



ARAIYA

HOTELS & RESORTS

# Message from the team

“Thank you for giving us an opportunity to express our interest in providing hotel management services for your property. We are pleased to extend our operational and marketing expertise to create world class hotels and resorts.

Inspired by our roots, setting the standard for modern Indian hospitality around the world is an aptitude founded in both experience and ambition.

Araiya is setting the standard for modern Indian hospitality across our portfolio.

Given our team's past experience in launching hotels and resorts in India, Middle East, South East Asia, Europe and the Caribbean, combined with the strength of our marketing platform, we are confident of creating a unique, new concept to suit the location and

market dynamics of the hotel.”

Best Regards,

Amruda Nair

Director

ARAIYA Hotels & Resorts



# AMRUDA NAIR

**DIRECTOR**

**ARAIYA Hotels and Resorts**



Amruda Nair is Director for Araiya Hotels & Resorts. She embraces an entrepreneurial spirit and business flair, inherited from her grandfather, the late Captain C P Krishnan Nair, founder of The Leela Group. Today, a little more than 30 years since Capt. Nair began work on putting India on the luxury map of the world, The Leela Palaces, Hotels and Resorts has grown from one hotel, on the outskirts of Mumbai, to nine award-winning properties across the country, celebrating India's diverse geography and architectural history. All the while, The Leela has remained true to its objective of redefining standards of luxury hospitality, the world over.

From the Mandarin Oriental, New York, to Jones Lang LaSalle Hotels (JLLH), Singapore, Amruda has expertise in all aspects of business. She looks to bring unparalleled value and authenticity to the smart lifestyle segment through offering a unique style of world-class service, with an Indian edge.

Amruda obtained a degree in Economics before going on to gain qualifications in Hospitality Management at CNN University, The Netherlands, as well as a Masters degree from the much revered Cornell School of Hotel Administration in New York. Amruda is a board member for both Camphor and Allied Products Limited, and the Entrepreneur's Organisation Mumbai. She serves as Vice President to the Apne Aap Women's Collective and is also an associate committee member for the Sahachari Foundation.

# MURLIDHAR RAO

**CHIEF OPERATING OFFICER**

**ARAIYA Hotels and Resorts**



Murlidhar (Murli) is our Chief Operating Officer. He has played a fundamental role in the branding and execution of the Araiya concept to date and his goal is to continue pushing Araiya forward until we are positioned as a market leader throughout the Middle East, India and South East Asia.

With a 1st Class Honours Diploma in Hotel Management from Bombay's Institute of Hotel Management, Catering Technology and Applied Nutrition, and an Honours Certification for Intermediate Level of HACCP (Hazard Analysis and Critical Control Points), Murli is an incredible source of intelligence, with over 32 years of global hospitality experience to his name.

Murli has held key roles at a number of leading luxury hotel brands globally, including The Leela, Four Seasons, Kempinski, Mandarin Oriental and Alila. He has extensive experience in creating brand standards for those who operate in the luxury sector. His desire to blend the old world sophistication and elegance of hospitality with modern relevance is achieved through the customisation of services to the highest level and is warmly received by all who have the pleasure of working with him.

A sharp eye for detail and a deeply rooted passion for hospitality to match, we call him 'the 007' of service.

A modern dining room interior. In the center is a long, dark wooden table with a simple, rectangular design. On either side of the table are several orange chairs with a curved back and a metal frame. Above the table, four large, dark, conical pendant lights hang from the ceiling. The background is a light-colored, textured wall. A horizontal metal rod with many small hooks is mounted on the wall. The floor is a smooth, light gray. The text "Our Brands" is overlaid in the center of the image.

## Our Brands



BY ARAIYA

For the curious traveller, Soul by Araiya puts the world at your feet. Offering great value in vibrant city locations worldwide, our hotels deliver clean, streamlined design and comfort to the guest, wherever they voyage.



ARAIYA

Combining the very best in modern style and discreet service, Araiya Hotels bring our select destinations to life with authentic experiences and design. Ideal for the discerning traveller with an affinity for travel style and culture, each hotel is considered in touch with its surroundings.



