

# Sunday Proptech

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Enabling Global Expansion through  
Strategic Property Investments

May 2026



## PRISM is a world-leading asset-light digital hotel company

- PRISM founded by Ritesh Agarwal in 2014 is a global, tech-enabled platform that operates in the hotel and holiday home markets
- PRISM provides full stack technology that maximizes digital demand, fostering a network effect that accelerates growth for its patrons, enhancing both efficiency and profitability
- PRISM has high operating leverage and scalability to drive growth across regions. PRISM has 2 segment of offerings:
  - **Hotels** – Full stack technology solutions enabling all aspects of hotel operations (revenue, demand, distribution, pricing, marketing, etc)
  - **Vacation Homes:** Full stack services similar to hotels business incl. distribution, booking, pricing, invoice, customer service and other value-added services distribution, pricing, marketing etc

### MARQUEE SHAREHOLDERS



### RATED BY



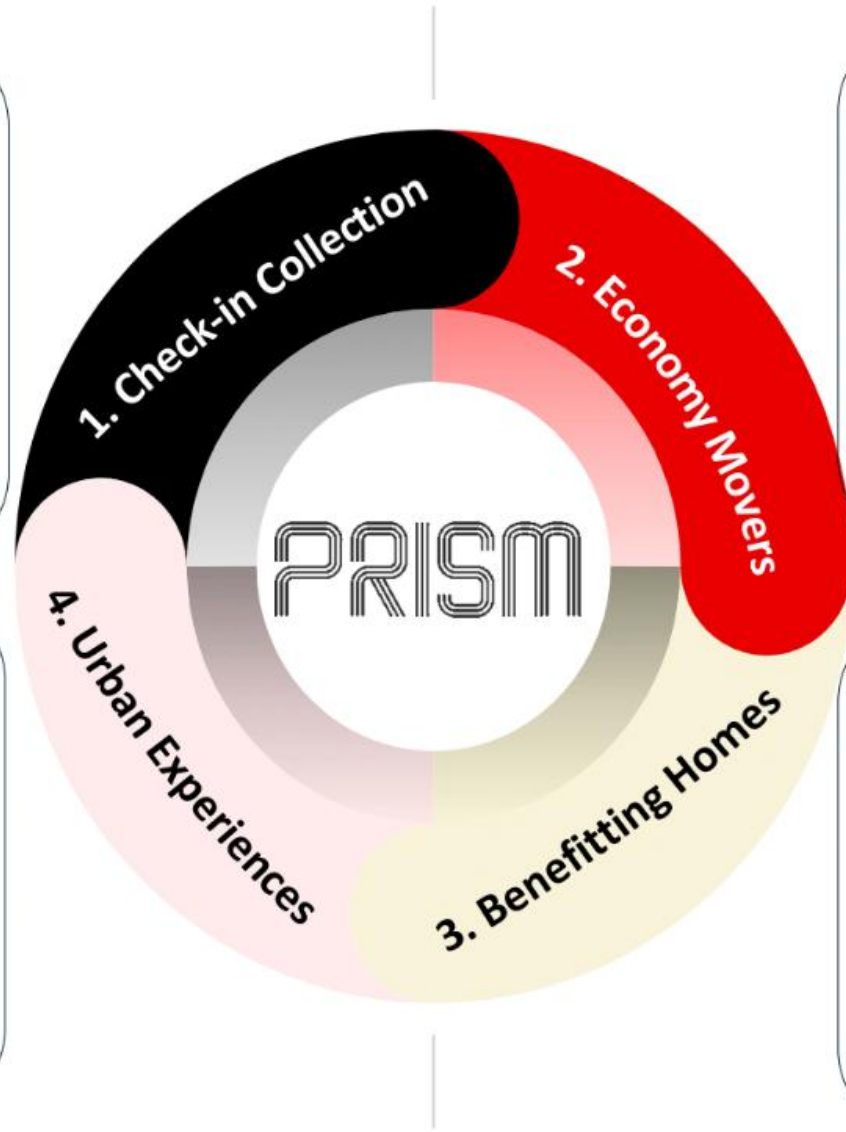
### KEY STATS

<b>224K+</b> Homes	<b>23K+</b> Hotels	<b>35+</b> Countries	<b>~132 Mn</b> Downloads
<b>~US\$ 3,600 Mn</b> FY26P <sup>1</sup> GBV	<b>~US\$ 1,100 Mn</b> FY26P <sup>1</sup> Revenue	<b>~US\$ 320 Mn</b> FY26P <sup>1</sup> EBITDA	

