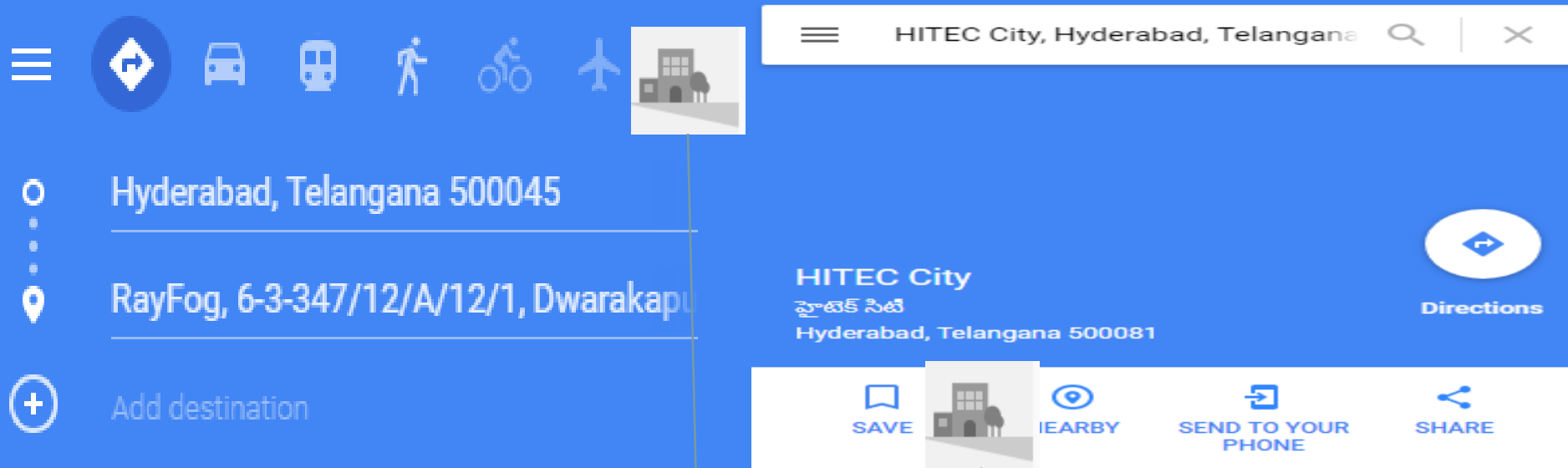


**OYO**

## Introducing Offline OYO Zones :



- As studies say, Indians have the psychological favour for face to face conversations in order to feel the presence. Hence, the introduction of OYO offline Zones on a pilot basis at all major railway stations, bus stands, Airports....etc.
- Offline OYO Zones at all major hotspots depending on the feasibility.



