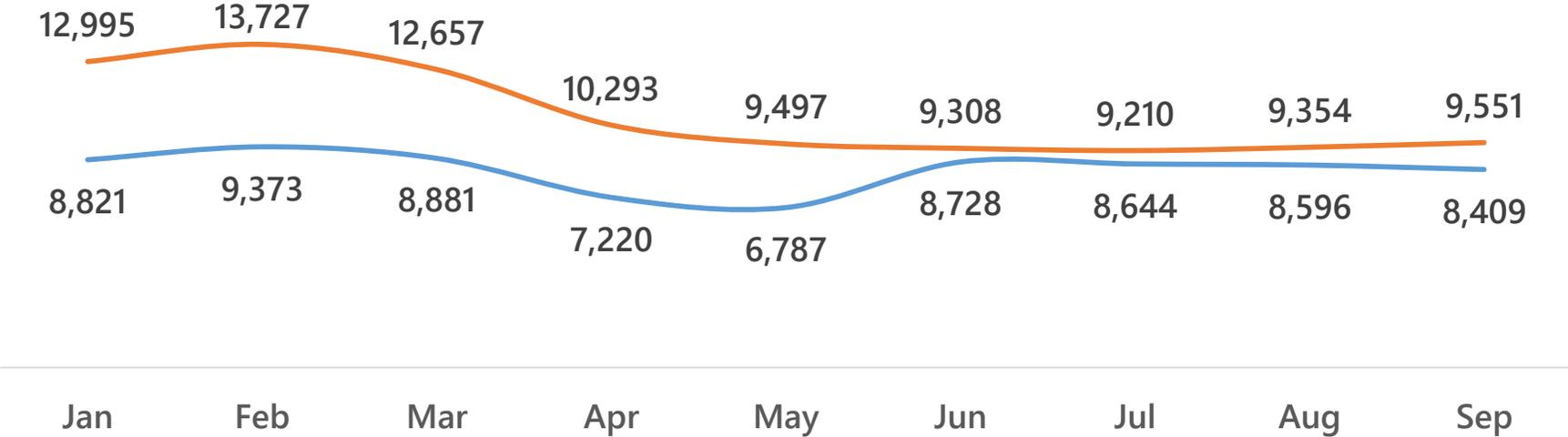
# Hotels | Recovery in Domestic Properties

— Y 2021 — Y 2019

## Occupancy

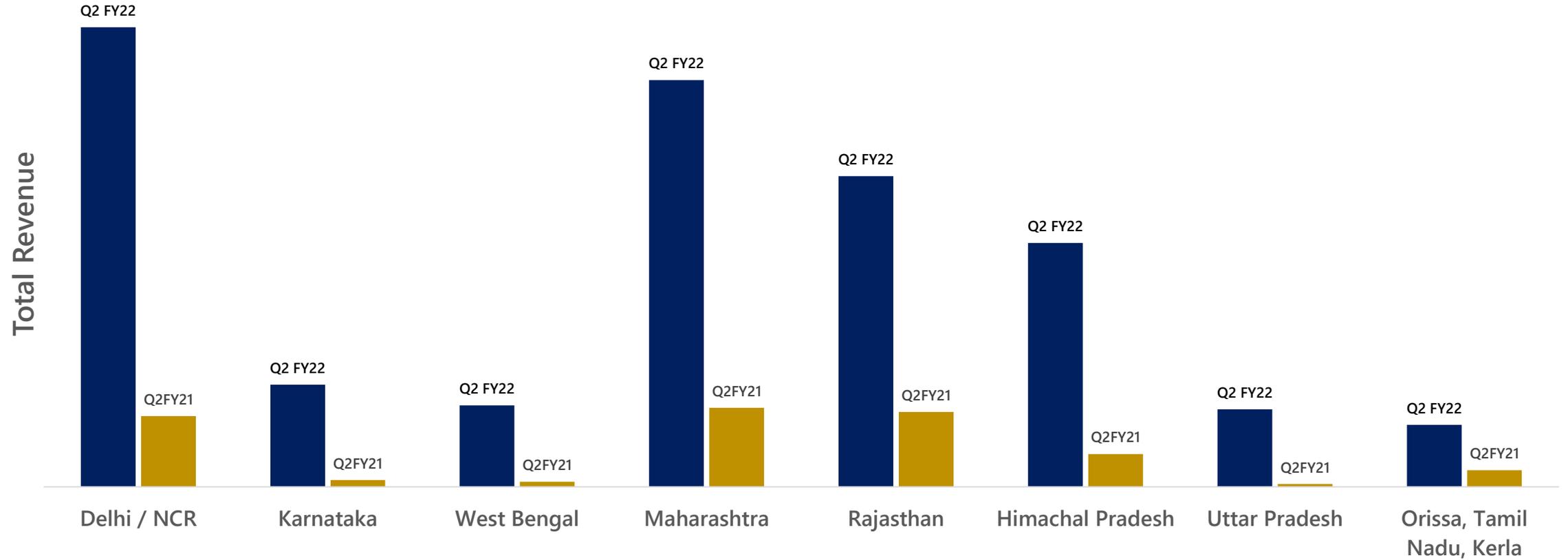


## ARR



\* Domestic properties represents all hotels include managed properties

# City wise revenue recovery | Domestic Properties

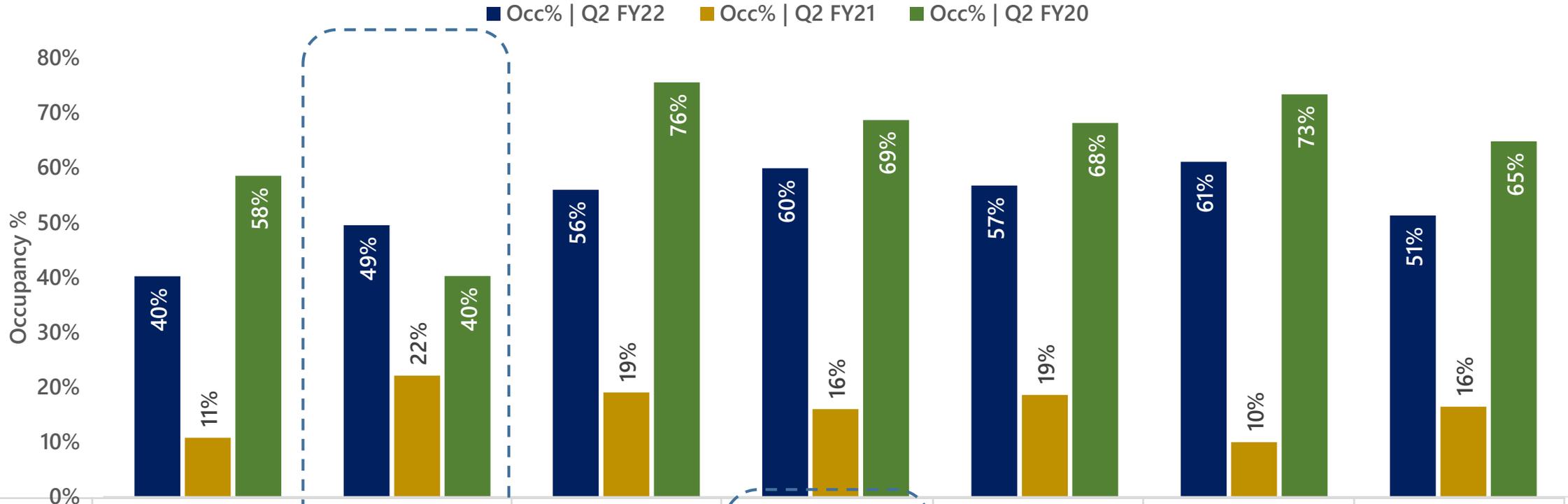


VS Q2FY20	74%	90%	69%	53%	141%	234%	82%	54%
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\* Domestic properties represents all hotels include managed properties

# ARR & Occupancy Trends: India | Domestic Properties

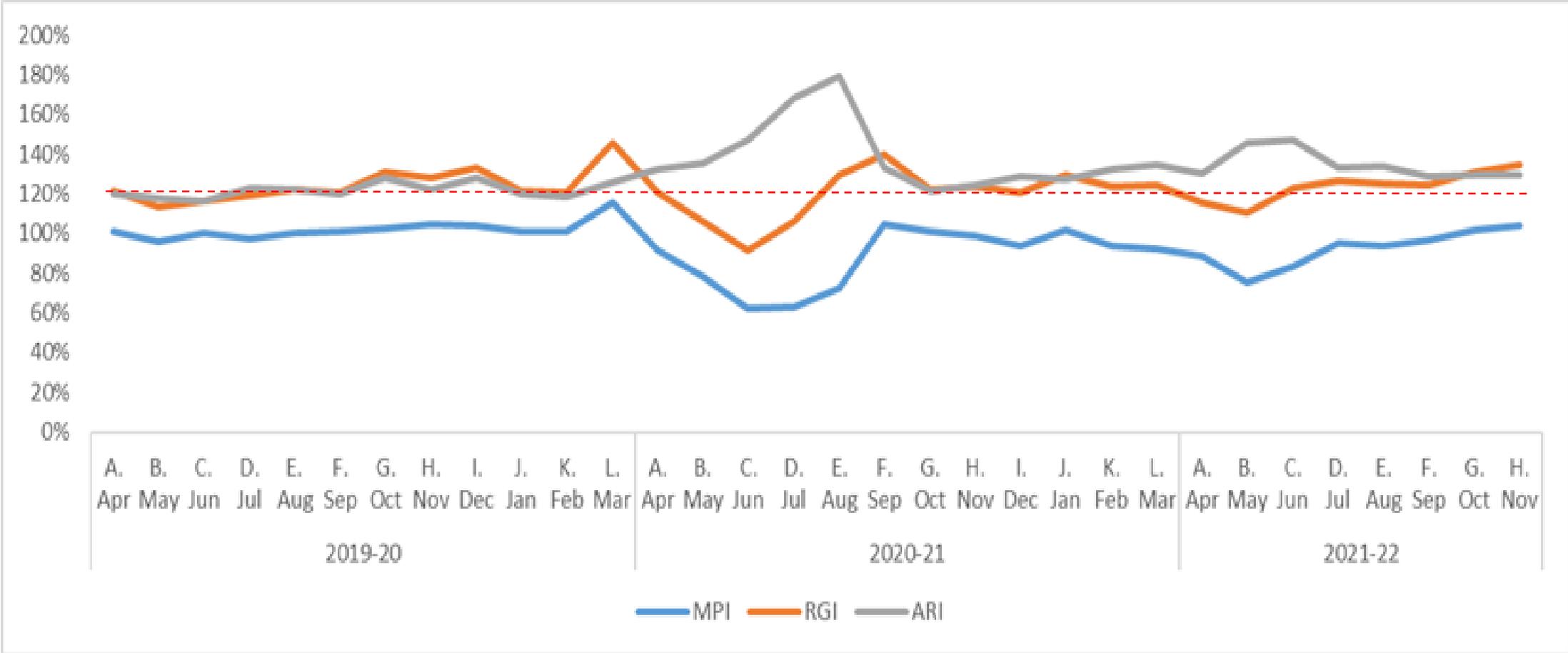
\* Domestic properties represents all hotels include managed properties



