

# Elh Ltd

## General Overview:

Elh Limited, also known as the Oberoi group, is India's leading luxury hotel chain, operating luxury and premium hotels, resorts, and cruise ships. Since 1934, it has provided high-end hospitality, experiences, and amenities. In the U.S., U.K., and Maldives, the company has invested heavily in international expansion. Elh Limited is committed to sustainability and manages waste, saves water and energy, and makes environmentally friendly purchases. In fiscal 2020, the company made 165.14 crore on sales of 1,674.69 crore, growing revenue by 88.11%. Elh Limited is a fascinating luxury hospitality, sustainability, and business strategy company.

## Shareholding pattern of the company:

Holder's Name	No of Shares	% Share Holding
NoOfShares	625364182	100%
Promoters	205422637	32.85%
ForeignInstitutions	23521961	3.76%
NBanksMutualFunds	73589090	11.77%
CentralGovt	114153	0.02%
Others	231087676	36.95%
GeneralPublic	78201964	12.51%
FinancialInstitutions	13426701	2.15%

Reliance Industries Limited is the largest shareholder, owning 19% of the company. In contrast, the second and third largest shareholders own approximately 18% and 14% of the stock, respectively. In addition, we discovered that the CEO, Vikramjit Oberoi, received 0.9% of the shares. A more in-depth examination of the shareholder registry revealed that three of the top shareholders own 50% of the company, giving them significant control. As of March 31, 2022, Elh Ltd's shareholding pattern reveals that the Oberoi group's other holdings own nearly 30% of the company. The promoter group now owns 35.74% of the shares, a 2.9% decrease. The remaining 64.26% of the shares are owned by the general public.

# Management of the company:

Professional management runs EIH Limited. Mr Vikram Oberoi, a Cornell School of Hotel Administration graduate, is EIH Limited's Chairman and CEO. He is with company for over 35 years. The hospitality industry reveres him. Other skilled and experienced professionals make up the company's management team. Company non-executive director Nita Mukesh Ambani. The management team has consistently delivered results and maintained the company's hospitality industry excellence. EIH Limited is well-managed by a team of longtime employees.

## SWOT analysis:

### *Strengths:*

EIH Limited's strengths:

- Luxury hotel chain EIH Limited has a strong reputation. The company is known for luxury, service, and experiences.
- EIH Limited prioritises sustainability and has reduced its environmental impact. Sustainability requires reducing water, energy, and waste use and buying green.
- Long-tenured management runs the company. The company provides reliable services.
- EIH Limited offers luxury and premium hotels, resorts, and cruise ships. This has helped the company survive economic downturns and diversify.

### *Weaknesses:*

Here are some of EIH Ltd's main flaws:

- ❖ High dependence on the Indian market, which makes it vulnerable to changes in the Indian economy and tourism industry. Limited presence in emerging markets, like China and Southeast Asia, which could slow its growth potential in these areas.
- ❖ High levels of debt, which could limit the company's ability to make strategic investments and be flexible with its money.
- ❖ It makes most of its money from its hotel business and doesn't have many other sources of income.
- ❖ It has limited scalability because building and running luxury hotels is expensive, which could make it harder for it to grow quickly and efficiently compared to other types of businesses.

### *Opportunities:*

EIH Ltd. opportunities:

- ☐ EIH Ltd. can enter new markets by opening hotels and resorts. This would diversify revenue and tap growing markets.
- ☐ Innovation and differentiation: EIH Ltd. can differentiate its services and offerings to gain a competitive advantage. Technology can enhance its services and customer experience.
- ☐ EIH Ltd. can capitalise on rising demand for luxury hotels in India by expanding its portfolio of luxury hotels and resorts.
- ☐ Partnership and collaboration: EIH Ltd. can partner with other hospitality companies to leverage each other's strengths and grow.
- ☐ Sustainability: EIH Ltd. can promote sustainability and eco-friendly operations. This would boost brand image and attract eco-conscious customers.

## *Threats:*

EIH Ltd's threats include:

- Competition: Indian hotels compete with international brands for market share.
- Economic Slowdown: A country's economic slowdown can reduce tourism and revenue.
- Natural Disasters: Floods and earthquakes can disrupt operations, damage property, and lower business.
- Political instability in the company's country or region can hurt its business.
- Security Concerns: Terrorism and other security threats may deter customers from travelling to certain destinations, hurting the company's revenue.
- Regulations: Government policies like tax rates can affect the company's profitability and operations.

## Competitive Analysis:

The Indian Hotels Company Limited (IHCL) and ITC Hotels are the companies that compete with EIH Limited the most in the luxury hotel business in India.

- ★ IHCL runs hotels under the Taj brand, which is well-known in India as a luxury hotel chain. The company has been around for more than a century and has a good name in the country. IHCL has 84 hotels in India and 16 hotels outside of India in its portfolio. The Taj brand has always been known for its high-end services, great customer service, and long history. But in recent years, the company has had trouble because there is more competition and fewer people want to travel in style.
- ★ ITC Hotels is another of EIH Limited's main competitors in the luxury hotel business. ITC Hotels is part of ITC Limited, which is a diversified conglomerate with businesses in the consumer goods, hotels, and paper industries. ITC Hotels has more than 100 hotels in India, some of which are high-end hotels and resorts. The brand is known for its dedication to sustainable practises and responsible tourism. Due to the COVID-19 pandemic, ITC Hotels has had problems, which has led to a drop in revenue and profits.

Due to its long history, strong brand reputation, and high-end amenities and services, EIH Limited has a strong position in the luxury hotel industry. There are 33 hotels and resorts in the company's portfolio. They are in India, Egypt, Indonesia, Mauritius, and Saudi Arabia. The company has a lot of loyal customers and is able to bring in high-end travellers from all over the world. But the company is having trouble because there is more competition and the COVID-19 pandemic is having an effect on the travel industry.

## Conclusion:

In conclusion, EIH Ltd, is a well-known chain of high-end hotels in India that has been around since 1934. EIH Ltd has grown its international presence and has been able to grow its sales faster than its average annual growth rate over the past three years. Even though the COVID-19 pandemic caused some problems for the company, it has been able to work through them and is now in a good place to take advantage of the opportunities in the world after the pandemic. With a professional management team, a strong brand, and loyal customers, EIH Ltd is set up for continued success in the highly competitive hospitality industry.