PRISM backed Asset Owning Platform "Sunday Proptech" aims to support the expansion of premium and mid premium hotels and long stay accommodations under PRISM's established brands

# PRISM operates 40+ Brands across Hotels, Homes & Urban Experiences

Exit Full Screen



**1**

<b>sunday</b> High end destinations	<b>PALETTE</b> Prime Location Properties
<b>CLUBHOUSE</b> Premium Hotels	<b>TOWNHOUSE</b> Affordable stays + Premium Services
<b>belvilla</b> Vacation Homes, close to nature	<b>TOWNHOUSE OAK</b> Premium amenities Homes

**2**

<b>OYO</b> Affordable Comfort	<b>SilverKey</b> Work Ready Extended Stays	<b>CAPITAL O</b> Upgraded Value Hotel
<b>6</b> Extended comfort	<b>studio 6</b> Home Like Stays	<b>6</b> America's Economy Stay
<b>Collection</b> Upgraded Hotel Experiences	<b>HOTELO</b> Smart Rooms	<b>SPOT ON</b> Super saver transit rooms

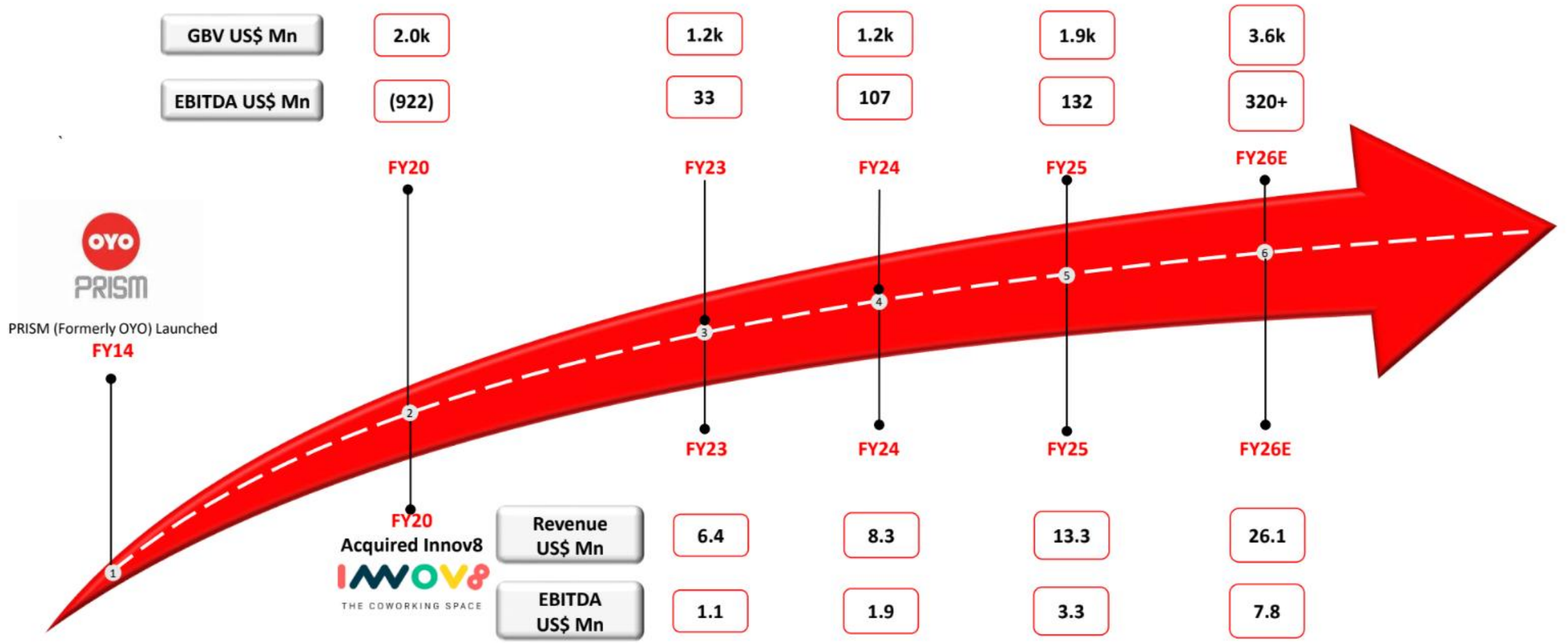
**4**

<b>traum by OYO</b> Germany's holiday home marketplace	<b>IMOV8</b> Coworking Space in India
<b>Weddingz.in</b> India's wedding venue network	<b>TOTAL HOLIDAYS</b> Tailored Holiday packages
<b>ORAVEL TRAVEL SOLUTIONS</b> Corporate Travel Solutions	<b>Helpmyguest</b> French Guest Services Brand

**3**

<b>DanCenter</b> Danish Vacation Homes	<b>belvilla</b> Vacation Homes across 20+ countries	<b>Checkmyguest</b> Urban Homes across France & Italy
<b>Stugsommar.se</b> Swedish Holiday Homes	<b>ADMIRAL STRAND PERIODE</b> Denmark Holiday Homes	<b>Danland</b> Danish Holiday Parks
<b>directbooker</b> Croatian Hotels	<b>made Comfy</b> Australian Vacation Homes	<b>STUDIO PRESTIGE</b> Prem. Short term rentals

# PRISM has a proven track record of rapid & profitable scale up





# **ABOUT SUNDAY PROPTech**

## Tangible assets-backed & annuity income model provides long term stability & protection to Investors



### High Yield Acquisition Strategy

Acquires undervalued hotels & upgrades to premium brands, and delivers superior yields vs greenfield developments

- **38** Long Stay Accommodations (4000+ keys) **acquired** in USA; **50 hotels/Long stay Accommodations** are in advance stages of signing



### Focus on High Revpar Markets

Targets high-RevPAR markets with favorable cap rates, driving stronger upside

- Presently focusing in USA and India



### Accelerated Brand Led Turnaround

Uses PRISM's marquee brands (Studio 6, Sunday, Motel6), distribution strength and lowest cost structure driven by tech to rapidly boost occupancy and revenue, matching peer annuity cash flows but on a faster timeline

Sunday Proptech has delivered **operational excellence at scale**

- delivered **US\$ 48 mn EBIDTA run rate** through **4000+ keys portfolio** in **Year 1**
- Targeting to add US\$ 70 mn EBIDTA runrate **through 8000+ keys portfolio** in next **12 months**

# Sunday Proptech Limited – Asset Owning, Financing & Investing Platform

- PRISM Ltd holds significant minority stake in Sunday Proptech Limited
- PRISM continues to be CAPEX light platform and Sunday Proptech Limited continues to be Asset Owning Platform independent of PRISM
- Properties owned by Sunday Proptech is franchised to PRISM. Long Stay Accommodations are operated under “Studio 6” and Hotels will be operated under “Sunday”.



