

ARAIYA

HOTELS & RESORTS

01

LEADERSHIP



AMRUDA NAIR

DIRECTOR

ARAIYA HOTELS AND RESORTS

Amruda has hospitality in her DNA. From her grandfather, the late Captain C.P. Krishnan Nair, founder of The Leela Group, she inherited a maverick streak and an eye for opportunities. An economics graduate, she obtained an IHM degree in The Netherlands, as well as a postgraduate MMH degree from the Cornell Hotel School.

After a stint with Mandarin Oriental New York, Amruda joined Jones Lang LaSalle Hotels Singapore for investment sales in Indonesia, Japan, China and Thailand. In advisory she did pre-opening budget reviews, management contract negotiations and operations audits for hotels in Bali, Bangkok, Hong Kong and Beijing and acted as an owner's rep for LIM, with 3 assets in Singapore and Shanghai, run by IHG, Fairmont and Starwood. Returning to join the family business in India, Amruda served as Head of Asset Management for Leela Palaces, Hotels and Resorts during a major growth period, with openings in Gurgaon, Udaipur, Delhi and Chennai, totalling 2,211 rooms under management.

In 2016 Amruda set-up a joint venture with a Qatari partner and as chief executive officer of Aiana Hotels & Resorts, led the development of 1,000 rooms across the Middle, including the opening of a 611-room hotel in K.S.A. Amruda was awarded the 'Generation Next Awards' for Hospitality by The All-India Association of Industries, Women Achiever's Award by FICCI and the Rising Star – South Asia award by ISHC.

02

LEADERSHIP



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.

A seasoned and versatile management professional with cross-functional experience acquired over 3 decades and 14 countries, Murli has held key roles at several 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 and specializes in brand management and revival for businesses at every scale while also ensuring sustainable and profitable business growth. His reputation for skills in Hospitality Operations, Global Joint Ventures, Brand Visibility Development, International Business Development, Expansion and New Acquisitions, Start-Up Initiatives, Commercial Strategies & Tactical Business Planning/ Strategy, Budgeting & Financial Planning, Policies & Procedures, Property Management, Revenue Enhancement, ROI Accountability, Cost Control, Vendor Management & Development, Customer Relationship Management, General Administration and People Management are also well recognised across the industry.

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 has a sharp eye for detail and a deeply rooted passion for hospitality and we fondly call him 'the 007' of service.

