

# Goa, Raj tourist favourites for Republic Day weekend

Airfares zoom, hotels in demand ahead of year's first long weekend

AJINKYA KAWALE & AKSHARA SRIVASTAVA  
Mumbai/ New Delhi, 23 January

This year's first long weekend, starting with Republic Day on Friday, has generated a strong response from travellers eager to take a short break from work.

According to travel platform MakeMyTrip, Goa, Jaipur, and Udaipur were the leading choices of getaways for travellers in this brief window.

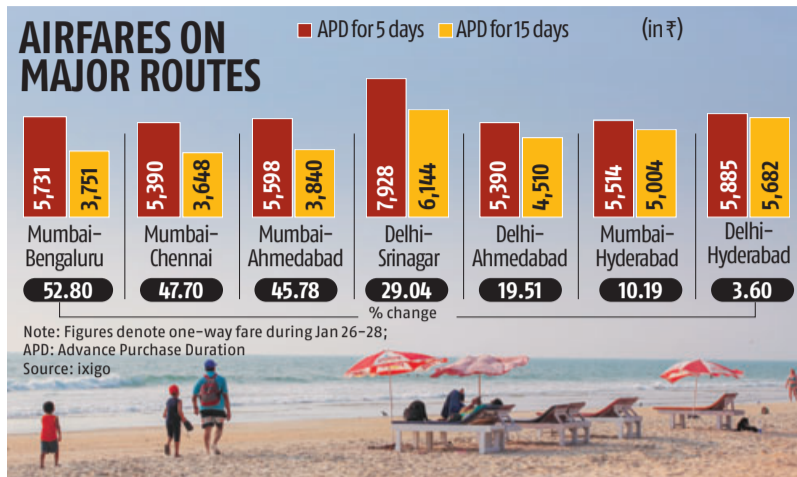
"A higher percentage of the reservations to Jaipur and Udaipur is being made by those residing in the Western region rather than North. In the South, Puducherry is seeing a remarkable growth in demand," said Rajesh Magow, co-founder and group chief executive officer, MakeMyTrip.

With the inauguration of the Ram temple in Ayodhya on Monday, spiritual tourism is also seeing sustained interest. "Puri stands out as one top choice among religious destinations, and has shown a substantial increase in interest as compared to the previous year. It is followed by Ayodhya, Varanasi, Mathura, and Vrindavan," Magow added.

Hotels across the country are in turn witnessing a surge in demand.

"This increasing demand has resulted in an average occupancy rate of over 75 per cent and a significant improvement in ADR (average daily rate) as compared to last year," said Sudeep Jain, managing director, South West Asia, IHG Hotels & Resorts.

There was rising demand for leisure and tourist destinations such as Goa, Jaipur, Bengaluru, Chennai, Kochi, and Agra, Jain said. "Our brands, which include InterContinental, Crowne Plaza, Holiday Inn, and Holiday Inn Express, in



these cities are performing exceptionally well. Reservations are on the rise, particularly in regions offering a blend of recreation and "bleisure," he added.

Airfares on major domestic routes such as Mumbai-Bengaluru, Mumbai-Chennai and Delhi-Srinagar have zoomed up to 53 per cent for the upcoming weekend, as compared to when bookings were made 15 days prior to January 26.

Data shared by travel portal Ixigo shows that the Mumbai-Bengaluru route has seen a 52.8 per cent increase in airfares to ₹5,731 for tickets booked five days prior to this weekend, compared to ₹3,751 a fortnight prior to departure.

Similarly, airfares on routes like Mumbai-Chennai, Mumbai-Ahmedabad and Delhi-Srinagar have logged 47.7 per cent, 45.78 per cent, and 29 per cent rise respectively during the same period.

However, not all routes are witnessing a surge in airfares in this period. The Delhi-

Mumbai route — one of India's busiest with over 730 weekly flights — has seen airfare decline marginally. According to ixigo, the average airfare on this route has experienced a 0.9 per cent decline from ₹5,812 to ₹5,757.

