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Dated: 04.09.2024

TECHNO-ECONOMIC VIABILITY STUDY REPORT

OF

THREE-STAR CATEGORY HOTEL

(42 ROOMS WITH ONE BANQUET HALL, ONE RESTAURANT, ONE BAR & DISCO &
THREE MULTI-PURPOSE HALLS)

SETUP BY

M/S SOMPTUEUX STAYS PRIVATE LIMITED

- Corporate Valuers
- Business/ Enterprise/ Equity Valuations
- Lender's Independent Engineer (LIE)
- Techno Economic Viability Consultants (TEV)
- Agency for Specialized Account Monitoring (ASM)
- Project Techno-Financial Advisors
- Chartered Engineers
- Industry/ Trade Rehabilitation Consultants
- NPA Management
- Panel Valuer & Techno Economic Consultants for PSU Banks

REPORT PREPARED FOR

SBI SME BRANCH, INDUSTRIAL ESTATE, MATHURA - 281001

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TABLE OF CONTENTS

SECTIONS	PARTICULARS	PAGE NO.
Part A	Report Summary	4
Part B	INTRODUCTION	
	1. About the Report	6
	2. Executive summary	6
	3. Purpose of the Report	7
	4. Scope of the Report	7
	5. Methodology/ Model Adopted	8
	6. Data Information received from	8
	7. Documents/ Data Referred	8
Part C	Company Profile	
	1. Company Overview	10
	2. Promoters/Directors Profile	11
Part D	Proposed Infrastructure Details	
	1. Proposed Location	13
	2. Google Map Location	13
	3. Google Map Layout	13
	4. Land & Building Details	14
	5. Site pictures	18
	6. Civil Works	20
	7. Utilities	21
Part E	Project Technical details	
	1. Capacity of Proposed Hotel	22
	2. Technical Specification of the Proposed Hotel	22
	3. Manpower	23
Part F	Service Profile	
	1. Introduction	24
	2. Service Category	24
	3. Marketing Plan	25
Part G	Industry Overview & Analysis	26
Part H	SWOT Analysis	32
Part I	Project Cost and Means of Finance	33

TECHNO-ECONOMIC VIABILITY REPORT

M/S SOMPTUEUX STAYS PRIVATE LIMITED

Part J	Project Schedule	34
Part K	Statutory Approvals Licences NOC	36
Part L	Company's Financial Feasibility	38
Part M	Conclusion	56
Part N	Disclaimer Remarks	58

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PART A

REPORT SUMMARY

S. No.	PARTICULAR	DESCRIPTION
1.	Name of the Company:	M/s Somptueux Stays Private Limited
2.	Registered Address:	C/o Raj Kumar Agrawal, Jaisingpura, Kalyan Karoti, Mathura, Uttar Pradesh - 281001
3.	Project Name	THE AIRAN PARADISE
4.	Project Location:	Khasra No.3, Mauja Allehpur, Chhatikara Mathura, Uttar Pradesh - 281001
5.	Project Type:	Three-Star Category Hotel
6.	Project Industry:	Hotels
7.	Product Type / Deliverables:	Hotel Services
8.	Report Prepared for Organization:	SBI SME Branch, Industrial Estate, Mathura - 281001
9.	TEV Consultant Firm:	M/s. R.K Associates Valuers & Techno Engineering Consultants (P) Ltd.
10.	Report type:	Techno-Economic Viability Report
11.	Purpose of the Report:	To assess Technical & Economic Viability for the purpose of seeking external financial assistance to start a green field Project.
12.	Scope of the Report:	To assess, evaluate & comment on Technical, Economical & Commercial Viability of the Project as per data information provided by the client, independent Industry research and data/ information available on public domain.
13.	Date of Report:	4 th September, 2024

14.	Documents referred for the Project:	<div>A. PROJECT INITIATION DOCUMENTS: 1. Project Report 2. Financial Projections of the Project 3. Project proposed Schedule 4. Statutory Approval Details 5. Building Layout Plan</div> <div>B. PROCUREMENT DOCUMENTS: 1. High level breakup of Building & Civil works 2. Lease deed of the site</div> <div>C. STATUTORY APPROVALS, LICENCES & NOCs a. Registration Certificate (Department of Tourism) b. Memorandum of Understanding c. Fire NOC d. Nagar Nigam NOC e. Tehsil NOC f. Pollution NOC</div>												
15.	Means of Finance:	Equity & Debt (D/E Ratio 2.97)												
16.	Key Financial Indicators:	<table><tr><th>Key Indicators</th><th>Value</th></tr><tr><td>Average DSCR</td><td>2.64</td></tr><tr><td>Average EBITDA Margin</td><td>37.94%</td></tr><tr><td>Avg. PAT Margin</td><td>17.25%</td></tr><tr><td>NPV & IRR</td><td>INR 13.45 Cr. & 24.62%</td></tr><tr><td>Payback Period</td><td>6.29 years</td></tr></table>	Key Indicators	Value	Average DSCR	2.64	Average EBITDA Margin	37.94%	Avg. PAT Margin	17.25%	NPV & IRR	INR 13.45 Cr. & 24.62%	Payback Period	6.29 years
Key Indicators	Value													
Average DSCR	2.64													
Average EBITDA Margin	37.94%													
Avg. PAT Margin	17.25%													
NPV & IRR	INR 13.45 Cr. & 24.62%													
Payback Period	6.29 years													

Note: Above financial indicators are based on the financial projections of the proposed project provided by the firm and assessment and analysis of the same done by us.

Signature: 
 Stamp: 

PART B

INTRODUCTION

1. ABOUT THE REPORT:

This is a Techno-Economic Viability Study Report of the proposed Three-Star Category Hotel at Khasra No.3, Mauja Allehpur, Chhatikara, Mathura, Uttar Pradesh - 281001, setup by M/s Somptueux Stays Private Limited.

2. EXECUTIVE SUMMARY:

M/s Somptueux Stays Private Limited was incorporated on 26th May 2023 under the Company's Act, 2013 as per the certificate of incorporation shared by the client to carry on the business of business of hotels and motels, inns, and resorts providing short-term lodging facilities includes accommodation in houseboats.

The promoters of the company are Mr. Raj Kumar Agarwal, Mrs. Ragini Agrawal and Mr. Harsh Agrawal.

M/s Somptueux Stays Private Limited has proposed to set up this Greenfield project at Mathura in Uttar Pradesh. The hotel is proposed to be setup with total investment of INR 1,608.36 lakhs.

The cost of the proposed project is being estimated as INR 1,608.36 lakhs, which is proposed to be funded through promoter's equity of INR 100.00 lakhs, unsecured promoter loan of INR 518.36 lakhs and bank loan of INR 990.00 lakhs.

As per the lease deed shared by the client executed on 06th June 2023, promoters have taken land on lease at Khasra No.3, Mauja Allehpur, Chhatikara, Mathura, Uttar Pradesh - 281001 for next 30 years (from 01st June 2023 to 31st May 2053) on the monthly rent of Rs. 50,000. Owners of the Land are Mrs. Dayawati W/o Mr. Ramesh Chand Agarwal and Mrs. Sangeeta Agarwal W/o Mr. Dinesh Chand Agarwal. Total area of the land is 2369.94 Sq. Meter as per Approved Map.

The projected cost for setting up hotel including building, guard room, sanitary works, electrical installations, furniture, other interior work, lift elevators, infrastructure, MGPS system, firefighting works, kitchen equipment & utensils, lease expense during construction etc. has been estimated at INR 1,499.02 lakhs.

The proposed hotel will have construction area of 4476.38 Sq. Meter consisting of six floors including basement and ground floor. It will have capacity of total 42 rooms with one banquet hall, one restaurant, one bar & disco & three multi-purpose halls. *(Kindly refer Section D of the report).*

As per data/information provided to us, the company has obtained some Statutory Approvals/NOC's such as Registration Certificate, Fire NOC, Nagar Nigam NOC, Tehsil NOC, Pollution NOC, etc. from the respective authorities *(Refer the section Statutory Approval in the later part of the report).*

During the site visit, we found that the basement work has been completed and ground floor work is set to begin. *(Kindly refer the site pictures captured during the survey attached in the later section of the report).*

At present, the company is in discussion with bank to fund the project through a term loan of INR 990 lakhs. In this regard State Bank of India, SME Branch, Industrial Estate, Mathura has appointed R.K. associates to assess the Techno-Economic Viability of the proposed Hotel at Khasra No.3, Mauja Allehpur, Chhatikara, Mathura, Uttar Pradesh - 281001. The company plans to achieve the financial closure by September 2024 (expected).

3. **PURPOSE OF THE REPORT:** To assess Project's Technical and Financial Feasibility for lender's requirement.
4. **SCOPE OF THE REPORT:** To only assess, evaluate & comment on Technical & Financial Feasibility of the proposed Hotel being set up by M/s Somptueux Stays Private Limited as per the information provided by the Company.

NOTES:

- *Project status is taken as per the Site inspection carried out by our survey team.*
- *Scrutiny about the company, background check, and credibility, credit worthiness of the company or its promoters is out-of-scope of this report.*
- *Any verification of the documents/ information from originals/ source is out-of-scope of this report.*
- *This report is only an opinion in respect to Technical and Financial Feasibility of the project as per the future Projections provided by the firm and independent analysis done by us and doesn't contains any recommendations including taking decision on the loan or any other financial exposure.*

- *This is not an audit activity of any kind. We have relied upon the data/ information shared by the company in good faith.*
- *Any review of the existing business of the promoters is out of scope of this report.*
- *Detailed cost estimation or detailed cost vetting is out of scope of the project.*
- *This is not a Detailed Project Report or a detailed design or architecture document. Land and property details mentioned in the report is only for illustration purpose as per the information provided to us by the client. The same doesn't tantamount for taking any responsibility regarding its legality, ownership and conforming to statutory norms.*

5. METHODOLOGY/ MODEL ADOPTED:

- Data/ Information collection.
- Review of Data/ Information collected related to TEV study.
- Independent review & assessment of technology used and financial projections provided by the company.
- Projections of Revenue, P&L, Balance Sheet, Working Capital Schedule, Depreciation Schedule, Loan Schedule as per the inputs given by the company and assessed by us.
- Calculation of key financial indicators and ratio analysis including DSCR, NPV & IRR and payback period of the project.
- Report compilation and Final conclusion.

- 6. DATA/ INFORMATION RECEIVED FROM:** All the data/Information has been received from Mr. Nitin Agarwal (Chartered Accountant) and the required details about him shown in the below table:

Particulars	Details
Designation	Chartered Accountant
Company	M/s Somptueux Stays Private Limited
Email Address	nitinereturn@gmail.com
Contact No.	+91-9410855556

7. DOCUMENTS / DATA REFERRED:

- Financial Projections of the proposed project up to FY 2037.
- Information memorandum and description of the company (DPR).
- Promoter's Details.
- Proposed Total project cost.





PART C

COMPANY PROFILE

1. COMPANY OVERVIEW:

As per certificate of incorporation shared by the client/company, M/s Somptueux Stays Private Limited was incorporated on 26th May 2023 under the Company's Act, 2013 as per the certificate of incorporation shared by the client to carry on the business of business of hotels and motels, inns, and resorts providing short-term lodging facilities includes accommodation in houseboats. Below table shows the incorporation details of the company:

Incorporation Details of the Company	
Particular	Description
Company / LLP Name	M/s Somptueux Stays Private Limited
Date of Incorporation	26 th May 2023
CIN	U55101UP2023PTC182818
Company Category	Unlisted Company limited by Share
Company Subcategory	Non-govt. company
ROC	Uttar Pradesh
Registered Address	C/o Raj Kumar Agrawal, Jaisingpura, Kalyan Karoti, Mathura, Uttar Pradesh - 281001
Authorized Capital	INR 1,00,00,000/-
Paid up Capital	INR 10,00,000/-

Source: Ministry of Corporate Affairs website

The promoters of the company are Mr. Raj Kumar Agarwal (DIN: 00462522), Mr. Harsh Agarwal (DIN: 10178212) and Mrs. Ragini Agarwal (DIN: 10178217) who are also appointed as directors of the Company. As per the data/information provided by the client, current shareholding pattern is as below:

Name of Shareholder	No. of shares held	% of holding
Mr. Raj Kumar Agarwal	24,000	24%
Mrs. Ragini Agarwal	51,000	51%
Mr. Harsh Agarwal	25,000	25%

Source: Data/ Information provided by the company



2. KEY PROMOTER'S/DIRECTORS PROFILE:

Mr. Raj Kumar Agarwal, Mr. Harsh Agarwal and Mrs. Ragini Agarwal are the promoters and directors of M/s Somptueux Stays Private Limited.

(A) Directors/Promoters Details					
Name	DIN	Age	Address	Designation	Contact Details
Mr. Raj Kumar Agarwal	00462522	48	24, Jai Shri Colony, Shah Gunj Darwaja, Mathura, Uttar Pradesh - 281001	Director	krishnapackagig1510@gmail.com
Mr. Harsh Agarwal	10178212	23		Director	harshag1210@gmail.com
Mrs. Ragini Agarwal	10178217	46		Director	ragini25061979@gmail.com
(B) Education & Experience					
Mr. Raj Kumar Agarwal	<ul style="list-style-type: none">Appointed As Director on 26th May 2023.As per data/information shared by the client, Mr. Raj Kumar Agarwal is a well-known Businessman in Mathura. He is doing business since 1990s.He is a partner in R.C.M.C Packers, a well-known Supari Manufacturing firm which manufactures "Raju Supari". He was also a director in a hotel company named "Geet Sangeet Inn and Travels Pvt Ltd" and is having work experience of 8 years in hotel industry.				
Mr. Harsh Agarwal	<ul style="list-style-type: none">Appointed As Director on 26th May 2023.As per data/information shared by the client, Mr. Harsh Agarwal is a Businessman in Mathura City.He passed out his Bachelors in Hotel Management from Manipal University, Jaipur.He is having two years of experience through internships at The Leela Hotel, Goa, India and at Chateau da la Dame Blanche, France.				
Mrs. Ragini Agarwal	<ul style="list-style-type: none">Appointed As Director on 26th May 2023.As per data/information shared by the client, Mrs. Ragini Agrawal belongs to a well reputed business family owning 'R.C.M.C. Packers'.				

Source: Data/ Information provided by the company and extracted from MCA website

Below tables shows the information of the companies with which each Director is associated to give a basic background detail of the promoters as found on public domain in general/ tertiary category research.

MR. RAJ KUMAR AGARWAL

S. No	Company Name	Designation	Original Date of Appointment	Date Of Appointment at Current Designation	Date Of Cessation (If Applicable)
1	Somptueux Stays Private Limited (CIN: U55101UP2023PTC182818)	Director	26 th May, 2023	26 th May, 2023	NA
2	Geet Sangeet Inn and Travels Private LIMITED (CIN: U17100UP1998PTC023975)	Director	NA	07 th December 2001	14 th February 2009

Source: Information extracted from MCA website & public domain

MR. HARSH AGARWAL

S. No	Company Name	Designation	Original Date of Appointment	Date Of Appointment at Current Designation	Date Of Cessation (If Applicable)
1	Somptueux Stays Private Limited (CIN: U55101UP2023PTC182818)	Director	26 th May, 2023	26 th May, 2023	NA

Source: Information extracted from MCA website & public domain

MS. RAGINI AGARWAL

S. No	Company Name	Designation	Original Date of Appointment	Date Of Appointment at Current Designation	Date Of Cessation (If Applicable)
1	Somptueux Stays Private Limited (CIN: U55101UP2023PTC182818)	Director	26 th May, 2023	26 th May, 2023	NA

Source: Information extracted from MCA website & public domain



PART D

PROPOSED INFRASTRUCTURE DETAILS

1. PROPOSED LOCATION:

The proposed Three-Star Category Hotel will be set up by M/s Somptueux Stays Private Limited at Khasra No.3, Mauja Allehpur, Chhatikara, Mathura, Uttar Pradesh – 281001. The site is situated on the National Highway - 19 between Mathura and Vrindavan.

