**OUR STORY**

**Overview**

Cygnett Group grew out of the Vision of Sarbendra Sarkar who define Cygnett Group as an Aggrandized hospitality Company. Every great venture begins with a dream and it takes all of the dreamer's strength, patience, and passion to reach for the stars to make his dream a reality. It is this very strength, patience, and passion which has taken Sarbendra Sarkar, Founder & MD Cygnett Hotels & Resorts, to the heights of success achieved by only those who "Dare to do, over Dream to do". Sarbendra is the quintessential person who takes challenges& enjoys the thrill of it. This adage suits his remarkable journey as he enjoys the challenge of converting loss into profit.

Cygnett Hotels and Resorts came into being as a dynamic and progressive Hotel Management and Brand Franchising company with the vision of creating a hotel company that is responsive to the demands of a metamorphosing world, without compromising the ideals of good hospitality, quality comfort, and great service in the year 2012. And, after two years of careful and detailed analysis and groundwork, in April 2014, it started operations in India and Nepal. The company is now actively targeting the ASEAN, Middle East and North African countries to expand the group's footprint.

The hospitality group is actively working to open 100+ Hotels across 75+ cities in India & Nepal and to operate in international locations (ASEAN countries, Middle East, and North Africa) within the next five years. The company is looking forward to adding 7500+ keys by 2025 and to create employment for 12,000 + employees & benchmark "Cygnetture Experiences" in the industry.

**MD’s Message**

Since 2014 we have built powerful brands, the last six years' journey of implementing an amalgamation of various business models has strengthened us.

In this metamorphic world in order to meet the current changes in the industry and anticipating the future, we have transformed Cygnett from the hotel group into an aggrandized hospitality group with a new eco-system of Cygnetture experience. Extensive strategic moves in a wide variety of business models around ASEAN countries, the Middle East, and North Africa. Our versatile offerings create a wide and multi-brand portfolio from a collection of upscales hotels to budget and economy brands with Aayushkam being a wellness and lifestyle brand.

**Sarbendra Sarkar**

Founder & Managing Director

**ABOUT CYGNETT**

**Our Manifesto**

Cygnett hospitality is known for its versatile offering, great prices, and Cygnetture experience. In this metamorphic world, our hotels provide more than a room to stay and bed to sleep. We create a Cygnetture experience that offers a lifestyle where you want to STAY – WORK – CHEERS.

We are redefining a future where travel unlocks with an aggrandized hospitality-concept, where our powerful brands deliver Cygnetture experience and our constant innovation is creating new value and expanding boundaries.

A commitment to sustainability gives back to one planet and communities.

**About Cygnett**

Cygnett Hotels and Resorts is as progressive and tech savvy company with 35 Hotels- 20 Operational in 33 locations, across 2 countries, that is responsive to the demands of a metamorphosing world. The multi-brand portfolio having multidirectional approach gives it the edge to cater to the rapidly changing hotel industry on the founding tenets of hospitality: quality, comfort cygnetture service.

#### ****What sets us apart?****

1100 + keys across 33 locations including 15 pre-opening in 2+ countries, 14 states within 4 years of operations with aggressive approach towards South Asian and African markets. It's not about us, it's about you. You – our guests – are what drive us, in all our endeavors, to create value. It is essential for us to deliver value when you invest your time, expectations and faith in us. All our hotels reflect this vision not just in pretty words but also in action. We understand the value of a good night's sleep, a meal that hits the spot, a that makes you feel cherished, and prices that suit the pocket. We don't promise, we deliver. Try the difference.

#### ****A snapshot of What is to Come****

* 1800+ Keys by 2020
* Manage, Franchise and Own at least 5000 Keys by 2022
* Cygnett Hotels and Resorts will be operating 50+ hotels within the next 2 years.
* Venture out into South Asia & Africa's hospitality scenario
* Develop & own state of-the-art next gen technology domains
* Bridge new communities & empower current coalition
* Deliver excellence & assistance to our patrons

**OUR HERITAGE**

### **BRINGING INDIA TO THE WORLD**

Cygnett is bringing India to the World through Indian Heritage concept **"Atithi Devo Bhava"** meaning **"Guest is God"** is to treat tourists/guests. We draw inspiration from its many diverse and colorful cultures and strive to bring the ancient believed **"Vasudhaiva Kutumbakam"** which means The World is One Family.

We honor Indian traditions through the flavors of its various cuisines served at our restaurants Our strengths lie in having both India and global outlook.

### **THE CYGNETT SIGNATURE**

#### Guaranteed Value for Money A comfortable and enjoyable stay at the right price.

#### A Quality Pledge Cleanliness, comfort and convenience without compromise.

#### Complimentary Cygnett Breakfast A delectable house speciality that assures the right start to the day.

#### Good Nights Made Great Beds with high quality scientifically crafted spring mattresses.

#### An Assurance of Safety 24- hour indoor and outdoor security.

#### Cygnetture Dining A carefully curated selection of fine food and beverage.

#### The Right Place Accessible and convenient locations.

#### Hospitality First Genuinely warm and attentive service that is our trademark.

#### Always Connected Free high-speed Wi-Fi.

#### VISION AND MISSION

### **OUR VISION**

Be the most preferred choice for our Hotel Guests, Employees, Shareholders and Partners by creating delightful Cygnetture experiences for every Guest, meaningful work opportunities for all employees, high Value for our Shareholders and Partners and make a positive difference to the world around us.

### **OUR MISSION**

Exceptional Hospitality is at the heart of all we do. Our Mission is to delight our Guests, each time, every time and be the distinguished global hospitality company. We are deeply committed to innovation and continuous improvement to stay the best at what we do.

### **CYGNETT CORE VALUES**

#### Cygnett Hotels & Resorts is committed to a set of principles that define our company identity not just in name but also truly in form.

#### Esteem We value and care for our guests, associates, owners and the environment.

#### Sincerity We are genuine, transparent and open in communication & business practices.

#### Vow We promise to create a delightful experience for our guests, and high returns for our partners, and we deliver on that promise.

#### Creativity We encourage revolutionary thought and innovative practices because we are focused on the way forward.

#### Growth We commit to invest in the success of all our stakeholders because therein lies our own growth.

#### Unity We work together with the spirit of unity towards achieving a common goal.

#### Safety We are dedicated to the safety of investment, people and opportunities.

#### Discernment We are aware that mindless expansion with a disregard for detail can never sustain profitability. We are very meticulous in our selection of associates, our team and our resources; tangible and intangible.

### **CYGNETT SAFETY & SECURITY**

#### The visitor, who goes to a specific lodging, accompanies an understanding that he and his things both will be sheltered and secure while he is putting up at the inn. Keeping this in mind, we have designed an array of features to ensure the security of our premises. One such feature to ensure the safety of the hotel room in which its visitors are staying, is that all the rooms come equipped with doors having punch and magnetic key cards.

#### The hotel also has digitalised in-room safes to ensure the safety of the luggage and other valuables of the guests. In addition, the hotel ensures a thorough vigilance of its guests with trained security guards and latest state-of-the-art security cameras who diligently work round the clock to provide a safe ambience to its guests. It also has smoke detectors and fire alarms in each room to prevent any mishaps in case of fire. The hotel has a proper plan of evacuation which guests and employees trained in earthquake drills will follow during this natural hazard. It has a few accessible entry/points that the guests can use in case of any emergencies or unforeseen mishaps.