



IPO Note

Jungle Camps India Limited

Recommendation: APPLY!

Company Background -

- **Incorporation:** Jungle Camp India Limited was originally incorporated as "Pench Jungle Resorts Private Limited" on Jul 22, 2002. The registered office is located at New Delhi, India.
- Business Activity: The company is a conservation focused hospitality group with 4 boutique resorts located at prime wildlife and tiger reserves national parks across central India, a highway retreat, a restaurant.
- Revenue Stream: The company derives majority of its revenue from boutique resorts.
- **Human Resource:** The company has 194 full-time employees as on Dec 02, 2024.

Objects of the Issue -

- To meet capital expenditure for the project development at Sanjay Dubri National Park, Madhya Pradesh.
- To meet capital expenditure for renovation of Pench Jungle Camp at Pench National Park, Madhya Pradesh.
- Investment in Subsidiary, Madhuvan Hospitality Private Limited ("MHPL") in relation to capital expenditure for the project development at Mathura Hotel Project, Mathura, Uttar Pradesh.
- General Corporate Purposes

Promoters Name -

Gajendra Singh, Laxmi Rathore, Yashovardhan Rathore, Ranvijay Singh Rathore and G S Rathore HUF

Rationale for recommendation -

- ✓ The PE ratio of 25.13 times post issue makes it fairly priced as the overall industry PE is high.
- ✓ The company's top line has increased consistently over the years as the operations of new property started.
- ✓ The company's bottom line and profitability margins have seen a huge jump in FY2024 which should not be a major concern as the financials of Versa Industries have been added in consolidated data of FY2024. (Refer Financial Interpretation)
- ✓ The RoCE and RoE has improved over the years.
- ✓ The company has 4 expansion plans which will improve their top line.
- ✓ The company has vast experience in the industry.
- ✓ The management overview is satisfactory.



IPO Details	
Opening Date	Dec 10, 2024
Closing Date	Dec 12, 2024
Allotment Date	Dec 13, 2024
Listing Date	Dec 17, 2024
Stock Exchange	BSE SME
Lot Size	1,600 Shares
Issue Price Per Share	₹68 to ₹72
Issue Size	29.42 Cr.
Fresh Issue	29.42 Cr.
Offer for Sale	-
Application Amt	₹ 1,15,200 (1,600 shares)

INDUSTRY - Tourism and Hospitality Avg. P/E ratio of peers - 121.98

		KPIs	(1	In Lakhs)
KPI's	FY 22	FY 23	FY 24	Jun-24
Revenue	739.01	1,110.26	1,748.82	564.18
EBITDA	147.01	151.42	606.66	196.00
Net	72.86	44.92	359.15	110.39
Profit				
RoCE	5.97%	6.50%	20.59%	6.63%
ROE	10.35%	4.83%	20.01%	5.88%
P/E	37.89	80.90	14.72	25.13*
				*Annualized

Promoter Share Holding Pattern

Pre-Issue	Post-Issue
94.56%	69.63%

Valuation Parameters							
Particulars Pre-Issue Post Issue*							
EPS	4.89	2.86					
BVPS	31.55	31.10					
P/E	14.72	25.13					
P/BV	2.28	2.31					
Mkt Cap (In Cr)	82.17	111.59					
		*Annualized					

Lead Managers -

Khambatta Securities Limited

Registrar -

Skyline Financial Services Private Limited

Recommendation: APPLY

Business Overview -



Jungle Camps India Limited is a conservation focused hospitality group with a collection of four award winning boutique resorts located at prime wildlife and tiger reserves national parks across central India, a highway retreat, a restaurant and many other bespoke travel related experiences.

The company founded its first lodge Pench Jungle Camp in 2002 in the natural forested estate, followed by the launch of Kanha Jungle Camp in 2018. In 2021 they added Tadoba Jungle Camp and in 2022 they added Rukhad Jungle Camp.

Currently the company manages a total of 87 room accommodation which includes villa, cottages, deluxe rooms, safari tents etc along with other infrastructure including banquet halls, meeting rooms, restaurants, bars, cafés, swimming pool, spa facilities and other associated amenities. They own two boutique wildlife resorts and one highway retreat and one highway restaurant.