Connectivity	Details
Airport	Noida International Airport ~ 98 kms far away from the site
Railway station	Mathura railway station ~ 7 kms far away from the site
Highway	National Highway – 19 (Mathura Vrindavan Road)

Source: Google Map

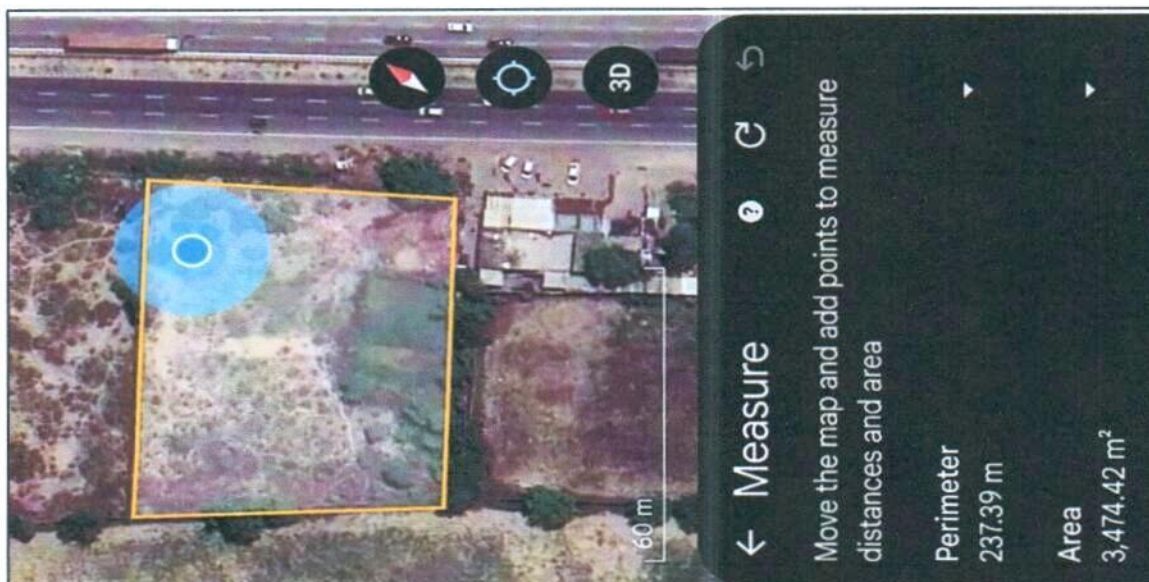
LOCATION MAP:

- a) **Google Map Location:** The proposed Hotel will be set up at Khasra No.3, Mauja Allehpur, Chhatikara, Mathura, Uttar Pradesh - 281001 with GPS coordinates 27°33'19.3" North and 77°37'57.7" East as per the Google map attached below:



- b) **Google Map Layout:** Demarcation of the land with approximate measurement on the Google map is attached in the below picture:

(Handwritten signature and circular stamp of R.K. Associates Valuers & Techno Engineering Consultants Pvt. Ltd.)

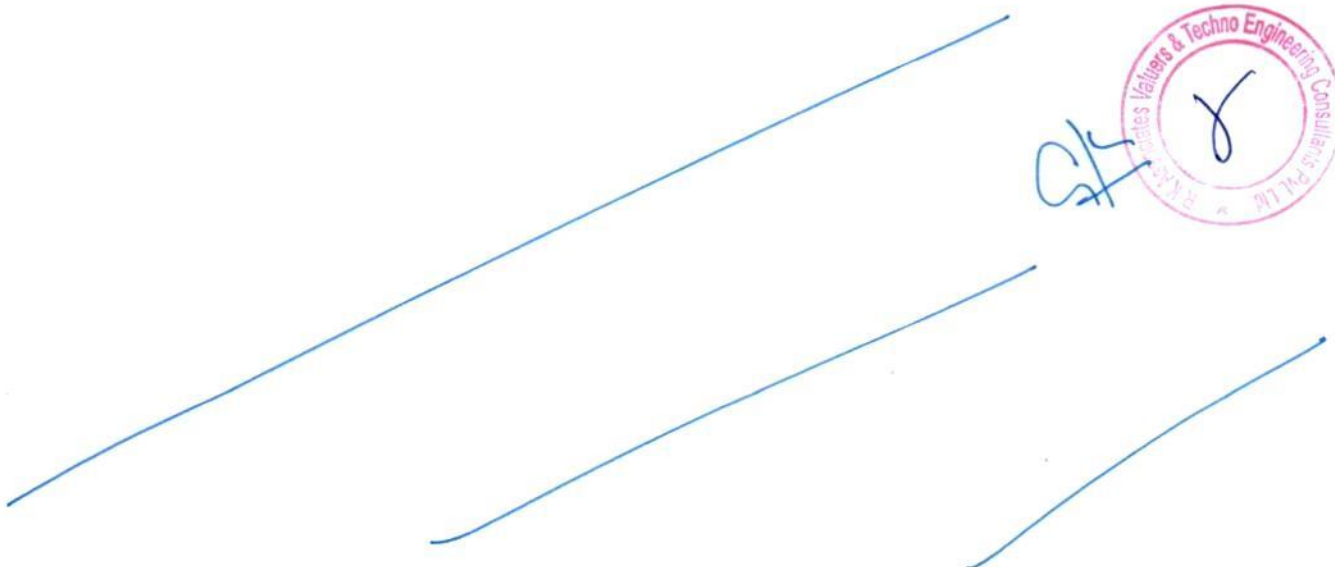


2. LAND & BUILDING DETAILS:

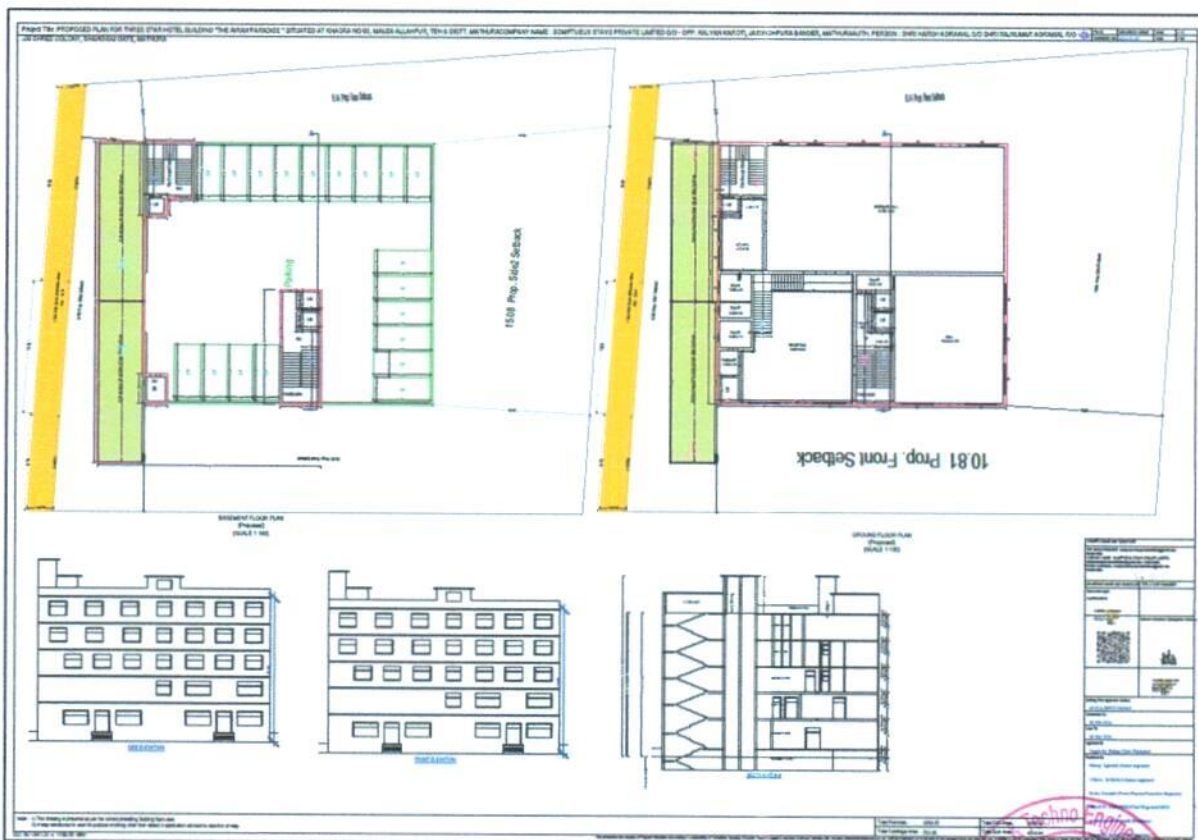
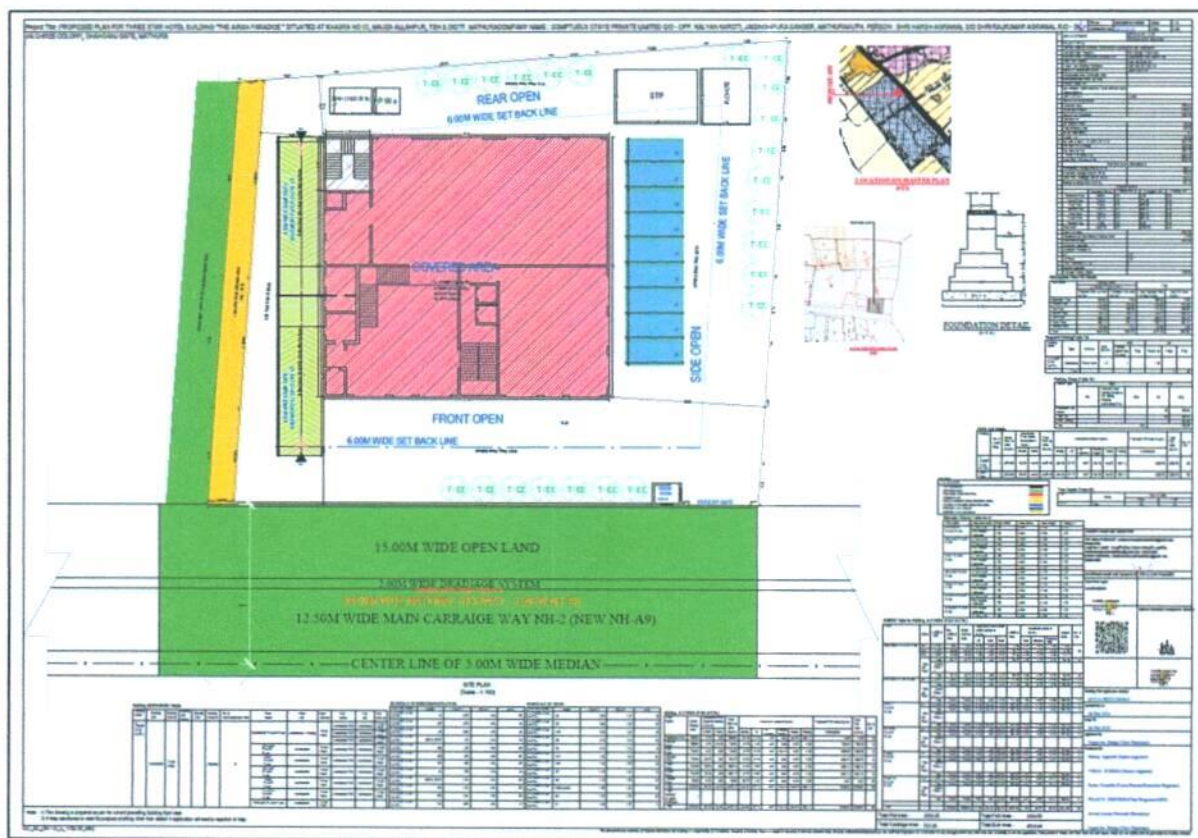
The Company has executed lease agreement on 06th June 2023 for the land situated at Khasra No.3, Mauja Allehpur, Chhatikara, Mathura, Uttar Pradesh – 281001 for next 30 years (from 01st June 2023 to 31st May 2053) on the monthly rent of Rs. 50,000. Total area of the land is 2369.94 Sq. Meter as per Approved Map.

During the site visit on 29th August 2024, we found that basement work has been completed we found that the basement work has been completed and ground floor work is set to begin.

LAYOUT PLAN: As per the data/information provided by the client/Company, the layout plan has been prepared by M/s Pratap EPC Services Private Limited. For reference, the approved layout plan has been attached below:

