



Stanza Living is professionalizing the student housing market in India by introducing technology-enabled living spaces in line with international standards

# Founded in April 2017 by IIT-IIM alumni with blue-chip corporate experience across multiple geographies & sectors



**Anindya Dutta,**  
MD and Co-founder

- MBA from IIM Ahmedabad; engineering graduate from IIT Kharagpur
- Gold medallist from IIT Kharagpur; Industrial scholar from IIM Ahmedabad and Aditya Birla Scholar
- Prior to returning to India to start Stanza, was based in London and was a Vice President at Oaktree Capital
- Before Oaktree, Anindya worked in the investment banking division across strategies & sectors at Goldman Sachs in London
- Extensive experience analyzing and investing in various global real estate opportunities including student housing businesses



**Sandeep Dalmia,**  
MD and Co-founder

- MBA from IIM Ahmedabad and an engineering graduate from Delhi College of Engineering
- Prior to Stanza, was a Principal at BCG and worked across geographies –US, South East Asia and India
- Co-founded the Greenshoots program at BCG—an accelerator for start-ups in India
- Selected amongst ~60 BCG consultants worldwide for Ambassadorship Program
- Extensive experience in operations management, go-to-market, sales strategy, program management and large scale transformation management

# Since its inception, Stanza Living has become the fastest growing start-up in the country with market leadership in this segment

