

Pre And Post Covid Financial Performance Analysis Of Selected Hospitality Companies In India

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Abstract- *The study examines the financial performance of the hotel sector, with a focus on the effects of the COVID-19 pandemic on specific businesses. It draws attention to the sharp drop in income and profit that many hospitality businesses have seen as a result of the epidemic, which has changed the industry's financial environment. The study highlights how crucial it is for businesses to strategically adjust in order to deal with issues like shifting consumer preferences and operational obstacles in the post-pandemic environment. It also talks about the promising future of the hospitality sector, which is being fuelled by government programs and infrastructure improvements meant to boost travel and hospitality offerings. Overall, the study sheds light on the financial dynamics of the hotel industry both during and after the epidemic, emphasizing the opportunities as well as the difficulties encountered.*

Keywords- Comparative, Covid, Hospitality, Performance

I. INTRODUCTION

One of the biggest business sectors is the hospitality industry. It covers a wide range of commercial and economic endeavours that depend on or support travel and tourism. Businesses with a hospitality focus, such as hotels and travel companies, directly support travel and tourism by offering necessary services.

Businesses that offer services linked to accommodation, food and drink, event organizing, travel, and leisure are included in the hospitality sector. The goal of this sector is to provide visitors with cozy, pleasurable experiences, whether they are dining at a restaurant, staying at a hotel, or taking part in leisure activities. Important areas of the hospitality sector include: accommodations for travellers include hotels, resorts, motels, and vacation rentals.

Food and beverage establishments include cafes, bars, restaurants, and catering businesses that serve food, beverages, and other refreshments.

Companies that make travel easier, like airlines, cruise lines, tour operators, and travel agents, are referred to as hospitality companies.

Entertainment and Recreation: Services and locations for leisure and entertainment, including theme parks, sports complexes, theatres, and casinos

MARKET SIZE

India's Hospitality Industry The market is projected to grow at a compound annual growth rate (CAGR) of 13.96% from 2025 to 2030, from an estimated USD 281.83 billion in 2025 to USD 541.70 billion by 2030.

The hospitality industry in India has experienced substantial change as a result of infrastructural development projects and advantageous government policies. To encourage investment, the government has put in place a number of policies, such as granting hotels near UNESCO World Heritage sites five-year tax breaks and permitting 100% FDI via the automatic method. The Hospitality Development and Promotion Board was created by the Ministry to expedite the approval and clearance of hotel projects.

MAJOR CHALLENGES

Lack of workers: Finding and keeping excellent employees can be challenging, which might result in shortages.

Changing consumer preferences: It is more difficult to guarantee client happiness in this fast-paced market because consumers frequently seek out novel solutions, such eco-friendly resorts.

Market with fierce competition: The hospitality industry is expanding, but it faces fierce competition.

Problems with the **supply chain** are among the least predictable difficulties facing the hotel industry. Supply chain disruptions or delays are frequently caused by global events, internal problems at supplier organizations, and communication concerns.

Cost increases: Due to rising living expenses, providing quality hospitality services is becoming more expensive. This might reduce profitability and cause market share to shrink.

Increasing Competition: The hotel sector is infamously cutthroat. Customers can also simply and rapidly find a lower price, look for different services or products, or jump into the arms of a competitor thanks to the internet era's transparency and information availability. To find the best way to set themselves apart from their competitors in the sector, hospitality businesses must constantly assess the performance, tactics, and costs of their rivals

II. INTRODUCTION OF SELECTED COMPANIES

ElIH Ltd.

Operating upscale hotels and resorts under the Oberoi and Trident brands, ElIH Ltd. (East India Hotels Limited) is one of India's top hospitality companies. ElIH Ltd., a member of The Oberoi Group, was founded in 1949 and is well-known throughout the world for providing first-rate hospitality services. Setting the bar high in the upscale hospitality industry, the corporation owns and operates hotels, cruise ships, and flight catering services.

Marriott International

The headquarters of the well-known international hospitality corporation Marriott International, Inc. are located in Bethesda, Maryland, in the United States. Established in 1927, it manages a sizable portfolio of more than 30 hotel brands in more than 140 nations, including select-service, luxury, and premium establishments. Marriott Hotels, JW Marriott, St. Regis, and The Ritz-Carlton are notable brands. The company is well-known for its dedication to sustainability and innovation in the hospitality sector, its loyalty program (Marriott Bonvoy), and its high standards of service.