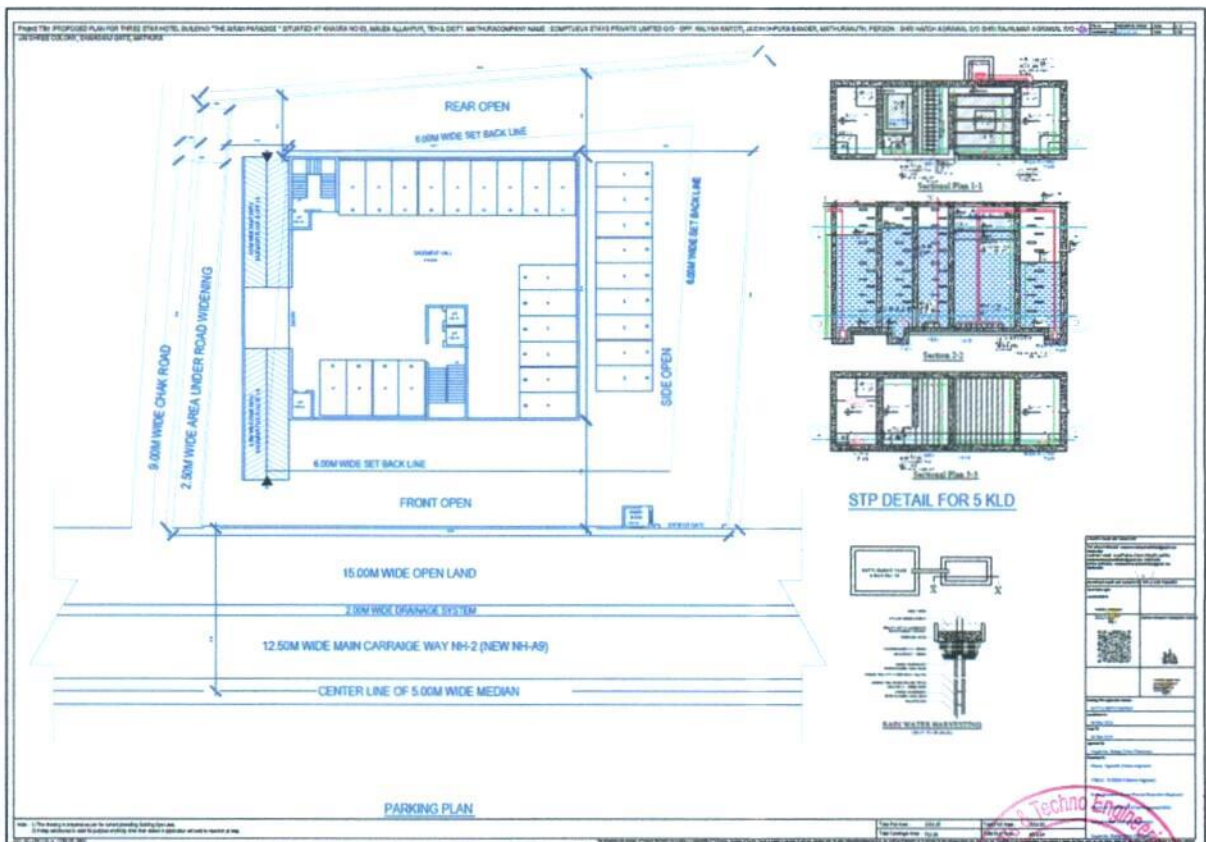


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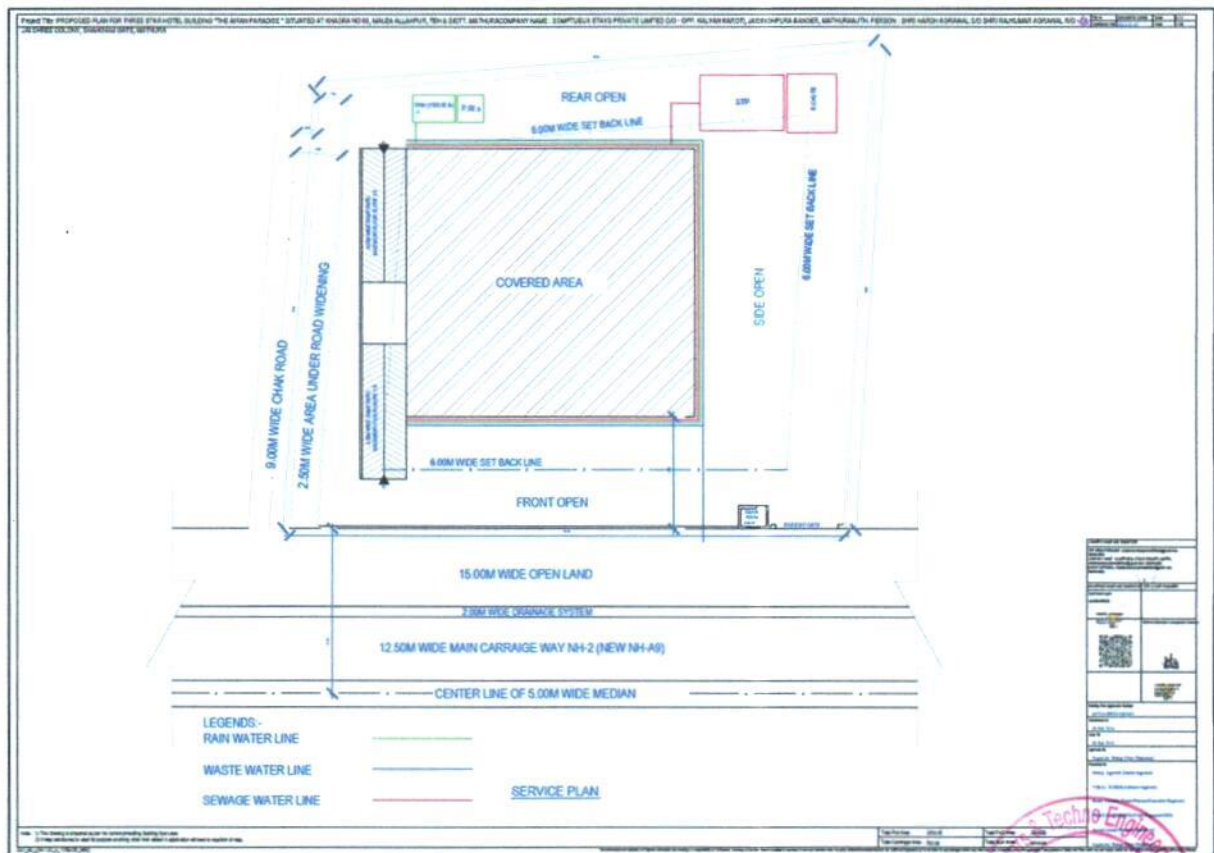
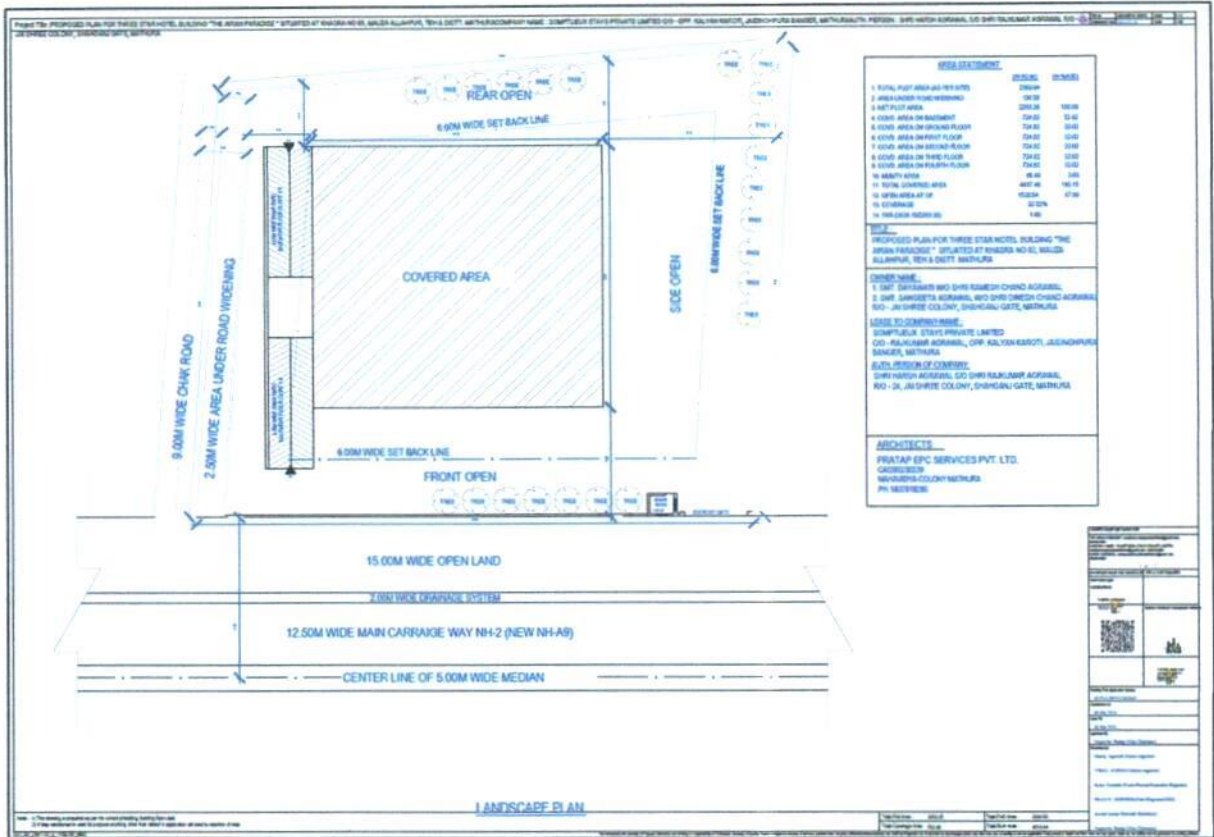
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M/S SOMPTUEUX STAYS PRIVATE LIMITED



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M/S SOMPTUEUX STAYS PRIVATE LIMITED

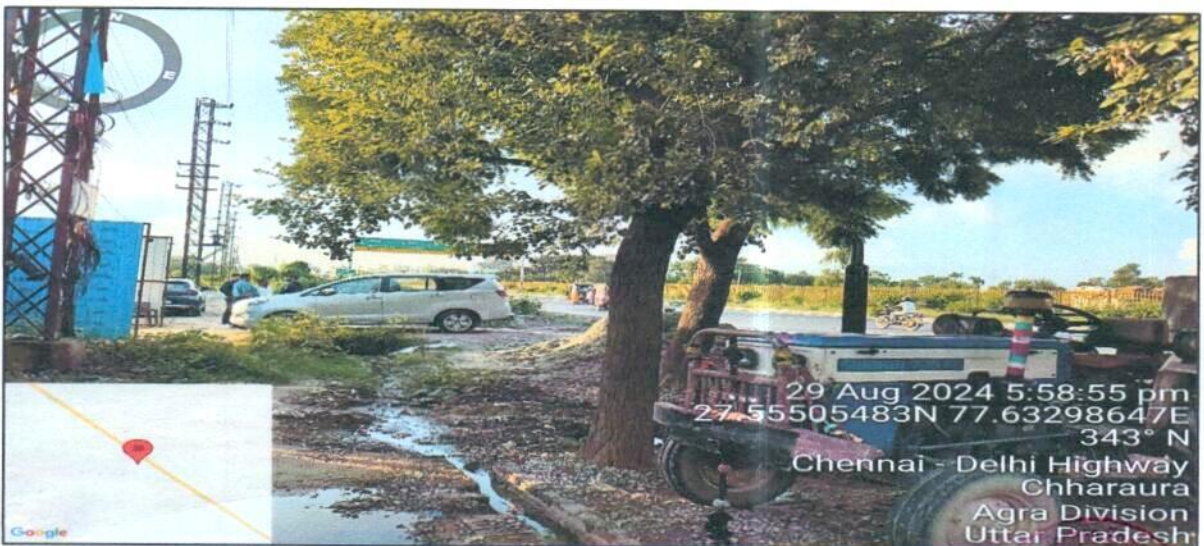
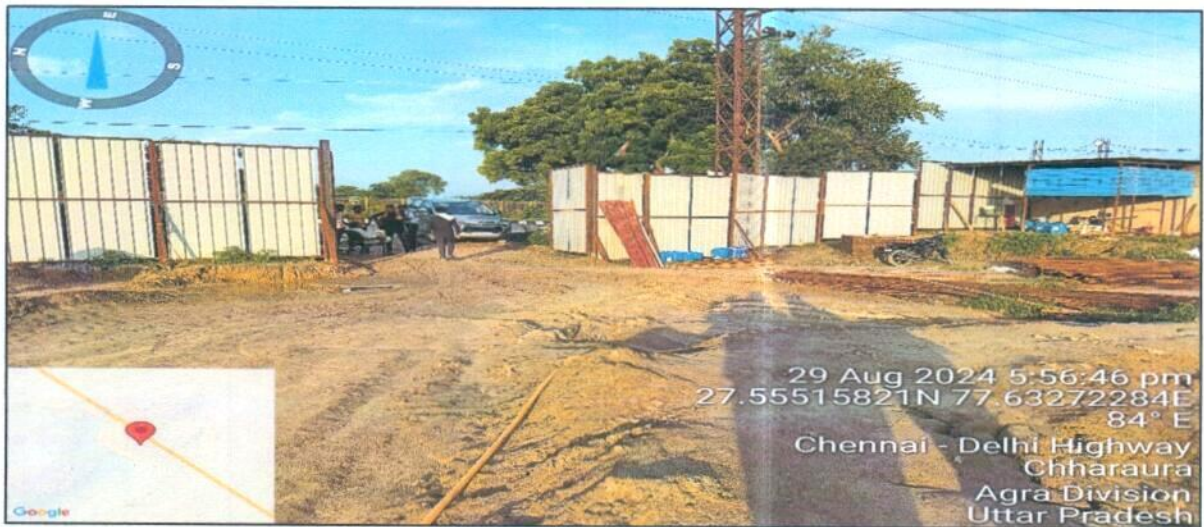


3. **SITE PICTURES:** Site pictures were captured during the site survey on 29th August 2024, for reference few of the pictures are attached below:



[Handwritten signature]

[Circular stamp: Valuers & Techno Engineering Consultants Pvt. Ltd.]



[Handwritten signature]
[Circular stamp: Valuation Center of Excellence & Research Centre]



4. CIVIL WORKS FOR THE PROPOSED BUILDING:

The proposed Hotel shall be constructed as per the layout plan prepared by M/s Pratap EPC Services Private Limited. The proposed hotel will have construction area of 4476.38 Sq. Meter consisting of six floors including basement and ground floor. It will have capacity of total 42 rooms with one banquet hall, one restaurant, one bar & disco & three multi-purpose halls.

The projected cost for setting up hotel including building, guard room, sanitary works, electrical installations, furniture, other interior work, lift elevators, infrastructure, MGPS system, fire fighting works, kitchen equipment & utensils, etc has been estimated at INR 1,499.02 lakhs including GST.

However, as a TEV consultant the cost of major building & civil works has been verified by us independently, which we found reasonable & in the permissible range although the cost may change as per specifications & brand.

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[Circular stamp: Valuers & Techno Engineering Consultants Pvt. Ltd.]

COST BY COMPANY							COST BY R.K.		
S.No.	Discription	Area	No.	Total	Unit	Cost (excluding GST)	Cost	Unit	Remarks
1	Guard Room	-	-	-	-	1,95,000	2,00,000	Rs.	seems to be inline
2	Main Building	4476.38	1	4476.38	Sq.mtr.	12,34,28,000	2,561.63	per sq.ft.	seems to be inline
3	Storm water Drain 300X300MM	96.03	1	96	R.mtr.	1,29,000	2,40,075	Rs.	seems to be inline
4	Sewage Sysytem 350mm Dia RCC and man Hole 600X600X450 MM	96.03	15	1,440	R.mtr.	3,19,000	-	-	-
5	Main Gate	-	-	-	-	4,00,000	4,00,000	Rs.	seems to be inline
6	Electrification	-	-	-	-	1,06,000	99,000	Rs.	seems to be inline
Total						12,45,77,000			

5. UTILITIES: Details of Water, Electricity and other utilities are described as below:

a. ELECTRICITY:

As per Pollution Report prepared by Dass Rasaynik Services shared with us by the client, the proposed power load is 386 KVA. Company will apply for the proposed power load in due course.

b. WATER:

As per the data/information provided by the client, the proposed project will require water facility for cleaning of hotel rooms, canteen, drinking water, etc. which is easily available. The proposed project will have enough storage capacity of fresh water. The Company has already installed boring facility at the site. The company will also apply for water supply from Nagar Nigam Mathura Vrindavan.

Thus as per the overall analysis of the proposed project "THE AIRAN PARADISE", the estimated total project cost of the proposed 3 star segment hotel is INR 14.99 Crores, which comes out as INR 0.36 Crore per key as per the proposed plan, which seems to be in the line with the Indian Hospitality industry trends and benchmark prevailing in the market at present. As per the Hotel Development Cost Survey 2023, India done by Hotelivate, Budget/economy hotels necessitate an investment of INR 0.37 Cr. per key.



PART E

PROJECT TECHNICAL DETAILS

1. CAPACITY OF THE PROPOSED HOTEL:

The proposed Hotel shall be constructed as per the layout plan prepared by M/s Pratap EPC Services Private Limited. The proposed hotel will have construction area of 4476.38 Sq. Meter consisting of six floors including basement and ground floor. It will have capacity of total 42 rooms with one banquet hall, one restaurant, one bar & disco & three multi-purpose halls.

2. TECHNICAL SPECIFICATIONS OF THE PROPOSED CRO UNIT:

As per data provided by the client representative; the basic details of the building is as follows:

Basic Details of the building	
Nature of the building	Hotel Premise
Type of structure	RCC Framed Structure
No. of Floors	Basement plus ground plus Four Storey Structure plus Mumty
Age	Under Construction
Condition of the building	Under Construction

As per data provided by the client representative; the basic facilities and utilities provided in the subject property is as follows:

Basic Infrastructure Utilities			
S No.	Particular	Quantity	Capacity
1	Storm water Drain	1	300X300MM
2	Sewage Sysytem	1	350mm Dia RCC and man Hole 600X600X450 MM
3	Air Conditions	-	availabe
4	Stairs	-	availabe
5	Lift	-	3 Guest Lift
6	DG Sets	-	availabe
7	Ducting System	-	4348.38 sq.mtr.

NOTE:-

1) All the details are mentioned above is taken from DPR (Detail project report) and information provided to us by client.

As per the Building Plan approved by Mathura-Vrindavan Development Authority, the floor wise built-up area and permissible usage of the subject premises is as under:

S No.	Discription	Floors	Area (In sq.mtr.)	Covered area Facilities
1	Main Building	Basement	868.82	Parking and Banquet hall
2	Main Building	Ground	724.82	Banquet Hall, Hall, Kitchen, Recption area, Manager Room and lifts
3	Main Building	First Floor	724.82	Multi Purpose Hall, Restaurant, Hall, Directors Room, Server Room and lifts
4	Main Building	Second Floor	704.79	11 residential rooms, Kitchen, lifts and Bar & Disco
5	Main Building	Third Floor	696.74	14 Residential Rooms and lifts
6	Main Building	Fourth Floor	692.73	17 Residential Rooms and lifts
7	Main Building	Mumty	63.66	Open Spaces
Total			4476.38	Parking+Banquets Hall + Restaurant + Residential Room+ Bars and Disco + Multi Purpose Hall + 42 Residential Rooms

Note:-

- 1) All the deatails are mentioned are taken from documents Given by client.
- 2) Two different areas are mentioned on the map, but according to the engineer, the area mentioned on page 1 will be considered

Floorwise details		
Sr.No.	Floor	Details
1	Basement	Parking and Banquet hall
2	Ground	Banquet Hall, Hall, Kitchen, Recption area, Manager Room and lifts
3	First Floor	Multi Purpose Hall, Restaurant, Hall, Directors Room, Server Room and lifts
4	Second Floor	11 residential rooms, Kitchen, lifts and Bar & Disco
5	Third Floor	14 Residential Rooms and lifts
6	Fourth Floor	17 Residential Rooms and lifts
7	Mumty	Open Spaces
Total		Parking+Banquets Hall + Restaurant + Residential Room+ Bars and Disco + Multi Purpose Hall + 42 Residential Rooms

NOTE:-

- 1) All the details are mentioned above is taken from DPR (Detail project report) provided to us by client.

3. MANPOWER:

As per information shared by the client/company, The proposed project will require approximately 50-60 employees which include Chefs, Inventory Manager, HR and Finance Staff, Admin Staff and General Helpers and Cleaning staff. The said Man power is easily available from the local and nearby areas.

As per a report published by Minsitry of Tourism, approx. 152 employees per 100 rooms in the 1 – 3 star hotels are employed on average which means an average of 1.52 employees per key. In the proposed project, the average manpower per key is ~1.43 employees per key which seems to be in the line with the Indian Hospitality industry trends.

