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HOSPITALITY OUTLOOK

Jan. - Feb. 17 Vol. -1, ₹0/-

Unveiling in a shaahi Andaz:
Andaz Delhi

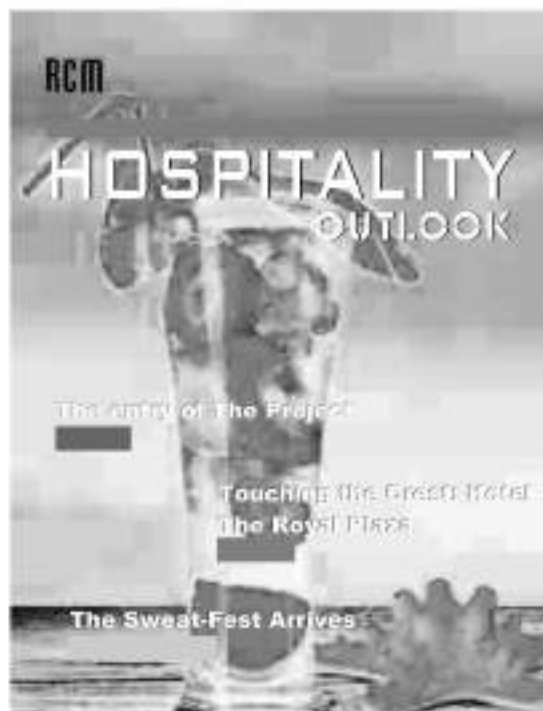
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FOCUS

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Jan. - Feb. 2017

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The Delighting experiences at Della Adventure Resort and Spa

Unveiling the majestic and cozy property in a quick tete-e-tete with Mr Jimmy Mistry-Principal Designer and MD at Della Group.

"Our patrons can expect an element of surprise in anything and everything we do. We love story telling, for me everything in life has to have a story behind it that's where the emotional attachment happens"

Q- What concept does Della Adventure Resort and Spa operate on?

A- The operative word would be luxury with convenience. We are a unique concept which features 3 different, yet interconnected businesses, on one property – the adventure park, luxury resort and residential villas. The

adventure park is certainly Della's USP. But we have taken things a notch higher with our F&B services. People coming to the adventure park expect a very low category of food and beverage, not only in India but world over, at recreational parks. You don't go to Disney Land and expect to served a proper cuisine, or to find Michelin Star restaurants. We have



tried to upgrade the adventure park to a 5-star facility and F&B sector and restaurants which are at par with the kitchens of restaurants in Mumbai and Delhi and making that our USP.

The villa owner's USP when people buy villas from us is they are coming to a property which is serviced like a 5-star



game because design thinking enables us stay close to the roots of our foundation. There is the element of surprise we try to create at every step with our design and service and these are the things people are astonished with, people fall in love with. We have managed to establish a very high level of emotional connect with the customers be it the ones who come to enjoy the adventure park or the hospitality arena or the villas. In my opinion, getting these things correct is a key to our success within the given environment.

Q- What triggered and initiated this journey? How has it been so far?

-There are a lot of triggers which have initiated this journey. I think transition from design to hospitality has been triggered by the 2009 recession where

I think our occupancy percentages are one of the highest in our industry. In hospitality, we have become a case study because we are at one of the highest ARR

resort. So, they manage to get everything from a bakery to a laundry everything within the same property, 5-star security, 5-star landscaping, 5 star-restaurants to dine at. We have a 24-hour spa, restaurant, an ambulance with drivers, and every other facility which one can think of. I don't think there is any property across India that can match up to what we have created in this unique business formula.

Design thinking remains as the core of the entire





majority of the projects that the Della group was designing, had to be stalled. We had about 1300 employees depending on us, and in the given scenario we would need to downsize to around 600 people. By starting Della Adventure, not only did I absorb those people into the Lonavala project, but also started working on my dream project which I have been wanting to. I always desired to set up an adventure park, something where you are in sync with mind, body and soul.

I have personally fancied good food and Michelin starrer restaurants across the world. And I wanted to create my own project where design would dominate not only the property but even food and beverage. I think the recession which made me move from commercial designing to hospitality and also gave me the freedom of designing for myself and not designing for any of the clients and builders. When one designs for himself, it's truly a labour of love you do for yourself and I enjoyed doing every single thing myself and so passionately. I was not answerable to anyone; and when you are having so much fun then the outcome is bound to be the best.

Q- Combining the unique concept of adventure resort, luxury resort, banquets, multi-cuisine restaurants, residential villas, and the range of Signature Suites altogether must have been a unique experience. How is the business treating you since your inception?

A- I think our occupancy percentages are one of the highest in our industry. In hospitality, we have become a case study because we are at one of the highest ARR's. For a standalone, new generation, 5-star brand to be successful and hold its brand in a 5-star property itself is a challenge. So far, we have



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been living up to that challenge and we are considered as one of the good properties across the country by our customers and people in the fraternity. Our food & beverages are raved about, and that's something which is a very difficult to achieve in a remote location like Lonavla. We have been taking baby steps in hospitality, but I think we have managed to prove a point that people who think out of the box reap benefits. At the same time, when it comes to professionally managing the business, we have got our feet firmly planted on the ground and we try to be as realistic as we can. We understand it is a difficult industry to make money but even in that industry we have managed to strike the balance by getting both, branding and turnover, and thus making it a successful entrepreneurial venture.

Q- How was 2016 in terms of business

and what are your grand plans for 2017?

A- Revenue in the last fiscal year has been 100 crores and the projected revenue in the next fiscal year is about 140 crores. We are expanding the number of villas, banquet halls, resort rooms and suites to accommodate the growing numbers of visitors. We are also coming up with Della stores which will offer everything under



the interior and furnishing industry. So for the next 5 years, my plate is pretty full.

Q- How is the market in Mumbai in comparison to the other parts of the country?

A- We have a pan-India presence, not local. While our property may be located in Lonavla, near Mumbai Maharashtra, with our new sales offices in Gurgaon, Ahmedabad, Surat and Baroda, and soon in Hyderabad too, we are gearing for an upward swing of 20-25 percent in the coming year. Corporate group form a large part of our clientele. So we have corporates coming in from all parts of India. We are associated with some of the big groups in the country, such as Vodafone, Google, IBN, Reliance, KPMG, Procter and Gamble, Aditya Birla Group, Wipro, L&T, Capgemini, to name a few.

Q- What can your patrons expect from you in the days to come?

A- Patrons can expect an element of surprise in anything and everything we do. We love story telling, for me



everything in life has to have a story behind it that's where the emotional attachment happens. If we look at a building, the building itself should be narrating a story, the interior should be able to narrate the designer's story. If you

look at my products, it should be able to narrate a story. For me, narrating a story, element of surprise and yet being true and honest and simple, that is the core essence of business.

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