**5,50,000+**

Nights spent by students in Stanza residences

**20x**

Growth in 2017-18  
Fastest growing start-up

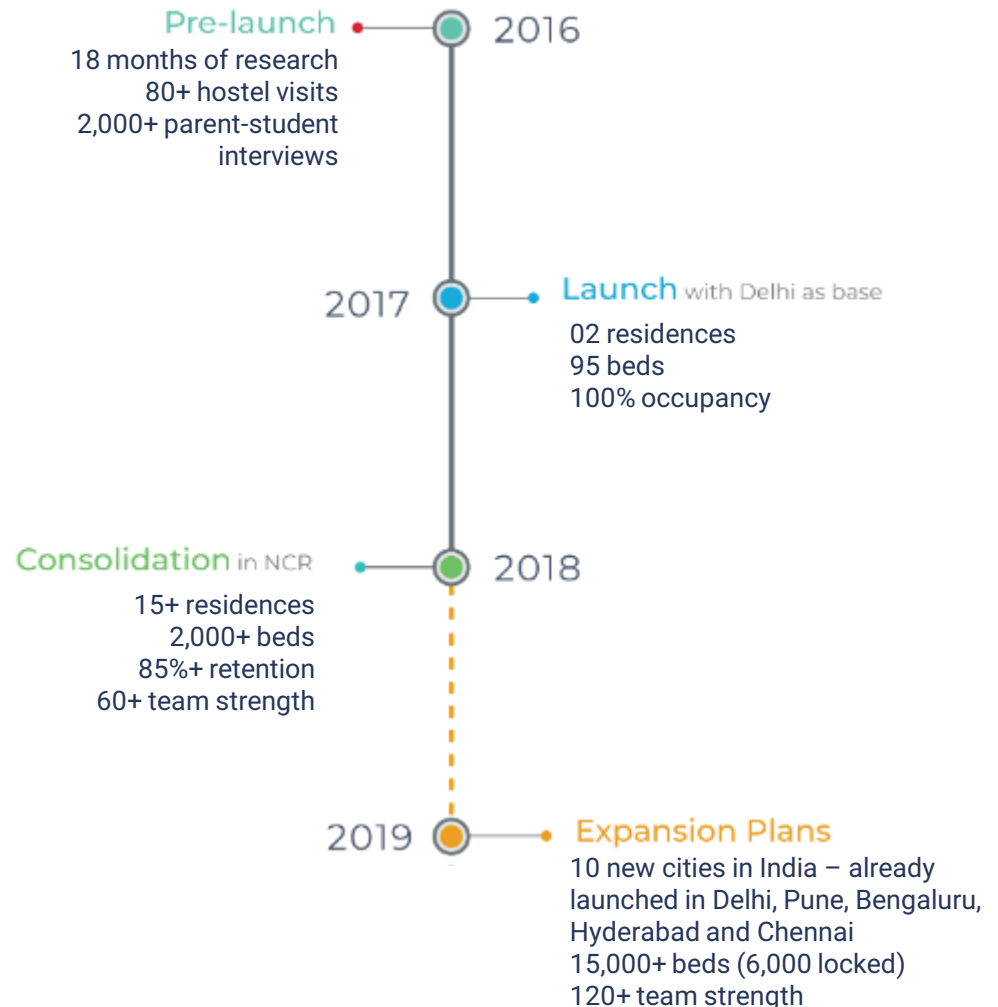
**\$12m**

SEQUOIA PARTNERS | matrix PARTNERS | ACCEL PARTNERS

Most-funded start-up in the sector

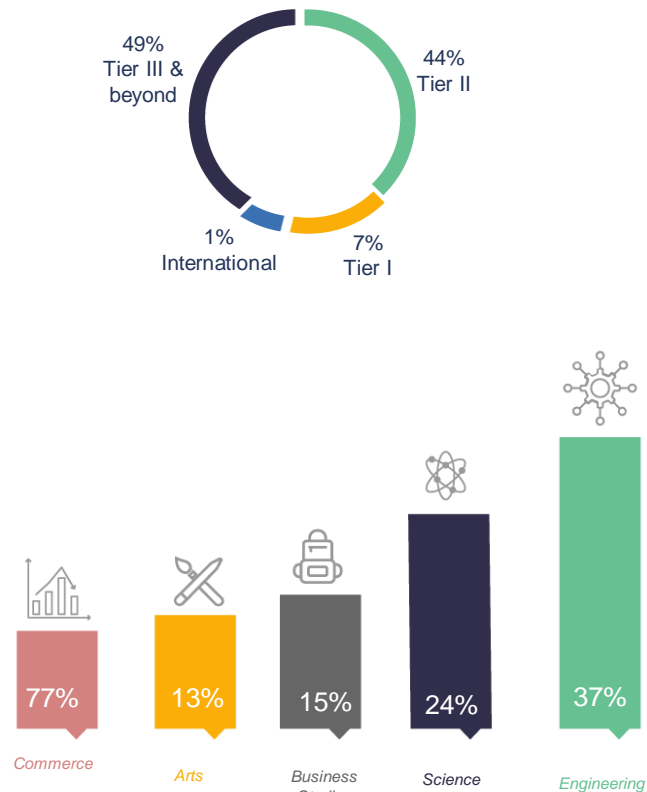
**80%+**

Students are extremely happy with the Stanza Living experience



# Today, Stanza Living houses an eclectic mix of students from varied backgrounds and colleges

## City-wise demographics



## Select Universities, Colleges & Institutes we cater to



# Managed by an experienced team, Stanza Living is establishing a pan-India footprint aggressively...



**Rohit Bakshi**

VP, Real Estate

18+ years' experience in Real Estate acquisition. Launched new real estate brands, shopping centres and hypermarkets across India. Spearheaded 140+ store launches for Future Retail Ltd.



**Ashutosh Singh**

VP, Field Operations

25+ years' core experience in managing Supply Chains, Operations and Logistics. Ex-military personnel with 21 years in the Indian army. He has also headed operations for Lenskart and Healthkart

**Sahil Ludhani**  
VP, Operations Excellence

10+ years experience in Customer Strategy, Operations and Consulting roles in India and abroad with McKinsey and as VP, International Operations with Zomato



**Ankush Gorav**  
VP, Engineering

12+ years' experience in building scalable technology platforms. Ex-Head of technology at Healthkart. Prior to Stanza Living, he was Co-founder and CTO of technology firm Gontu Series



## ...and strengthening customer experience by leveraging their multi-sector expertise



**Ananya Sharma**  
VP, Projects

Architect with experience in managing portfolios ranging from 1600 sq. ft. to commercial complexes of 13 acres site area. Worked with eminent firms like Studio U+A, Raja Aederi and ran her own practice – Studio Lightbulb



**Sahil Chopra**  
VP, Marketing & Consumer Engagement

Integrated marketing and communications professional with 9+ years of experience consulting top global brands like Uber, Ola, LaLiga, Red Bull, Grofers, Harley Davidson, Ford and WeWork