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PART F

HOTEL SERVICES PROFILE

1. INTRODUCTION:

Company has planned to start a Hotel in Mathura district of UP equivalent to 03 star category. Company has obtained a property situated at Khasra No.3, Mauja Alhaipur, District Mathura, UP and developing the hotel under the Brand name of "THE AIRAN PARADISE".

Hotel will have 42 Rooms (2 standard rooms, 34 Deluxe rooms and 6 executive suites) along with a restaurant, 3 Multi purpose Hall and 1 indoor banquet areas. All rooms would be air conditioned, shall have 24 hour running hot and cold water, connected to round the clock entertainment and other channels plus high-speed Wi-Fi.

2. SERVICES CATEGORY:

Brief details of the services proposed to be offered by M/s Somptueux Stays Private Limited are set forth below:

- a) **Room Booking:** Hotel will have 42 rooms and Company has taken rent of INR 3000/- to INR 5000/- per room depending on room variant per day which is in line with other hotels in the same area.
- b) **Food and Beverages with Room Booking:** Company will charge for Foods & Beverages related to Lunch and Dinner.
- c) **Banquet:** Hotel will have 1 indoor Banquet. Total capacity of the indoor Banquets will be about 300 peoples.
- d) **Restaurant:** Hotel will also have a dedicated restaurant area with the capacity of more than 100 sitting at a time.
- e) **Multi Purpose Hall:** There will be 3 multi purpose Halls in the Hotel with the average gathering capacity of 200 peoples.
- f) **Bar & Disco:** Company is also proposed Bar & Disco in the Hotel with the gathering capacity of around 100 peoples.

3. MARKETING PLAN:



As per the details shared by the client containing the information of marketing & selling strategy of M/s Somptueux Stays Private Limited, the hotel is situated on the National Highway - 19 between Mathura and Vrindavan. Government of Uttar Pradesh and India are promoting our rich heritage and a large number of tourists visit Braj.

Vrindavan stands as a prominent religious centre in Braj Bhoomi and attracts devotees with its rich history. Krishna Janmashtami is grandly celebrated every year in Mathura. Every year 3 to 3.5 million devotees celebrate Janmashtami in Mathura. In 2022-2023, Mathura-Vrindavan hosted nearly 6 crore tourists, second only to Varanasi.

Also the traffic density on the NH road is very high. People normally halt for rest, food, and to use the restrooms while travelling. At times, there is heavy rain or fog or heatwave due to which many travellers stop for giving gap in the journey for their safety.

Company also plans to target tourists and local people for marriage purpose.



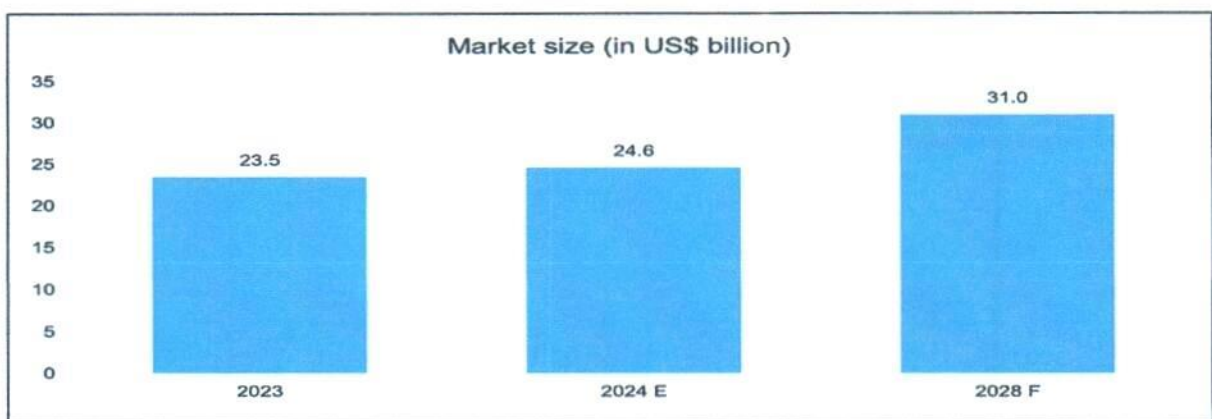
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PART G

HOTEL INDUSTRY OVERVIEW

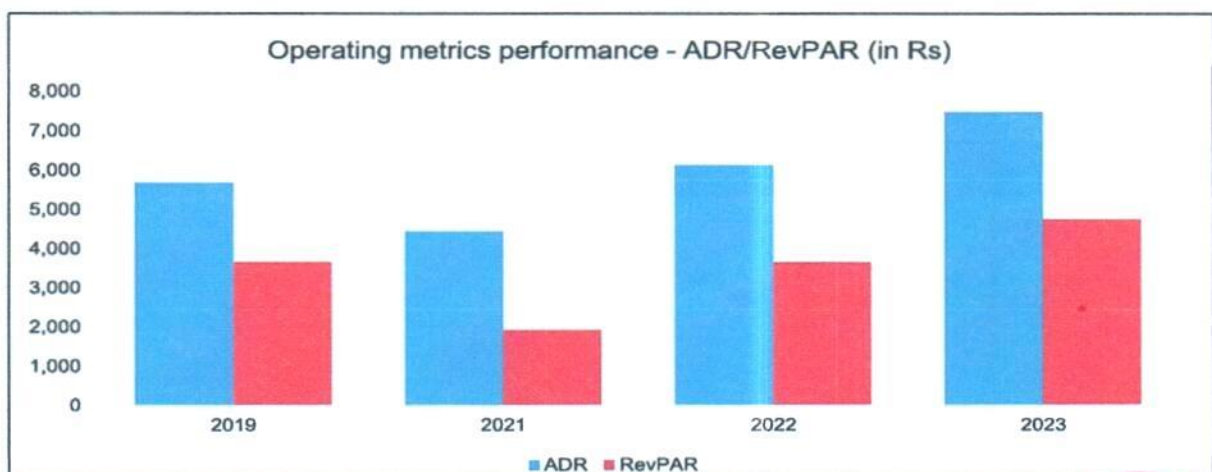
1. INTRODUCTION:

The market size of the hospitality industry in India is projected to be approximately US\$ 24.61 billion in 2024 and is anticipated to reach US\$ 31.01 billion by 2029. The projected growth is anticipated to occur at a compound annual growth rate (CAGR) of 4.73% throughout the forecast period of 2024-29. Travel industry was one of the most affected industries during 2020-21 due to pandemic induced restrictions.



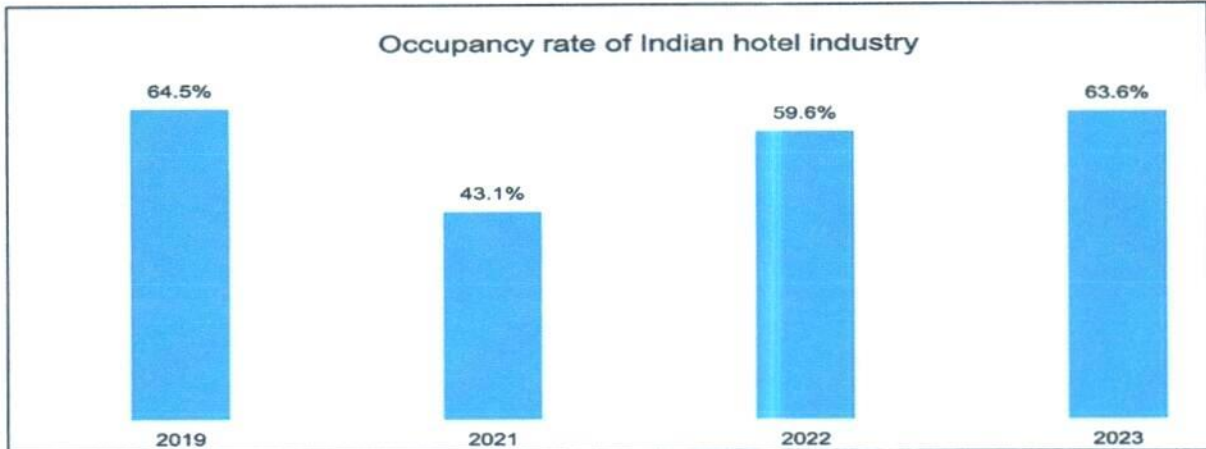
Source: Mordor Intelligence

Key performance indicators such as revenue per available room (RevPAR), occupancy rate, and average daily rate (ADR) declined from 2019 to 2021. The industry bounced back in 2022 with ADR and RevPAR surpassing pre pandemic levels and occupancy rates showing substantial improvement. The positive trend continues into 2023, with further growth in ADR, RevPAR, and occupancy rates, indicating a resilient rebound of the hospitality sector.

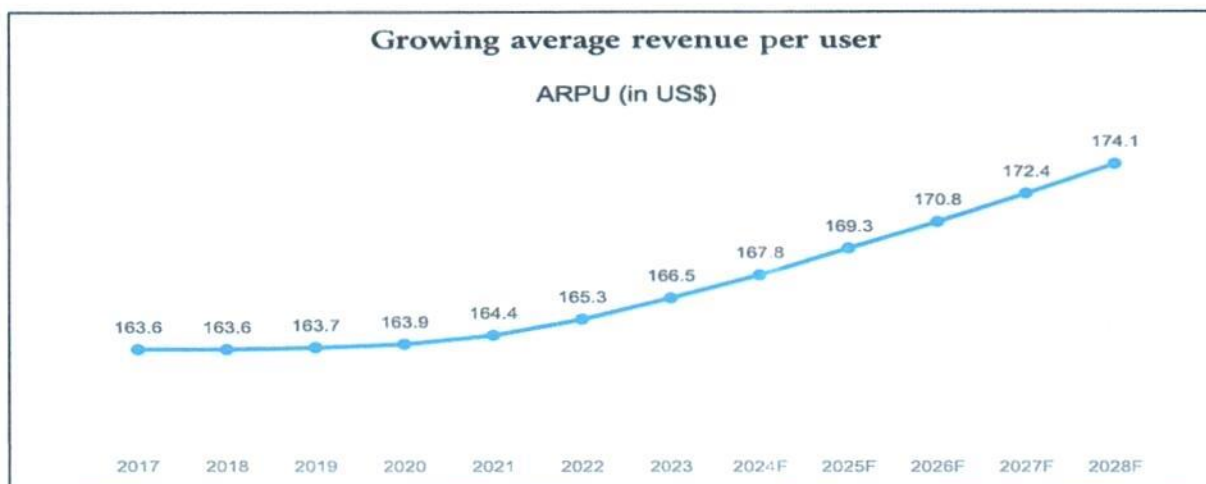


Source: STR

Note: ADR - Revenue per Available Room, Average Daily Rate



Source: STR



Source: STR

The average revenue per user (ARPU) in the hospitality industry, as depicted from 2017 to projected figures in 2028, shows a consistent upwards trajectory. Starting at US\$ 163.6 in 2017, ARPU remained stable over the next few years, before experiencing incremental growth. The year 2023 witnessed a notable increase to US\$ 166.5, followed by further anticipated growth in the forecast years. By 2028, ARPU is expected to reach US\$ 174.1, indicating a steady rise in revenue generation per user over the span of a decade. Several factors can be attributed to this growth trajectory, particularly driven by economic expansion, rising per capita income and the growing middle class, which collectively fuel increased spending on leisure and hospitality services.

2. GROWTH DRIVERS:

- **Rising Disposable Income:** With a growing middle class and increasing disposable income, more people in India can afford domestic and international travel, leading to higher demand for hotel accommodations.

- **Infrastructure Development:** Ongoing infrastructure development, including the expansion of airports, highways and other transportation networks, improves accessibility to various tourist destinations and boosts hotel occupancy rates.
- **Growing MICE Tourism:** MICE tourism is observing growth in India, supported by corporate events, international conferences and trade shows, leading to increased demand for hotel facilities.
- **Cultural and Heritage Tourism:** India's rich cultural heritage and diverse tourist attractions continue to draw domestic and international tourists, stimulating demand for hotels resorts, and boutique accommodations across the country.
- **Rise of Budget Hotels and Homestays:** With the emergence of budget hotels, homestays and alternative accommodation options, the diverse needs and preferences of travellers are being catered to, encouraging competition and innovation within the industry.

3. GOVERNMENT INITIATIVES:

- **Capital Investment Subsidy to Eligible Tourism Units by Uttar Pradesh Government** – All eligible tourism units are eligible for capital subsidy as per given quantum under Uttar Pradesh Tourism Policy 2022. 100% of the capital investment subsidy amount shall be granted post the successful start of commercial operations of the eligible tourism unit.

Investment amount (INR crore)	Subsidy percentage	Ceiling subsidy (INR crore) (Whichever is lower)
10 lakhs - Upto 10 crore	25%	2.0 crore
Upto 50 crore	20%	7.5 crore
Upto 200 crore	15%	20.0 crore
Upto 500 crore	10%	25.0 crore
More than 500 crores	10%	40.0 crore

- **Skill Development Programmes:** Under its Capacity Building for Service Provider (CBSP) scheme, the Ministry of Tourism has introduced a 150-hour homestay course to address skill gaps identified by the sector.
- **Swadesh Darshan Scheme:** The Ministry of Tourism launched its flagship scheme, Swadesh Darshan, in 2014-15. The project offered financial aid to both union territory

administrations and state governments, as well as to central agencies, to implement tourism infrastructure at various locations.

- **PRASAD Scheme:** The Government of India launched the Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) scheme in 2014-15 under the Ministry of Tourism's supervision. This one-off scheme is designed to improving experience for 11 religious tourists by way of selecting and developing the most important pilgrimage sites distributed across the country.

4. OPPORTUNITIES

- **Emerging markets:** With rapid urbanisation, economic growth and rising disposable incomes, tier-II and tier-III cities in India are witnessing increased demand for quality accommodation options. There is considerable opportunity for hotel developers to tap into these emerging markets and establish branded hotels to cater to the growing demand from business and leisure travellers.
- **Luxury segment:** The luxury hotel industry in India is seeing strong growth due to the rising demand for high-quality hospitality experiences from wealthy domestic and international tourists. Luxury resort, boutique hotel, urban property, which provide exclusive services, specialized events and first-class amenities are now the top choice of the high-end consumers.
- **Mid-scale and budget segments:** While the luxury segment is thriving, there is also considerable potential in the mid-scale and budget segments of the market. Increasingly budget-conscious travellers, particularly the millennial segment, and budget business travellers, are also driving this trend, as this customer segment looks for value-for-money propositions.
- **Technology integration:** Adopting technology and digital innovations presents opportunities for hotels to enhance operational efficiency, improve guest experiences and drive revenue growth. This includes adopting cloud-based property management systems and mobile apps for integrated room bookings and guest services and Smart Rooms powered by IoT and data analytics for customized marketing and revenue management.
- **Health and wellness tourism:** As people become more conscious of health and wellness, the popularity of spa resorts, wellness retreats and holistic wellness

experiences in India is on the rise. Hotels could take advantage of the growing trend by incorporating wellness facilities, creating special wellness programmes, and collaborating with health and wellness professionals to appeal to wellness-oriented travellers.

5. CHALLENGES

- **Regulatory environment:** Understanding and adhering to the complex regulatory landscape in India can be challenging for hoteliers due to the various regulations at national, state, and local levels. Compliance with licensing, taxation, labour laws and safety standards can be time consuming and demanding for hoteliers.
- **Competition:** The hotel industry is highly competitive, with international and domestic hotel chains operating in the market. To stay at the top of the hotels market, hotels must make constant investments for improving their accommodation, services, and marketing. To stand out in the crowded hotel market, hoteliers can compete effectively by catering to niche markets or adopting unique selling points.
- **Talent management:** Recruiting and retaining skilled employees can be a challenge for hotels, particularly in key tourist destinations. The hospitality sector often faces high staff turnover rates, which can affect service quality and operational efficiency.
- **Technology adoption:** While there has been significant progress in adopting technology within the hospitality industry, some hotels in India still lag in implementing modern systems for reservations, guest services and revenue management. Technology can be adopted to raise efficiency and give a superior guest experience.
- **Price sensitivity:** Price sensitivity is a challenge in the Indian market, with many consumers seeking value for money. Hotels must strike a balance between offering competitive prices and maintaining profitability. Hotels adopt dynamic pricing strategies and offer value-added packages to attract price-conscious travellers.
- **Environmental sustainability:** With increasing awareness of environmental issues, hotels in India face pressure to adopt sustainable practices. This includes reducing energy consumption, minimising waste, and implementing eco-friendly initiatives, which may require heavy investment.

