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# The Saartha

– Unwind, Body & Mind

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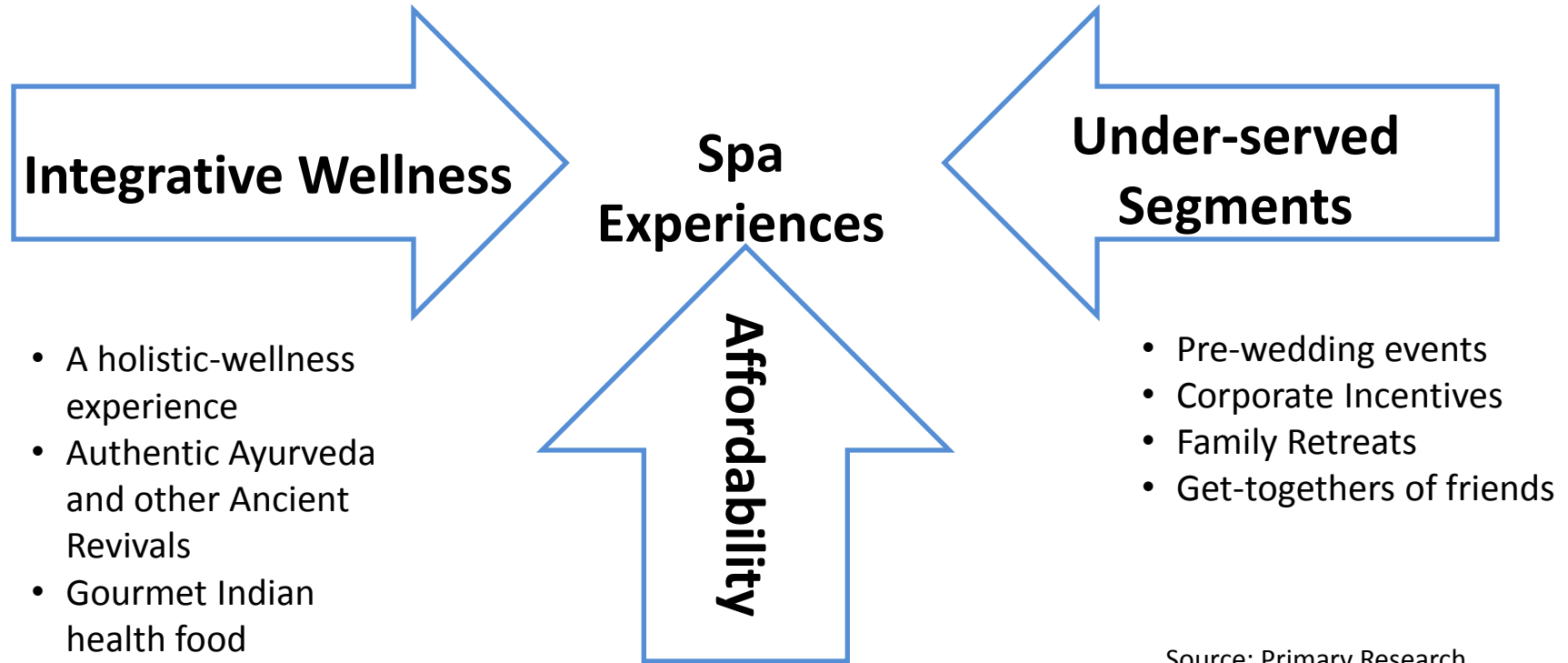
Madhav Raman & Khyati Kohli Architect)





- Unmet needs and Value proposition
- Facilities and Offerings
- Marketing Strategy and Financials

# Un-met needs in Indian market



Source: Primary Research



**The Saartham** – *Unwind body & mind*

A resort spa for group retreats, that combines Indian wellness techniques with local cultural experiences to provide an affordable, rejuvenating experience for its guests

- “Saartham” a Sanskrit word that means “groups travelling together” which signifies our commitment to exclusively serving the group segment
- We intend to provide an environment that will help guest “relax, celebrate and bond”

# A Bride to-be



Name : Nitya

Age: 25 years

She: Modern, Discerning

Event: Pre/Post Wedding

*"I always wanted to have my Mehendi party in a spa, where my immediate friends and family could get some massages and relax before the craziness of an Indian wedding. Unfortunately, hotels in Hyderabad don't offer the kind of group packages I am looking for"*

