



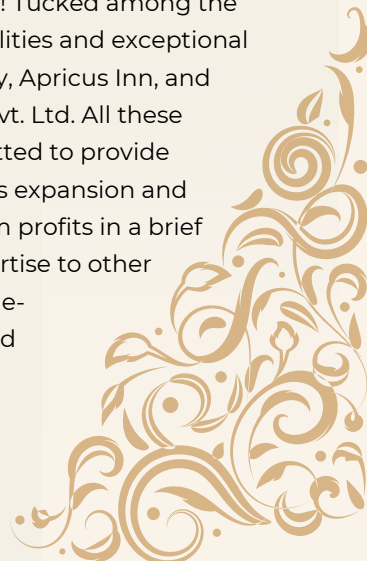
Apricus

Crafting memorable experiences



Who we are

The word 'Apricus' has its roots in the Latin dialect. It means lots of sunshine. Just as the sun shines to remove the darkness, Apricus Hotels brighten your life, offering a wonderful stay! Tucked among the serene locales of Goa, Apricus Hotels and Resorts Pvt. Ltd offers you the best facilities and exceptional service, thus paving way for a beautiful experience. The Apricus, Apricus Regency, Apricus Inn, and Apricus Home Stay all come under the umbrella of Apricus Hotels and Resorts Pvt. Ltd. All these resorts and hotels offer state-of-the art facilities to the consumer. We are committed to provide our phenomenal services and facilities across the globe. You can be a part of this expansion and reap high profits. We offer management opportunities that will assure maximum profits in a brief period. We also have a franchise opportunity. We provide our management expertise to other hotels and resorts that struggle to make profits. We have a lease model, a revenue-sharing opportunity where the property owners will lease their property to us and we will assure them a sizeable profit-sharing ratio. We believe in win-win philosophy and partnering with us will surely prove to be a great advantage!





Introduction

In the dynamic and competitive hospitality sector, Apricus Hotels Pvt. Ltd. (AHPL) has established itself as a premier hotel management and franchise company. Headquartered in Goa, India, AHPL specializes in the comprehensive development and management of a wide range of hospitality assets, including hotels, resorts, boutique hotels, luxury villas, and serviced apartments. Since our inception in 2020, we have experienced rapid growth, distinguished by our commitment to operational excellence, sustainability, and a hands-on management approach

Why partner with Apricus Hotels Pvt Ltd.?

1. Shared Success: A Collaborative Partnership At AHPL, we view our property owners as integral stakeholders in our collective success. Our partnership model is built on a foundation of shared goals, ensuring that your assets are protected, your property's reputation is enhanced, and your investment yields substantial returns. This collaborative approach is designed to foster a long-term, mutually beneficial relationship that drives sustained growth and profitability.

2. Operational Excellence: Delivering Consistent High Standards Excellence in hospitality operations is the cornerstone of our service offering. AHPL provides a full spectrum of management services that encompass all facets of daily operations. Our expertise includes meticulous cost and revenue management, rigorous performance audits, and a relentless focus on customer satisfaction. Leveraging our centralized revenue management s

3. Robust Sales & Marketing: Maximizing Market Reach In the highly competitive hospitality industry, strategic market visibility is crucial. AHPL's extensive sales and marketing infrastructure spans key Indian markets, including Mumbai, Bengaluru, Delhi, and Ahmedabad. Our dedicated marketing team employs advanced e-channel marketing strategies, comprehensive social media campaigns, and cutting-edge web optimization techniques to enhance your property's market presence. Our deep market penetration and expansive network ensure that your property attracts its ideal customer base, driving occupancy and revenue growth.

4. In-House Training: Cultivating Excellence in Hospitality Talent At the core of our service excellence is a commitment to developing top-tier hospitality professionals. AHPL's in-house training and Human Resource Development division is dedicated to crafting bespoke training programs that meet the specific needs of each property. Our focus on attracting, retaining, and continuously developing the finest talent in the industry ensures that your property benefits from a highly skilled, motivated, and service-oriented workforce capable of exceeding guest expectations.