6. CONCLUSION:



The Indian hotel industry is on the verge of exponential growth, with projections indicating a 7-9% revenue increase in FY2025. This surge is driven by the surging demand for domestic leisure travel, along with a rise in events like weddings and business travel. ICRA anticipates occupancy rates will reach their highest in a decade, fuelled by growing interest in tier-II cities and spiritual tourism destinations. Premium hotel occupancy rates are predicted to hover at 70-72% in FY24 and FY25, with average room rates expected to reach between US\$ 94.06 and US\$ 96.47 (Rs. 7,800-8,000) in FY25. While certain segments may surpass pre-COVID achievements, the industry is on track to match its 2008 peak by FY25, underpinned by developments in infrastructure, improved air connectivity and the proliferation of large-scale MICE events, complemented by the opening of new convention centres.



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PART H

SWOT ANALYSIS

SWOT ANALYSIS	
STRENGTHS	<ul style="list-style-type: none"> • Track record: The promoters are highly experienced with proven track record in the hospitality sector which is a big strength of the Company. • Location: The Construction site is situated at the prime location between Mathura and Vrindavan on NH-19. In 2022-2023, Mathura-Vrindavan hosted nearly 6 crore tourists, second only to Varanasi.
WEAKNESSES	<ul style="list-style-type: none"> • Not a recognized brand: the hotel will operate as a budget standalone hotel which may find it difficult to pull customers owing to lack of brand recognition. • Price sensitive: The Hotel market is price sensitive and very competitive owing to multiple players offering various categories of rooms in Mathura. • Unavailability of skilled and professional manpower: Dearth of unavailability of skilled and professional manpower in the hospitality sector.
OPPORTUNITIES	<ul style="list-style-type: none"> • Rising demand: Rising demand for tourism among the foreign/Local tourists as Mathura District is a Holy city. • Government initiatives like Clean India, Smart Cities, better management of Historical Monuments etc. • National Tourism Policy by the Govt. will significantly improve the fundamentals of Hotel Industry. • Many States are coming with State specific Tourism Policy to boost the tourism in their respective States like Uttar Pradesh Tourism Policy 2022.
THREATS	<ul style="list-style-type: none"> • Competition: Cheaper & more robust Hospitality services like Airbnb is big threat. • Technology adoption: While there has been significant progress in adopting technology within the hospitality industry, some hotels in India still lag in implementing modern systems for reservations, guest services and revenue management.

PART I

PROJECT COST AND MEANS OF FINANCE

As per data/information shared by the client, the proposed Hotel project is proposed to be commissioned by making an investment of INR 1,608.36 lakhs as shown in the below table along with Means of finance:

Total Project Cost		
S. No.	Capital Cost Head	Amount (INR)
1	Land and Land Development Expenses (Leased Land)	₹ 19,02,000
2	Construction of Building, Guard room, Sanitary Works	₹ 8,00,00,000
3	Electrical Installations (Including AC Ducting HT-LT Panel Works, UPS Connection, etc.)	₹ 3,00,00,000
4	Kitchen Equipment & Utensils	₹ 14,00,000
5	Cost of Furniture, Other Interior Work, Lift Elevators	₹ 3,40,00,000
6	Other Costs such as Infrastructure, MGPS System, Fire Fighting Works, contingency, GST etc.	₹ 25,00,000
7	Computer	₹ 1,00,000
8	Interest During Construction (IDC)	₹ 1,06,83,917
9	Pre-Operative Expenses	₹ 2,50,000
	TOTAL	₹ 16,08,35,917
Means of Finance		
S. No.	Particular	Amount (INR)
1	Promoters' Equity	₹ 1,00,00,000
2	Unsecured Loan from Promoters	₹ 5,18,35,917
3	Loan from Banks	₹ 9,90,00,000
	TOTAL	₹ 16,08,35,917
	Total Loan	₹ 9,90,00,000

Source: Data/Information provided by the company.

Notes:

- It is to be noted that the estimation/vetting of the project cost is out of scope of this TEV report, and we have relied upon the data/information provided by the client regarding Total Project cost such as quotations, etc. However, as a TEV consultant, the cost of major equipment and building & civil works has been verified by us independently, which we found

- reasonable & in the permissible range although the cost may change as per brand & specifications.
2. As per the lease deed shared by the client/company executed on 06th June 2023, promoters have taken land on lease Khasra No.3, Mauja Allehpur, Chhatikara, Mathura, Uttar Pradesh - 281001 for next 30 years (from 01st June 2023 to 31st May 2053) on the monthly rent of Rs. 50,000. Total area of the land is 2369.94 Sq. Meter as per Approved Map.
 3. Cost of land has been estimated by the Management at INR 0.19 Cr which represent lease rental paid from date of commencement of lease till date of commencement of commercial operations.
 4. Cost of Building & Civil Works including lifts, interior work and furniture & fixtures has been estimated by the Management at INR 14.65 Cr on the basis of detailed project report prepared by M/s Pratap EPC Services Private Limited in 2023.
 5. Cost of Kitchen Equipment & Utensils has been estimated by the Management at INR 0.14 Cr based on the expected requirement for a three-star category hotel.
 6. Cost of computer has been estimated by the Management at INR 0.01 Cr.
 7. Preliminary & Pre-Operative Expenses has been taken as lump sum basis, based on the time period of civil works, estimate of company's resources involvement during this time in supervision & monitoring of the civil works and other estimated regulatory expenses as INR 0.03 Cr.
 8. The project is proposed to be funded through a term loan of INR 9.90 crores, promoter's equity of INR 1.00 crore and unsecured loan from promoters of INR 5.18 crores.



PART J

PROJECT IMPLEMENTATION SCHEDULE

The proposed Hotel is expected to achieve its C.O.D by 1st April 2026, as per the proposed implementation schedule shown in the table below:

S. No.	Particulars	Activity	Expected completion date	Status
1.	Sanction of Rupee Term Loan	Sanction of Rupee Term Loan	September 2024	Pending
2.	Building & Civil Works	Building Plan Preparation	June 2023	Completed
		Building & Civil Works completion	December 2025	Pending
3.	Equipments	Installation of Equipments	January 2026	Pending
		Utility Installation	January 2026	Pending
4.	Statutory Approvals, registrations & NOCs	From the respective authorities	September 2024	Pending
5.	Finishing & Trial Run	Informed by client	March 2026	Pending
6.	Commercial Operation Date	Informed by client	1 st April 2026	Pending

Notes:

- Schedule has been made as per feasibility to achieve different milestones.
- Achievement of Milestone will depend on sanction of term loan as per proposed timeline.
- For current status of statutory approvals, kindly refer the "Section K" of this report.
- As per this timeline, the expected C.O.D will be 1st April 2026.



PART K

STATUTORY APPROVALS | LICENCES | NOC

As shown in the below table along with current status, following major approvals are required. However, the list is not exhaustive, and State/District Authorities may be approached for further clearances required (if any):

S. No.	REQUIRED APPROVALS	DATE REFERENCE NO.	STATUS (Approved/ Applied For/ Pending)
1.	Certificate of Incorporation <i>Ministry of Corporate Affairs, Government of India</i>	26 th May 2023 CIN: U55101UP2023PTC182818	Approved
2.	Registration Certificate <i>Department of Tourism</i>	07 th July 2023 Reg No: MAT/03/TP008/2023	Approved
3.	Labour Licence Registration & grant of license under The Factories Act, 1948 <i>Department of Labour, Uttar Pradesh</i>	-	Pending
4.	Fire & Safety <i>Uttar Pradesh Fire Service Department</i>	24 th August 2023 UID No: UPFS/2023/93399/MTH/M ATHURA/2434/CFO	Approved
5.	Consent to Establish (NOC) <i>Uttar Pradesh Pollution Control Board</i>	07 th December 2023 Ref No. - 191106/UPPCB/Mathura(U PPCBRO)/CTE/MATHURA/2 023	Approved
6.	Nagar Nigam NOC <i>Office of Municipal Corporation Mathura-Vrindavan, Mathura</i>	04 th November 2023 Letter No.: 184/N.N.A./N.V./N.N.M.Vr u., (Vrindavan Zone)/2023- 24	Approved
7.	Tehsil NOC	22 nd September 2023	Approved

8.	Memorandum of Understanding Govt. of Uttar Pradesh	01 st August 2023 MoU Number: 23/TOUR/0000024420	Approved
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Observation Notes:

1. Above is the only illustration of the major approvals sought or to be sought by the company. It should not be construed as the exhaustive list and in case any approval is missed to be mentioned then it is the sole responsibility of the company to keep the unit compliant with the necessary statutory approvals/ NOCs.



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PART L

COMPANY'S FINANCIAL FEASIBILITY

1. PROJECTIONS OF THE FIRM:

The financial projections of the project are prepared from FY 2024-25 to FY 2036-37 based on the expected COD and loan tenor as per the best practice in industry to assess the financial feasibility of the project are elaborated below:

A. PROJECTED PROFIT & LOSS ACCOUNT:

(INR Lakhs)

Financial Year	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031	FY 2032
Months	12	12	12	12	12	12
Rooms Revenue	279.0	301.3	325.4	351.5	379.6	409.9
Food & Beverage	350.7	378.8	409.1	441.8	477.2	515.3
Banquet & Multipurpose Hall Revenue	187.2	202.2	218.4	235.8	254.7	275.1
Gross Annual Revenue	816.9	882.3	952.9	1029.1	1111.4	1200.3
1. Cost of Food & Beverages	163.4	176.5	190.6	205.8	222.3	240.1
2. Electricity / Power	81.7	88.2	95.3	102.9	111.1	120.0
3. Repair & Maintenance	32.1	34.7	37.5	40.5	43.7	47.2
Total Variable Expenses	277.2	299.4	323.3	349.2	377.1	407.3
1. Salary & Wages	155.2	167.6	181.0	195.5	211.2	228.1
2. Selling & Marketing	65.4	70.6	76.2	82.3	88.9	96.0
3. Lease expense	6.0	6.0	6.0	6.0	6.0	6.0
4. Misc. expenses	5.0	5.4	5.8	6.3	6.8	7.3
Total Fixed Expenses	231.6	249.6	269.1	290.2	312.9	337.4
Total Expenses	508.8	549.0	592.4	639.3	690.0	744.7
EBIDTA	308.2	333.3	360.4	389.8	421.4	455.6
Interest on Term Loan	100.6	95.9	89.7	82.2	73.5	63.5
Interest on Unsecured Loan	0.0	0.0	0.0	0.0	0.0	0.0
Depreciation	160.8	144.4	129.7	116.5	104.7	94.0
Preliminary Expenses	0.5	0.5	0.5	0.5	0.5	0.0
PBT	46.2	92.4	140.5	190.5	242.8	298.0
Less: Taxation	11.6	23.3	35.4	48.0	61.1	75.0

PAT	34.6	69.2	105.2	142.6	181.7	223.0
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(Continued)

Financial Year	FY 2033	FY 2034	FY 2035	FY 2036	FY 2037
Months	12	12	12	12	12
Rooms Revenue	442.7	478.2	516.4	557.7	602.3
Food & Beverage	556.6	601.1	649.2	701.1	757.2
Banquet & Multipurpose Hall Revenue	297.1	320.8	346.5	374.2	404.2
Gross Annual Revenue	1296.4	1400.1	1512.1	1633.0	1763.7
1. Cost of Food & Beverages	259.3	280.0	302.4	326.6	352.7
2. Electricity / Power	129.6	140.0	151.2	163.3	176.4
3. Repair & Maintenance	51.0	55.0	59.4	64.2	69.3
Total Variable Expenses	439.9	475.1	513.1	554.1	598.4
1. Salary & Wages	246.3	266.0	287.3	310.3	335.1
2. Selling & Marketing	103.7	112.0	121.0	130.6	141.1
3. Lease expense	6.0	6.0	6.0	6.0	6.0
4. Misc. expenses	7.9	8.6	9.3	10.0	10.8
Total Fixed Expenses	364.0	392.6	423.5	456.9	493.0
Total Expenses	803.8	867.6	936.6	1011.0	1091.4
EBIDTA	492.5	532.4	575.5	622.0	672.2
Interest on Term Loan	52.4	39.5	25.9	12.4	1.2
Interest on Unsecured Loan	0.0	0.0	0.0	0.0	0.0
Depreciation	84.5	75.9	68.2	61.3	55.1
Preliminary Expenses	0.0	0.0	0.0	0.0	0.0
PBT	355.7	417.0	481.3	548.3	616.0
Less: Taxation	89.5	105.0	121.1	138.0	155.0
PAT	266.2	312.1	360.2	410.3	460.9

B. PROJECTED BALANCE SHEET:

Below table shows the Projected Balance Sheet of the proposed Hotel project from the period FY 2024-25 to FY 2036-37. FY 2027 would be the implementation period of the project:

TECHNO-ECONOMIC VIABILITY REPORT

M/S SOMPTUEUX STAYS PRIVATE LIMITED

(INR Lakhs)

Financial Year	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031
Months	Constr.	Constr.	12 M	12 M	12 M	12 M	12 M
Equity	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reserve & Surplus	0.0	0.0	34.6	103.7	208.9	351.5	533.2
Secured Loan	490.0	962.0	907.0	840.0	761.0	670.0	567.0
Unsecured loan	144.5	518.4	518.4	518.4	518.4	518.4	518.4
Trade Payables	0.0	0.0	39.2	42.3	45.6	49.2	53.1
Term liabilities payable within one year	0.0	28.0	55.0	67.0	79.0	91.0	103.0
Total Equity & Liabilities	734.5	1608.4	1654.1	1671.4	1712.9	1780.1	1874.6
Land	13.0	19.0	19.0	19.0	19.0	19.0	19.0
Civil Works	717.9	1163.6	1163.6	1163.6	1163.6	1163.6	1163.6
Plant & Machinery	1.0	44.5	44.5	44.5	44.5	44.5	44.5
Furniture & Fixtures	0.0	378.8	378.8	378.8	378.8	378.8	378.8
Total Gross Block	732.0	1605.9	1605.9	1605.9	1605.9	1605.9	1605.9
Depreciation	0.0	0.0	160.8	305.3	435.0	551.5	656.1
Net Block	732.0	1605.9	1445.0	1300.6	1170.9	1054.4	949.7
Trade Receivables	0.0	0.0	22.4	24.2	26.1	28.2	30.4
Inventories	0.0	0.0	13.4	14.5	15.7	16.9	18.3
Cash & Bank	0.0	0.0	171.3	330.6	499.2	680.1	876.2
Current Assets	0.0	0.0	207.1	369.3	541.0	725.2	924.9
Preliminary Expenses W/off	2.5	2.5	2.0	1.5	1.0	0.5	0.0
Total Assets	734.5	1608.4	1654.1	1671.4	1712.9	1780.1	1874.6

(Continued)

Financial Year	FY 2032	FY 2033	FY 2034	FY 2035	FY 2036	FY 2037
Particulars	12 M	12 M	12 M	12 M	12 M	12 M
Equity	100.0	100.0	100.0	100.0	100.0	100.0
Reserve & Surplus	756.2	1022.4	1334.4	1694.6	2104.9	2565.9
Secured Loan	451.0	319.0	187.0	55.0	0.0	0.0
Unsecured loan	518.4	518.4	518.4	518.4	518.4	518.4
Trade Payables	57.3	61.9	66.8	72.1	77.8	84.0
Term liabilities payable within one	116.0	132.0	132.0	132.0	55.0	0.0

TECHNO-ECONOMIC VIABILITY REPORT

M/S SOMPTUEUX STAYS PRIVATE LIMITED

year						
Total Equity & Liabilities	1998.9	2153.6	2338.6	2572.1	2856.1	3268.3
Land	19.0	19.0	19.0	19.0	19.0	19.0
Civil Works	1163.6	1163.6	1163.6	1163.6	1163.6	1163.6
Plant & Machinery	44.5	44.5	44.5	44.5	44.5	44.5
Furniture & Fixtures	378.8	378.8	378.8	378.8	378.8	378.8
Total Gross Block	1605.9	1605.9	1605.9	1605.9	1605.9	1605.9
Depreciation	750.1	834.6	910.5	978.7	1040.1	1095.2
Net Block	855.7	771.2	695.3	627.1	565.8	510.7
Trade Receivables	32.9	35.5	38.4	41.4	44.7	48.3
Inventories	19.7	21.3	23.0	24.9	26.8	29.0
Cash & Bank	1090.6	1325.5	1581.9	1878.7	2218.7	2680.2
Current Assets	1143.2	1382.4	1643.3	1945.0	2290.3	2757.6
Preliminary Expenses W/off	0.0	0.0	0.0	0.0	0.0	0.0
Total Assets	1998.9	2153.6	2338.6	2572.1	2856.1	3268.3

