

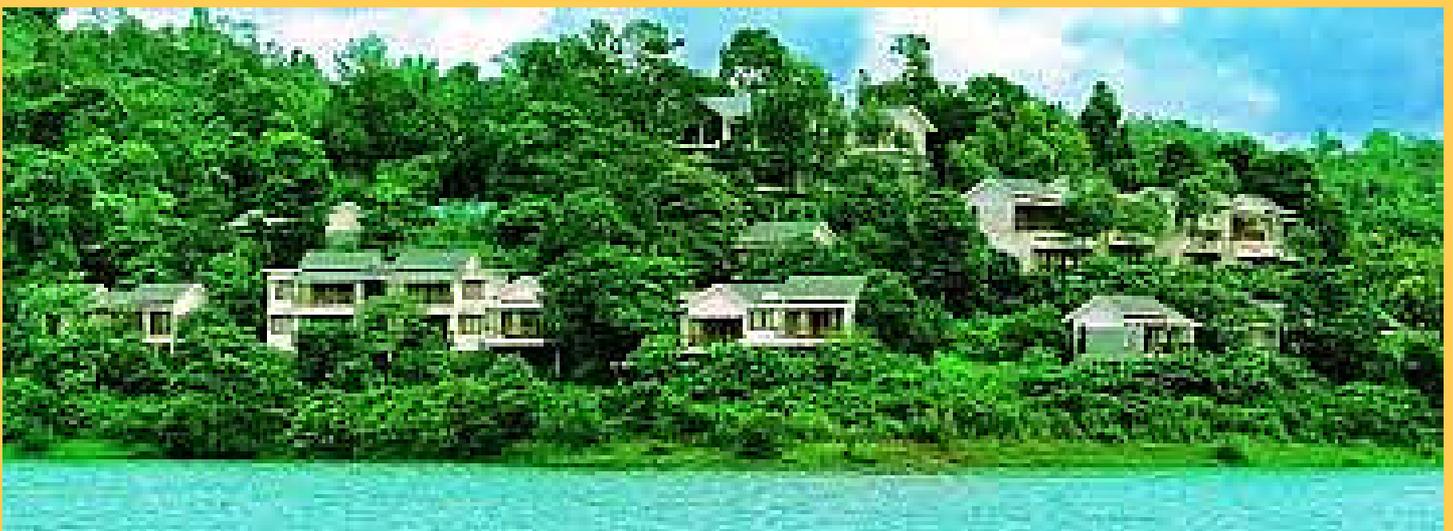


a venture of

Silvercastle

Holidays & Resorts

(India) Private Limited





WAYANAD SILVERWOODS PROPOSAL



Silvercastle Holidays & Resorts Pvt. Ltd. represents an opportunity to acquire a luxury resort project situated at Wayanad in Kerala, the God's own country.

Called by name, Wayanad Silverwoods, the resort is situated at the most beautiful part of Wayanad, the beautiful mountain country of the Western Ghats. It is built in most eco-friendly manner on the banks of Banasura Sagar and is spread over 14.5 acres of land with 500 mtrs of waterfront.

A word about Wayanad !

Wayanad is a beautiful hilly region in the Western Ghats that is located in the southern tip of the Deccan plateau. and is one among the popular hill stations of India. Recently, Wayanad was ranked as 9th world's best tourist spot in offering the best hospitality.

Nearest Airport and Railway Station is at Kozhicode which is round 80 Kms away. Other important nearby places are, Coorg 80 Kms, Bandipur National Park 103 Kms, Ooty 127 Kms, Mysore 140 Kms, Bangalore 280 Kms.

Wayanad has a salubrious climate. The most extreme temperature stays around 29 degree centigrade though the base temperature floats around 18 degree centigrade mark. The district gains direct precipitation because of the impact of south-west storms and the average rain fall in Wayanad is 300mm. per year. Monsoon tourism is a new concept that is gradually picking up and Wayanad is the apt destination for those who seek such a thrill. Many tourists, especially Arabs opt to come here exclusively to enjoy the rains.

A word about Banasura Dam !



The dam at Banasura Sagar is reckoned as the largest earth dam in India and Asia's 2nd largest. The project area of the Banasura Sagar Dam also has the start point for treks to the Banasura Peak.

