

EASY TRIP PLANNERS LTD.

RECOMMENDATION : BUY

MARKET PRICE : Rs.40.55 (As on 29th Sep 2023)

TARGET PRICE : Rs.51.00

FACE VALUE : Rs.2

BSE CODE : 543272

NSE CODE : EASEMYTRIP





EaseMyTrip
CORP.



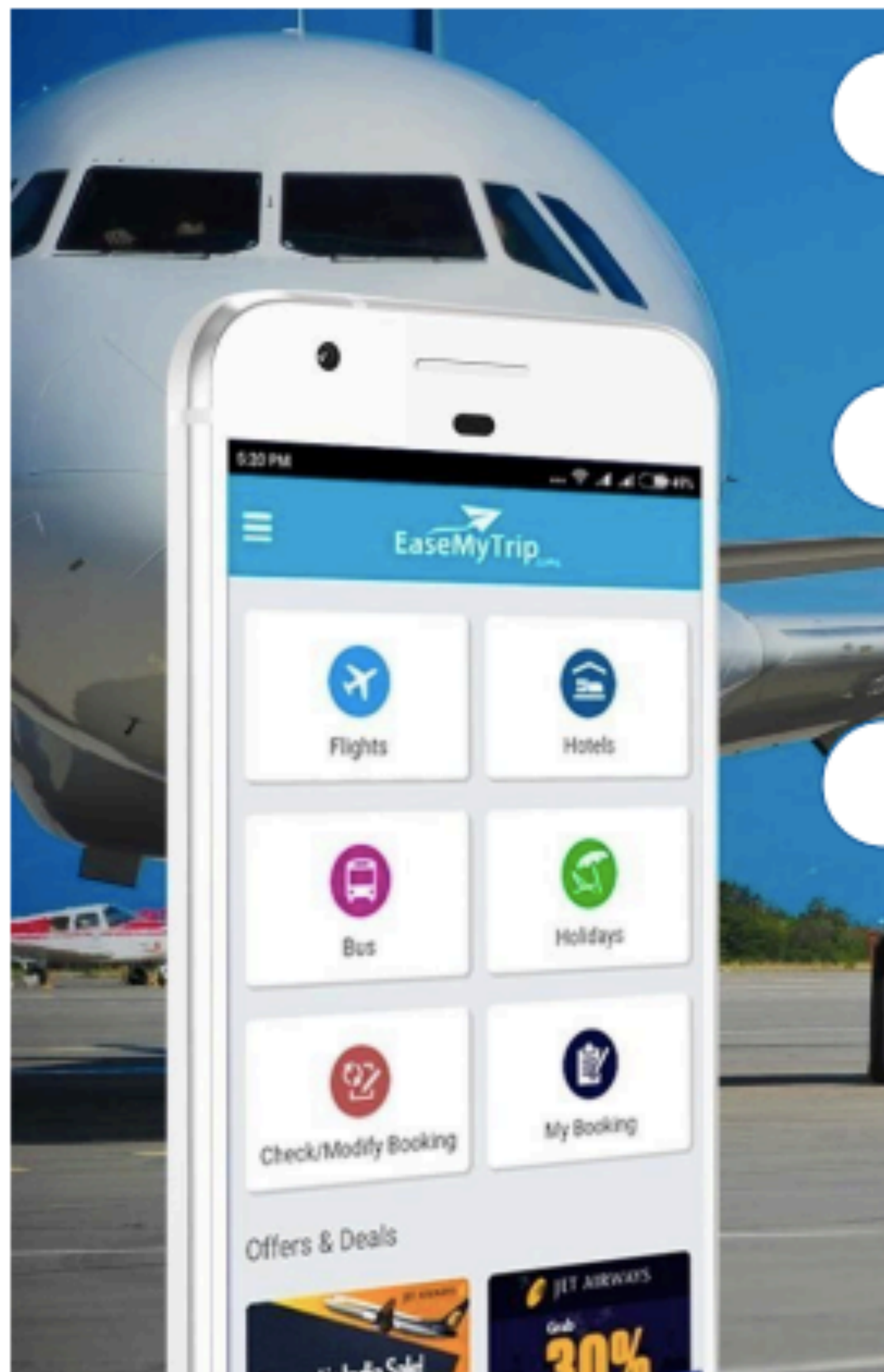
ABOUT THE COMPANY

Easy Trip Planners Ltd. is a leading name in the highly competitive online travel agency market with offices in Indian and international cities. The Company was started in the year 2008 with the objective to solve the problems of small B2B agents by providing them with one stop platform to make all their bookings. Presently being the only company in the sector with the ability to deliver scale and profits, it has remained profitable every year since inception.

The Company has not only created a lean & efficient organisation, but has successfully worked on a unique business model that effectively targets both online and offline customers. Its unique marketing strategy allows it to tap into a larger customer base while building customer stickiness. The main objective of the Company is to provide the travellers valuable travel services at competitive and transparent rates. It has presence at every pin-code in India through agent network, offices and franchises.

Headquartered in New Delhi, the Company has earned the status of a limited company this year. It has fully owned offices across key cities of India such as Noida, Bangalore, Mumbai and Hyderabad. The worldwide offices (as subsidiary companies) are located in Singapore, Dubai and London.

EaseMyTrip at Glance



2nd Largest OTA*

Founded in 2008, EaseMyTrip is the 2nd largest Online Travel Platform in India

Cash Surplus

Negative Net debt: Cash & Term Deposit of INR 167.3 Crores as on Mar-23. Business requires minimal capex for growth.

Only Profitable OTA since inception

Profitable since inception, even in Covid year.
EBITDA for FY23 stood at INR 191.3 Crores

"End to End" Travel Solutions

Offers "End to End" travel solutions which includes air tickets, hotels and holiday packages, rail tickets & bus tickets as well as ancillary value-added services

Growth Funded by Internal Accruals

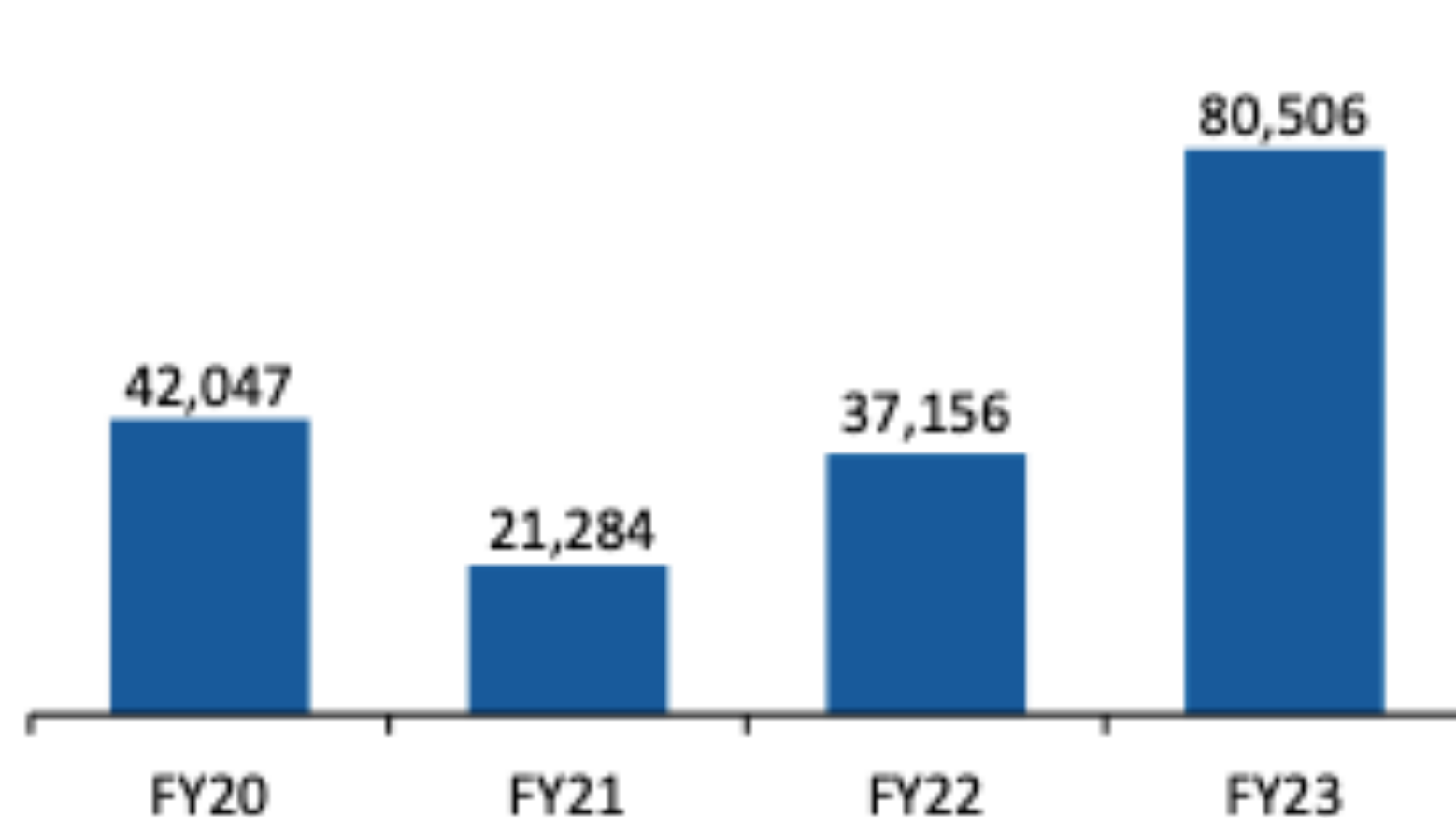
No external equity infusion since inception. Managed growth through internal accruals & sustained profitability

Brand Equity

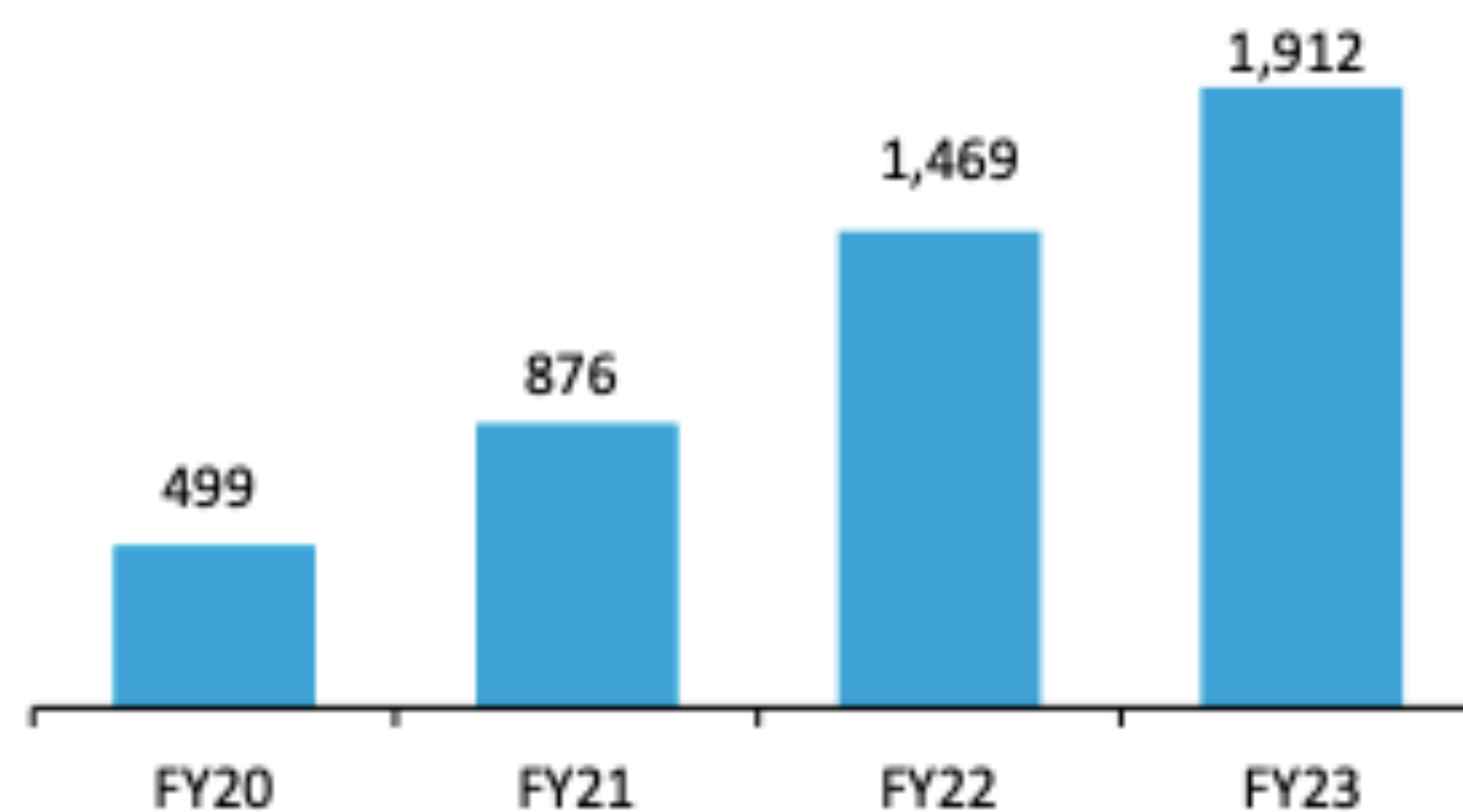
Well recognized brand with lean cost of operations to support profitability and growth

Fastest Growing & Only Profitable OTA in India...