# Pre/Post Wedding events - Segment details

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- Market Size: Half a million weddings a year in NCR. Our target customers are about 1% of these. Estimated penetration of about 0.5%
- Marketing: Partnerships with the best wedding planners in Delhi; digital and social media
- Package Inclusions: Our packages to corporates include:
  - Bridal and family spa packages
  - Group Yoga and meditation sessions
  - Pre-wedding themes based on different regions and cultures
  - In-house henna and make-up artists



# A busy corporate executive

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Name: Raghav

Age: 35

He: High-flying, Busy

Event: Corporate Incentives

*“I am bored of the usual locations and would definitely be interested in a resort spa with good conferencing facilities. The spouses will also be excited about such a location”*

# Corporate Retreats - Segment details



- Market Size: 0.0375 Million in the NCR Region, with an average of 2 events per year; expected penetration of 5%
- Marketing: Partnerships with travel agents, social media marketing and loyalty programs/corporate discounts
- Package Inclusions: Our packages to corporates include:
  - Pre-booked spa appointments
  - Group Yoga and Vedanta sessions
  - Health hi-teas and fitness lunches
  - Individual and group music therapy sessions
  - Team building workshops



# A group of friends



Name : Naina & her girl friends

Age: 15-40 years

They: Social, fun-loving

Event: Get-togethers

*"I work six-days a week in a consulting firm and my friends often complain that I don't spend time with them. With such a hectic schedule it is really difficult to party every weekend. I seek a place where I can meet my friends but also relax. I don't mind spending, all I want is value for money."*

# Get-togethers- Segment details



- Market Size: 2.5% of the population of Delhi is considered to be rich; 30% of this is women above 18; expected penetration of about 5%
- Marketing: Promotions in malls, movie theatres; Radio and newspaper advertising; digital marketing
- Package Inclusions: Our packages to corporates include:
  - Weight loss and other wellness programs
  - Spa and Salon treatments (such as Vinotherapy)
  - Health food cookery classes
  - Cultural shows and Vedanta sessions



# An Indian Family

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Name: The Sethis

Age: 15-65

They: traditional, well-knit

Event: Family Retreat

*“We wanted to have our family Holi celebrations in a different location this time and a resort spa would be a perfect place to unwind and at the same time, bond as a family. But some of the spas have restrictions on taking children, I would want to travel with my family. They should have something for everyone”*

# Family retreats- Segment details

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- Market Size: About 12 major and minor festivals; at least 2 groups of about 30 guests will mean 700 customers
- Marketing: Promotions in restaurants, malls, movie theatres etc; partnerships with travel agents and digital marketing
- Package Inclusions: Our packages to corporates include:
  - Festival themed events and activities
  - Spa and wellness treatments suited to the season
  - Cultural shows and Vedanta sessions
  - Family hampers from the art galleries



# Competitive Analysis



# Competitive Effects



Target Scope	Advantage	
	Low Cost	Product Uniqueness
Broad (Industry Wise)	Low Cost Leadership	Differentiation strategy
Narrow (Market Segment)	Focus strategy (Low Cost)	<b><i>THE SAARTHA</i></b> <ul style="list-style-type: none"> <li>• Targeting groups</li> <li>• New Wellness Techniques</li> <li>• Creative Themes</li> </ul> Focus strategy (Differentiation)
Saarthu will play in the focus strategy (Differentiation) board employing a strategy of value creation rather than value diversion		

