



Date: May 17, 2025

To,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001.
Security Code No. 514402

Sub: Investors Presentation

Re: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/Madam,

Enclosed please find the Presentation as circulated to the investors of the Company. This is for your information and record under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

Yours Sincerely,
For Eco Hotels and Resorts Limited

NIDHI BALDWA
Digitally signed by NIDHI
BALDWA
Date: 2025.05.17 13:01:21
+05'30'

Nidhi Baldwa
Company Secretary & Compliance Officer
M. No. A60962

ECO HOTELS AND RESORTS LIMITED

(Promoted by Eco Hotels UK PLC)

Registered Office:

67/6446, Basin Road, Cochin, Ernakulam High Court,

Ernakulam, Kerala, India - 682031

CIN: L55101KL1987PLC089987

Land line: +91 22 44550546

Corporate Office:

Block no 4, 2nd floor, Raj Mahal, VN Road,

Churchgate, Mumbai – 400020

Email Id: investor.relations@ecohotels.in

Brands: THE ECO GRAND™, ECO HOTELS™, THE ECO™, THE ECO SATVA™, ECOXPRESS™, ECOXPRESS SATVA™, ECOVALUE™



ECO HOTELS

A C A R B O N N E U T R A L H O T E L B R A N D



Eco Hotels & Resorts Ltd

**Investor Presentation
May 2025**



ECO HOTELS



Disclaimer

This document may contain forward-looking statements that reflect the Company's current expectations regarding future events, business performance, and financial results. These statements are based on management's beliefs and assumptions, as well as information currently available to the Company.

Forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially from those expressed or implied in such statements. These factors include, but are not limited to, changes in economic conditions, market trends, regulatory developments, competitive landscape, and other risks beyond the Company's control.

The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by applicable law. Investors and stakeholders are advised not to place undue reliance on these statements and to refer to official disclosures, regulatory filings, and financial reports for accurate and updated information.



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Company Overview

ECOHOTELS



ECO Hotels & Resorts

Sustainable Hospitality

Premium value hotel chain prioritizing high standards while ensuring safety of the planet.

Mid Premium Segment

Focusing on developing valuable assets to **address shortcomings** in Midscale & Sub-midscale Segments in India.

Veg / Vegan Focus

Committed to a philosophical stance rooted in ethical & ecological considerations, establishing **Vegetarian & vegan brand**.

3D Volumetric green Construction Technology

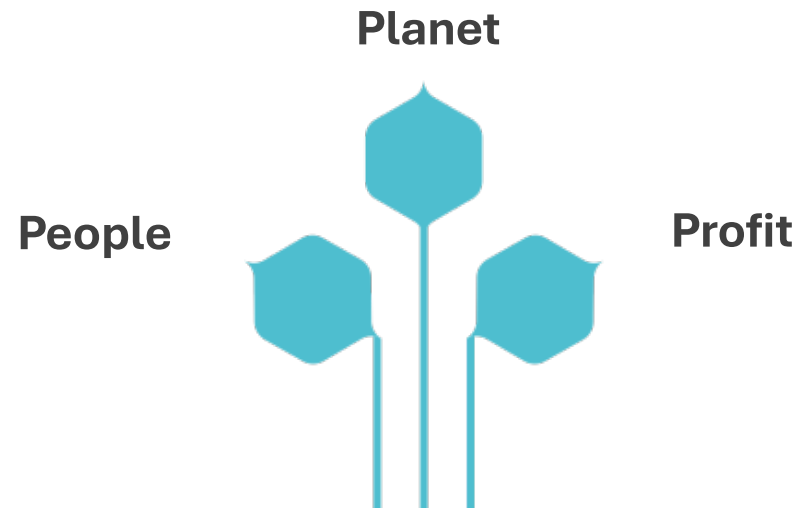
Leveraging AI, Blockchain, & IoT for **cleaner technology & accelerated project execution**.

Strategic Business Model

Utilizing **Leasing, EBOT, & Management contracts** to optimize operational efficiency and operate on an asset light business model.

Strategic Presence

Headquartered in Mumbai: Targeting Tier 1, 2, & 3 cities, focusing on regional demand & supply for hotel facilities.