Subsidiaries:

- 1. **Divine Enterprises Private Limited:** It is engaged in the business of operating the boutique resort properties named as Tadoba Jungle Camp, located at Tadoba Tiger Reserve, Maharashtra.
- 2. **Versa Industries Private Limited:** It owns and operates the boutique wildlife resort namely Kanha Jungle Camp, located at Kanha National Park, Madhya Pradesh.
- 3. **Madhuvan Hospitality Private Limited:** It was incorporated on Feb 06, 2024 as a Special Purpose Vehicle (SPV) for execution of the Concession Agreement for operation of Rahi Tourist Bungalow and Gokul Restaurant through Public Private Participation on Lease and Development basis in the State of Uttar Pradesh.

Summary of existing properties:

summary of existing properties.						
Project	Location	Year of	Area (Acres)	No. of units	Occupancy %	
		commencement			(FY2024)	
Pench	Madhya	2006	8.72	30	48.79%	
	Pradesh					
Rukhad	Madhya	2023	31.58	8	58.55%	
	Pradesh					
Tadoba	Maharashtra	2020	8.79	25	36.91%	
Kanha	Madhya	2019	21.34	20	19.19%	
	Pradesh					
Bison Highway	Madhya	2022	4.45	04	55.60%	
Retreat	Pradesh					
Midway Treat Deur	Madhya	2024	3.38	-	-	
Kothar	Pradesh					

Images:



Pench Jungle Camp



Tadoba Camp



Rukhad Jungle Camp



Kanha Jungle Camp



Midway Treat



Bison Highway Retreat

Recommendation: APPLY

Expansion Plans:



The Company has acquired leasehold rights for 4 additional hospitality projects with proposed 170 rooms accommodation on consolidated basis along with other associated infrastructure. These include:

- 1. Gokul Rahi Hotel, Mathura, Uttar Pradesh
- 2. Sanjay-Dubri Jungle Camp, Sanjay-Dubri Tigre Reserve, Madhya Pradesh
- 3. Kukru Jungle Camp, Betul, Madhya Pradesh
- 4. Sheopur Fort Hotel, Madhya Pradesh

Project	Location	Expected	Area (Acres)	No. of units	Expected		
		commencement			Investment (Cr.)		
Four Star City Hotel							
Gokul Rahi Hotel	Uttar	2026	2.914	60	32.50		
	Pradesh						
Boutique Resorts	Boutique Resorts						
Sanjay Dubri	Madhya	2025	14.7027	30	16.00		
	Pradesh						
Kukru	Madhya	2027-28	7.13	20	10.00		
	Pradesh						
Heritage Fort Hotel							
Sheopur Fort	Madhya	2025	3.38+existing	60	15.00		
	Pradesh		fort				

Competition -

- **1. Market Competition:** The industry is competitive where the key factors of competition primarily comprise of availability of additional services, location, price, hygiene etc.
- **2. Geographic Competition:** The company faces competition from small and large players in both organized and unorganized sector.
- **3. Barriers to entry:** Low barriers to entry.
- **4. Threat of Substitutes:** High threat of substitutes.
- **5. Bargaining Power of Buyers:** The bargaining power is high with the customers.

Business Strategies -

- 1. The company intends to improve functional efficiencies to achieve cost reductions to have a competitive edge.
- 2. The company intends to continue brand building exercise by providing excellent services to the satisfaction of the customers.

Risk Factors -

The business is cyclical in nature and particularly in the month of July, August and Sep, the number of travellers are less.

Recommendation: APPLY

INDUSTRY OVERVIEW -

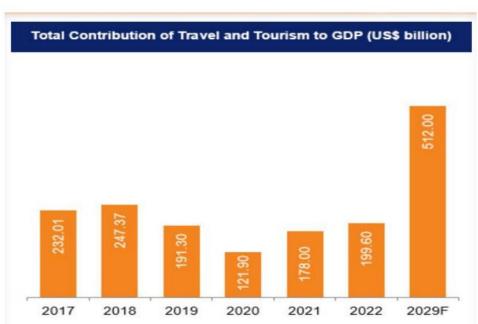


Tourism and Hospitality Industry in India -

India's rich and exquisite history, culture, and diversity are showcased through tourism while also providing significant economic benefits. According to WTTC, India is ranked 10th among 185 countries in terms of travel & tourism's total contribution to GDP in 2019. According to WTTC, the contribution of India's travel and tourism sector to India's economy was worth US\$ 199.6 billion in 2022. The Indian travel and tourism industry is expected to record an annual growth at 7.1% per annum. In WTTC's Economic Impact 2023 report, India's Travel and Tourism GDP contribution grew by 5.9%.

