



Date: 13.03.2023

To,  
Listing Compliance Department  
National Stock Exchange of India Ltd.,  
Exchange Plaza, 5th Floor,  
Plot No.C/ 1, G Block,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai - 400 051  
**Scrip Symbol: PARTYCRUS**

Dear Sir/Madam,

**Sub: Regulation 30 – Investors Presentation**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015, the Investors Presentation of our Company is attached herewith. The same has also been placed on the website of the Company i.e., [www.partycruisersindia.com](http://www.partycruisersindia.com)

You are requested to kindly take the same on your record.

Thanking you,

Yours faithfully,  
**For Party Cruisers Limited**

ZUZER H  
LUCKNOW  
ALA

Digitally signed by ZUZER H LUCKNOWALA  
DN: c=IN, o=Maharashtra,  
2.5.4.20=5646070643070436117579095815  
4f38a6933f922af88e3821a4f5\_postalCode=400056,  
ou=HR-003, ou=SEZTY WEDDINGS, ou=KURLA BLDG,  
ou=KURLA COMPLEX, BANDRA WEST BANDRA KURLA,  
serialNumber=664006224004432886d44958a39  
171307394268076818215428649586, cn=Personal,  
ou=ZUZER H LUCKNOWALA  
Date: 2023.03.13 11:33:02 +05'30'

**Mr. Zuzer H. Lucknowala**  
**Chairman & Managing Director**  
**(DIN: 00979509)**  
**Date: 13.03.2023**  
**Place: Mumbai**

**Encl: as above**





**PARTY CRUISERS LIMITED**

# **INVESTOR PRESENTATION**

**FEBRUARY 2023**





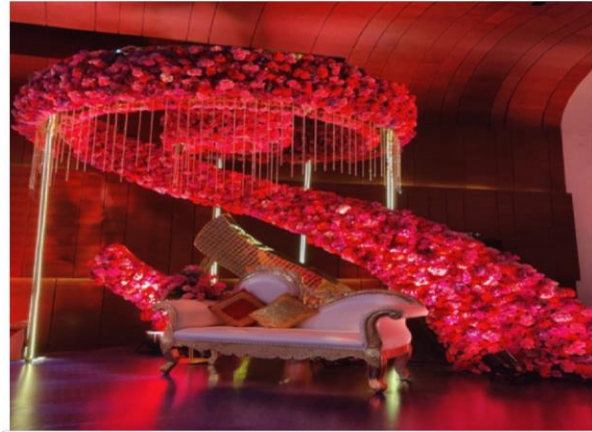


## SAFE HARBOUR

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Party Cruisers Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



# CREATING MESMERIZING EXPERIENCES





# OUR VISION/MISSION

## Vision

**Become the go-to global destination for all things wedding and events**

## Mission

**Structuring and facilitating the global events/wedding industry with a focus on transparency, collaboration and acquisition**





# CHAIRMAN'S SPEECH



**ZUZER LUCKNOWALA**  
CEO & CHAIRMAN

**“Dear Shareholders,**

**It gives me great pleasure to address you all today, on behalf of the entire team at Party Cruisers Limited. Our journey so far has been an incredible one, full of challenges and opportunities that have helped us grow and become the leading brand in the event management industry.**

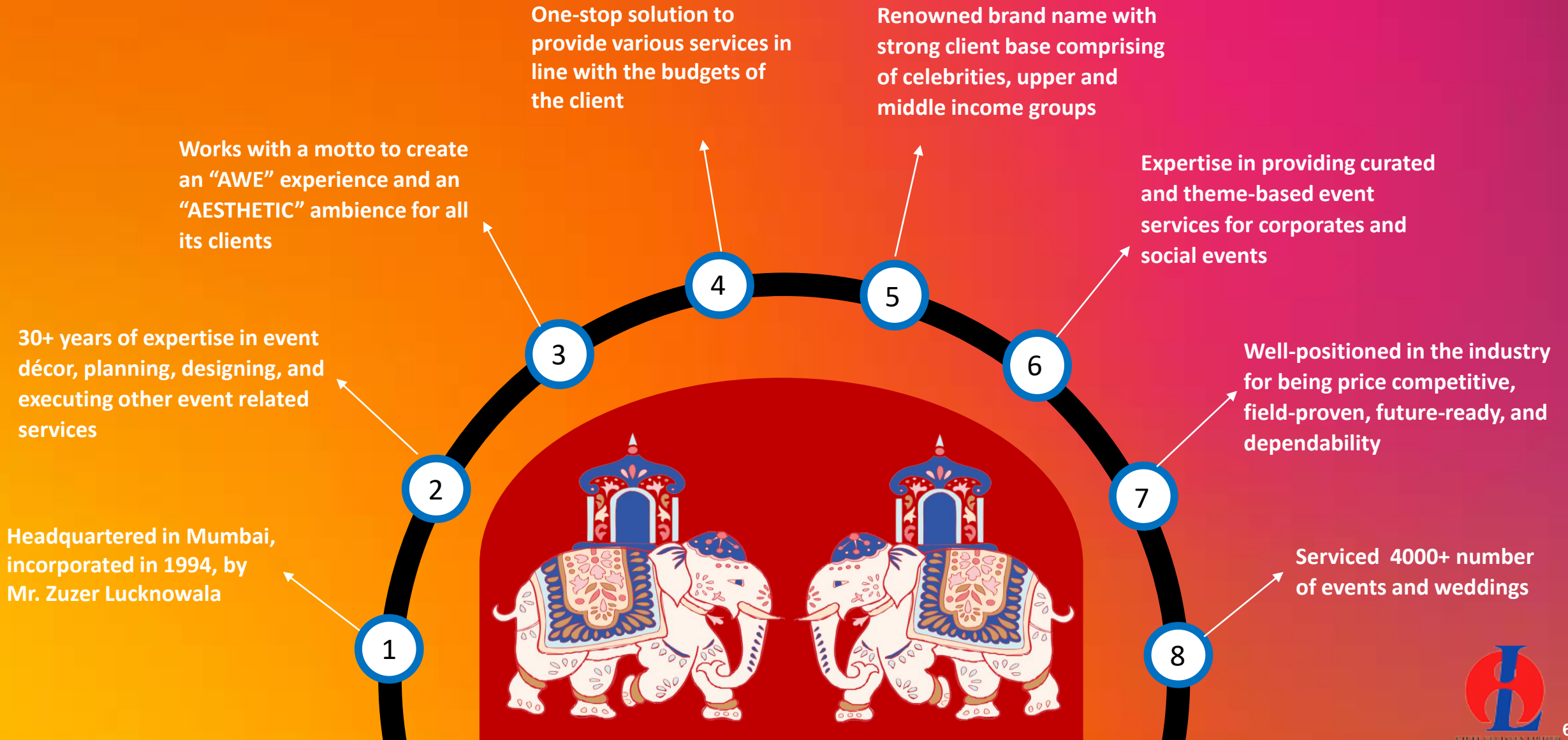
**We are proud to say that we have been able to consistently exceed our targets and maintain a robust growth trajectory over the past few years. As a team, we have been able to deliver unique experiences that have left lasting impressions on our clients, and we continue to strive to create bigger and better events that exceed their expectations.**

