



Submitted by
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Objective & Background



Profitable, Practical. Innovative



Encompasses Authentic Indian Culture



Suitable for roll-out globally and be commercially viable, credible and proven

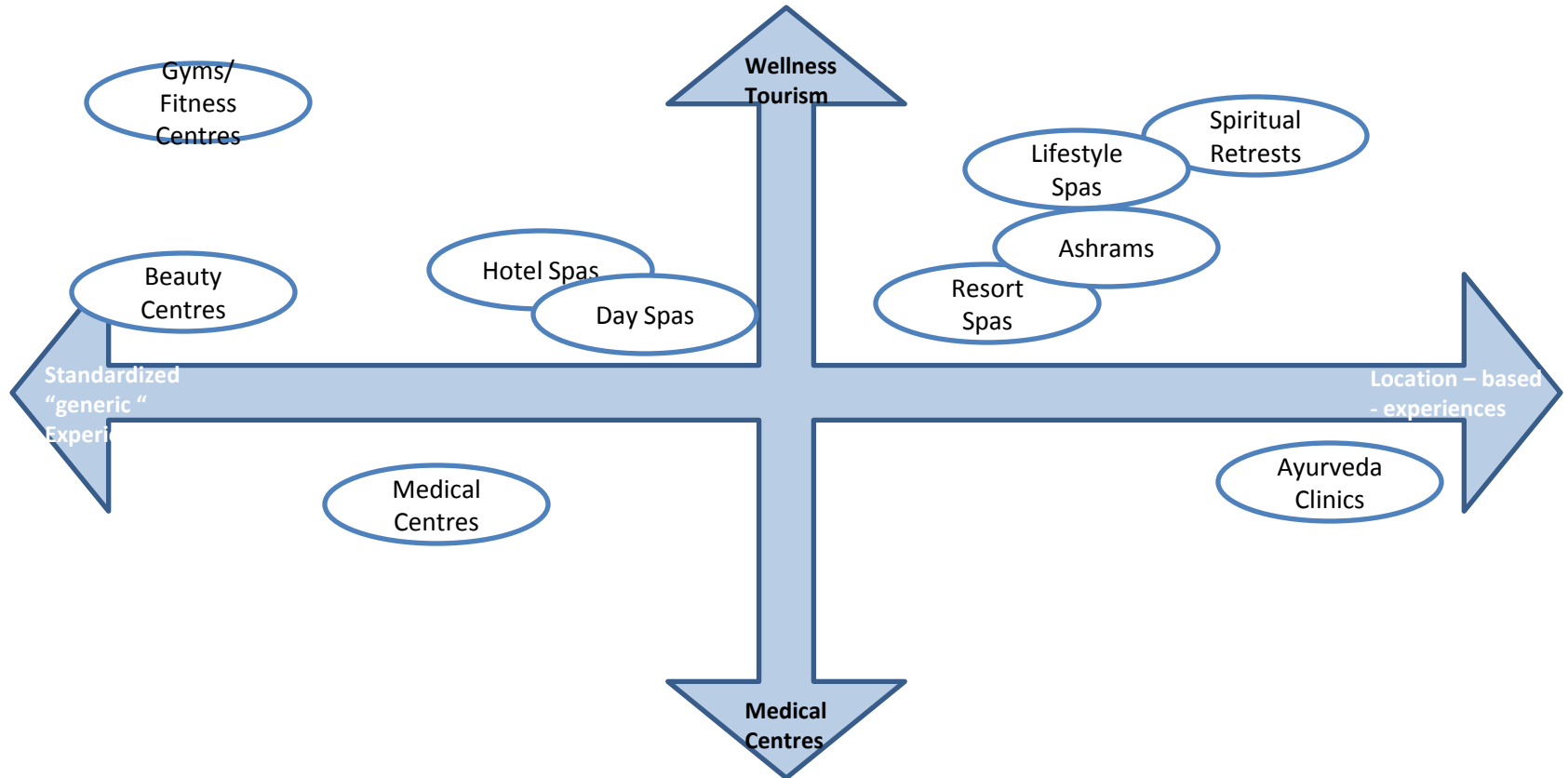
Global Trends

- Ayurveda – Considered oldest wellness system currently in existence
- Yoga, Panchkarma, Nature Therapy – popular techniques currently
- Growing popularity of Indian Culture globally

Indian Context

- Wellness & spa industry has shown strong growth of **22% CAGR**
 - Growing affluence locally
 - International visitors
- Spa Segment – USD 90-110 million
- Acceptance levels of 2% expected to increase
- Apart from traditional techniques, also cater to obesity and other lifestyle diseases

Industry



Identified Opportunity

There is a significant market potential for a spa that:

A Facility Spa with world-class facilities

Provides a taste of Indian culture and ethos

Focuses on the holistic well being rather than just
medical treatment

Located near a major metro

Sparsh falls under the category of ***Destination Spas*** with the following features