**Pranjal Singh**

VP, Sales and Business Development

7+ years experience in driving sales, strategic alliances and P&L management across several sectors and industries including Grofers, Snapdeal and Pidilite



**Ravi Arora**

VP, Finance

Chartered Accountant with 13+ years of experience in Corporate Finance, Financial planning, Compliance & Due Diligence in Telecom, Financial Services & Fintech sector brands like Bharti Airtel, Aircel and PayU



Our business offering is founded on four strategic pillars, which puts the student at the centre of everything we do

— The Stanza P.A.C.T —





# Product: Our residences are designed to provide best-in-class student living experience



## FULLY-FURNISHED BEDROOMS

Spacious & comfortable rooms with ergonomic sensibilities, furnished with personal wardrobes and study tables for students to feel at home

**ENTERTAINMENT ZONE**  
Cheerful areas furnished with everything our residents need to recharge, rejuvenate & socialise



## INTERACTIVE COMMON LOUNGE




Sociable spaces optimised to encourage interaction and forge friendships through shared experiences

**DINING AREA**  
Vibrant and colourful spaces designed for our residents to come together and enjoy quality, wholesome meals






# Amenities: We take the hassle out of a student's life by providing a range of world-class services, to ensure a comfortable living

## Healthy & flavorful meals

-  FSSAI license
-  Frequent food lab testing
-  Branded ingredients




## High-speed internet

-  Smart range routers
-  Back-up internet connection
-  Smart bandwidth distribution






## Courteous & caring captains

-  Hospitality graduates
-  Industry-leading trainers
-  Customer experience champion






## New-age security solutions

-  HD cameras with motion detection
-  Perimeter based monitoring
-  Biometric and RFID access gates






## Professionally trained housekeeping

-  On-demand room cleaning
-  5-star hotel-grade products
-  Frequent disinfecting of washrooms



## Value-added services

-  Laundry services
-  Concierge services
-  Doctor on call... and many more



# Communities: We instil a feeling of belongingness and help forge lasting friendships within our residents



## stanza social

Stanza Social is a unique program that creates immersive, shared experiences to foster a thriving community of Stanzens through an exciting array of indoor & outdoor interactive and social events



movie screenings



discounts at restaurants & cafes



game nights



birthday celebrations



participation at fairs & fests



salons & grooming center partnerships

## stanza springboard

Stanza Springboard is an exclusive professional & skills-development program to make Stanzens career-ready, enabling practical opportunities for them to explore, experiment, learn, lead and reflect



