



earthaa

ESCAPES

*Boutique Stays*

*'If you want to go fast, go alone. If you want to go far,  
go together'*

**A WIN-WIN STRATEGY FOR BOTH OF US**

# HOW IT ALL BEGAN...

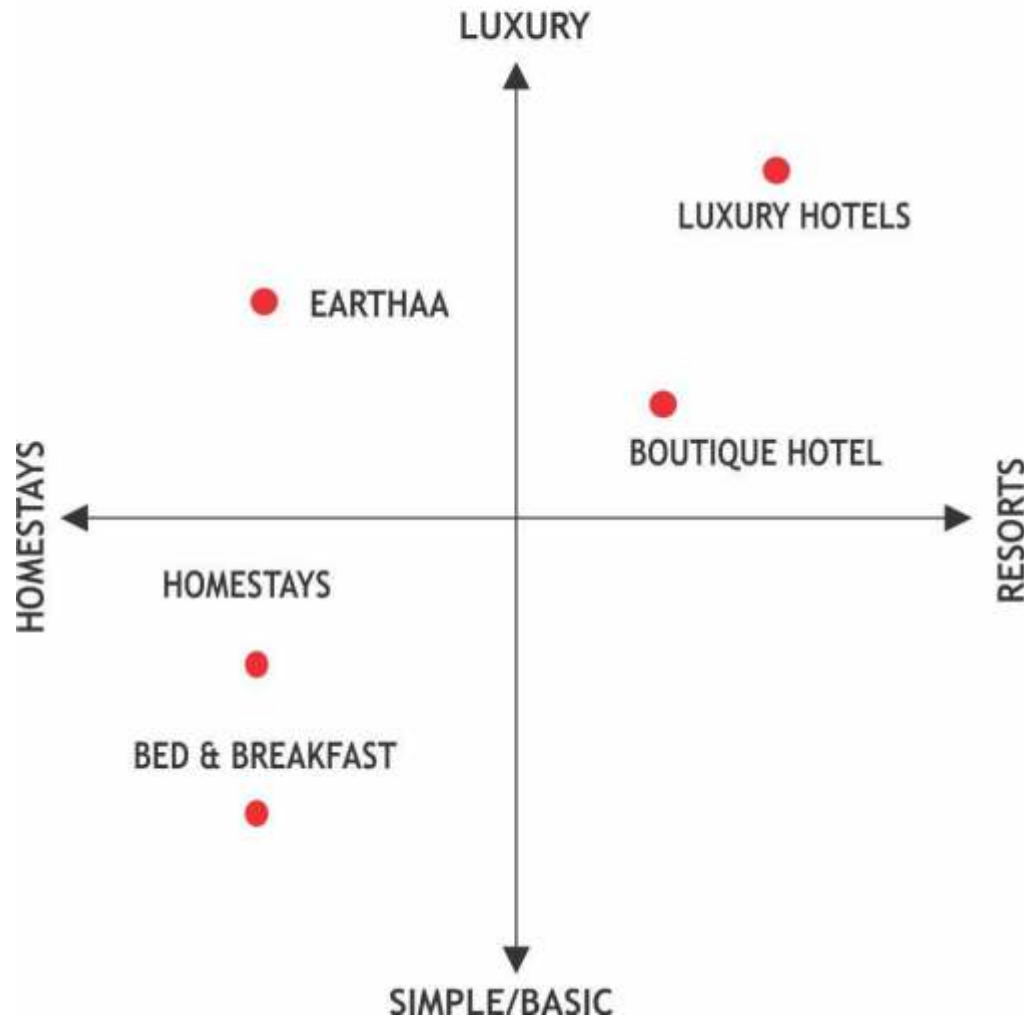
While vacationing at home stays, we missed the personalised service. We wanted the luxuries and the privacy. A hotel could provide luxury but not the privacy. Home stays could provide the privacy and space but not the luxury.

Whilst watching a gorgeous sunrise it dawned on us -  
Why not create a brand that delivers curated home stays, privacy and open spaces for discerning guests?  
Why not occupy a vacant slot in the market with fully serviced home stays?  
Why not be a game changer?