C. PROJECTED CASH FLOW STATEMENT:

(INR Lakhs)

Financial Year	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031
Particulars	Constr.	Constr.	12 M	12 M	12 M	12 M	12 M
Net Profit	0.0	0.0	34.6	69.2	105.2	142.6	181.7
Increase in Equity / Share Capital	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in TL	490.0	500.0	0.0	0.0	0.0	0.0	0.0
Increase in Unsecured Loan	144.5	373.9	0.0	0.0	0.0	0.0	0.0
Depreciation	0.0	0.0	160.8	144.4	129.7	116.5	104.7
Preliminary Expenses w/off	0.0	0.0	0.5	0.5	0.5	0.5	0.5
Trade payables	0.0	0.0	39.2	3.1	3.3	3.6	3.9
TOTAL	734.5	873.9	235.1	217.2	238.7	263.2	290.7
Capital Expenses	732.0	873.9	0.0	0.0	0.0	0.0	0.0
Decrease in Term Loan	0.0	0.0	28.0	55.0	67.0	79.0	91.0

TECHNO-ECONOMIC VIABILITY REPORT

M/S SOMPTUEUX STAYS PRIVATE LIMITED

Decrease in Unsecured Loan	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trade Receivable	0.0	0.0	22.4	1.8	1.9	2.1	2.3
Inventory	0.0	0.0	13.4	1.1	1.2	1.3	1.4
Preliminary Expense	2.5	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	734.5	873.9	63.8	57.9	70.1	82.3	94.6
Opening Balance	0.0	0.0	0.0	171.3	330.6	499.2	680.1
Net Surplus/ Deficit	0.0	0.0	171.3	159.3	168.6	180.9	196.1
Cumulative Balance	0.0	0.0	171.3	330.6	499.2	680.1	876.2

(Continued)

Financial Year	FY 2032	FY 2033	FY 2034	FY 2035	FY 2036	FY 2037
Particulars	12 M	12 M	12 M	12 M	12 M	12 M
Net Profit	223.0	266.2	312.1	360.2	410.3	460.9
Increase in Equity / Share Capital	0.0	0.0	0.0	0.0	0.0	0.0
Increase in TL	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Unsecured Loan	0.0	0.0	0.0	0.0	0.0	0.0
Depreciation	94.0	84.5	75.9	68.2	61.3	55.1
Preliminary Expenses w/off	0.0	0.0	0.0	0.0	0.0	0.0
Trade payables	4.2	4.5	4.9	5.3	5.7	6.2
TOTAL	321.3	355.2	392.9	433.7	477.3	522.2
Capital Expenses	0.0	0.0	400.0	0.0	0.0	0.0
Decrease in Term Loan	103.0	116.0	132.0	132.0	132.0	55.0
Decrease in Unsecured Loan	0.0	0.0	0.0	0.0	0.0	0.0
Trade Receivable	2.4	2.6	2.8	3.1	3.3	3.6
Inventory	1.5	1.6	1.7	1.8	2.0	2.1
Preliminary Expense	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	106.9	120.2	136.5	136.9	137.3	60.7
Opening Balance	876.2	1090.6	1325.5	1581.9	1878.7	2218.7
Net Surplus/ Deficit	214.4	235.0	256.4	296.8	340.0	461.5
Cumulative Balance	1090.6	1325.5	1581.9	1878.7	2218.7	2680.2

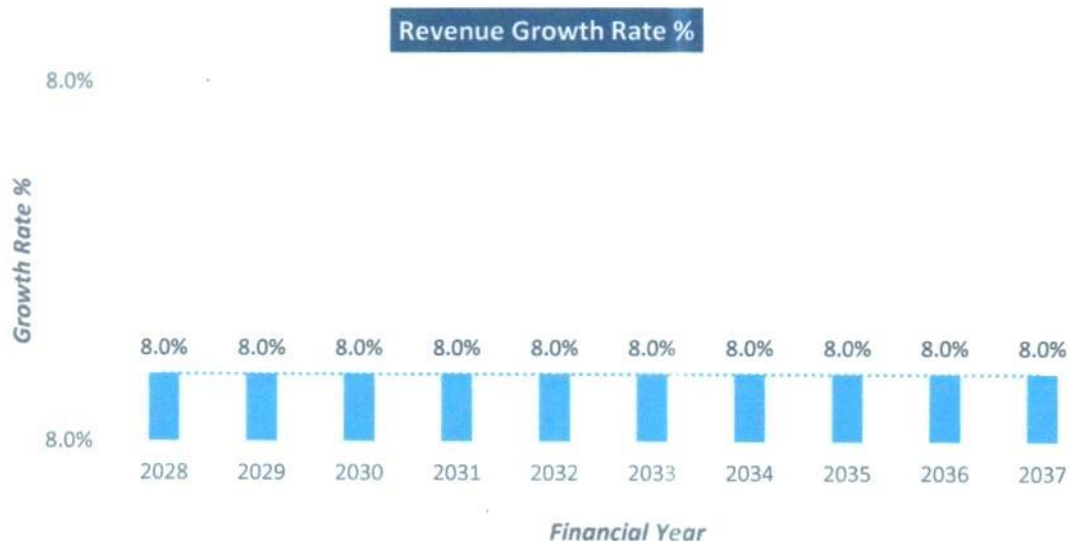
D. KEY FINANCIAL RATIO:

YEAR	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031	FY 2032	FY 2033	FY 2034	FY 2035	FY 2036	FY 2037
EBITDA	37.7	37.8	37.8	37.9	37.9	38.0	38.0	38.0	38.1	38.1	38.1
Margin %	%	%	%	%	%	%	%	%	%	%	%
EBIT	18.0	21.4	24.2	26.6	28.5	30.1	31.5	32.6	33.5	34.3	35.0
Margin %	%	%	%	%	%	%	%	%	%	%	%
PAT	4.2	7.8	11.0	13.9	16.3	18.6	20.5	22.3	23.8	25.1	26.1
Margin %	%	%	%	%	%	%	%	%	%	%	%
Revenue		8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0
Growth %		%	%	%	%	%	%	%	%	%	%

E. GRAPHICAL REPRESENTATION OF KEY RATIOS:



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F. ESTIMATED KEY FINANCIAL METRICS:

DEBT SERVICE COVERAGE RATIO (DSCR)

Particular	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031	FY 2032
PAT (Profit After Tax)	34.6	69.2	105.2	142.6	181.7	223.0
Depreciation	160.8	144.4	129.7	116.5	104.7	94.0
Preliminary Expenses	0.5	0.5	0.5	0.5	0.5	0.0
Interest on term loan	100.6	95.9	89.7	82.2	73.5	63.5
Subtotal	296.5	310.0	325.1	341.8	360.3	380.6
Interest on term loan	100.6	95.9	89.7	82.2	73.5	63.5

Loan Repayment	28.0	55.0	67.0	79.0	91.0	103.0
Subtotal	128.6	150.9	156.7	161.2	164.5	166.5
DSCR	2.3	2.1	2.1	2.1	2.2	2.3

(Continued)

Particular	FY 2033	FY 2034	FY 2035	FY 2036	FY 2037
PAT (Profit After Tax)	266.2	312.1	360.2	410.3	460.9
Depreciation	84.5	75.9	68.2	61.3	55.1
Preliminary Expenses	0.0	0.0	0.0	0.0	0.0
Interest on term loan	52.4	39.5	25.9	12.4	1.2
Subtotal	403.0	427.5	454.3	484.0	517.2
Interest on term loan	52.4	39.5	25.9	12.4	1.2
Loan Repayment	116.0	132.0	132.0	132.0	55.0
Subtotal	168.4	171.5	157.9	144.4	56.2
DSCR	2.4	2.5	2.9	3.4	9.2
Average D.S.C.R	2.64				
Max. D.S.C.R	9.21				

G. SENSITIVITY ANALYSIS OF D.S.C.R:

The proposed project is found comparatively more sensitive with respect to the revenue, variable cost and any surge in the interest rate. Sensitivity analysis of the project with respect to 10% decrease in the revenue, 10% increase in the variable cost and 2% increment in the proposed interest rate has been shown in the below table:

Sensitivity Analysis of D.S.C.R			
S. No.	Particular	Average D.S.C.R	Max. D.S.C.R
1.	If the projected revenue decreased by 10%	2.37	8.20
2.	If the projected variable cost increased by 10%	2.43	8.41
3.	If interest rate is increased by 2%	2.47	9.16

H. NPV,IRR AND PAYBACK PERIOD OF THE PROJECT:

(INR Lakhs)

Free Cash Flow for the project

TECHNO-ECONOMIC VIABILITY REPORT

M/S SOMPTUEUX STAYS PRIVATE LIMITED

Particulars	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031
Period (Months)	0.0	0.0	12.0	12.0	12.0	12.0	12.0
EBIT	0.0	0.0	146.8	188.4	230.2	272.7	316.3
Less: Taxes	0.0	0.0	11.6	23.3	35.4	48.0	61.1
Add: Depreciation & Amortisation	0.0	0.0	160.8	144.4	129.7	116.5	104.7
NOPAT	0.0	0.0	296.0	309.5	324.6	341.3	359.8
+/- WCC	0.0	0.0	-3.4	-0.2	-0.2	-0.3	-0.3
Capex	732.0	873.9	0.0	0.0	0.0	0.0	0.0
Free Cash Flow to Firm (FCFF)	-732.0	-873.9	299.4	309.8	324.8	341.6	360.1
Discount Period	0.6	1.6	2.6	3.6	4.6	5.6	6.6
Discount Factor	0.93	0.82	0.72	0.63	0.55	0.49	0.43
PV Of FCFF	(679.0)	(712.6)	214.6	195.2	180.0	166.4	154.2
TV	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PV Of TV	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PV(FCFF+TV)	-679.0	-712.6	214.6	195.2	180.0	166.4	154.2

(Continued)

Particulars	FY 2032	FY 2033	FY 2034	FY 2035	FY 2036	FY 2037
Period (Months)	12.0	12.0	12.0	12.0	12.0	12.0
EBIT	361.6	408.1	456.5	507.3	560.7	617.1
Less: Taxes	75.0	89.5	105.0	121.1	138.0	155.0
Add: Depreciation & Amortisation	94.0	84.5	75.9	68.2	61.3	55.1
NOPAT	380.6	403.0	427.5	454.3	484.0	517.2
+/- WCC	-0.3	-0.3	-0.4	-0.4	-0.4	-0.5
Capex	0.0	0.0	0.0	0.0	0.0	0.0
Free Cash Flow to Firm (FCFF)	380.9	403.4	427.8	454.7	484.4	517.7
Discount Period	7.6	8.6	9.6	10.6	11.6	12.6
Discount Factor	0.38	0.33	0.29	0.26	0.22	0.20
PV Of FCFF	143.4	133.5	124.5	116.3	108.9	102.3
TV	0.00	0.00	0.00	0.00	0.00	5551.0
PV Of TV	0.00	0.00	0.00	0.00	0.00	1097.3
PV(FCFF+TV)	143.4	133.5	124.5	116.3	108.9	1199.6

Key Input for NPV & IRR		
S. No.	Key Input	Description
1.	Market Risk Premium	6.80% (Damodaran ERP India July 2024)
2.	Company Specific Risk Premium	2%
3.	Discount Rate	13.75%
4.	Perpetual Growth Rate	5.0%
NPV		INR 1,344.97 Lakhs
IRR		24.62%

Payback Period of the Project		
Financial Year	Cash Accrual	Accumulated Cash Accrual
2027	195.40	195.40
2028	213.59	408.99
2029	234.88	643.87
2030	259.09	902.97
2031	286.32	1189.29
2032	317.05	1506.34
2033	350.65	1856.98
2034	387.99	2244.98
2035	428.41	2673.39
2036	471.61	3145.00
2037	516.05	3661.05
Total	3661.05	
TPC	INR 1608.36 lakhs	
Payback Period	6.29 Years	

Thus, the project will be having a payback period of **6.29 years** and NPV & IRR of the project as on COD will **INR 1,344.97 Lakhs & 24.62%** respectively, which indicates worthiness of the project.

I. OTHER FINANCIAL RATIOS:

Financial Year	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037
Return On Revenue (%)	4%	8%	11%	14%	16%	19%	21%	22%	24%	25%	26%
Return On Capital (%)	9%	12%	14%	17%	18%	20%	21%	21%	21%	21%	19%
Return On Investment	3%	7%	12%	19%	27%	40%	64%	109%	232%	410%	461%
Return On	26%	34%	34%	32%	29%	26%	24%	22%	20%	19%	17%

Net Worth											
Fixed Assets Coverage	1.6	1.5	1.5	1.6	1.7	1.9	2.4	3.7	11.4	-	-
Interest Coverage Ratio	3.1	3.5	4.0	4.7	5.7	7.2	9.4	13.5	22.2	50.2	572.4
Current Ratio	2.2	3.4	4.3	5.2	5.9	6.6	7.1	8.3	9.5	17.2	32.8
TOL / TNW	1.5	1.3	1.1	0.8	0.6	0.5	0.3	0.2	0.1	0.0	0.0
Debt - Equity Ratio	9.6	9.1	8.4	7.6	6.7	5.7	4.5	3.2	1.9	0.6	0.0

J. BREAK-EVEN ANALYSIS:

Financial Year	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037
Revenue	816.9	882.3	952.9	1029.1	1111.4	1200.3	1296.4	1400.1	1512.1	1633.0	1763.7
Variable Expenses	277.2	299.4	323.3	349.2	377.1	407.3	439.9	475.1	513.1	554.1	598.4
Contribution	539.7	582.9	629.5	679.9	734.3	793.0	856.5	925.0	999.0	1078.9	1165.2
Fixed Expenses	493.0	490.0	488.5	488.9	491.0	495.0	500.8	508.0	517.7	530.6	549.3
Profit / PBT	46.7	92.9	141.0	191.0	243.3	298.0	355.7	417.0	481.3	548.3	616.0
PV RATIO	66.1%	66.1%	66.1%	66.1%	66.1%	66.1%	66.1%	66.1%	66.1%	66.1%	66.1%
BEP Revenue	746.2	741.6	739.4	739.9	743.2	749.2	758.0	768.8	783.5	803.1	831.4
BEP%	91.3%	84.1%	77.6%	71.9%	66.9%	62.4%	58.5%	54.9%	51.8%	49.2%	47.1%

K. TERM LOAN INPUTS:

Term Loan Repayment Inputs	
Total loan amount	INR 990.00 lakhs
Rate of Interest	10.25%
1st Disbursement	Sep-24
IDC Start & End Month	Sep-24 to Mar-26
IDC Period (construction period)	19 Months
Commencement /Operation Start	Apr-26
Moratorium Start & End Month (only interest to pay)	Sep-24 to Aug-26
Moratorium Period after COD	5 Months
Repayment Start	Sep-26
Repayment End	Aug-36



Repayment Period

120 Months

Financial Year (FY)	2025	2026	2027	2028	2029	2030	2031
Op. Bal	0.0	490.0	990.0	962.0	907.0	840.0	761.0
Disbursement	490.0	500.0	0.0	0.0	0.0	0.0	0.0
Rep.	0.0	0.0	28.0	55.0	67.0	79.0	91.0
Closing balance	490.0	990.0	962.0	907.0	840.0	761.0	670.0
Interest	17.9	88.9	100.6	95.9	89.7	82.2	73.5
IDC	17.9	88.9	0.0	0.0	0.0	0.0	0.0
TL Interest	0.0	0.0	100.6	95.9	89.7	82.2	73.5

Financial Year (FY)	2032	2033	2034	2035	2036	2037
Op. Bal	670.0	567.0	451.0	319.0	187.0	55.0
Disbursement	0.0	0.0	0.0	0.0	0.0	0.0
Rep.	103.0	116.0	132.0	132.0	132.0	55.0
Closing balance	567.0	451.0	319.0	187.0	55.0	0.0
Interest	63.5	52.4	39.5	25.9	12.4	1.2
IDC	0.0	0.0	0.0	0.0	0.0	0.0
TL Interest	63.5	52.4	39.5	25.9	12.4	1.2

L. DEPRECIATION SCHEDULE (WRITTEN DOWN VALUE METHOD):

(INR lakhs)

Depreciation Schedule											
Financial Year (FY)	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037
Building	1,179.4	1,061.5	955.3	859.8	773.8	696.4	626.8	564.1	507.7	456.9	411.2
Depreciation - Building	117.9	106.1	95.5	86.0	77.4	69.6	62.7	56.4	50.8	45.7	41.1
Furniture & Fittings	364.5	328.1	295.3	265.8	239.2	215.3	193.7	174.4	156.9	141.2	127.1
Depreciation - Furniture & Fittings	36.5	32.8	29.5	26.6	23.9	21.5	19.4	17.4	15.7	14.1	12.7
Plant & Machinery	42.9	36.5	31.0	26.3	22.4	19.0	16.2	13.7	11.7	9.9	8.4
Depreciation - P&M	6.4	5.5	4.6	4.0	3.4	2.9	2.4	2.1	1.8	1.5	1.3
Total WDV Depreciation	160.8	144.4	129.7	116.5	104.7	94.0	84.5	75.9	68.2	61.3	55.1

M. WORKING CAPITAL REQUIREMENT:

(Signature)
(Stamp: Valuers & Techno Engineering Consultants (P) Ltd.)