ESSENTIA

BY ARAIYA

Araiya's flagship collection of hotels, Essentia by Araiya takes the guest on a journey traversing both luxury and indulgence to deliver signature stays the world over, rich in culture. Discover excellence through exceptional experiences and unparalleled service.

# Our loca**a**tions

Himachal Pradesh

**ARAIYA Palampur**  
A Norwood Heights Resort

Gujarat

**ARAIYA Ahmedabad**  
A Glade One Golf Resort

Maharashtra

**Araiya Hotels & Resorts**  
Corporate Office – Mumbai

Kerala

**ARAIYA Calicut**  
A Prabha Resort





# Why Araiya?

Our approach focuses on **providing value to owners** by means of **efficient, tasteful designs** and crafting **superior guest experiences** to meet the ever evolving needs of today's travelers. Our brand is an outcome of **industry best practices** combined with **high value for owners, guests and key stakeholders**.

**BRAND IDENTITY** – From our intelligent management model to the smart design of our properties, everything we do is honest, innovative and enriching for the guest. We are a global hospitality brand with a difference.

**TARGETING** – Innovation in concepts, services and marketing allows us to develop and operate hotels and resorts that become acknowledged as premium properties with lasting economic benefits for our partners.

**DIFFERENTIATION** – Our vision is centered upon providing guests with the ultimate comfort in an environment that's both immersive and enriching. Defined guidelines and brand specifications ensure each property is in line with Araiya's brand identity and that every location utilises **functional and eco-friendly designs**.