Concept	<p>A blend of Indian Concepts of:</p> <ul style="list-style-type: none">•Yoga•Traditional Ayurvedic Treatments•Healthy eating and connecting with nature
Target Group	<p>Best suited for:</p> <ul style="list-style-type: none">•Corporate Executives•Couples leading work stressed lifestyles
Services	<ul style="list-style-type: none">•Total programs for lifestyle changes•Customized daily schedules: Treatments, activities, nutritional counseling•Spa cuisine for 3 meals per day.
Positioning	<ul style="list-style-type: none">•Positioned as a 'premium priced' spa•Preferable 5 day lifestyle reboot program (Min. 2 day stay)•Lifestyle spa providing mind and body offerings and therapies

Design



Two Configurations: Royal and Classic in the ratio 1:4



A signature in house restaurant serving organic, healthy food (focus on vegetarianism)
Customized local fare on the menu



Yoga / activity room with possibility of on the spot partitioning into smaller spaces



Essential spa facilities like swimming pool, gym etc



Ayurvedic treatment and massage rooms



Meditation space(green & possibly an interior climate controlled garden)



Spa Store- selling private labeled products such a healthy teas and Indian medical system medicines

Therapies

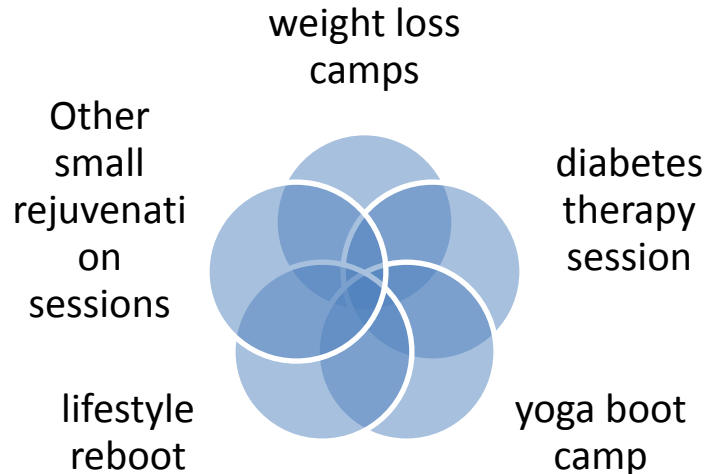
<i>Ancient Indian Medical Practices</i>	Provide offerings from Indian medical systems like Ayurveda, Unani, Siddha to allow access to an alternative system of medicine.
<i>5-Sense Therapy</i>	The signature therapy at Sparsh that stimulates all five sensory organs for the attainment of perfect body balance. Includes things like Aromatherapy, Music therapy, Dance therapy
<i>Indian Massage Techniques</i>	Kalari, Champi, etc based on pressure points in reflexology, Anna Lepam
<i>Yoga, Meditation</i>	Breathing Exercises, Suryanamaskar, Thought Control, etc
<i>Indian Cuisine</i>	Organic Foods & Drinks for Detoxification and Health Improvement
<i>Consultation</i>	Nutrition counseling, Mind-body rejuvenation, Life coaching, healthy aging with self-image-boosting beauty service and product offerings

Details

Packages / Offering

- An introductory week long retreat
- Followed by small sessions in upcoming time

PERIODIC SPECIAL THEMED



Locations



2-3 hours distance from a major customer catchment area (major city)
a car-drive away distance from you place

Examples

Delhi: as Siliserh lake near Rajasthan

Mumbai: Mumbai Pune expressway

Success Factors

Micro trends

SEGMENTATION

Geographic
Demographic

- Income group
- Age
- Gender

Socio Economic
Gender
Lifestyle

TARGETING

Women (25-45 yrs)
looking for health/
body treatments

High income couples
working towards a
healthy lifestyle

International
travelers,
Senior & CXO level
executives

POSITIONING

A premium segment
spa offering a one
stop destination with
a holistic product and
service portfolio for a
rejuvenating
experience with an
underlying authentic
Indian culture
experience