Silverwoods Resort is perched on a hill lock and nestled on the banks of the infinite stretch of the Banasura Sagar dam, providing a breathtaking view of the Banasura Sagar with the mighty Banasura mountains as the back drop. An interesting feature is a set of islands that were formed when the reservoir submerged the surrounding areas.

The Resort !

Wayanad Silverwoods is a luxurious, expansive, intimate, and exceptionally styled retreat for travelers seeking a plethora of enriching lifestyle experience without limitations. It is an exalted luxury, to be huddled amidst the lush tropical forest, mist clad hills with exotic and myriad forms of flora and fauna, organic farms, gushing mountain streams, estates and cascading waterfalls, creating one of the most beautiful nature resort in Kerala.

The promoters of the project !



The resort is a joint venture of four Marine Engineers with a lot of international travel experiences with other business interest in the marine industry. The vision of all promoters was clubbed with green and sustainable ideas. Along with the help of a nature friendly architect from Sri Lanka and a contemporary Kerala architect, they were able to bring out this luxury, eco-friendly resort in the midst of lush green nature. The theme terracotta and wood has blended well with the landscape. The custom made terracotta and the wooden elements from the wall pictures, eco friendly dustbins, from wooden furnitures to flower pots are designed under direct supervision of the promoters.

Effective measures have been taken to ensure sustainability and go green in site development, water conservation, energy efficiency, usage of local materials in construction. Indoor environment qualities are strictly adhered and the location is a plastic free zone. It is built with minimal intervention of the natural surroundings and traditional techniques are implemented to ensure functional excellence. The woodwork in the restaurant, Spanish snacks bar and cottages are designed from blocks of solid wood, and most of the products used in the property are handpicked from different parts of the World.

Facilities

Lobby - 2700 sq ft area reception with all modern facilities and in complying with 5 star facility.



A flowing lobby creates a sense of movement and vitality. Double height ceilings, sky lighters with glass at points on the sloping roof, low seating and an open layout allow natural light to carry throughout the environment.

The massive terracotta mural creates the feel of wayanad's precious treasures. The unfinished granite and terracotta tile flooring which starts from the lobby is the beginning of the design flow. Multi functional in nature it meets the need for workspace, lounge, and technology center with wi-fi access. Modular furniture and easy-access power outlets encourage multi-tasking and enable you to utilize areas for work, relaxation and socializing.



The lobby also provides a beautiful view of the Banasura Sagar.



Inventory (55 Nos.)

Emperor Villa (1 No.) - 2 attached suite rooms with Jacuzzi and open to water front.



Emperor villas is the most spacious of all villas with 2500 sq. feet area and a mind blowing view to the magnificent stretch of waters bounded by Banasura Mountains. It has two bed rooms and a spacious living room. Both the rooms have independent outdoor relaxation area. The master bedroom has the luxury of Jacuzzi in the attached bathroom and the children's bed room is provided with a bath tub, thus ensuring complete privacy to parents and freedom to children

Royal Villa (1 No.) - 1 suite room with Jacuzzi open to waterfront



As the name suggests this villa comes ready to provide the royal experience with a spacious living room cum dining space and a dressing area. It has 1200 sq ft floor area with Jacuzzi in the balcony. Hovering Banasura Mountains and the infinite stretch of water is the magnificent view from the relaxation area Suitable for one couple or two guests.



Romantic villa (6 nos) - spacious villas with Jacuzzi in balcony open to water front, 900m sq ft each



Romantic Villas is where one can smell romance all around. This villa is meant for the romantics who want to be in their own world, not to be disturbed but to enjoy the nature in its fullness all by themselves. Jacuzzi is within the relaxation area, so as to provide the guests the exquisite experience. The villa is best suited for Couples and Honeymooners with a mesmerizing View of the hill locks and the magnificent stretch of waters .Wayanas silver woods have been ranked as the top honeymoon resorts in Wayanad, Kerala.