brown bag talks



internship programs



counselling sessions



alumni interactions



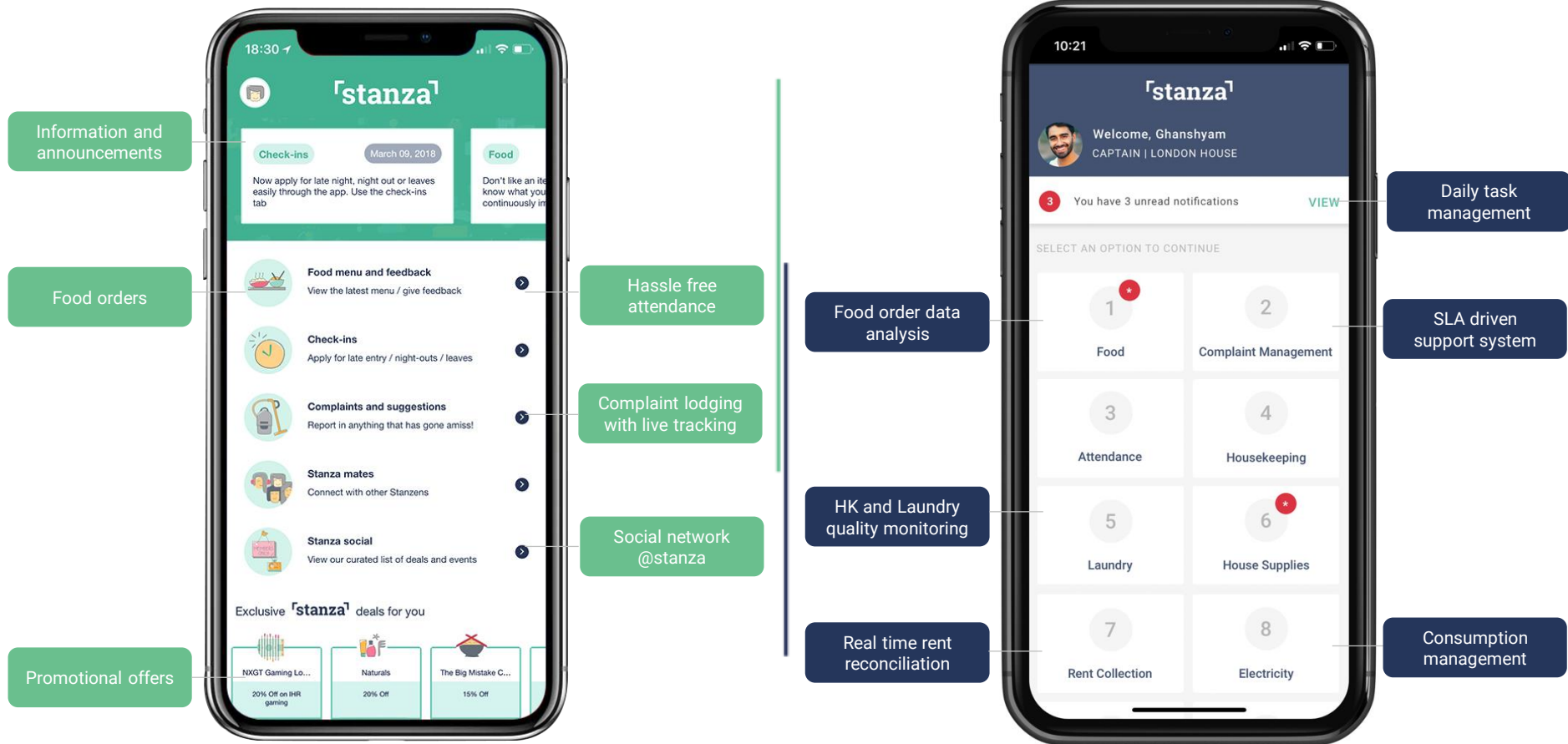
skilling classes



guest speakers



# Technology: We offer cutting edge, tech-driven solutions for the new-age students, enabling a smarter living experience



A personal assistant for Stanza residents enabling us to understand preferences and drive engagements

A personalized-app for our in-residence managers to manage operations effectively and efficiently



# Our 360° operations execution framework allows effective and efficient delivery of consumer services on a daily basis...



## Experienced and Qualified team

- Agile team of experienced industry professionals
- Subject matter experts across all service lines
- Dedicated training team for on-ground staff



## Analytics enabled innovation

- Customized solutions based on student behaviour mapping
- Predictive operating models based on regional data insights
- Wastage control to right-size services



## Strong Partner ecosystem

- 360 degree partner selection criteria
- Defined SOP and standardized process trainings
- Back-to-back SLA-linked vendor commercials



## Quality assurance and compliance

- International-standard quality process framework
- Regular, detailed, in-house & 3rd party audits
- Constant innovation driven by subject matter experts



# ... and ratings by our residents clearly reflects how much they love the Stanza experience...

## Stanzens Satisfaction Score\*



**82%+**

Residence staff



**80%+**

Housekeeping & maintenance



**72%+**

Food quality & experience



**80%+**

Complaint management



**85%+**

Community engagement programmes



**83%+**

Quality of amenities



Stanza is almost a home away from home. With all the facilities from a 24\*7 open kitchen where I perform all my culinary experiments to the common lounges with foosball and TVs, it's an experience in itself. We also have many special discounts and offer at various restaurants with Stanza Social.

-Prageet



Stanza Living - A place where I found my family in the perfect home. I've made friends I'm sure I'll cherish for life and memories that will always make me look back to my college days.

