Lemon Tree Hotels (LEMTRE)

CMP: ₹ 93

Target: ₹ 120 (29%)

Target Period: 12 months

nths BUY

June 2, 2023



About the stock: Promoted by Patanjali Keswani, Lemon Tree is the largest hotel chain in the mid-priced segment in India. It operates 8,489 rooms in 87 hotels across 54 destinations in India and abroad under brands like Aurika (premium), Lemon Tree premier, Lemon Tree (midscale), RedFox (economy) and Keys.

- The favourable location of its properties in prominent business and tourist districts supports revenue growth prospects and reduces concentration risk
- As of 31st March 2023, its operational inventory comprised 88 hotels with 8,382 rooms and the pipeline comprised 42 hotels with 3,285 rooms.

Q4FY23 Results: Lemon Tree's Q4FY23 revenues were in line with our estimates while profitability was higher than estimates.

- Revenues grew 111% YoY to ₹252.7 crore (up 8% QoQ). It was also up 43% from pre-covid levels (ie. Q4FY20)
- On absolute basis, operating costs remained flattish compared to pre-covid levels This led to sharp EBITDA margin expansion of ~1906 bps to 55.4% (vs our estimate of 54%) from pre-covid levels. It was up 120 bps sequentially
- Profit after tax improved to ₹59 crore in Q4FY23 vs net loss of ₹39 crore last year and net loss of ₹19 crore during Q4FY20

What should investors do? The company remains a key branded player in the high growing mid-scale segment. Strong room addition pipeline would enable company to benefit from favourable industry demand supply dynamics

We maintain our BUY rating on the stock

Target Price and Valuation: We value the company at ₹ 120/share on an SOTP basis Key triggers for future price performance:

- Revival in foreign tourists, G20 summit 2023 to provide further fillip to leisure and business hotel room demand, going forward
- Well positioned to capture the unorganised market share due to slowdown in the upcoming room supply in the wake of ongoing distress
- Mumbai hotel property (669 rooms i.e. 13% of owned/leased rooms) to get commissioned by Q3FY24E
- LTHL's large asset base, strategic partnership, and financial flexibility to continue support liquidity requirement for further growth

Alternate Stock Idea: Apart from Lemon Tree, in hotels coverage we like Indian Hotels Company.

- Key player with higher presence in the business & leisure destinations
- Maintain BUY with a target price of ₹ 405/share

Key Financial Summary

Key Financials	FY19	FY20	FY21	FY22	FY23	4 Year CAGR (%)	FY24E	FY25E	2 Year CAGR (%)
Sales	549.5	669.4	251.7	402.2	866.0	12.0	1055.9	1350.9	24.9
EBITDA	168.8	238.3	61.3	118.7	438.6	27.0	504.7	664.7	23.1
EBITDA (%)	30.7	35.6	24.3	29.5	50.6		47.8	49.2	
PAT after MI	52.9	-9.5	-127.0	-87.4	105.6	18.9	138.6	266.2	58.8
EPS (₹)	0.7	-0.1	-1.6	-1.1	1.3		1.8	3.4	
EV/EBITDA	51.2	38.0	147.0	77.1	21.0		18.1	13.3	
RoNW	6.7	-1.5	-21.4	-15.7	15.6		18.1	26.3	
RoCE	5.5	5.5	-0.7	1.0	10.4		11.5	15.0	

PICICI direct



Particulars	
Particular	Amount
Market Capitalisation (₹ Crore)	7,349.9
Debt (FY23) (₹ Crore)	1,745.7
Cash (FY23) (₹ Crore)	27.5
EV (₹ Crore)	9,068.2
52 week H/L	103 / 58
Equity Capital (₹ Crore)	791.6
Face Value	10.0

Shareholding pattern										
	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23					
Promoter	24.0	23.9	23.6	23.6	23.6					
FII	28.7	27.9	27.5	26.8	24.5					
DII	12.2	11.4	10.7	10.1	10.6					
Others	35.2	36.7	38.2	39.4	41.3					