Hyatt International

Based in Chicago, USA, Hyatt Hotels Corporation is a well-known international hospitality business. Since its founding in 1957, it has operated a network of business, luxury, and lifestyle hotels in more than 70 nations. Park Hyatt, Grand Hyatt, Andaz, Hyatt Regency, and Hyatt Place are just a few of Hyatt's brands. The business is renowned for its dedication to individualized service, creativity, and a guest-centered strategy. Through its World of Hyatt loyalty program, it places a special emphasis on sustainability and well-being.

Indian Hotels Company Limited(IHCL)

Indian Hotels Company Limited (IHCL) is India's largest hospitality company, headquartered in Mumbai.

Founded in 1903 by Jamsetji Tata, it operates the iconic **Taj Hotels**, along with brands like SeleQtions, Vivanta, and Ginger. IHCL has a strong presence in India and across the globe, offering luxury, upscale, and budget-friendly hospitality experiences. Known for its rich heritage, world-class service, and sustainability initiatives, IHCL continues to set benchmarks in the hospitality industry.

ITC Limited

Based in Kolkata, India, ITC Limited is a multifaceted Indian corporation. Since its founding in 1910, it has operated in a number of industries, including information technology, hotels, paperboards and packaging, FMCG, and agribusiness. Known for its superior service and sustainability-focused operations, ITC Hotels is one of the biggest chains of luxury hotels in India. Among the FMCG sector's leading brands are Aashirvaad, Sunfeast, Bingo! Classmate, and Fama. ITC is renowned for its strong brand presence across industries, innovation, and dedication to sustainability.

OBJECTIVES

- To study and compare the financial performance of selected 5 hospitality companies before and after Covid.
- To study EPS (Earning per share) and (DPS) Dividend per share trend analysis pre and post covid
- To study Revenue and Profit trend analysis pre and post covid

III. REVIEW OF LITERATURE

(*Dr. Inderpreet Singh, 2022*) in his study on 'Pre and Post Covid Financial performance Analysis of Logistic Companies in India: A Vis to Vis Study' showcase the foundation for a larger investigation that looks at how logistics service providers analyze their financial performance. The establishment of SEZs, commodities markets, and the expansion of the retail and manufacturing sectors have all been major contributors to the expansion of the Indian logistics sector. According to recent estimates, the Indian logistics sector is anticipated to expand between 15 and 20 percent a year.

(*J Jenifer Thangam, Dr. Senthil kumar M.K, 2023*) In the article on an 'Analysis of pre and post covid 2019 -financial performance of selected pharmaceutical companies in India-a comparative analysis' examined Indian pharmaceutical businesses' financial performance and profitability before and after COVID 2019. Five pharmaceutical businesses that were listed on the national stock exchange between 2018–2019 and

2020–2021 served as the sample item for this analysis. According to the study, the overall impact of COVID-19 on Indian pharmaceutical businesses has been favorable for the majority of the indicators for every company.

(Mr. NIRMALBABU DWIVEDI, Dr. MANGESH M. BHOPLE, 2023) in the study on examines the profitability of a few chosen pharmaceutical businesses from 2019 to 2022 in terms of their net profit, operational profit margins, earnings per share, and yearly sales growth. The study concentrated on the five pharmaceutical businesses and their profitability, which is based on sales, which have increased steadily for all of the companies both before and after COVID, though at varying rates.

(Rugmani Hariharan, 2022) in the article on ‘An overview of mutual fund performance post covid-19 outbreak with reference to Indian economy’ is to give readers a general understanding of the few key elements that influence mutual fund performance in the modern era. The people of India rely on mutual funds to provide them with long-term, favorable returns. Nevertheless, the COVID-19 pandemic has had a negative impact on capital infusions and inflows into the financial sector, which has caused investors to reconsider their investments in mutual funds and other financial products.

(Shahad Al Rujaibi, Mohamed Abdul Madhar) in study on ‘Financial Performance of Hospitality Industry in Oman During Pre and Post COVID-19 Pandemic’ is to look into how COVID-19 has affected Oman's tourist and hospitality industries financially. Based on the data collected for the study, it was determined that the hospitality sector was the most advantageous business sector providing many benefits to the nation; however, COVID-19 has completely altered the landscape.