**At Party Cruisers Limited, we believe in providing our clients with end-to-end solutions for all their event management needs. We have invested in state-of-the-art technology, and our team of experts has been trained to deliver world-class services that are personalized to meet the unique needs of each client. We are always looking for new and innovative ways to create memorable experiences that our clients treasure for a lifetime.**

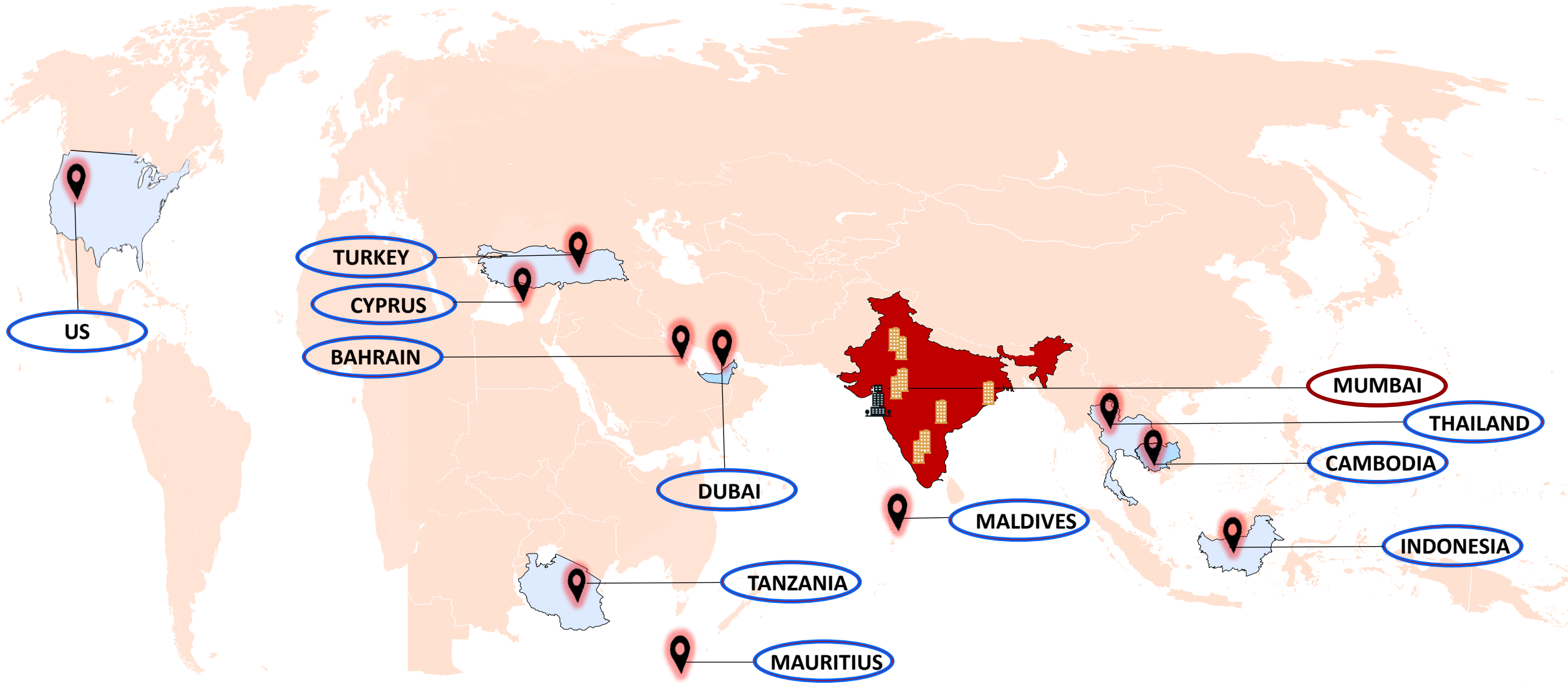
**We understand that the success of our business is largely dependent on the support of our investors. We want to assure you that we take our responsibilities seriously and are committed to creating value for all our stakeholders. We have an experienced team of professionals who work tirelessly to ensure that our business operations are efficient, transparent, and aligned with our long-term goals.**

**In conclusion, I would like to take this opportunity to thank you all for your continued support and trust in our brand. We believe that we can achieve even greater heights with our singular focus on creating Party Cruisers as a go to event planner for an entire spectrum of events. We look forward to your continued partnership and support as we take on new challenges and work towards achieving our vision for the future.”**


# PCL AT A GLANCE



# OUR WORLDWIDE REACH



 **COMPANY HEAD OFFICE**  
Mumbai, India

 **OUR OFFICES**  
Delhi, Chandigarh, Indore, Nashik, Nanded, Hyderabad, Bangalore, Mysore

**ORGANIZED EVENTS IN INDIA**  
Mumbai, Pune, Nashik, Rajasthan, Kovalam, Chennai, Hyderabad, Delhi, Chandigarh, Hyderabad, Bangalore etc

 **ORGANIZED EVENTS INTERNATIONALLY**  
Bahrain, Maldives, Mauritius, Dubai, Turkey, Tanzania, Cambodia, Thailand, Indonesia, US, Cyprus



# LEADERSHIP POOL



**Mr. ZUZER LUCKNOWALA**  
CEO & CHAIRMAN

- 30+ years of experience in event and wedding management industry
- Currently heads the Hospitality business of the company