5. Guest Satisfaction & Loyalty: Enhancing the Guest Experience AHPL's approach to guest satisfaction is both proactive and responsive, with a strong emphasis on understanding and addressing guest needs. Our tailored loyalty programs are designed to foster guest retention and repeat business, ensuring that your property builds a loyal customer base. Our track record of receiving industry accolades for innovation and excellence underscores our commitment to delivering exceptional guest experiences and reinforcing brand loyalty.

6. Environmental Stewardship: Leading in Sustainable Practices As a forward-thinking hospitality brand, AHPL is deeply committed to sustainable practices that align with contemporary environmental standards. Our dedication to responsible environmental management is integrated into every aspect of our operations, positioning your property as a leader in sustainability. By partnering with AHPL, you contribute to the growing movement toward environmentally conscious hospitality, appealing to the increasing number of eco-conscious travelers.



About us



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Our Vision

Apricus Hotels and Resorts are dedicated to provide highest quality of hospitality management services delivered with refinement, poise and Style



Our Mission

In this super-exciting value-driven hotel market segment, our mission is to become a trusted brand for offering genuine value experiences to guests, as well as to deliver true value returns on investments to our investors and owners with significant growth prospects.



Founder's Bite

He is an expert in the hospitality industry and has a stellar 17 years of experience. His core competency lies in brand building, public relations, and sales. He began his journey on the horizon of hospitality management after graduating in hotel management. He has numerous feathers to his cap of achievements. He has extensive experience in managing inventories with bottom-line profitability. He was associated with renowned names in the hospitality industry like Radisson Worldwide, The Lemon Tree Hotel Group, Fern Hotels & Resorts, Intercontinental Hotel Group, etc. His fine leadership skills and management tactics make him the best man for the task.



Mr. Yogesh Kumar
(Founder & Director)

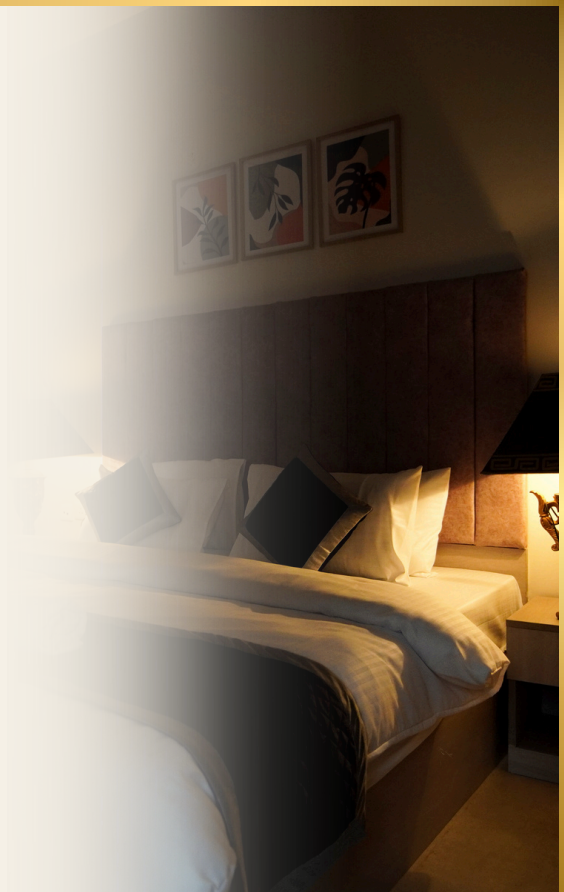
Apricus For Owner



At The Apricus, we value our partners and the strength of our relationships. We offer the advantage of an excellent management track record. We are a leading hotel management company in South-west part of India with some of the best-known industry peers as partners. These are some of the advantages you will have when you partner with us:

- **Dedicated Marketing & social media Team:** Strong e-channel marketing (through CMS, GDS & Web optimization)
- **Strong Domestic Sales & Marketing Infrastructure:** We have extensive reach and penetration (Mumbai, Bengaluru, Delhi, , Ahmedabad) and growing.
- **In-house Training & Human Resource Development Division:** We are operationally strong, with a constant flow of the country's highest rated young hospitality professionals. You will receive various custom-made training programs with the ability to attract and retain staff in a competitive environment.

