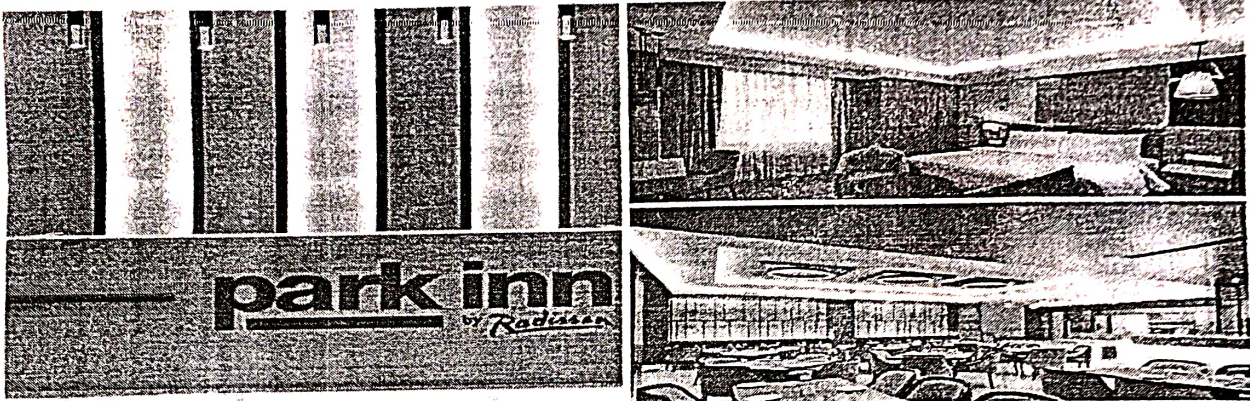


FINAL DPR [16]

UDPL

DETAILED PROJECT REPORT
OF
PROPOSED 4 STAR LUXURY HOTEL
AT

**PLOT NO. 4108, CIVIL LINES, OPPOSITE TANISHQ JEWELLERS,
FAIZABAD INDUSTRIAL AREA,
DISTRICT AYODHYA,
(UTTAR PRADESH), 224001**



MAY 2024

USHARANI DEVELOPERS PRIVATE LIMITED
Regd. Office: 21 A, NEAR POLICE CHOWKI,
LUKERGANJ, ALLAHABAD,
PRAYAGRAJ, UTTAR PRADESH, 211001

Hotel Site: PLOT NO. 4108, CIVIL
LINES, OPPOSITE TANISHQ
JEWELLERS, FAIZABAD INDUSTRIAL
AREA, DISTRICT AYODHYA, (UTTAR
PRADESH), 224001

SALIENT FEATURES OF THE PROJECT

ITEMS	DETAILS
Project Name	Proposed Hotel Project
Location	Plot no. 4108, Civil lines, Opposite Tanishq Jewellers, Faizabad Industrial Area, Ayodhya, (Uttar Pradesh), 224001
Type of Project	Hotel Project
Plot Area	2785 sq m
Total built up area	5673.05 sq m
Ground coverage	Permissible 1114 sq m (40% of total Plot area) Proposed 952.48 sq m (34.20% of total Plot area)
FAR	Permissible 5570 sq m (2 % of total Plot area) Proposed 5514.3 sq m (1.98% of total Plot area)
Maximum Height	24.00 m
No. of Floors	One Basement+ Ground Floor+ 5 upper Floor
Total no. of Rooms	80 11 (Double Bedded) 69 (Single Bedded)
Parking Facilities	Parking Required No of ECS Required =FAR/ 50 =5514.30 /50 =110ECS Total Required Parking = 100 ECS Total Provided Parking = 110 ECS
Power requirement & sources	450 KVA is the power requirement and it will be sourced from Madhyanchal Vidyut Vitaran Nigam Ltd.
Power Backup	2 D.G. sets of total capacity 630 KVA capacity (1 X 380 KVA+ 1 X 250 KVA) will be available for power backup in case of power failure.
Water requirement & sources	Water requirement will be 50 KLD Recycled water: 50 KLD Source: Recycled Water
Sewage treatment and disposal	Sewage treatment facility: STP of 50 KLD capacity Sewage discharge: no untreated sewage will be discharged outside the project site. The sewage water will be treated and utilized for flushing green area and in the processing of cooling HVAC/DG sets.
Estimated population	Total population: persons (staff and visitors)

Connectivity	22.00 mtr wide road passing through project site. The project is well connected to the NH- 27.
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BASIC INFORMATION