ARR [Rs.]	Oberoi Metro	Oberoi Leisure (Vilas)	Trident Metro	Trident Leisure	Trident City	Others	Total
Q1 FY22	9381	25314	5121	5423	4407	4806	8548
Q1 FY21	10086	19397	4305	4598	3870	4596	7532
Q1 FY20	11892	19466	8238	4290	6833	5621	9375

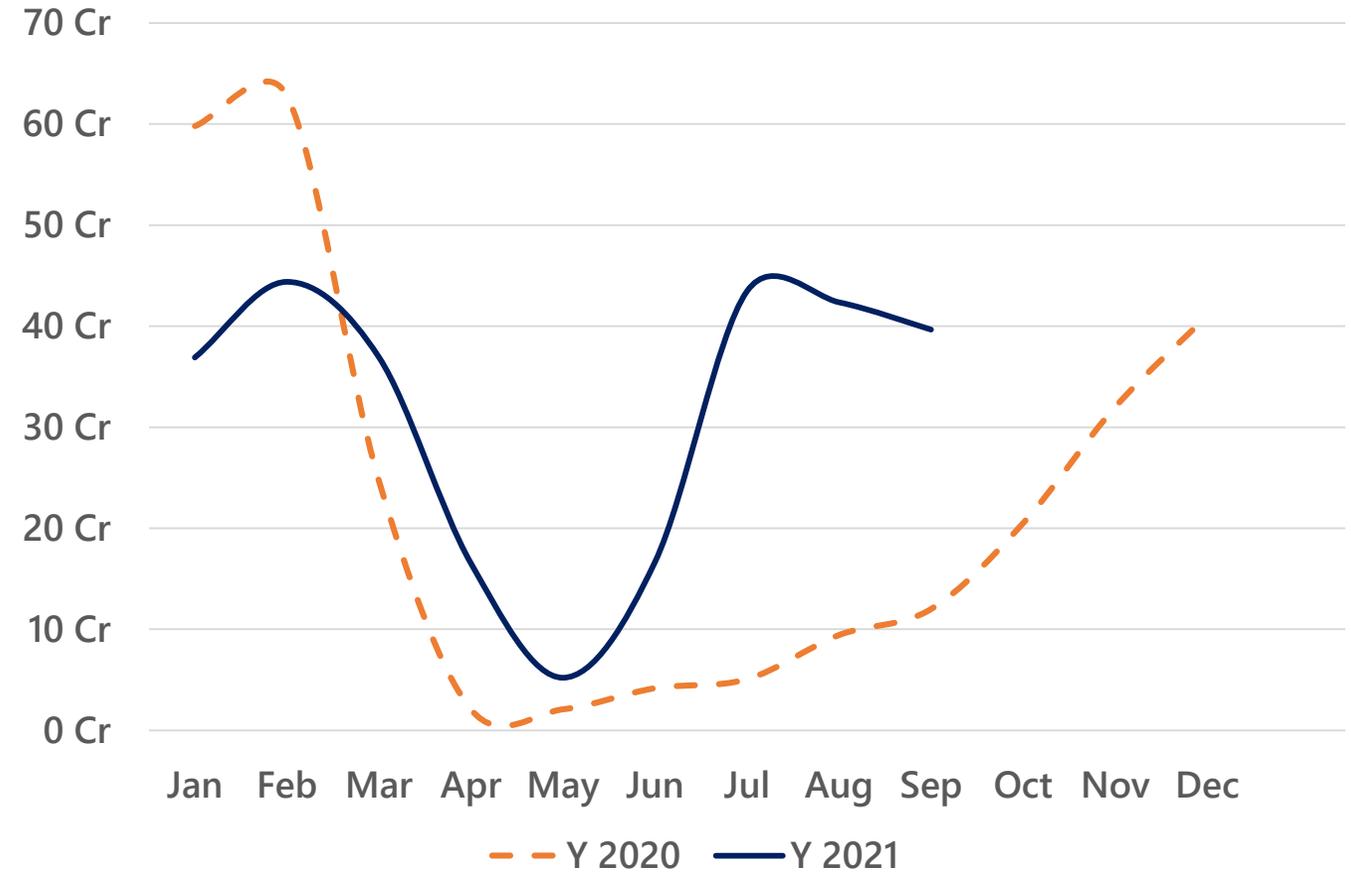
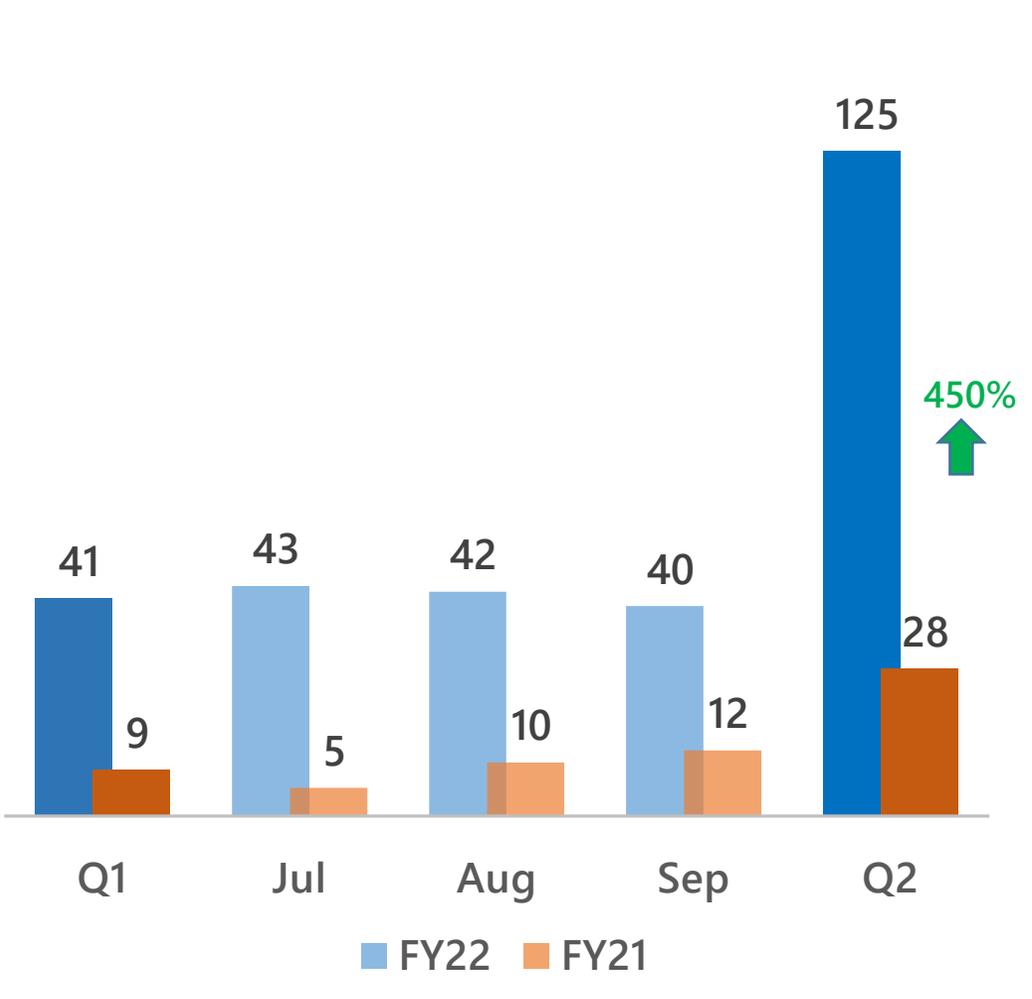
Recovery vs Q2FY20	54%	160%	46%	110%	54%	71%	72%
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# High on ARR and RGI – Brand Promise of being the best.



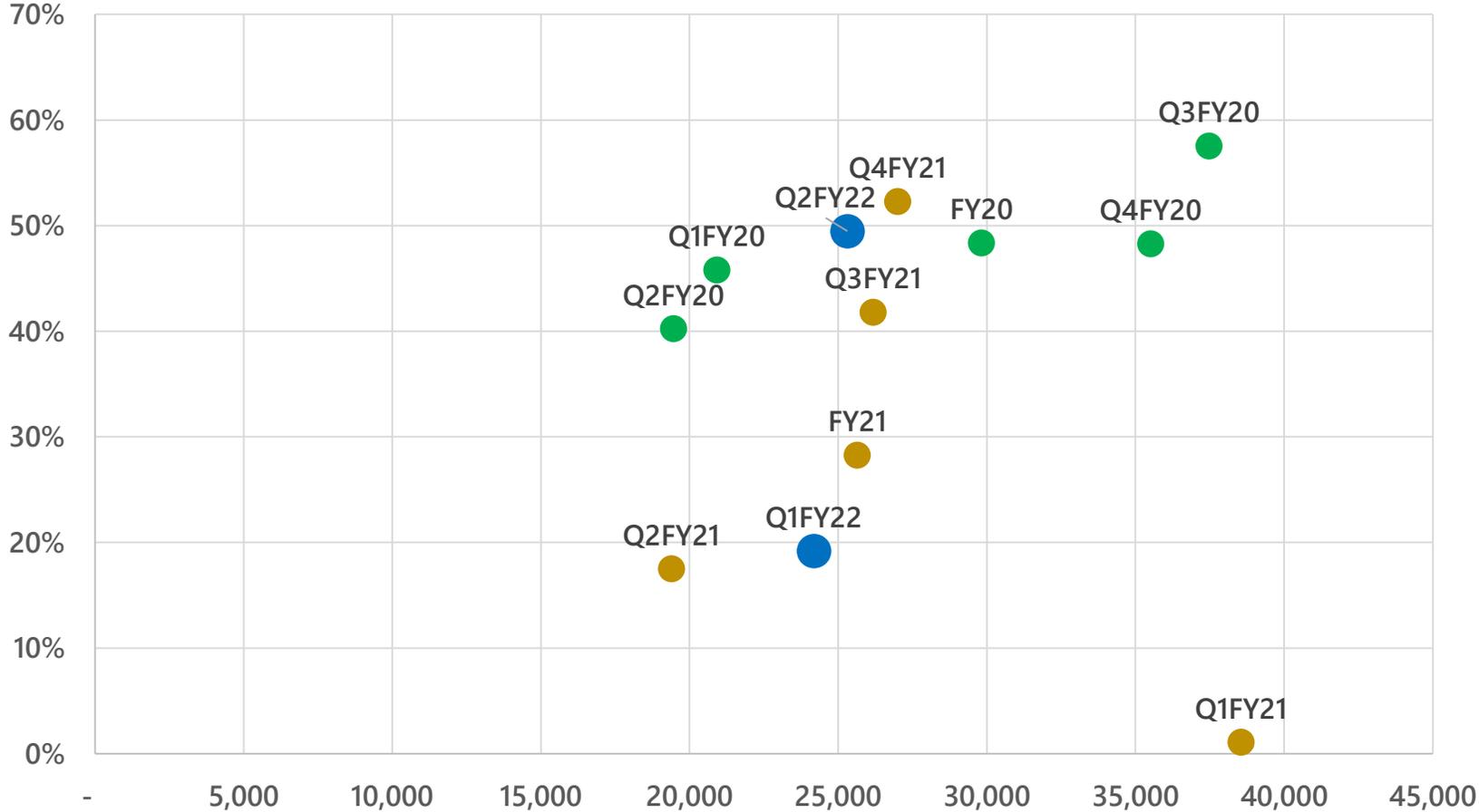
Oberoi and Trident Hotels perform better than the competition set, while maintaining Brand Premium and Revenue Generating Index

# F&B Revenue | Hotels | Domestic Properties



The focus on Food & Beverage Revenue continues. Q2 revenue in current quarter is higher by ₹ 97.6 Crs (+450%).