Sky Romantic villa (3 nos) - Spacious villas with ultimate privacy and unhindered view of lake and mountains



The Sky Romantic Villa is designed to make one fall in love again and again...gaze at the stars, design your own world, write your own stories, sing your own songs....This villa is meant for the romantics who just want to be and enjoy the nature in its full glory. A Jacuzzi is placed in the balcony that provides an exquisite panoramic view of the majestic Banasura hills and the lake under the blue sky. The entire room is 1100sq feet and the bathroom is 180 sq feet with a bathtub. One can Indulge in nature's gifts to the fullest.

Premier villa (17 nos) - spacious villas open to waterfront, with 2 villas are connected for accommodating families.



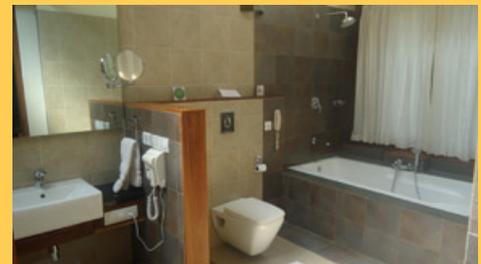
Premier villas have spacious bedroom cum living room with relaxation area and the lake view. Each villa has 600 sq ft floor area with Attached bathroom with bath tub.



Prestige villa (5 nos) - villas with fabulous view to water front and banasura mountain ranges



Prestige villa has spacious rooms with attached bathrooms having bathtubs with view to nature. Spacious outdoor area and nice view is provided. One villa is constructed for physically challenged, as per international guidelines.



Especio rooms (21 Nos.) -

Beautifully furnished and located close the the water front and in the rocky area with seasonal water front and streams underneath structure



Conference Hall - 170 pax theatre style conference hall, 2200 sq ft with wash area, to meet the needs of corporate guests and business travelers. Equipped with the state of the art Audio Visual. facilities



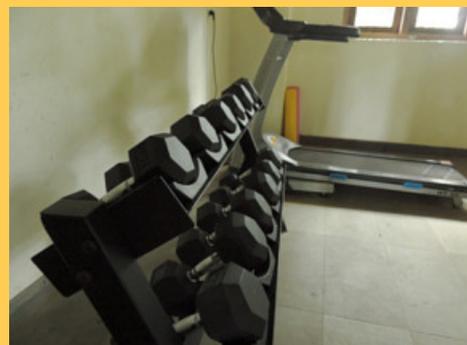
Kitchen - Modern kitchen built with high specification (HACCP), including 3 cold rooms and modern bakery. Separate cooking area for veg and non veg.



Coffee Shop - Coffee shop by side of swimming pool, with all facilities, 350 sq ft.



Gym - The fitness center at the resort is well equipped with Treadmills, Bicycles, Weight Stations, Free Weights, Elliptical Cross Trainers, Exercise balls and mats.



Ayurveda/Spa - Our Ayurvedic Spa is inspired from the ancient traditions, theories of Ayurveda, the science of life, and modern treatments.



The resort has formulated extensive Ayurvedic packages, treatments, Massages, wellness therapies, yoga, meditation practices etc for travelers in this monsoon, the most suitable season for a complete refreshment and rejuvenation.



Swimming Pool - 35 mtr long swimming pool, with 3 depths, adults, juniors and kids, with all modern facilities and comfortable change and wash rooms.



Restaurant (2 Nos.) - 65 cover restaurant with Buffet space, with amazing view to water and mountain. The multi-specialty restaurant having 50 cover is located on the top of restaurant and having infinite view of beautiful god gifted nature with Banasura sagar and hills. The viewing of sunset from this point is a wonderful experience.



Colossium - Unique open air theater in the back drop of Banasura sagar, ideal for any type of party marriages and cultural events.



Club House - 2200 sqft area including fully set gym and wash area



The club house is simple and functional with granite flooring except near the pool table where wooden floor has been used. A well designed pebbled corridor leads to the club house. The clubhouse has been designed to provide a relaxing and casually elegant experience for resort members and their guests. It is an especially good choice of Clubhouse for families and teenagers. It will have various communal leisure activities; such as wide screen TV's, pool tables etc.

Engineering

State of the art engineering facilities including own transformer of 650 KVA, generator sets of 350 KVA, engineering switchboard rooms (centralized), water treatment plant(all the rooms are supplied with drinkable water) and automatic pressure regulating system (grundfoss, Norway). Biological sewage treatment system for 50000 ltrs of effluent per day. Laundry facility for complete resort with all the modern facilities.