The travel market in India is projected to reach US\$ 125 billion by FY27 from an estimated US\$ 75 billion in FY20.

By 2028, international tourist arrivals are expected to reach 30.5 billion and generate revenue of over US\$ 59 billion.



(Source:RHP)

Government Initiatives:

- In the 2024 interim Budget, Finance Minister, Ms. Nirmala Sitharaman allocated Rs. 2,449.62 crore (US\$ 294.8 million) to the tourism sector, a 44.7% increase from the previous fiscal year. This marks a positive change from the 2023 Union Budget's initial allocation of Rs. 2,400 crore (US\$ 288.8 million), later revised to Rs. 1,692.10 crore (US\$ 203.6 million).
- The Ministry of Tourism launched the Swadesh Darshan Scheme to develop theme-based tourist circuits, sanctioning 76 projects. Upgraded to Swadesh Darshan 2.0 (SD2.0), it targets sustainable tourism, selecting 57 destinations for development, with States/UTs preparing plans accordingly.
- The Prime Minister Mr. Narendra Modi inaugurates and unveils 52 tourism sector projects valued at over Rs. 1400 crore (US\$ 168.5 million) under the Swadesh Darshan and PRASHAD Scheme.

Road Ahead:

It is irrefutable that the tourist industry is becoming a more significant economic force and has the potential to be used as a tool for development. The tourist industry not only drives growth, but it also raises people's standards of living with its ability to provide significant amount of diverse employment opportunities. It promotes environmental preservation, champions diverse cultural heritage, and bolsters international peace. By 2028, Indian tourism and hospitality is expected to earn US\$ 50.9 billion as visitor exports compared with US\$ 28.9 billion in 2018.

Recommendation: APPLY

Key Management -



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Key Management Persons Name -	Gajendra Singh
Age	55
Designation	Promoter, Chairman and Managing Director, 31+ years of experience
Qualification	Bachelor of Commerce (Honours) and member of ICAI
Responsibility	Involved in day to day business and is managing the affairs of the company
Other Directorships	Camping Retreats of India Private Limited, Brass City Finance and
	Investments Private Limited and G S Rathore (HUF)
Key Management Persons Name -	Yashovardhan Rathore
Age	28
Designation and No. of years of experience	Promoter and Whole-Time Director, 4+ years of experience
Qualification	B. Com, LL.B. (Honours) and Master in International Hotel Management
Responsibility	Heading the operations of the Company
Other Ventures	Ambey Exports Private Limited, Whizzkid Fin-Lease Private Limited etc.
Key Management Persons Name -	Ajay Singh
Age	30
Designation and No. of years of experience	Director and Chief Financial Officer, 10+ years of experience in accounting
, , , , , , , , , , , , , , , , , , ,	and taxation
Qualification	Bachelor's in commerce and Masters in Commerce
Responsibility	Heading the finance department of the Company
Other Directorships	Madhuvan Hospitality Private Limited, Sariska Hotels And Resorts Private
<u> </u>	Limited etc.
Key Management Persons Name -	Shailendra Singh
Age	61
Designation and No. of years of experience	Non-Executive Independent Director, 32+ years of experience
Qualification	Bachelor of Science, LL.B. and MBA in Public Policy
Other Ventures	IAS officer since 1988 in Madhya Pradesh cadre
Key Management Persons Name -	Tarun Khanna
Age	53
Designation and No. of years of experience	Independent Director, 16+ years of experience
Qualification	MBA and B.S. degree in Engineering
Other Directorships	Fruveggie Technology Private Limited, Thalappakatti Hotels Private
	Limited etc.
Key Management Persons Name -	Arjun Singh Rathore
Age	54
Designation and No. of years of experience	Additional Independent Director, 20+ years of experience
Qualification	Qualified Chartered Accountant and B. Com
Current Experience	VP Finance in Sainik Infratec Private Limited
Key Management Persons Name -	Laxmi Rathore
Age	52
Designation and No. of years of experience	Promoter and Non-Executive Director, 20+ years of experience
Qualification	Bachelor of Arts
Other Directorships	Madhuvan Hospitality Private Limited, Brass City Finance and Investments
	Private Limited etc.
Key Management Persons Name -	Ashok Kumar Mittal
Age	61
Designation and No. of years of experience	Non-Executive Independent Director, 33+ years of experience
Qualification	B. Com and member of ICSI
Other Directorships	Kirorimal Stockist Private Limited, Kirorimal Teckowlogies Private
r	Limited etc.