# Oberoi Leisure | Outperforming Expectations

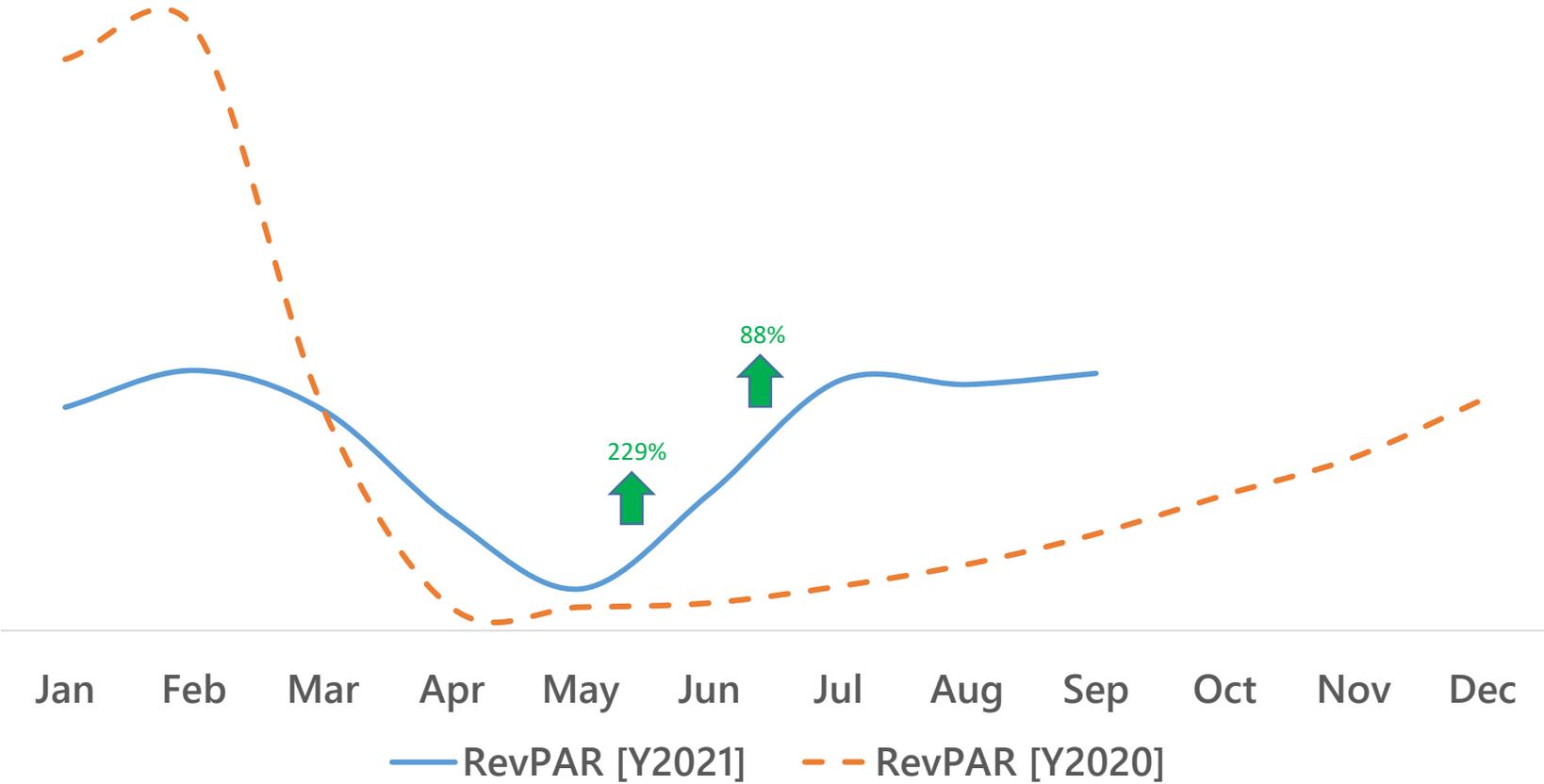


## List of Oberoi Leisure Properties

- The Oberoi Udaivilas
- The Oberoi, MV Vrinda
- The Oberoi Vanyavilas
- The Oberoi Rajvilas
- The Oberoi Cecil, Shimla
- Wildflower Hall, Shimla
- The Oberoi Amarvilas
- The Oberoi Sukhvilas

Oberoi Leisure Resorts have started outperforming normalized year performance as well as surpassing the corresponding quarter performance

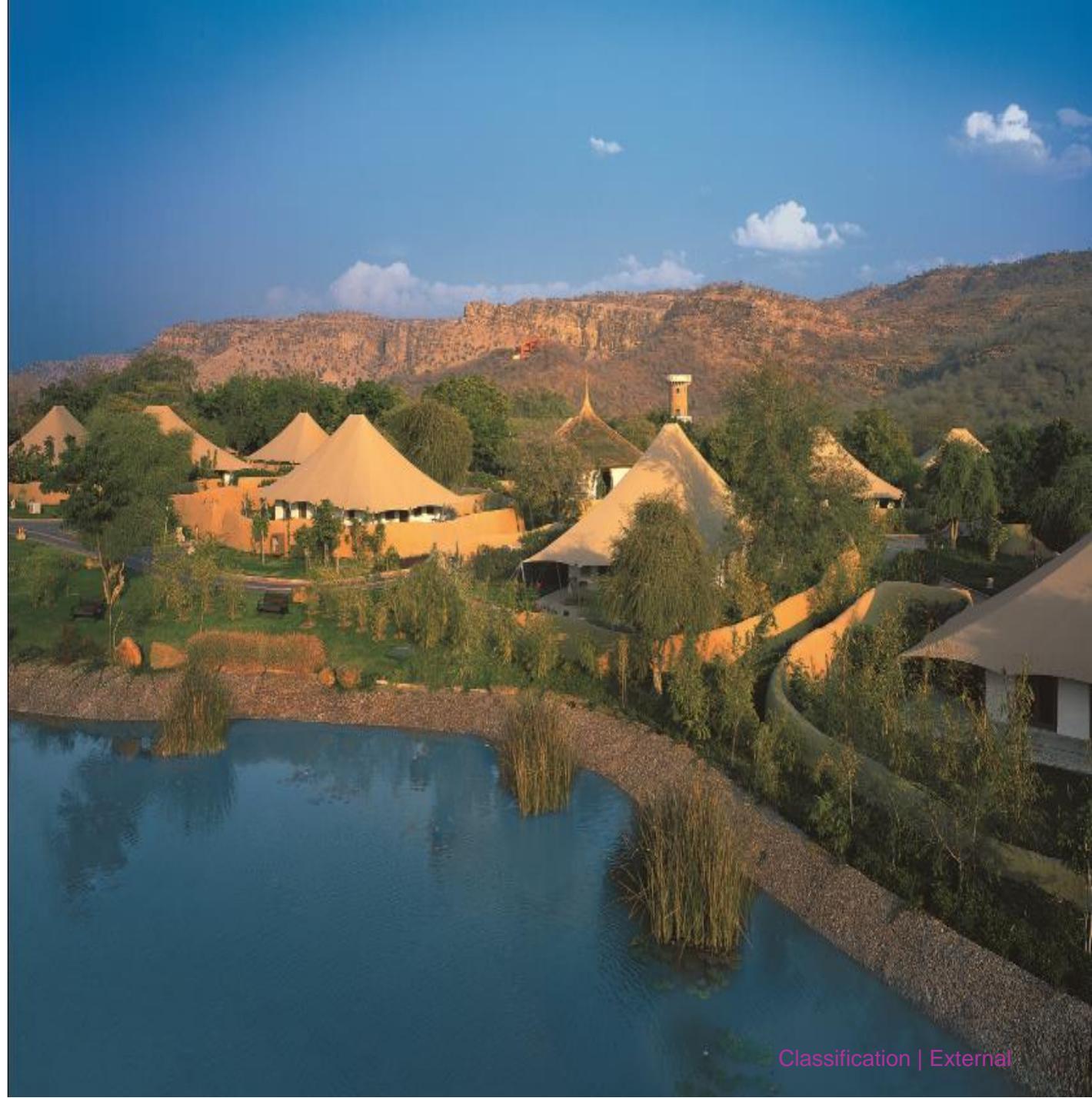
# RevPAR Recovery | Domestic Properties



H1FY22 witnessed sharper recovery in RevPAR as compared to 1<sup>st</sup> wave.

# REVITALIZE

Leaders in Health and Safety | Process Efficiency | Automation | Rationalization of Fixed Costs | Environmental consciousness



# Leaders in Health & Safety



Platinum rating for all hotels  
by Bureau Veritas



Editor's Choice Award  
Best Safety and Hygiene Protocols

# Boosting confidence in travel by vaccination drive

**100% VACCINATED**

**89%** of employees double vaccinated



# Process Efficiency | The Oberoi Centre of Excellence | Milestones achieved

## Procurement

- PRODUCT STANDARDIZATION
- PRICE RATIONALIZATION
- ECONOMIES OF SCALE
- CONSOLIDATION
- TRANSPARENCY
- TECHNOLOGY & DIGITIZATION
- E-AUCTIONS
- VENDOR PORTAL
- OPTIMIZED P2P CYCLE

## Financial Planning & Analysis

- AUTOMATED BUDGETARY CONTROLS
- MIS STANDARDISATION/CENTRALISATION
- CLEAN MASTER DATA
- VALIDATION OF VENDOR MASTER
- VALIDATION OF PAN/ TDS SECTIONS
- CENTRAL DATA EXTRACTION

## Tax Compliances

- TIMELY RETURN FILING
- TIMELY TAX PAYMENTS
- MONTHLY GSTR RECONCILIATION
- GST RATIO STANDARDIZATION
- MONTHLY 2A RECONCILIATION

**13 Units managed by TOCE received  
Certificate of Appreciation from  
Ministry of Finance for prompt filing of  
returns during financial year ended 31<sup>st</sup>  
March 2021**

# Process Efficiency | The Oberoi Centre of Excellence | Milestones achieved

## Accounts Receivable

- TIMELY BILLING
- DEDICATED SPOC
- CUSTOMER SATISFACTION
- DAILY SETTLEMENT
- TDS RECONCILIATION
- ROBUST FOLLOW UP
- EFFICIENT RECOVERY