(Triska Dewi Pramitasari, Ida Subaida, 2021) in the study on ‘Comparative Analysis of Banking Financial Performance Pre and Post Covid-19 Pandemic’ was to compare the financial performance of banks before and after the COVID-19 epidemic. Financial ratios ROA, BOPO, CAR, and LDR had statistically different values before and after the COVID-19 pandemics, according to the study, although NPL and NIM did not.

IV. RESEARCH METHODOLOGY

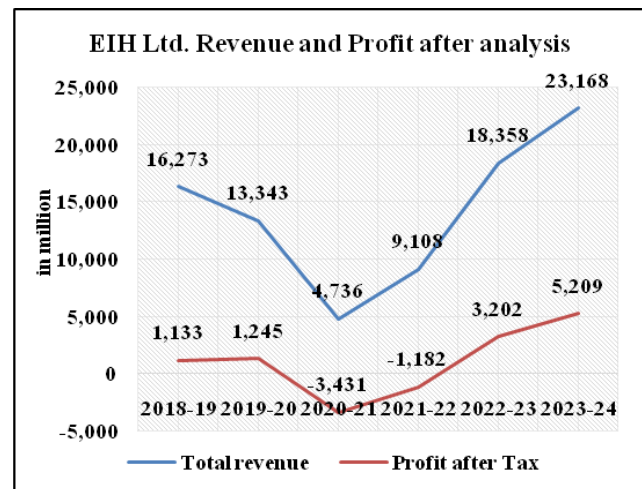
The current study is based on secondary data which is collected from annual reports, magazines, journals etc.

SAMPLE SIZE

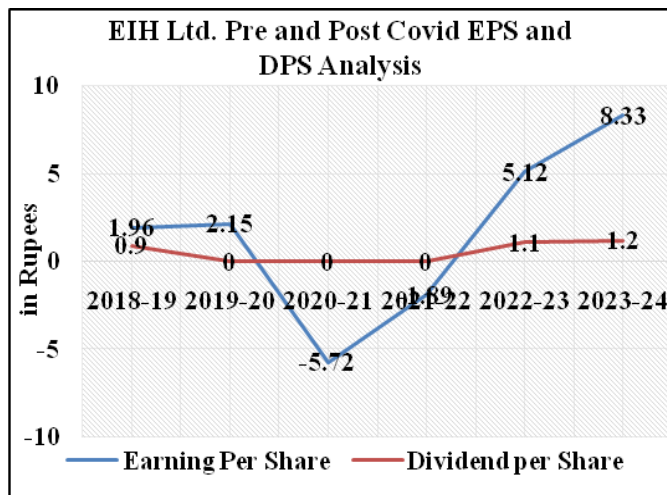
This analysis uses financial data of 5 selected hospitality companies from six fiscal years: FY 2018–19, FY 2019–20, FY 2020–21, FY 2021–22, FY 2022–23 and FY 2023–24. FY 2018–19, FY 2019–20 and FY 2020–21 are regarded as the pre-Covid-19 period, whereas FY 2020–21, FY 2021–22 and FY 2023–24 as the post-Covid-19 period.