AREA DETAIL

Area Detail	Area in sq m
Total Plot area	2785.00
Permissible ground coverage area @ 40%	1114.00
Permissible FAR @1.98	5514.30
Prop. Ground floor coverage area	952.48
Basement	898.63
Ground Floor	952.48
First Floor	806.08
Second Floor	806.08
Third Floor	806.08
Fourth Floor	806.08
Fifth Floor	806.08
Mumty Area+ Lift	77.12

OTHER FEATURES

LOCATION	The proposed project is situated at Plot no. 4108, Civil lines, Opposite Tanishq Jewellers, Faizabad Industrial Area, Ayodhya, (Uttar Pradesh), 224001
SITE	The proposed site is at the distance 6.90 km from the Shri Ram Janmabhoomi Temple is built on what is believed to be the birthplace of Lord Ram.
HOTEL BUILDING	The hotel building is located at 1.20 km from Ayodhya Cantt Railway Station, 0.50 km from Ayodhya Bus Station and 5.7 km from Maharishi Valmiki International Airport Ayodhya.
LAND DEVELOPMENT	The project is 90% complete and remaining work is under process.
BUILDING FEATURES	All building will be centralized air conditioning; sprinkler system and fire fighting alarms system are provided. Machenic light and ventilation also will be provided and LED lighting tune will be used.
SOLAR SYSTEMS	There is a provision for solar system will be installed as specified by UPNEDA and shall be made operational.
WATER	The water will be source bore well and municipal corporation. The water will be utilizing drinking and domestic purpose only. The waste water generated will be treated through STP of capacity 50 KLD. The treated water will be recycling for flushing, cooling of HVAC towers and green belt developments.
STP	The capacity of STP will be 50 KLD all waste water outlet pipes from toilets and kitchen will be connected to sewerage treatment plant for final treatment. After treatment this water will be utilized flushing of toilets, cooling of HVAC towers and green belt developments.
RAIN WATER HARVESTING	The rain water harvesting system is provided in the building to recharge its ground water level.
PARKING	The parking provision will made at basement and at surface. The area of parking will be at basement and provision made approx. 80 cars including parking at surface.

POWER REQUIREMENTS

Confidential

The power requirements have been calculated as 320 KW connected load and 240 KW peak demand load. In energy power will be supplied by DG sets. Capacity of DG sets will be (1 X 380 KVA+ 1 X 250 KVA) and power will be taken from MVVNL.

1. INTRODUCTION

1.1 The Usharani Developers Private Limited

Company Number U70102UP2014PTC066625

Status Active

Incorporation Date 20th Oct 2014 (about 10 years ago)

Company Type Company limited by shares

Jurisdiction India

Registered Address 21 A, Near Police Chowki, Lukerganj, Prayagraj, Uttar Pradesh, 211001

Directors/ Officers Varun Gavri, Director
Palak Gavri, Director

Usharani Developers Private Limited (hereinafter referred to as "UDPL") is one of the most recognised names of the luxury destination circuits. UDPL was established 10 years back with a vision of providing unmatched comfort and impeccable hospitality standards to its guests.

1.2 Objective

The objective of UDPL is to Build in Ayodhya a Four Star Luxury hotel on total plot area of the subject land of 2785 sq mtr with maximum value usage for development of hotel and convention and banquet hall in the close proximity of Ayodhya.

2. MARKET OVERVIEW

2.1 Indian Hotel Industry

One of the most profitable industries of India is the tourism and hospitality industry. The sector contributes a noteworthy amount of foreign exchange to the country's economy. The hotel and tourism segment contributed foreign direct investments inflow worth USD 9 Billion in the period, April 2014 to April 2022. A key component of this industry are hotels which until recently had been posting a robust growth.

2.2 Country Trends

2.2.1 Hotel Industry Performance – Growth in Demand and Supply

In 2022-23, the country experienced a slowdown in growth across sectors, as reflected in GDP growth of 7%. Despite this slowdown, the year saw hotels maintain occupancy levels at a steady 66.10% (49.90% in 2021-22).

The major cities across the country witnessed a growth of 5-6% in hotel room supply in 2022-23, while demand exhibited a strong increase of 17% during the same period. The nationwide results of this year's Survey,

2.2.2 Increasing Contribution from Food & Beverage and Banquets & Conferences to the Revenue Mix

India continues to receive a greater contribution from both the Food & Beverage (F&B) and the Banquets & Conferences department. The Banquets & Conferences segment also recorded a year-on-year increase of 20% in PAR revenue in 2022-23 over that in 2021-22, while Food & Beverage recorded an increase of 6% in the PAR revenue for the same period.