## Accounts Payable

- TIMELY PAYMENTS
- VENDOR PORTAL
- ONLINE BILL SUBMISSION
- DEDICATED SPOC
- VENDOR SATISFACTION
- DIGITAL DOCUMENTS

## Financial Closing

- QUICKER MONTHLY CLOSURE
- EARLIER STATUTORY FINALISATION
- CENTRAL DATA EXTRACTION
- AUTOMATED BANK RECONCILIATION
- CENTRALISED CAPITALISATION
- AUTOMATED RELATED PARTY DISCLOSURES
- STANDARDISED FINANCIALS
- SEAMLESS CONSOLIDATION

# Process Efficiency | The Oberoi Centre of Excellence | Milestones achieved

## Income Audit

- STANDARDISED PROCESSES
- UNIFORMITY IN REPORTING
- STRONG INTERNAL CONTROL
- REAL TIME TRACKING
- PAPERLESS ENVIRONMENT
- AUTOMATED CHECKS

## Dashboarding & Data Analytics

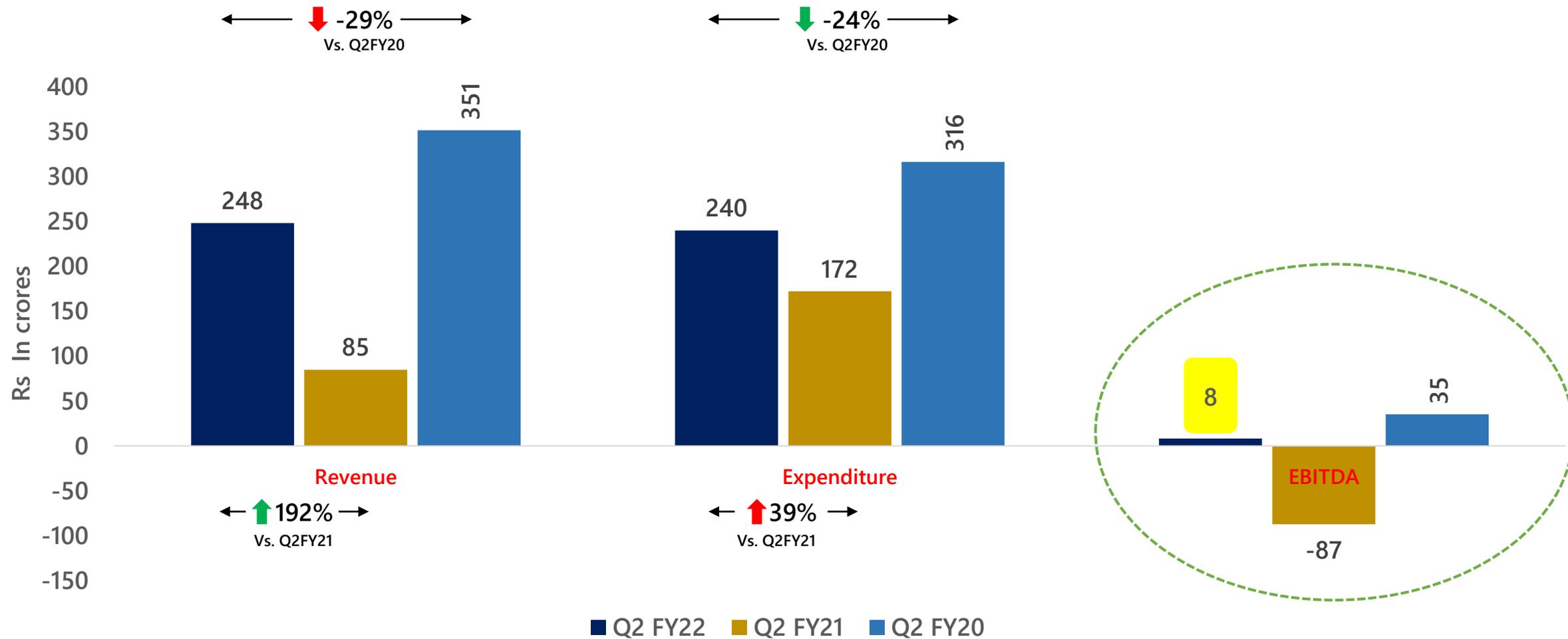
- REAL-TIME DYNAMIC DASHBOARDS
- FULLY STANDARDIZED MIS
- INTEGRATED DATA FLOW
- MIS EFFECTIVENESS
- KPI MONITORING
- CENTRALISED REPORTING

## Treasury

- CENTRALISED ONLINE BANKING
- DAILY FUND MONITORING
- EFFICIENT INVESTMENTS
- COST-EFFECTIVE DEBT
- CENTRALISED BANK GUARANTEES

# Financial Agility | Significantly enhanced operational efficiencies

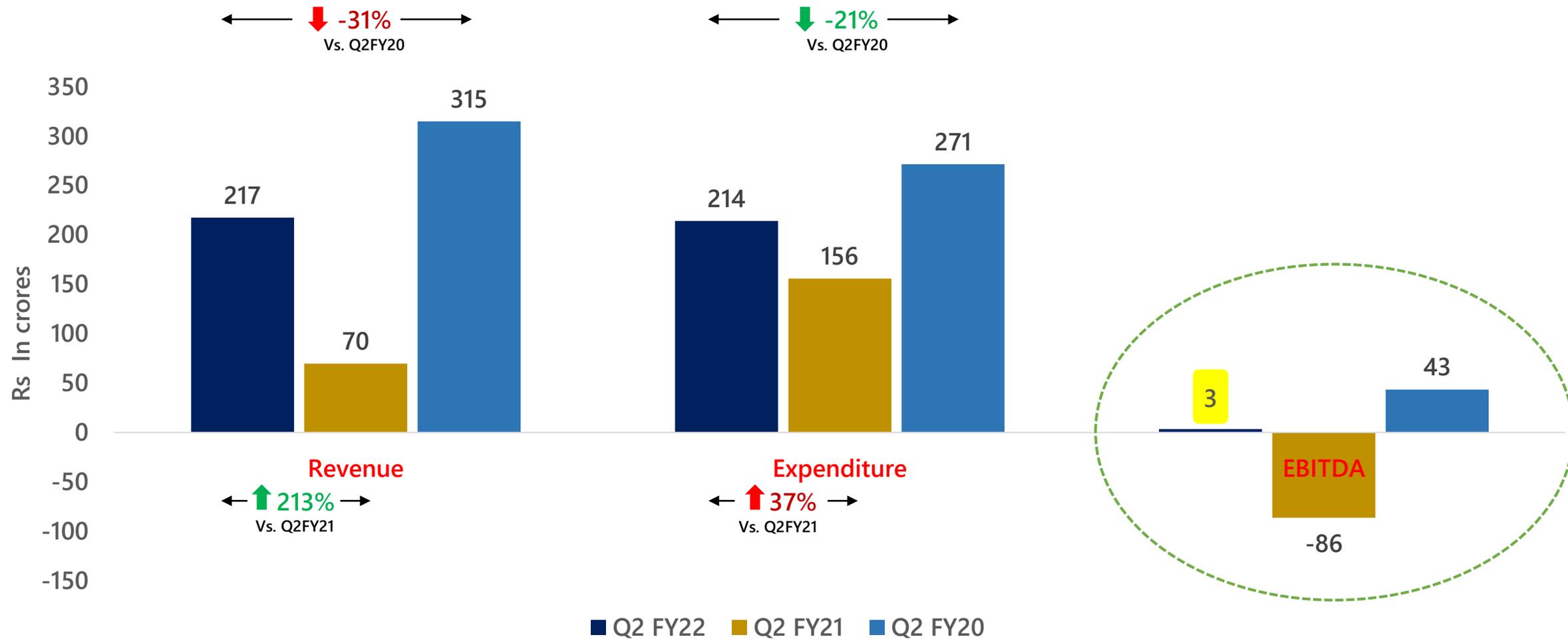
CONSOLIDATED



Efforts towards implementing efficient cost structure through rationalization of human capital (~29% reduction in executive & staff from Sep 2019 to Sep 2021 for the group) and technological advancements have resulted into sustainable savings in fixed expenses

# Financial Agility | Significantly enhanced operational efficiencies

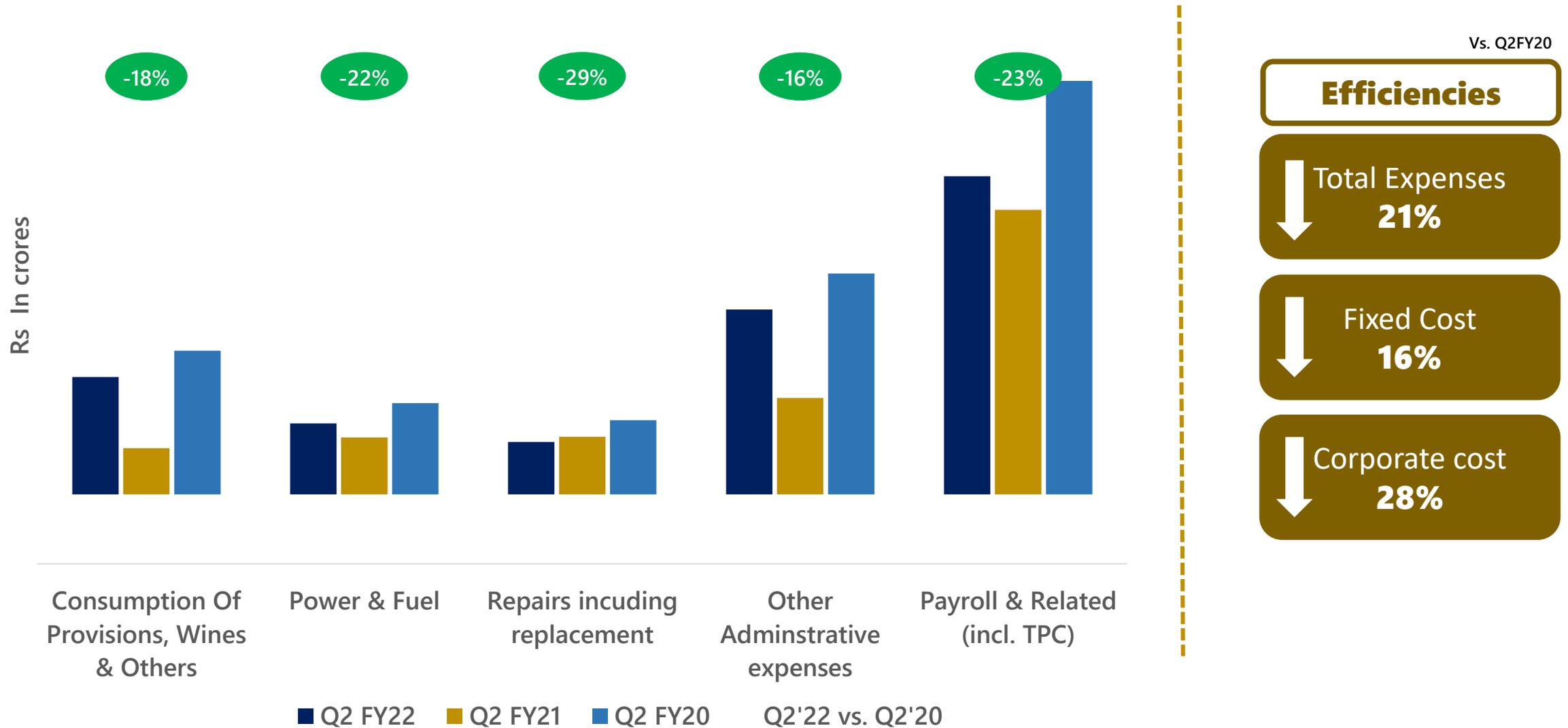
STANDALONE



Efforts towards implementing efficient cost structure through rationalization of human capital and technological advancements have resulted into sustainable savings in fixed expenses