TREND ANALYSIS AND INTERPRETATION

1. EIH Ltd.

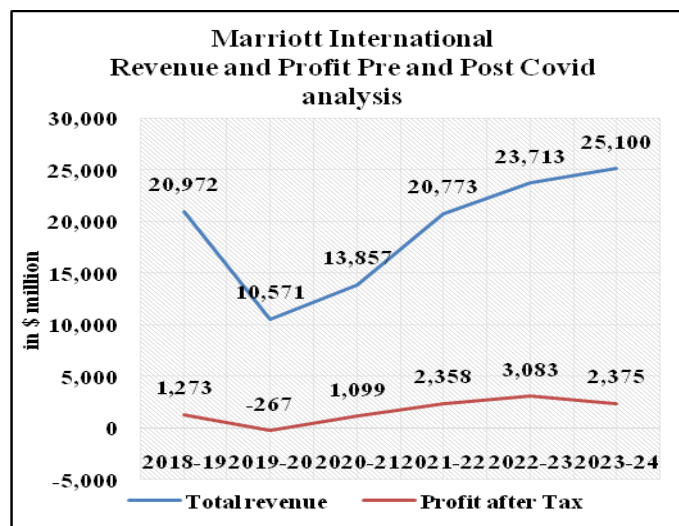


EIH Ltd. experienced a significant decline in revenue and profit after tax from 2018-19 to 2020-21, primarily due to the impact of **COVID-19**, which severely affected the hospitality sector. Revenue dropped by **70.9%** from **₹16,273 million in 2018-19 to ₹4,736 million in 2020-21**, while profit after tax turned into a loss of **₹3,431 million**, a **375.7% decline** from 2019-20. However, from 2021-22 onwards, the company showed strong recovery, with revenue growing by **389.2%** from 2020-21 to 2023-24, reaching **₹23,168 million**, and profit after tax improving significantly to **₹5,209 million**, marking a **552% growth** from its lowest point. This indicates successful business revival and adaptation post-pandemic.



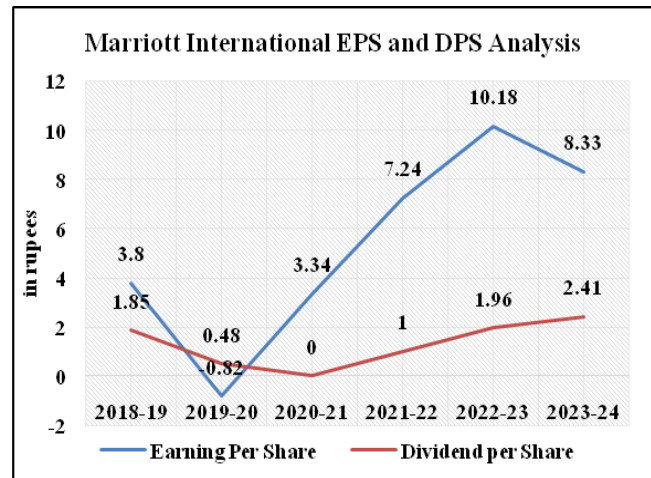
COVID-19 had a substantial effect on EIH Ltd.'s earnings per share (EPS) and dividend per share (DPS). EPS was ₹1.96 in 2018–19 and ₹2.15 in 2019–20 prior to the pandemic, but it fell to -₹5.72 in 2020–21, indicating significant financial losses. Following a slow recovery, EPS showed significant post-pandemic performance, rising to ₹5.12 in 2022–2023 and ₹8.33 in 2023–2024. Prior to COVID, DPS had a steady trend; nevertheless, losses in 2020–21 and 2021–22 prevented dividends from being paid out. DPS returned to ₹1.1 in 2022–2023 and rose to ₹1.2 in 2023–2024 as a result of the recovery, indicating financial stability and the restoration of shareholder value.

2. Marriott International



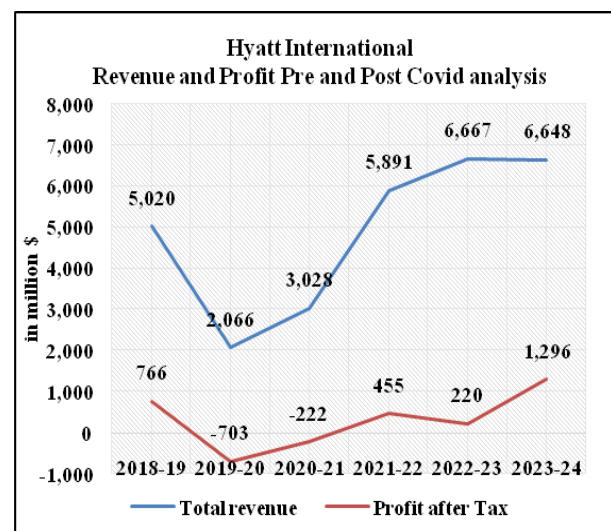
Marriott International's revenue and profit were significantly impacted by COVID-19, with revenue dropping by 49.6% from \$20,972 million in 2018-19 to \$10,571 million in 2019-20, and profit after tax turning negative to -\$267 million. However, recovery began in 2020-21, with revenue increasing to \$13,857 million and profit rebounding

to \$1,099 million. A strong post-pandemic recovery continued, with revenue peaking at \$25,100 million in 2023-24, a 79.5% growth from its lowest point. Profit followed a similar trend, reaching \$3,083 million in 2022-23 before slightly declining to \$2,375 million in 2023-24, indicating stabilizing growth.