Recent Event & Key risks

- Any further imposition of restrictions on travel could further delay the recovery
- Companies adopting WFH policy could impact the business segment room demand

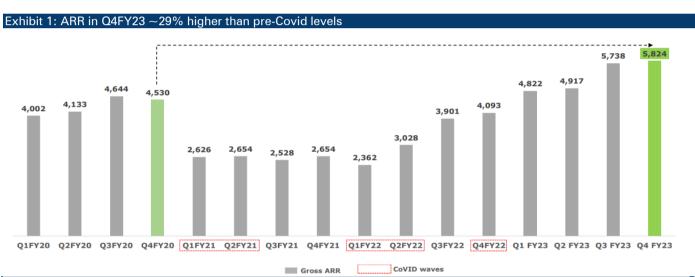
Research Analyst

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Key takeaways of recent quarter & conference call highlights

Q4FY23 Results highlights

- Average occupancy improved by 600 bps QoQ to 73.7% on full inventory basis. The Gross ARR also increased ~1.4% QoQ to ₹5824/room. This led to QoQ RevPAR growth of 11% to ₹4287/room
- ARR was up 24% while occupancy levels were still down 370 bps vs. pre-Covid levels. Overall, RevPAR was up ~17% vs. pre-Covid levels
- The total operating costs were down significantly from 64% of sales in Q4FY20 (pre-covid) to 45% of sales in Q4FY23. On absolute basis, operating costs remained flattish compared to pre-covid levels This led to sharp EBITDA margin expansion of ~1906 bps to 55.4% (vs our estimate of 54%) from pre-covid levels. It was up 120 bps sequentially
- The company has further expanded its presence with the signing of 9 new management and franchise contracts which would add 538 rooms to its pipeline. As on 31st March 2023, the company's operational inventory comprised 88 hotels with 8382 rooms and its new hotel pipeline consisted of 42 hotels with 3285 rooms.



Source: Company, ICICI Direct Research

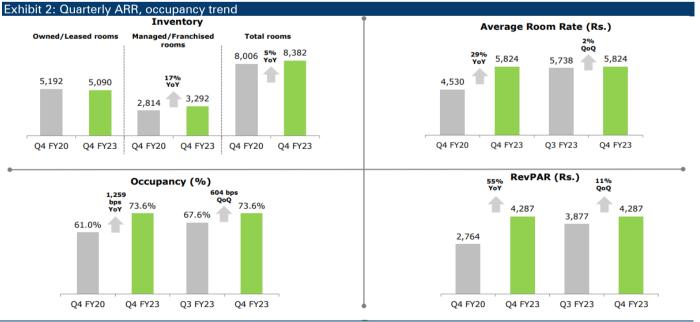


Exhibit 3: City wise performance

Parameters	Re	vPAR (R	ts.)	Occupa	ancy Ra	te (%)	Avera	ge Daily (Rs.)	/ Rate	EBI	otel lev TDAR/r Rs. Lacs	oom		level EB Margin º	
By Brand (#Rooms)	Q4 FY23	Q4 FY20	Change (%)	Q4 FY23	Q4 FY20	Change (bps)	Q4 FY23	Q4 FY20	Change (%)	Q4 FY23	Q4 FY20	Change (%)	Q4 FY23	Q4 FY20	Change (bps)
Aurika Hotels & Resorts (139)	11,189	4,130	171%	69%	29%	3,986	16,152	14,041	15%	10.29	2.18	373%	72%	40%	3,128
Lemon Tree Premier (1,603)	5,816	3,601	62%	81%	63%	1,806	7,143	5,683	26%	3.88	2.04	90%	61%	48%	1,277
Lemon Tree Hotels (1562)	4,079	2,923	40%	74%	66%	854	5,501	4,455	23%	2.41	1.49	62%	51%	41%	985
Red Fox by Lemon Tree Hotels (952)	3,378	2,194	54%	78%	63%	1,576	4,310	3,504	23%	2.03	1.01	101%	59%	43%	1,595
Keys by Lemon Tree Hotels (936)	1,815	1,441	26%	56%	52%	323	3,264	2,751	19%	0.94	0.25	275%	48%	14%	3,428