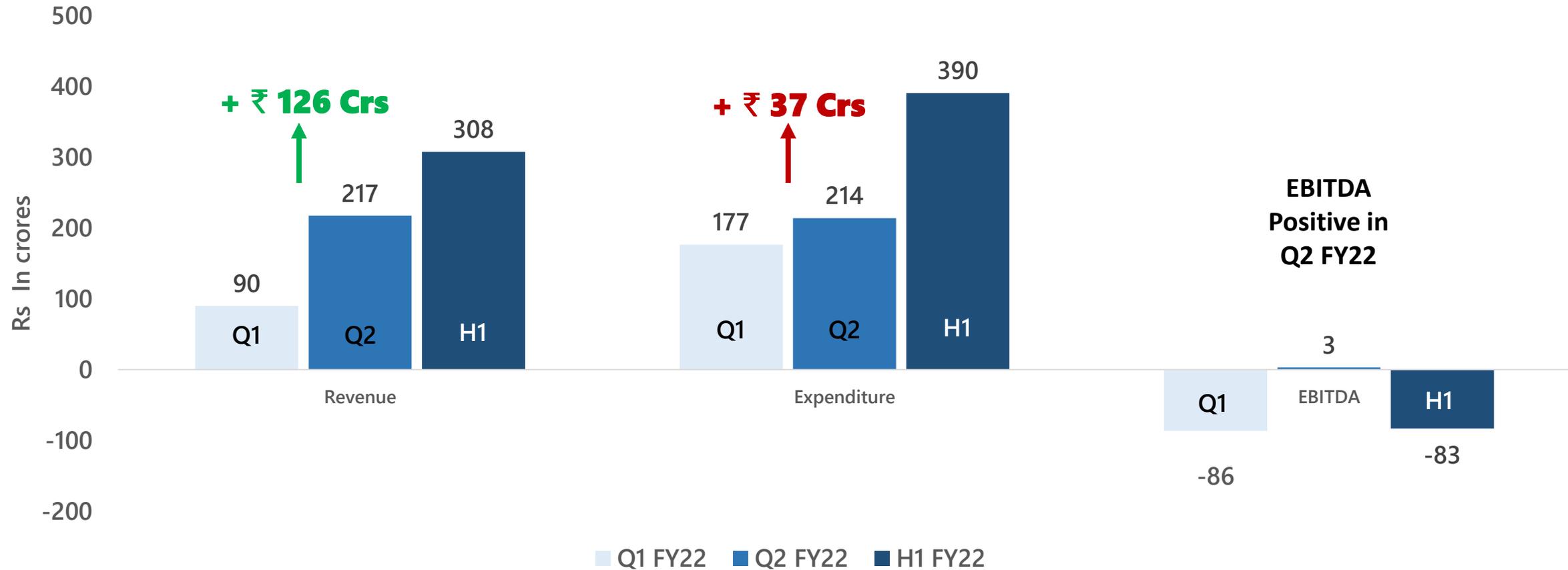
# Financial Agility | Significantly enhanced operational efficiencies

STANDALONE



# Financial Agility | Significantly enhanced operational efficiencies

STANDALONE

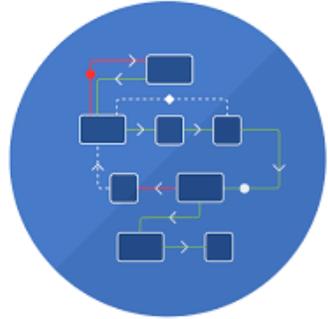


# Digitisation and Automation



## Document Management System

- ✓ Documentation in digital form
- ✓ Easy retrieval of information as and when required
- ✓ Significant reduction in use of paper.



## Workflow based processes

- ✓ End-to-end visibility of processes besides real-time tracking of the status of progress.
- ✓ Strong internal controls through effective delegation of authority



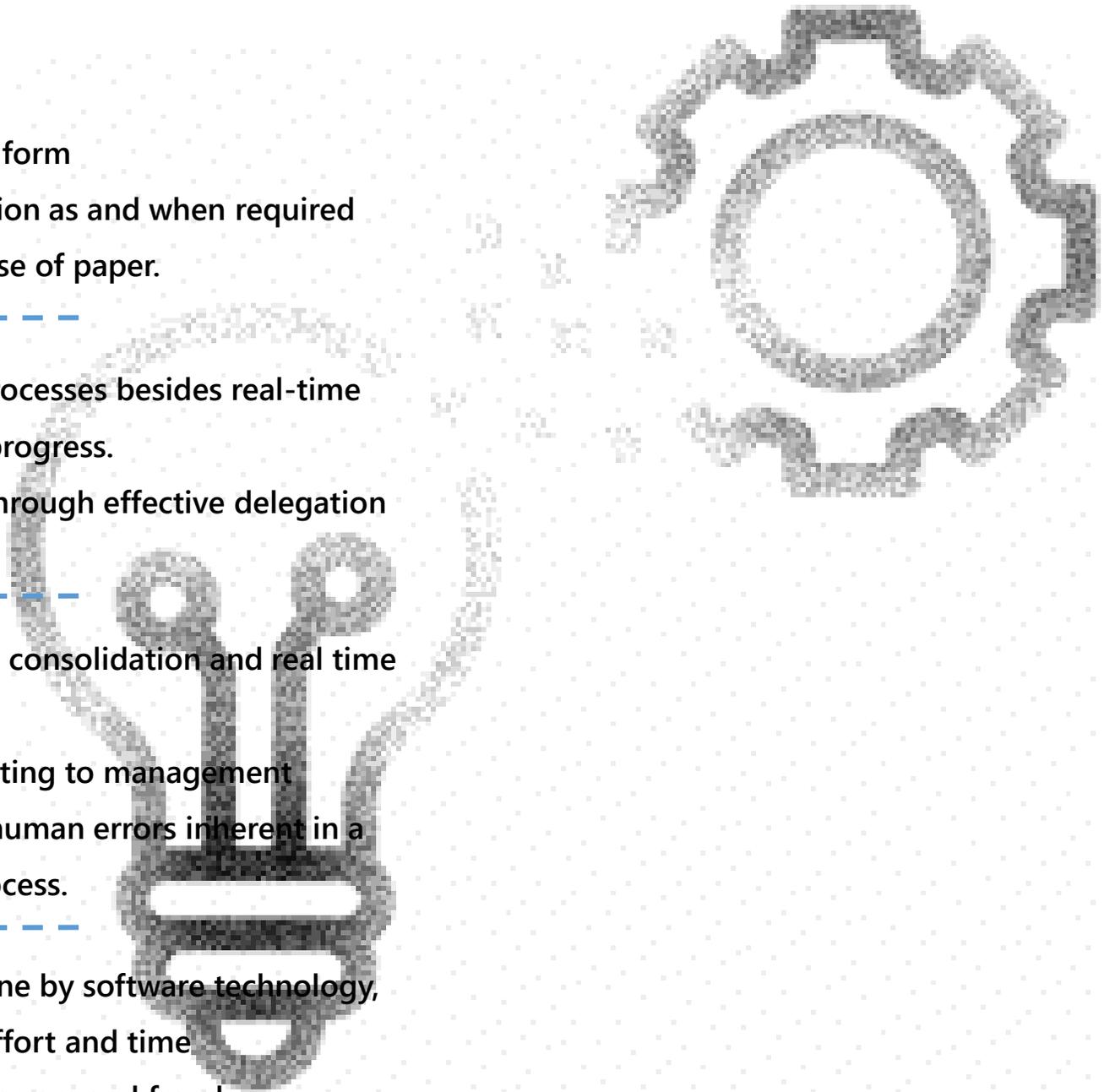
## Seamless consolidation

- ✓ Usage of system tools for consolidation and real time reporting,
- ✓ Efficient and timely reporting to management
- ✓ Obviates the chances of human errors inherent in a manual consolidation process.



## Robotics

- ✓ Repetitive tasks being done by software technology,
- ✓ Saving valuable human effort and time
- ✓ Reducing the chances of errors and frauds.



# Reducing our Carbon Footprint | Energy Conservation



## Commissioning of Solar Plants

- ✓ Solar Plants with a capacity of 3.0 MWp **commissioned**
- ✓ Expected to generate 4.2 mn units p.a. thereby reducing the carbon footprint
- ✓ Annual estimated cost reduction of ~86% at hotels where solar plants are being commissioned

## Hotels consuming Renewable Energy

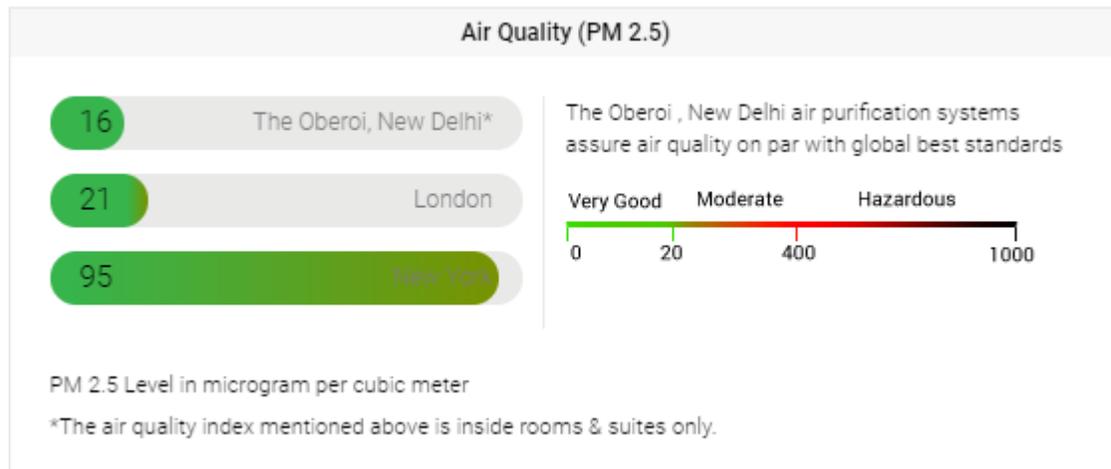
- The Oberoi Gurgaon
- Trident Gurgaon
- The Oberoi Vanyavilas
- The Oberoi Udaivilas
- Trident Agra
- Trident Udaipur
- The Oberoi Bengaluru
- Trident Bandra Kurla
- Trident Chennai
- OFS, Chennai



# Keeping it Clean

Oberoi Hotels and Resorts continue to follow highest standard of health, hygiene and safety of our guests and employees in keeping with WHO guideline.