2.3 International Hotel Industry

The four major BRICS countries (Brazil, Russia, India, China and South Africa) continue to be targeted for hotel chain expansion, but the Chinese market is beginning to look saturated, especially in the upscale to luxury sector. India and Brazil have substantial growth potential and Russia has the biggest development pipeline in Europe.

2.4 Hotel Industry in India

Over the last decade business opportunities in India had intensified and elevated room rates occupancy levels in India. Even budget hotels are charging USD 100 per day. 'Hotel Industry in India' success story is only second to China in Asia Pacific. The World Travel and Tourism Council, says that India ranks 9th in business travel and will be among the top 5 very soon. India's big success stories includes the new model for development and growth; a model that is uniquely made.

2.5 Size of the industry

Size of the Industry

Indian Hotel Industry has a USD 40 Billion market size with supply of 210,000 rooms and about 150000 room in pipeline to come up

Geographical distribution

Mumbai, Delhi, Bangaluru, Goa, Hyderabad, Kerala, Jammu and Kashmir, Madhya Pradesh , Lucknow

Output per annum

The industry is set to grow 9.40% per year

2.6 Projections

Confidential

The Indian hotel industry has been steadily growing over the past few years, driven by various factors such as increasing disposable income, growth in domestic and international tourism, business travel, and government initiatives to promote tourism. Here are some projections for the Indian hotel industry:

- **Continued Growth**

The Indian hotel industry is expected to continue its growth trajectory, fueled by factors such as rising domestic and international tourist arrivals, increasing business travel, and a growing middle class with higher disposable income.

- **Expansion of Budget and Mid-Scale Segments**

With the rise of budget-conscious travelers, there will likely be a significant expansion in the budget and mid-scale hotel segments. This could be driven by both domestic and international travelers seeking affordable accommodation options.

- **Rise of Boutique and Lifestyle Hotels**

There's a growing trend towards boutique and lifestyle hotels, catering to niche markets and offering unique experiences to travelers. These hotels often focus on design, personalized service, and immersive experiences, attracting both leisure and business travelers.

- **Focus on Technology Integration**

The adoption of technology in the hotel industry is expected to accelerate further. This includes mobile check-ins, keyless entry systems, personalized guest experiences through data analytics, and enhanced connectivity throughout the property.

- **Sustainability Initiatives**

There's an increasing emphasis on sustainability and eco-friendly practices in the hospitality sector. Hotels are likely to invest in renewable energy sources, waste management systems, and water conservation measures to reduce their environmental footprint.

- **Rise of Alternative Accommodation**

While traditional hotels will continue to dominate the market, alternative accommodation options such as vacation rentals, serviced apartments, and homestays are expected to gain popularity, particularly among millennial and Gen Z travelers seeking unique and authentic experiences.

- **Regional Development**

The growth of the hotel industry won't be limited to major cities. Tier 2 and Tier 3 cities, as well as popular tourist destinations in rural areas, are likely to witness increased hotel development to cater to the growing demand from domestic and international tourists.

- **Corporate Travel Recovery**

With the post-pandemic recovery, corporate travel is expected to bounce back, driving demand for business hotels and conference facilities. However, hybrid and remote work arrangements may also influence the demand for corporate travel and hotel bookings.

Overall, while the Indian hotel industry faces challenges such as regulatory issues, infrastructure constraints, and fluctuating economic conditions, the long-term outlook remains positive, with ample opportunities for growth and innovation.

2.7. Categorization of Hotels in India

The basic division in India according to the location is as follows:

- **Heritage Hotels**

These types of hotels reflect the old glory and grandeur of India as they are

mostly the old havelis and mansions of ancient times which have been turned into Heritage Hotels. These provide tourists with an opportunity to experience royal pleasure in traditional ambiance. They mostly concentrate in the princely states of Rajasthan, Delhi, and Madhya Pradesh.

- Luxury Hotels

These Hotels are equipped with world class infrastructural amenities, they offer the tourists with a fine lodging and dinning experience. They extend a warm welcome to the customers catering primarily to the upper class executives.

- Budget Hotels

These kinds of Hotels are like home away from home, they accommodate customers from upper middle and middle class. Mostly named as Economy Class Hotel, Business Hotels and Discount Hotels, the Budget Hotels supports the modern infrastructural facilities for a comfortable and pleasant stay.