03

LOCAL & GLOBAL REACH

OFFICES & SALES REPRESENTATION

EUROPE

GSA
London, UK

GSA
Berlin, Germany

ARAIYA Holdings Ltd.
Valletta, Malta

ARAIYA MALTA Ltd.
Valletta, Malta

INDIA

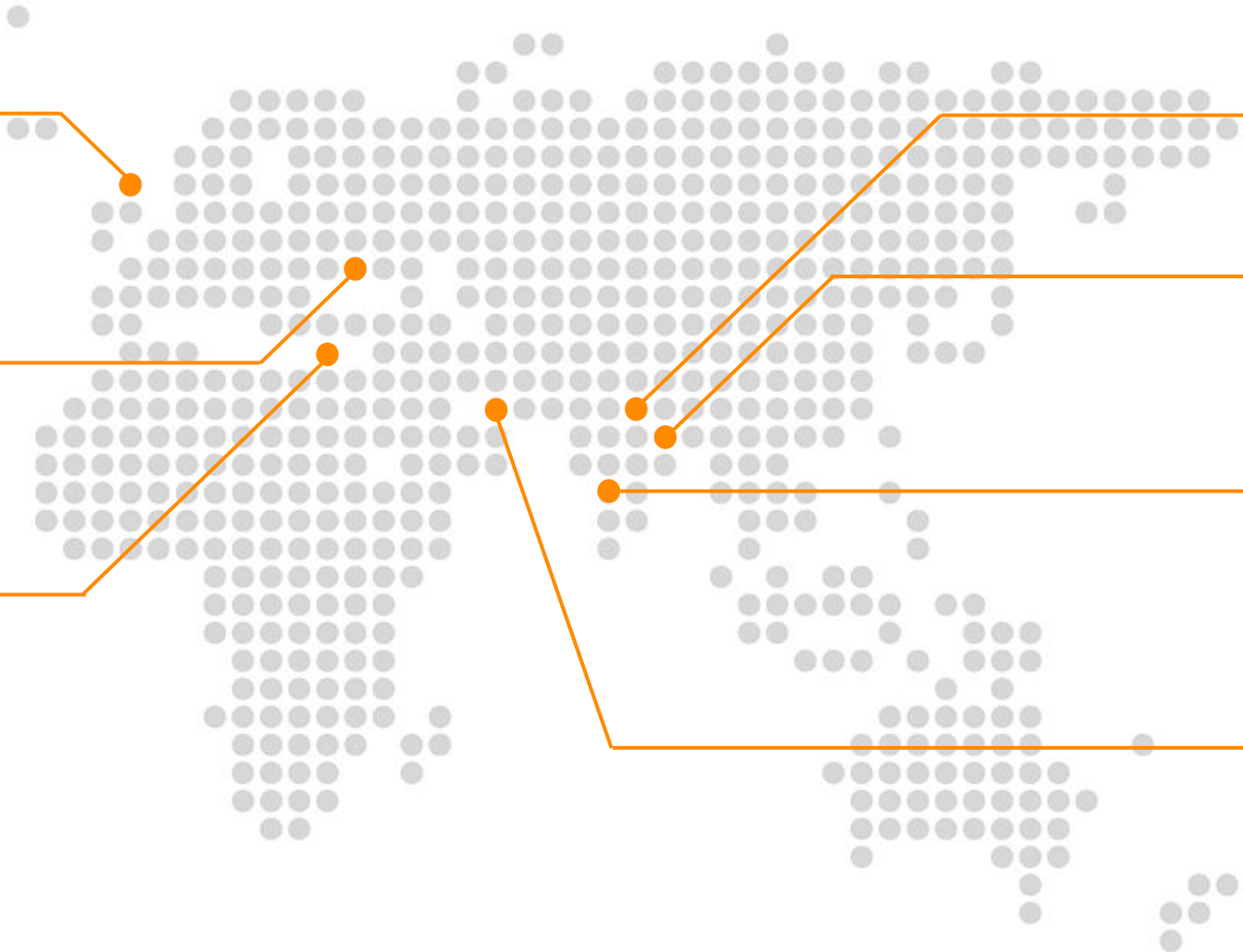
GSA
Delhi

Regional Sales Office
Chandigarh

Corporate Office
Araiya Hospitality Pvt. Ltd.
Mumbai

MIDDLE EAST

GHA Sales Office
Dubai



ARAIYA PALAMPUR – A NORWOOD HEIGHTS RESORT

Operational



Nestled in the Kangra Valley of Himachal Pradesh, Araiya Palampur stands between dense pine forests and the magnificent Dhauladhar Range and is the only property located at an altitude of 5000 feet within its surrounding area. We are ideally located for business, leisure and adventure travelers. With 25 rooms and suites to choose from, we have your comfort and convenience taken care of. Other amenities include an all-day dining restaurant, a rooftop bar, a heated pool and a sprawling outdoor lawn with stunning vistas.

ARAIYA CALICUT – A PRABHA RESORT

Opening in Q3, 2021



Araiya Calicut is nestled amidst a 2-acre estate of lush landscaping. Whether the upscale rooms or the service standards, Araiya Calicut is built to reflect the various influences of the city's rich history. Pamper yourself at the Araiya Spa with the legendary Kottakkal Arya Vaidya Sala influenced treatments or choose from a wide range of Eastern, Western and Araiya signature offerings. Dive into a world of luxury in your private garden patio. Get spoilt for choice because when in God's own country, you would want to experience heaven.

ÉSSENCE BY ARAIYA – A GLADE ONE GOLF RESORT

Opening in Q3, 2021



With a combination of 24 villas and suites spread across 9 acres, Éssence by Araiya Ahmedabad offers the best in contemporary living merged with global sensibilities and the Indian charm. Tee off at the 9-hole Gary Player-designed golf course. Make the most of the multipurpose courts available. Heighten every sense at the Araiya Spa or just enjoy a leisurely dip in the pool. Éssence by Araiya is designed to delight you. Business meetings or family events, this property seamlessly adapts to every need of yours.

05

BRANDS

The word Araiya very literally refers to something that is beautiful. And that is just how we want the Araiya experience to be. Our retreats have been carefully designed to appeal to the discerning traveller. When you choose Araiya, you get to take in the very essence of a destination, just the way you would love to.



Araiya's flagship collection of hotels, Éssence 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.

CARPET AREA PER KEY: 65 SQM
DEVELOPMENT COST / KEY: USD 140,700



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.

CARPET AREA / KEY: 52 SQM
DEVELOPMENT COST / KEY: USD 92,820



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.