Demonstrated by implementation of the state of the art technology to ensure guests are able to experience pollution free **clean air** at The Oberoi, New Delhi.



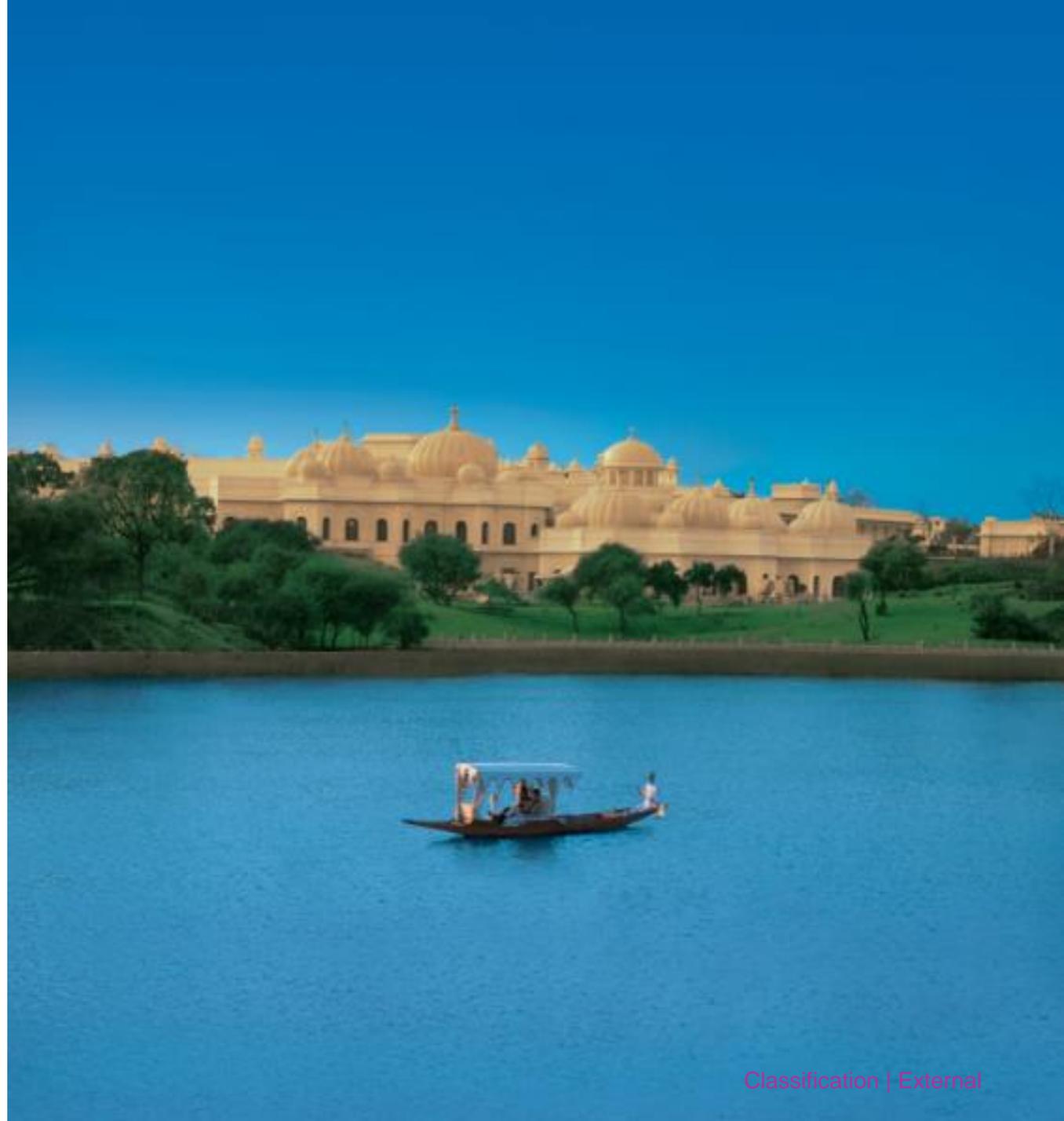
Real-time update on AQI (PM2.5) of rooms as compared to London and New York.



As per WHO recommendation, PM 2.5 less than 50 is considered to be healthy.

# FLOURISH

Leadership in Domestic Leisure | Food & Beverage | Alliances | Guest Recognition



# EH Limited | Performance Highlights

Quarter ended September 2021



STANDALONE P&L	QTR 2	
<i>Figures in Rs Crores rounded off</i>	FY22	FY21
Revenue from Operations	201.6	60.5
Other Income	15.7	9.0
<b>TOTAL INCOME (A)</b>	<b>217.3</b>	<b>69.5</b>
Consumption	30.5	10.4
Employee Benefits (Incl. TPC)	91.5	82.0
Power, Fuel & Light	20.4	16.3
Administrative & Other Expenses	71.5	47.0
<b>TOTAL EXPENDITURE (B)</b>	<b>213.9</b>	<b>155.7</b>
<b>EBITDA = (A) - (B)</b>	<b>3.4</b>	<b>(86.2)</b>
<i>Less: Depreciation &amp; Amortization</i>	28.5	30.8
EBIT	(25.1)	(117.0)
<i>Less: Finance Costs</i>	8.4	12.3
<b>PBT</b>	<b>(33.5)</b>	<b>(129.3)</b>
<i>Less: Exceptional Items</i>	27.4	20.3
<i>Less: Tax including Deferred Tax</i>	(10.5)	(34.3)
<b>PAT</b>	<b>(50.4)</b>	<b>(115.3)</b>

STANDALONE P&L	H1	
<i>Figures in Rs Crores rounded to nearest first decimal</i>	FY22	FY21
Revenue from Operations	280.9	88.9
Other Income	26.6	19.0
<b>TOTAL INCOME (A)</b>	<b>307.5</b>	<b>107.9</b>
Consumption	44.6	15.4
Employee Benefits (Incl. TPC)	180.4	178.2
Power, Fuel & Light	36.0	27.9
Administrative & Other Expenses	129.4	88.0
<b>TOTAL EXPENDITURE (B)</b>	<b>390.4</b>	<b>309.5</b>
<b>EBITDA = (A) - (B)</b>	<b>(82.9)</b>	<b>(201.6)</b>
<i>Less: Depreciation &amp; Amortization</i>	57.0	61.8
EBIT	(139.9)	(263.4)
<i>Less: Finance Costs</i>	16.2	23.3
<b>PBT</b>	<b>(156.1)</b>	<b>(286.7)</b>
<i>Less: Exceptional Items</i>	27.4	20.3
<i>Less: Tax including Deferred Tax</i>	(40.0)	(73.5)
<b>PAT</b>	<b>(143.5)</b>	<b>(233.5)</b>

Consolidated P&L	
<i>Figures in Rs Crores rounded off</i>	
Revenue from Operations	
Other Income	
<b>TOTAL REVENUE (A)</b>	
Consumption	
Employee Benefits	
Administrative & Other Expenses	
<b>TOTAL EXPENDITURE (B)</b>	
<b>EBITDA = (A) - (B)</b>	
<i>Less:</i> Depreciation & Amortization	
<b>EBIT</b>	
<i>Less:</i> Finance Costs	
<b>PBEIT</b>	
Share of net profit of associates and joint ventures	
Exceptional Items	
Tax Expense	
<b>PROFIT / (LOSS) FOR THE PERIOD</b>	
Items that may not be reclassified to Profit or Loss	
Items that may be reclassified to Profit or Loss	
<b>Total Other Comprehensive Income / Loss (net of tax)</b>	
<i>Less:</i> Non-Controlling Interest in total comprehensive income	
<b>Total Comprehensive Income / (Loss) for the period</b>	

Q2			H1		
FY22 (Actual)	FY21 (L.Y.)	Variance %	FY22 (Actual)	FY21 (L.Y.)	Variance %
230.0	71.9	220%	326.0	101.6	221%
17.8	12.9	38%	32.5	27.8	17%
<b>247.8</b>	<b>84.8</b>	<b>192%</b>	<b>358.5</b>	<b>129.4</b>	<b>177%</b>
32.9	11.0	199%	48.3	16.3	196%
102.2	91.3	12%	201.2	198.6	1%
104.6	69.7	50%	187.6	127.7	47%
<b>239.7</b>	<b>172.0</b>	<b>39%</b>	<b>437.1</b>	<b>342.6</b>	<b>28%</b>
<b>8.1</b>	<b>(87.2)</b>		<b>(78.6)</b>	<b>(213.2)</b>	
31.4	34.0		63.1	68.2	
<b>(23.3)</b>	<b>(121.2)</b>		<b>(141.7)</b>	<b>(281.4)</b>	
9.6	13.7		18.7	26.3	
<b>(32.9)</b>	<b>(134.9)</b>		<b>(160.4)</b>	<b>(307.7)</b>	
(9.6)	(17.2)		(26.9)	(39.1)	
0.0	2.5		0.0	2.5	
(5.1)	(35.8)		(35.6)	(78.4)	
<b>(37.4)</b>	<b>(118.8)</b>		<b>(151.7)</b>	<b>(270.9)</b>	
(1.4)	2.2		(0.5)	1.5	
0.7	(17.8)		7.6	(11.5)	
<b>(38.1)</b>	<b>(134.4)</b>		<b>(144.6)</b>	<b>(280.9)</b>	
(0.2)	(3.9)		(1.0)	(5.4)	
<b>(37.9)</b>	<b>(130.5)</b>		<b>(143.6)</b>	<b>(275.5)</b>	

# Strong Brand Positioning and Focus Areas



# Enhancing Brand Visibility in Luxury segment – Driving brand Preference

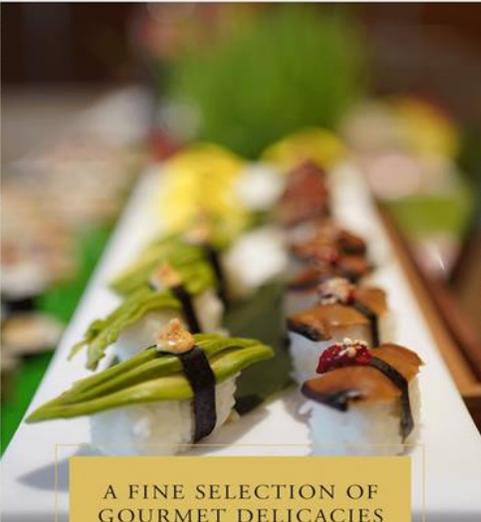


**THE URBAN ESCAPE**  
*A break in the heart of the city*

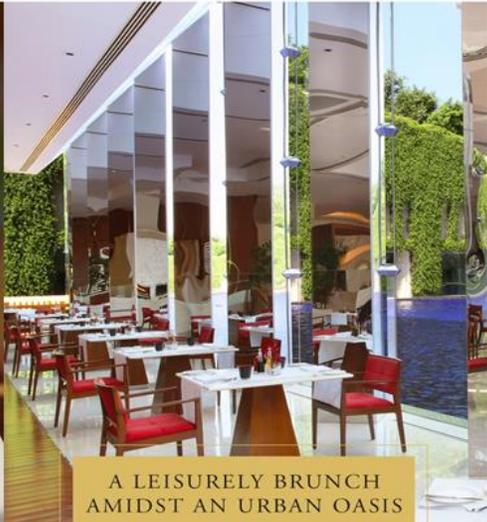


**A GETAWAY TO A LUXURIOUS URBAN SANCTUARY**

Accommodation for a minimum of 2 nights  
Daily breakfast at *threesixtyone*<sup>o</sup>  
Happy hours from 6 p.m. - 8 p.m.  
20% savings on F&B and Laundry  
Early check-in and late checkout