- The overall management of the company is decent.
- The promoter and management have vast experience in the industry.





Statement of Profit and Loss				Amt in Lakhs.
Particulars	FY 22	FY 23	FY 24	Jun-24
Revenue from Operations	739.01	1,110.26	1,748.82	564.18
Other Income	42.17	14.29	61.78	8.08
<u>Total Income</u>	781.18	1,124.55	1,810.60	572.26
<u>Expenses</u>				
Employee Benefit Expenses	127.10	223.92	307.01	108.26
Finance Cost	9.85	17.55	40.63	11.28
Depreciation and Amortization Expense	76.39	69.95	122.56	34.94
Other expenses	464.90	734.92	835.15	259.92
Total Expenses	678.24	1,046.34	1,305.35	414.40
EBITDA	147.01	151.42	606.66	196.00
EBITDA Margin	19.89%	13.64%	34.69%	34.74%
Profit/(Loss) before tax	102.94	78.21	505.25	157.86
<u>Tax Expense</u>				
Current tax	13.89	12.03	82.44	37.04
Deferred Tax	15.72	18.40	22.32	3.70
Total Tax	29.61	30.43	104.76	40.74
Profit/ Loss from continuing operations	73.33	47.78	400.49	117.12
Less: Share of minority interest	-0.47	-2.86	-41.34	-6.73
Profit/(Loss) for the year	72.86	44.92	359.15	110.39
Net Profit Margin	9.86%	4.05%	20.54%	19.29%
Statement of Assets and Liabilities				Amt in Lakhs
Particulars	FY 22	FY 23	FY 24	Jun-24
EQUITY AND LIABILITIES				•
1. Shareholders' funds				
Share Capital	156.55	212.24	674.50	1,079.21
Reserves and surplus	547.26	717.80	1,120.39	798.99
Total Shareholder's Fund	703.81	930.04	1,794.89	1,878.20
2. Share application money pending	48.00	-	-	-
allotment	10.00			
3. Minority Interest	252.67	167.89	333.17	339.90
Total Equity	1,004.48	1,097.93	2,128.06	2,218.10
4. Non-current liabilities	2,001.10	2,007100	_,0.00	_,_ 10:10
Long-term borrowings	151.06	104.80	132.01	120.23
Deferred Tax Liabilities	17.32	35.78	69.06	72.76
Long-term provisions	10.93	14.94	22.56	18.61
Total Non-current liabilities				
	179.31	155.52	223.63	211.60
5. Current liabilities	240.22	242.00	250 20	204.60
Short-term Borrowings	240.23	212.89	278.30	281.60
Trade Payables				
(i) Total outstanding dues of MSME	-	-	-	-
(ii) Total outstanding dues of creditors other than MSME	92.29	71.39	75.04	66.18
Other Current Liabilities	364.92	297.32	218.23	119.34
Short-term provisions	10.85	5.45	20.11	59.86
Total Current liabilities	708.29	587.05	591.68	526.98
Total Liabilities	887.60	742.57	815.31	738.58
Total Equity and Liabilities	1,892.08	1,840.50	2,943.37	2,956.68
LOTAL FOILITY AND LIANILITIES				