CARPET AREA / KEY: 40 SQM
DEVELOPMENT COST / KEY: USD 44,860

*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

06

THE ARAIYA CONCEPT

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

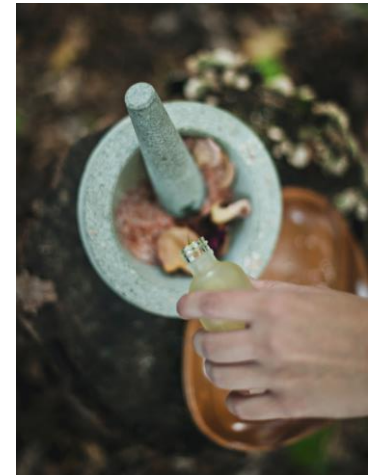
ARAIYA SIGNATURE RESTAURANT

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.



07

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.

- Clearly **defined brand operating standards and KPIs** by department for delivering brand standards adapted to each destination
- Ensure training to deliver **intuitive service** to create immersive experiences
- Defined guidelines to **tackle unforeseen events and emergencies** of all kinds and **optimize efficiency** of operations
- Defined tools to enhance **CRM and ORM** – ensures **guest satisfaction and repeat clientele**
- Lower overhead central fees
- **Adaptable and agile** to evolving operating environment, technology and guest preferences
- **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.

08

THE ARAIYA ADVANTAGE – KEY FEATURES

- Provide owners with a **co-branding** option
- **Flexible contracts**
- Leveraging **Araiya partner eco system**, resulting in **cost synergies** – through our preferred suppliers (Prologic, STAAH, Habittue 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

09

THE ARAIYA ADVANTAGE – OUR SYSTEMS

- Operational expertise combined with global experience, local support and best practices to achieve strong ROCE via efficient construction costs and eventual operating costs resulting in an **estimated savings of 20% on energy and 30% on water in over local competitors**
- The Araiya digital ecosystems; i.e., the brand website + STAAH booking engine + channel manager + Airpay payment gateway; are smoothly integrated which collectively results in **40% lower transaction costs than global brands**
- Seamless IT systems enabled with hybrid infrastructure designed by HATT-VCNS (our Brand IT consultant) Global and topped up with a 3-year warranty coverage results in **33% lower IT infrastructure costs**
- Through customization of off-the-shelf solutions, we have created our own bespoke and fully integrated hybrid application stack with Prologic, Repup and ZingHR delivering a **72% saving on business core application costs**
- The hybrid application stack along with the negotiated Araiya standard rate contract results in **44% lower annual maintenance fees**
- Araiya IT Infra, Application, Digital Platforms and Guest Experience platform designed by HATT-VCNS Global results in **48% lower cost per key for IT systems compared to global brands**
- Leveraging this technology and infrastructure to allow **easy accessibility and transfer of knowledge of the brand training and SOP manuals across destinations via the cloud**



10

SALES & MARKETING

Araiya Hotels' dedicated sales team focuses on corporate business sales, leisure sales and meetings, incentives, conferences and exhibitions (MICE). To target top customers, build brand loyalty and drive revenue, we have expert specialists in each sales segment. **Our sales offices are strategically located and work collectively to drive revenue.**

With one eye on the pace of changing preferences in today's times, we work towards **channeling and appropriately optimizing the available technological tools** to enhance our B2B and B2C outreach and increase our direct bookings while **reducing the cost of acquiring business.**

At Araiya, we have built our systems and process with a focus on **enhanced digital dexterity and to be future ready** in the endeavor to continuously reduce our cost of sales, increase direct bookings and constantly enhance our guest experience.

To know more about how we leverage technology the Araiya way:

Technology In Hospitality – Seamlessly Agile

<https://www.AraiyaHotels.Com/technology-in-hospitality-seamlessly-agile.html>

Technology In Hospitality – The Araiya Ecosystem

<https://www.AraiyaHotels.Com/technology-in-hospitality-the-araiya-ecosystem.html>

11

LOYALTY



DISCOVERY by GHA (Global Hotel Alliance) is the **world's largest alliance** of independent hotel brands which **drives incremental room revenue through direct channels** and harnesses the collective power of its network members.

DISCOVERY provides brands with **a powerful guest recognition platform to reward and encourage repeat guests** and attract lucrative new business via its vast network. It also leverages its scale benefits through lower distribution costs.

As a program, DISCOVERY is the preferred choice of loyalty solutions among hotel owners since it enables guests to receive enhanced service and recognition, while earning experience-based rewards.