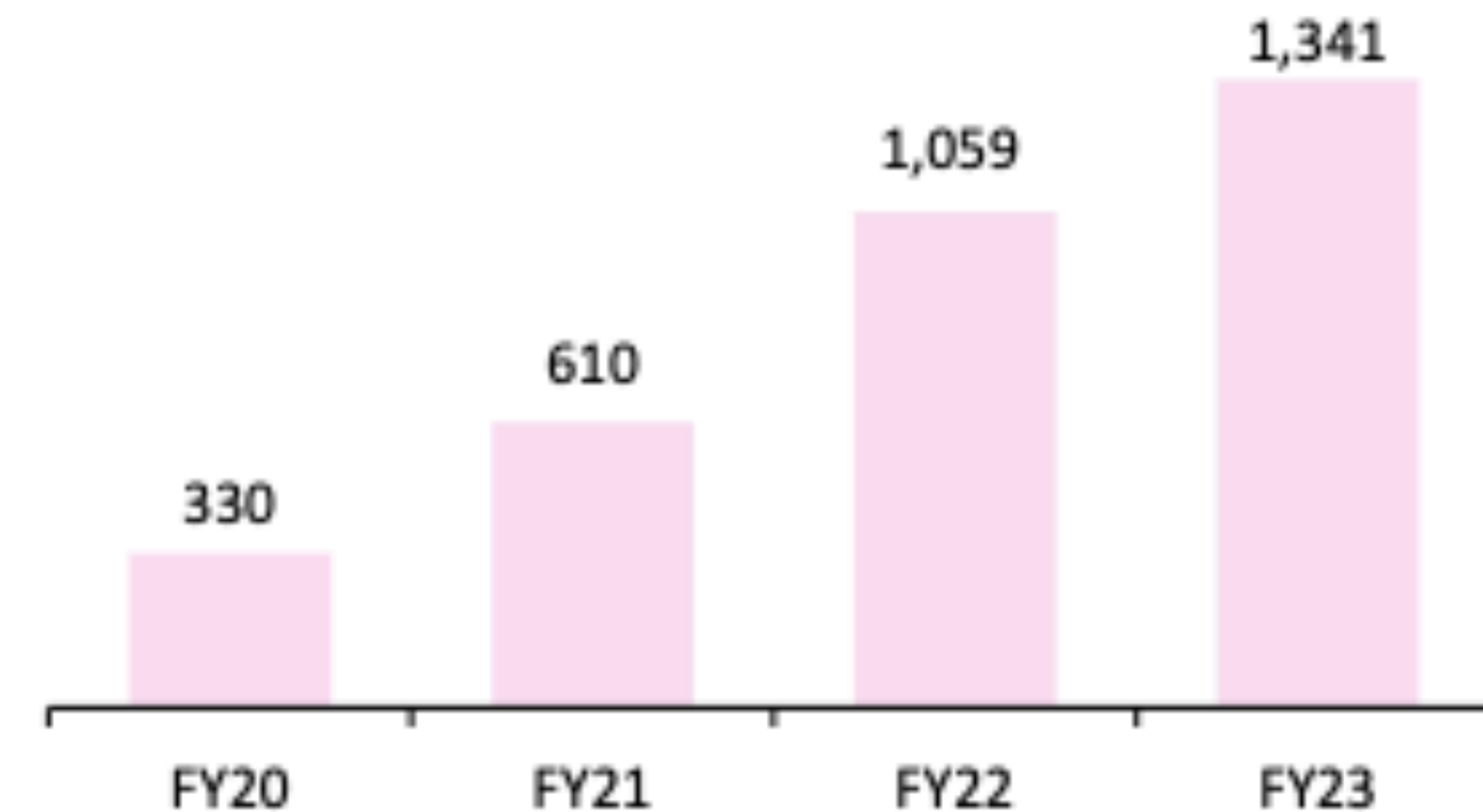
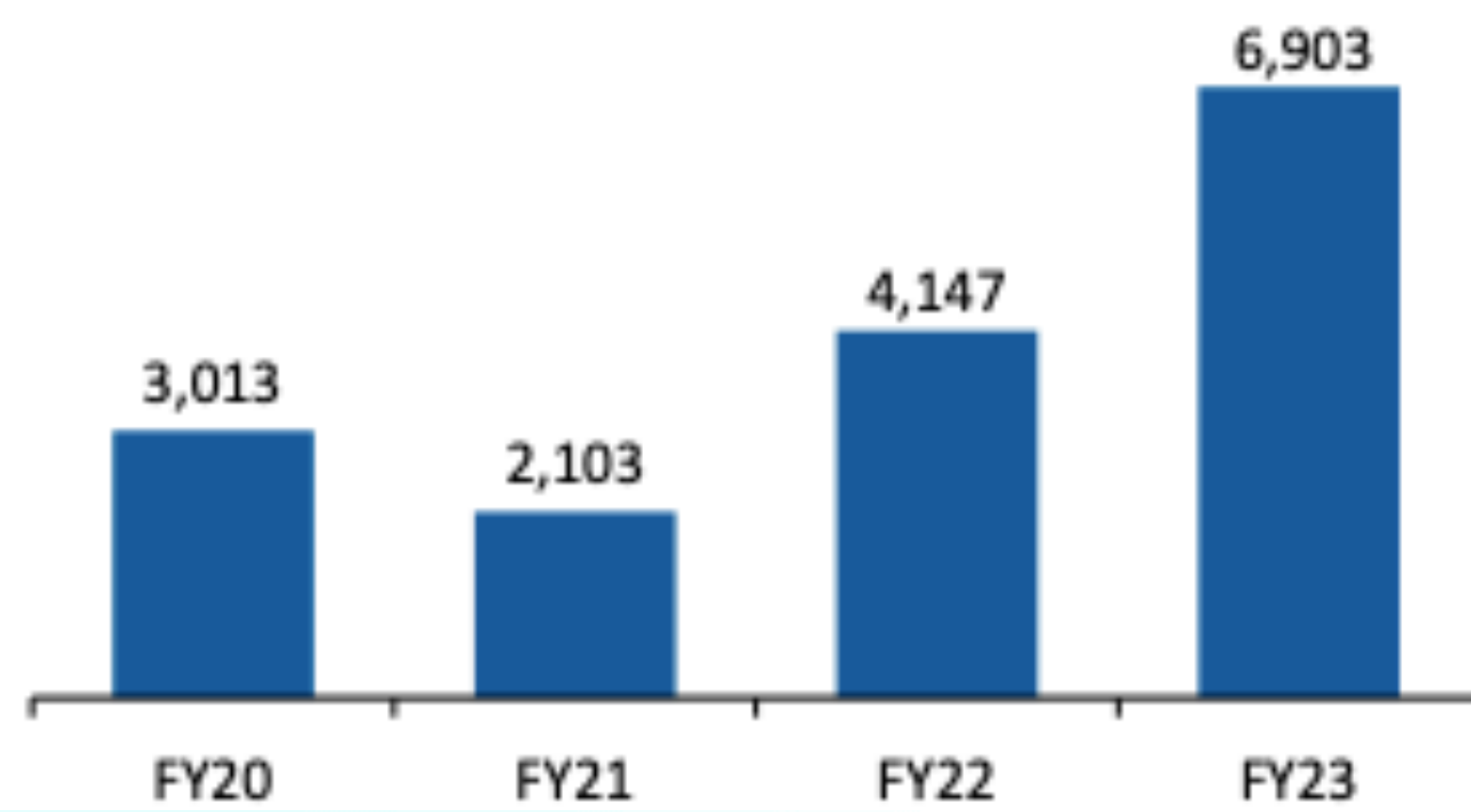
Gross Booking Revenue (INR in Mn)



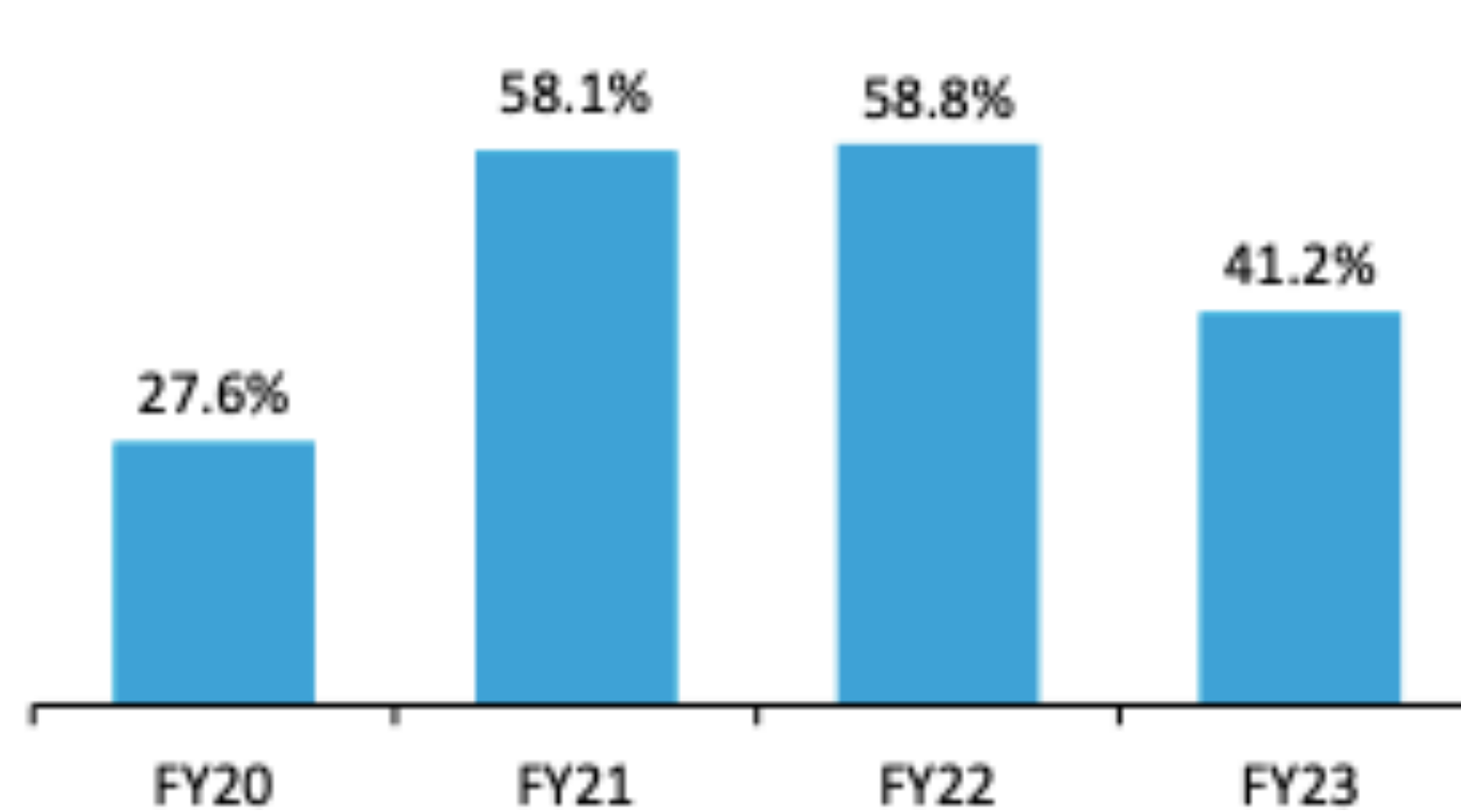
EBITDA (INR in Mn)