## Current Asset Owned Portfolio (1/2): 38 Mid Premium Long Stay accommodations in USA



Greenville Haywood mall, 72 Keys, Revenue US\$1.3 mn<sup>1</sup>



Cincinnati Fairfield, 72 Keys, Revenue US\$ 1.3 mn<sup>1</sup>



Shreveport Bossier City, 124 Keys, Revenue US\$ 1.5 mn<sup>1</sup>



St. Louis- Westport- Craig Road, 71Keys, Revenue US\$ 1.0 mn<sup>1</sup>

## Current Asset Owned Portfolio (2/2): 38 Mid Premium Long-stay accommodations in USA



Jackson Ridgeland | Annual Revenue US\$ 1.5 mn<sup>1</sup>



Seattle - Kent | Annual Revenue: US\$ 2.7 mn<sup>1</sup>



Chicago Lisle | Annual Revenue US\$ 1.4 mn<sup>1</sup>



Little Rock – South West | Annual Revenue US\$ 1.4 mn<sup>1</sup>

## Current Lease Owned Portfolio (1/2): UAE



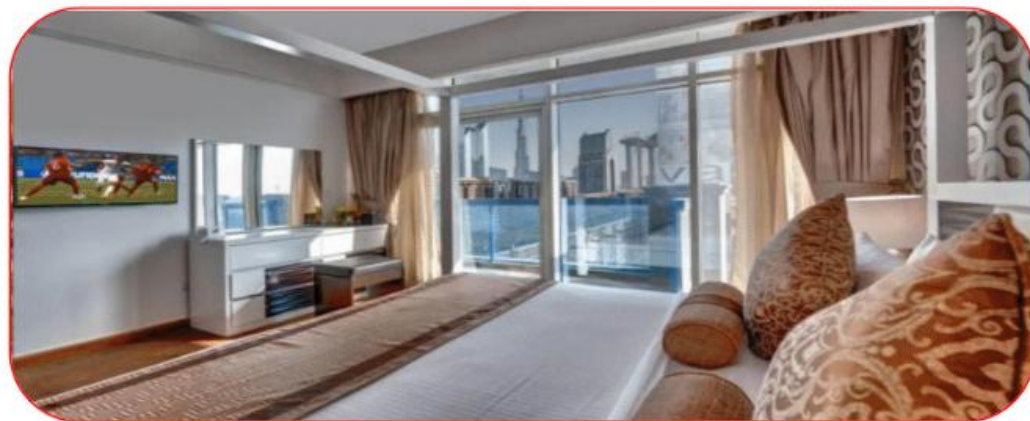
Sunday Sharjah Aparthotel, Sharjah –  
164 Keys



Palette Towers Tourist Club, Abu Dhabi  
– 108 keys



Sunday Sheikh Zayed Road Concord Tower,  
Dubai – 185 Keys



Sunday Mega Hotel Sheikh Zayed Road, Dubai – 459 Keys



Sunday Excelsior Dubai – 224 Keys

## Current Lease Owned Portfolio<sup>1</sup> (2/2): India



Sunday Resort & Spa Manesar Gurugram  
– 185 keys



Super Townhouse Mall Road Near Library  
Chowk, Mussoorie – 30 keys



Super Townhouse Oak Bharuch  
– 56 keys



Super Townhouse Oak Times  
Square, Mumbai – 27 keys



Super Townhouse Oak,  
Hyderabad – 30 Keys



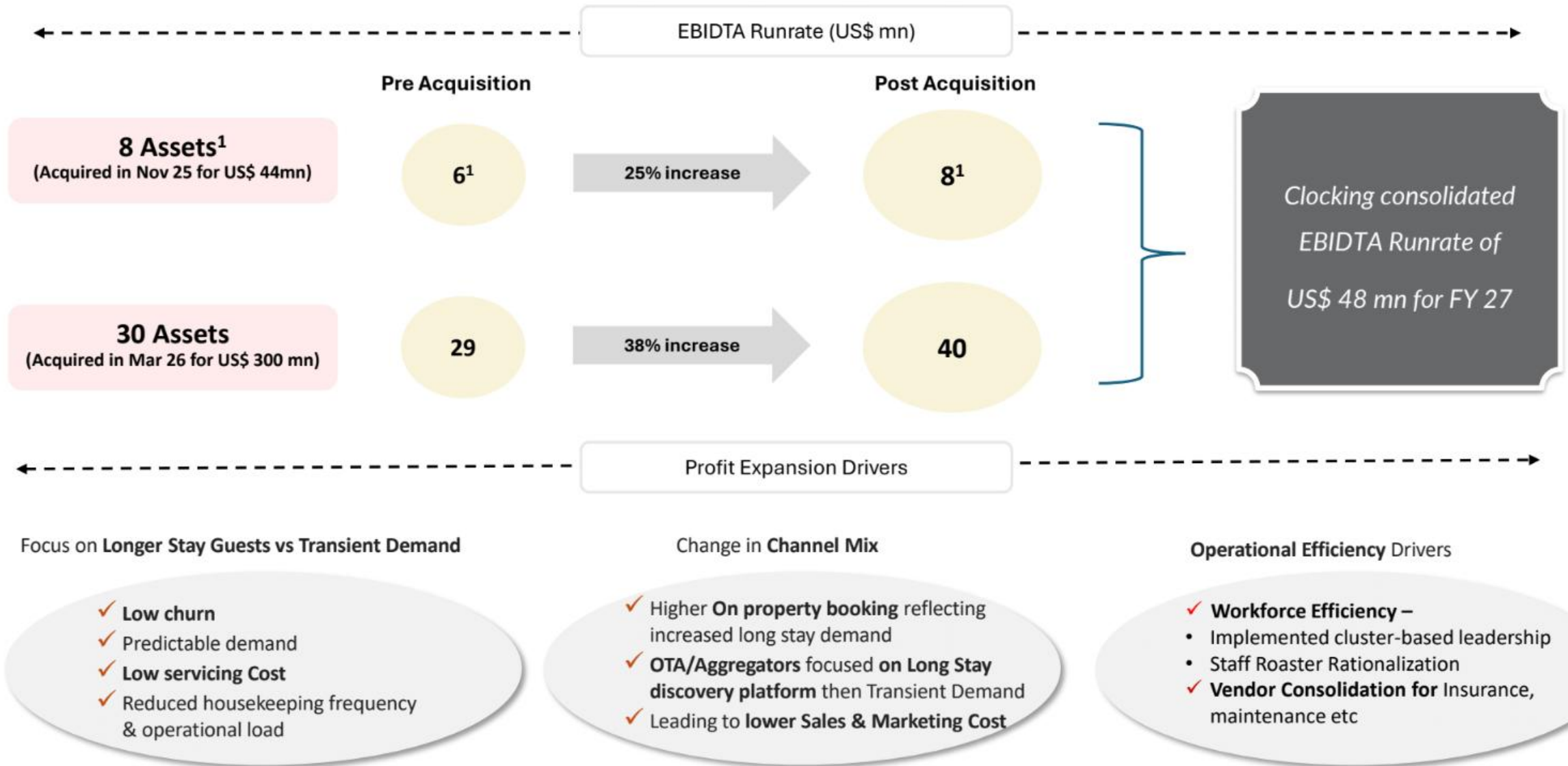
Super Townhouse Madikeri Fort,  
Coorg – 20 keys