Parameters	Re	vPAR (R	ks.)	Occup	ancy Ra	te (%)	Avera	ge Daily (Rs.)	y Rate	EBI	lotel lev TDAR/r Rs. Lacs	oom		level EB Margin º	
By Region (#Rooms)	Q4 FY23	Q4 FY20	Change (%)	Q4 FY23	Q4 FY20	Change (bps)	Q4 FY23	Q4 FY20	Change (%)	Q4 FY23	Q4 FY20	Change (%)	Q4 FY23	Q4 FY20	Change (bps)
Delhi (636)	5,559	3,728	49%	88%	72%	1,538	6,352	5,169	23%	3.78	1.96	93%	62%	44%	1,794
Gurugram (529)	4,191	2,931	43%	77%	65%	1,284	5,412	4,537	19%	2.58	1.53	69%	50%	40%	927
Hyderabad (663)	5,001	3,073	63%	77%	64%	1,314	6,459	4,780	35%	3.44	1.94	78%	64%	53%	1,151
Bengaluru (874)	3,178	2,249	41%	63%	57%	584	5,050	3,941	28%	1.95	0.83	134%	56%	31%	2,495
Mumbai (303)	7,657	4,041	89%	84%	59%	2,504	9,064	6,800	33%	4.63	2.46	88%	57%	57%	42

Source: Company, ICICI Direct Research

Q4FY23 - Conference call and other key highlights

- The management indicated that by CY28 the company plans to have 300+ hotels, 20000+ rooms network of which managed and franchised rooms would be more than 70%
- The company is pursuing an asset light expansion policy and is rapidly expanding its managed hotels fleet. The company is planning to add ~2051 rooms under management contract. The share of managed rooms to increase from current 40% to ~50% by 2025. With asset light expansion, incremental cash flows would be utilised mainly for debt reduction and the company aspires to be debt free over next 5 years.
- The management stated that it expects the premium owned hotel Aurika Hotels and Resorts (near the Mumbai international airport with 669 rooms) to be operational by October 2023. The company expects the margins to be softer initially for Aurika in H2FY24, and expects it to contribute significantly towards revenue and profitability from FY25E onwards
- The company is planning to renovate its Keys hotel portfolio (~940 rooms) and spend around 2% of revenues for upgrading the hotels.
 The management expects that the renovated portfolio could be able to garner better room rates going forward.
- In terms of city-wise performance in Q4FY23, occupancy across all major cities were higher vs. pre-Covid levels. Mumbai did exceedingly well with occupancy of 84% (up 2504 bps from precovid level). Delhi too registered a strong occupancy of 88% (up 1538 from pre-Covid levels)
- The company plans to separately list its 59% owned subsidiary Fleur Hotels through IPO/INVIT or REIT route.

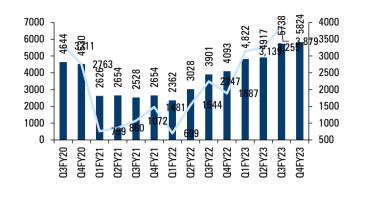
Exhibit 4: Quarterl	ly perfor	mance							
	Q4FY23	Q4FY23E	Q4FY22	YoY (%)	Q3FY23	QoQ (%)	Q4FY20	Vs pre- covid (%)	Comments
Net Sales	252.7	251.6	119.5	111.4	233.5	8.2	. 176.1	143.5%	Average occupancy improved by 600 bps QoQ to 73.7% on full inventory basis. The Gross ARR also increased ~1.4% QoQ to ₹5824/room. This led to QoQ RevPAR growth of 11% to ₹4287/room
Other Incomes	3.6	2.0	9.3	-61.6	2.1	71.6	1.2		and how an grown of the contract
Raw Material Expenses	12.9	15.1	8.4	53.2	13.1	-1.9	14.6		
Employee Expenses	41.0	42.8	28.8	42.1	38.1	7.5	42.9		
Other expenses	58.9	57.9	60.7	-2.9	55.8	5.6	54.7		
Total expenses	112.8	115.8	97.9	15.2	107.1	5.4	112.2	100.5%	
EBITDA	139.9	135.9	21.6	547.6	126.5	10.6	63.9	218.8%	
EBITDA Margin (%)	55.4%	54.0%	18.1%	3729 bps	54.2%	120 bps	36.3%	1906 bps	
Interest	46.7	46.9	44.1	5.9	46.0	1.5	49.5		
Depreciation	23.5	23.8	26.5	-11.3	23.6	-0.1	27.7		
PBT	73.3	67.2	-39.7	NA	59.0	24.2	-12.1		
Total Tax	14.4	15.8	-0.3	NA	10.6	35.3	5.6		
Reported PAT	59.0	51.4	-39.2	LP	48.6	21.4	-19.0	LP	

