

## LEVERAGE OUR PARTNERSHIP TO PROFIT

HOTEL MANAGEMENT SERVICES





## EXPANDING FOOTPRINTS

For Neesa Group, the writing on the wall is absolutely clear. Our competitive presence across diverse spectrums like Hospitality, Agritech, Construction, Education, Information Technology, and Infrastructure & Food Processing has been driving us to scale up our operations across the length and breadth of the country. Going Forward, the dynamic group with over 1500 strong workforce intends to successfully replicate its business models in tier-2 and tier-3 cities. This will not just strengthen its market position, but in the process will augment its brand equity in a significant way, thereby serving the growing needs of the Indian populace. Be assured, we are committed to delivering goods all along and live up to our lofty goal of being a thriving diversified conglomerate.

**NEESA**  
GROUP  
Integrity | Value | People

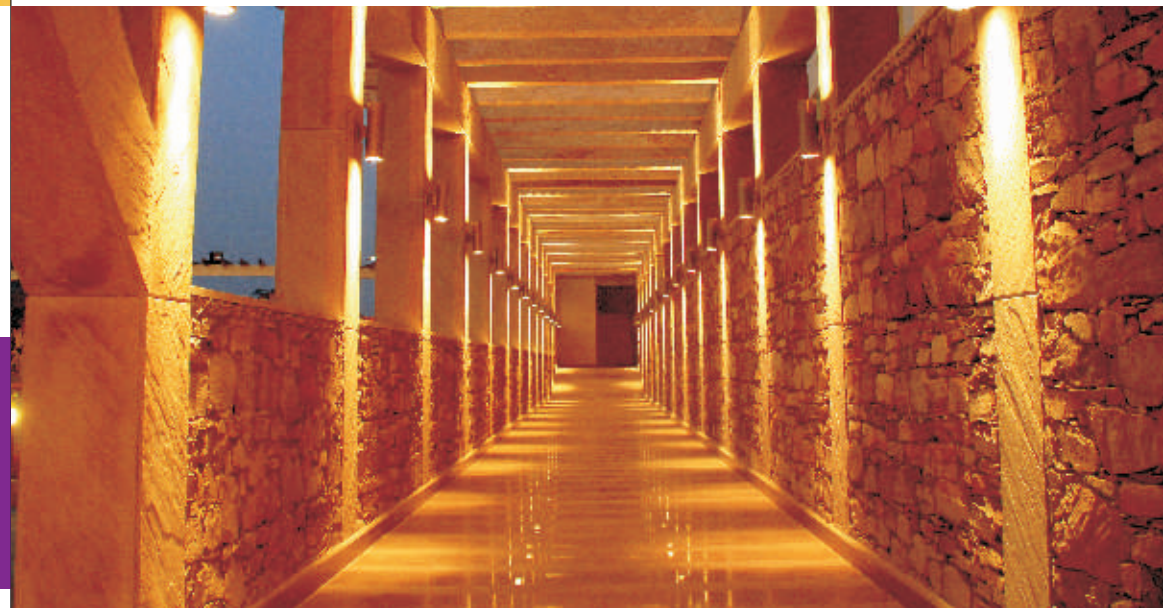
**Hotels & Resorts | Education | Food Processing | Agritech  
Information Technology | Construction | Metal Casting**

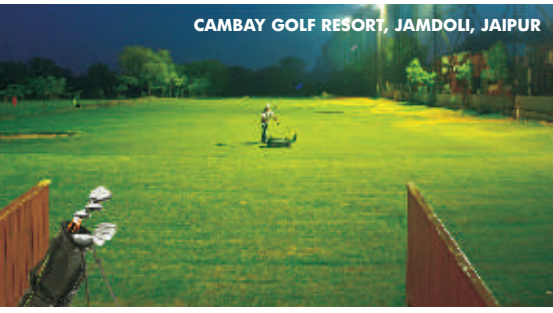
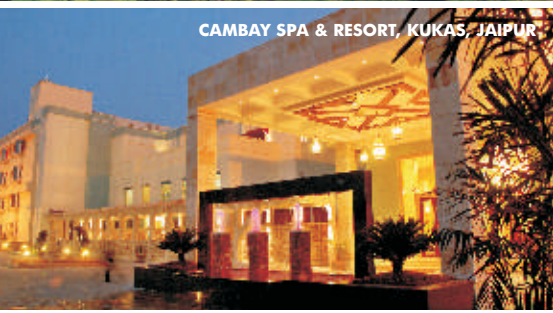
Neesa Group is a well-diversified business group headquartered at Gandhinagar, Gujarat. The group owns assets over INR 10 billion with employee strength of 1500. Integrity, Value & People form the three pillars of Neesa. Today, it is reckoned as a rapidly growing business group in western India.

## INTRODUCTION

- Neesa Leisure Ltd is an Integrated Hospitality & Leisure company and is a part of Neesa Group, a well-diversified business group headquartered at Gandhinagar
- Neesa Leisure Ltd. is the **'Fastest growing hospitality major in India'**
- The company has developed 10 luxurious retreats under the brand name "Cambay" in Ahmedabad, Gandhinagar, Udaipur, Jaipur, Goa, Kerala & Bengaluru
- With expansion plans chalked out, the company is soon to set its footprints in Neemrana and Dahej. All properties will bear a resemblance to the urbane Cambay hospitality packed with state-of-the-art facilities and amenities
- In addition to the hotel business, NLL has forayed in the business of vacation ownership/timeshare, club membership, tours and education
- Cambay offers innovative and integrated hospitality solutions. From corporate hospitality to holiday management, it ensures best of services in absolute luxury
- All Cambay properties are decked with contemporary features like golf and spas, which give them a competitive edge. While golf distinctly attracts the corporate world, spas are a natural extension of modern lifestyle
- The company has a pan-India membership base in various categories of vacation ownership and club membership schemes
- Cambay Family Holidays Club is affiliated to RCI, thereby offering its timeshare members access to more than 5650 Resorts across 100 countries

What makes the Group stronger is the fact that it is among the few business entities of India that believes in the precept of self-sustenance for its growth. And for this, Neesa Group has diversified into Hotels & Resorts, Hospitality, Education, Food Processing, Agritech, Information Technology, Infrastructure, Construction, Metal Casting & Facility Management.