**COST PER KEY** – **Cost effective** to build and manage, efficient designs.

**SITE** – Maximum **space efficiency**, under 2 acres for Soul by Araiya.



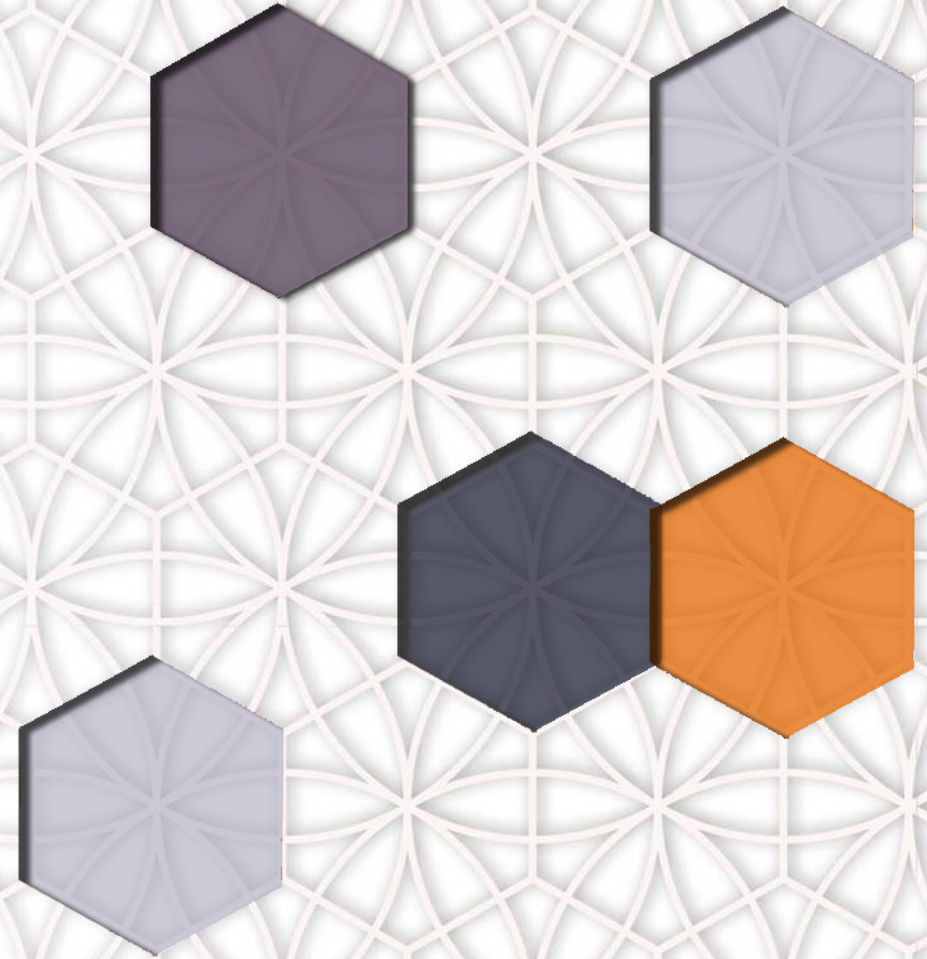


# Why Araiya?

**ARAIYA SIGNATURE RESTAURANT** – The Araiya Signature Restaurant offers full flavors of Indian cuisine made with passion and flair. Chefs bring classic recipes to the modern palate, combining traditional cooking methods with contemporary culinary creativity to deliver authentic tastes in bold new ways.



**ARAIYA SPA** – Our boutique spa concept artfully blends ancient Ayurvedic techniques and modern cosmetology. We offer guests a selection of personalised therapeutic treatments, all of which are carefully designed with holistic wellbeing in mind.





# Why Araiya?

## **AUTHENTIC**

Guests experience authenticity through our products that are **reflective of the location** and our service which is inspired by an Indian ethos

## **RESPONSIBLE**

In line with design, environment and **stakeholder value**

## **ADAPTIVE**

**Adapting brand standards** to create personalised and immersive experiences for our guests

## **INTUITIVE**

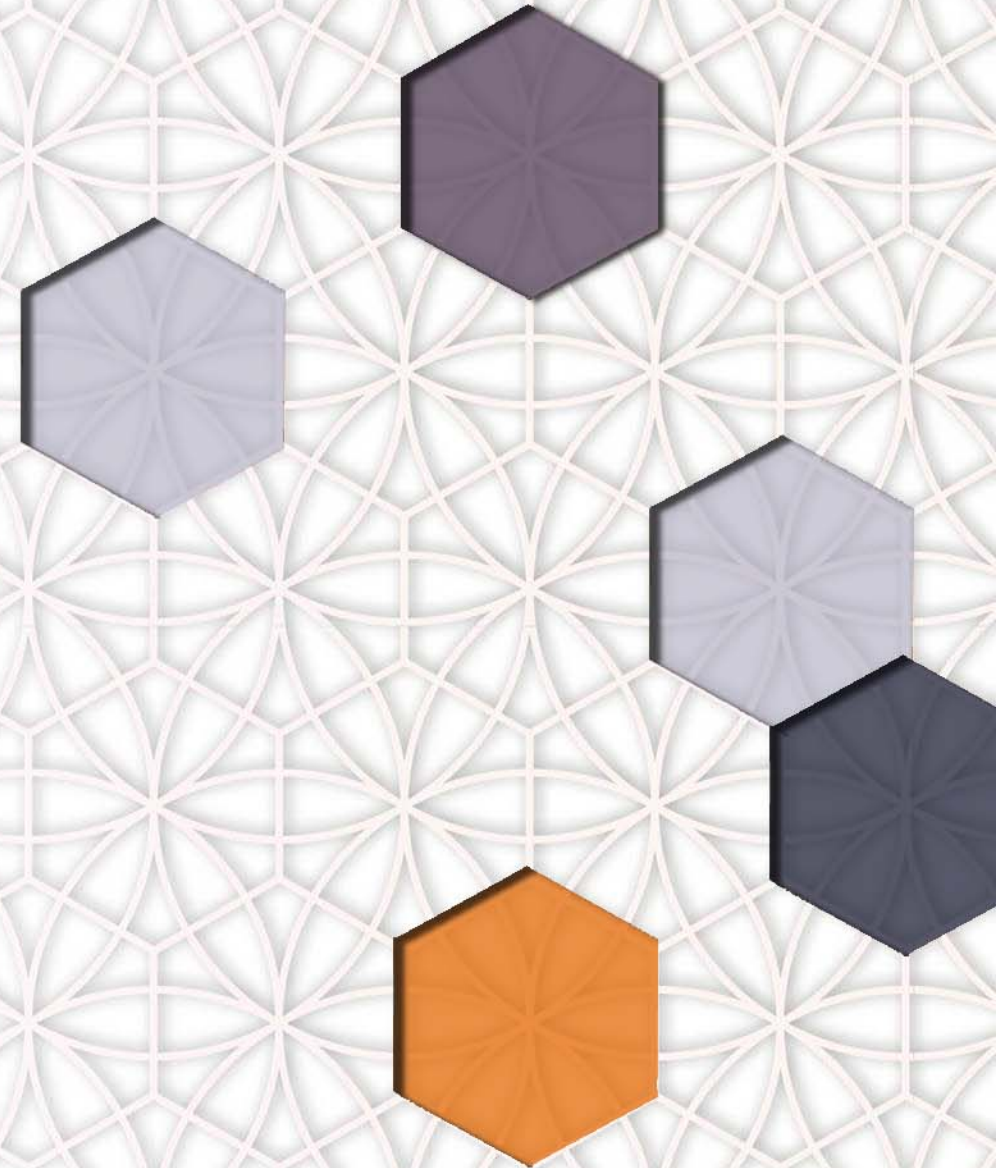
Our people have an **instinct for anticipating** guest needs by combining intuition with an emotional quotient