Source: Company, ICICI Direct Research

Exhibit 5: Chang	ge in estimate	s				
	FY23P		FY24E		FY25E	
(₹ Crore)		Old	New	% Change	Introduced	Comments
Total Revenue	866.0	1,015.2	1,055.9	4.0	1,350.9	
EBITDA	438.6	475.1	504.7	6.2	664.7	
EBITDA Margin (%)	50.6	46.8	47.8	100 bps	49.2	
PAT	105.6	112.3	138.6	23.4	266.2	
EPS (₹)	1.3	1.4	1.8	23.4	3.4	

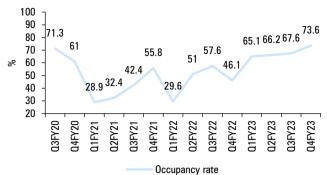
Story in charts

Exhibit 6: ARR remained firm, RevPAR up 17% than pre-Covid levels



RevPAR (₹) - RHS

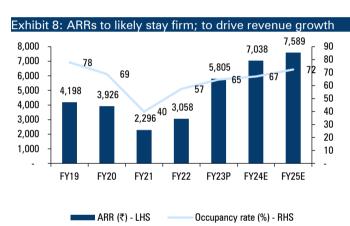
Exhibit 7: Occupancy trend (yet to cross pre-Covid levels

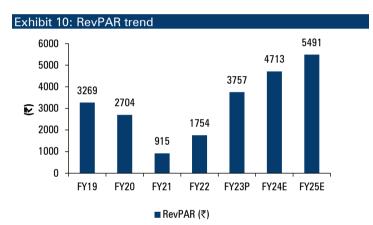


Source: Company, ICICI Direct Research

Source: Company, ICICI Direct Research

ARR (₹) - LHS

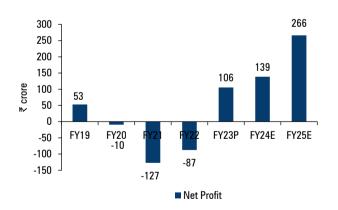




Source: Company, ICICI Direct Research

Source: Company, ICICI Direct Research

Exhibit 9: Expect profitability to improve sharply from FY23E o



Source: Company, ICICI Direct Research

Performance set to improve driven by healthy occupancy and ARRs...

With the economy coming out of pandemic induced pain, the hotel business has recovered fully in terms of RevPAR. As the companies are adopting ARR led growth strategy, we now model occupancy of 67%, 72% for FY24E, FY25E, respectively. ARR is expected to improve from FY23 levels. We model EBITDA margins of ~ 48-49% for FY24E and FY25E. At the PAT level, we expect the company to report PAT of ₹ 266 crore in FY25E.

Valuation & Outlook

Being the largest branded hotel player in the mid segment, the company is expected to be a key beneficiary of a sharp demand revival. We expect it to continue to gain market share due to its strong positioning across all major cities. We expect revenue & EBITDA CAGR of 25% and 59% during FY23-25E. We maintain **BUY** rating with a revised target price of ₹ 120 per share (SOTP based valuation, i.e. implied EV multiple of 21x FY25E EBITDA).