**A FINE SELECTION OF GOURMET DELICACIES**  
*threesixtyone*<sup>o</sup>



**A LEISURELY BRUNCH AMIDST AN URBAN OASIS**  
*threesixtyone*<sup>o</sup>  
12:30 p.m. - 3:30 p.m.

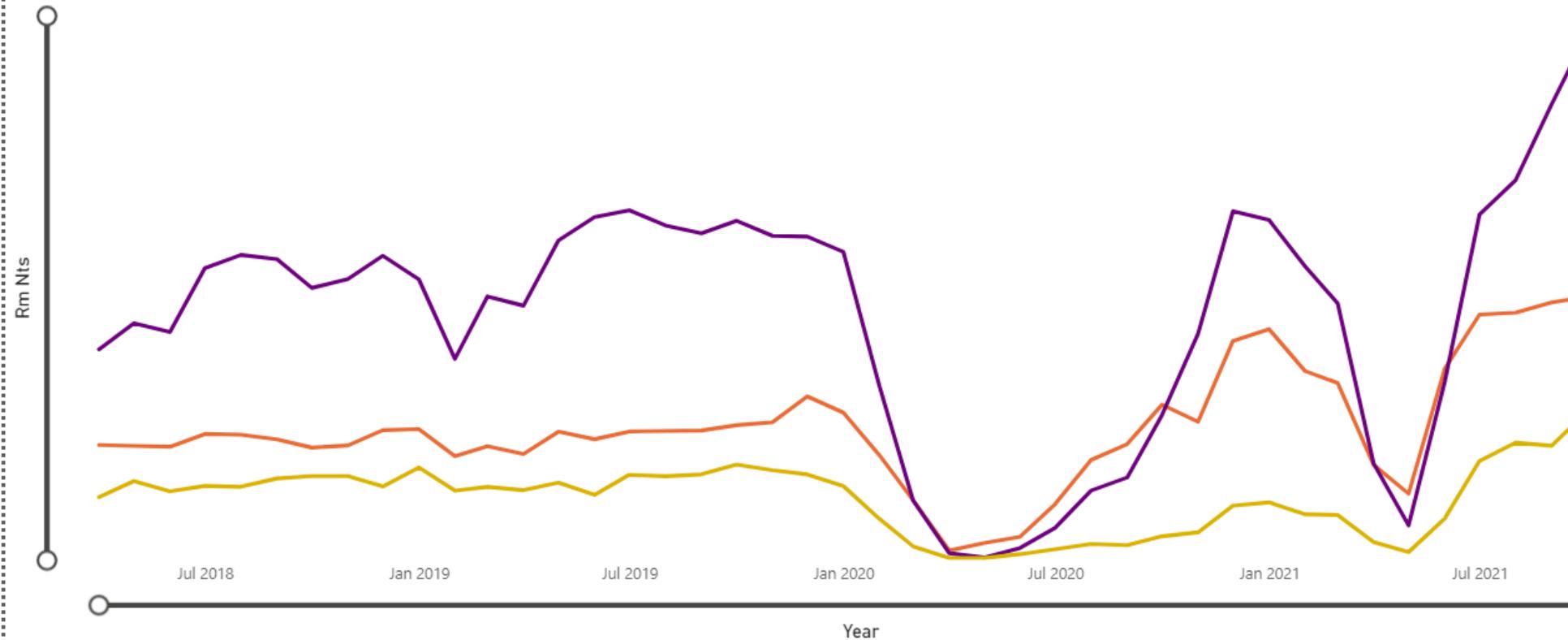


**The Oberoi GURGAON**

# *Dominant in Direct Segment with Offline and Online presence*

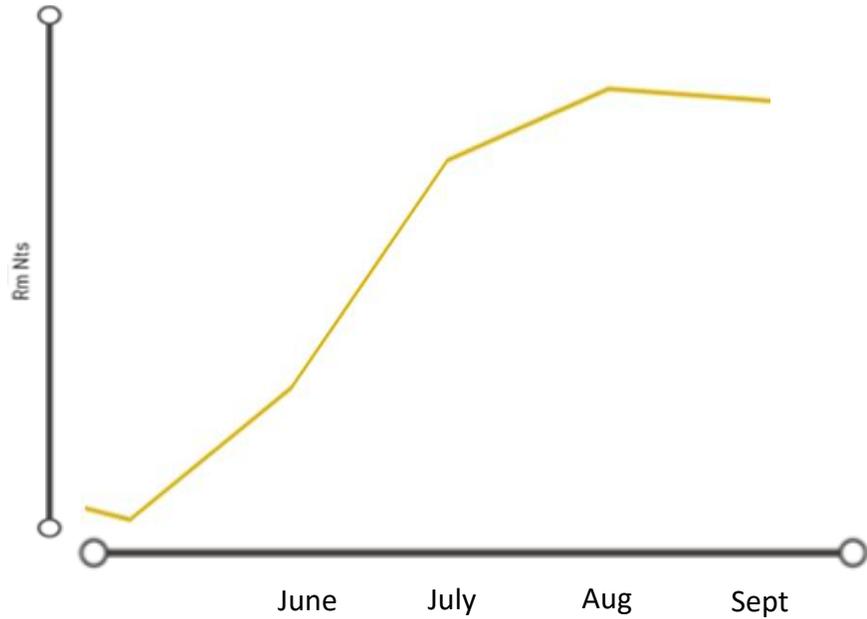
Rm Nts by Year, Quarter, Month and New Channel

New Channel ● OCC ● OTA ● Website



- Direct segment collectively has surpassed the room nights ever done.
- This includes the foreign traffic from this segment in the previous year
- Change in the segment especially OTA and Website channel indicates the behavior shift

# Brand Website



## Book Direct

- Focused and Aggressive marketing initiative to promote direct bookings on [www.oberoihotels.com](http://www.oberoihotels.com)

### JULY

- Irresistible Offers- Home Away From Home, The Himalayan Escape, Perfect Getaway, Work from Anywhere, Urban Escape

### AUGUST

- Packages promotions
- The Oberoi Vanyavilas campaign
- 3rd Night complimentary
- 15% off for Citi members
- 20% Savings flash sale
- BRG

### SEPTEMBER

- Book Direct and BRG
- 3rd night comp
- 15% savings
- Up to 20% off on city hotels
- 20% off for SBI members on Trident City Hotels
- 15% savings for AMEX members

### OCTOBER

- 3rd Night Comp/ Extended Stay Offer
- 50% Savings on 2nd night-TOM
- Diwali Hampers
- Members Saving- 15%
- Book Direct Paid Campaign
- Oberoi Select & Trident Subscribe

*Brand websites offer “Best Rate Promise”*



**OBEROI BEST RATE PROMISE**



Now there are even more reasons to book directly with us. When you book your next stay on [Oberoihotels.com](https://oberoihotels.com), we promise you the best rate, instant confirmation, and a host of other exclusive benefits.

[Book Now](#)



Your Safety is our Priority. All our eligible staff have been vaccinated with their first dose.

*Continue Dominating in Large Corporates and Medium Enterprise*  
- *An exclusive subscription program for Corporates and SMBs*

# OBEROI SELECT

*An exclusive subscription programme*

Additional benefits at guaranteed best rates.

Oberoi Select benefits include 20 room nights at Oberoi Hotels & Resorts in India. All for just INR 250,000 (inclusive of taxes), plus additional savings and benefits with every stay. All complemented by our warm, heartfelt hospitality.



Up to 40% savings on accommodation with breakfast



25% savings at The Oberoi Spa



15% savings on food and soft beverages



Complimentary use of business centre

Subscribe Now

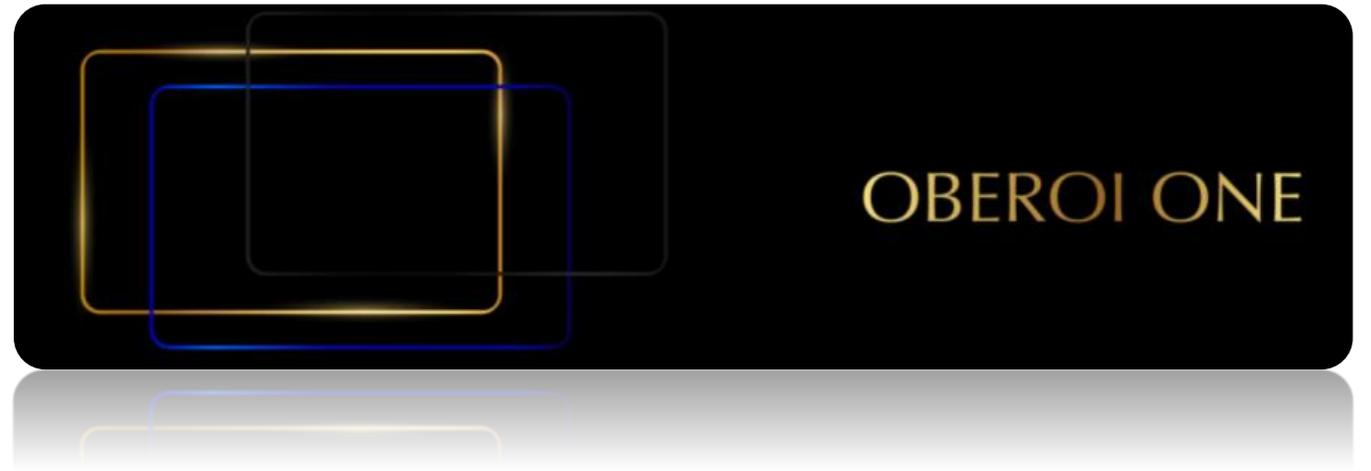
Enjoy the programme's benefits for 12 months from the date of issue.

Subscribe to Oberoi Select directly at [oberoihotels.com](http://oberoihotels.com)

To know more, please e-mail us at [reservations@oberoigroup.com](mailto:reservations@oberoigroup.com) or call us at 1800 11 2030.

# *Customer Loyalty and Brand Alliances*

# OHR | Oberoi One



Allow us to enhance your experience with us. Even more.

Oberoi One is our distinctive guest recognition programme that guarantees a host of personalised benefits and privileges from your very first stay.