<sup>1</sup> In addition, the Company has 4 leased assets across India






# Current Performance

# Unlocking Instant Value: Driving rapid Margin Expansion through post acquisition operational efficiencies



<sup>1</sup> EBIDTA for 8 Asset includes US\$ 1.5 mn of leases in Pre and Post acquisition EBIDTA

# Operating on Strong Unit Economics – Similar to other hospitality giants

Particulars	Sunday Proptech 	Chalet Hotels 	Ventive Hospitality 
	Long Stay Accommodations		
Avg. Keys per Storefront	110	290	185
Occupancy	77%	72.6%	64.0%
ADR (US\$)	57-58	129	221
Avg Revenue per Storefront (US\$ mn)	2	15	12
<b>Revenue</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Salary, Wages + G&A Expenses	14%	16%	22%
Utilities & Othe Opex	12%	19%	23%
Sales & Marketing Expenses	2%	6%	9%
Other Indirect Exp	7%	9%	6%
<b>Property Level EBITDA</b>	<b>65%</b>	<b>50%</b>	<b>41%</b>
Franchisee/Brand Fees	5%	5%	6%
<b>EBITDA post Franchisee/Brand Fees</b>	<b>60%</b>	<b>45%</b>	<b>35%</b>

Sunday Proptech's strong unit economics is on the back of PRISM's strong technology platform and distribution reach



# Next Phase of Growth

# Acquisition Targets : Driving Scale Acceleration and EBIDTA Expansion

## Target 1: 50 Long Stay Accommodation properties (currently operating under Extended Stay America)

- Acquiring **50 Extended stay America properties** located in Urban Locations in USA
- Average Keys per Hotel – **116**
- Current EBIDTA runrate prior to acquisition: **US\$ 47 mn**
- **Acquisition Price: US\$ 500 mn** (To be funded by **75% debt from CITI** and balance through Equity & Mezz Debt)
- Expected Closure Date: end of **1<sup>st</sup> Quarter of FY 27**



- Birmingham-Bessemer
- No of Keys: 124 Keys
- Annual Revenue: US\$ 1.7 mn

- Mobile Daphne
- No of Keys: 120 Keys
- Annual Revenue: US\$ 1.9 mn



- Significant Value Accretion available from the proposed Investment in short term:*
- 1) **25%+** Capital appreciation available on day 1: Assessed Value as on date: **US\$ 625 mn**
  - 2) Post acquisition **EBIDTA runrate** to improve to **US\$ 60 mn** (**30%** growth in couple of months from the date of acquisition) implementing the same playbook of 38 properties acquired in FY26



