

DATE: 16th April 2010

THE ECONOMIC TIMES

JP Morgan invests Rs 740 mn in Viceroy Hotels Ltd

16 Apr 2010, 1923 hrs IST,PTI

- * Marriott International Inc
- * JP Morgan India Property Mauritius Company II
- * Viceroy Hotels Ltd

BANGALORE: Viceroy Hotels Ltd, a major franchisee of global hospitality major Marriott International Inc, has raised private equity capital of Rs 740 million from JP Morgan India Property Mauritius Company II for its Bangalore hotel project.

In effect, the Bangalore hotel project will be transferred to a new subsidiary company, a company press release said.

Viceroy Hotels (VHL), previously known as Palace Heights Hotels, was incorporated in 1965.

The hotel has signed a master franchisee agreement with the global hospitality major Marriott International Inc to become its franchisee hotel.

VHL now operates a 297 room Marriott and 169 room Courtyard in Hyderabad. Further, VHL is constructing a 387 room JW Marriott in Chennai and a 277 room Renaissance in the city.

VHL's food and beverage retail business comprises five well established brands under two of its wholly-owned subsidiaries - Cafe d Lake and Crustum Products. Cafe d Lake runs restaurants like Minerva Coffee Shop, Blue Fox, Waterfront and Eat Street and Crustum Products comprises 'Bread Talk', a boutique bakery chain based out of Singapore.

The Group has Bread Talk outlets in Hyderabad, Mumbai, Gurgaon and Bangalore.

Equirus Capital was the exclusive financial advisor to Viceroy Hotels Ltd for the transaction.

<http://economictimes.indiatimes.com/news/news-by-industry/services/hotels-/-restaurants/JP-Morgan-Invests-1NR-740-mn-in-Viceroy-Hotels-Ltd/articleshow/5821981.cms>

THE ECONOMIC TIMES

Scope for price appreciation for players like Indian Hotels: Elara Capital

16 Apr 2010, 1553 hrs IST,ET Now

Harendra Kumar, Head of Institution Broking and Global Research, Elara Capital, in a chat with ET Now talks about the hotel and tourism space.

What is your view on the levels at which the deal for Viceroy was done? Do you think tourism stocks like Thomas Cook or a Cox & Kings offer good value?

I do not know about the valuations of Thomas Cook and Cox & Kings but we are among the few people who track hotels very seriously and we like the space. We will hit a super cycle closer to 2012 in what we saw in 2003 and there is a tremendous scope for price appreciation for players like Indian Hotels who expanded in a significant manner and they are available at very cheap valuations from hereon as well.

This space is going to see a lot of interest and we are going to see M&A, private equity as well as secondary market appreciation. So be invested in some of ideas out there.

<http://economictimes.indiatimes.com/Views/Recommendations/articleshow/5820972.cms>

Stock Watch

JP Morgan Likely to Purchase 49% Stake in Viceroy Hotel Group

Submitted by Ketan Sharma on Thu, 04/15/2010 - 16:44

Viceroy Hotels Ltd. has proclaimed that it has entered into an agreement with JP Morgan India Property Mauritius Company - II, which will provide a 49% stake to the latter in company.

The equity stake will undertake the investment of Rs. 74 crores in Viceroy Hotels Ltd., by JP Morgan.

Following the announcement, Viceroy's stocks surged by 4.99% hitting a high of Rs. 48.35.

The total traded amount was reported to be 550131. Viceroy Hotel Group comprises a 4.5 star urban boutique hotel line, the collection of Urban Retreats and a set of metropolitan hotels spread across world.

Ranging from an attractive suite to a prudent hideaway in residential regions, Los Angeles has every combination of Urban Retreats with remarkable hospitality.

Prior to the Viceroy-Morgan deal, the hotel group had pending orders of 74,221 shares, having no availability of sellers. It was thus, trading with 550,131 shares.

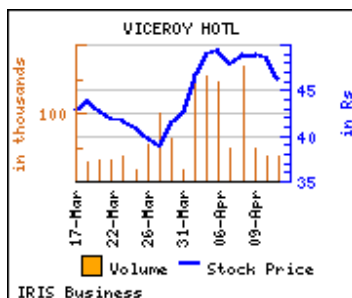
<http://www.stockwatch.in/jp-morgan-likely-purchase-49-stake-viceroy-hotel-group-25345>

DATE: 15th April 2010



JP Morgan to buy 49% stake in Viceroy Hotels unit

Source: IRIS (15-APR-10)



Viceroy Hotels today announced it has signed the definitive agreements with JP Morgan India Property Mauritius Company - II, Mauritius (strategic investor).

The investor would be taking 49% equity stake for an investment of Rs 740 million in the Bangalore hotel subsidiary company.

Viceroy Hotel Group`s upscale 4.5 star urban boutique hotel line, the Urban Retreats collection features a distinguished set of metropolitan hotels in the most coveted locations worldwide.

From a chic suite in the city`s center to a discreet hideaway in a residential enclave, every Urban Retreat combines one-of-a-kind details with welcoming qualities, creating a collection of provocative hotels in Los Angeles.

Shares of the company gained Rs 2.1, or 4.56%, to trade at Rs 48.15. The total volume of shares traded was 451,586 at the BSE (1.21 p.m., Thursday).