# Agenda

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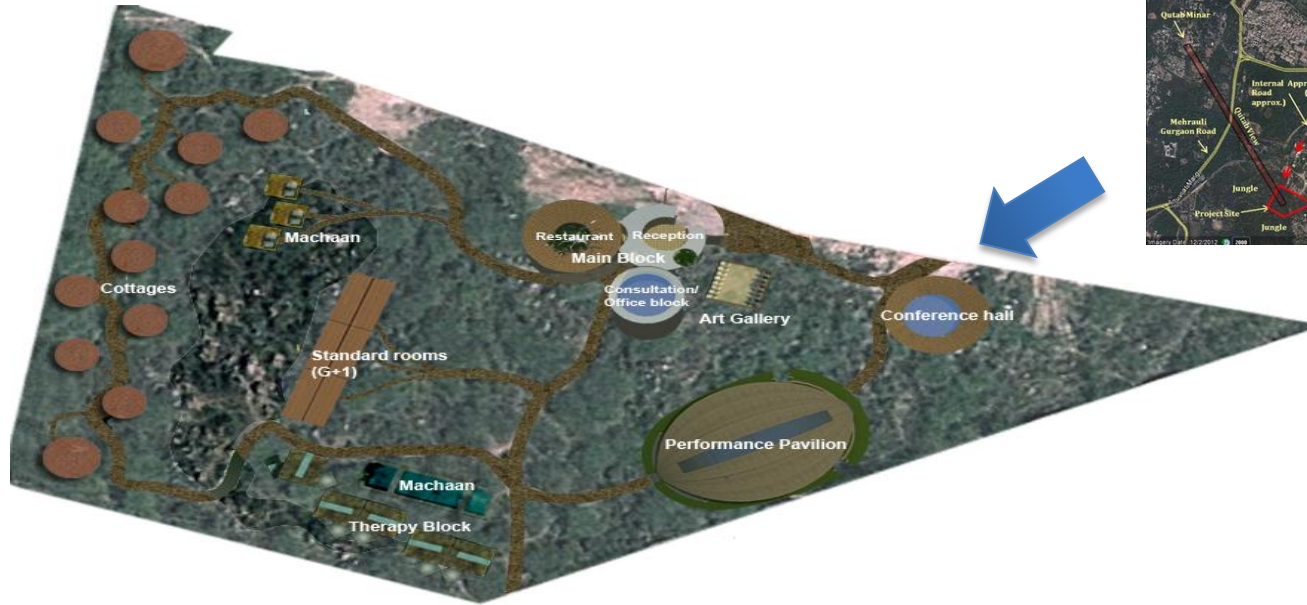


- Unmet needs and Value proposition
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# Location and Site Analysis



- **Site:** Garden of Five Senses, New Delhi (5 acres)
- **Accessibility:** 15 kms (airport), 17 kms (railway station)
- **Highlights:** View of Qutub Minar, City forest landscape





# The Main Block



- **Green building design** - cost, energy efficiency, temperature regulation, environment quality
- **Hub & Spoke model** - leading to different zones and pavilions at the resort
- **Comprises 4 main facilities** - lobby, consultation, food & beverage and executive offices



# Accommodation - The Five Elements



- **Panchamahabhutas:** Five elements theory
- **Resort Rooms :** 45 Deluxe + 5 Suites (each theme)
- **Flexible Décor :** Modified as per inventory forecast

MOOD BOARD FOR  
AGNI ROOM



# Ayurveda Offerings



- **Spa Rooms:** 4 Ayurveda treatment rooms including 1 Couple & 3 Single
- **Experience:** Ayurveda body works followed by herbal teas & drinks from *the herberium*
- **Swedana:** Ayurvedic Steam Baths using Indian herbs





# Kriya - The Yoga Studio



- **Contemporary yoga studio** : capacity of 40-45 practitioners
- **Access** to surrounding vegetation and plenty of natural light
- **Usage of modern yoga props** such as yoga ropes and meditation cushions



# Sangeet - The Indian music therapy



- Tie up with **Dr. M. Hariharan** (the first Indian music therapist and healer)
- Live and recorded music therapy sessions; coupled with **aromatherapy**
- **Healing music packages for** professionals, women, children and marital harmony



# Vedas - The vedanta sessions



- **Teachings from the Upanishads;** includes guided meditations and dialogue sessions
- **Topics** such as human pursuits, karma yoga and quest for freedom
- Partner with **Chinmaya mission** in New Delhi

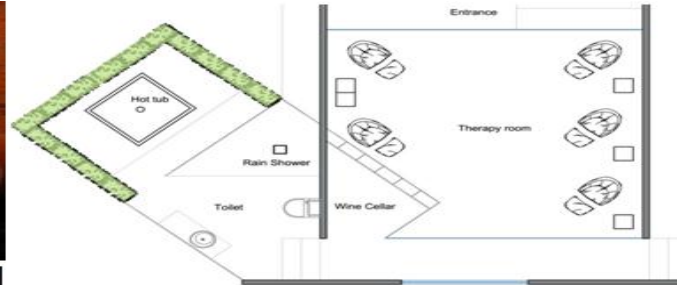




# Sulavine - The Indian Vinotherapy



- Partner with **Sula Vineyards** and use their products to provide treatments
- **Services** would include wine manicure/pedicure, barrel baths, wine wraps



# Food and beverage Offerings



- **Main restaurant 'Swasthya'** (120 Covers), serving dosha coded buffet meals
- **'Spice Bazaar'** with show kitchen demonstrating creative use of Indian Spices
- **Personalized diet plans** for guests on wellness programs; less oil & without artificial colors