Likewise, airfares on other metro routes such as Delhi-Kolkata, Delhi-Chennai, and Kolkata-Bengaluru, have also recorded a minor decline.

"There is a 1.1x spike in bookings for domestic air travel and a 1.2x spike in bookings for international air travel. There is a 1.8x rise in bookings for domestic hotel travel and 1.9x in bookings for international hotel travel," said Prahlad Krishnamurthi, chief business officer, Cleartrip.

According to Thomas Cook, people have also shown high interest for easy and quick visa destinations close to India such as Vietnam, Thailand, Malaysia, Singapore, Dubai, Abu Dhabi, Indonesia, Oman, Ras Al-Khaimah, and Bhutan.

## EXTRACT OF STATEMENT OF CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND NINE MONTHS ENDED DECEMBER 31, 2023

(₹ in lakh)

S. No.	Particulars	Consolidated			
		For the Quarter Ended on 31-12-2023	For the Quarter Ended on 31-12-2022	For the Nine Months Ended on 31-12-2023	For the Year Ended on 31-03-2023
		Unaudited	Unaudited	Unaudited	Audited
1	Total income from Operations	16,228	17,726	46,613	70,507
2	Net Profit for the period (before Tax and Exceptional items)	(456)	419	(539)	2,987
3	Net Profit for the period (before Tax after Exceptional items)	(456)	419	(539)	2,987
4	Net Profit for the period (after Tax after Exceptional items)	(336)	314	(401)	2,248
5	Total Comprehensive Income for the period (Comprising Profit for the Period after Tax and Other Comprehensive Income after Tax)	(331)	326	(388)	2,264
6	Paid up Equity Share Capital (Face value of ₹ 10/- each)	1,457	1,446	1,457	1,449
7	Reserves (excluding Revaluation Reserve) as shown in the Audited Balance Sheet of the previous year	-	-	-	29,576
8	Earnings Per Share (of ₹ 10/- each) (For continuing and discontinued operations) (Not Annualised)				
a)	Basic (amount in ₹)	(2.31)	2.18	(2.76)	15.56
b)	Diluted (amount in ₹)	(2.31)	2.13	(2.76)	15.29

Notes:

1. Summarised Standalone Un-Audited Financial Performance of the Company is as under:

(₹ in lakh)

S. No.	Particulars	Standalone			
		For the Quarter Ended on 31-12-2023	For the Quarter Ended on 31-12-2022	For the Nine Months Ended on 31-12-2023	For the Year Ended on 31-03-2023
		Unaudited	Unaudited	Unaudited	Audited
1	Total income from Operations	16,228	17,726	46,613	70,507
2	Net Profit for the period (before Tax and Exceptional items)	(468)	410	(595)	2,912
3	Net Profit for the period (after Tax after Exceptional items)	(348)	305	(456)	2,173
4	Total Comprehensive Income for the period (Comprising Profit for the Period after Tax and Other Comprehensive Income after Tax)	(343)	317	(443)	2,189

2. The above results were reviewed and recommended by the Audit Committee and then approved by the Board of Directors at their respective meetings held on 23rd January, 2024. The financial results for the quarter and period ended December 31, 2023 have been limited reviewed by the Statutory Auditors of the Company.

3. The above is an extract of the detailed format of quarterly/nine months/annual financial results filed with the stock exchanges under regulation 33 of the SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015. The full format of the quarterly/nine months/annual financial results is available on the stock exchange websites of BSE (www.bseindia.com) and NSE (www.nseindia.com) and Company's website at https://www.orientbell.com.

4. There is no change(s) in accounting policies which impact on net profit / loss, total comprehensive income or any other relevant financial item(s).

For and on behalf of the Board of Directors of Orient Bell Limited  
Madhur Daga  
Managing Director

Place : New Delhi  
Date : 23<sup>rd</sup> January 2024

## Orient Bell Limited

CIN: L14101UP1977PLC021546  
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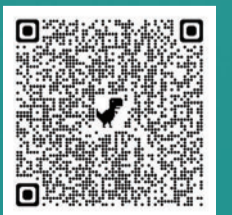
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