Marketing Strategy

Corporate :customized outbound programs are planned for employees

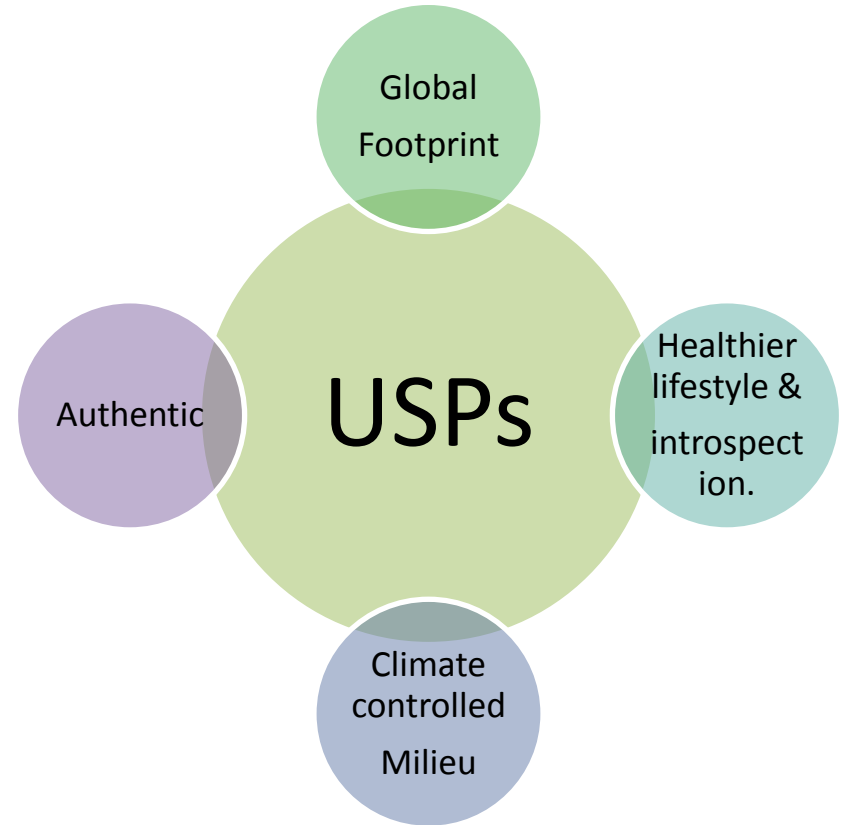
Tourist Agencies: tie-up with major tourist agencies for mid to top management employee

close coordination with premium travel agents and hotels to offer spa packages, massage.

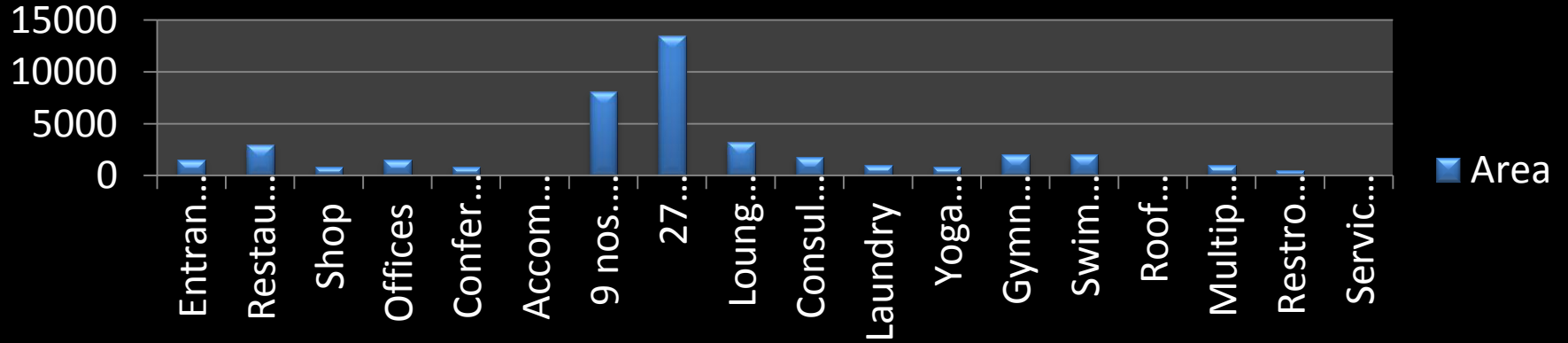
For Expatriates: long stay visitors and expatriates there would be discount offers on top of membership discount.

Online Booking:online medium will have an inbuilt payment option to allow for online sales.