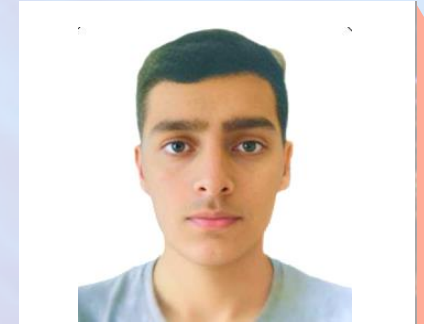
**Mrs. RACHANA ZUZER LUCKNOWALA**  
MANAGING DIRECTOR

- 30+ years of experience of leading the events and wedding management industry
- Spearheads the designing and décor and production in the events



**Mr. FIROZ HATIM LUCKNOWALA**  
DIRECTOR

- Looks after the finance and strategic initiatives



**Mr. ARMAN LUCKNOWALA**  
NON-EXECUTIVE DIRECTOR

- Focuses on generating new ideas and concepts in the company. Mr. Armaan holds a Bachelors Degree of Fine Arts in Filmmaking from New York Film Academy in LA



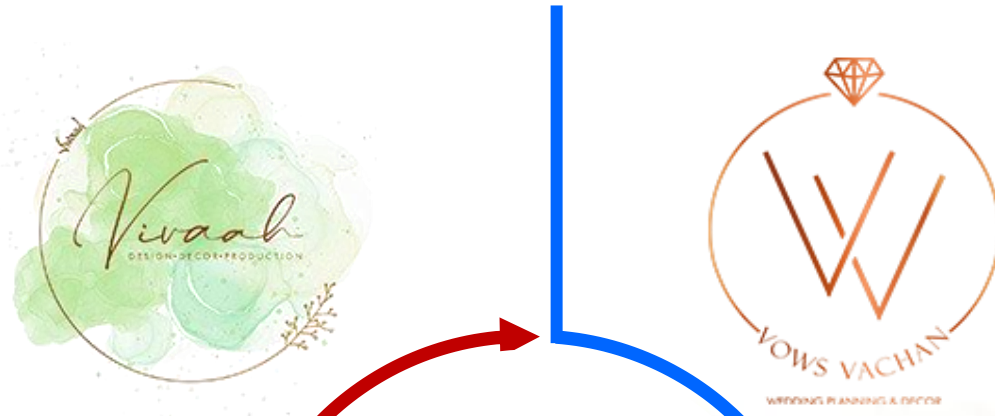
# ORGANIZATIONAL STRUCTURE





# PCL SERVICE SUITE

- Offers curated wedding services to high net-worth individuals and their families at their desired place, location, budget, choices, and passion
- PCL has organised wedding services for celebrities like Arpita Khan, Shahid Kapoor, Emran Hashmi and Chandra Kochhar's daughter, Chef Sanjeev Kapoor's daughter and others



- The division will focus on catering to the wedding and event management needs of upper and middle-income group
- It will operate under an asset-light model and collaborate with multiple partners to enhance its brand name in tier 2 and tier 3 cities

- Specializes in designing luxury/black tie corporate events like product launch, exhibition installation, stall designing & fabrication and exclusive services like mall décor and others



Vivaah

Vows  
Vachan

Event  
Factory

Live Space

- The division focuses on artist and entertainment management. Provides anchors, background dancers, DJ artists and others for enhancing the overall event experience





# OUR SERVICES SPLIT



~60% Vivaah



~20% Event Factory



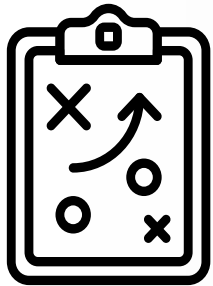
~15% Vows Vachan

~5% Live Space





# STRATEGIC GROWTH INITIATIVES



STRATEGY

1

**Expanding through Channel Partners/Franchisees without high capital investments in domestic and international markets**

2

**National Presence with offices in over 10 cities and expanding its footprints to over 50 cities**

3

**Creation of different brands to focus on the needs of various classes of the society and increasingly scale the operations**