- Resorts

Resort hotels in India are mostly found in hill stations and sea side tourist destinations. These are located amidst natural scenic beauty as they are the ideal place to enjoy some valuable time with family and friends or in solitude.

2.8 Important Hotel Groups in India

Indian Hotel Industry has been booming business and has also given a boost to tourism business in the country. Radisson Hotels India, Taj Group of Hotels, Park Group of Hotels and ITC Hotels are some of the known hotels in the hotel industry that are famous for unique amenities and superb accommodation arrangements.

There are also the ITC Maurya Delhi, ITC Maratha Mumbai, and Fort

Radisson of Radisson Group in Kolkata, Radisson Jass Hotel Shimla, The Taj Westend, Bangalore, Taj Coromandel, Chennai. The major cities like Bangalore, Hyderabad, Chennai, Gurgaon, Pune and the suburbs of Mumbai are the areas most attractive for the international investment and as expected these are the cities with the largest development pipelines. Combined these cities account for 89 of the 161 projects in the pipeline and 16,734 guestrooms, which is 68% of the rooms in India's total pipeline.

2.9 Latest developments

Indian Hotel Industry holds a special place in the international world of hospitality. India is culturally the country which would be very well having the most diverse places in the world. It serves as the vivid kaleidoscope of landscapes, magnificent historical sites and royal cities, misty mountain retreats, colorful people, rich cultures, and festivities. Luxurious, hot and cold, chaotic and tranquil, ancient and modern - India's soothing extremes rarely fail to leave a lasting impression. In India Hospitality is a long running tradition. Whether it might be the majestic Himalayas and the stark deserts of Rajasthan, or the beautiful beaches and lush tropical forests, to idyllic villages and bustling cities, Indian land offers unique opportunities for every individual preference.

Today the accommodation options throughout India have become extremely diverse and unique from home stays and tribal huts to stunning heritage mansions and maharaja palaces. It could be From Kashmir to Kanyakumari, from Gujarat to Assam; there are different cultures, languages, life styles, and cuisines. This variety has reflected and increased by the many forms of accommodations, ranging from the simplicity of local guest houses to the government bungalows to the opulent luxury of royal palaces and five star deluxe hotel suites.

In recent years the Indian government has taken several steps to boost travel & tourism which have benefited the hotel industry in the country. The initiatives by the Government include the abolishment of the inland air travel tax of 15% to 8%, reduction in excise duty on aviation turbine fuel and

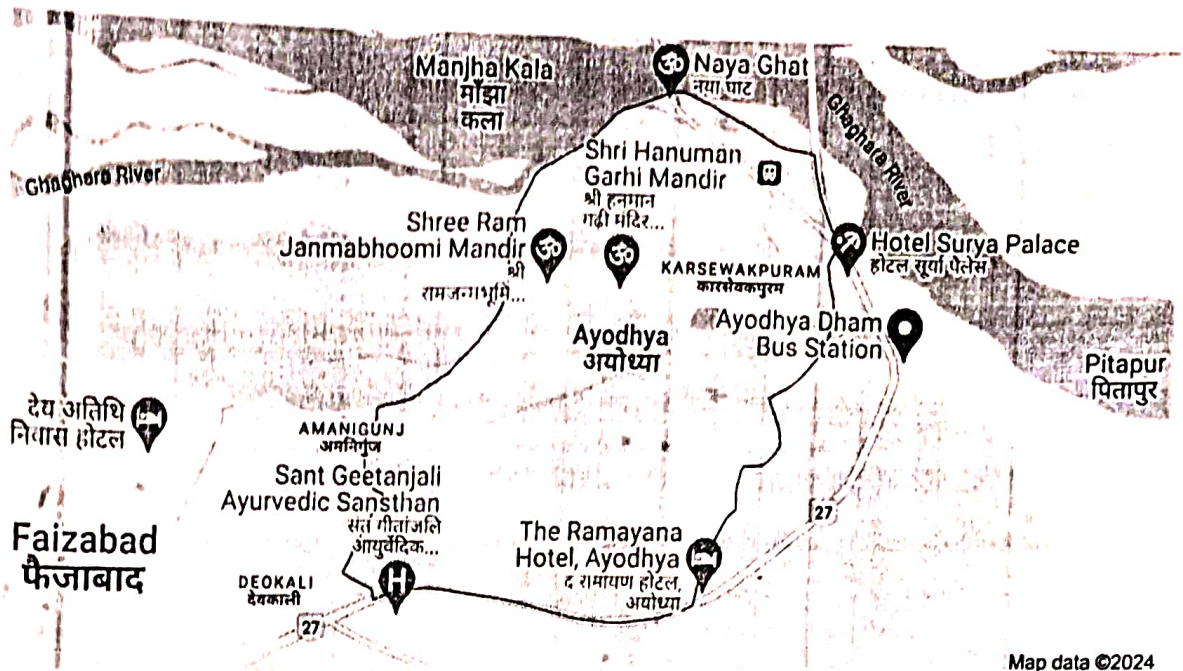
removal of a number of restrictions on outbound chartered flights, including those relating to frequency and size of aircraft.