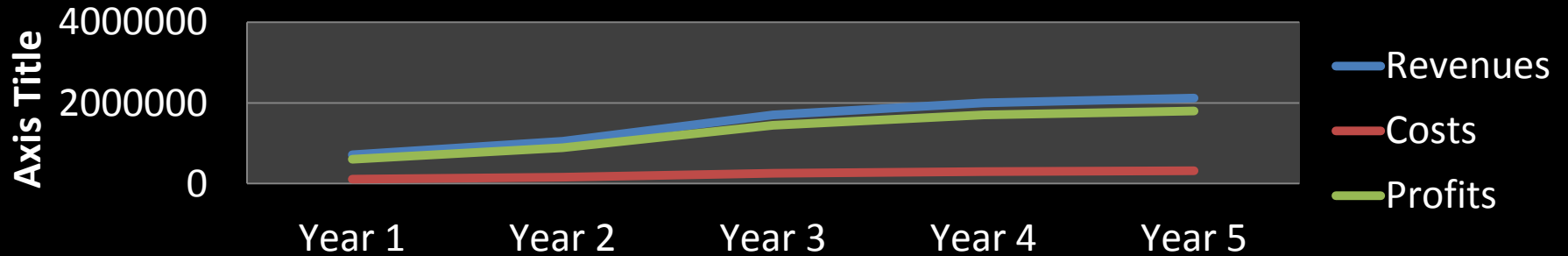
Global Appeal & Scalability



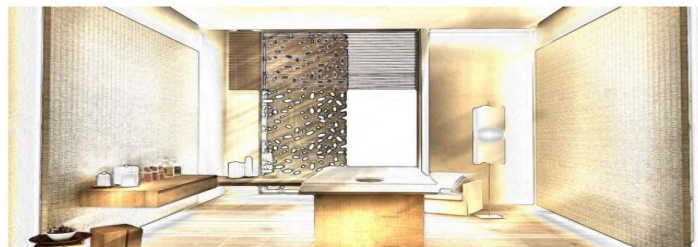
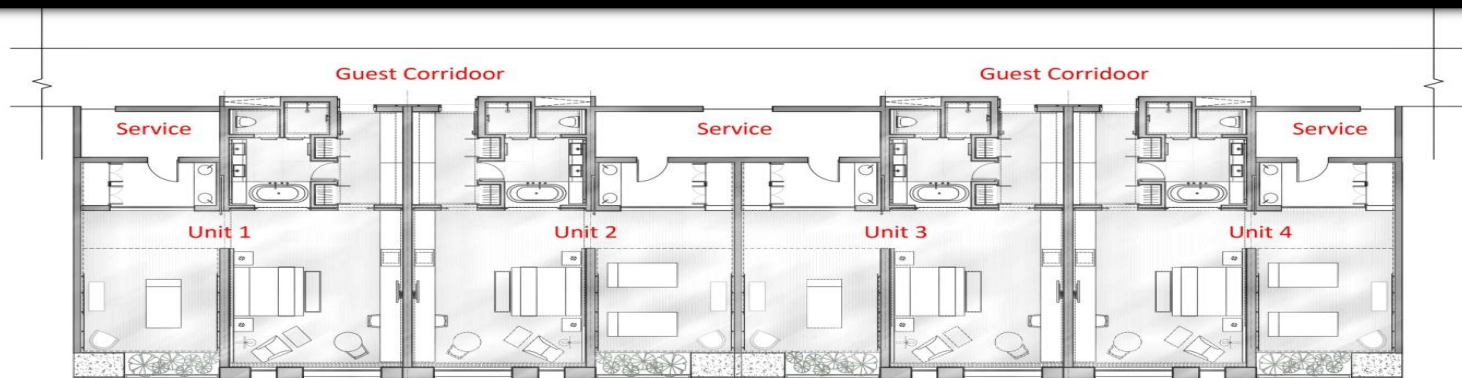
Area Projections



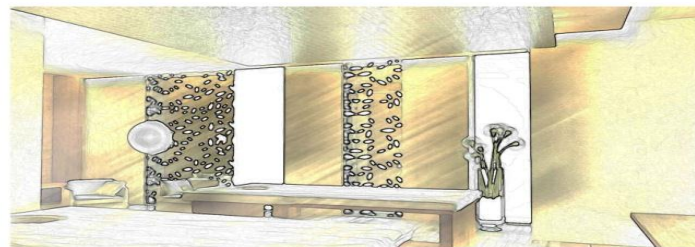
Profit Revenue Trends



Architectural Layouts



Concept Sketch-Interiors



Concept Sketch-Interiors

Concept Cluster Plans and Sketches-In Suite Treatment Rooms (900 sqft)

Interior Plan Designs

In collaboration with:



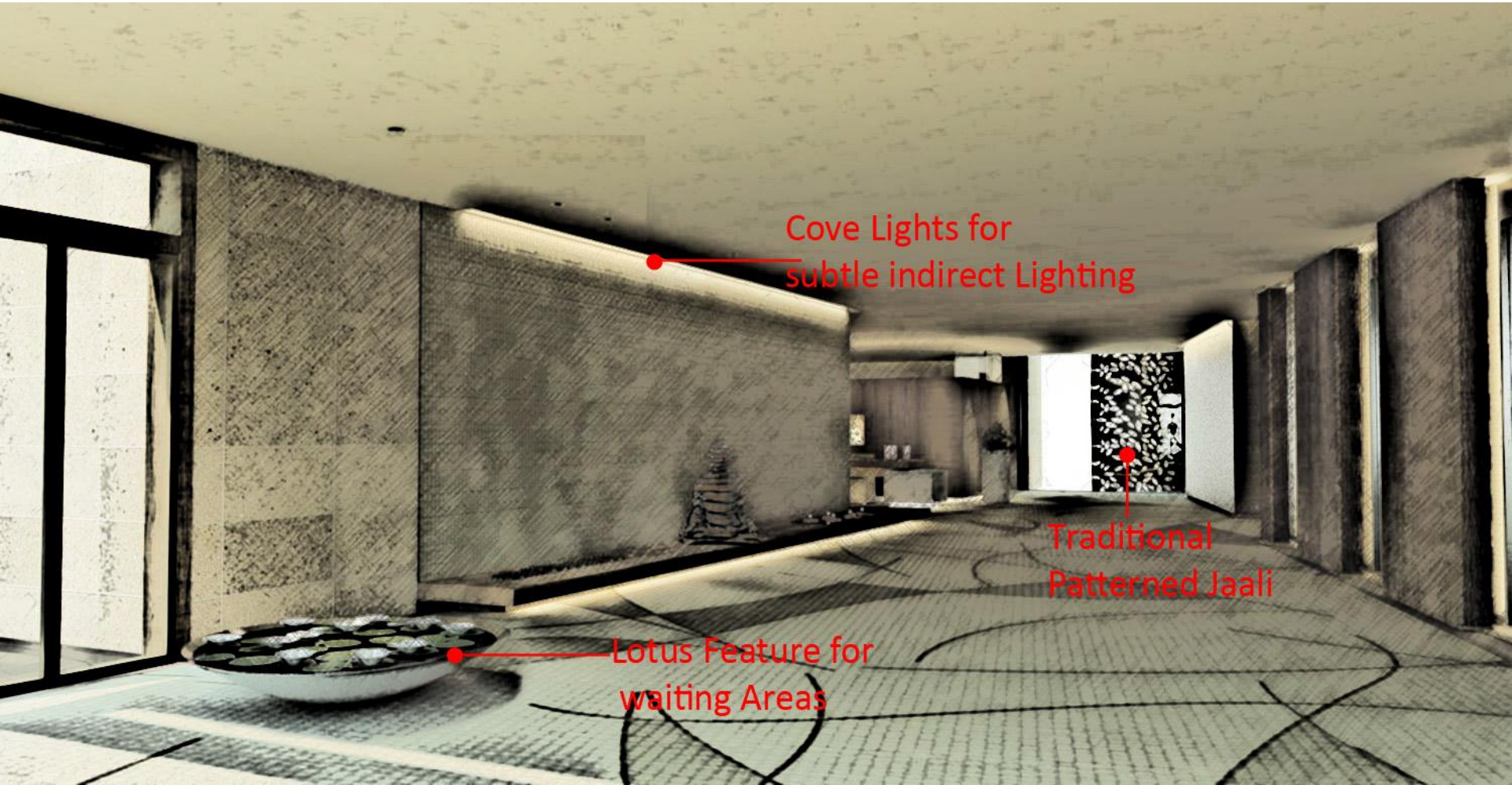
Internal landscaped court with water feature