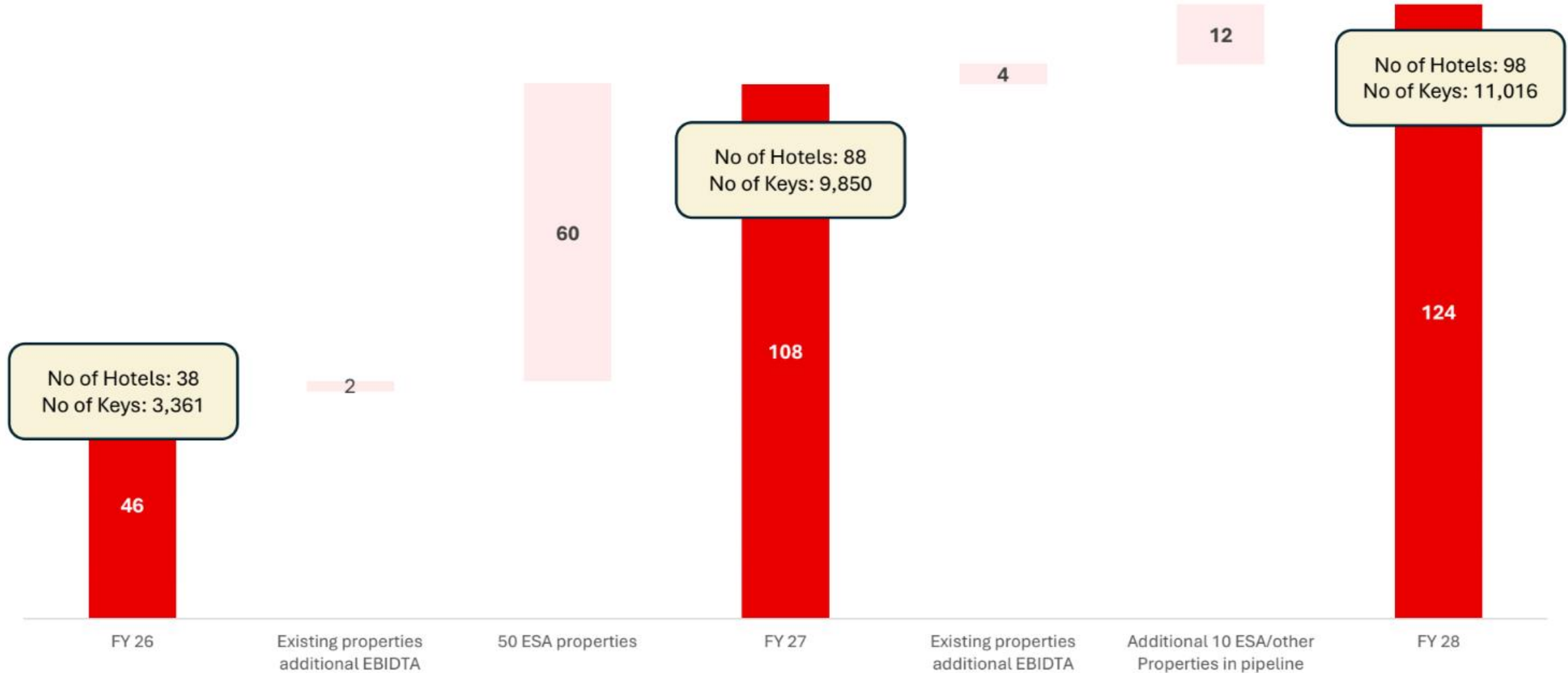
- Tampa North East
- No of Keys: 122 Keys
- Annual Revenue: US\$ 2.4 mn



# Financial Performance

Company poised to achieve **US\$ 120 mn EBIDTA runrate by FY 28** on back of strong pipeline