EARTHAA ESCAPES was born.

# THE POSITIONING MATRIX





# THE EARTHAA EXPERIENCE

We have taken a leaf from the happiest people in the world- the DANES.

They have identified the HYGGE experiences that contributes to happiness.

It is all about creating an atmosphere of cosiness and comfort that fosters a feeling of CONTENTMENT.

All Earthaa Escapes are committed to fostering the HYGGE experience.

EARTHAA is about creating pleasure from the presence of soothing things.

It is about fostering bonhomie and creating joyous moments with the ambience





## **VISION**

To have properties in all four directions that foster a feeling of cosy, congenial contentment for guests.

To create personal HYGGE experiences that the guests treasure for a lifetime.

## **MISSION**

We are devoted to creating enduring relationships with our guests by providing personalised service and gracious hospitality in a comfortable private setting.

# LET US LOOK AT HOW WE CAN BENEFIT YOU

*'If no mistakes have you made, yet  
losing you are ...a different game you  
should play'*

- YODA in Star Wars.



# FIRST, PLEASE ASK YOURSELF SOME SEARCHING QUESTIONS

Is your property lying vacant for long periods of time?

Is the rental you get below par?

Is the maintenance cost skyrocketing?

Is the caretaker misusing the property?

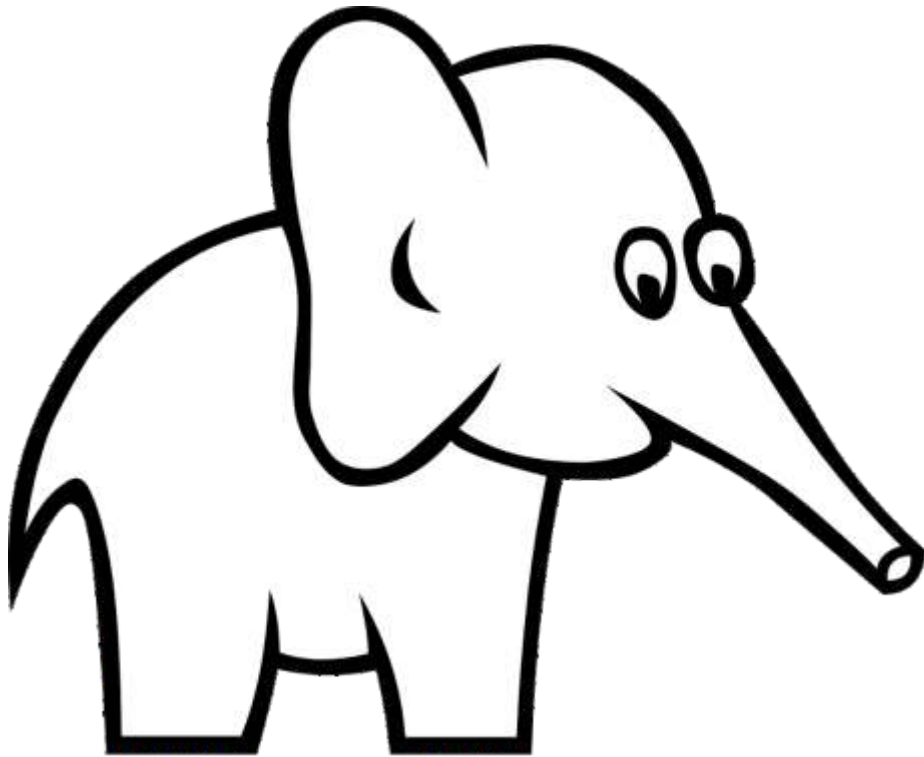
If your answer is **YES** to **ANY** of the above...





# YOU HAVE WHAT IS CALLED A WHITE ELEPHANT

*(A property requiring much care and expenses and yielding little profit)*



Your property was a labour of love but now the running expenses are endless. Earthaa can give you a steady income that will take care of the expenses and give you a TIDY PROFIT as well.