Internal Landscaped Yoga Court



Entry to the Lobby

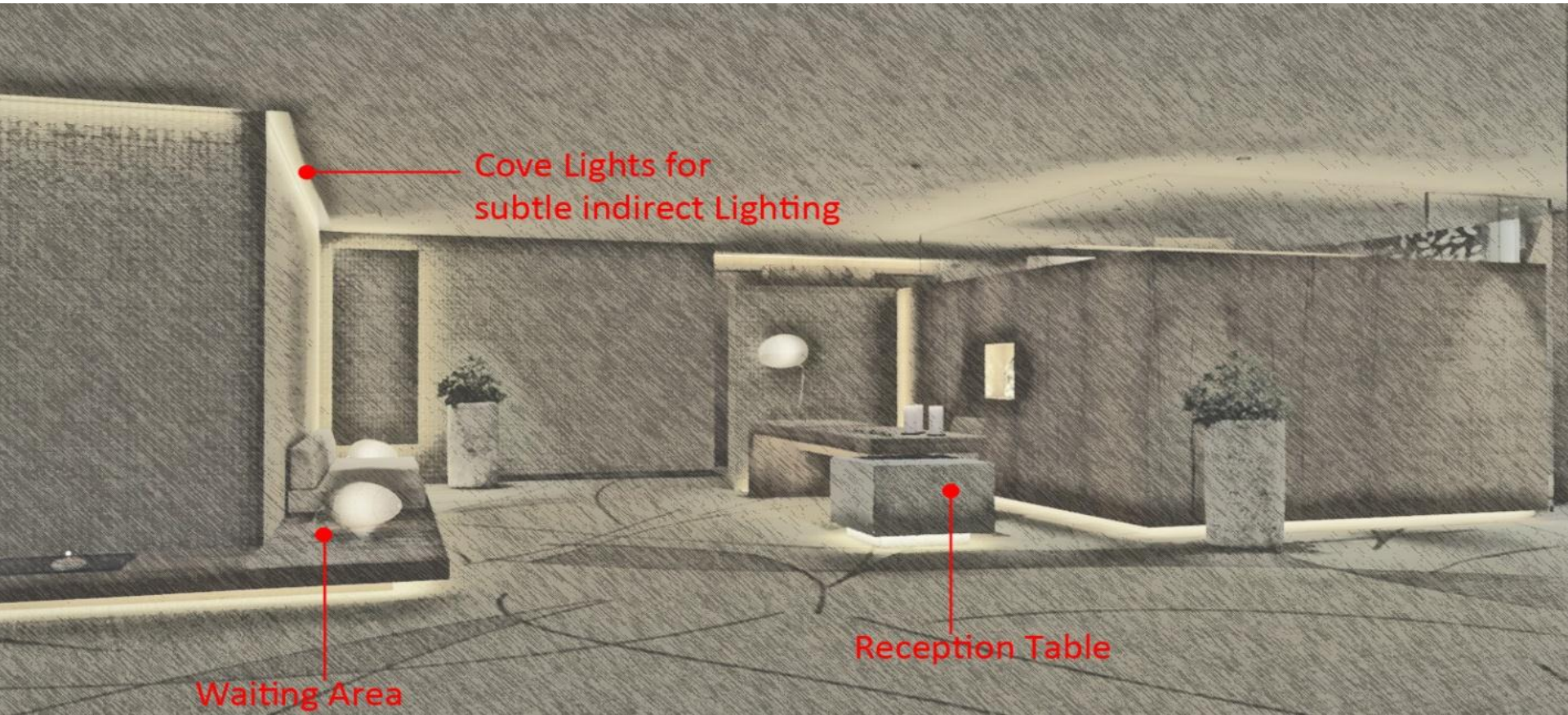


Cove Lights for
subtle indirect Lighting

Traditional
Patterned Jaali

Lotus Feature for
waiting Areas

Reception Area



Pool Area



Standalone treatment rooms



Other uses of green spaces - 1



Other uses of green spaces - 2



India Wellness Sector Trends

Wellness Sector Trends

Surge in interest in Indian wellness practices among foreigners

A major target group for the SPA is the foreign tourists visiting the country for holidays. Consumers in foreign countries have showcased increasing interest in Indian culture and health practices. India is a preferred destination for people wanting a break from hectic day to day life and those that are seeking spiritual value addition.

We look at the yoga classes industry in the US as an indicator of interest in Indian wellness practices in foreign countries.

Revenue

\$7bn

Annual Growth 07-12

7.7%

Employment

109,009

Businesses

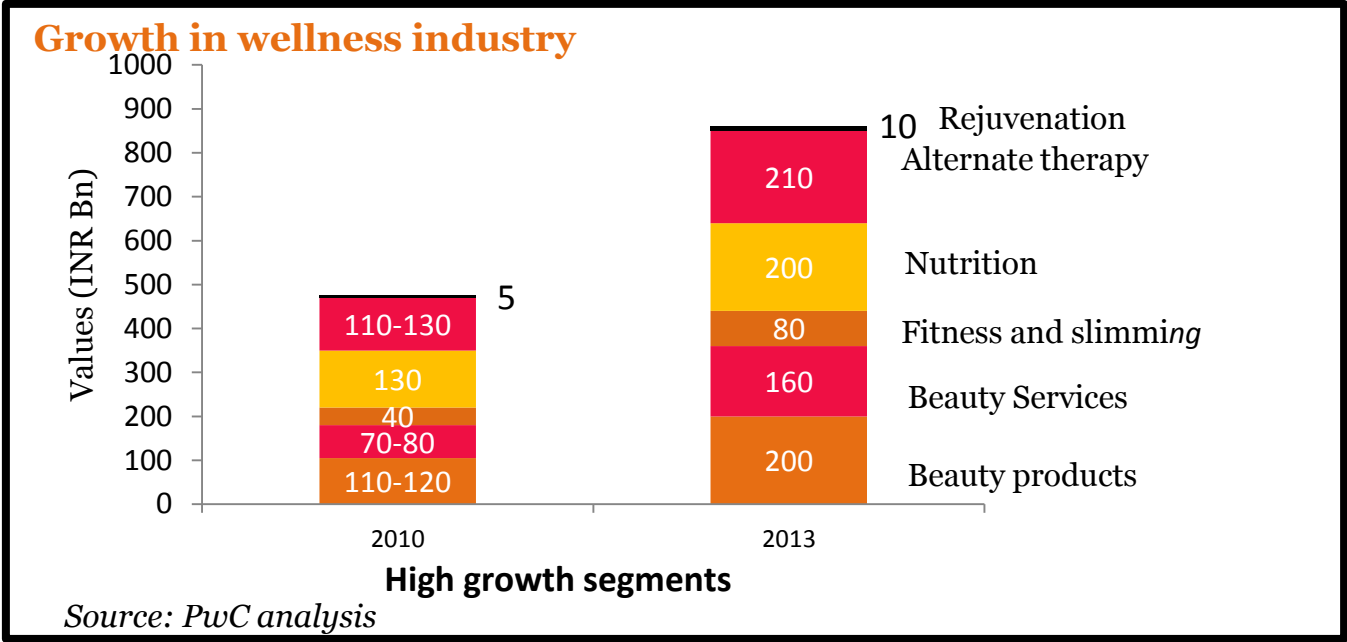
24,843

*IBIS report on Yoga Studios, Oct 2012.