Roadmap to US\$ 120 mn EBIDTA Runrate in next 2 Years



## Company on track to deliver strong **profitability** in next 2-3 years

Metric (US\$m)	FY26	FY26 Proforma	FY27	FY 27 Proforma	FY28	FY29	FY 30
	Note 1	Note 1	Note 2				
<b>Total Revenue</b>	<b>10</b>	<b>75</b>	<b>143</b>	<b>166</b>	<b>189</b>	<b>230</b>	<b>289</b>
Operational Cost	4	27	43	50	58	69	84
<b>Property Level EBITDA</b>	<b>6</b>	<b>48</b>	<b>100</b>	<b>116</b>	<b>131</b>	<b>161</b>	<b>205</b>
Franchise & Mgmt Fees	1	4	7	8	9	11	14
<b>EBITDA from Owned Properties</b>	<b>5</b>	<b>44</b>	<b>93</b>	<b>108</b>	<b>122</b>	<b>150</b>	<b>191</b>
Other Income (Note 3)	1	2	1	1	2	3	3
<b>EBITDA</b>	<b>6</b>	<b>46</b>	<b>94</b>	<b>109</b>	<b>124</b>	<b>153</b>	<b>194</b>
<b>EBIDTA %</b>	<b>65.6%</b>	<b>61.2%</b>	<b>65.2%</b>	<b>65.6%</b>	<b>65.7%</b>	<b>66.7%</b>	<b>67.1%</b>
<b>PAT</b>	<b>3</b>	<b>12</b>	<b>26</b>	<b>29</b>	<b>36</b>	<b>58</b>	<b>86</b>
Net Worth	52	61	127	131	178	266	398
Debt including Mezzanine Debt	325	325	760	760	803	937	1125
ROE ( PAT/ Networth)		19.5%	20.3%	22.5%	20.2%	21.7%	21.7%
ROCE (EBIT/ Capital Employed)		10.8%	9.7%	11.1%	11.5%	11.6%	11.6%

Note 1: FY 26 Proforma numbers assume all 38 assets have been fully operational for full FY 26. Company completed acquisition of 8 assets in Nov 25 and 30 assets in March 26

Note 2: Company is expecting to complete acquisition of 50 extended Stay America assets by Jun 26, hence for FY 27 numbers, only 9 month performance for these assets have been taken

Note 3: Other Income pertains to net income after expenses earned from Leasehold Assets

# Equity Raise and Valuation Thesis

# Valuation Benchmarking – Indian and Global Asset Owning Platforms

Metric (US\$ mn)	Enterprise Value	Market Cap	EBITDA (FY26/CY25)	EV/EBITDA	Net Profit (FY26/CY25)	P/E	ROE <sup>1</sup> (FY26/CY25)	ROCE <sup>1</sup> (FY26/CY25)	Revenue 3Yr CAGR	EBITDA 3Yr CAGR
<b>Indian Asset Owning Platform</b>										
Chalet Hotels Ltd	2,074	1,828	126	16.4x	69	26.6x	19%	17%	35%	40%
Ventive Hospitality Ltd	1,972	1,621	120	16.4x	45	35.8x	8%	14%	80%	68%
Samhi Hotels Ltd	516	347	47	11.0x	21	16.2x	13%	10%	18%	22%
Juniper Hotels Limited	627	480	43	14.5x	16	30.9x	5%	7%	15%	15%
<b>Median for Indian Asset Owning Platform</b>				<b>15.4x</b>		<b>28.7x</b>				
<b>Global Asset Owning Platform</b>										
Park Hotels & Resorts Inc.	6,031	2,212	530	11.4x	-202	-	-	3%	4%	-8%
Host Hotels & Resorts Inc.	19,211	14,948	1,558	12.3x	950	15.7x	14%	7%	12%	5%
Ryman Hospitality Properties	11,427	6,751	790	14.5x	250	27.0x	23%	10%	18%	9%
Apple Hospitality REIT	4,988	3,316	419	11.9x	162	20.5x	5%	5%	3%	2%
<b>Median for Global Asset Owning Platform</b>				<b>12.1x</b>		<b>18.1x</b>				

Listed Indian hotel platforms are trading at EV/EBITDA of 15.4x and Global Hotel Platforms are trading at Median EV/EBITDA of 12.1x —driven by their ability to generate steady cash flows and attractive yields from branded hotel operations.