From member only rates on our website and savings when you dine with us, to flexible check-in and check-out timings and complimentary stays and upgrades. The more often you stay with us, the better the programme gets for you.

Our goal is to make each visit to an Oberoi hotel feel personal and meaningful and Oberoi One is our way of getting to serve you better.

Experience our legendary hospitality across India, Egypt, Indonesia, Mauritius, UAE, Morocco and Saudi Arabia. And make every stay count. Oberoi One.



Exclusive member rates  
on oberoihotels.com



Late check-out



10% savings on dining



Premium WiFi for  
unlimited devices

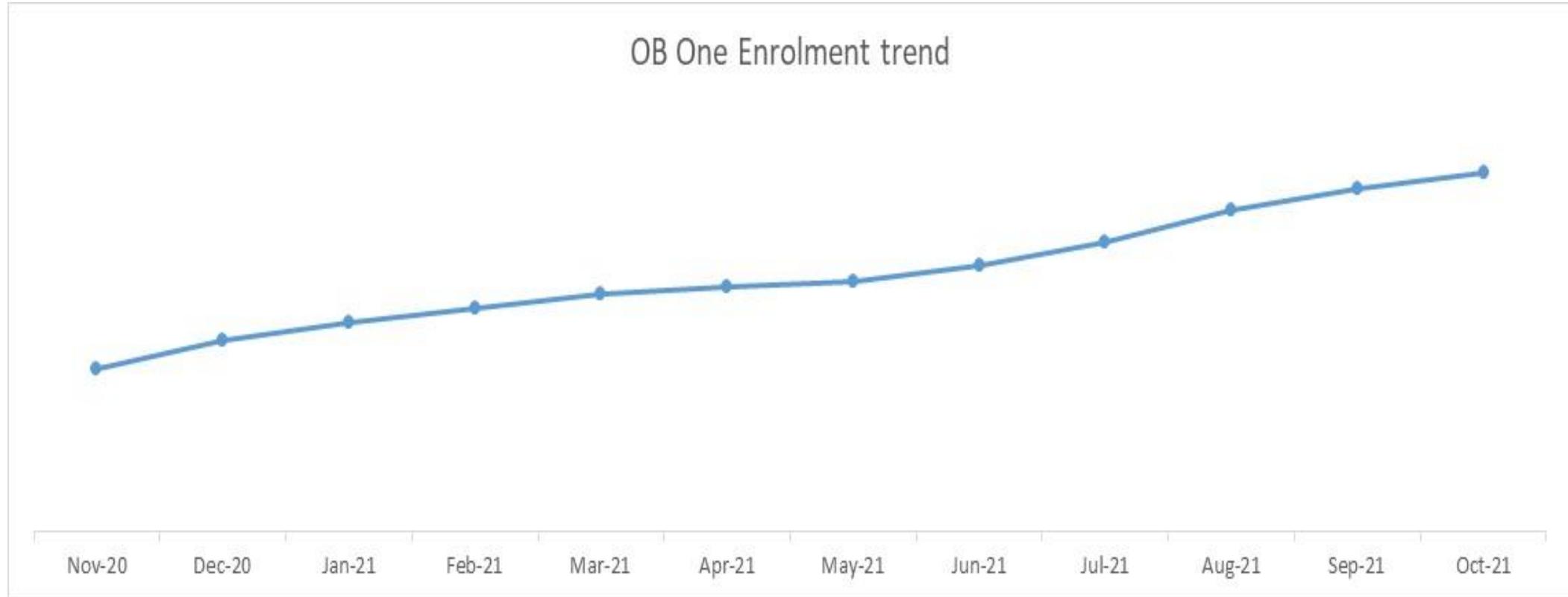


24x7 dedicated guest  
assistance



Complimentary stays  
and upgrades at  
frequent intervals

# Oberoi One - Members



# Higher Reach with Alliance Partnerships



- Centurion & Platinum
- All consumer cards



- Prive



- Elite + Prime Cards + All Consumer Cards = 2 Million



World Elite Customers



- *Oberoi Hotels & Resorts:*
  - Magnus Members.
  - Burgundy + Reserve Card Holders.
- *Trident Hotels:*
  - Privilege + Select + Vistara + MMI + Magnus + Reserve + Burgundy
  - Private + Signature + Infinite



Membership | Events | Research | Education | IPI  
A Patni Family & Campden alliance

*Cou Cou – Building affinity with Millennial*  
at JIO World Drive, BKC

# CouCou – Building Affinity with Premium Millennial and Next Gen Consumers

## VALUE CROSSOVER

VALUE CROSSOVER IS AN OPPORTUNITY TO CREATE A COHESIVE IDENTITY WHILE THE UNIQUE ELEMENTS OF EACH SEGMENT SHOW WHERE WE GET THE MOST VALUE OUT OF VARYING THE OFFER.

### CROSSOVERS

QUALITY IS KEY, BUT PERCEPTION OF QUALITY DIFFERS

PERSONALIZATION, ENGAGEMENT AND VALUES DRIVE PURCHASE DECISIONS

ACCESSIBILITY AND CONVENIENCE DRIVE THE AM CROWD

ENGAGEMENT AND PERSONALITY DRIVE THE PM CROWD

### MODERN EXECUTIVE

RELIABILITY  
QUALITY  
FUNCTIONALITY

### NEXT-GEN LUX

QUALITY  
ENGAGEMENT  
ORIGINALITY



### PREMIUM MILLENNIAL

PERSONALIZATION  
VALUE PERCEPTION  
CONVENIENCE



### LUXURY LOYALISTS

QUALITY  
BRAND RECOGNITION  
SELF-ACTUALIZATION



## WHAT IS COU COU?

A modern French-style patisserie to satiate your cravings for everyday indulgences. For those who appreciate good food, new flavours, travel, unique adventures and experiences - COU COU is for you.



Our 'Le Extraordinaire Chefs', the COU COU lifeline. The ones who integrate more love and flavours to everyday indulgences.



If COU COU was to be briefed down in one word, 'scrumptious' would be that word. Be it your morning coffee and pastry to commence the day, daily yummy treats, or evening drinks with friends, we are here to integrate some extra love throughout the day.

# Glimpse Of Launch Day



## Instagram Follower Stats:

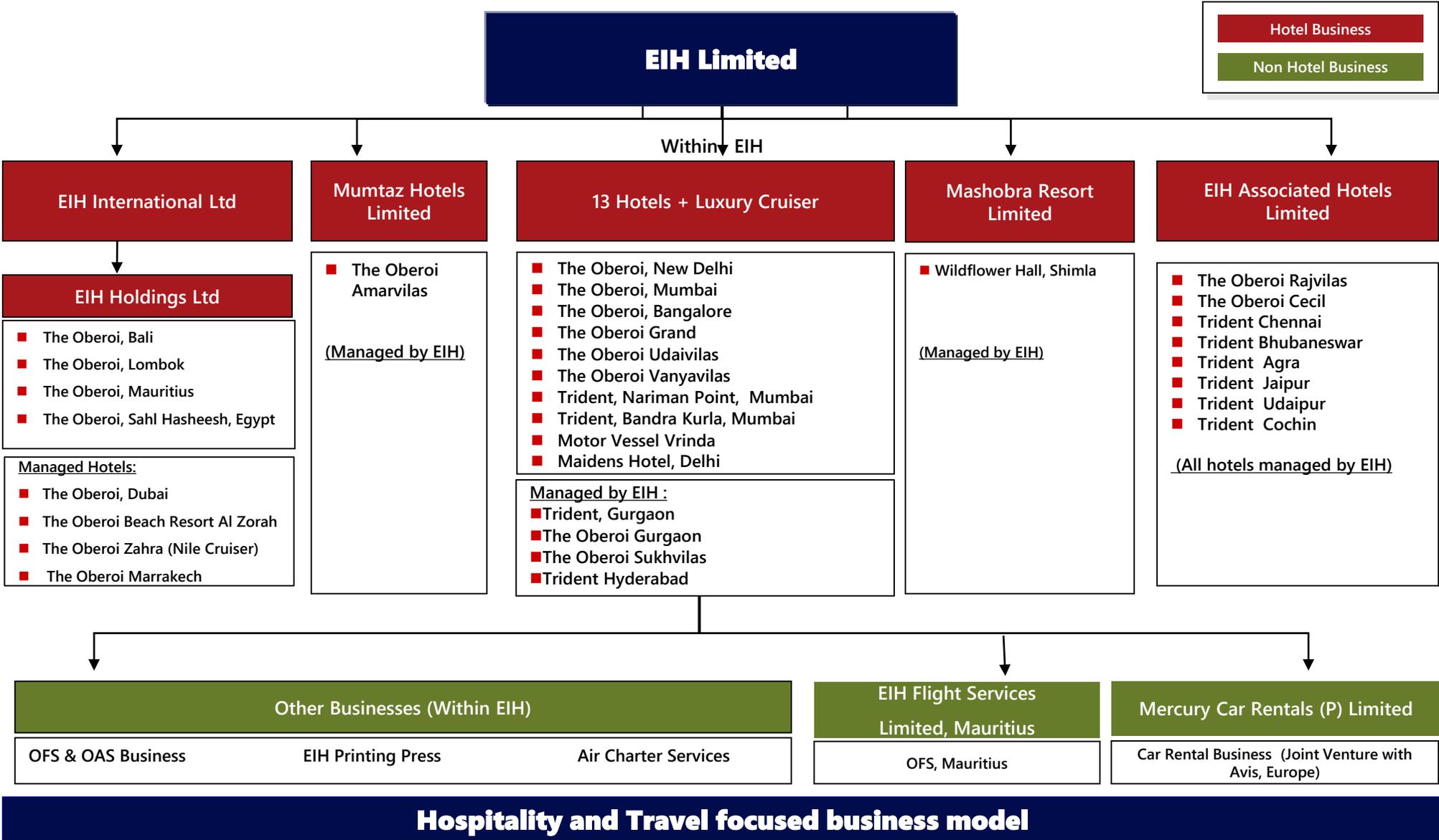
- Launch Day- 500
- Post- launch – 806
- We have organically gained 700+ followers in a time span of 2 days.

# Business Footprint

Quarter ended September 2021



# Corporate Structure



# HOTELS IN INDIA



1591 keys  
under The Oberoi Brand

2172 keys  
under Trident Brand

33 Hotels and Resorts in  
7 countries. 4512 keys

Where the  
Guest is Everything.

# **OBEROI HOTELS & RESORTS AROUND THE WORLD**

 The Oberoi, Marrakech

 The Oberoi Zaira,  
Luxury Nile Cruiser

 The Oberoi Beach Resort,  
Sahl Hasheesh, Egypt

 The Oberoi Philae,  
Luxury Nile Cruiser,  
River Nile, Egypt

 The Oberoi Madina

 The Oberoi Beach Resort,  
Al Zohra

 The Oberoi, Dubai

 The Oberoi Beach  
Resort,  
Mauritius

 The Oberoi Beach Resort, Bali

 The Oberoi Beach Reso  
Lombok

749 keys  
under The Oberoi Brand

[excluding India]

**THANK YOU**