Wellness Sector Trends

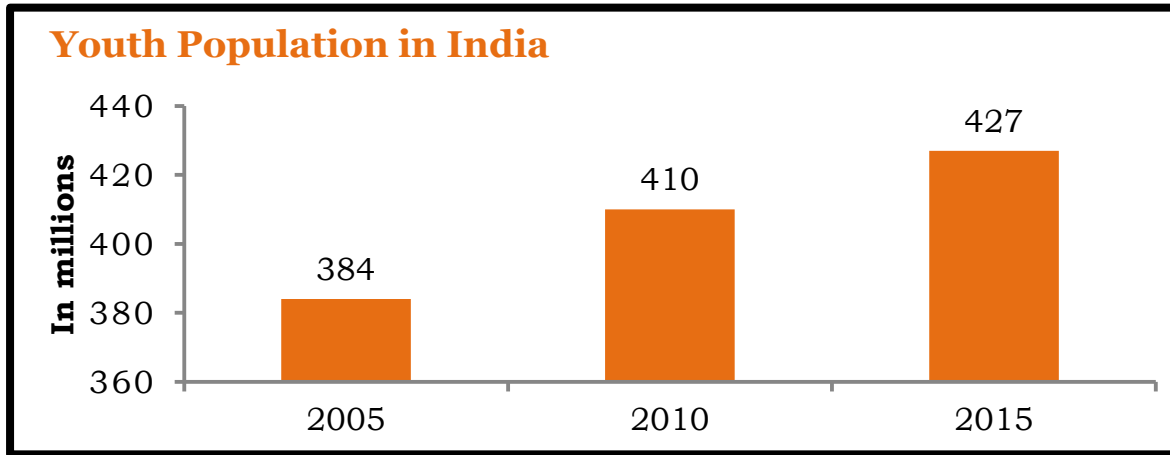
Surge in interest in Indian wellness practices among foreigners

The industry has shown a growth of CAGR 7.7% over the last five years indicating surging interest in the foreign markets for Indian healthcare treatments.



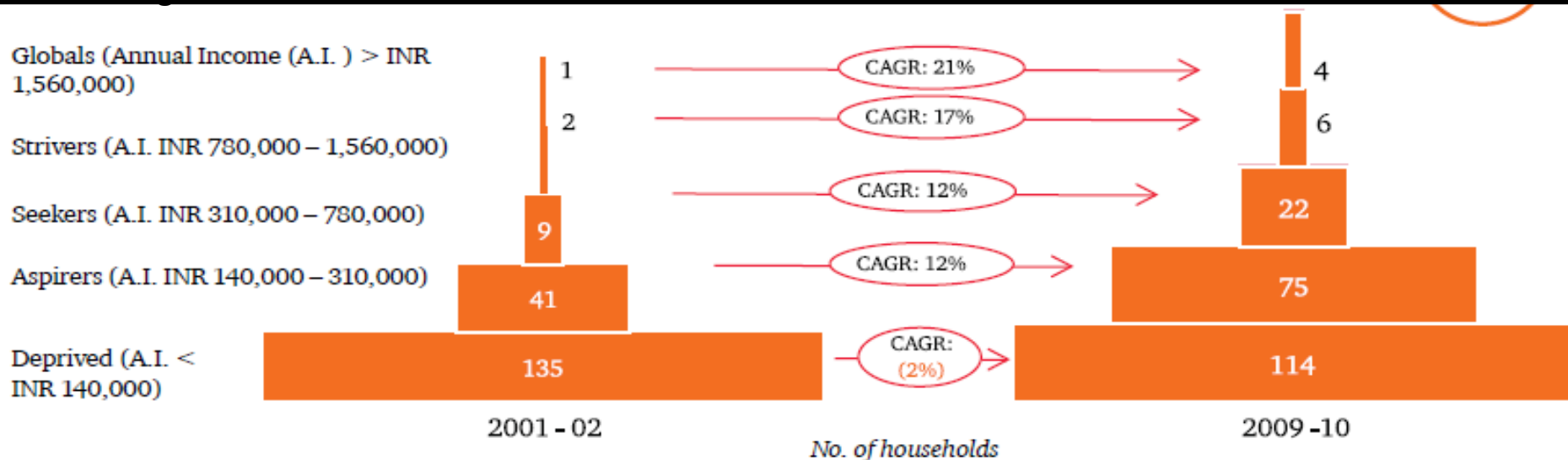
Demographic Statistics - India

- Indian youth (in the age group 15 to 34 years) comprises over 34% of the total population
- This is expected to cross over 400mn by 2015 and forms the core target group for wellness products and services