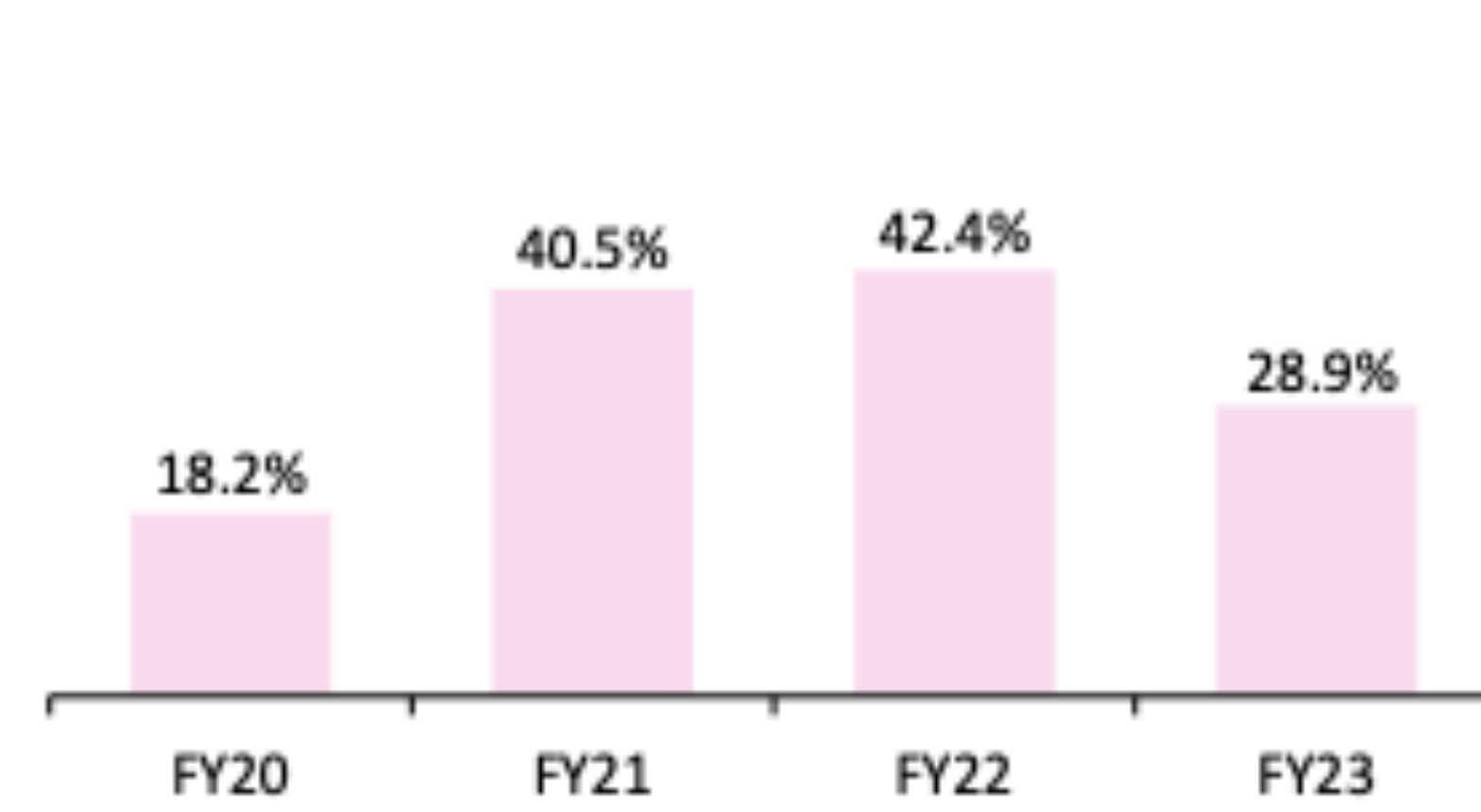
PAT (INR in Mn)**

Adjusted Total Income[#] (INR in Mn)

EBITDA Margin (%)



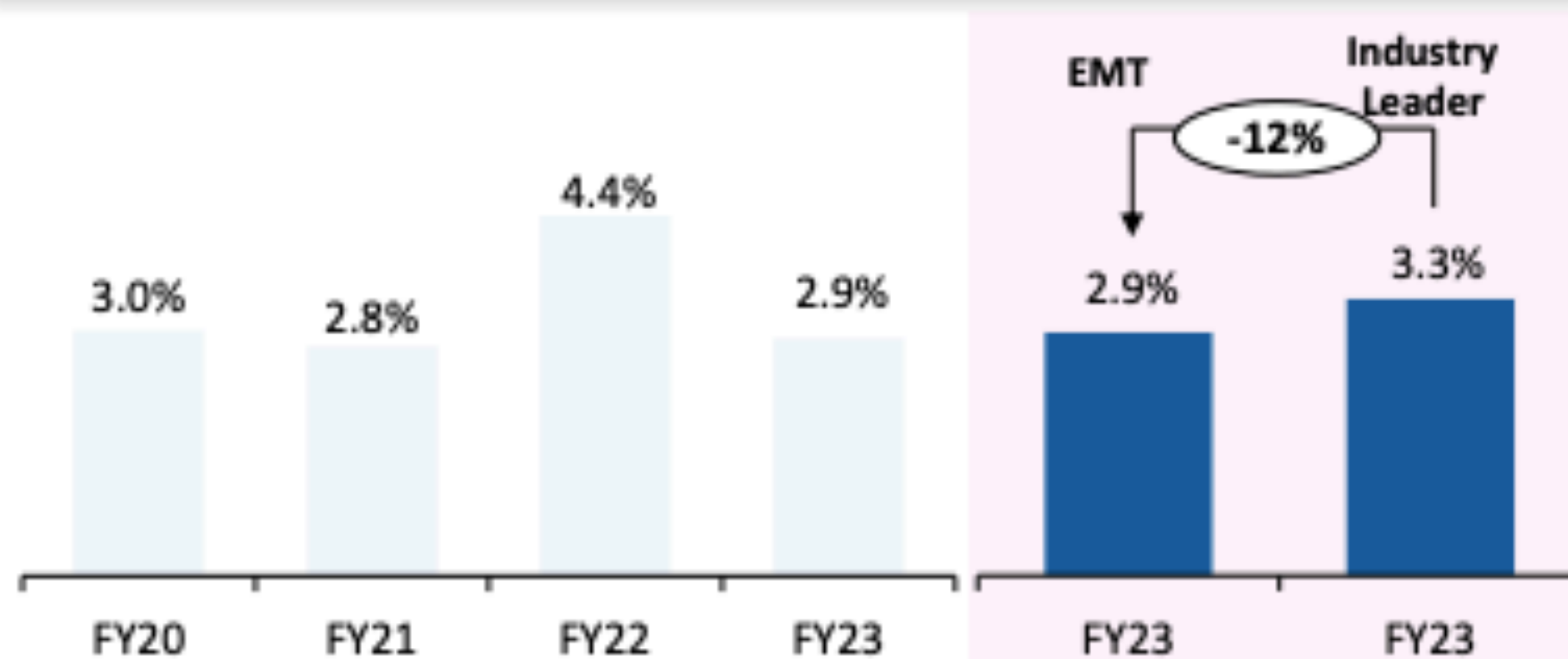
PAT Margin (%)



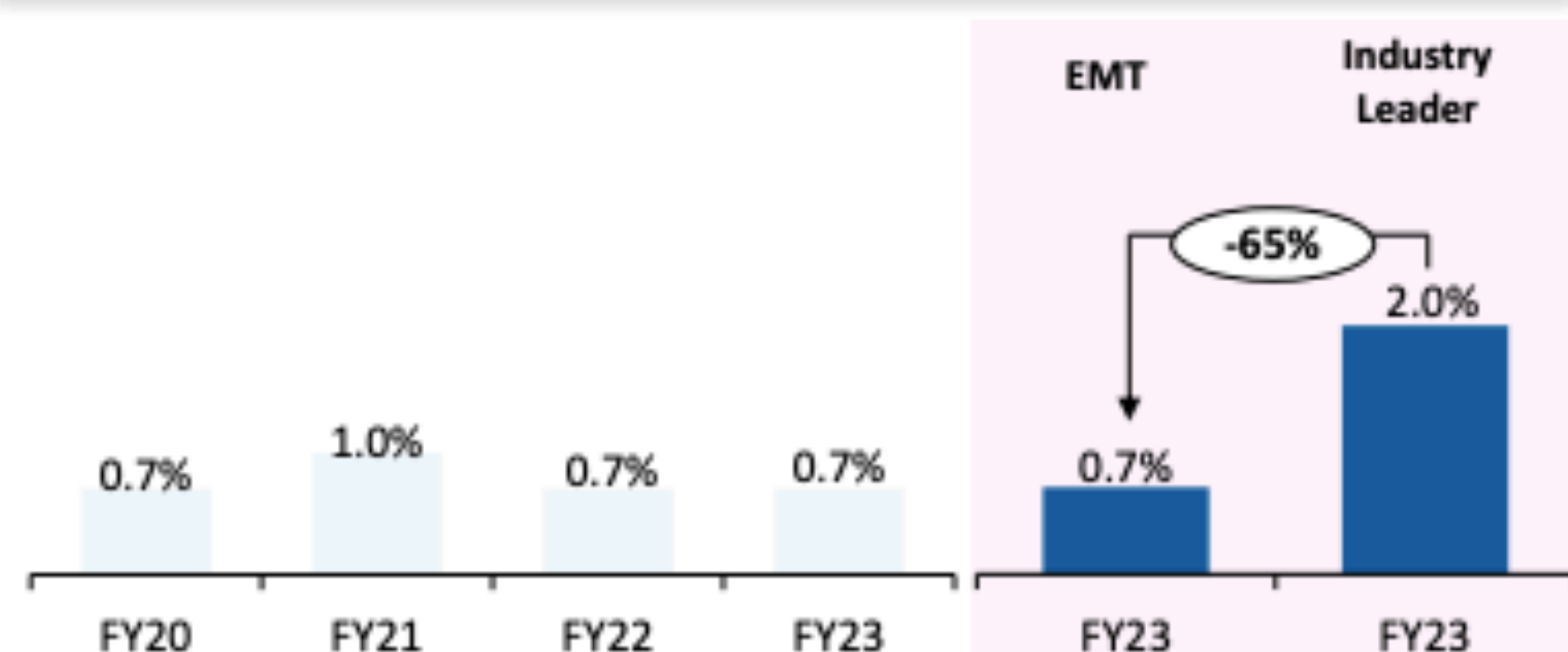
...due to our Lean Cost Model...

% of Gross Booking
Revenue

Discounts



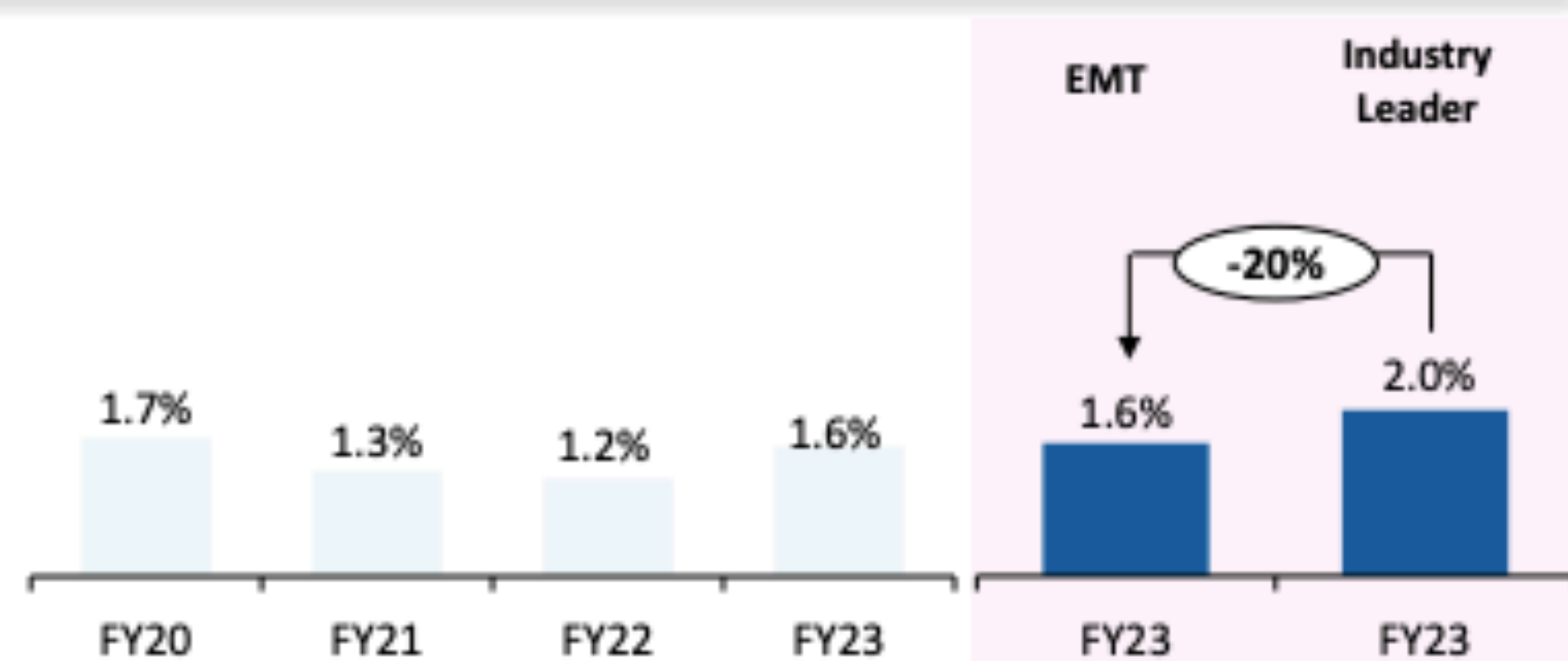
Employee Cost



Advertisement & Promotion



Other Expenses *



...and No Convenience Fees Strategy



Key Performance Metrix for Q1FY24



The **2nd Largest** Online Travel Platform
Serving more than **14 Mn[^]** Happy Customers

Q1FY24

Gross Booking Revenue (GBR)

INR 2,371.0 Crores
+42.6% YoY

Adjusted Revenue

INR 193.2 Crores
+46.9% YoY

Air Segment Booking*

32.1 lacs
+43.3% YoY

Profit After Tax (PAT)[#]

INR 25.9 Crores
-21.8% YoY

Recent milestones achieved by EaseMyTrip (Operational Highlights for Q1FY24)



Expands its Franchise store network

- After opening its **first Franchise store in Patna(Bihar)**, the company has expanded its franchise store network as it opened new franchise stores in **Surat (Gujarat), Jaipur (Rajasthan), Patiala (Punjab) and Ludhiana (Punjab)**. This is a strategic move aligned with the **brand's** expansion plans. Through the franchise model, the brand aims to reach out to offline customers and offer them tailored meet and greet experiences.