# Machaan - The get-together pavilion



- Mini **retreat pavilion** with an open terrace for 25-30 pax
- Music therapy or meditation sessions for **smaller groups**
- **Recreational activities** such as corporate workshops, cookery sessions



# Kalari-The performance arena & Mela-The art gallery

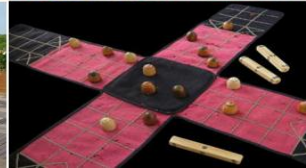


- **Performance arena** showcasing Indian Dance Shows, Musical Shows, Indian Theatre
- Promote the link between the **past and present Indian culture**
- **40-60 minute live performances** with commentary/narration



Kalari

मेला



- **Art gallery** design showcasing Indian art, jewellery & apparel
- **In-house retail** with product displayed to look, marvel & buy
- **Floor layouts** for Shatranj & Pachisi; originated in ancient India

# The Banquet Halls



- **One large banquet hall** with 150 covers for weddings, gala dinners etc; adjoining lawns
- **3 smaller meeting halls** with capacity 40, 40 and 70 pax respectively
- **1 Board Room** with 15-20 covers with attached business centre



# Summary



**The Saarthi**

– Unwind, Body & Mind



I.

## **Acommodation & Culinary**

Five element theory,  
Indian Spices

II.

## **Indian Vinotherapy**

Indian wines

III.

## **Traditional Indian**

Vedanta, Yoga (Studio)

IV.

## **Ayurveda**

Swedanas, Herbarium

V.

## **Indian Music**

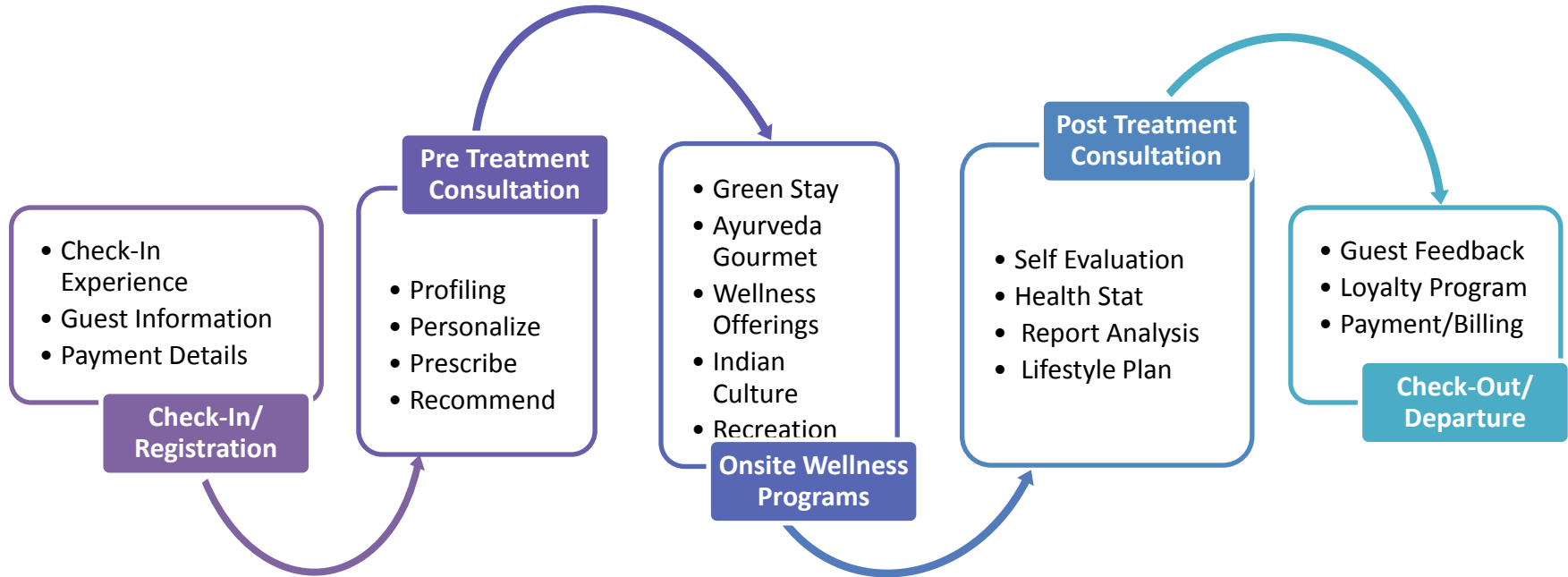
Packages, Aromatherapy

VI.