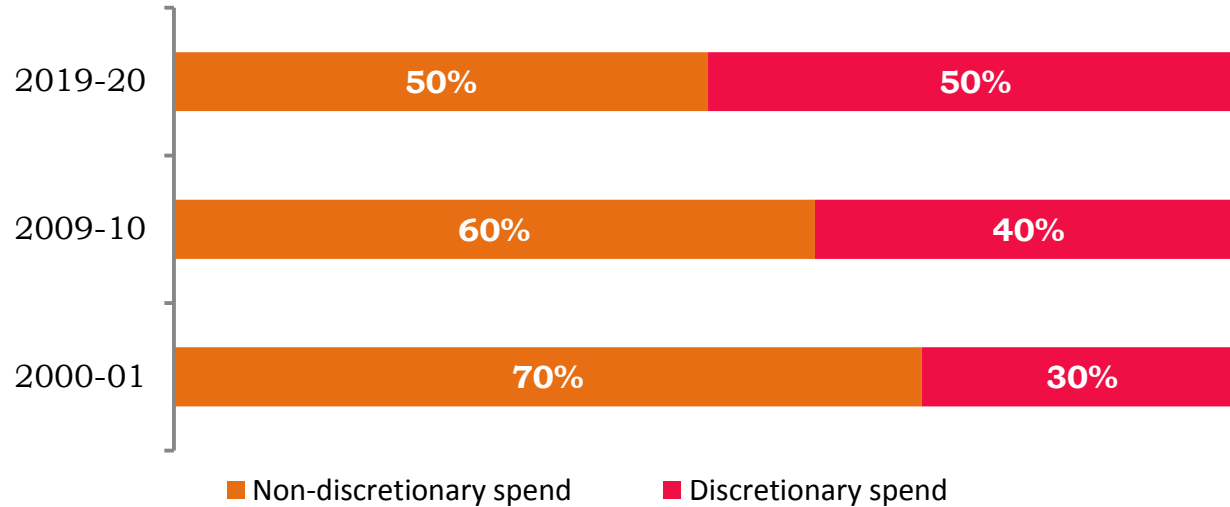


Fuelling Demand for wellness products

Fast growing emerging affluent/ affluent classes in India, who aspire for a better life with greater interest in wellness trends

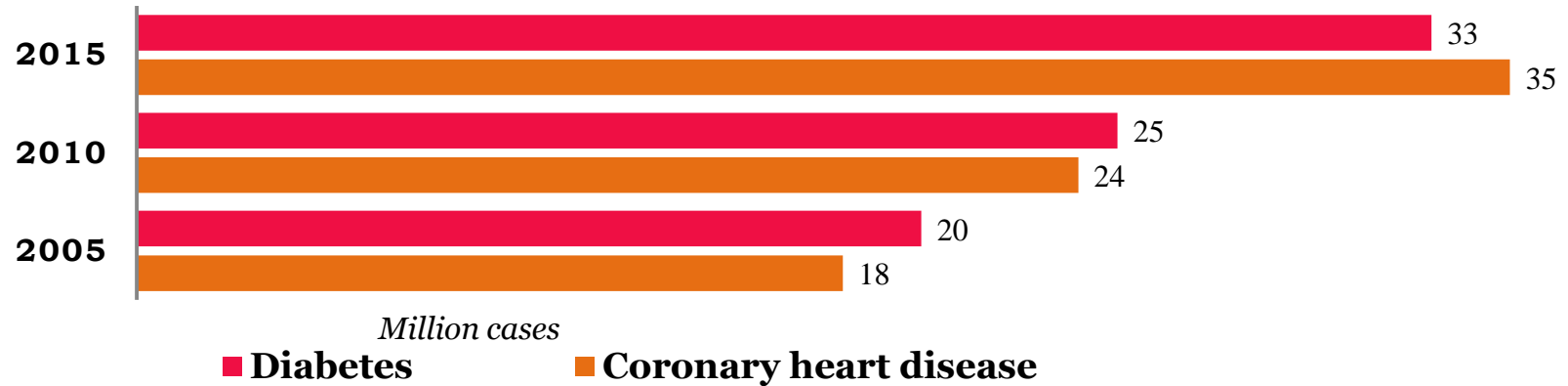


Rising Income levels and increasing Discretionary spend



Rising levels of lifestyle disorders in India

Lifestyle diseases in Urban India



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- *Ayurvedic Industry-Challenges And Opportunities, Mr.T.Balakrishnan*
- *Feature: Landscaping Opportunities in the Indian OTC Ayurveda Market, Sreedevi Yallamrazu*
- *Spas and the Global Wellness Market: Synergies and Opportunities, 2010*
- *Riding the growth wave Wellness 3rd Annual Wellness Conference -September 2011*
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