## **YERN**

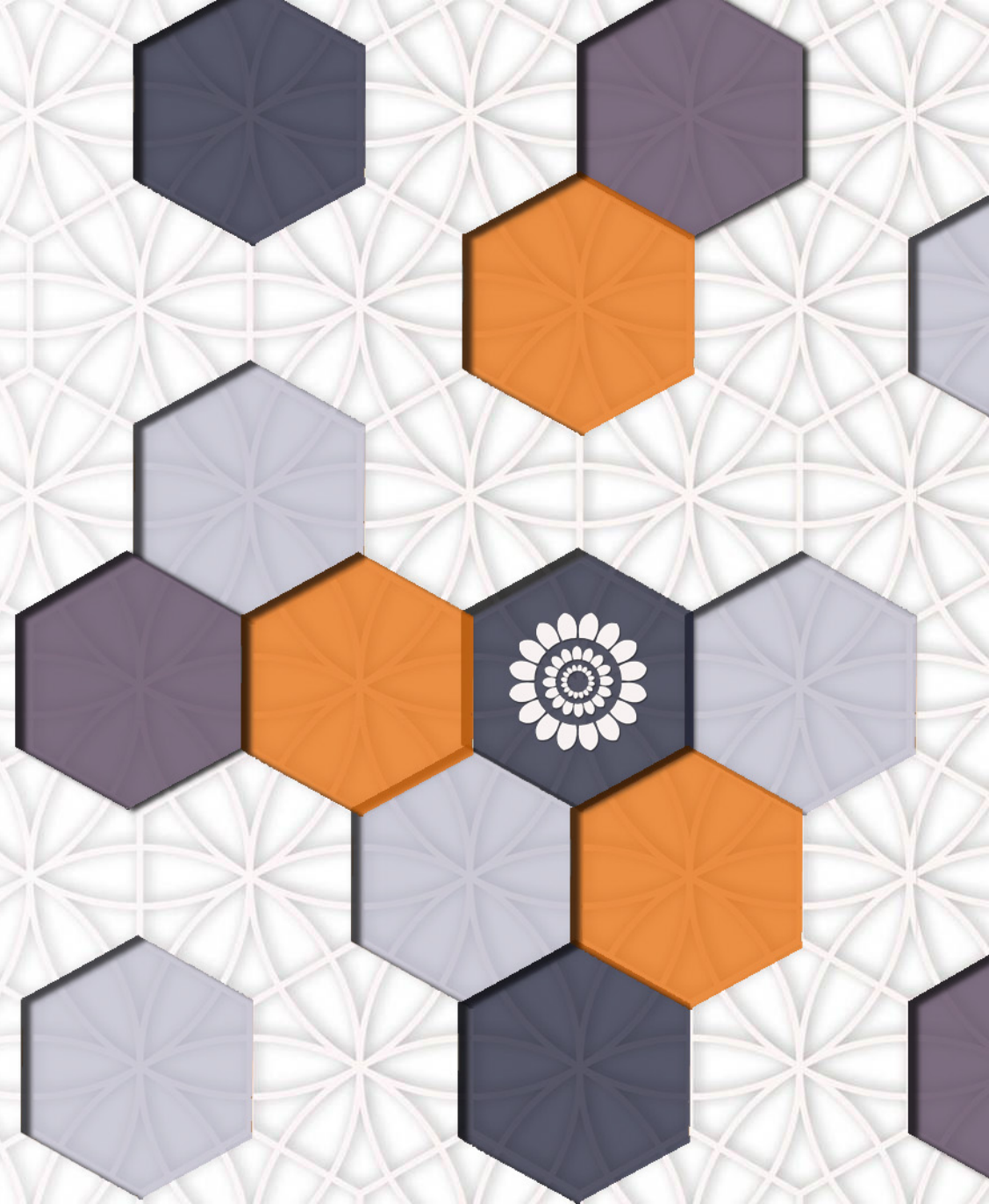
Active, quick and eager **to respond to changing markets and operating conditions**