9

No of Hotels in
portfolio

2

Operating Hotels

7

Upcoming Hotels

79

Operational Keys

385

Upcoming Keys

Zero Debt

A Net Debt Zero
company



Group Overview

Innovating the Future of Eco-Friendly Tourism and Investment



RED RIBBON
ASSET MANAGEMENT PLC
CREATING WEALTH. RESPONSIBLY.

Real Estate

Transforming modular construction, promoting sustainable hospitality, & managing real estate assets to achieve net zero construction

Fund Management

Fund manager with £53+ million, set to launch 5 funds that will collectively amount to £1 billion.

Fintech

Direct investments in Fintech to utilize new technologies to address issues in growing markets.

Red Ribbon Asset Management PLC

Holding company for Eco Hotels dedicated to mainstream impact investing in real estate, fintech, & fund management since 2007, boasting a diversified portfolio in high-growth areas including UK, Gibraltar, Mauritius, & India.

10

Global
Offices

120+

Employees

Net Zero

Committed to delivering net-zero businesses & measurable environmental & social impact.

ECOHOTELS

MODULEX
Modern Method of Construction

SUBSTANTIA
REAL ESTATE
attain . maintain . sustain

World's 1st net zero premium value hotel brand aiming to become a leading owner, developer, & asset manager with to address the gap in mid-scale & budget accommodations.



Leader in construction technology, focuses on carbon neutrality & innovation.

Utilizing advanced technologies (AI, Blockchain, IoT) to meet global housing & infrastructure needs while ensuring quick delivery & cost-effectiveness.



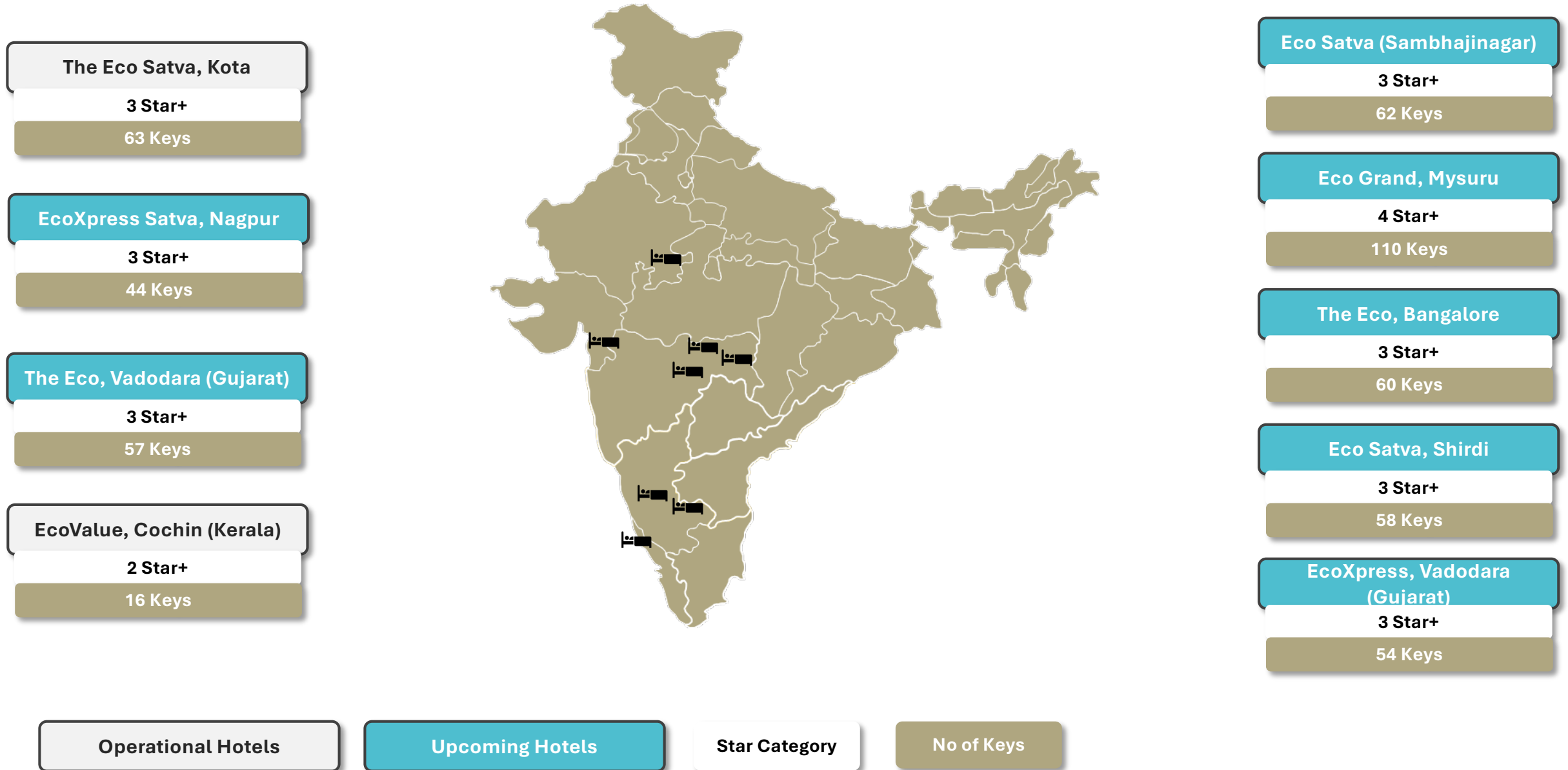
360-degree real estate firm acting as the exclusive asset manager for Red Ribbon RE RISE India Real Estate Fund.