4

**Aspiring to create monopolies tie-ups with Venues and Banquets**

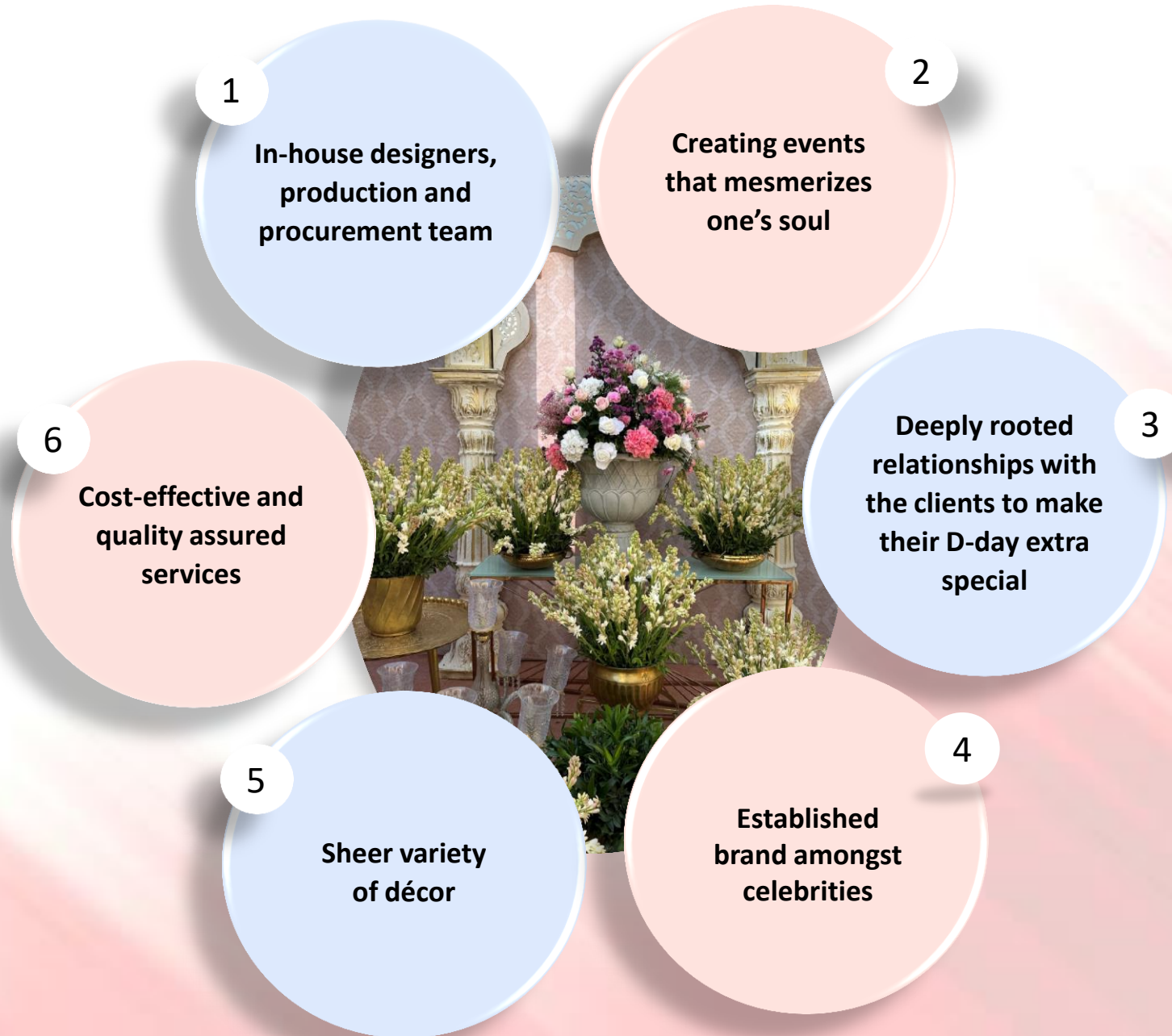
5

**Rightly placed in the industry which exhibits high level of resilience to recession**



HOSPITALITY CRUISERS INSTITUTE

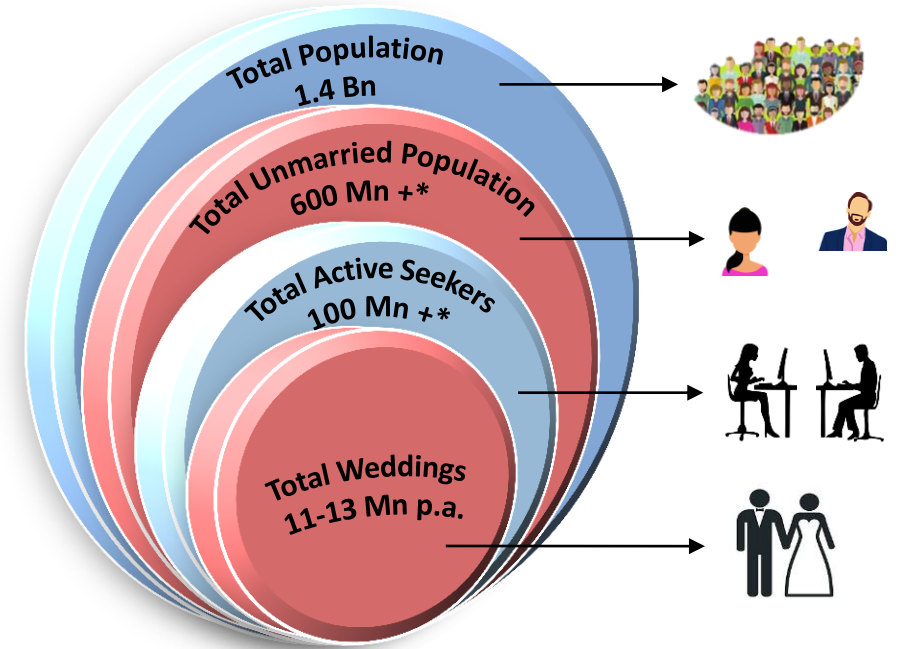
# WHAT MAKES PCL SPECIAL



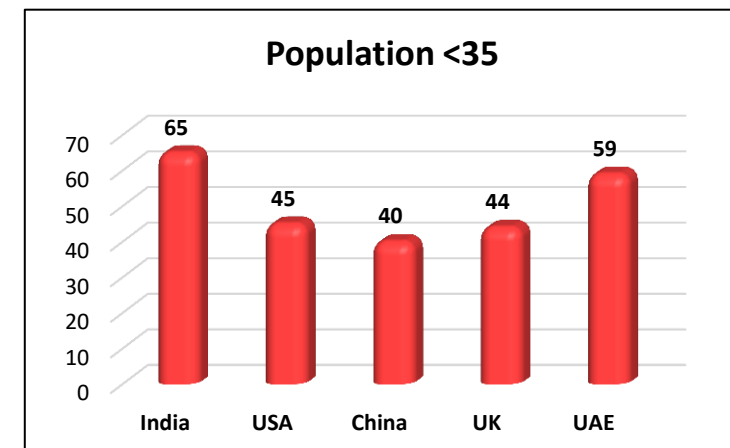
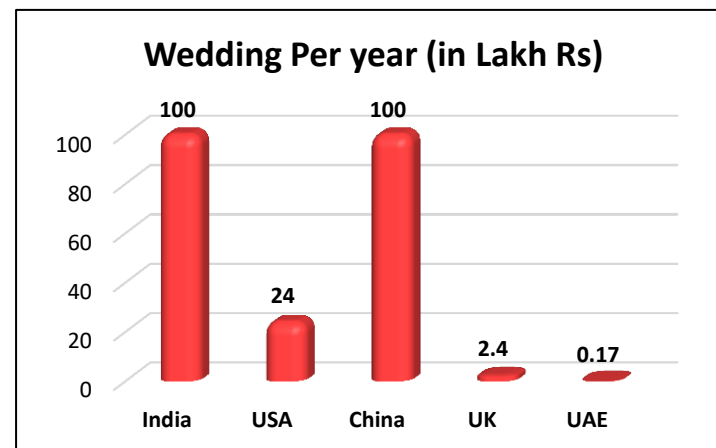
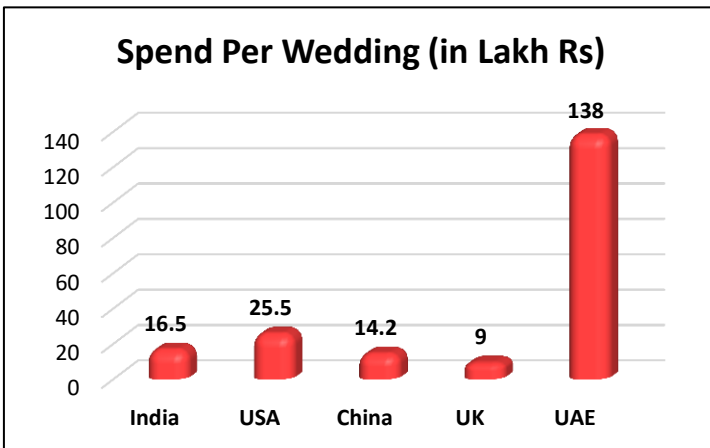