## **Guest Engagement**

Machaana, Kalri, Mela

# Guest Experience Cycle at the Saarthi





# Agenda

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- Unmet needs and Value proposition
- Facilities and Offerings
- Marketing Strategy and Financials

# Sales and Marketing Strategy – ROCK Model



## REACH

Aggressive Promotions

More Channels

## OBTAIN

Offers & Discounts

Tie Ups

## CLOSE

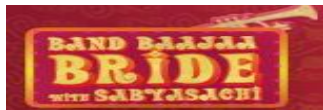
Relationship Building

Rewards

## KEEP

Value for Money

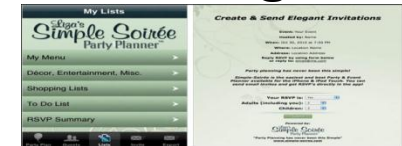
Quality Services



CFS@Saartha



Event Planner@Saartha



# Strategic Alliances

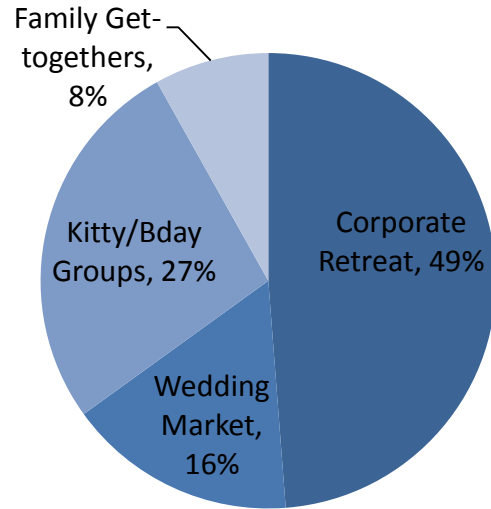




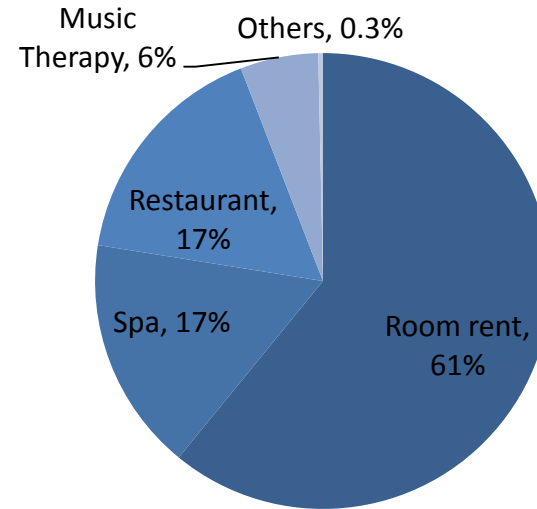
# Customer segmentation & Revenue drivers



Projected customer split for an ideal year



Projected revenue segmentation between different offerings



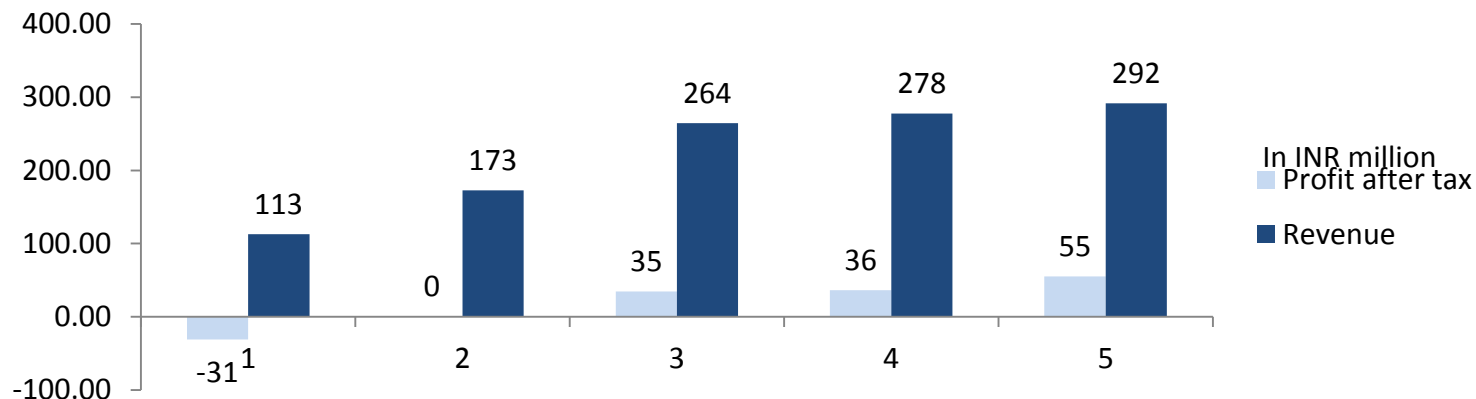
# Financials



Capacity Utilization projected to climb year-on-year with Cost structure keeping stable