Prioritises location strategy, compliance, & project execution, to create smart buildings through modern construction techniques.



Geographic Presence

Strategically Positioned for Growth Across Key Markets





Business Overview

ECOHOTELS

Strategic Business Model

Innovative Approaches for Long-Term Success

LEASING



Current Operating Model

- ❑ The leasing model of hotels involves taking hotels on long term lease and operation
- ❑ Refurbishment to brand standards and carbon-neutral operations
- ❑ Continuity of revenue and profits

10, 15, 20 years

Long-term lease contracts

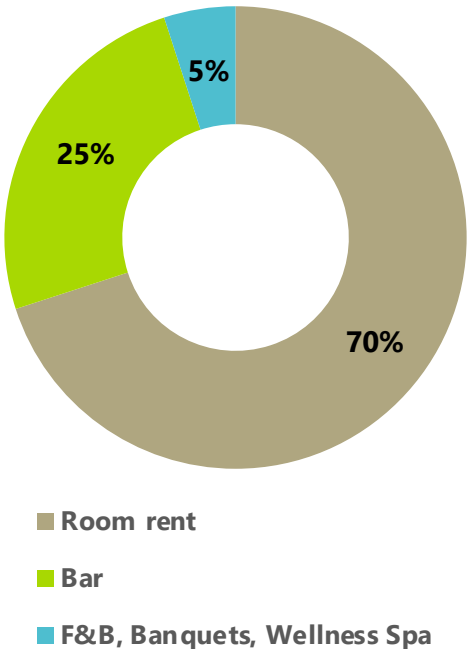
Types of contracts

- Fixed rate
- Revenue-linked
- Hybrid

Revenue Sources

- Room Rent
- F&B, Bar
- Banquets
- Wellness & Spa

FY25 Revenue Bifurcation



EBOT



Future Business Models

Proprietary Franchise Model

A proprietary franchise model by Eco Hotels through a 360-degree development program, tailored for Indian market conditions.

3D Volumetric Construction

Investing in hotel construction using 3D Volumetric construction technology to achieve faster execution.

Investment Targets

- Sovereign funds
- Foreign funds
- Indian investors

Optimized property portfolio.

Comprehensive asset & hotel management solution for an optimized hotel property portfolio.

MANAGEMENT CONTRACTS

Operating hotels on management contracts with management fees, Eco Hotels will manage daily operations for a fee, ensuring monthly profit transfers to the owner.

Fixed Profit Clause: Guarantees a certain profit to the owner

Contract term: 10 years, with extension options of 5-year terms



ECO Brands

Legend

Amenities

Average Room Rate

Current Inventory

- Catering to **pre-millennial & millennial consumers in the expanding middle class**, our brands combine **traditional service with advanced eco-technology** for a low-carbon experience,
- Focusing on **Tier II & III cities**, our offerings include **business hotels, budget stays with lavish experiences, and tailored options** for pilgrimage, wellness, and cultural tourism.

Organized into 4 unique service category brands that reflect our commitment to Triple "P" Philosophy: People, Planet, and Profit.