# INDUSTRY OVERVIEW

- India continues to be one of the largest market in weddings and is expected to witness ~25%-30% growth in the coming years
- The country witnesses ~1 crore weddings every year and comprises of 7% of HNI's and Elite clients which accounts for 70% of the country's wedding spends.
- The industry is expected to boom at a much faster pace compared to last year as this being the first normal year of operation post-Covid regulations.
- The wedding industry would continue to remain in a sweet spot due to rising urbanization and increasing incomes



India has the lowest median age & highest growth rate, per-wedding spend & population <35



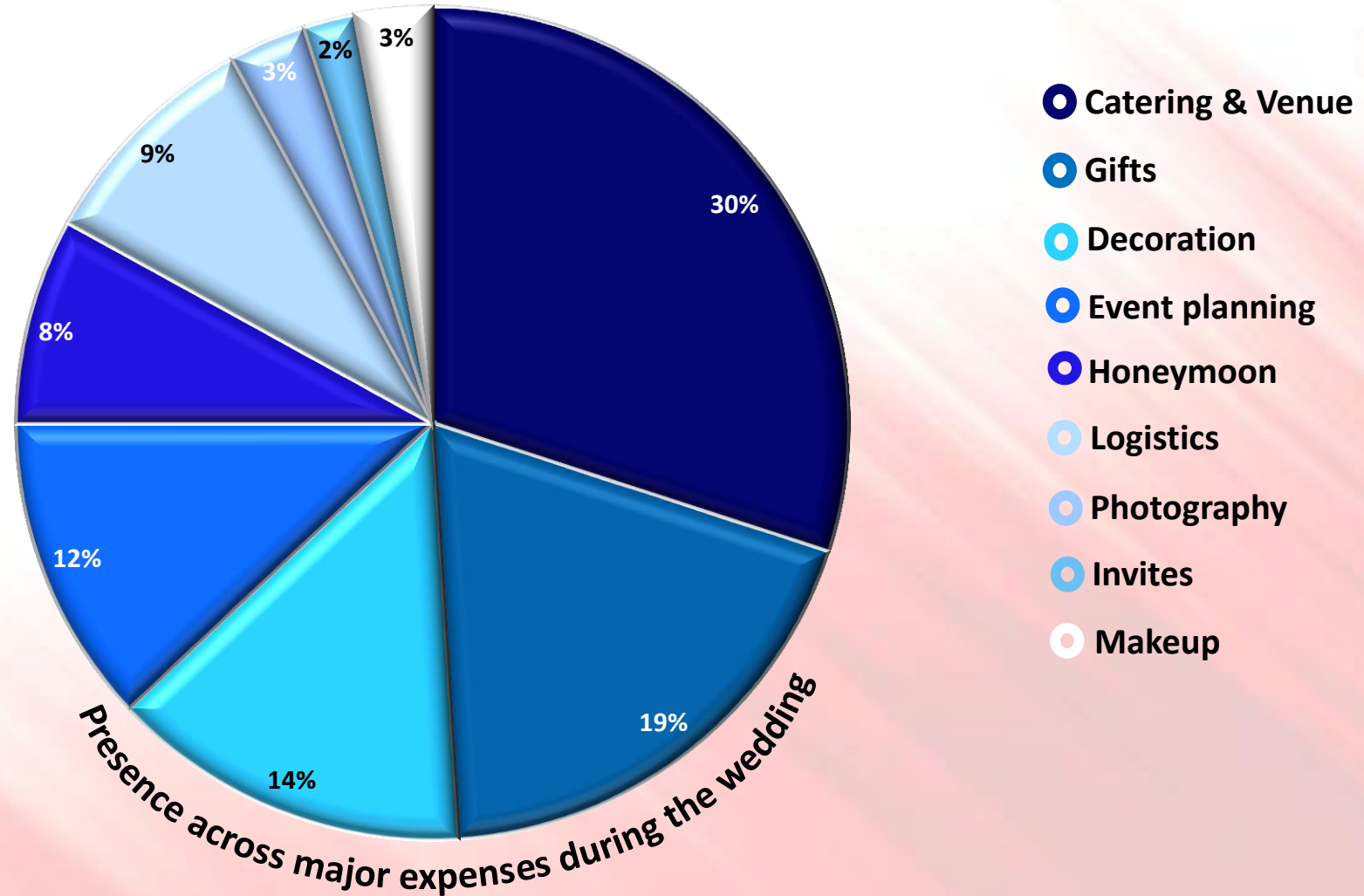
Y-axis in %

Source: <https://www.weddingwishlist.com/wedding-board/indian-wedding-industry-whitepaper/>



