

STARTUP SNACK

OYO- JOURNEY FROM SOMETHING TO EVERYTHING

SUBTOPICS-

0. Heading Page
1. INTRODUCTION - 1 page
2. FOUNDING OYO/ HISTORY OF OYO- 1 page
3. FUNDING & PARTNERSHIPS OF OYO- 2 pages
4. TIMELINE DEVELOPMENT OF OYO- 2 pages
5. STORY & JOURNEY OF RITESH AGARWAL (FOUNDER & CEO)- 1-2 page

Page 1-

What's OYO ?

OYO Hotels & Homes is an Indian multinational hospitality chain of leased and franchised hotels, homes and living spaces.

Founded in 2013 by Ritesh Agarwal.

Grew globally with thousands of hotels across more than 80 nations including India, Malaysia, UAE, Nepal, China, Brazil, Mexico, UK, Philippines, Japan, Saudi Arabia, Sri Lanka, Indonesia, Vietnam, the United States.

Page 2

Founding OYO

Ritesh Agarwal, founder OYO, at 17, he launched his first start-up Oravel Stays Pvt., designed to enable listing & booking of budget accommodation.

He discovered the problem with budget & availability of hotels, & found that there were a lot of hotels which no one knows as they had low maintenance & improper management.

So in 2013, he launched OYO Rooms.

Page 3-----present as table or chart

Funding of OYO

In 2014, \$100,000 under the Thiel Fellowship, Raised Rs 4 Crore from LightSpeed Venture Partners (LSVP) and DSG Consumer Partners.

In March 2015, \$25 million from its investors namely Lightspeed India, Sequoia, and others.

In July 2015, an amount of \$100 M from the most prominent investor in the world, Japanese investor SoftBank.

In September 2018, got itself listed in the list of unicorn companies as it raised \$800 million from SoftBank.

In 2019, Raised a total of \$807 million from Ritesh Agarwal-led RA Hospitality Holdings and SoftBank in series F funding.

In Jan 2021, Hindustan Media Ventures invested Rs 540 million.

Page 4-----present in chart or table

Partnership in OYO

In March 2016, Teamed with Qlik Pass & led its Data Science Department.

In March 2018, Acquired Chennai-based apartment operator Novascotia Boutique Home.

In 2019, A partnership with Airbnb.

In April 2019, Partnered Bedbank Hotelbeds & a two joint-ventures with Softbank and Yahoo!Japan.

In May 2019, The acquisition of Leisure Group, Europe's largest vacation rental company.

In July 2019, The acquisition of Innov8.

August 2019, first major investment in the United States by purchasing the Hooters Casino Hotel, in partnership with real estate company Highgate, for \$135 million.

Page 5-6 -----Arrow chart/ timeline
chart

A GLANCE AT THE JOURNEY OF OYO

- 2011

Ritesh Agarwal founded Oravel

- 2013

Thiel Fellowship started by PayPal founder & Received funding of \$100,000.

- March 2015

Funding of a whopping amount of \$25 Million.

- April 2015

OYO app was Launched.

- July 2015

Japanese investment firm SoftBank invested around \$100 M..

- 2016

Hits 1 M check-ins mark & also launched in Malaysia.

- 2018

Started its operations in Dubai, UK, China, Indonesia and Singapore.

Became a Unicorn.

- 2019

Generated a revenue of \$951 M.

- 2020

Coronavirus outbreak caused serious damage. The revenue & Occupancy went down by 50-60 % in April 2020.

Currently, it has acquired more than 1 M rooms in over 43 thousand hotels. It operates in more than 800 cities of 80 countries of the world.

Page 7-9-----

ENTREPRENEUR'S CORNER

Get to Know Ritesh Agarwal

Page 7

Born in Rayagada, Orissa. Right from his school days, he was inclined towards computers, software & coding.

In 2009, he left for Kota to get an entry into top IIT colleges. Later, he realized Kota wasn't a place to learn to code and hence gave up on his coding dream. He was left with a lot of spare time, so he started working on a book: 'Indian Engineering Colleges: A Complete Encyclopedia of Top 100 Engineering Colleges'. This was a hit.

Page 8

At the age of 16, he was among the 240 students who were selected for the Asian Science Camp held at the TIFR in Mumbai.

He was among 20 students under the age of 20 years who received the Thiel Fellowship. He received a sum of \$100,000 over two years as well as guidance and resources to drop out of college and create a start-up.

Page 9

Since Ritesh used to travel a lot, amid his trips, he stayed in different hotels.

This gave him a realization about the poor hospitality facilities he got at different places. This motivated him to create an accommodation system where people can get the best rooms, food, staff, and other services in a given budget. He created Oravel Stays in 2011, an aggregator of breakfast and bed stays, inspired by Airbnb's model.

In 2013, Oravel Stays was relaunched as OYO Hotels & Homes to create India's largest chain of affordable, standardized hotels.

PHOTOS-





For background for poster



For Poster

OYO