ECO SATVA

Vegetarian Commitment

ECO Hotels proudly incorporate "SATVA" in their names where only vegetarian food is served.

Philosophical Stance

Vegetarianism is viewed as a holistic philosophy rooted in ethical, spiritual, & ecological values.

Promoting Sustainability

Embracing vegetarianism in our food choices reflect core human values and promote a sustainable lifestyle.



Hotels Portfolio

A Diverse Collection of Unique Experiences

| Brand | City | Number of Keys | Expected Annual EBITDA in ₹ cr FY26 | Launch Date/Status |
|------------------|-----------------------------|----------------|-------------------------------------|-----------------------------|
| Operating Hotels | | | | |
| EcoValue | Cochin (Kerala) | 16 | 0.18(0.20) | November 2024 |
| The Eco Satva | Kota (Rajasthan) | 63 | 0.76(1.25) | Feb 2025 |
| Upcoming Hotels | | | | |
| EcoXpress Satva | Nagpur (Maharashtra) | 44 | 1.34(1.60) | To be launched in June 2025 |
| The Eco | Vadodara (Gujarat) | 57 | 0.71(1.20) | To be launched in Sep 2025 |
| The Eco Satva | Sambhajinagar (Maharashtra) | 62 | 1.14(1.60) | To be launched in July 2025 |
| The Eco Grand | Mysuru (Karnataka) | 110 | 2.02(2.50) | To be launched in Oct 2025 |
| The Eco | Bangalore (Karnataka) | 60 | 0.40(1.00) | To be launched in Aug 2025 |
| The Eco Satva | Shirdi (Maharashtra) | 58 | 0.44(0.90) | To be launched in Oct 2025 |
| EcoXpress | Vadodara (Gujarat) | 54 | 0.30(1.20) | To be launched in July 2025 |
| TOTAL | | 464 | 7.29(11.45) | |

Note: In EBITDA column the number given in () is for full 12 months operation



The Eco Satva Kota, Rajasthan

Embracing Sustainability with Modern Comfort and Vegetarian Cuisine.

Prime Location

63-room hotel situated in the vibrant heart of Kota, ideal for travellers and locals alike.



Thoughtfully Designed Rooms

Offers peaceful retreats equipped with modern amenities, away from the city's hustle.



Comfort & Sustainability

Combines modern comfort with sustainable practices for a unique guest experience.

Purely Vegetarian & Net-Zero

As a 'Satva' hotel, it is committed to being entirely vegetarian & achieving net-zero carbon emissions.



Unique Dining Experiences

GG's Restobar

Rooftop Pan Asian restaurant offering open-air dining, ideal for casual meals and small gatherings.

KICK IN THE BRICK

Rooftop pub curated for the young and young-at-heart.

SAHAR

Restaurant offers an elegant indoor dining experience with Indian vegetarian dishes inspired by Vaishnav & Jain dietary practices.



The Eco **Satva** Kota, Rajasthan



The EcoValue Kochi (Kerala)

A Perfect Blend of Convenience and Hospitality

Prime Location

Situated ~200 meters from the high court, offering easy access to key attractions & bustling markets.

Comfortable Accommodations

Features 16 ergonomic rooms, each tastefully furnished with modern amenities for business and leisure travellers.

Exceptional Service

Dedicated staff committed to delivering outstanding service and a warm, welcoming atmosphere.

Cultural Exploration

Ideal base for experiencing the vibrant culture of Kochi, whether for work or pleasure.