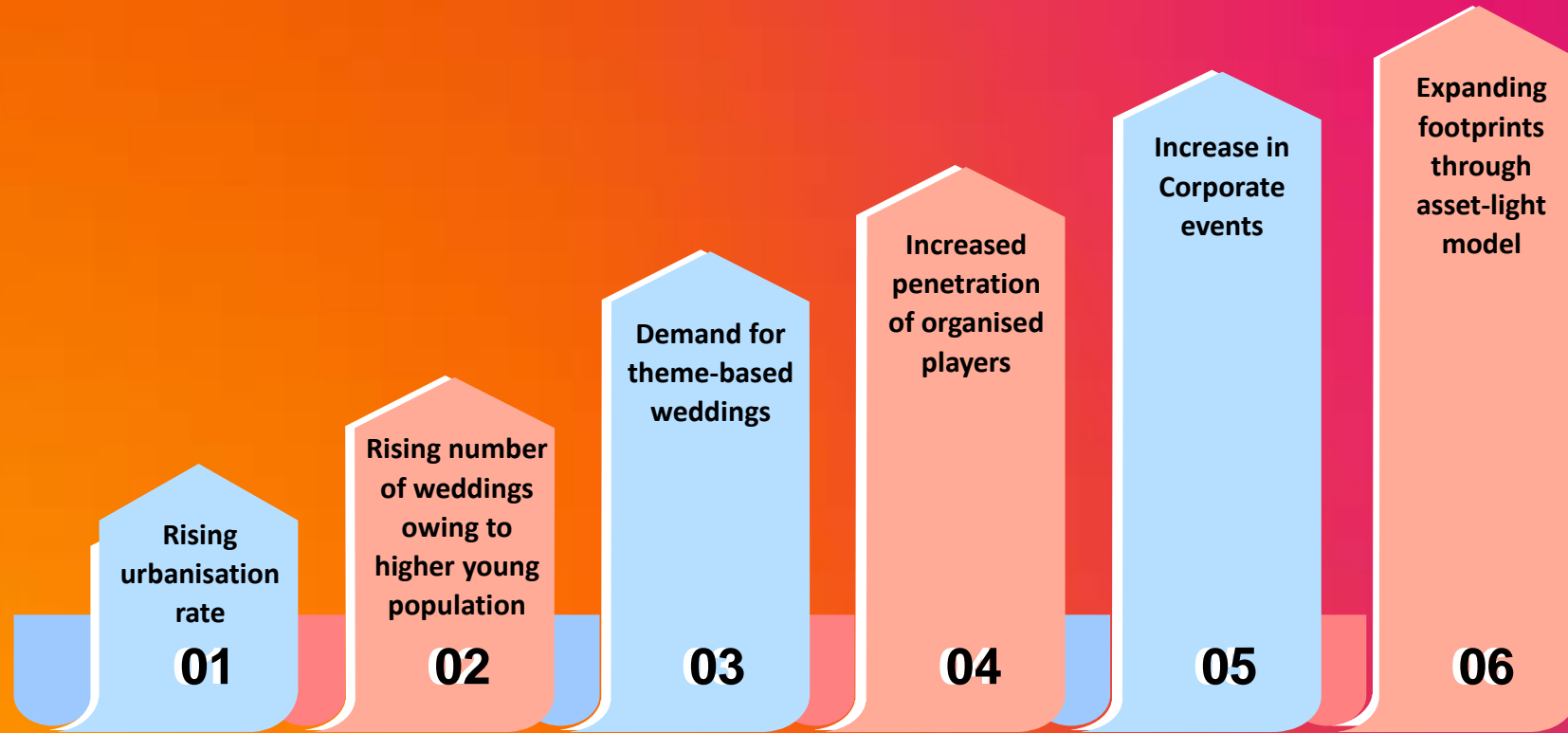
# THE WEDDING PIE – SPILT BY SERVICES

Wedding Industry Break-up By Services



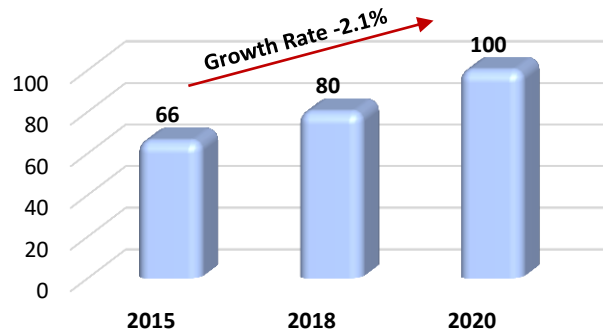


# GROWTH DRIVERS

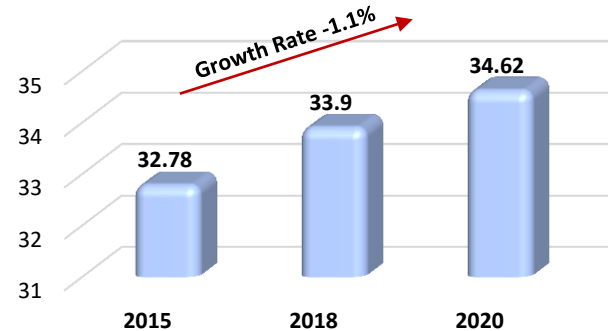


## Factors Fuelling Growth of the Indian Wedding Industry

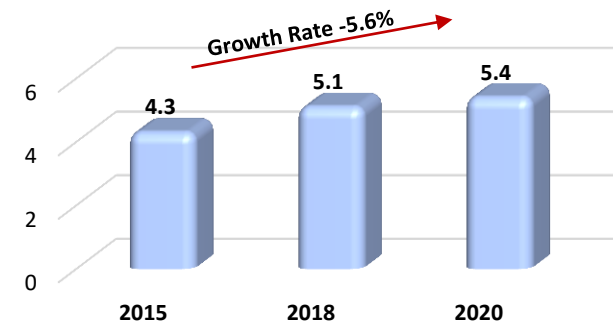
Wedding Per year across India are increasing (in Lakh Rs)



Increasing Urbanization rate has led to more couples getting married for economic stability



Increasing GDP per capita has enabled customers to spend more on wedding ( in Lakh Rs)



# MANAGEMENT OUTLOOK



**We aim to establish 50 franchisees/channel partners across India by FY25**

**In FY23, revenue is expected to grow by 100% over FY22**

**Revenue is expected to grow at a CAGR of 60% - 70% in the next two years following FY23**

**PAT margins to be the corridor of 9%-12% for the next two years**



# CLIENT TESTIMONIALS



## Sanjeev Kapoor's Daughter Wedding in Dubai & Mumbai Darren & Rachita

**DARREN** - Just wanted to say thanks to Rachana and to the entire team. We are at absolute stunning wedding. Her attention to detail and work is second to none.

**RACHITA** - Yes I think from the first time we met Rachana we clicked and she understood exactly what we wanted and delivered it perfectly . So thank you so much for making our wedding so special.



## Testimonial of our First Bride and Groom Viral Barmecha & Divya Barmecha



[https://drive.google.com/file/d/1AWNt\\_dFCFVuMTPGQuYjPjEmNaZlDla/view?usp=share\\_link](https://drive.google.com/file/d/1AWNt_dFCFVuMTPGQuYjPjEmNaZlDla/view?usp=share_link)



## Bridal Testimony Gazalah & Nirav

Thanks to the incredible and versatile work that mania Rachna and her team created at our wedding at Suryagarh, I was a lucky bride who had not one, but quite a few unforgettable moments.

They made a grabha for me, straight out of the Disney movie Aladdin, in the middle of the Dunes of the Thar desert, just so I could have my "Princess Jasmine moment".