## Value Creation: Current Equity has potential to become 4x in 3 years

Particulars US\$ mn	FY26 Proforma	FY27 Proforma	FY 28	FY 29	FY 30
Revenue	75.0	166	189	230	289
EBIDTA	46.0	109	124	153	194
EV/EBITDA Multiple	14.0x	14.0x	14.0x	14.0x	14.0x
Enterprise Value	643	1,520	1,733	2,144	2,715
Less: Debt	325	760	803	937	1,125
Post Money Equity Value	318	760	931	1,207	1,590
Post Bonus Share Price per Share (INR) after factoring in future dilution <sup>1,2</sup>	11.5	23.3	28.0	35.2	44.7

With completion of the planned acquisition, Sunday Proptech Limited will become most profitable owner-operator of Hospitality assets under an Indian Holding Company structure

1. Company has issued 3 bonus shares for every 1 share. Share Price is after factoring in the Bonus Issuance
2. Equity Raise assumed : US\$ 50 mn in FY 27, US\$ 15 mn in FY 28, US\$ 30 mn in FY 29 and US\$ 45 mn in FY 30

## Case Study: Ventive Hospitality & Chalet Hotels



### Ventive Hospitality

- Ventive Hospitality Ltd. is a hospitality asset owner focusing on luxury offerings, it operates 11 luxury hotels with 2,036 keys in Pune, Bengaluru, and the Maldives under renowned brands like Marriott, Hilton, and Ritz-Carlton
- The company owns 3 luxury properties in Maldives which has 515 rooms in total
- ~38% of Ventive Hospitality's revenue comes from Overseas Assets



### Chalet Hotels

- CHALET is a K Raheja Corp company, a leading owner and asset manager of high-end hotels and commercial properties in India, with a growing presence in leisure, residential, and annuity-based real estate
- The company owns 11 luxury properties which has 3314 rooms in total
- Since its Feb 2019 IPO raising Rs 950 Cr, Chalet Hotels has doubled revenue, tripled EBITDA, and lifted ROCE from 4% in FY18 to 11% in FY25, further projected to grow to 15% in FY27. ROE has also improved from -19% in FY18 to +6% in FY25 and further projected to grow to 16% in FY27

Recently listed Ventive Hospitality (a Blackstone company) trades at 16.4x EV/EBITDA at ~USD 1,621 mn market cap and CHALET Hotels also trades at 16.4X EV/EBITDA (FY26) in India, at ~ USD 1,828 mn M.cap showcasing strong investor appetite for a premium hospitality asset company

# Similar business model being used by multiple global hospitality giants

## Asset Light Brand focused Companies



- World's largest hospitality company with a portfolio spanning 30+ Global brands
- Operates under an asset-light model; management contracts and franchising
- Focus on Global brand consistency, guest loyalty and high margin fee-based growth



- Operates 18 hotel brands across ~6,300 properties in 100+ countries
- Asset-light global model via franchisee & management contracts
- Focus on global brand consistency, high margin fees and a strong loyalty engine



- India's leading hospitality brand/franchise company part of the Tata Group
- Manages hotels under asset-light models; management contracts, leases and franchising
- Focus on brand Strength, guest experience and capital efficient expansion

## Asset Backed Companies



- India's leading luxury ownership platform with focus on high-demand business & leisure destinations
- Operates on an asset-heavy ownership model with strategic management partnerships with global brands
- Owns 11 luxury hotels with 2,036 keys across India (Pune, Bengaluru) and the Maldives



- India's leading institutional hotel ownership platform, focus on operational turnaround and yield enhancement
- Operates on hotel ownership and operations model with strategic brands
- Portfolio includes 4,800 keys across 3-5-star segments



- A strategic joint ventures between IHCL and Hyderabad-based GVK Group
- Owns premium hotel assets, primarily in South India
- IHCL Manages the properties under the Taj Brand
- Ensures long term asset control, recurring cashflows

# Sunday Proptech has a well experienced leadership and Execution team

**Ritesh Agarwal**  
Founder & Chairperson



- ~Received several awards incl. Business World Young Entrepreneur Award
- Featured in Forbes "30 Under 30"
- A Thiel Foundation fellow

**Rakesh Kumar**  
Group CFO



- 20 years of experience in Business Finance & driving strategic initiatives
- Past exp.- EY, Zomato

**Rakesh Prusti**  
General Counsel



- ~20+ years of experience in Due Diligence, Negotiation & Compliance
- Past Exp – Max Group, Carefour

**Saurav Agarwal**  
Lead Sunday Proptech  
(VP Finance)



- 10+ years of experience in Business Finance & Financial Planning
- Past exp.- EY

**Aayush Bagri**  
VP Strategy



- ~10 years of experience in Strategy, Business & Growth
- Past exp.- BCG

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