## OYO in Google Maps :



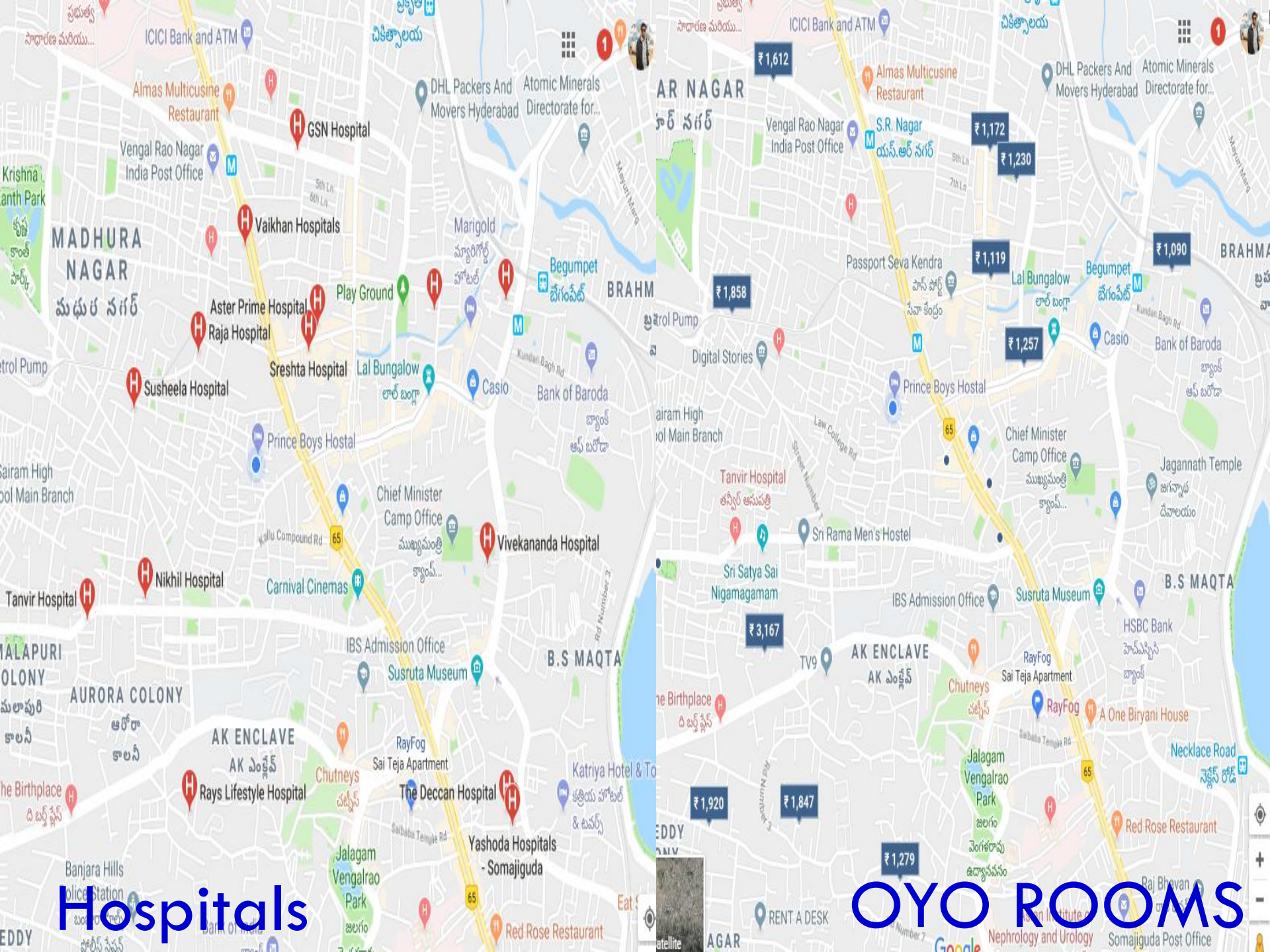
- Strategic alliance with Google maps to add a new column for OYO rooms for hassle free tracking and booking the OYO rooms.
- As previously had some connections with Google Local guide connect. Previously got perks(OYO Coupons) as a local guide.



## OYO near Hospitals :

It certainly offers great extent of visitors to OYO room hubs near and around the busiest hospitals in India & International . The kith and kin of the patients are not allowed for a stay in hospitals. So, the scope of searching for a trustworthy, comfortable stay will be high. And, OYO rooms with the brand can stand a good chance.





Hospitals

OYO ROOMS

## Alliance with OLA or UBER :

- Mutual agreement between Ola or Uber on win-win situation.
- The same can be implemented in China with Didi kuaidi & Malaysia with MyCar, JomRides....etc
- Once the customer confirms the booking, an immediate suggestion by ola or uber for hassle free commute before check-in & after check-out for the stay in OYO Rooms. As previously done for OLA share pass for booking OYO.
- Special coupons for OYO travels for uber ,ola like OYORIDE20, OYOROOMS10.....etc

Booking Details	
<b>BOOKING ID:</b> JUYE6072	
<b>CHECK-IN</b> - 27th Feb'18	
<b>CHECK-OUT</b> - 28th Feb'18	
<b>ADDRESS</b> - Kh No. 548,, Main, Vasant Kunj Road, Mahipalpur, Behind ICICI Bank, Mahipalpur Extension, Mahipalpur, Delhi	
	<a href="#">View On Map</a>
<b>Landmark</b> - IGI Airport	



## Strategic Alliance with Top National & International Banks :

- A two nights free stay for a customer in Oyo Rooms, who spends more than Rs 15k per month.
- OYO rooms reward points which we can redeem.
- with redeem points rewards we can book OYO Rooms.
- Introducing 'O' loyalty(reward) points on every booking.