(INR lakhs)

Financial Year (FY)	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037
Net Working Capital	-3.4	-0.2	-0.2	-0.3	-0.3	-0.3	-0.3	-0.4	-0.4	-0.4	-0.5

2. KEY ASSUMPTIONS & BASIS:

S. No.	Item	Assumptions and Basis									
1.	General	<p>a. The projections of the firm are done for the period from FY 2025 to FY 2037, ~13 years, to cover the term loan period as per the industry best practices. It is assumed that the unit will be achieving COD on 1st April 2026.</p> <p>b. August 2024 to March 2026 would be implementation period of the project.</p> <p>c. We have considered both Revenue & cost-based model (top to bottom approach) while making the future financial projections.</p>									
2.	Revenue Build up & Pricing	<p>a. Total income for the financial years during the forecasted period will be generating from room revenue, food & beverages and banquets & multipurpose halls revenue.</p> <p>b. Room Revenue: Hotel will have 42 rooms and Company has taken Average Room Rent (ARR) of INR 3000/- to INR 5000/- per room depending on room variant per day which is reasonable as compared to similar hotels in the same area. Some comparison details are as follows:</p> <table border="1"> <thead> <tr> <th>Hotel Name</th><th>Standard Room Rent</th><th>Suite Rent</th></tr> </thead> <tbody> <tr> <td>Wingston A Treehouse</td><td>INR 3,777 per day</td><td>INR 5099 per day</td></tr> <tr> <td>Nidhivan Sarovar Portico</td><td>INR 4,203 per day</td><td>INR 6,000 per day</td></tr> </tbody> </table>	Hotel Name	Standard Room Rent	Suite Rent	Wingston A Treehouse	INR 3,777 per day	INR 5099 per day	Nidhivan Sarovar Portico	INR 4,203 per day	INR 6,000 per day
Hotel Name	Standard Room Rent	Suite Rent									
Wingston A Treehouse	INR 3,777 per day	INR 5099 per day									
Nidhivan Sarovar Portico	INR 4,203 per day	INR 6,000 per day									

Hoel Brijwasi Land Inn	INR 3,387 per day	INR 4,800 per day
Aryavilas	INR 2,861 per day	INR 6,000 per day

Considering the peak and non-peak season both, Company has considered only 50% occupancy of the rooms for calculation of revenue which seems reasonable considering the fact that number of tourists is increasing year on year. In 2022-2023, Mathura-Vrindavan hosted nearly 6 crore tourists, second only to Varanasi. As per this annual revenue will be INR 2.79 Cr (42 Rooms * INR 3000 to Rs. 5000 per day rent * 360 Days * 50% occupancy).

c. Food & Beverages:

- i. Food and Beverages with Room Booking:** Company will charge for Foods & Beverages related to Lunch and Dinner. Company has taken average amount of INR 1000 for each room booking. Therefore, Company has considered revenue of INR 0.76 Crs (42 Rooms * INR 1000 per day rent * 360 Days * 50% occupancy) through this activity during first financial year.
- ii. Restaurant:** Hotel will also have a dedicated restaurant area with the capacity of more than 100 sitting at a time. However, Company has taken only 150 meals per day (including breakfast, lunch & dinner) and average cost per meal is INR 250 per person. Therefore, Company has considered revenue of INR 1.35 Cr (150 Meals*INR 250 per meal * 360 Days) during first financial year.
- iii. Bar & Disco:** Company is also proposed Bar & Disco in the Hotel with the gathering capacity of around 100 peoples. Company has conservatively considered 50 person per days with the average earing of INR 900 per person. therefore, it is estimated that company will earn INR 1.40 Cr from Bar & Disco during FY 2026-27.



		<p>d. Banquet & Multipurpose Hall Revenue:</p> <p>i. Banquet: Hotel will have 1 indoor Banquet. Total capacity of the indoor Banquets will be about 300 people. Company has considered that Banquet remains occupied for average 04 days in a month after considering peak & non-peak season for entire year, with the average gathering of 200 peoples. Therefore, total gathering per month will be about 800 peoples. Company has taken amount of per plate as INR 1200, which is reasonable. Therefore, through Banquet booking, Company has estimated annual sale of INR 1.15 Cr (INR 1200 per plate* 800 person per month * 12months) during first financial year.</p> <p>ii. Multi Purpose Hall: There will be 3 multi purpose Halls in the Hotel with the average gathering capacity of 200 people. Company has considered only 12 parties every month averagely after considering peak & non-peak season for entire year i.e. 04 parties per hall, which is also justifiable in view of Marriage season, Birthday Parties, Official Parties & Conclaves and other regular parties with the average gathering of 100 peoples per party. Company has taken amount per plate as INR 500 with average party size of 100 persons for Hall. Therefore, it is estimated that through multi purpose Halls, Company will revenue of INR 0.72 Cr during first financial year (INR 500 per plate * 1200 persons * 12 parties per month).</p> <p>e. Thus, the company is generating INR 8.17 Crores in the initial year. Further it has increased up to INR 17.64 Crores till FY 2036-35.</p> <p>f. Company has estimated 8% growth in revenue from FY2027 to FY2035 to account for increase in occupancy rates and average price per room & other services which is reasonable considering the growth rate of industry and expected increase in average room rent.</p> <p>g. Therefore, the company is achieving a revenue growth rate Y-o-Y</p>
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		<p>basis, which is also in the line with industrial & economic trends and on conservative side.</p>
3.	Capital Expenditure	<p>a. Cost of land has been estimated by the Management at INR 0.19 Cr which represent lease rental paid from date of commencement of lease till date of commencement of commercial operations.</p> <p>b. Cost of Building & Civil Works including lifts, interior work and furniture & fixtures has been estimated by the Management at INR 14.65 Cr on the basis of detailed project report prepared by M/s Pratap EPC Services Private Limited in 2023.</p> <p>c. Cost of Kitchen Equipment & Utensils has been estimated by the Management at INR 0.14 Cr based on the expected requirement for a three-star category hotel.</p> <p>d. Cost of computer has been estimated by the Management at INR 0.01 Cr.</p> <p>e. Estimated cost of Pre-Operative Expenses has been estimated at INR 0.03 crores, based on the time period of construction and estimate of company's resources involvement during this time in supervision & monitoring of the construction and other regulatory expenses.</p> <p>f. Thus, as per the overall analysis of the proposed project "THE AIRAN PARADISE", the estimated total project cost of the proposed 3 star segment hotel is INR 14.99 Crores, which comes out as INR 0.36 Crore per key as per the proposed plan, which seems to be in the line with the Indian Hospitality industry trends and benchmark prevailing in the market at present. As per the Hotel Development Cost Survey 2023, India done by Hotelivate, Budget/economy hotels necessitate an investment of INR 0.37 Cr. per key</p> <p>g. The estimation/vetting of Total Project Cost or its component is out</p>



		<p>of scope of this TEV report, and we have relied upon the data/information provided by the client in this regard as quotations and other estimates has been shared by the client. However, as a TEV consultant, we have verified the cost of major building & civil works independently which we found in the permissible range although the cost may change as per brand & specifications.</p>
4.	Expenses	<p>a. Major expenses include cost of food & beverages, power, employee benefit expenses, lease Rental, repair & maintenance etc.</p> <p>b. Variable expenses have been considered as a % of revenue and are growing with the company's revenue as it is growing Y-o-Y basis, which is also in the line with industrial & economic trends and on conservative side.</p> <p>c. As per our tertiary research and limited data available in public domain, cost of food & beverages, electricity, salary & wages & selling expenses have been considered at 20%, 10%, 19% & 8% of revenue respectively.</p> <p>d. Lease expenses have been considered at INR 0.06 crores for the forecast period which is as per the agreement.</p> <p>e. Repair & maintenance expense has been estimated at INR 0.32 crores in the base year.</p> <p>f. Misc expenses have been estimated at INR 0.05 crores in the base year.</p> <p>g. A 8% escalation rate has been considered during the forecasted period, on the repair and maintenance and misc expenses.</p> <p>h. Company is expected to have a similar EBITDA as compared to industry trends and peer's scales.</p>



5.	Partial Loan	<p>a. The project is proposed to be funded through a term loan of INR 9.90 crore, promoter's equity of INR 1.00 crore and unsecured loan of INR 5.18 crores.</p> <p>b. The tenure of the loan will be 12 years from September 2024 to August 2036. First disbursement shall be in September 2024 and the next 24 months will be considered as moratorium period. As per discussion with bank, Interest rate has been considered as 10.25% p.a.</p>
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Key Findings:

1. Average DSCR, EBIDTA margin, EBIT margin is 2.64, 37.9%, and 28.7% respectively during the estimated period.
2. The company is having a positive NPV and IRR as on COD, of INR 1,344.97 lakhs and 24.62% respectively at the base cases while it may vary with changes in the assumptions & micro and macro-economic trends considered as on date.
3. The proposed project is having a payback period of 6.29 years.
4. Based on the above key financial ratios of the proposed Project during the forecasted period shows that the project appears financially viable if the promoters of the project are able to maintain assumed capacity utilization, revenue and can contain cost as assumed above in the calculation.



PART M

CONCLUSION

Based on the technological, economic and market analysis done above, various assumptions of sectoral trends taken, product pricing to be adopted by the company, the Project appears to be Techno-commercially viable subject to the risks, threats, weaknesses, limitations of the product as detailed previously.




As per financial projections for the estimated period, **Average DSCR, EBITDA Margin and EBIT Margin** of the project are **2.64, 37.9%, and 28.7%** respectively, where higher DSCR is the indicator of the project capability to pay out its outstanding debt and EBITDA margin shows the capability of the project to generate the operating profits over the forecasted period. Also, the project is having the payback period of **6.29 Years** in the line with sectoral trends.

The proposed Hotel is having a positive **NPV and IRR** as **INR 1,344.97 lakhs and 24.62%** respectively as the industry is expectedly growing at a CAGR of 4.73% during the forecasted period. While it is not avoidable that the future projections may change in the upcoming years due to various factors impacting the operation, managerial, financial efficiency and economies of scale of the project.

While it would be depending on the management's capability in future that how efficiently company adopts marketing and advertisement strategy, supply chain and carry out inventory & resource management to achieve higher profitability. After considering the foreseen demand of the bioavailability and bioequivalence studies domestically and globally, various initiatives taken by the government, financial analysis of the project based on the assumptions taken over the projected period, it appears reasonable to comment that the proposed project is "**Technically and Economically**" Viable subject to current assumptions considered and occurring the same in the upcoming years same as the forecasted period which is dependent on the sincerity and efforts of the management and various micro and macroeconomic & industry situation.

We have tried our level best to analyse the Project techno-economic feasibility of the Project based on the Industry research, Project information and various futuristic assumption taken within the limitations and challenges came in front of us. However, achieving the financial milestones depends on the ability, sincerity and efforts of the company, promoters and its key management to maintain the projected revenue level Y-o-Y basis.



FOR ON BEHALF OF M/S. R.K. ASSOCIATES VALUER & TECHNO ENGINEERING CONSULTANTS PVT. LTD.		
SURVEYED BY	PREPARED BY	REVIEWED BY
Mr. Nischay Gautam	Mr. Aneesh Mallick	Mr. Gaurav Kumar
		



PART N

DISCLAIMER | REMARKS

1. No employee or member of R.K Associates has any direct/ indirect interest in the Project.
2. This report is prepared based on the copies of the documents/ information which the Bank/ Company has provided to us out of the standard checklist of documents sought from them and further based on our assumptions and limiting conditions. The client/owner and its management/representatives warranted to us that the information they supplied was complete, accurate and true and correct to the best of their knowledge. All such information provided to us has been relied upon in good faith and we have assumed that it is true and correct in all respect. I/We shall not be liable for any loss, damages, cost or expenses arising from fraudulent acts, misrepresentations, or wilful default on part of the owner, company, its directors, employee, representative or agents. Verification or cross checking of the documents provided to us from the originals or from any Govt. departments/ Record of Registrar has not been done at our end since this is beyond the scope of our work. If at any time in future, it is found or came to our knowledge that misrepresentation of facts or incomplete or distorted information has been provided to us then this report shall automatically become null & void.
3. Legal aspects for e.g. investigation of title, ownership rights, lien, charge, mortgage, lease, sanctioned maps, verification of documents, etc. have not been done at our end and same has to be taken care by legal expert/ Advocate. It is assumed that the concerned Lender/ Financial Institution has satisfied them with the authenticity of the documents, information given to us and for which the legal verification has been already taken and cleared by the competent Advocate before requesting for this report. I/ We assume no responsibility for the legal matters including, but not limited to, legal or title concerns.
4. This report is a general analysis of the project based on the scope mentioned in the report. This is not an Audit report, Design document, DPR or Techno feasibility study. All the information gathered is based on the facts seen on the site during survey, verbal discussion & documentary evidence provided by the client and is believed that information given by the company is true best of their knowledge.
5. This Techno Economic-Viability study is prepared based on certain futuristic assumption which are intra dependent on economic, market and sectorial growth condition in future and socio-economic, socio-political condition at macro and micro level.

6. Meeting of assumption and financial ratio will entirely depend on the sincerity and efforts of the company, promoters and its key managerial performance.
7. All observations mentioned in the report is only based on the visual observation and the documents/ data/ information provided by the client. No mechanical/ technical tests, measurements or any design review have been performed or carried out from our side during Project assessment.
8. This report has been diligently prepared by our techno-financial team to the best of their ability. However, it's important to note that the recommendations provided in this Total Economic Viability (TEV) assessment do not imply an endorsement, validation, or certification of the accuracy or completeness of the disclosed information by the involved stakeholders. Furthermore, we do not claim or endorse that the opinions presented herein are the sole best course of action for decision-makers to follow. There may exist additional approaches and inputs that have not been covered within this report or fall outside the scope of this report.
9. Bank/FII should **ONLY** take this report as an Advisory document from the Financial/ Chartered Engineering firm and its specifically advised to the creditor to cross verifies the original documents for the facts mentioned in the report which can be availed from the borrowing company directly.
10. In case of any default in loans or the credit facility extended to the borrowing company, R.K Associates shall not be held responsible for whatsoever reason may be and any request for seeking any explanation from the employee/s of R.K Associates will not be entertained at any instance or situation.
11. The documents, information, data provided to us during the course of this assessment by the client are reviewed only up to the extent required in relation to the scope of the work. No document has been reviewed beyond the scope of the work.
12. This report only contains general assessment & opinion as per the scope of work evaluated as per the information given in the copy of documents, information, data provided to us and/ and confirmed by the owner/ owner representative to us at site which has been relied upon in good faith. It doesn't contain any other recommendations of any sort including but not limited to express of any opinion on the suitability or otherwise of entering into any transaction with the borrower.