Exhibit 11: Valuation matrix		
Target valuations		Amount
Lemon Tree Group Enterprise value (₹ crore)		13825
Net Debt FY25E (₹ crore)		1369
Lemon Tree Group Equity value (₹ crore)		12456
Lemon Tree Equity Value - Standalone (₹ crore)	(A)	4010
Fleur Hotels Equity Value (₹ crore)	(B)	8446
Fleur Hotels Equity Value - 59% Lemon Tree share (₹ crore)	(C)	4983
Lemon Tree Value (₹ crore)		9493
Number of shares (Crore)		79
Target Price (₹)		120.0

Exhibit 12: Profit and	loss sta	atement	t		₹ (
(Year-end March)	FY21	FY22	FY23P	FY24E	FY25E
Total operating Income	251.7	402.2	866.0	1055.9	1350.9
Growth (%)	-62%	60%	115%	22%	28%
Raw Material Expenses	17.8	27.8	49.9	86.6	109.4
Employee Expenses	70.4	97.3	149.7	179.5	225.6
Other Exp	102.2	158.4	227.8	285.1	351.2
Total Operating Expenditure	190.4	283.5	427.4	551.2	686.3
EBITDA	61.3	118.7	438.6	504.7	664.7
Growth (%)	-74.3%	93.7%	269.6%	15.1%	31.7%
Depreciation	107.6	104.3	96.6	118.7	136.1
Interest	190.4	180.9	182.4	188.1	164.1
Other Income	22.0	21.0	8.8	15.0	15.0
PBT	-214.7	-145.6	168.4	212.9	379.4
Others	0.0	0.0	0.0	0.0	0.0
Total Tax	-32.2	-7.2	37.7	47.9	86.1
Reported PAT	-186.5	-137.4	131.6	167.0	295.8
PAT after MI	-127.0	-87.4	105.6	138.6	266.2
Growth (%)	8.7	NA	LP	31.2	92.1
Adjusted EPS (₹)	-2.4	-1.7	1.3	1.8	3.4

Exhibit 13: Cash flow state	ment			₹	crore
(Year-end March)	FY21	FY22	FY23P	FY24E	FY25E
Profit after Tax	-186	-137	132	167	296
Add: Depreciation	108	104	97	119	136
(Inc)/dec in W/cap	29	13	-32	-84	0
Others	152	50	219	285	155
CF from operating activities	103	30	415	487	587
(Inc)/dec in Other Non-Curr Assets	0	0	0	0	0
(Inc)/dec in Fixed Assets	-74	-93	-215	-288	-165
Others	18	78	16	41	8
CF from investing activities	-56	-14	-199	-246	-157
Issue/(Buy back) of Shares	0	0	1	0	0
Inc/(dec) in loan funds	46	57	47	72	-250
Dividend paid & dividend tax	0	0	0	0	0
Others	8	-159	-291	-173	-149
CF from financing activities	54	-103	-243	-101	-399
Net Cash flow	100	-87	-27	139	31
Opening Cash	41	141	54	27	167
Closing Cash	141	54	27	167	198