## OYO Tourism :

- Targeting all crowded hotspot tourist places national and international level.
- All tourism places for instance Temples, Churches, Mosques and famous Historic places, where people throng in to be specific.
- Establishment of OYO Hubs in and around every Tourism spot in a scientific manner.
- It is similar to OYO Total Holidays.







## OYO Rooms for Marriages :

- Every year around 2.5 Crore Weddings place every year in and across India.
- So targeting marriage Attendees/Guests.
- On an average for every marriage around 50 to 60 close guests are staying in hotels at the time of marriage.
- There is a huge market here so focusing on it.
- It is not similar to OYO auto party.





## OYO Rooms for Hostel & PG :

- Paying guest is a newer avenue. Most of the Hostels and the PG Industry are unstructured. A proposal of merging these with OYO rooms or starting new ventures of OYO itself like OYO Hostels and OYO PG's.
- OYO already Entered in Living with OYO Living directly compete with Nestaway, Stayabode, & Ziffy homes.





Reachable at the busiest and the most crowded places like all major Bus stands, Railway stations and airports etc. So, targeting all modes of transportation like Road ways, Railways, Waterways, Airways in National and International level. OYO is familiar name yet it is important to strike at the time of need. So, arrangement of **OYO Billboards** at these places present the quick locality of OYO and eases the search of the customer.



## Top Medical Tourism Destinations Around the Globe



## Medical Tourism :

- OYO has already ventured into medical tourism, but no data is found as per my research.
- In 2020 Indian Tourism Market could be 9 Bn \$ as per the Grand Thornton report.
- The footfall of Tourists for medical purposes is on an increase of 10 to 15% YOY. Hence, Medical Tourists in need of contemporary standards provide real time chance for OYO rooms.
- On an average Medical Tourist will stay 15+ days in India.

### FOUNDER'S PROFILE

**Ritesh Agarwal**  
 • FOUNDER & CEO, ORAVEL  
 • YOUNGEST INDIAN TO RAISE ANGEL INVESTMENTS  
 • KAIROS FELLOW • BESTSELLING AUTHOR

• AGE: 19

### ABOUT ORAVEL.COM

Oravel - Bringing affordable rooms for 1.2 Bn People

#### PROBLEMS

- EXPENSIVE STAY
- DIFFICULT TO FIND
- BAD EXPERIENCE
- UNORGANISED

#### SOLUTIONS

- AFFORDABLE
- COMFORTABLE
- LOCALIZATION
- TECHNOLOGY ORIENTED

#### REAL WORLD USE

- MEDICAL TOURISM
- BUDGET TRAVELLERS
- BIG OUTSOURCING INDUSTRY
- ADDITIONAL INCOME
- HIGH AVAILABILITY
- TAX FREE

#### CO'S ACCOMPLISHMENT

- 4,000+ LISTINGS
- 3,000+ HAPPY NIGHTS
- 200% GROWTH EVERY MONTH
- 40+ COUNTRY TRAVELLERS
- 10 ANGEL INVESTORS
- 15 TEAM MEMBERS
- 3 MEMBERS FROM TOP UNIVERSITIES IN US

### GROWTH WITH THIEL FOUNDATION

- 1Mn + PLACES
- BILLION \$ OPPORTUNITY
- BECOME GLOBAL IDENTITY
- AFFORDABLE HOSPITALITY FOR DEVELOPING WORLD



## OYO for Non Locals :



- Targeting Parents & Relatives, who visit the city to meet children and go on tour around the city.
- Eg : Visitors to Hyderabad constitute around 25% in its total population of 11 M.
- Around 1 M people are employees and students come from Tier 2 & 3 cities.
- The Parents will visit their children for every quarter and go around the city as well.
- From Hyderabad alone around 4 Lakh people travel every night through Private & Public transportation.
- So targeting on this core.