## **ACCESSIBLE**

Owners see it in the **transparency with which we manage our business** and share information



# The Araiya Advantage



# The Araiya Advantage

## I) KEY FEATURES

Provide owner's with a **co-branding** option

### **Flexible contracts**

Leveraging **Araiya partner eco system**, resulting in **cost synergies** – through our preferred suppliers (Prologic, STAAH, Chris Garrod Procurement, OTA commissions )

**Transparency in owner communications** and reporting – monthly, quarterly reports with clear line and transparent communication b/w owner rep and GM

**Strong ROCE due to efficient construction costs** and eventual operating costs, local support – estimating 20% energy savings and 30% water savings over local competitors

Lower transaction costs in revenue generation – **40% lower** than global brands

**Lower overhead** central fees

# The Araiya Advantage

## 2) TECHNOLOGY PLATFORM SET UP COST

Business Core Applications  
(PMS, POS, ORM, BOH)

Guest Facing Technologies  
(In Room, HSIA, IP TV)

Voice Communication  
(IP Phone, PBAX, ISP)

IT Infra Structure  
(Systems, Network, Security)

Annual Maintenance Fees

**Leveraging 35% cost saving with Araiya IT  
set up** compared to other global hotel brands





## Development Summary



# Area Ratios

Brand	Soul by Araiya	Araiya	Essentia by Araiya
No. of rooms	150 – 180	120 – 150	80 – 100
Min. total area	6050	6250	5200
Total guest area	85%	80%	80%
	5140	5000	4160
Lobby	2%	2%	2%
Rooms	57%	54%	54%
Dining	5%	6%	5%
MICE	15%	12%	10%
Wellness & recreation	1%	6%	9%
Total service area	15%	20%	20%
	910	1250	1040
Usable carpet area per key (sqm)	40	52	65
Parking	1 per 5 keys	1 per 3 keys	1 per 2 keys
Landscape	Minimum 30% of site area		



