

# **IPO-bound Jungle Camps banks on New Safari Experiences to expand revenues**

Jungle Camps India Limited (JCI), an experiential ecological hospitality group, is all set to welcome its guests at its properties located in pristine jungles of Central India for the much-anticipated safari season starting October 1, 2024. Known for its breathtaking wildlife experiences, the company's properties are strategically located in Central India's famed tiger reserves and lush forest landscapes, offering wildlife enthusiasts the perfect blend of luxury and adventure.

Driven by the strong interest from travellers for core zone safari bookings, the company expects the upcoming season to accelerate its revenue growth in the current fiscal year. JCI aims to achieve 5X revenue growth by FY2028, riding on the growing demand for premium wildlife and ecological vacation experiences worldwide. The company filed DRHP with BSE SME in July this year to fund its expansion plans. Khambatta Securities Limited is the sole book running lead manager for the issue.

Commenting on the upcoming season, Gajendra Singh Rathore, Chairman of Jungle Camps India Limited, said, "We are committed to promoting eco-tourism and offering our guests an authentic yet luxurious wildlife experience. From specialised safari experiences for children to cultural immersion initiatives with local tribes, new sustainable tourism initiatives, and upgraded accommodations, we have lined up a host of new initiatives to draw discerning travellers from across India."

The Delhi-headquartered conservation-focused hospitality company offers exceptionally curated wildlife hospitality experiences to travel and wildlife enthusiasts in its award-winning properties located at Pench Tiger Reserve, Kanha Tiger Reserve, and Rukhad Buffer Zone of Pench Tiger Reserve in Madhya Pradesh and Tadoba Tiger Reserve in Maharashtra in the tranquil and deep forests of central India. The company, along with its subsidiary companies, owns and manages 87 room accommodations, including villas, cottages, deluxe rooms, safari tents, and various infrastructure facilities.

The company intends to use the IPO proceeds to develop a new project at Sanjay Dubri National Park and renovate the existing resort at Pench National

Park in Madhya Pradesh. It will also invest a part of the IPO proceeds in its subsidiary, Madhuvan Hospitality Private Limited, to develop a 4-star hotel at Mathura in Uttar Pradesh.

This year, Jungle Camps India is introducing several exciting new offerings to enhance the guest experience:

- 1. Specialised children's safari programme:** This programme is designed to spark a lifelong passion for nature and wildlife in young explorers. It will feature interactive activities, educational workshops, and guided nature walks tailored to children's interests.
- 2. New cultural immersion initiatives:** One of the most unforgettable experiences for guests is participating in a community-based tourism project. Visitors are taken to a nearby tribal village where they can immerse themselves in the local way of life and try their hand at traditional crafts. This experience is a powerful reminder of the deep connection between humans and nature.
- 3. Sustainable tourism initiatives:** Jungle Camps India is increasingly adopting sustainable practices to minimise environmental impact and support local communities. Its reforestation and conservation programmes involve guests in tree planting and other environmental initiatives, helping protect these regions' delicate ecosystems. The company implements zero-waste initiatives to reduce further its ecological footprint, including reducing plastic usage, composting food waste, and promoting energy efficiency.
- 4. Upgraded accommodations:** The company has upgraded its accommodations to ensure maximum comfort and luxury. The rooms have been redesigned to offer stunning views of the surrounding wilderness while maintaining a cosy and inviting atmosphere.
- 5. A new team of talented naturalists:** To complement the exceptional safari experiences, Jungle Camps India Lodges has welcomed a new team of talented naturalists. These experts will provide guests with insightful commentary and fascinating stories about the wildlife and ecosystems they encounter.

**6. High tiger sightings anticipated:** As safari season approaches, tiger sightings are anticipated. The national parks where JCI's properties are located are renowned for their thriving tiger populations, and guests can expect to have excellent chances of encountering these majestic creatures in their natural habitat.

**JCI's eco-conscious lodges:**

- **Kanha Jungle Camp:** Kanha Jungle Camp is situated near the Mukki Gate of Kanha National Park and is nestled within 40 acres of reforested lands, seamlessly connected to the buffer forest of Kanha National Park.
- **Pench Jungle Camp:** Set amidst 50 acres of natural forested estate with an in-house eco-park, Pench Jungle Camp is located near Touria Gate of Pench National Park. The goal of Pench Jungle Camp has been to create an unparalleled, immersive experience that goes beyond that of the best wildlife resort in Pench National Park.
- **Rukhad Jungle Camp:** This extraordinary experience allows you to stay inside the jungles of Rukhad and Pench, and experience the Indian forests at close quarters.
- **Tadoba Jungle Camp:** Located in an extraordinary natural destination near Moharli Gate, JCI's well-appointed 24 eco-luxury cottages seamlessly extend the undulating landscapes. Surrounded by lush green forests on three sides and overlooking the banks of Lake Irai on the fourth, the lodge encourages an appreciation of the wilderness.
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