IPO Note – Jungle Camps India Limited Recommendation: APPLY



Particulars	FY 22	FY 23	FY 24	Jun-24
1. Non-current assets				
Property, Plant and Equipment	1,015.91	1,406.45	2,019.94	2,024.92
Capital work-in-progress	223.11	6.34	155.59	296.40
Non-Current Investments	228.02	75.10	104.04	104.04
Other Non- current Assets	57.75	50.26	159.30	12.13
Total Non-Current assets	1,524.79	1,538.15	2,438.87	2,437.49
2. Current assets				
Current Investments	-	14.53	41.40	-
Trade Receivables	33.24	34.45	33.38	31.74
Cash & Cash equivalents	162.96	109.94	235.49	278.44
Short term loans and advances	171.07	143.43	194.25	209.00
Other Current Assets	-	-	-	-
Total Current assets	367.27	302.35	504.52	519.18
Total Assets	1,892.06	1,840.50	2,943.39	2,956.67

Cash Flow Statement				Amt in Lakhs.
Particulars	FY 22	FY 23	FY 24	Jun-24
Net Cash Flow from Operating Activities	157.77	86.72	222.02	155.85
Net Cash Flow from Investing Activities	-196.28	-89.93	-536.92	-107.63
Net Cash Flow from Financing Activities	149.05	-49.82	428.43	-5.27

Key Ratios

Per Share Data	FY 22	FY 23	FY 24
Diluted EPS	1.90	0.89	4.89
BV per share	64.16	51.73	31.55
Operating Ratios			
EBITDA Margins	19.89%	13.64%	34.69%
PAT Margins	9.86%	4.05%	20.54%
Inventory days	-	-	-
Debtor days	16.42	11.33	6.97
Creditor days	-	-	-
Return Ratios			
RoCE	5.97%	6.50%	20.59%
RoE	10.35%	4.83%	20.01%

Valuation Ratios (x)	FY 22	FY 23	FY 24	
EV/EBITDA	6.34	7.51	3.25	
Market Cap / Sales	15.10	10.05	6.38	
P/E	37.89	80.90	14.72	
Price to Book Value	1.12	1.39	2.28	
Solvency Ratios				
Debt / Equity	0.56	0.34	0.23	
Current Ratio	0.52	0.52	0.85	
Quick Ratio	0.52	0.52	0.85	
Asset Turnover	0.39	0.60	0.59	
Interest Coverage Ratio	7.17	4.64	11.91	

Recommendation: APPLY

INTERPRETATION -



- 1. The top line has consistently increased over the years. It increased by 50% in FY2023 which was mainly due to increase in occupancy levels, increase in jungle safari, pick up drop and addition of new properties. In FY 2024, it increased by 58% which was due to:
- Increase in total rooms
- Operations of Rukhad Jungle Camp and Midway Treat started
- Added 6 rooms in Tadoba Jungle Camps
- Occupancy % increased
- The company acquired majority stake in Versa Industries and added the revenue in consolidated data for the first time
- Jungle Safari and Pick Up Drop services increased
- 2. The net profit had remained inconsistent and seen a decrease by 34% in FY2023 as the expenses and saw a huge jump in in FY2024 by 738%.
- 3. The EBITDA margin and PAT margin have also remained inconsistent but that should not be a major concern.

Reason: The reason for decrease in 2023 is because the company spent more on repair and maintenance and they faced challenges during the initial phase of Bison Highway Retreat due to low visibility of the resort and distant U-Turn. Also, overall other expenses of the company increased by a low margin in FY2024 and Versa industries saw a jump in Net profit for FY2024.

- 4. The PE ratio has improved over the years.
- 5. The RoCE and RoE has improved over the years.