As the world's largest loyalty platform for independent brands, DISCOVERY offers:

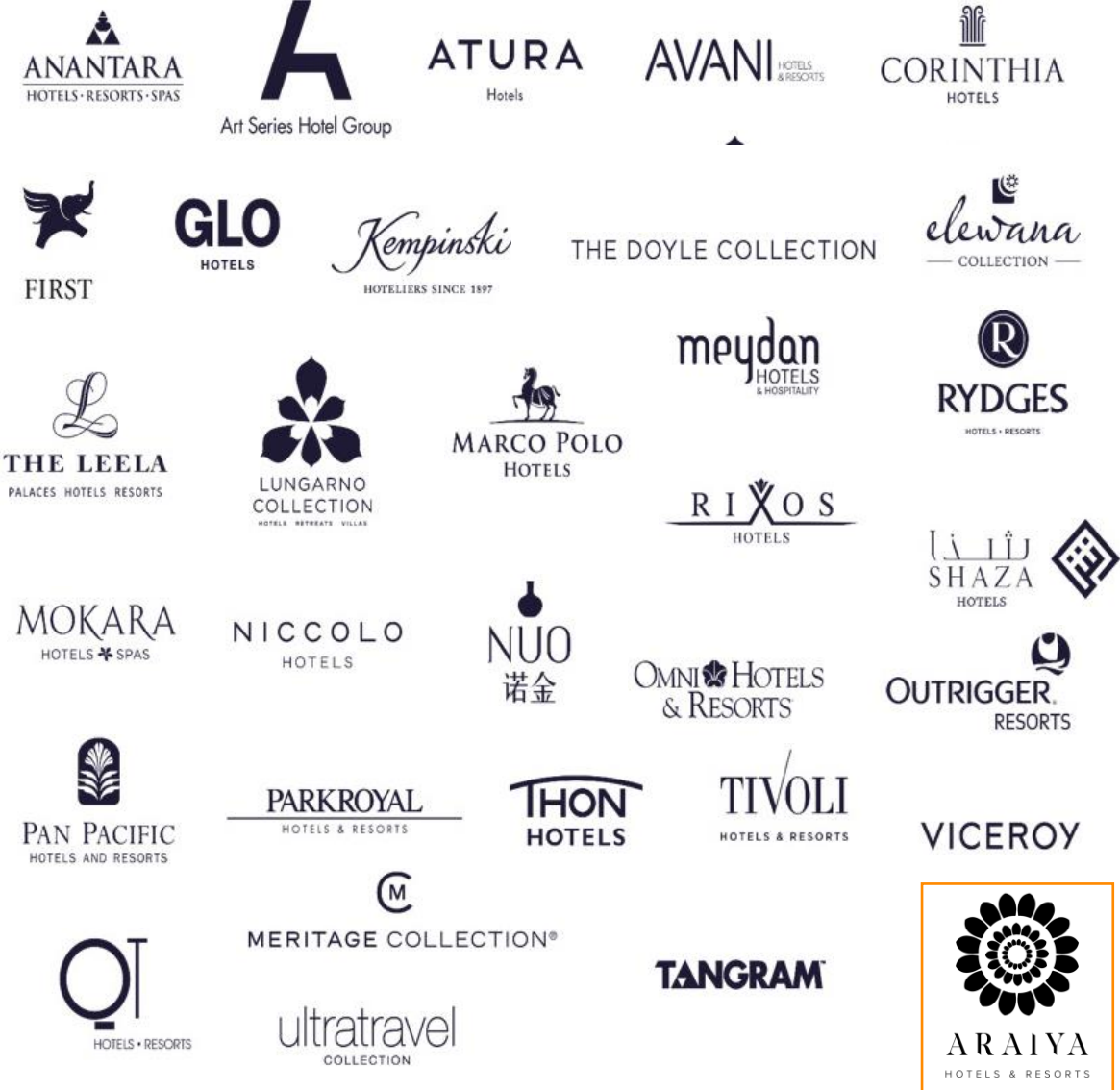
- **INCREASED BUSINESS**
By recognizing and rewarding guests to dramatically increase repeat stays. Guests are rewarded with a range of experiences that are proven to result in increased business and higher spend per guest.
- **BOOST DIRECT BOOKINGS**
Shift from third-party platforms to maximize direct booking. DISCOVERY is marketed to your guests as OUR brand's guest recognition programme, helping to build brand equity and bookings through direct channels.
- **SAVINGS BENEFITS**
DISCOVERY is a plug-and-play guest recognition programme, requiring minimal upfront capex to join.

12

GHA NETWORK & REACH

GHA is the worlds largest alliance of independent hotel brands:

- 17 million members spread across 85 countries, over 35 brands and 570 hotels
- Producing USD 1.4 billion in annual room revenue and over 8 million room nights
- Unprecedented choice of local experiences
- Maximizes incremental room revenue through direct (low-cost) channels
- Promotes repeat and cross-visitation to your hotels through enhanced recognition and CRM
- Member brands benefit from global preferred TMC status, technology and distribution savings
- Intuitive and easy to use
- Minimal administration efforts, no upfront capital and zero liabilities





Thank you