- **Strong Management Focus:** We offer established policies and procedures from the top management downwards. Our teams are skilled and highly motivated. Apart from a daily, weekly, fortnightly and monthly MIS reporting, we have our top management officers including our founders giving surprise visits to the hotel to ensure the standards are maintained for always.
- **Proven Ability:** We provide technical and pre-opening services and the operations of highly successful hotels with the ability to quick to changing market trends.
- **Focus On Guest Needs & Feedback:** We have a high level of guest satisfaction, consistently. We recruit local staff for the unit in a ratio of 50:50 or 40:60 (Local and outsider) depending on the language and culture importance in operations. A strong commercial focus on bottom line delivery & personalized attention to clients.
- **Loyalty Programs:** We create loyalty programs based on the unit location and viability our corporate loyalty program keeps our guests active.



Benefits in a Nutshell

We manage and supervise day-to-day operations of hotels, backed by a pool of qualified and experienced professionals. These services include:

- Extensive experience in hotel operations to Managing / Operating the Hotel
- Great network of suppliers
- Adherence to established policies and procedures right from the top management
- Cost & Revenue budgeting
- Review of performance jointly with owners
- Database management & mass mailing
- Quarterly service / system audits
- Centralized revenue management
- Rate Metrix
- Restaurant concept design / Implementation
- Efficient sales and marketing team
- Highly motivated and skilled workforce
- Intense focus on customer feedback and customer satisfaction
- In-house training and a well-established Human Resources division
- Offering technical and pre-opening services to all the associated hotels
- Ability to adapt quickly to the changing market trends
- Proven SOPs and training manuals

Advantages (for the hotel owner/partner)

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Awards: Numerous accolades and recognition for innovation and excellence.





Apricus expertise

**Managing / Operating
the Hotel**



**Cost & Revenue
budgeting/
Centralized revenue
management**



**Restaurant concept
design /
Implementation**



**Quarterly service /
System audits**



**Database
management & Mass
mailing**



Summary of what Apricus Does and how would the owner benefit after the association with the Apricus Hotels.

Apricus Hotels Pvt. Ltd.. (AHPL) is a leading hotel management and franchise company based in Goa, India. Incorporated in 2020, we have assisted in building, managed and franchise with numerous hotels, resorts, Boutique hotels, Luxury villas and serviced apartments in Goa, Uttarakhand (Rishikesh, Mussoorie, Jim Courbet) - India.

AHPL is renowned hands-on management team and have set a trend in India, one that has grown into a movement for us in our team which gives us strength to keep up the industry standards and our owners/partners happy. We are proud to maintain this hands on working style consistently.

AHPL is the parent company of the hotel brand in India that has made responsible environment practices its main philosophy. Apricus Hotels, Resorts, Villas, Suite Apartments was launched in 2020 With the baseline 'Experience a new world ', Apricus Hotels & Resorts is amongst the fastest growing hotel brands in India with 250 rooms operational and 200 rooms expected to be added to our bouquet by 2023 with 4 projects in various stages of development..

As a management company, owners of our properties are stakeholders to our success. We share common goals with a promise to protect their asset, enhance their reputation and provide them with a good return on investment.



Conclusion

With a proven history of success, a flexible approach to evolving market dynamics, and an unwavering commitment to our partners, Apricus Hotels Pvt. Ltd. is the strategic choice for property owners seeking excellence in hospitality management. Our partnership with you is not merely a management agreement; it is a strategic alliance dedicated to maximizing the value of your assets, enhancing your brand reputation, and achieving long-term success in the competitive hospitality landscape.















Apricus

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Hotels || Resorts || Villas || Hospitality Group

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