PEER ANALYSIS -

Particulars	Jungle Camps India Limited			Best Eastern Hotels Limited			Byke Hospitality Limited		
	FY 22	FY 23	FY 24	FY 22	FY 23	FY 24	FY 22	FY 23	FY 24
NP Margin	9.92%	4.30%	22.90%	-4.81%	7.77%	2.25%	-13.63%	1.99%	6.65%
EBITDA Margin	19.89%	13.64%	34.69%	11.78%	21.32%	18.01%	25.94%	35.62%	43.13%
RoCE	5.97%	6.50%	20.59%	-3.45%	17.39%	11.56%	-2.39%	5.40%	4.62%
ROE	10.42%	5.14%	22.31%	-5.52%	13.86%	3.98%	-8.16%	1.44%	2.80%
EPS (INR)	1.90	0.89	4.89	-0.12	0.28	0.08	-3.20	0.57	1.30
P/E	37.89	80.90	14.72	-	136.61	196.88	-	56.67	41.77

Particulars	Jungle Camps India Limited		Espire Hospitality Limited			Ras Resorts and Apart Hotels Limited			
	FY 22	FY 23	FY 24	FY 22	FY 23	FY 24	FY 22	FY 23	FY 24
NP Margin	9.92%	4.30%	22.90%	-2.6%	1.5%	7.0%	2.1%	0.0%	1.4%
EBITDA Margin	19.89%	13.64%	34.69%	19.9%	20.0%	20.8%	13.7%	10.0%	10.8%
RoCE	5.97%	6.50%	20.59%	2.9%	7.0%	7.1%	2.3%	2.8%	3.5%
ROE	10.42%	5.14%	22.31%	-11.3%	37.3%	77.0%	0.8%	0.0%	1.0%
EPS (INR)	1.90	0.89	4.89	-0.04	0.21	1.89	0.43	0.00	0.48
P/E	37.89	80.90	14.72	-	75.10	89.89	334.88	-	300.00

Interpretation -

- The market cap of the company is more compared to Best Eastern Hotels and Ras Resorts and Apart Hotels.
- The RoE and RoCE of the company is high compared to its peers.
- The PE ratio of the company is better compared to its peers.

Recommendation: APPLY

LEAD MANAGER TRACK RECORD -



The lead manager to the issue is Khambatta Securtities Limited.

A table has been set below highlighting the details of the IPO of the last companies handled by the Lead Manager in recent times –

Khambatta Securities Limited -

Sr.	Company Name	Issue Size	Issue	Listing Date	CMP*
No.		in Cr.	Price/Share (In INR)	_	(INR)
1.	Divine Power Energy Limited	22.76	40.00	Jul 02, 2024	127.00
2.	Vibhor Steel Tubes Limited	72.17	151.00	Feb 20, 2024	226.95
3.	EMS Limited	321.24	211.00	Sep 21, 2023	833.85
4.	Sahaj Fashions Limited	13.96	30.00	Sep 06, 2023	14.55
5.	De Neers Tools Limited	22.99	101.00	May 11, 2023	316.95
6.	Quicktouch Technologies Limited	9.33	61.00	May 02, 2023	117.50
7.	Quality Foils (India) Limited	4.52	60.00	Mar 24, 2023	103.80
8.	VELS Film International Limited	33.74	99.00	Mar 22, 2023	41.50
9.	Gayatri Rubbers and Chemicals Limited	4.58	30.00	Feb 07, 2022	452.25
10.	Rudrabhishek Enterprises Limited	18.73	41.00	July 13, 2018	218.15

The company has handled 8 mandates in the last three years (including current year).

As per the offer document, the above-mentioned mandates all have opened at a premium on the listing day.

^{*}CMP for the above-mentioned companies is taken as of 7th Dec 2024.

Recommendation: APPLY



Jungle Camps India Limited has been in the industry since 2002 and has vast experience in the industry. The management overview of the company is decent.

The P/E on a post-IPO annualized basis is around 25.13 times which makes it fairly priced.

The company has seen a consistent increase in top line over the years. The bottom line and profitability margins have seen a sudden increase in FY2024 but that should not be a major concern (Refer Financial Interpretation). The RoCE and RoE have increased over the years.

The company has expansion plans which will improve the company's top line in the future.

The tourism and hospitality industry is growing and the company's business model of focusing on wildlife resorts differentiates it from other players.

Thus, investors can **APPLY** to this IPO.

Disclaimer

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The analysis and recommendations are based on the current market and company-specific scenario, along with the data available in the prospectus. Market and company-specific conditions may change after the company's listing, potentially impacting its performance and outlook. We will not be providing any follow-up reports or updates on this analysis post-listing.

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