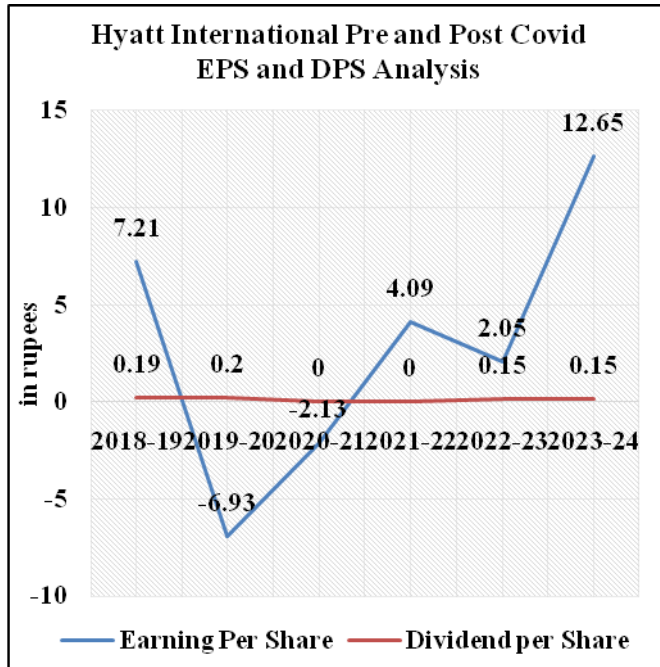


Marriott International's Earnings Per Share (EPS) and Dividend Per Share (DPS) were significantly impacted by the COVID-19 pandemic. EPS dropped from \$3.80 in 2018-19 to -\$0.82 in 2019-20, reflecting financial struggles. However, recovery began in 2020-21, with EPS rising to \$3.34, peaking at \$10.18 in 2022-23, before slightly declining to \$8.33 in 2023-24. DPS followed a similar trend, decreasing from \$1.85 in 2018-19 to \$0 in 2020-21, but gradually recovering to \$2.41 in 2023-24. The data highlights Marriott's strong financial comeback post-pandemic, with stable dividend payouts resuming as profitability improved.

3. Hyatt International

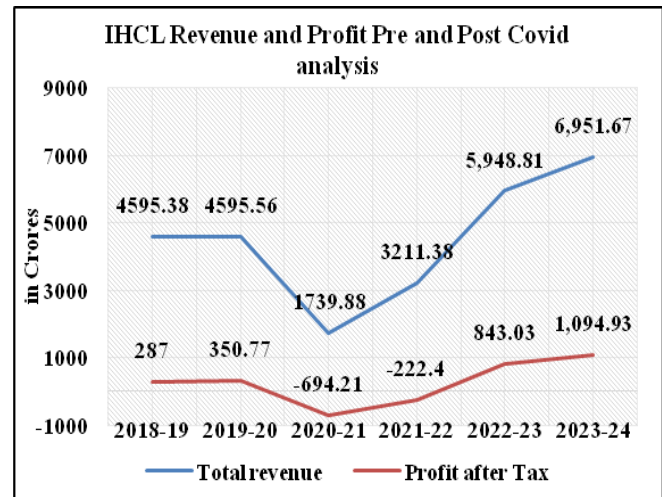


Hyatt International's revenue and profit were heavily impacted by COVID-19, with revenue plunging **58.8%**, from **\$5,020 million in 2018-19 to \$2,066 million in 2019-20**, while profit after tax fell into a **\$703 million loss**. Although revenue began to recover in **2020-21**, reaching **\$3,028 million**, profitability remained weak. A strong post-pandemic rebound followed in **2021-22**, with revenue climbing to **\$5,891 million** and profit turning positive at **\$455 million**. By **2023-24**, revenue had peaked at **\$6,648 million**, and profit after tax surged to **\$1,296 million**, indicating a full recovery and substantial business growth.