Financial Summary for the Financial year 2015-16 (unaudited)

Key Room Data

Particulars	1.4.2015 to 31.3.2016
Total No. of Rooms	20130
Rooms Sold For The Day	9201
Occupancy %	45.71
Total Pax	19732
Gross Revenue	93760527.65
Average Room Rate	10190.25
Average Pax Rate	4751.70
RevPar	4657.75

Provisional Profit & Loss A/c

Particulars	1.4.2015 to 31.3.2016	Particulars	1.4.2015 to 31.3.2016
Purchase Accounts	14127584.78	Sales Accounts	87082954.84
Direct Expenses	3480714.00		
Gross Profit	69474656.06		
	87082954.84		87082954.84
Indirect Expenses	58134294.65	Indirect Income	82810.00
Net Profit	11423171.41	Gross Profit	69474656.06
Total	69557466.06	Total	69557466.06



Business Market, trends and expected future !

Trends in Kerala Tourism

Kerala popularly known as God's Own Country is fast growing as the perfect holiday destination of India. It has become the most preferred destination for both Domestic and International Tourists. Kerala has emerged as the No. 1 travel destination of the country in Google search trends, edging out Taj Mahal. This is a testimony to the international recognition of brand Kerala. The National Geographic Traveler magazine named Kerala as one of the ten paradises of the world.

While India's travel and tourism economy is poised to grow 7.5% in 2015 over last year, Kerala is eyeing for 10 % growth. Kerala is targeting a growth of 18 per cent in revenue from tourism for FY2016. Kerala earned total revenue of Rs 24885.44 crore from tourism for 2014, an increase of 12.11 per cent year-on-year. Foreign tourist arrival in 2014 was 9,233,366 up 7.6 per cent, and domestic tourist arrival was 116,95,411, up by 7.71 per cent. This has been achieved thro' the world class experience which Kerala offers to tourists by way of :

- 1.Backwater Experience
- 2.Beach Experience
- 3.Hill Station Experience
- 4.Wild Life Experience

Trends in Wayanad Tourism

Traditionally, the pristine hill station of Wayanad situated in the Western Ghats has been popular amongst people within the neighbouring states of Karnataka and Tamilnadu. But lately there has seen a surge in number of tourists swarming in from all around the country and even from abroad.

On a recent survey, the town has been rated as one of the best places in the world and the best place in India to find hotels in terms of value for money and liked by customers. It has bagged the ninth spot in the world in offering the best service to tourists at lower costs.

"A district in Kerala encompassing several small towns and villages, Wayanad is famed for its Wildlife Sanctuary, an area of 345 square kilometres. Within this unspoilt area visitors can experience a unique mix of mountain scenery, paddy fields, waterfalls and cardamom and coffee plantations. Popular among trekking and camping enthusiasts, there are several defined treks within the region",says Trivago, the world's largest hotel search engine.

The scenic beauty, exotic landscape and rich heritage of Wayanad offer several opportunities for tourism promotion. Wayanad's wildlife, plantations, and cuisine further enrich the tourism potential. The district is best known among nature lovers who search for adventure and novel experiences. Wayanad is a multi-faceted destination with immense potential for Rural tourism, Heritage tourism , Leisure tourism, Island tourism , Adventure tourism, Hydel tourism, Pilgrim tourism, Wildlife tourism, Tribal tourism , Plantation tourism , Spice tourism , Health tourism.

Another recent feather in the cap of Wayanad is the new International Cricket Stadium which is second to Dharmashala in Himachal Pradesh for the high altitude stadiums in the country. An increasing number of international matches are being hosted at the stadium and Wayanad's tourism industry is jubilant over getting the reputation of a 'destination of international status'.

Taking all these into account, there can be no doubt that the future of tourism looks bright for Wayanad and naturally it augurs well for the accommodation providers at Wayanad.

Reason for sale

The promoters, in spite of their background being Marine engineering, have been very successful in creating a brand image for this resort within a short span of 4 years. But now, they plan to put their concentration more into their core business of Marine Industry.