Signs General Sales Agreement (GSA) with SpiceJet Airlines

- EaseMyTrip signed a GSA with SpiceJet Airlines to sell, promote and market passenger tickets and other product and services to passengers in India. EaseMyTrip will be responsible for selling and promoting the products and services offered by SpiceJet in India that will help customers to avail the services of SpiceJet.

Continues to provide customers with the best deals

- As **EaseMyTrip turned 15 years old**, the company celebrated its anniversary with a **Mega Sale** by unveiling jaw-dropping discounts on Flights, Hotels, Buses, Cabs, Cruises, and holiday packages **during 1st June 2023 to 10th June 2023**. During this exclusive anniversary sale, travellers enjoyed up to 24% off on domestic flights, up to 40% off on international flights and with up to 60% off on hotel bookings. EaseMyTrip also took care of ground transportation needs, with up to 15% off on bus bookings and up to 14% off on cab reservations.
- EaseMyTrip launched the **first-of-its-kind Brand Bazaar**, from **16th June 2023 to 30th June 2023**, which offered a **marquee bouquet of brand deals** specially curated for travellers for the mid-year holiday season. This exclusive promotion was a celebration of **EaseMyTrip's** customers' trust and loyalty, aiming to provide them with exceptional value and delightful surprises. The deal brought forward an exciting collaboration with a range of esteemed brand partners associated with EaseMyTrip, offering incredible deals and discounts

Maintains its focus on strategic marketing

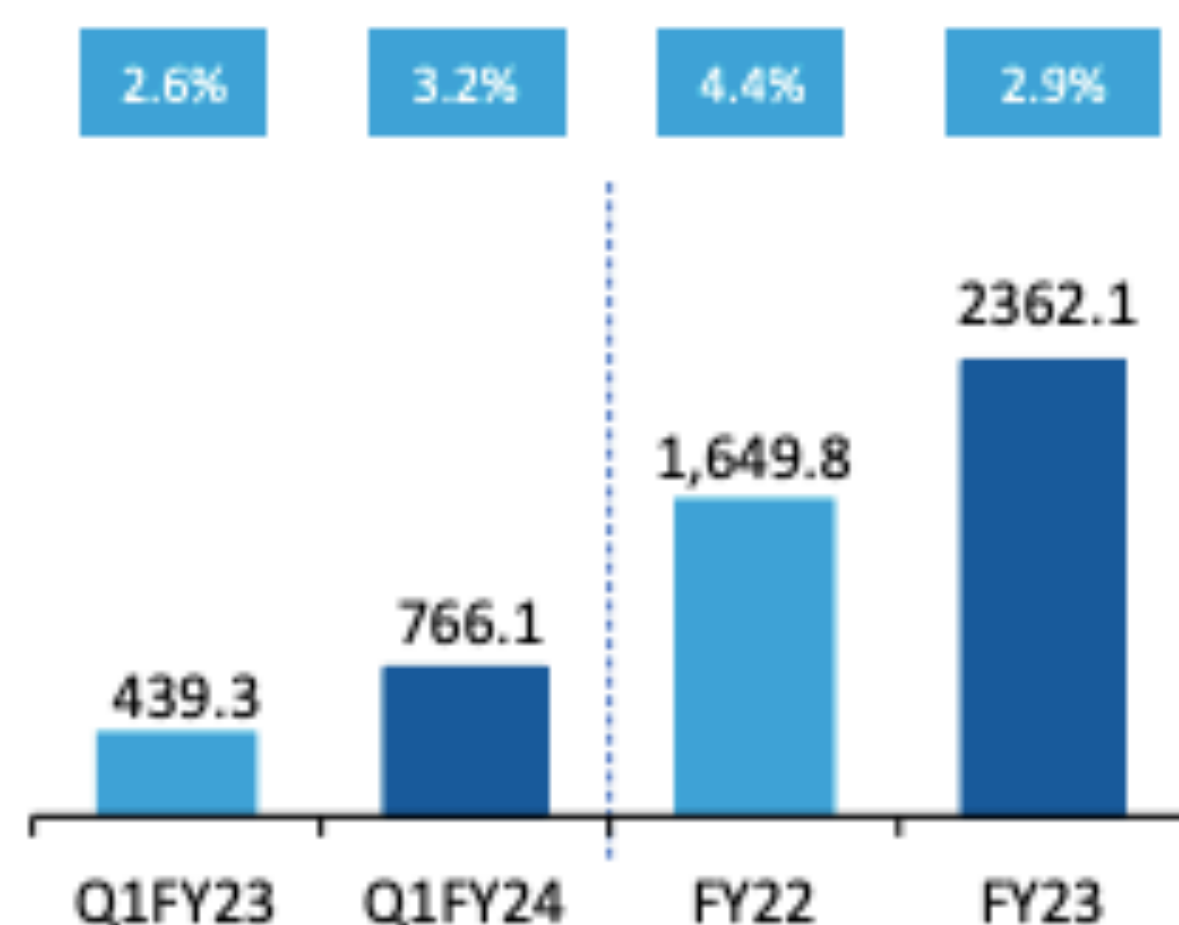
- EaseMyTrip became the **official travel partner** of the **World Padel League 2023**, held in June 2023 at the **Coca Cola Arena, Dubai**. EaseMyTrip provided comprehensive travel solutions to players, officials and fans attending the tournament. The tournament was telecasted on Viacom Sports channel, UAE- Abu Dubai Media, Sweden Padel Television and on the World League TV Channel on YouTube and provided visibility to the brand during live matches allowing it to reach millions of viewers.

One of the few new-age technology companies to deliver sustainable profits

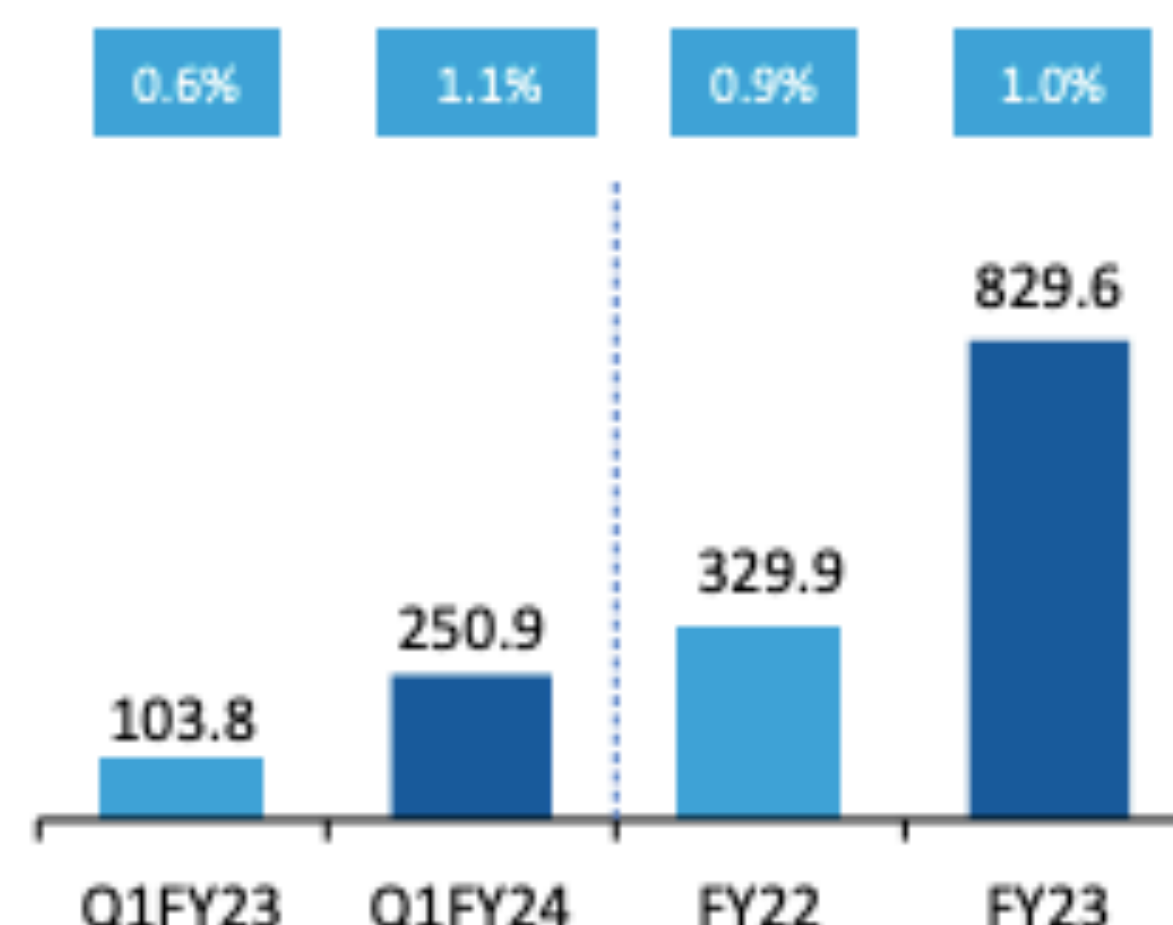
Particulars (INR in Mn)	Q1FY24		Q1FY23		Q4FY23		FY23		FY22	
Gross Booking Revenue (GBR)	23,709.6		16,630.6		21,428.0		80,505.6		37,155.9	
Revenue/Income	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR
A. Revenue from Operation (as per financials)	1240.5	5.2%	875.8	5.3%	1165.9	5.4%	4488.3	5.6%	2353.7	6.3%
B. Discounts to customers	766.1	3.2%	439.3	2.6%	615.2	2.9%	2362.1	2.9%	1649.8	4.4%
C. Less : Service cost	74.2	0.3%	-	-	-	-	101.2	0.1%	-	-
Adjusted Revenue (A + B)	1932.5	8.2%	1315.1	7.9%	1781.1	8.3%	6749.1	8.4%	4003.5	10.8%
Other Income (Finance + Non Operating)	25.9	0.1%	38.8	0.2%	42.0	0.2%	153.7	0.2%	143.9	0.4%
Adjusted Income	1958.4	8.3%	1353.9	8.1%	1823.1	8.5%	6902.9	8.6%	4147.4	11.2%
Total Expense										
Discounts to customers	766.1	3.2%	439.3	2.6%	615.2	2.9%	2362.1	2.9%	1649.8	4.4%
Cost of material consumed	4.1	0.0%	2.2	0.0%	6.4	0.0%	15.3	0.0%	1.4	0.0%
Employee Expenses	175.0	0.7%	97.2	0.6%	168.1	0.8%	524.4	0.7%	258.4	0.7%
Marketing & Sales Promotion	250.9	1.1%	103.8	0.6%	231.4	1.1%	829.6	1.0%	329.9	0.9%
Payment Gateway Charges	157.9	0.7%	119.9	0.7%	132.4	0.6%	543.3	0.7%	247.2	0.7%
Other Expenses	229.3	1.0%	137.0	0.8%	203.4	0.9%	715.8	0.9%	192.3	0.5%
Finance Cost	14.5	0.1%	3.6	0.0%	12.6	0.1%	34.1	0.0%	19.5	0.1%
Depreciation	9.7	0.0%	6.6	0.0%	9.4	0.0%	29.0	0.0%	13.4	0.0%
Total Expense	1607.6	6.8%	909.6	5.5%	1378.9	6.4%	5053.5	6.3%	2711.7	7.3%
PBT	350.8	1.5%	444.3	2.7%	444.3	2.1%	1849.4	2.3%	1435.7	3.9%
Tax	91.8		113.0		133.7		508.4		376.4	
Other Comprehensive Income	-5.9		6.3		-1.0		-0.7		-1.9	
PAT (including Other Comprehensive Income)	253.1	1.1%	337.6	2.0%	309.6	1.4%	1340.3	1.7%	1057.3	2.8%