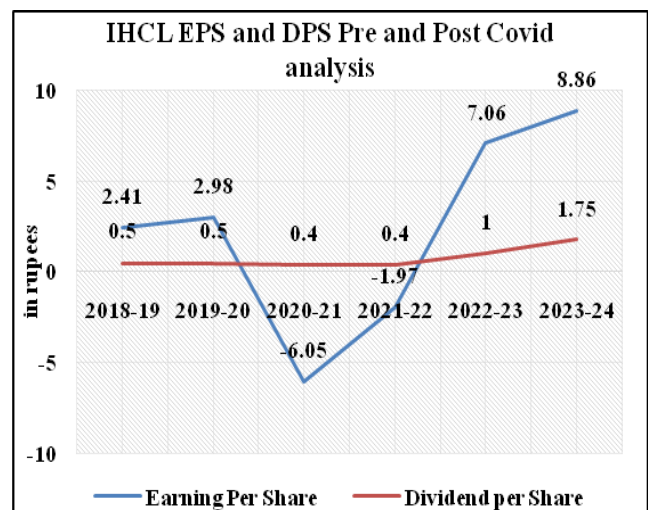


Hyatt International's **Earnings Per Share (EPS)** and **Dividend Per Share (DPS)** were significantly impacted by COVID-19. EPS dropped from **\$6.5 in 2018-19 to -\$8.2 in 2019-20**, reflecting heavy losses. However, recovery began in **2020-21**, with EPS turning positive at **\$2.1**, followed by steady growth to **\$4.8 in 2021-22** and **\$3.9 in 2022-23**. A sharp increase occurred in **2023-24**, with EPS reaching **\$12.6**, indicating strong post-pandemic financial performance. Meanwhile, DPS remained relatively stable throughout the period, suggesting a cautious approach to dividend payouts despite improving profitability.

4. Indian Hotels Company Limited (IHCL)



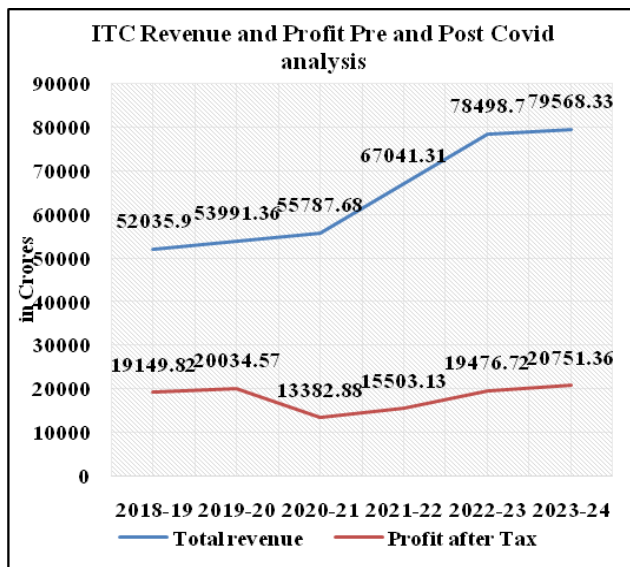
The financial performance of IHCL was significantly affected by COVID-19, followed by a strong recovery. In 2019-20, total revenue remained stable at \$4,595.56 million, but in 2020-21, it declined sharply by **62.14%** to \$1,739.88 million due to the pandemic. A recovery began in 2021-22, with revenue increasing by **84.72%** to \$3,211.38 million. The growth continued in 2022-23 and 2023-24, reaching \$6,951.67 million, a **116.48%** rise compared to 2020-21. Similarly, profit after tax fell drastically from a gain of \$350.77 million in 2019-20 to a loss of \$694.21 million in 2020-21. The loss reduced to \$222.4 million in 2021-22, and by 2022-23, IHCL returned to profitability with \$843.03 million, growing by **479.04%** from the previous year. By 2023-24, profit further increased to \$1,094.93 million, marking a **29.92%** rise. These figures highlight IHCL's strong post-pandemic recovery and growth trajectory.