Indian Hotel Industry has the best staff for hotels unlike employees in East Asian hotels who are charming and gracious, Indian staff is also grooming themselves to take initiative and discretion of decisions on the spot. Most are better educated and speak better English than their East Asian counterparts. Indian hotel industry is to be proud of as it has much to be so. The real success story of the Indian Hotel Industry was due to the fact that it took on the global chains on its own terms and it won.

Hotels are focusing on non-room revenue segments like Food & Beverage (F&B) to mitigate the impact. The F&B segment has been witnessing healthy demand on the back of increasing purchasing power and changing aspirations of consumers who are willing to pay for new cuisines and experiences. This has resulted in increase in specialty restaurants and fine dining options in the premium hotels segment across India.

4. AYODHYA OVERVIEW

Ayodhya, located in the northern Indian state of Uttar Pradesh, is one of the most significant cities in Indian history and culture, known primarily for its religious and historical importance.



Map data ©2024

Historical and Cultural Significance

- Ancient History

Ayodhya is believed to be one of the oldest cities in India, dating back to the ancient times described in Hindu scriptures. It is traditionally identified as the birthplace of Lord Rama, the seventh avatar of Vishnu, as described in the epic Ramayana.

- Religious Importance

Ayodhya is a major pilgrimage site for Hindus. The city is home to numerous temples and religious sites, the most prominent being the Ram Janmabhoomi, believed to be the birthplace of Lord Rama. Other significant temples include the Hanuman Garhi Temple, Kanak Bhawan Temple, and

- **Cultural Heritage**

The city has a rich cultural heritage, hosting various festivals and religious events. The Ram Navami festival, celebrating the birth of Lord Rama, attracts thousands of pilgrims annually. The city is also known for its traditional arts, crafts, and performances related to the Ramayana.

Recent Developments

- **Ram Mandir Construction**

One of the most notable recent developments is the construction of the Ram Mandir at the Ram Janmabhoomi site. The foundation stone was laid in August 2020, and the temple is expected to be a major center for pilgrimage and tourism, significantly boosting the local economy.

- **Tourism Infrastructure**

With the increasing focus on Ayodhya as a major religious tourism hub, significant investments are being made in improving infrastructure. This includes the development of better roads, transportation facilities, and hospitality services, such as the introduction of new hotels and amenities to cater to the influx of visitors.

- **International Attention**

Ayodhya has gained international attention due to the Ram Mandir and its historical and religious significance, attracting tourists and pilgrims from around the world. This has led to increased efforts to preserve and promote the city's heritage while ensuring sustainable development.

Economic and Social Impact

- Economic Growth

The ongoing developments are expected to boost the local economy by creating jobs and promoting businesses related to tourism, hospitality, and retail. The construction of new hotels, like the Radisson's Park Inn, exemplifies the potential for economic growth

- Social Changes

The developments in Ayodhya have also brought about social changes, including improvements in living standards due to better infrastructure and increased economic opportunities. However, these changes also pose challenges such as managing the environmental impact and ensuring inclusive growth for all sections of society.

Ayodhya stands as a testament to India's rich historical and cultural tapestry, now poised for a new chapter of growth and development. Its blend of ancient heritage and modern advancements makes it a unique and vital city in the Indian subcontinent.

Accessibility

Ayodhya's accessibility has improved significantly in recent years, particularly with ongoing development projects aimed at enhancing transportation and infrastructure to support the expected influx of pilgrims and tourists. Here's an overview of how you can access Ayodhya:

By Air

- Nearest Airport

The nearest airport to Ayodhya is Ayodhya Airport (officially known as Maryada Purushottam Shri Ram International Airport), which is under