Signature


13. We have relied on data from third party, external sources & information available on public domain also to conclude this report. These sources are believed to be reliable and therefore, we assume no liability for the truth or accuracy of any data, opinions or estimates furnished by others that have been used in this analysis. Where we have relied on data, opinions or estimates from external sources, reasonable care has been taken to ensure that such data has been correctly extracted from those sources and /or reproduced in its proper form and context, however still we can't vouch its authenticity, correctness or accuracy.
14. This Report is prepared by our competent technical team which includes Engineers and financial experts & analysts.
15. This is just an opinion report and doesn't hold any binding on anyone. It is requested from the concerned Financial Institution which is using this report for taking financial decision on the project that they should consider all the different associated relevant & related factors also before taking any business decision based on the content of this report.
16. All Pages of the report including annexure are signed and stamped from our office. In case any paper in the report is without stamp & signature then this should not be considered a valid paper issued from this office.
17. Though adequate care has been taken while preparing this report as per its scope, but still we can't rule out typing, human errors, over sightedness of any information or any other mistakes. Therefore, the concerned organization is advised to satisfy themselves that the report is complete & satisfactory in all respect. Intimation regarding any discrepancy shall be brought into our notice immediately. If no intimation is received within **15 (Fifteen) days** in writing from the date of issuance of the report, to rectify these timely, then it shall be considered that the report is complete in all respect and has been accepted by the client up to their satisfaction & use and further to which R.K Associates shall not be held responsible in any manner.
18. Defect Liability Period is **15 DAYS**. We request the concerned authorized reader of this report to check the contents, data and calculations in the report within this period and intimate us in writing if any corrections are required or in case of any other concern with the contents or opinion mentioned in the report. Corrections only related to typographical, calculation, spelling mistakes, incorrect data/ figures/ statement will be entertained within the defect liability period. Any new changes for any additional information in already approved report will be regarded as additional work for which additional fees may be charged. No request for any illegitimate change in regard to any facts & figures will be entertained.

19. R.K Associates encourages its customers to give feedback or inform concerns over its services through proper channel at valuers@rkassociates.org in writing within **15 days** of report delivery. After this period no concern/ complaint/ proceedings in connection with the Techno- Economic Viability Study Services will be entertained due to possible change in situation and condition of the subject Project.
20. Our Data retention policy is of **ONE YEAR**. After this period, we remove all the concerned records related to the assignment from our repository. No clarification or query can be answered after this period due to unavailability of the data.
21. This Techno Economic Viability Study report is governed by our (1) Internal Policies, Processes & Standard Operating Procedures, (2) Information/ Data/ Inputs given to us by the client and (3) Information/ Data/ Facts given to us by our field/ office technical team. Management of R.K Associates never gives acceptance to any unethical or unprofessional practice which may affect fair, correct & impartial assessment and which is against any prevailing law. In case of any indication of any negligence, default, incorrect, misleading, misrepresentation or distortion of facts in the report then it is the responsibility of the user of this report to immediately or at least within the defect liability period bring all such act into notice of R.K Associates management so that corrective measures can be taken instantly.
22. R.K Associates never releases any report doing alterations or modifications from pen. In case any information/ figure of this report is found altered with pen then this report will automatically become **null & void**.
23. If this report is prepared for the matter under litigation in any Indian court, no official or employee of R.K Associates will be under any obligation to give in person appearance in the court as a testimony. For any explanation or clarification, only written reply can be submitted on payment of charges by the plaintiff or respondent which will be 10% of the original fees charged where minimum charges will be Rs. 15,000/.



EXTRACTS OF IMPORTANT STATUTORY APPROVALS PROVIDED BY THE CLIENT

File No.DOTUP-TT0POLV7/2023-UPTTT

DEPARTMENT OF TOURISM
Government of Uttar Pradesh

SIIR Date: 07-07-2023
संकेतिक संकेत/Registration No: MAT-03/TF006/2023

REGISTRATION CERTIFICATE
(ACKNOWLEDGMENT LETTER)

प्रमाणित किया जाता है कि दी ऐरन पैराडाइस
प्रस्तावित दी ऐरन पैराडाइस
खसरा संख्या 3, मौजा अल्लेहपुर, तहसील एवं जिला - मथुरा (क)

तत्पश्चात् अधिनियम संख्या 2022 के अंतर्गत प्रदान की गई है बजट होटल
संयोजित किया गया है। संकेतिक संकेत/Registration No: MAT-03/TF006/2023

Certified that THE AIRAN PARADISE
KHASRA NO 3, MAUJA ALLEHPUR, TEH. & DISTT. MATHURA
proposed by THE AIRAN PARADISE
in the Category Budget Hotel Tourism Unit under Uttar Pradesh
Tourism Policy 2022 has been registered. Validity of registration is from 07-07-2023 to 22-11-2027

Signed by Mukesh Kumar
Mestram
Date: 10-07-2023 19:41:24
Reason: Approved
Director General
Uttar Pradesh Tourism

This certificate has been generated electronically and does not require a signature in ink.

यह प्रमाणित किया जाता है कि दी ऐरन पैराडाइस प्रस्तावित दी ऐरन पैराडाइस खसरा संख्या 3, मौजा अल्लेहपुर, तहसील एवं जिला - मथुरा (क) तत्पश्चात् अधिनियम संख्या 2022 के अंतर्गत प्रदान की गई है। संकेतिक संकेत/Registration No: MAT-03/TF006/2023

The award of this registration certificate is not an indication that the proposed unit has been assessed to be eligible for benefits under the policy 2022 claim of each benefit shall be assessed on its own merits at the time of claim.



MoU Number: 23/TOUR /0000024420



MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MoU) is entered on 01st Day of August, 2023 at Lucknow

between

M/s Somptueuxstaysprivatelimited, a Company incorporated under the Companies Act 2013, having its Corporate Office at Somptueux stays private limited, in front of kalyan karoh, masani bypass road, mathura, through Shri/ Smt. Harsh Agrawal, Shareholder and Director, Somptueuxstaysprivatelimited (herein after referred to as "Company" which expression shall unless repugnant to the context thereof include its successor) of the one Part

and

The Governor of Uttar Pradesh through Shri Prathamesh Kumar, Government of Uttar Pradesh (herein after referred to as "GoUP" which expression shall unless repugnant to the context thereof include his successor in office) of the other Part

Now, therefore, this MoU witnesses as follows:

Company wishes to establish the following Project in Uttar Pradesh :-

Project Name	Project Details	Location	Investment Proposed (in Crore INR)	Employment (Nos)	Proposed Year of Commencement
THE AIRAN PARADISE	CONSTRUCTION OF "THE AIRAN PARADISE" DEVELOPED BY:- SOMPTUEUX STAYS PRIVATE LIMITED AT - KHASRA NO 3, MAUJA ALLEHPUR, TEH. & DISTT - MATHURA. PROJECT COST - 1952.00 Lakh YEAR - 2023	Mathura	14.00	20	December, 2023

- For establishment of aforesaid Project, GoUP would facilitate Company to obtain necessary permission / registrations / approvals / clearances etc. as per the existing facilities / rules and regulations of the State GoUP and would also help to avail incentives under various schemes announced by State / Central Government, wherever applicable.
- GoUP will facilitate Company to establish the aforesaid Project in the State of Uttar Pradesh in a time bound manner.
- Parties to this MoU agrees as below :
 - This MoU is not intended to provide any basis for any investment decision to be made by any interested parties and each prospective interested party must make their own independent assessment of the Project.
 - None of the provisions of this MoU shall be deemed to constitute a Partnership between parties hereto, and no party shall have any authority to bind or shall be deemed to be agent of the other in any manner whatsoever.
 - In due course of time, if the GoUP undertakes a transparent competitive bidding process based on the feasibility reports to award the Projects, then the interested parties including Company may consider their participation as per their discretion.



12/13/23, 10:09 AM

FIRE SERVICE | UTTAR PRADESH

प्रारूप-घ (संलग्नक-3) औपबन्धिक (प्रोविजनल) अनापत्ति प्रमाणपत्र

पूआईडी संख्या: UPFS/2023/93399/MTH/MATHURA/2434/CFO
दिनांक: 24-08-2023

प्रमाणित किया जाता है कि मेसर्स **THREE STAR HOTEL BUILDING THE AIRAN PARADISE** (भवन/प्रतिष्ठान का नाम) पता **KHASRA 03, MAUJA ALLAHPUR, MATHURA** तहसील - **MATHURA** प्लॉट एरिया **3258.24 sq.mt** (वर्गमीटर), कुल कवर्ड एरिया **4417.40** (वर्गमीटर), ब्लॉक की संख्या **1** जिसमें

ब्लॉक/टावर	प्रत्येक ब्लॉक में तलों की संख्या	बेसमेंट की संख्या	ऊँचाई
HOTEL	5	1	18.00 mt.

है। भवन का अधिभोग मेसर्स **THREE STAR HOTEL BUILDING THE AIRAN PARADISE** द्वारा किया जायेगा। इनके द्वारा भवन में अग्नि निवारण एवं अग्नि सुरक्षा व्यवस्थाओं का प्राविधान एन0बी0सी0 एवं तत्संबंधी भारतीय मानक ब्यूरो के आई0एस0 के अनुसार किया गया है। इस भवन को औपबन्धिक अनापत्ति प्रमाणपत्र, एन0बी0सी0 की अधिभोग श्रेणी **Residential** के अन्तर्गत इस शर्त के साथ निर्गत किया जा रहा है कि प्रस्तावित भवन में अधिभोग श्रेणी के अनुसार सभी अग्निशमन व्यवस्थाओं के मानकों का अनुपालन पूर्ण रूप से किया जायेगा तथा भवन के निर्माण के पश्चात भवन के अधिभोग से पूर्व अग्नि सुरक्षा प्रमाण पत्र प्राप्त किया जायेगा। ऐसा न करने पर निर्गत प्रोविजनल अनापत्ति प्रमाणपत्र स्वतः ही निरस्त मान लिया जायेगा, जिसके लिए मेसर्स **THREE STAR HOTEL BUILDING THE AIRAN PARADISE** अधिभोगी पूर्ण रूप से जिम्मेदार होगा/होगे।

Note : In view of the recommendation report of fso. The NOC is being issued भवन को प्रयोग में लाने से पूर्व प्रस्तावित अग्नि सुरक्षा व्यवस्था को स्थापित करा कर अग्नि शमन विभाग से निरीक्षण करा कर अंतिम अनापत्ति प्रमाण प्राप्त करना अनिवार्य होगा।

"यह प्रमाण-पत्र आपके द्वारा प्रस्तुत अधिलेखों, दस्तावेजों के आधार पर निर्गत किया जा रहा है,। इनके अभाव पाए जाने पर निर्गत प्रमाण-पत्र मान्य नहीं होगा। यह प्रमाण-पत्र भूखि / भवन के स्वामित्व / अधिभोग को प्रमाणित नहीं करता है।"

हस्ताक्षर (निर्गमन अधिकारी)
(मुख्य अग्निशमन अधिकारी)



Digitally Signed By
(NARENDRA PRATAP SINGH)

[D06: 1036BD3E6F9ABD457DA98CC4D7C67FC311E26]

29-08-2023

निर्गत किये जाने का दिनांक : 29-08-2023
स्थान : MATHURA



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Date: 07/08/2023
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मेरा नाम, लालपाल झांग्रा रावत प्रोबिल।

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UTTAR PRADESH POLLUTION CONTROL BOARD

Building, No TC-12V Vibhuti Khand, Gomti Nagar, Lucknow-226010

Phone: 0522-2720828, 2720831, Fax: 0522-2720764, Email: info@uppcb.com, Website: www.uppcb.com

Validity Period : 05/10/2023 To 31/10/2028

Ref No. :
191106/UPPCB/Mathura(UPPCBRO)/CTE/MATHURA/2023

Dated: - 07/12/2023

To :

Shri HARSH AGRAWAL
 M/s THE AIRAN PARADISE
 C/O RAJ KUMAR AGRAWAL, OPP. KALYAN KAROTI,
 MATHURA

Sub : Consent to Establish for New Unit/Expansion/Diversification under the provisions of Water (Prevention and control of pollution) Act, 1974 as amended and Air (Prevention and control of Pollution) Act, 1981 as amended.

Please refer to your Application Form No. 22399635 dated 05/10/2023. After examining the application with respect to pollution angle, Consent to Establish (CTE) is granted subject to the compliance of following conditions :

1. Consent to Establish is being issued for following specific details

A- Site along with geo-coordinates :

B- Main Raw Material :

Main Raw Material Details		
Name of Raw Material	Raw Material Unit Name	Raw Material Quantity
0	Metric Tonnes/Day	0

C- Product with capacity :

Product Detail	
Name of Product	Product Quantity
HOTEL WITH 42 ROOMS	42

D- By-Product if any with capacity :

By Product Detail			
Name of By Product	Unit Name	Licence Product Capacity	Install Product Capacity
HOTEL WITH 42 ROOMS	Metric Tonnes/Day		0

2. Water Requirement (in KLD) and its Source :

Source of Water Details		
Source Type	Name of Source	Quantity (KL/D)

3. Quantity of effluent (in KLD) :

Effluent Details	
Source Consumption	Quantity (KL/D)

4. Fuel used in the equipment/machinery Name and Quantity (per day)



Copy To -

Chief Environmental Officer (Circle-4), U.P. Pollution Control Board, Lucknow

Dated:- 07/12/2023

RAGHUVIR SINGH
IR SINGH
Regional Officer (I/C)
MATHURA



मिशन LIFE - पर्यावरण के लिए जीवन शैली
(Lifestyle For Environment)
जनसहभागिता का मन्दन



- स्वच्छता - देशभर में अपने परिवेश की स्वच्छता हेतु अपना सक्रिय योगदान प्रतिष्ठित करें
- मकान में गृह उपयोग प्लास्टिक उत्पाद जैसे कप, नश्वरी, चम्मच, स्ट्रॉ, टैपरेबल्स आदि का उपयोग न हो एवं पर्यावरण अनुकूल विकल्पों जैसे कागज/पत्ती से बने होने या कटलरी को प्राथमिकता दी जाय |
- गृह उपयोग प्लास्टिक उत्पाद के प्रयोग को रोकने एवं प्लास्टिक बैग के बजाय कपड़े के थैले का उपयोग करने मात्र से 375 मिलियन टन टोम (प्लास्टिक) कचरे का उत्पन्न बचाया जा सकता है
- वार्षिक अर्थव्यवस्था (मर्चेंडर इकोनॉमी) का समुचित कार्यान्वयन वर्ष 2030 तक लगभग 14 लाख करोड़ रुपये की अनिश्चित बचत उत्पन्न कर सकता है | वेस्ट /अप्रशिष्ट कचरे के पूर्व सोचें, ये किमी का संसाधन तो नहीं ...?
- अनुपयोगी इलेक्ट्रिक / इलेक्ट्रॉनिक उत्पाद को कचरे में फेंकने से रकें | इसके उपयुक्त निग्लारण हेतु इसे प्राथिकृत ई - वेस्ट रीसाइक्लर को दें | प्राथिकृत ई-मिसेइक्लिंग इकाई में अनुपयोगी इलेक्ट्रिक / इलेक्ट्रॉनिक उत्पाद को देने मात्र से 0.75 मिलियन टन तक ई-कचरे का पुनर्चक्रण किया जा सकता है एवं ई-कचरे के विषम पर्यावरणीय दुष्प्रभाव से बचा जा सकता है
- बाहर जाने समय - सोचें कि क्या आपको वास्तव में परिवहन की आवश्यकता है - यह भी क्या श्रमिक रूप में ? छोटी दूरी के लिए पैदल चलना पसंद करें, अथवा सम्भव हो तो कार पूल के रूप में संसाधन को मांज्रा करें अथवा सार्वजनिक परिवहन पर विचार करें
- पर्यटन स्तर पर कम से कम टोम अपशिष्ट का उत्पन्न करें और इनका श्वाहीकरण करें
- उपयोगी शेष खाद्य सामग्री आपके स्वयं प्रयास अथवा निकटस्थ सक्रिय स्वयं सेवी समुदायों की सहायता से समाज के वरिष्ठ वर्ग तक पहुंचाई जा सकती है | वहीं अनुपयोगी भोजन /खाद्य सामग्री को कम्पोस्ट (वर्मी कम्पोस्ट) करने से 15 अरब टन भोजन को नष्ट होने से बचाया जा सकता है
- ध्यान रखें - उपयुक्त नल और शौचर के उपयोग में पानी की खपत को 30 - 40% तक कम किया जा सकता है। एवं उपयोग में न होने पर नलों को बंद रखने मात्र से 9 ट्रिलियन लीटर पानी बचाया जा सकता है
- ट्रैफिक लाइट/सिग्नल जमिंग पर कार/स्कूटर के इंजन बंद करने मात्र से 22.5 मिलियन kWh तक ऊर्जा की बचत हो सकती है
- परम्परागत बल्ब के स्थान पर CFL का उपयोग बिजली की खपत में प्रभावी कमी लाते हैं | उपयोग में न होने पर बिजली उपकरणों को बंद करें | स्टांड स्टैंड बिजली उपकरणों के उपयोग को प्राथमिकता दें

हमारे द्वारा अपनी जीवन शैली की प्राथमिकताओं का उचित और पर्यावरण अनुकूल पुनर्निर्धारण समाज और पर्यावरण के प्रति हमारा दायित्व है |

