



Case studies  
for  
Business Analyst Experience Program

OYO Rooms, also known as OYO Hotels & Homes, is the third-largest hospitality chain by room count, providing a comfortable room stay and assuring the acceptability of services by OYO clients in over 80 countries.

It was founded in 2013 by Ritesh Agarwal (one of India's youngest entrepreneurs and the founder and CEO of OYO Rooms), and it has since established itself as the fastest-growing hotel network both offline and online.

**Oravel Stays Pvt. Ltd. was Ritesh's first venture. Oravel eventually transformed into OYO Rooms in 2013.**

# Marketing Mix of OYO Rooms

As OYO Rooms concentrate on co-branding, they operate differently from OTAs (Online Travel Agency). They state that they are working with zero-to-2-star hotels and guest houses, 'standardising' them and getting them customers through their website and apps.



OYO's market presence has proliferated as a result of its inclusion on travel aggregators such as MakeMyTrip, Cleartrip, and Hotels.com. Their goal is to attract small business visitors and budget tourists looking for quick cash, which benefits OYO because revenue is received more quickly.



# Product in the Marketing Mix of OYO

Oyo offers a wide selection of products and services to its customers based on their needs. OYO Rooms, Hotels, and Homes takes a multi-brand approach. This includes:

**OYO TOWNHOUSE**

**OYO HOME**

**SILVERKEY**

**CAPITAL O**

**YO! HELP**

**COLLECTION O**

**PALETTE**

**OYO VACATION HOMES**

**OYO LIFE**

# Segmentation, Targeting, and Positioning of OYO

OYO employs a combination of demographic, regional, and psychographic segmentation tactics to understand the changing demands of its clients in a competitive market.

Targeting strategy is the foundation of the product development process. OYO employs a customized targeting strategy for several product categories.

OYO uses a value-based positioning strategy for its customer by providing:-

- Standardized budget hotels
- Luxurious productive place



OYO is planning to launch 400 properties in major spiritual destinations such as Ayodhya, Varanasi, Tirupati, and Katra-Vaishno Devi by the end of this year.

## THINK AS A BUSINESS ANALYST

How does OYO's current business strategy align with the BCG Matrix, and what insights can be drawn regarding the positioning of its different business units in terms of market growth and relative market share?

How does OYO's business model contribute to giving the company a competitive edge in the hospitality industry?