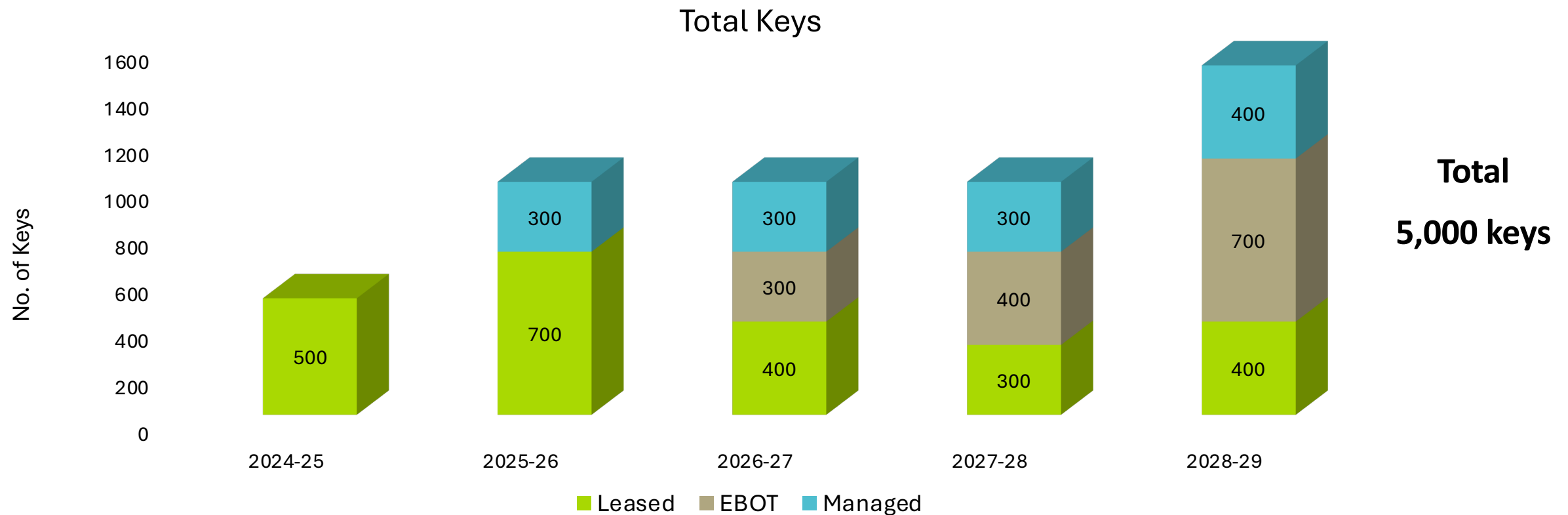
Our Vision & Strengths

ECOHOTELS



5 Year Vision

Vision 2030: Achieving 5,000 Keys for Wider Presence



Strategy-Driven Hotel
Placement

Thriving Hospitality
Industry

Proprietary hotel
development
programme EBOT

Experienced local and
global management
team

World's first net zero
hotel brand



Strategy-Driven Hotel Placement (1/2)

Targeting Tier II & III Cities

Focusing on growing business potential in smaller towns, where opportunities exceed those in Tier I cities.

Addressing Sector Shortcomings

Filling gaps in mid & sub-midscale sector, which currently lacks standardization & quality assurance.

Sustainability Commitment

Addressing industry's large carbon footprint through sustainable practices and low-carbon experiences.

Vegetarian & Vegan Focus

Meeting demand for Pure Veg & Vegan hotels to serve a growing customers seeking sustainable options. Sahar restaurant focuses on this theme.

High Growth Regions

Positioning on high-growth areas with rising domestic tourism and demand for budget hotels offering lavish experiences.

Year-Round Footfall

Focusing on hotels located in religious cities that draw regular visitors year-round, maintaining stable occupancy rates.

Modern Management Techniques

Introducing digitization and Artificial Intelligence to enhance operational efficiency and guest experience.

Consumer Expectations

Aligning with shift towards sustainability & mindfulness, ensuring offerings meet modern expectations.

Experiential Framework for ECO Hotels Development

☐ Business Hotels

☐ Extended Stays for Education

☐ Wellness & Tourism

☐ Cultural Weekend Getaways

☐ Transit & Day-Use Hotels

☐ Pilgrimage Tourism

☐ Pure Vegetarian Options

☐ Budget Hotels & Serviced Apartments

☐ Heritage Hotels & Boutique Stays





Strategy-Driven Hotel Placement – Region wise

| City | Key Trend | Popular Hotel Format |
|----------------------|-------------------------------|---|
| Bangalore | Business Purpose | Business Hotels, Budget/ Transit Hotels |
| Kochi | Wellness & Tourism | Eco Resorts, Mid-scale Brands |
| Kota | Long-stay For Education | Budget Hotels, Serviced Apartments |
| Mysore | Cultural Weekend Getaway | Heritage Hotels, Boutique Stays |
| Nagpur | Business & Logistics | Transit & Day-use Hotels |
| Sambhajinagar | Cultural Tourism | Budget Hotels, Transit & Day-use Hotels |
| Shirdi | Pilgrimage Tourism | Budget, Pure Veg Hotels |
| Vadodara | Industrial / Business Purpose | Business Hotels, Pure Veg Brands |