Attaining even better Operational Efficiencies

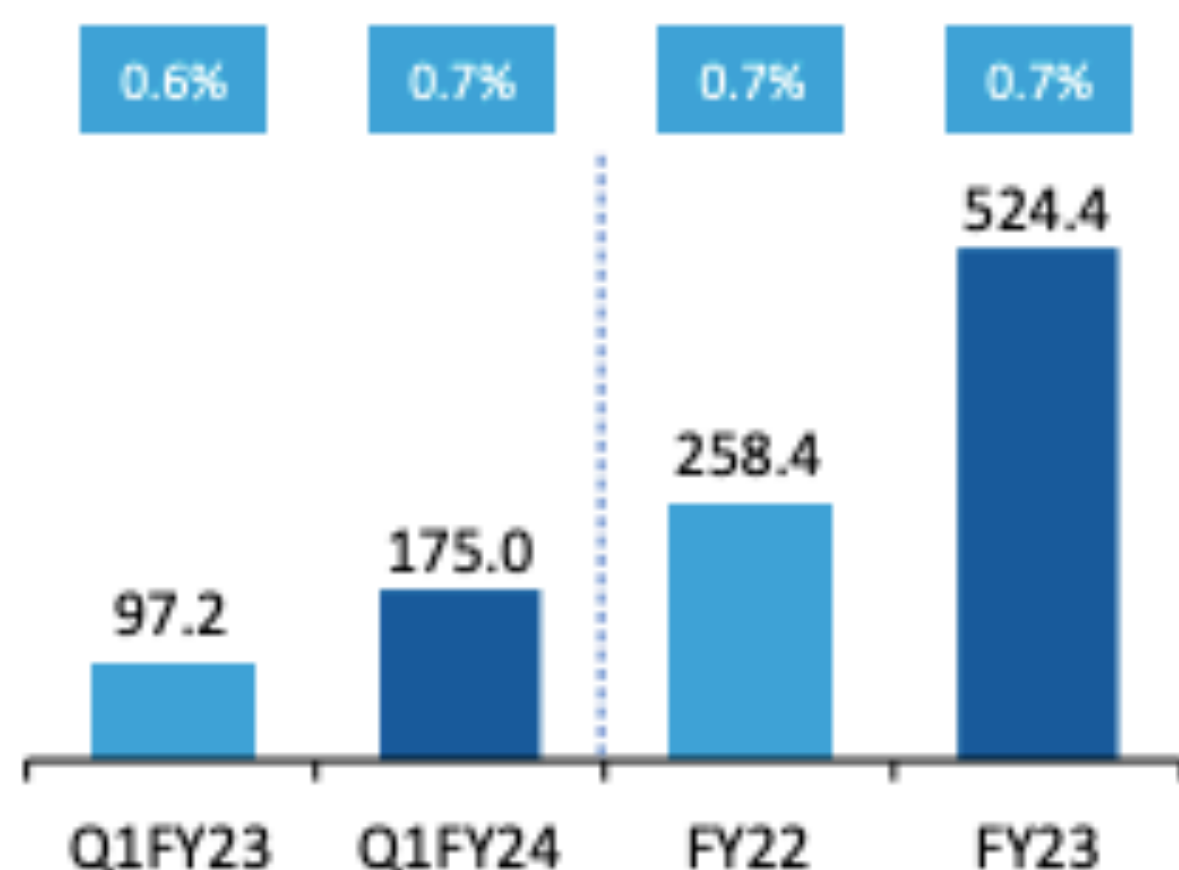
Discounts



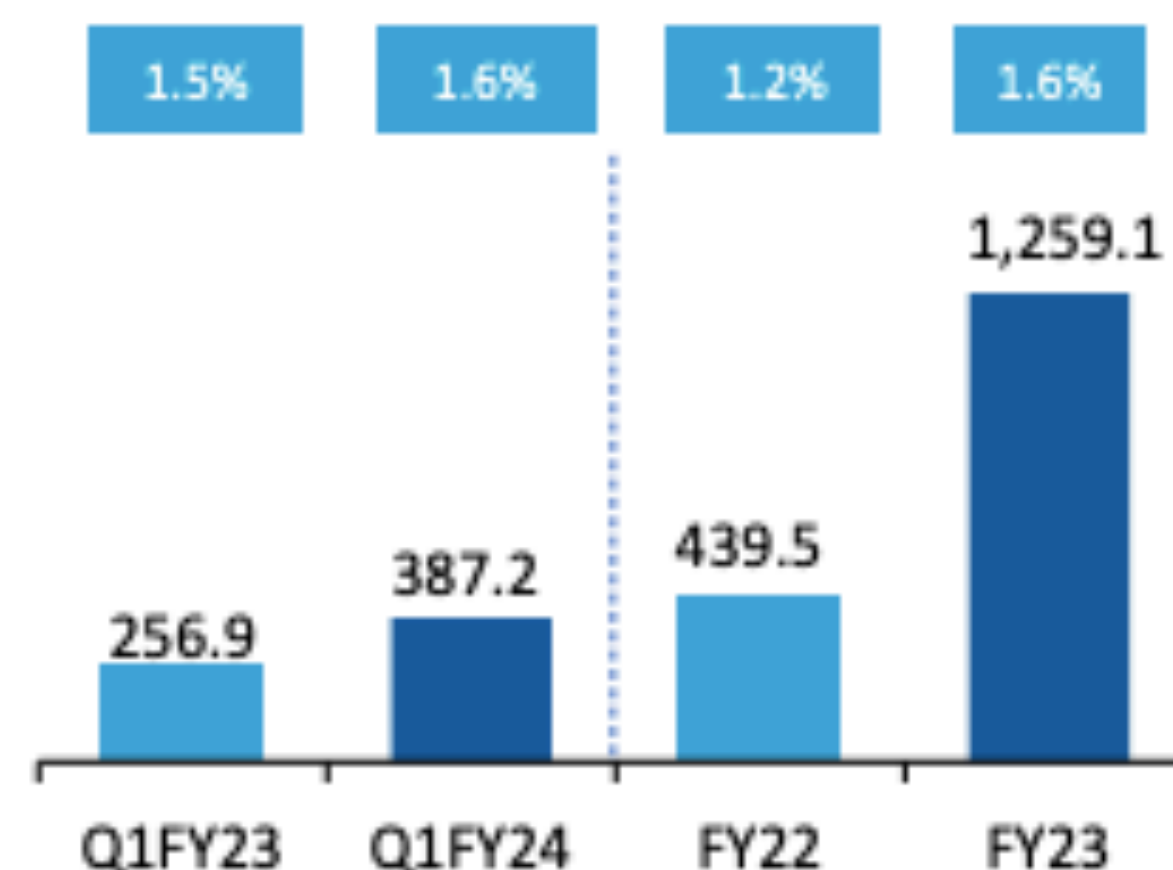
Marketing & Sales Promotion



Employee Expenses



Other Expenses*

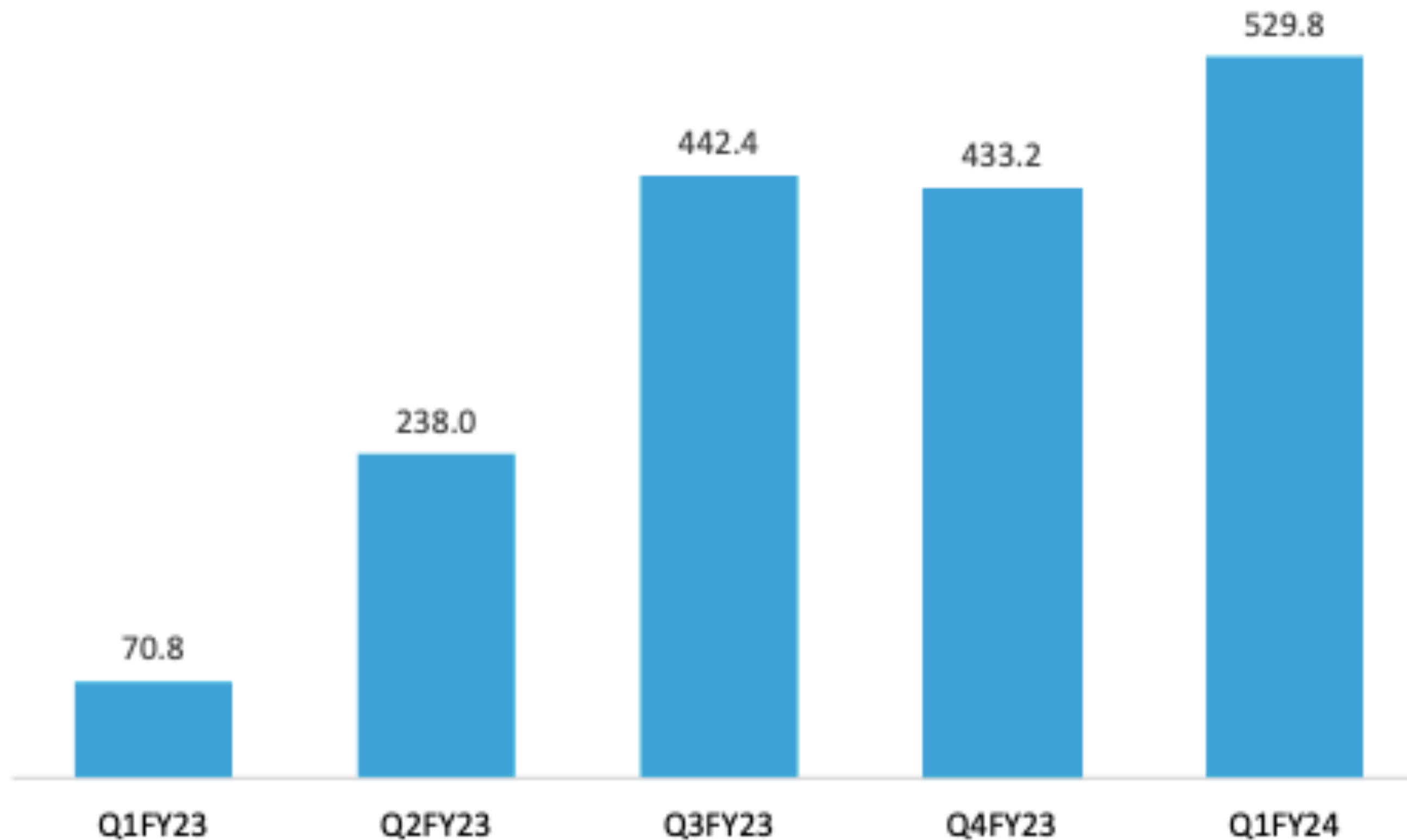


- ✓ For Q1FY24, our Discounts as a % of GBR stood at 3.2%, as compared to 2.6% in Q1FY23, primarily because of the attractive deals that the company gave out to celebrate their 15 years anniversary as well as the other promotional offers on account of increased hotel revenues during the quarter
- ✓ Marketing & Sales Promotion as a % of GBR in Q1FY24, were at 1.1%, up from 0.6% in Q1FY23 as the company continues to invest in the brand-building exercise
- ✓ Employee expenses stood at 0.7% as a % of GBR in Q1FY24, as against 0.6% in Q1FY23
- ✓ Other Expenses (including Payment Gateway charges) stood at 1.6% of GBR in Q1FY24, slightly elevated from 1.5% in Q1FY23

