

### Issue Highlights

Issue Open	September 15, 2023
Issue Close	September 20, 2023
Issue Price	Rs 135 - Rs 142 Per share
Total Issue Size	Rs 775 Cr
Of which	
Fresh Issues	Rs 602 Cr
Offer of Sale	Rs 173 Cr
Face Value	Rs 1 Per share
Market Lot	105 Equity Shares
Issue Type	Book Built Issue

### Offer Structure

QIB Category	75%
Retail category	10%
Non-Institutional	15%

### Lead Book Running Manager

- ⇒ SBI Capital Markets Ltd.
- ⇒ DAM Capital Advisors Ltd.
- ⇒ IIFL Securities Ltd.

### Registrar To The Offer

- ⇒ Link Intime India Pvt. Ltd.

### Research Analyst

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### Key Highlights

- ❑ **Company background:** Yatra Online is India's largest corporate travel services provider in terms of no. of corporate clients and the 3rd largest online travel company in India among key OTA players in terms of gross booking revenue and operating revenue, for FY23. Also they have the largest number of hotel and accommodation tie-ups amongst key domestic OTA players of over 2,105,600 tie-ups.
- ❑ **Common platform offering services to customers:** It operates its business on a common technology platform that serves its customers through multiple mobile applications and its website www.yatra.com, this common user interface platform ensures a single common user view across various channels on both the web and mobile interfaces. It provides access through its platform to hotels, homestays and other accommodations, with about 105,600 hotels in 1,490 cities and towns in India, as on FY23 and more than 2 Mn hotels globally, which is the highest hotel inventory amongst key Indian OTA players.
- ❑ **Trusted brand and robust marketing strategy:** It is one of the well-recognized travel brands in the country, addressing the needs of both leisure and business travelers. Its brand has received numerous awards and recognitions, including multiple awards from the Government of India's Ministry of Tourism over the years. As part of its cross-marketing efforts, it entered into arrangements with various banks and payment gateways, to offer promotions and discounts on the purchase of tickets on its websites and mobile applications. Additionally, it offers its customers the flexibility to choose a number of payment options.
- ❑ **Serviced large customer base:** It provides customer support in all stages of customers' trips before, during and after. Its "chat" system is an important means of communication between buyers and sellers, buyers and its customer service and sellers and its seller support. This has enabled the company to serve over 14 Mn cumulative travel customers as of March 31, 2023, with over half of them having signed up for our eCash loyalty program. In the corporate travel business, it has served over 800 large corporate customers with a retention rate in relation to corporate accounts at 98% for FY23.
- ❑ **Sustainable growth outlook:** It will continue to invest in its common technology platform and introduce new product offerings in an efficient and timely manner and deliver on its vision of being a 'one-stop-shop'. Further, with the improvement in internet penetration, coupled with rising disposable incomes and 346 growing business travel in tier 2 and 3 cities it intends to leverage its existing travel agent network for growth opportunities.
- ❑ **Financials:** On the financials front, the company's revenue has grown at a CAGR of 74% from FY21-23, however, it has been posting losses on operational and bottom line levels whereas in FY23, it has turned profitable. On the valuation front, it is trading at a PE of ~213.1x on FY23 EPS.
- ❑ **Key risk:** 1) Operates in a highly competitive market. 2) Seasonality in the leisure travel industry. 3) High dependence on Air ticketing business (~46.8% of revenue).

## Research Team

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**Statements on ownership and material conflicts of interest, compensation– Research Analyst (RA)**

[Please note that only in case of multiple RAs, if in the event answers differ inter-se between the RAs, then RA specific answer with respect to questions under F(a) to F(j) below, are given separately]

S. No.	Statement	Answer	
		Yes	No
		Tick appropriate	
		Yes	No
	I/we or any of my/our relative has any financial interest in the subject company? [If answer is yes, nature of interest is given below this table]		No
	I/we or any of my/our relatives, have actual/beneficial ownership of one per cent. or more securities of the subject company, at the end of the month immediately preceding the date of publication of the research report or date of the public appearance?		No

	I / we or any of my/our relative, has any other material conflict of interest at the time of publication of the research report or at the time of public appearance?		No
	I/we have received any compensation from the subject company in the past twelve months?		No
	I/we have managed or co-managed public offering of securities for the subject company in the past twelve months?		No
	I/we have received any compensation for brokerage services from the subject company in the past twelve months?		No
	I/we have received any compensation for products or services other than brokerage services from the subject company in the past twelve months?		No

	I/we have received any compensation or other benefits from the subject company or third party in connection with the research report?		No
	I/we have served as an officer, director or employee of the subject company?		No
	I/we have been engaged in market making activity for the subject company?		No

**Nature of Interest ( if answer to F (a) above is Yes :**

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**Name(s) with Signature(s) of RA(s).**

[Please note that only in case of multiple RAs and if the answers differ inter-se between the RAs, then RA specific answer with respect to questions under F (a) to F(j) above , are given below]

SS.No.	Name(s) of RA.	Signatures of RA	Serial Question of question which the signing RA needs to make a separate declaration / answer	Yes	No.

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