Thriving Hospitality Industry

Sector Growth Drivers

Growing footprint in tier 2, 3, and 4 cities

Increasing Disposable Income and Rising Affluence

Growth in Bleisure (Business + Leisure) Travel

Increasing urbanization

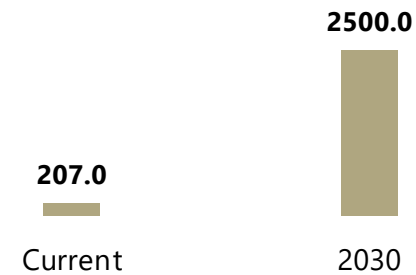
Evolution of religious tourism

Millennial Involvement in cultural & spiritual tourism

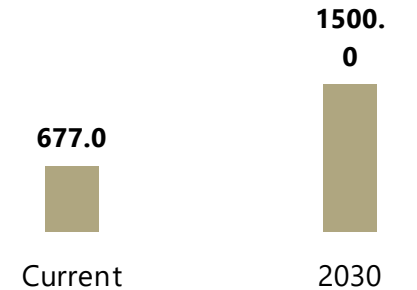
Favourable Sector trends in the segments operated by ECO Hotels



Market capitalisation of Mid segment sector (in INR Bn)



No. of Domestic Tourists



Rise in spiritual tourism

60%

Religious tourism accounts for over 60% of domestic travel in India,

One of the fastest-growing sectors

Identified by UNWTO as one of the fastest-growing sectors globally

9-10%

Projected to expand at 9-10% over the next 5-7 years.

↑ 97%

Searches for religious destinations in Tier II and III cities have risen by 97% in the past two years

Sustainable & eco-friendly tourism

Eco-friendly practices

Eco-friendly and sustainable tourism is growing, as travellers look for destinations that emphasize responsible practices.

Increasing awareness

Trend expected to improve access to sustainable lodging, driven by increasing climate change awareness among guests, hotel owners, and operators.



EBOT Model: Proprietary hotel development program

EBOT™ is a proprietary **turn-key program for hotel development and management**, specifically tailored for budget hotels in India, providing a **comprehensive 360-degree solution** that **optimizes hotel property portfolios** in line with **local market conditions**.

E

Enterprise

Investment Phase

In the Enterprise you invest

Company Formation

Establish Pvt Co in investor's name

Project Report

Detailed viability study by 3rd party

Land Acquisition

Eco Hotels sources a land parcel

Finance Structuring

Optimum structuring of project finance



Credible land dealings

Effective pricing

Asset backed investment

B

Build

Construction Phase

Eco Hotels build the property

Design

Specifications @ master design

Planning permission

Deploy a local architect

Construction

Utilize offsite construction technology for guaranteed fixed costs & timelines.



On time delivery

No project cost escalation

Faster revenue generation

O

Operate

Management Phase

Operated under ECO Hotels

Lease contract

Run a lease for 20+10 years, ensuring a minimum yield or a percentage of total revenue, whichever is higher.

Management Agreement

Under structured fee system (base, sales, incentive & training fee)



Alliance with a global brand

Pre-leased asset investment

Established operating procedures

T

Trade

Exit Strategy

Investor exit

Exit Assistance

Eco Hotels will support the investor in asset exit strategy, including selling or buyback options.



Comprehensive exit strategy

Delivering maximum valuation

End-to-end solution for smooth transition.



Experienced local and global management team (1/2)



Mr. Vinod K Tripathi

Executive Chairman and Director

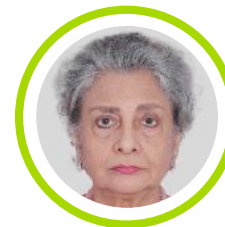
- Over 40 years experience of managing diverse fields like taxation, textiles, private equity, real estate and wind energy industry
- Ex Income Tax Commissioner, Reliance ADAG, National Textiles Corporation
- He also worked as Auditor at the office of The Comptroller and Auditor General of India
- He is a keen sportsman, a philanthropist and a poet with three books to his credit