Source: Company, ICICI Direct Research

Source:	Company,	ICICI	Direct	Research
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Exhibit 14: Balance sh	neet				₹ cror
(Year-end March)	FY21	FY22	FY23P	FY24E	FY25E
Liabilities					
Equity Capital	790.4	790.2	791.6	791.6	791.6
Reserve and Surplus	127.1	40.4	62.1	200.7	467.0
Total Shareholders fun	917.5	830.7	853.7	992.3	1258.6
Total Debt	1641.9	1698.6	1745.7	1817.4	1567.4
Deferred Tax Liability	0.0	2.0	3.6	0.0	0.0
Minority Interest / Others	617.4	567.6	559.7	588.1	617.7
Total Liabilities	3518.4	3381.0	3362.2	3581.6	3683.4
Assets					
Gross PPE	2967.8	3011.0	3048.6	3548.6	4013.6
Less: Acc Depreciation	397.1	501.4	598.0	716.8	852.9
Net PPE	2570.8	2509.6	2450.6	2831.8	3160.7
Investment Property	2.3	1.8	1.8	2.5	2.5
CWIP	241.8	294.6	469.1	269.1	-30.9
Total Fixed Assets	2814.9	2805.9	2921.4	3103.4	3132.3
Intangibles	114.6	112.1	114.5	101.4	101.4
Investments	69.9	75.9	81.1	50.0	50.0
Inventory	7.2	8.1	10.5	15.0	15.0
Debtors	30.8	29.1	56.0	67.0	67.0
Loans and Advances	0.0	0.0	0.0	0.0	0.0
Other Current Assets	50.1	33.6	41.0	75.0	75.0
Cash	141.2	54.3	27.5	166.9	198.1
Total Current Assets	230.2	130.3	136.0	358.9	390.1
Creditors	78.8	58.5	66.8	93.0	93.0
Provisions & Others	89.2	49.6	75.0	131.6	131.6
Total Current Liabilities	296.3	253.3	370.1	474.6	424.6
Net Current Assets	-66.1	-123.0	-234.1	-115.7	-34.5
Others Assets	585.1	510.2	479.3	442.5	434.2
Application of Funds	3518.4	3381.0	3362.2	3581.6	3683.4

FY21	FY22	FY23P	FY24E	FY25E
-1.6	-1.1	1.3	1.8	3.4
-1.0	-0.4	2.9	3.6	5.5
11.6	10.5	10.8	12.6	15.9
0.0	0.0	0.0	0.0	0.0
1.8	0.7	0.3	2.1	2.5
24.3	29.5	50.6	47.8	49.2
-9.7	8.8	40.5	38.0	40.2
-74.1	-34.1	15.2	15.8	21.9
11.2	7.0	3.9	4.4	4.1
58.8	27.2	17.9	21.3	18.1
87.6	62.3	26.4	27.6	25.1
-21.4	-15.7	15.6	18.1	26.3
-0.7	1.0	10.4	11.5	15.0
NM	NM	71.1	54.2	28.2
147.0	77.1	21.0	18.1	13.3
35.8	22.7	10.7	8.6	6.5
29.8	18.7	8.7	7.1	5.6
8.2	9.0	8.8	7.6	6.0
26.8	14.3	4.0	3.6	2.4
1.1	1.2	1.2	1.1	0.8
0.8	0.5	0.4	0.8	0.9
0.8	0.5	0.3	0.7	0.9
	-1.6 -1.0 11.6 0.0 1.8 24.3 -9.7 -74.1 11.2 58.8 87.6 -21.4 -0.7 NM 147.0 35.8 29.8 8.2 26.8 1.1 0.8	-1.6 -1.1 -1.0 -0.4 11.6 10.5 0.0 0.0 1.8 0.7 24.3 29.5 -9.7 8.8 -74.1 -34.1 11.2 7.0 58.8 27.2 87.6 62.3 -21.4 -15.7 -0.7 1.0 NM NM 147.0 77.1 35.8 22.7 29.8 18.7 8.2 9.0 26.8 14.3 1.1 1.2 0.8 0.5	-1.6 -1.1 1.3 -1.0 -0.4 2.9 11.6 10.5 10.8 0.0 0.0 0.0 1.8 0.7 0.3 24.3 29.5 50.6 -9.7 8.8 40.5 -74.1 -34.1 15.2 11.2 7.0 3.9 87.6 62.3 26.4 -21.4 -15.7 15.6 -0.7 1.0 10.4 NM NM 71.1 147.0 77.1 21.0 35.8 22.7 10.7 29.8 18.7 8.7 8.2 9.0 8.8 26.8 14.3 4.0 1.1 1.2 1.2 0.8 0.5 0.4	-1.6

Source: Company, ICICI Direct Research

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Buy: >15%

Hold: -5% to 15%;

Reduce: -15% to -5%;

Sell: <-15%



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