-Mohit



I have been a resident of Stanza for a year now and the best thing about Stanza is its ambience and services. The management staff is very cooperative and is willing to accept our recommendations

- Ishita



Apart from a comfortable place to stay, Stanza is so much more - I look forward to the fun-filled weekly activities, it's a welcome break from all the college pressure.

-Gunjan

\* - Represents the % of Stanza Living residents which are happy with the respective service offering

... and the broader ecosystem is also recognizing our efforts to transform student living experience in the country



**YOUR STORY** | IDEAS | STORY | HISTORY | COMPANY | BUSINESS | VISION | LINKEDIN | HISTORY | SECTION | EVENTS

**STARTUP**

**This startup brings disruption to India's student housing space with international standards**

Ashish A. Nair | posted on 15 May 2018

Stanza Living brings co-living space for students, enabling a close-knit community for students, along with high-quality product and service offering.

Anindya Dutta, 34, and Sandeep Dalmia, 31, met nine years ago, while pursuing their MBA at IIM-Ahmedabad. From there, Sandeep, who hails from New Delhi, went into management consulting for leading companies, and startups internationally.

He felt the Indian student housing ecosystem needed a strong concept - an environment for students that would stimulate learning and growth, along with international living standards. Disruption in the student housing industry, which generated annual revenues in excess of \$4 billion, was an opportunity that Anindya and Sandeep wanted to exploit, and this resulted in Stanza Living.

In Italian, Stanza is a room, apartment or chamber. In English, Stanza is a grouped set of lines within a poem. As stanzas build the foundation for a poem, Stanza Living aspires to provide world-class accommodation to build the foundation for the most important

**ET RISE** | Startups

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Business News | RISE | Startups | Stanza Living targets 10X growth for FY19, to scale volumes 20x

By Saanya Srivastava, ET Bureau | May 23, 2018, 11:30 PM IST

0 Comments

Build memories with every stanza.

Student accommodation startup Stanza Living is all set to step on the gas in FY19 as it sets sight on becoming one of the largest players in the student accommodation industry in India.

The one year old firm is looking to scale volumes by 20 times in 2018 targeting 2,000 beds from the 100 it currently has.

At this scale, the company will grow revenues by at least 10 times from the current Rs 2 crore that it clocked last year.

"We expect to grow revenues to Rs 20 crore this year and we are entering newer areas including Noida, Greater Noida and Dehradun. We intend to have operations pan-India by the end of the year," said Anindya Dutta, co-founder of Stanza Living.

Stanza Living's expansion plans come ahead of the new academic season and the Matrix Partners and Accel Partners backed firm is looking to establish its presence across all large educational hubs in the country.

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So, why partner with us?



# We believe a partnership with Stanza Living can help elevate the living experience of your students...



Create an **integrated, high-quality residential experience for your students** that meets all their needs & wants, so they can focus on their educational objectives

Drive the creation of **strong communities** through **tailor-made programs that offer unique experience & knowledge-sharing** opportunities that enhance the students' personal & professional nature



Introduce **technology-enabled, new-age living solutions** to build high degree of **trust and confidence** among parents/ guardians about the quality of care and security

...and also allow you to focus on providing your student with world-class education, while we take care of the rest



Deliver best-in-class, high-quality living experience driven by a **hospitality-led, 'student-first' approach** which elevates **your reputation as a future-ready institute** with a differentiated proposition

Eliminate your **daily hassle of managing student living issues**, so that you can focus on what you are best at – providing high-quality education while we take care of the rest



Create an **annuity-like, inflation-linked, secure income stream** backed by India's largest student accommodation provider with no associated marginal costs

# Forging a strategic alliance

# Our proposed partnership models to build a transformative student living experience

## FRAMEWORK

Stanza  
owned,  
Stanza  
operated



Stanza procures the property in line with its quality standards and the institute's requirements



Stanza transforms the property with its proprietary design elements for the new-age student community



Stanza sources students and manages end-to-end operations & service delivery enhanced with smart tech integrations

Institute  
owned,  
Stanza  
operated



Institute hands over its existing property with the requisite infrastructure to Stanza Living



Stanza transforms the property with its proprietary design elements for the new-age student community (if required)



Stanza becomes the Stanza Living partner of the institute's residential campus, manages end-to-end operations

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Thank You