# Development Costs

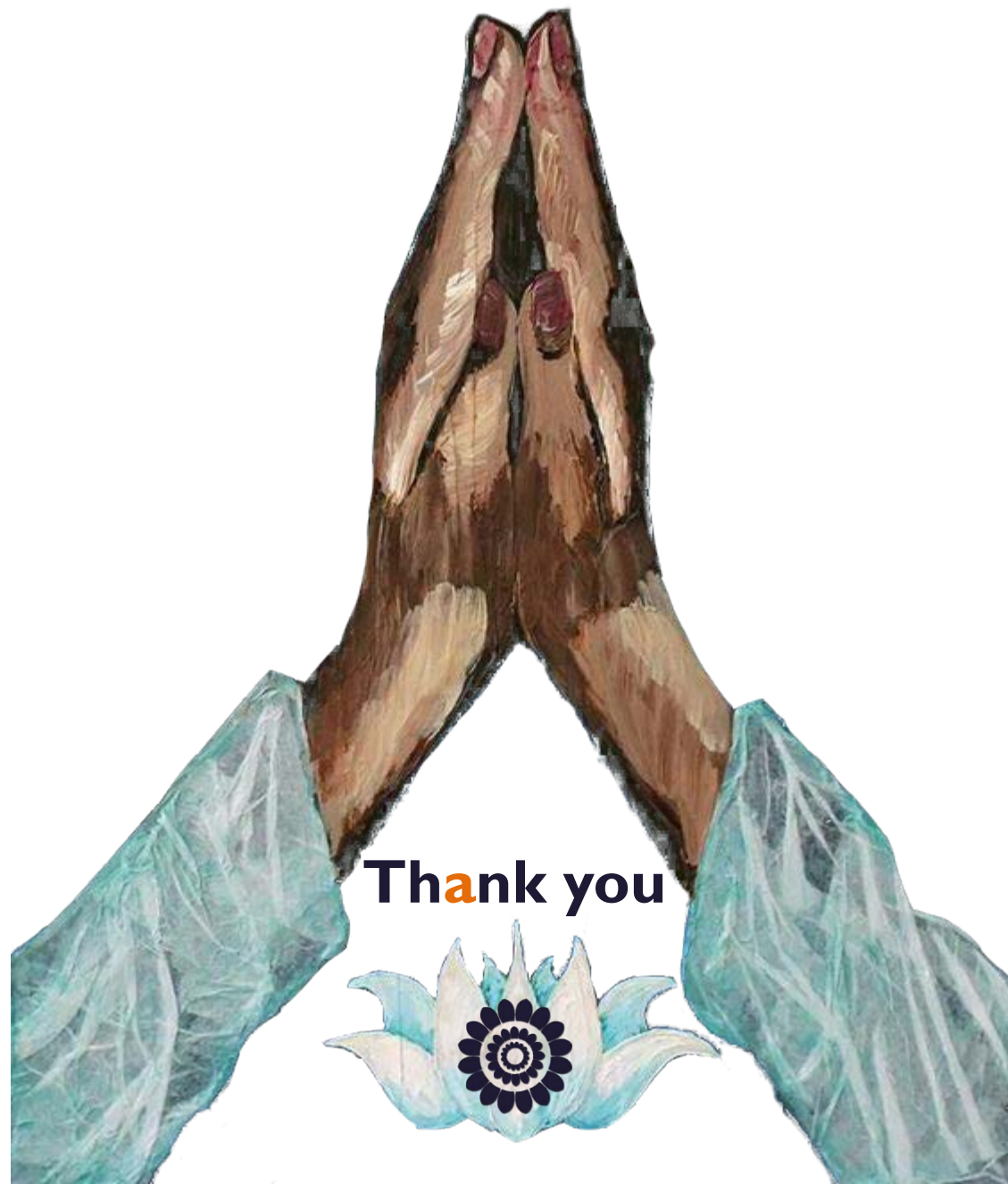
Brand	Soul by Araiya	Araiya	Essentia by Araiya
Development cost per key	INR 30,00,000 USD 44,860	INR 62,00,000 USD 92,820	INR 94,00,000 USD 140,700
Development cost per sqm.	INR 66,950 USD 1,000	INR 1,19,040 USD 1,790	INR 1,44,620 USD 2,170
Development cost per sqft.	INR 6,220 USD 95	INR 11,070 USD 170	INR 13,430 USD 200

- \*All costs are excluding land and other indirect development costs.
- \*Rates mentioned above are minimum costs to build and are valid for new built projects **only**.
- \* USD 1 = INR 67
- \*All mentioned areas are usable/carpet areas.To estimate built-up area, add an additional 18-25% of total carpet area.
- \*All calculations have been made for the minimum number of rooms ie. 150, 120 & 80 respectively.



# Araiya Property Logo Sample





**Thank you**