## CAMBAY HOTELS & RESORTS

At Cambay Hotels & Resorts, we believe that luxury which gives true contentment is rare and invaluable. And therefore, all its properties are located in lush green pastures with pristine surroundings to achieve much elusive joy. With 10 properties across Ahmedabad, Gandhinagar, Jaipur, Udaipur, Kerala, Goa, Bengaluru, Cambay offers undiluted opulence through superior ambience, hospitality and service. Cambay also has upcoming properties at Neemrana & Dahej.

## CAMBAY HOTEL MANAGEMENT SERVICES

The expertise gained in running its own hotels has geared Cambay to offer full bouquet of hotel consultancy and management services. The Hotel Management Services works on a Single Window Concept with a dedicated and highly responsive team. The Focus is to drive the Property Revenue without compromising on Brand Standards.

This gives us the competitive edge as we handle everything - from land acquisition and EPC to hotel operations and marketing support.

## OPERATION & MANAGEMENT SERVICES

We undertake complete responsibilities of the day to day operations of the Property and ensure enhanced productivity and profitability to you. We ensure brand standards are maintained on day to day basis and undertake sales and marketing directly at the unit level. We take active steps to promote and sell your property in the marketplace by leveraging our channel network. Also we select and train the staff which shall prove to be an asset to your property. Our Strong IT network and data capturing ability helps us in providing a daily expense and revenue report and a monthly MIS to you.



**CORAL HOTELS**  
BY CAMBAY



## SCOPE OF SERVICES

Our team works closely with professionals in other disciplines including accountants, architects, planners, surveyors, construction companies and consulting engineers on major assignments both at the macro and micro levels either as the lead consultants, or as part of a multi-disciplinary team. In short we offer Project Management Consultancy (PMC).

### OUR SCOPE OF SERVICES INCLUDES :

- Conceptualization of the project.
- Operational management systems.
- Food Service Consulting.
- Performance analysis.
- Hands-on Instruction.
- Business plans.
- Construction project management.
- New restaurant start-up.
- Culinary consulting.
- Management and staff training.
- Operational efficiency Review.
- Room, Restaurant and Kitchen design.
- Facility management with proper layout and equipment selection including maintenance schedules.
- Menu implementation: Standardized recipes, training of restaurant and kitchen staff.
- Vendor selection : sourcing products at optimum prices while maintaining quality.
- Receiving, maintaining inventory and implementation.
- Sales and Marketing.
- Maintaining International food safety and hygiene standards with HACCP control.
- Computer systems and software planning; determining business needs and training.
- Human resources: Job descriptions, standing orders, statutory obligations, HR policies and procedures.
- Loss and fire prevention, fire safety measures, fire fighting training, fire drills.
- Quality assurance and total quality management benchmarked to international standards.
- Guest Relations.
- Productivity improvement.
- Profit enhancement.



## MAJOR ADVANTAGES

- Monthly and real time business Reports
- Detailed Sales Report and City Occupancy Trends
- Competition Analysis Trends
- Marketing Activities, i.e advertisement campaigns, innovative use of media
- Financial Management – Maximizing your ROI through active financial performance monitoring
- Rigorous Training of the staff for optimal performance and regular Quality Audits
- Negotiating the best rates on your behalf across wide cross-section of Travel Agents & Corporates
- Efficient and Effective MIS Reports
- Customer Care Center – Assists you in resolving the guest concerns
- Marketing tie-ups with airlines and credit card companies like Master Card, VISA, AMEX and others
- Voice/GDS/Internet presence to tap the business – Providing reach across segments of the market
- Our scope of work covers Building, Managing Hotels, Design Rooms, F&B outlets, enhance profitability, solve management systems inefficiencies, re-engineering of staff, management policies, establish effective marketing programs and Manage New Developments



## OTHER HIGHLIGHTS

1. 19 Direct Sales Offices across major cities in India
2. Centralized Reservation Call Center with trained call center personnel to increase reservations for each branded hotel
3. Economies of scale and standardization of amenities for purchases
4. Revenue Generating Services
  - Audits – Weekly, monthly production audits that review rates, occupancy, various channel distribution, market segmentation and forecasting
  - Quarterly Hotel Information Audits – To ensure hotels are positioned effectively with rates/information to seize business from the competition
  - Quarterly Review of Competition Sets – A review of the hotel's competition, positioning including their strengths and weaknesses

## PROJECT MANAGEMENT CONSULTANCY

We facilitate technical advisory services from drawing board stage till opening of the Hotel. Mapping of the brand requirements as per market needs, budget of promoter, site management, facilitating architects, builders, interior designers, landscaping consultants, facility management etc is all in the scope of Cambay's Technical Services.

Our in house capabilities permit us to take on Green Field as well as Brown Field Projects and the proof lies in the fact that we own 10 properties across India which have been constructed by our in house team of people. In short, we offer complete Project Management Consultancy (PMC).