Mr. Suchit Punnose

Non Executive Director

- Serial entrepreneur with 24 years experience across various sectors and VC & PE investment in the UK and India
- Founder of Red Ribbon Asset Management Plc
- Suchit is a mainstream impact investor focused on scaling proven solutions in growth markets like India, with a strong emphasis on climate and sustainability



Mrs. Indira Bhargav

Independent Director

- Former Chairman of Central Board of Direct Taxes, India. She belonged to IRS 1970 batch and served Income Tax Department at various designation for more than 35 years



Mr. Rajiv Basrur

Independent Director

- Highly experienced finance & management professional with more than 4 decades experience
- Held top management positions in the Ambassador group of hotels & flight kitchens, finance group of Sunflag UK, Zicom and as advisor to a number of large corporates in construction and infrastructure development sectors
- Currently he is a senior member on the global board of Sunrise Capital Partners, a leading middle eastern investment group



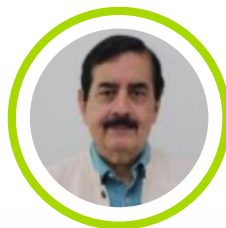
Experienced local and global management team (2/2)



Mr. Parag Mehta

Independent Director

- Senior partner of Vinod S. Mehta & Co. with an experience spanning over than 35 years
- He is a problem solver
- He divides his time between Business Advisory Services and M&A
- He also provides services for family wealth planning and succession planning



Mr. Ajit Kumar Jain

Independent Director

- Ex IAS officer of 1982 batch
- Served as Principal and Addl. Chief Secretary to CM of Maharashtra
- He headed the World Bank and prepared the business plan for Mumbai's infrastructure development
- He worked as State Information Commissioner- Maharashtra too



Mr. Shiv Bose

Chief Executive Officer

- Over 20 years of experience in the hospitality industry
- Prior to joining Eco Hotels, he held General Manager positions with Starwood, Hilton and Marriott hotels
- During his stints, he accomplished multiple goals to ensure the success of the establishments he was associated with



Mr. Vikram Doshi

Chief Financial Officer

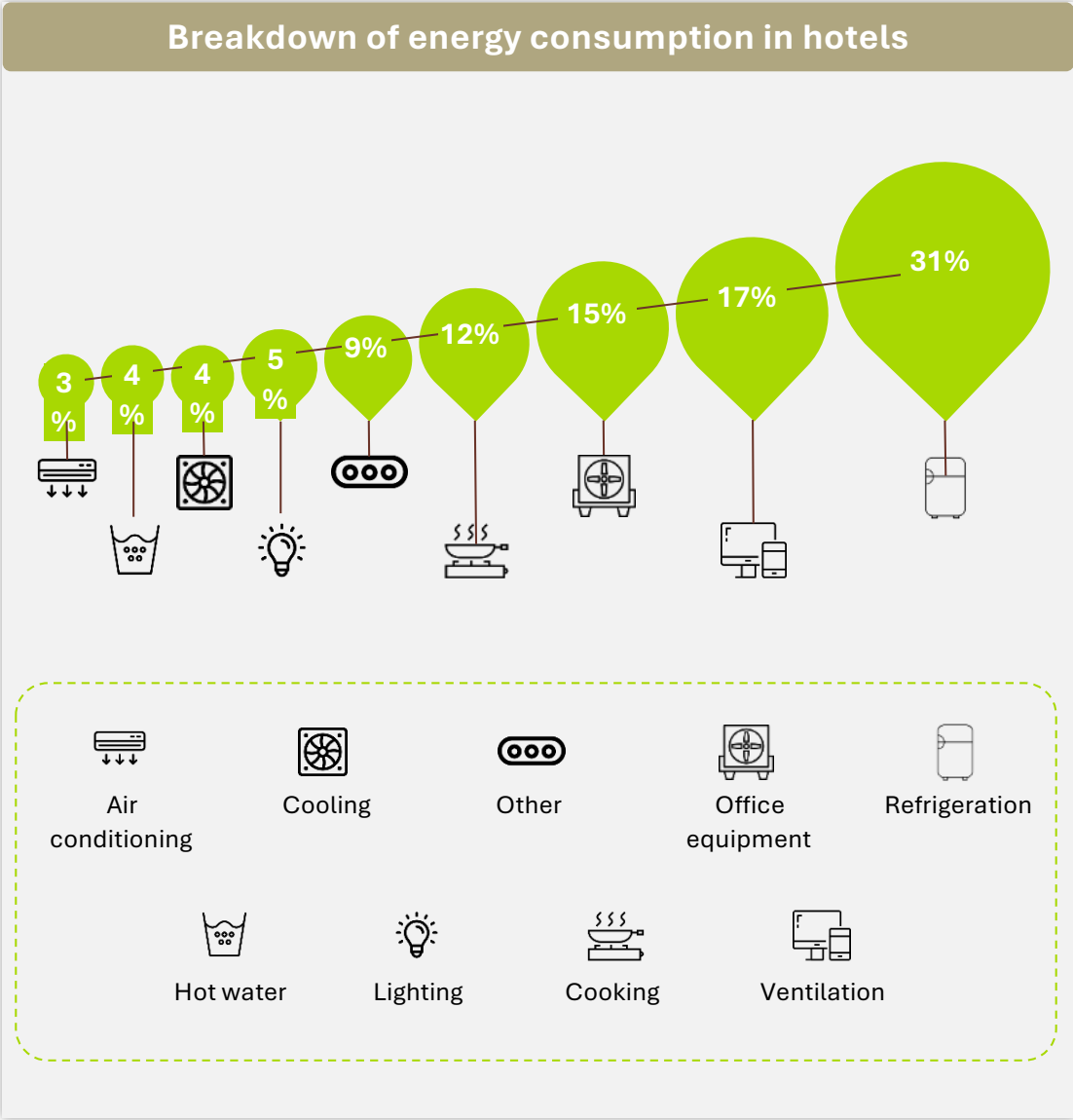
- CA and CS with more than 15 years of experience in the field of finance, accounts, treasury management, business reviews, restructuring, private equity, internal controls, etc.
- In his previous roles, he gained valuable experience and expertise working with Ernst & Young, Reliance Capital, and Nayara Energy