# HOW WE CAN BENEFIT YOU

We take care of ALL the hassles:



- No hassle of rental



- No hassle of GST



- No hassle of license



- No hassle of staff



- No hassle of upkeep



- No hassle of social media

# WHAT WE BRING TO THE TABLE



# 1. OVERALL

- We will transform your property into a curated home stay
- Fully serviced with excellent cuisine so that the VALUE increases
- Abide by the law with licences to operate, food license and complete accounting
- Steady revenue - making your home a steady source of income
- Your access to the property remains and you can use the property, for a fixed number of nights a year, as mutually agreed, free of rental costs

**So you get the best of both worlds.  
BECAUSE YOU ARE SMART!!!**



## 2. BRANDING AND BRAND COLLABORATION

- The support of the in-house team of designer and social media for reaching out to the relevant clientele
- Creating the brand experience to make it desirable and stand out of the clutter
- Partnership with premium brands having similar target audience to enhance awareness-like fine dining restaurants, salons, luxe fashion stores etc.

# 3. AFFILIATE MARKETING

- Tie up with multiple affiliates who promote our Escapes.

4 Stages



## 4. SOCIAL MEDIA MARKETING

- Targeted Email marketing to our database
- Targeted WhatsApp messages
- Facebook/Instagram marketing targeted-based on location, income & interests
- Google Ads targeting audiences searching for relevant keywords



Visit us at : [www.earthaa.in](http://www.earthaa.in)

# 5. MARKETING THROUGH OTA

## PROMOTIONS USING DYNAMIC PRICING

Dynamic and Competitive pricing are used which attracts more traffic on all the online portals





## 6. CORPORATES

A corporate sales team taps into the following segments:

- Training
- Off site bonding
- Performance incentives

This is done in two forms

- Direct Mailers
- Telemarketing



## 7. OUR FIVE P's OF MARKETING

***Product***- we focus on what customers think of our brand. We try and create a differentiator to enable it to have a niche in the minds of the target audience

***Place***- Reaching out to the right areas for customers online

***Promotion***- benefit driven promotions that support a superior value proposition

***Price***- We believe that cheap isn't better and our smart pricing strategy ensures competitiveness without reducing brand value

***Passion***- is about finding relevant brand news and sharing with the brand's social community. It is about communicating passionately with customers

# EARTHAA BUSINESS MODEL

Two options of the Revenue share lease model:

- **No headaches for you** - Staff, upkeep, marketing and management by Earthaa
- **Partial headache for you** - Management and marketing by Earthaa including supervising your staff/service etc. However all operating costs will be yours

Needless to add that it will be our endeavour, that you take pride in the overall upkeep of YOUR house.

# OUR SEASONED ADVISORY BOARD



## **SANJAY WADHAWAN**

Pioneer and visionary with 42 years experience in Tourism and Hospitality sector.

Developed the “Usha Lexus Hotels” chain and looked after hotels in seven cities.

Co-founder of brand Mapple and developed hotels in eleven cities.

Also operated The Golden Chariot, The Maharajas Express, Royal Rajasthan on Wheels.

Been on the Tourism Committee of various Boards including CII.

Believes in the dictum of Henry Ford ‘if you think you can or you think you can’t, you are always right.

# OUR SEASONED ADVISORY BOARD

UPENDRA SINGH JAMWAL



Over 40 years experience in hospitality: The Ashok Delhi, Hotel de L' Annapurna Kathmandu , & Usha Lexus. Managed hotels in Mysore and Goa, Mapple Hotels Palaces and Resorts, The Golden Chariot and The Maharaja's Express He believes *'that 'God lies in the details.*

# THE EARTHAA TEAM

7 professionals from the hotel trade including a Manager, two Chefs, exclusive Housekeeping, Server and a resident Caretaker.

All uniformed and sourced from major hospitality operators.

**Delhi • Himachal • Rajasthan • Uttarakhand**  
**Opening Soon : Goa, Imphal, Kashmir and many more...**

*‘Coming together is a beginning, staying  
together is progress and working together is  
SUCCESS.’*

Henry Ford