And finally, as if all that still wasn't enough, when I wanted a moment of colour to cast away the monotony of traditional customs - they gave me a phoolon ki holi for my haldi

Warmly,  
Ghazalah Moloobhoy



## Our Client Shrutika



[https://drive.google.com/file/d/1jUAXVsGMIVB6HtukulokXKqnoC7RXpl2/view?usp=share\\_link](https://drive.google.com/file/d/1jUAXVsGMIVB6HtukulokXKqnoC7RXpl2/view?usp=share_link)





# FINANCIALS – HALF YEARLY

Particulars (₹ in Mn)	H1 FY22	H1 FY23	YoY%
Revenue from operations	32.80	95.90	192.67%
Other Income	1.98	1.00	
<b>Total Revenue</b>	<b>34.78</b>	<b>96.90</b>	<b>178.58%</b>
Total expenses excluding Depreciation, Amortization & Finance Cost	29.50	76.90	
<b>EBITDA</b>	<b>3.30</b>	<b>19.00</b>	<b>478.01%</b>
<b>EBITDA Margins (%)</b>	<b>10.03%</b>	<b>19.81%</b>	
Depreciation & Amortization	1.91	5.25	
Finance Cost	0.10	0.15	
<b>PBT Before Extraordinary Items</b>	<b>3.28</b>	<b>14.60</b>	
Extraordinary Items	0.55	-9.69	
<b>PBT</b>	<b>3.83</b>	<b>4.91</b>	
Tax Expense	0.43	1.61	
<b>PAT</b>	<b>3.40</b>	<b>3.30</b>	<b>-2.44%</b>
<b>PAT Margins (%)</b>	<b>10.37%</b>	<b>3.44%</b>	
Diluted EPS	0.84	0.59	

- Revenue from operations increased exponentially by **192.67%** from **₹32.80 Mn in H1 FY22 to ₹95.90 Mn in H1 FY23** led by higher number of events organised during H1 FY23 as compared to H1 FY22 which was blighted by the pandemic
- EBITDA increased by **478.01%** from **₹3.3 Mn in H1 FY22 to ₹19.0 Mn in H1 FY23** with margins expanding by 980 bps from **10.03% in H1 FY22 to 19.81% in H1 FY23** due to increase in the scale of operations and higher spending by clients on décor, specialised invites and increased entertainment events during the wedding
- PAT stands at **₹3.3 Mn in H1 FY23, compared to ₹3.4 Mn in H1 FY22**, while margins declined from **10.33% in H1 FY22 to 3.44% in H1 FY23** owing to the one-time write-off of ₹10.6 Mn receivable against an advance. The PAT margin would have stood at **13.5%** without considering the impact of one-time expense



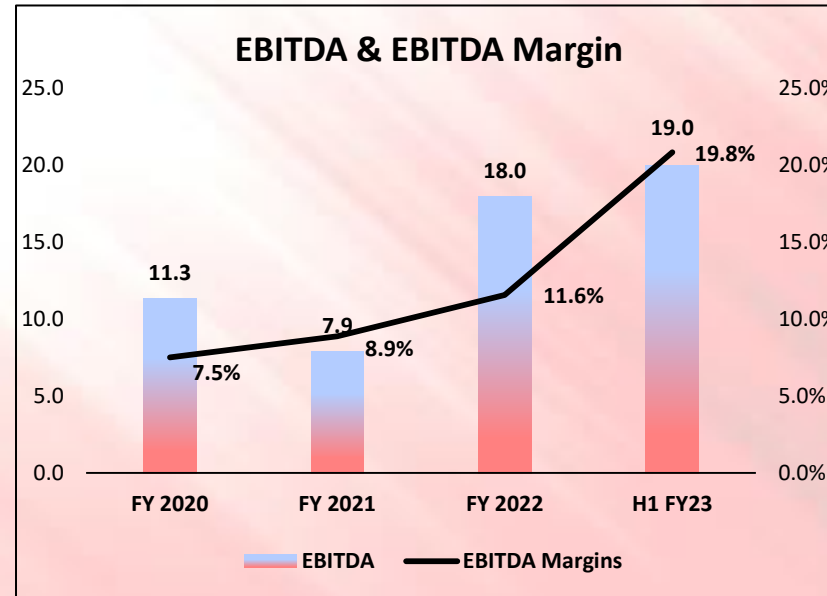
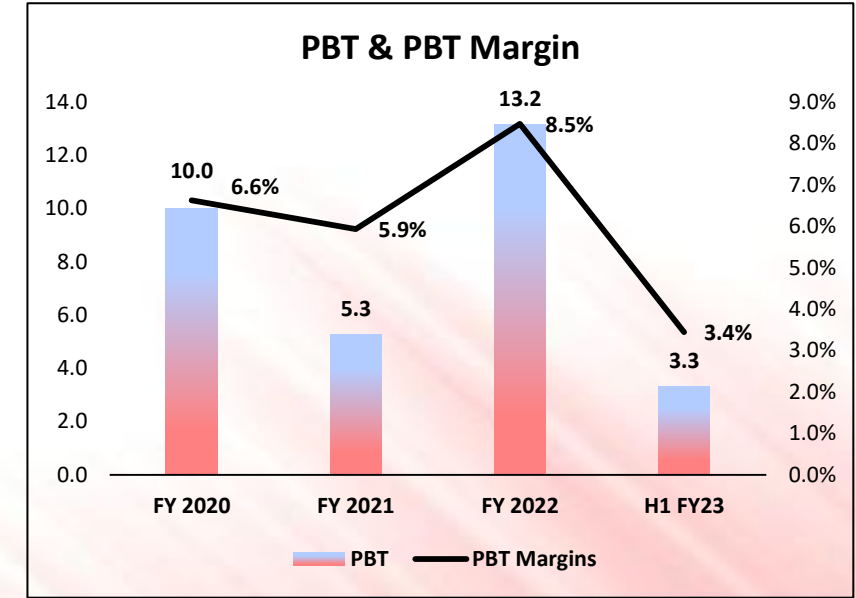
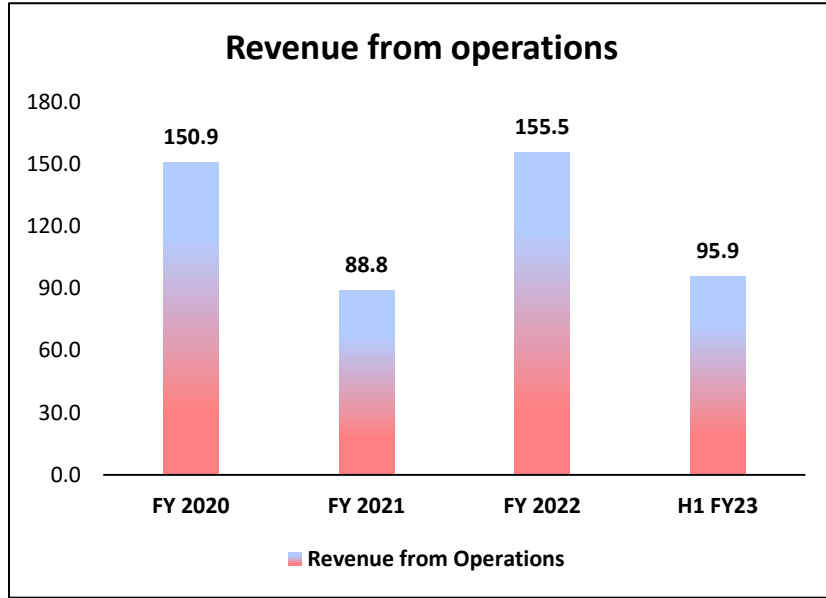
# FINANCIALS – BALANCE SHEET