World's first net zero hotel brand











Aim to achieve net zero certification As part of our ongoing commitment to sustainability, we, to begin with, are committed to make all our hotels carbon- neutral with a long-term objective of achieving a carbon net-zero status.

| Approaches | Drivers | Incentive levers |
|---|--|--|
| Increasing efficiency of equipment and operations | Higher efficiency | <ul style="list-style-type: none">LightingHeating, ventilation and air conditioningTraining the staff to be involved and responsibleSet up internal procedure for energy savings |
| | Build for efficiency | <ul style="list-style-type: none">Modular constructionBetter design of buildingsUse of efficient raw materials |
| | Guest efficiency | <ul style="list-style-type: none">Guest engagement programsCollect feedback from guests |
| | New efficiency (i.e. smart technology) | <ul style="list-style-type: none">Variable frequency drivesBoiler/chiller upgradesOccupancy sensorsControlling heating systemsRecycling of water and wasteSolar water heater panels |
| Increasing the prevalence of renewable energy | On-site renewable | <ul style="list-style-type: none">Solar panel |
| | Off-site renewable | <ul style="list-style-type: none">Purchase green electricity from utility grid |
| Increase 'electrification' | Electrifying equipment | <ul style="list-style-type: none">Electric-driven chillersElectric kitchenElectric cars for staff and guests |
| | Storing electricity | <ul style="list-style-type: none">Use of batteries for buildings such as Tesla's Powerpack |



Net zero certification

Eco Hotels will achieve net zero certification through 3 main components: construction, operation and travel

| | Carbon Footprint | Mitigation | Reduction | Excess | Excess Mitigation |
|---|------------------|---|---|--|--|
|  | Construction | <ul style="list-style-type: none"> Use of off-site modular buildings technology Use of carbon neutral suppliers | Up to 60%*  | Up to 40%  |  Excess of carbon footprint mitigated through afforestation in India and certified by The Carbon Neutral Company or Climate Partner |
|  | Operation | <ul style="list-style-type: none"> Rooftop solar and wind for sustainable energy SMART green technologies Limited housekeeping cycles Recycling of water and waste Use of carbon neutral suppliers | Up to 50%*  | Up to 50%  | |
|  | Travel | <ul style="list-style-type: none"> Staff encouraged to live close to the property and use bicycles Suppliers encouraged to use green vehicles Electric vehicles to be used for guest transport | Up to 30%*  | Up to 70%  | |



Thank You

ECOHOTELS