	Year 1	Year 2	Year 3	Year 4	Year 5
Person-nights Annually	12300	18450	27675	28505	29360
Capacity Utilization	34%	51%	76%	78%	80%
COGS %	40%	40%	41%	41%	41%

Spa expected to reach a sustainable model in Year 4 with stable revenue and profits



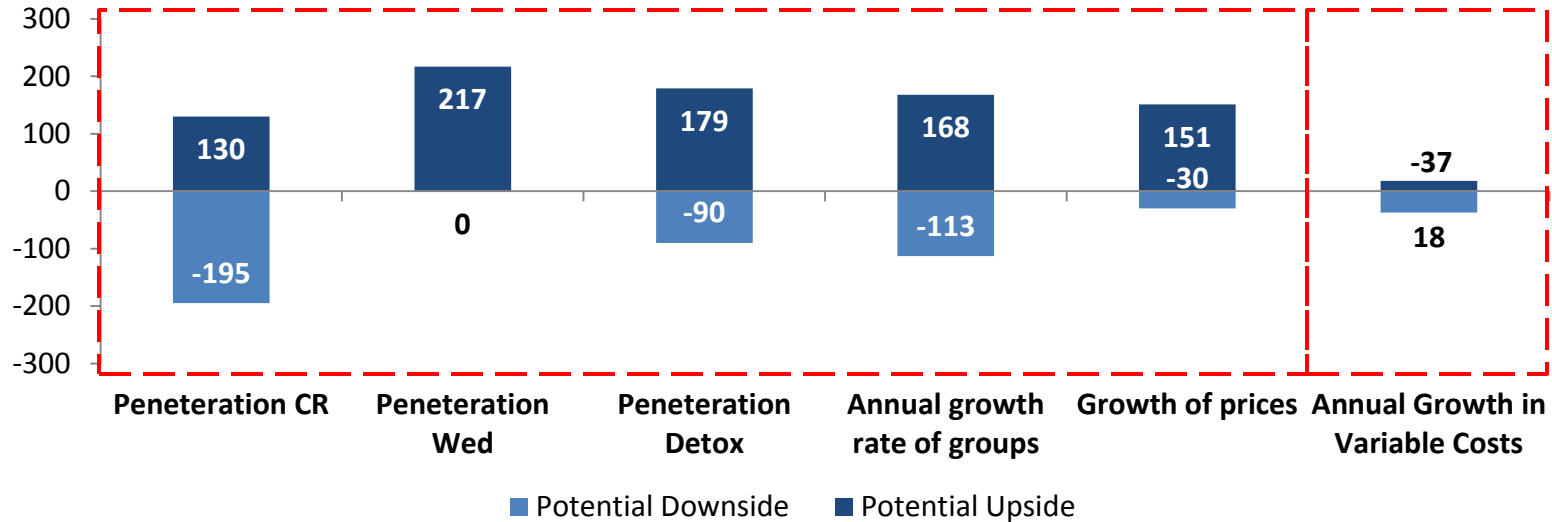
**Internal Rate of Return (IRR) : 32%**

**Net Present Value at 15% : INR 186 million**

# Sensitivity Analysis



## Analysis of key risks to the model



Key risks to the business model originate from the revenue side – low initial penetration/subsequent growth in customers

Due to the service nature of the business cost side risk comprises of unexpected growth in variable costs

Key management skill required for successful pursuit of the idea is marketing

# Rollout expansion plan



## The Saarthi

A standalone spa resort with perfect blend of relaxation and nature

### Target expansion locations in India

- Mumbai
- Hyderabad
- Bangalore
- Ahmadabad
- Pune
- Supercenter/more than one center for populous cities like Delhi, Mumbai

## Delhi

Large Indian metro with a population of 22 mn spread over 573 sq mi

## INR 186 mn

Stable business model with NPV INR 186 mn (15%) and IRR 32%

### Target expansion locations worldwide

#### Creating a “mini-India”

- Outskirts of major cities
- Closed ecosystem provide “Indian culture” experience



#### Using local communities

- Local communities tapped
- Possible areas : UK, USA and South Africa





## **Team Saartha**

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