Dubai Office Growing Exponentially

GBR from Dubai Office

INR in Millions



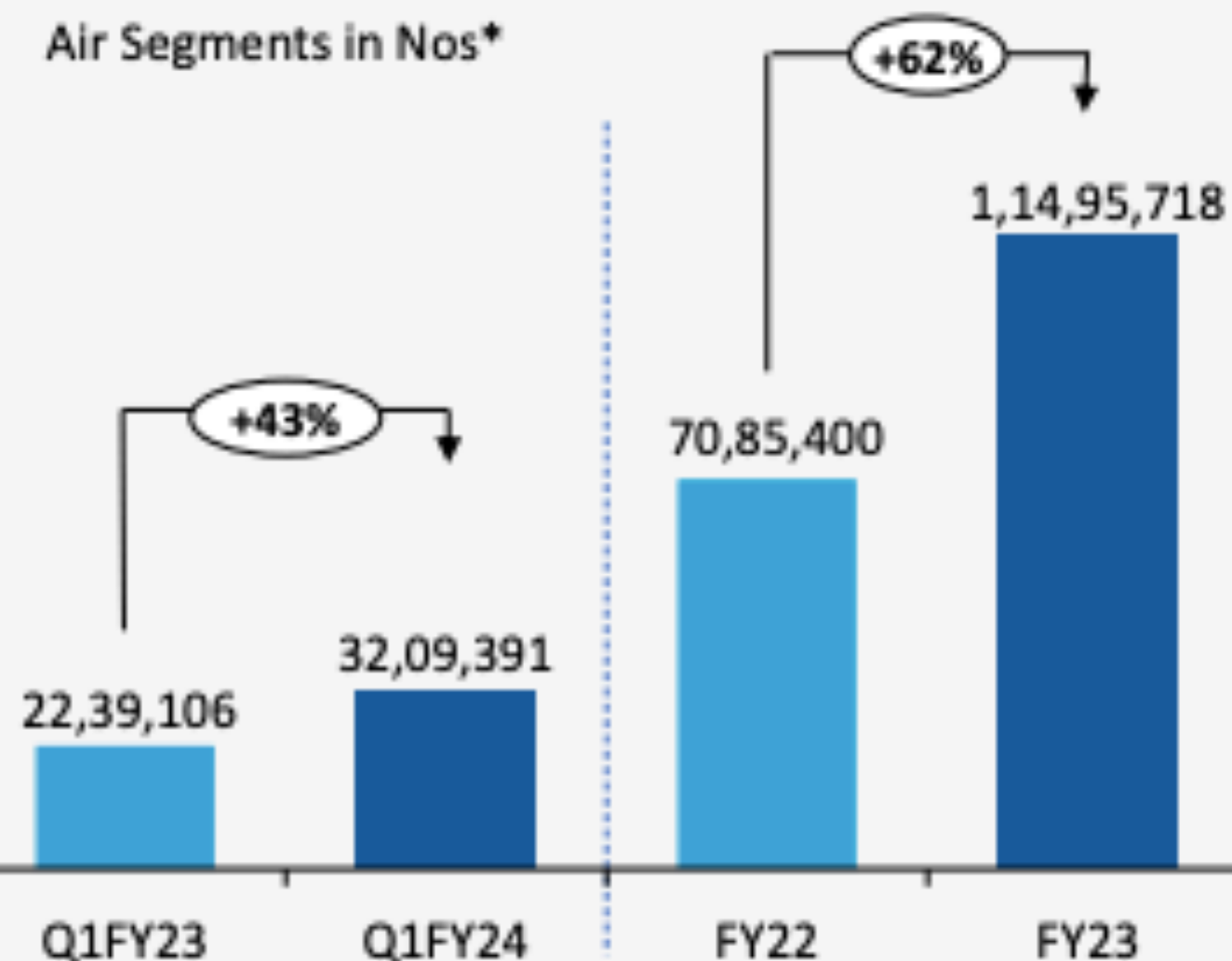
Our Dubai operation is performing strongly and is growing every quarter and is poised for exponential growth which will be driven by Mr. Sameer Bagul, who was recently appointed as the Managing Director in the UAE Subsidiary.

The GBR generated from Dubai in **Q1FY24** stood at **INR 529.8 million**, growing **22.3% QoQ**. The **cumulative GBR** from the Dubai business is now **INR 1,714.1 million**.