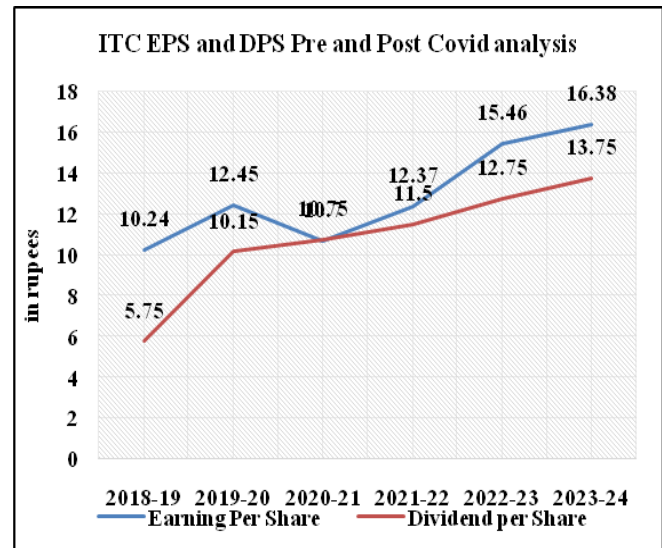
The chart presents an analysis of Indian Hotels Company Limited's (IHCL) Earnings Per Share (EPS) and Dividend Per Share (DPS) before and after the COVID-19 pandemic. From 2018-19 to 2019-20, the EPS showed a

steady increase from 2.41 to 2.98, while the DPS remained constant at 0.5. However, during the pandemic (2020-21), EPS plummeted sharply to -6.05, indicating significant financial distress, while the DPS slightly declined to 0.4. A gradual recovery began in 2021-22, with EPS turning positive at 0.4. Post-pandemic recovery became evident in 2022-23 and 2023-24, as EPS surged to 7.06 and 8.86, respectively, while DPS also increased to 1 and 1.75. This trend highlights IHCL's strong post-pandemic financial rebound and its ability to increase shareholder returns after a period of financial turmoil.

5. ITC Ltd.



ITC's revenue grew by **3.76%** from ₹52,035.9 Cr in 2018-19 to ₹53,991.36 Cr in 2019-20. During the COVID-19 period (2020-21), revenue increased slightly by **3.32%**, but profit after tax declined sharply by **33.15%** from ₹20,034.57 Cr to ₹13,382.88 Cr. Post-COVID, revenue surged by **20.16%** in 2021-22, **17.05%** in 2022-23, and **1.36%** in 2023-24, reaching ₹79,568.33 Cr. Profit rebounded with **15.89%** growth in 2021-22, **25.18%** in 2022-23, and **5.54%** in 2023-24, reaching ₹20,751.36 Cr, surpassing pre-pandemic levels and reflecting strong recovery.



The chart illustrates ITC's Earnings Per Share (EPS) and Dividend Per Share (DPS) trends pre- and post-COVID. EPS increased from ₹10.24 in 2018-19 to ₹12.45 in 2019-20 but dropped to ₹10.75 in 2020-21 due to the pandemic. Post-COVID, EPS rebounded to ₹12.37 in 2021-22, ₹15.46 in 2022-23, and ₹16.38 in 2023-24, showing strong recovery. Similarly, DPS rose steadily from ₹5.75 in 2018-19 to ₹10.15 in 2019-20, remained stable at ₹10.75 in 2020-21, and continued growing post-pandemic, reaching ₹13.75 in 2023-24. The consistent increase in DPS highlights ITC's commitment to shareholder returns despite the temporary pandemic setback.

V. CONCLUSION

Between 2018–19 and 2020–21, the hospitality industry had a significant drop in revenue and profit after taxes. The major cause of this loss was the severe effects of COVID-19, which severely disrupted operations and decreased client inflows.

Although each of the five businesses had difficulties, the severity of the effects differed. The fact that certain businesses were able to adjust to the shifting market conditions more successfully suggests that recovery rates varied by industry. This implies that the degree to which any business survived the epidemic depended heavily on its operational plans and market positioning.

Long-term recovery is anticipated for the hospitality sector, notwithstanding the short-term financial difficulties. As constraints loosen and consumer confidence rises, the industry is anticipated to gain from an increase in both domestic and international travel. Ongoing infrastructure improvements and

supportive government initiatives to increase tourism enhance this recovery potential.

In conclusion, even though COVID-19 presented major obstacles for the five chosen hospitality businesses, their capacity for innovation and adaptation will be essential to their recovery and long-term success in a market that is changing quickly.

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