## OYO for Campaigns & Workshops :

- Most of the participants in the campaigns and workshops are non-residents and come from other places.
- Sometimes the stay demands the participant to stay from 3 to 5 days and here is the opportunity.
- As per statistics around 750+ campaigns are hosted only in Hyderabad. On an average around 90+ participants are involved in these campaigns and there are similar statistics for Workshops as well.



## OYO for Events :

- India's Event Industry is holding 1 Bn \$ as of now & it is increasing 16% YOY.
- I believe there is a huge market in the event industry for OYO Rooms.
- Collaboration with Mera events, Explara, Townscript...etc after event registration providing OYO Rooms for the events.



## OYO for Co- Working :

- India's Plug & Pay Industry has been on a swift rise day by day. So, it provides an opportunity to launch OYO plug & play office Space or OYO Co working space.
- India's Co working space market is expected to receive 400Million\$ in investment by 2018.
- A study by JLL India says that Office space leasing in India is expected to cross 100 mn sq ft during 2018 -20.



## Future OYO

### OYO Instant :

Paying Hours Stay, Hours = Rupees. How many hours you will stay pay for that only.

### Making hotels smart :

- Customers can operate everything from OYO App like Switching on TV, A/C, Lights, Calling OYO Captain, Ordering food, OYO Channel.....etc
- Oyo Selfie zones at every Oyo rooms.
- Oyo podcast.
- Increasing user engagement with Oyo.
- Customization make hotels feel more like home.
- Optimizing the time for travelers hence suggesting a customized information about weather, news, specific programs.
- Technologies like the Amazon Echo or Google Home, or custom-built Oyo controllers for heating, air conditioning, lighting, entertainment, alarms, etc.
- Eliminating the need to learn new set of remotes, buttons with each Oyo Room stay with Oyo Smart controllers.
- Delivering a great customer service.
- Introducing Customized Hospitality.

## OYO for Movie shooting spots :

It is the perfect time since there is no perfect platform for film shooting locations in India.

## Oyo for Private guest house (OYO Home) & Farm house :

- Gradual move into premium offerings similar to Oyo townhouse.
- People love spending time in holidays in private guest house & Farm houses & there is a gap in this market to enter it.

## OYO Price :

- Offering Varied price ranges for weekdays & weekends like Flight tickets & Movie tickets. Already OYO implementing but not sure on algorithms.
- Categorization of Normal days & Holidays, festivals, special occasions ....etc

## Share a OYO room :

You can gift a stay of 2 or 3 nights stay at OYO rooms to your loved ones.

## Book Now Pay later :

Alliance up with Lazy pay for book now pay later option to pay Hotel fare for Customers.

## OYO Surprise with Oye Happy :

- Surprising regular & corporate clients on their special occasions like their birthdays, marriage days.....etc.
- As this is millennia's era more senior positions and creating new opportunities, they are going to seek out hotels that will allow them to mix profession and feeling of happy satisfaction.

## OYO Memories or OYO Moments :

Sharing customer experience with hash tag of #Oyomemories or #Oyomoments

## Multi Payment mode :

Multiple modes of paying hotel fare like EMIs, % of money in multiples for OYO Corporate or Frequent OYOers.

## Oyo In-room Tablets :

Oyoers can use tablets to look for information, controlling room temperature, open and close curtains, housekeeping services ,room service access, appointments booking, control the TV, order movies, or other housekeeping services. The tablet can also turn into a VoIP phone, and schedule wake-up calls.

Thank you

Watch the space for [Subscription model & Strategy canvas for Tier 3 cities](#)

RayFog