Particulars (₹ in Mn)	H1 FY23	H1 FY22	FY22
<b>ASSETS</b>			
<b>Non-Current Assets</b>	<b>117.9</b>	<b>90.4</b>	<b>124.7</b>
Property Plant & Equipment	51.2	18.9	40.8
Non-Current Investments	-	-	
Long-term loans and advances	64.2	68.2	81.0
Deferred Tax Assets	2.5	3.4	2.8
<b>Current Assets</b>	<b>107.1</b>	<b>106.9</b>	<b>97.1</b>
Current Investments	24.4	42.1	22.3
Inventories	50.1	33.2	49.6
Trade receivables	9.6	18.6	10.5
Cash and bank balances	2.5	4.3	5.0
Short-term loans and advances	8.6	7.4	8.9
Other Current assets	11.9	1.3	0.8
<b>TOTAL ASSETS</b>	<b>225.0</b>	<b>197.3</b>	<b>221.8</b>

Particulars (₹ in Mn)	H1 FY23	H1 FY22	FY22
<b>LIABILITIES</b>			
<b>Shareholders Fund</b>	<b>191.9</b>	<b>178.7</b>	<b>188.6</b>
Share Capital	56.0	56.0	56.0
Reserves and Surplus	135.9	122.7	132.6
<b>Non-Current Liabilities</b>	<b>6.11</b>	<b>3.76</b>	<b>3.85</b>
Long Term Borrowings	1.93	0.04	-
Long Term Provisions	4.18	3.73	3.85
<b>Current Liabilities</b>	<b>27.0</b>	<b>14.9</b>	<b>29.3</b>
Short-term Borrowings	3.52	2.89	1.82
Trade Payables	9.24	7.57	17.59
Other Current Liabilities	12.42	3.04	8.48
Short-term provisions	1.80	1.37	1.45
<b>TOTAL LIABILITIES</b>	<b>225.0</b>	<b>197.3</b>	<b>221.8</b>



# FINANCIAL GRAPHS

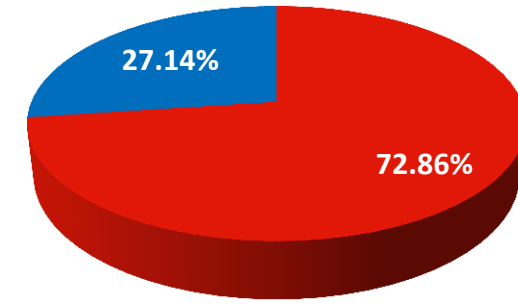




# CAPITAL MARKET INFORMATION

Particulars	
Promoter and Promoter Group:	72.86%
Public:	27.14%
TOTAL	100.00%

Shareholding Pattern as on 30<sup>th</sup> September

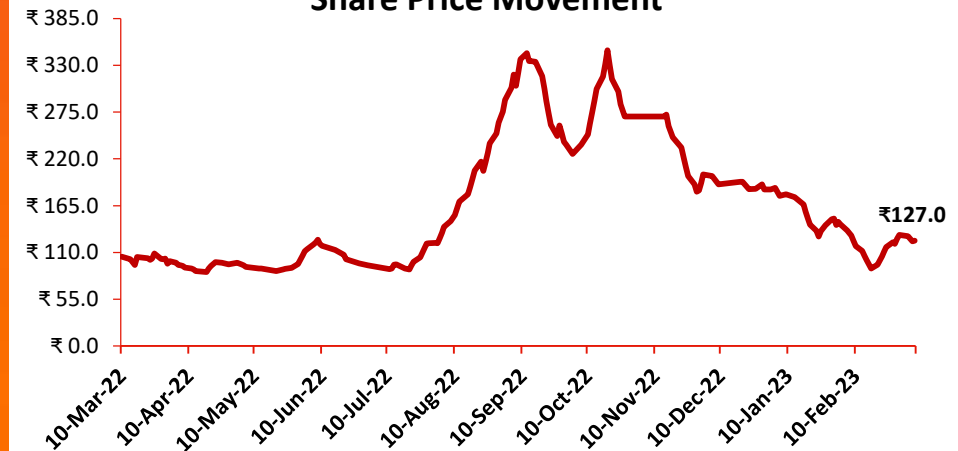


■ Promoter & promoter group ■ Public

## Share Price Movement

Market Indicators	
Issued Shares	56,00,000
Share Price (10-03-2023)	₹127.00
Market Cap (₹ MN)	711.2
52 Weeks High/Low	₹353.90/₹86.00

Share Price Movement



# Thank You



**ADDRESS:**

303/304/305, Simran Plaza  
Next to Regal Hotel (Gulmohar Ave, Khar West)  
Mumbai, Maharashtra 400052



**CONTACT INFO:**

Mr. FIROZ LUCKNOWALA  
9967361117



**EMAIL ADDRESS:**

[cafo@partycruisersindia.com](mailto:cafo@partycruisersindia.com)

**INVESTOR RELATIONS ADVISOR**

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Contact: +91 93724 67194