Q1FY24 Operational Performance

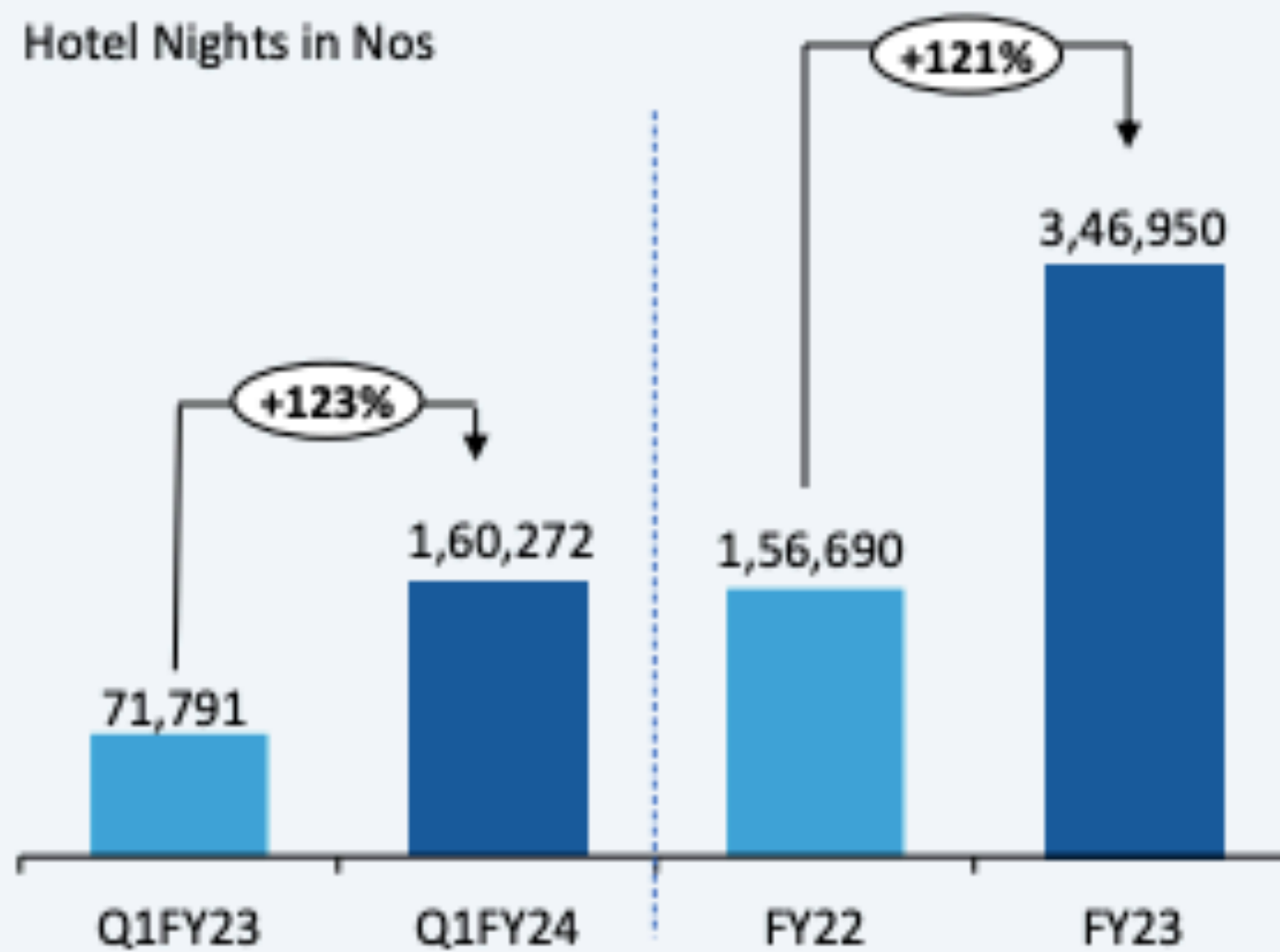
Flights

Air Segments in Nos*



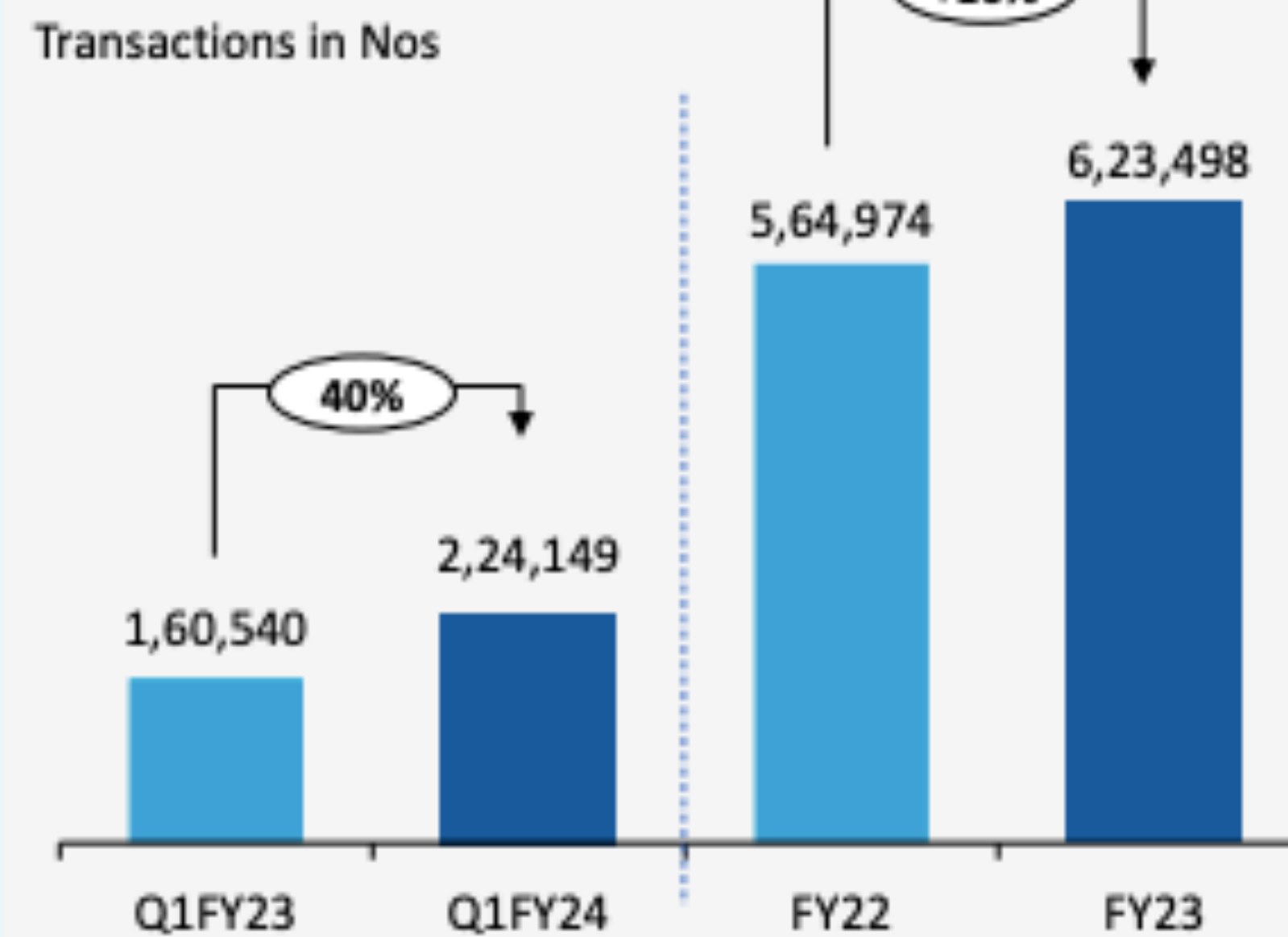
Hotels

Hotel Nights in Nos



Trains, Buses & Others

Transactions in Nos

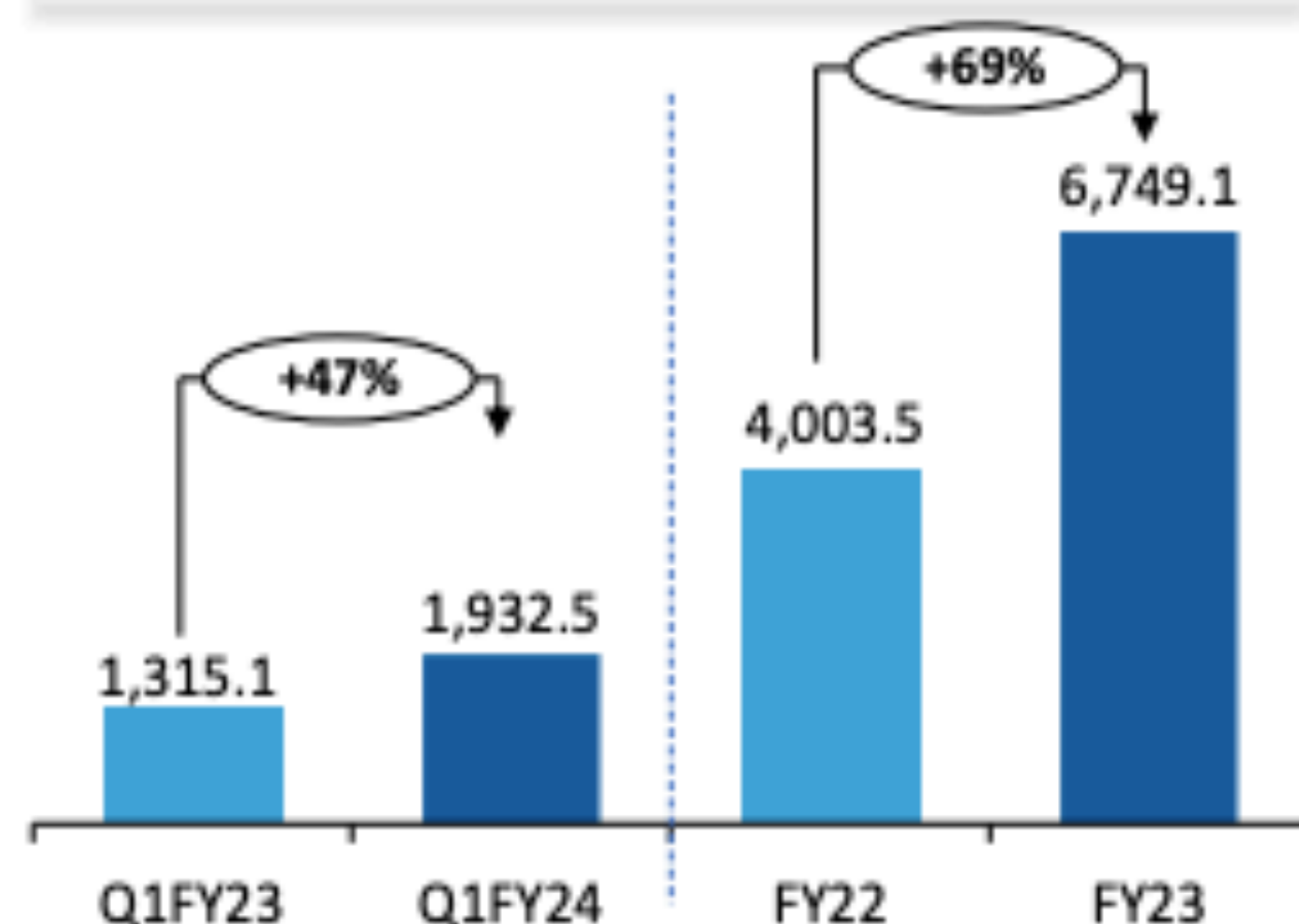


- ✓ On account of our consistent brand-building exercises, strategic collaborations and our "No Convenience Fee" strategy, we have witnessed broad-based growth in the volumes during the quarter
- ✓ The air segment volumes witnessed an impressive 43% growth YoY in Q1FY24, as we are witnessing an even stronger demand for travel across the country
- ✓ Our focus continues to be on growing our non-air segments much faster. In line with this, Hotels segment witnessed a robust growth of 123% YoY in Q1FY24. The hotels segment now contributes 4.5% to the total volumes, as against 2.9% in Q1FY23
- ✓ Our Trains, Buses, and Others segment witnessed a growth of 40% YoY in Q1FY24 and contributes ~6% of the total volumes

Q1FY24 Financial Highlights

INR in Millions

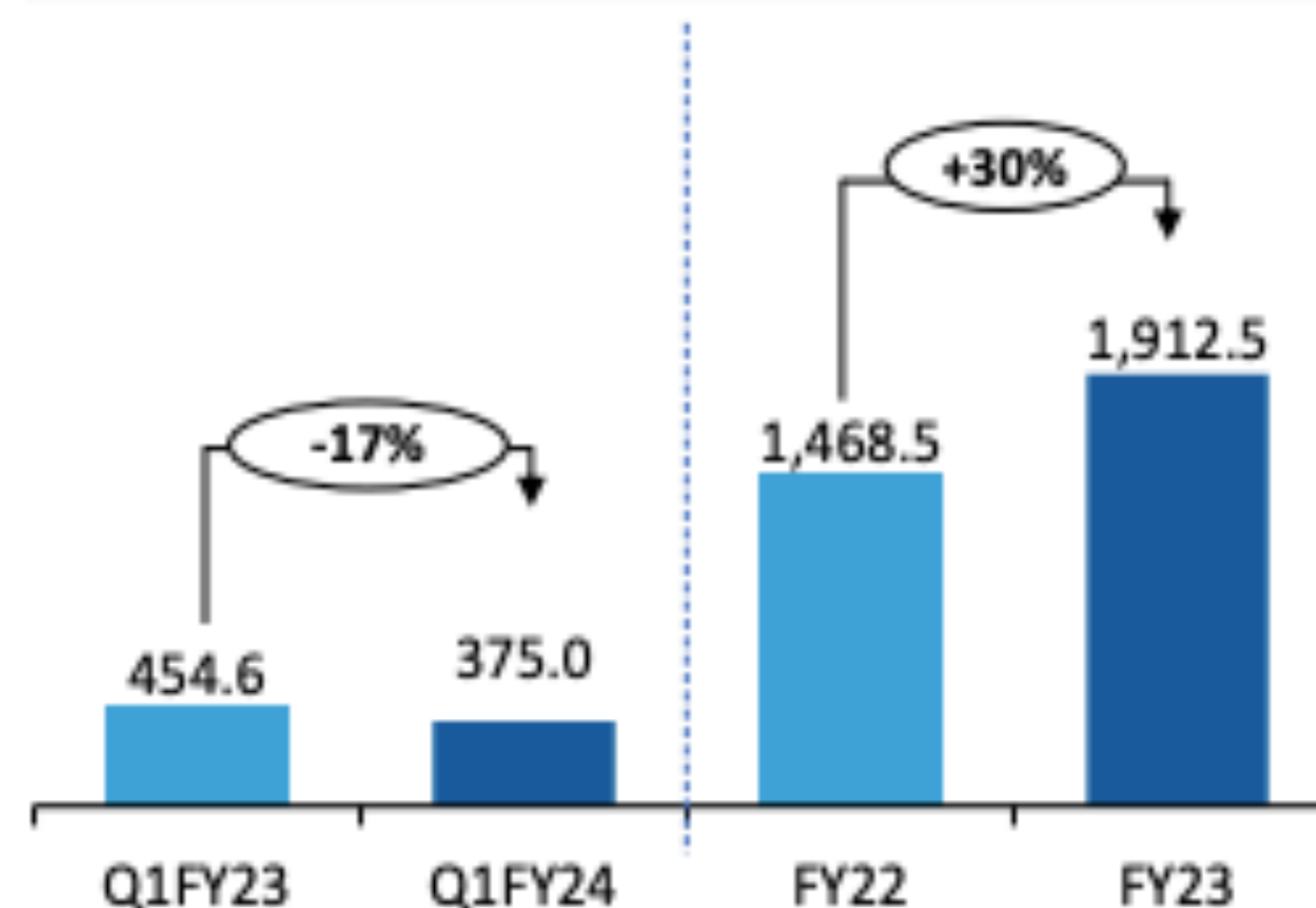
Adjusted Revenue



Adjusted Revenue

- ✓ Adjusted Revenue for Q1FY24 was at INR 1,932.5 million, as against INR 1,315.1 million in Q1FY23, growing by 47%

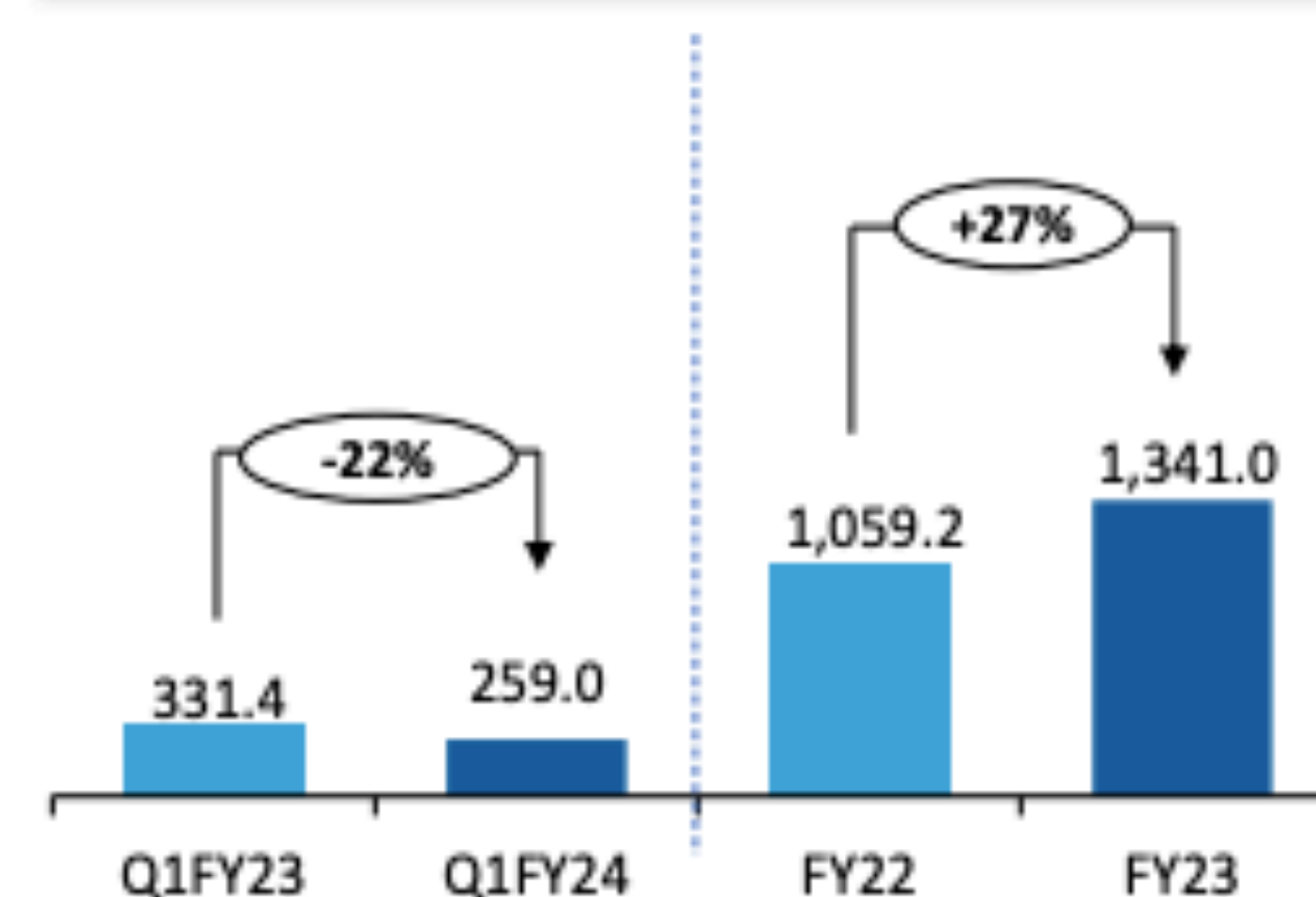
EBITDA



EBITDA

- ✓ Our EBITDA for Q1FY24 stood at INR 375.0 million, as against INR 454.6 million in Q1FY23

PAT*



PAT*

- ✓ For Q1FY24, our PAT stood at INR 259.0 million, as compared to INR 331.4 in Q1FY23

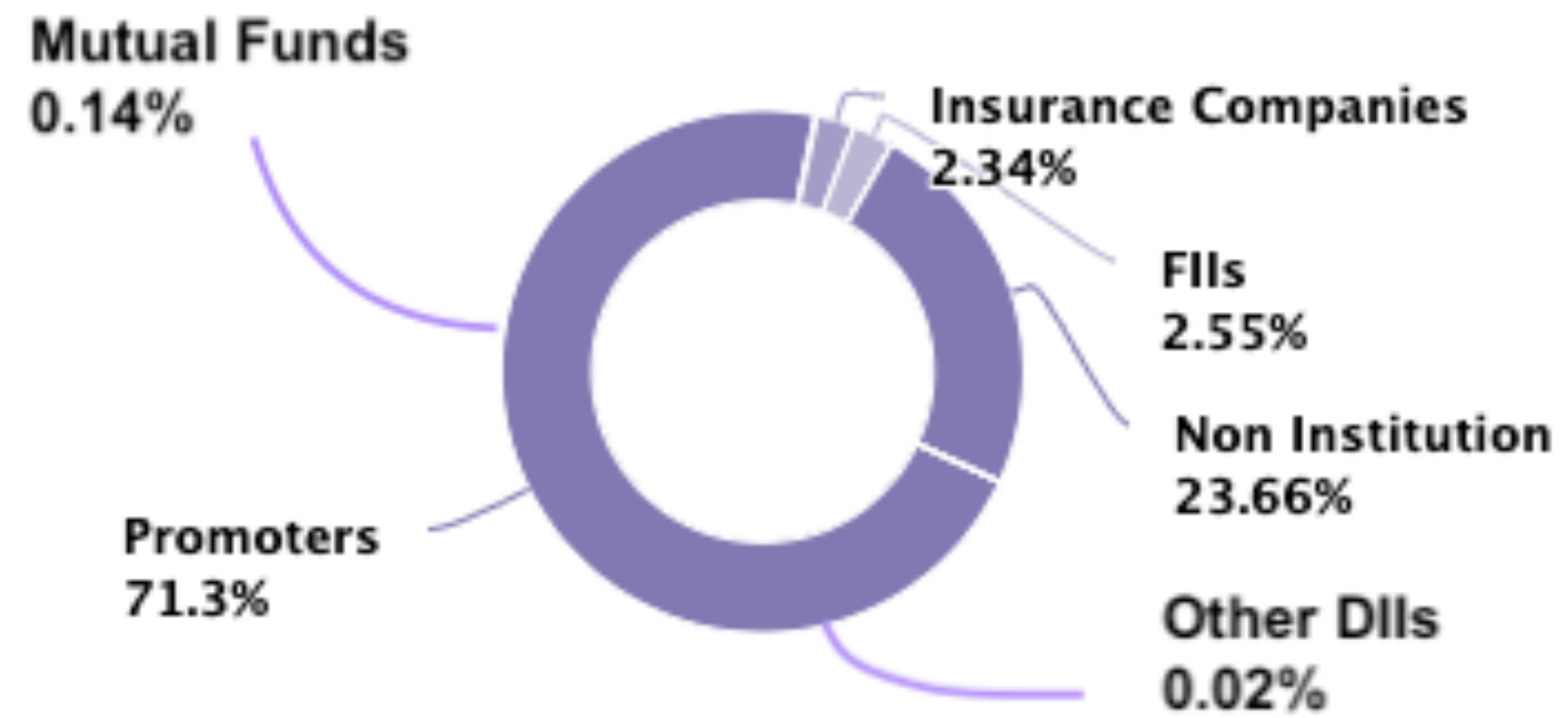
Yearly Results

YEARLY RESULTS OF EASY TRIP PLANNERS (in Rs. Cr.)	MAR '23	MAR '22	MAR '21	MAR '20
Net Sales/Income from operations	448.83	235.37	106.71	124.66
Other Operating Income	--	--	--	16.70
Total Income From Operations	448.83	235.37	106.71	141.36
EXPENDITURE				
Employees Cost	52.44	25.84	21.19	30.20
Depreciation	2.90	1.34	0.66	0.71
Admin. And Selling Expenses	--	32.99	--	--
Other Expenses	218.98	43.95	41.98	100.92
P/L Before Other Inc., Int., Excpt. Items & Tax	172.97	131.13	42.87	9.53
Other Income	15.37	14.39	44.05	39.65
P/L Before Int., Excpt. Items & Tax	188.34	145.51	86.92	49.18
Interest	3.41	1.95	3.53	3.30
P/L Before Exceptional Items & Tax	184.94	143.57	83.39	45.88
P/L Before Tax	184.94	143.57	83.39	45.88
Tax	50.84	37.65	22.38	12.90
P/L After Tax from Ordinary Activities	134.10	105.92	61.01	32.98
Net Profit/(Loss) For the Period	134.10	105.92	61.01	32.98
Minority Interest	0.10	--	--	--
Net P/L After M.I & Associates	134.20	105.92	61.01	32.98
Equity Share Capital	173.83	43.46	21.73	21.73
Reserves Excluding Revaluation Reserves	196.16	192.41	140.94	79.52
EPS BEFORE EXTRA ORDINARY				
Basic EPS	0.77	4.87	5.62	3.04
Diluted EPS	0.77	4.87	5.62	3.04
EPS AFTER EXTRA ORDINARY				
Basic EPS.	0.77	4.87	5.62	3.04
Diluted EPS.	0.77	4.87	5.62	3.04

Key Financial Ratios

KEY FINANCIAL RATIOS OF EASY TRIP PLANNERS (in Rs. Cr.)	MAR 23	MAR 22	MAR 21	MAR 20
PER SHARE RATIOS				
Basic EPS (Rs.)	0.77	4.87	5.62	3.04
Diluted EPS (Rs.)	0.77	4.87	5.62	3.04
Cash EPS (Rs.)	0.79	4.94	5.68	3.10
Book Value [ExclRevalReserve]/Share (Rs.)	2.13	10.85	14.97	9.32
Book Value [InclRevalReserve]/Share (Rs.)	2.13	10.85	14.97	9.32
Revenue from Operations/Share (Rs.)	2.58	10.83	9.82	13.01
PBDIT/Share (Rs.)	1.10	6.76	8.06	4.59
PBIT/Share (Rs.)	1.08	6.70	8.00	4.53
PBT/Share (Rs.)	1.06	6.61	7.67	4.22
Net Profit/Share (Rs.)	0.77	4.87	5.62	3.04
NP After MI And SOA / Share (Rs.)	0.77	4.87	5.62	3.04
PROFITABILITY RATIOS				
PBDIT Margin (%)	42.61	62.39	82.07	35.29
PBIT Margin (%)	41.96	61.82	81.45	34.79
PBT Margin (%)	41.20	60.99	78.14	32.45
Net Profit Margin (%)	29.87	45.00	57.17	23.33
NP After MI And SOA Margin (%)	29.89	45.00	57.17	23.33
Return on Networth/Equity (%)	36.27	44.90	37.50	32.57
Return on Capital Employed (%)	49.86	60.92	46.79	34.71
Return on Assets (%)	19.25	21.92	15.34	11.37
Total Debt/Equity (X)	0.22	0.21	0.11	0.07
Asset Turnover Ratio (%)	0.77	0.54	26.83	48.76
LIQUIDITY RATIOS				
Current Ratio (X)	2.03	1.32	1.74	1.71
Quick Ratio (X)	2.03	1.32	1.74	1.71
Inventory Turnover Ratio (X)	0.00	0.00	0.00	0.00
Dividend Payout Ratio (NP) (%)	0.00	30.77	0.00	0.00
Dividend Payout Ratio (CP) (%)	0.00	30.38	0.00	0.00
Earnings Retention Ratio (%)	0.00	69.23	0.00	0.00
Cash Earnings Retention Ratio (%)	0.00	69.62	0.00	0.00
COVERAGE RATIOS				
Interest Coverage Ratios (%)	56.15	75.42	24.60	14.90
Interest Coverage Ratios (Post Tax) (%)	56.15	75.42	24.60	14.90
VALUATION RATIOS				
Enterprise Value (Cr.)	7,601.60	7,332.70	2,065.52	0.00
EV/Net Operating Revenue (X)	16.94	31.15	19.36	0.00
EV/EBITDA (X)	39.75	49.93	23.58	0.00
MarketCap/Net Operating Revenue (X)	16.86	31.50	21.33	0.00
Retention Ratios (%)	0.00	69.22	0.00	0.00
Price/BV (X)	20.45	31.44	14.00	0.00
Price/Net Operating Revenue	16.86	31.50	21.34	0.00
Earnings Yield	0.02	0.01	0.03	0.00

Shareholding Pattern an on Jun'23



Summary

- ❖ With deliverance of healthy performance in Q1 of FY'24, the Company's Net Sales increased by 41.64% i.e. Rs.124.05 crs in Jun'23 as compared to Rs.87.58 crs in Jun'22. However, the Net Profits were Rs.26.02 crs in Jun'23 versus Rs.33.13 crs in Jun'22. In addition to this, the Statement of Changes in Equity witnessed an increase in the Equity Capital i.e. Rs.173.83 crs in Jun'23 juxtapose to Rs.43.46 crs in Jun'22.
- ❖ Viewing sound financials and fair fundamentals, the Company is available at a good price of Rs.40.55 with its 52 week low of Rs.37.00 and 52 week high of Rs.73.50.
- ❖ Viewing that the Promoters are holding majority stake around 71.30% as well as its robust valuations, indicates that the Management is growth oriented.
- ❖ The Shareholding Pattern as on Jun'23, shows the FIIs and the Other DIIs altogether stood with 2.57% stake. Whilst, the Mutual Fund Houses own 0.14% holdings in the Company.
- ❖ It is reassuring to see that Easy Trip Planners Ltd. is held by NAVI MF, NIPPON INDIA MF, MOSL MF, SBI MF and a few more.
- ❖ On consolidated basis, Return on Equity (ROE) and Return on Capital Employed (ROCE) were registered around 36.27% & 49.86% respectively as on Mar'23.

Disclosure

Copyright © Amiteshwar Singh Proprietor of M/S Amiteshwar.in. Any act of copying or distributing this report in part or in full, for any purpose, without my permission, is strictly prohibited and would be a copyright infringement.

Disclosures as required under SEBI (Research Analyst) Regulations, 2014

Introduction:

I, Amiteshwar Singh, am the proprietor of M/S Amiteshwar.in. I am a Research Analyst registered with SEBI having registration no. INH100010013. I provide services through my website www.researchlyne.com which is primarily focused on research of Multi-Cap stocks of India.

Business Activity:

I provide research services on equity stocks listed on Indian stock exchanges. The research is based on funda-mental analysis. I do thorough research and analysis on fundamentals of companies. As such, I undertake extensive scrutiny of major Company statistics like Balance Sheet, Profit & Loss Account, Key Financial Ratios (ROE, ROCE and Debt to Equity etc.), Quarterly, Half-yearly & Annual Results, Cash Flows, Annual Reports and Shareholding Pattern etc. Each Company's Business Model, Future Projections, Competitive Advantages & other Moats are thoroughly checked before recommending their Stock.

I offer services to the subscribers through the following:
www.researchlyne.com

Disciplinary History

There is no disciplinary action which is / was running / initiated against me or my firm and there are no out-standing litigations against me.

General Terms and Conditions for Researchlyne.com:

1. Every week, 2 stock recommendations will be provided to the subscribers.
2. The subscribers have to login in their account through login credentials provided to them at the time of subscription.
3. The reports should not be considered as an investment advice or personal recommendation.
4. I and my team members will not be liable for any loss or liability incurred to the user due to investments made or decisions taken based on the information provided in the reports.
5. All of the views and opinions expressed in research reports, issued after due diligence and careful study, reflect my unbiased analysis of the Company or Companies as on the date of the report.
6. Still, it is advised that the users should rely on their own research and analysis as well as consult their own investment advisors to determine the suitability of recommendation.
7. Past performance of a Company is no guarantee for future performance or future results.
8. My service is not suitable to investors who are looking for intraday calls i.e. day trading or futures & options in stocks and indexes on basis of technical analysis.

[Click here](#) to view the terms and conditions of the website.

List of Associates / Relatives:

1. My spouse, Mrs. Prabhjash Kaur
2. My daughter, Ms. Palvit Kaur

Note: Subject Company is a company on which buy/sell recommendation or target price is given or changed in the research report.

Disclosure with regards to ownership and material conflicts of interest:

1. Neither I nor my associates / relatives have financial interest in the subject company.
2. Neither I nor my relatives / associates have actual/beneficial ownership of 1% or more in securities of the subject company, at the end of the month immediately preceding the date of publication of the document.
3. Neither I nor my relatives /associates have any other material conflict of interest at the time of publication of the document.

Disclosure with regards to receipt of compensation:

1. Neither I nor my associates / relatives have received any compensation from the subject company in the past 12 months.
2. Neither I nor my associates / relatives have managed or co-managed public offering of securities for the subject company in the past 12 months.
3. Neither I nor my associates / relatives have received any compensation for investment banking or merchant banking or brokerage services from the subject company in the past 12 months.
4. Neither I nor my associates / relatives have received any compensation for products or services other than investment banking or merchant banking or brokerage services from the subject company in the past 12 months.
5. Neither I nor my associates / relatives have received any compensation or other benefits from the subject company or third party in connection with the document.

General Disclosures:

1. I have not served as an officer, director or employee of the subject company.
2. I am not engaged in market making activity for the subject company.

Definition of terms used:

1. **Buy Recommendation:** The subscribers can buy the shares of the subject company at the current market price. I expect a return of around 25% in the next 4 months.
2. **Sell Recommendation:** The subscribers can sell the shares of the subject company when they receive a return of 25% on the market price when the subject company was recommended.



“Investments in Securities Market are subject to market risks. Read all the related documents carefully before investing”.



“Registration granted by SEBI and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors”.

Mr. Amiteshwar Singh Proprietor of M/s Amiteshwar.in
SEBI Registered "Research Analyst" Reg. No. INH100010013

Contact: +917973835409

Email: info@Researchlyne.com

Address: Ground Floor, 236 E Block, Bhai Randhir Singh Nagar,
Ludhiana - 141012 (Pb.)