

DELLA UNLEASHES CUTTING EDGE FACILITIES FOR CORPORATES

Jimmy Mistry, Principal Designer and MD at Della Group talks about business from corporate groups and meeting competition in a growing MICE industry.

✉ PRIYAMVADHA BALARAM



Della Adventure Resort and Spa in Lonavala, has grown into a full-scale event venue by itself with adventure activities, luxury resort, a range of Signature Suites and other facilities, designed to cater to varying needs of corporate groups be it for team outings or incentives. The uber-posh themed suites, designed by Jimmy Mistry, reflect the group's core values of design thinking, affordable luxury and customer experience.

On what sets Della Adventures apart from other such adventure properties across the state and the country, Jimmy Mistry says the property is a setup that offers varied experiences, which are sure to leave you surprised at every step. "My 25 plus years of experience with the corporate has empowered me with knowing their exact pulse. Be it our adventure park, the villas or the resort, every facility strives to create the right environment for team building activities and make them fun."

"At the onset of developing this property itself we had conceptualised it to accommodate large corporate groups. Therefore, every training activity, banquet room, and other facilities have been planned keeping this in mind. We can accommodate multiple groups at the same time, ensuring the comfort of each group, without disturbing other families or personal groups. Since all services are taken care of by an in-house team, we can customise everything from menu to activities and the site to accommodate the need of the corporate event.

Facing competition

Jimmy Mistry accentuates on the adventure park's most unique proposition unlike other standard venues. It offers a number of avenues to conduct corporate events, and is certainly a delight for a good corporate trainer. "We have about 29 team building activities which are far moved from the routine table-chair-sticks set up. They are hard-core infrastructures like obstacle courses designed on the line of the Swiss alps, a paintball match setup, zip lines, group cycling and much more.

We are also developing a counter terrorism academy, about 45 minutes further from Della Resorts. We will be focussing on anti-terrorism training for corporate honchos, survival training and jungleconomics. This will certainly be the cutting edge facility for us."

Average group size of incentives and team outings per year

Della Adventures sees 20-450 people in a single group. Companies like Omkar Group, Rustomjee, ICICI, Tata, Ernst & Young and Vodafone usually come in large numbers of 1000-1500 on a single day. Usually the groups prefer a day visit. We currently have 163 rooms and most corporate groups are housed on a twin sharing basis. So we can accommodate only 300 - 330 people for an overnight stay.

Frequently preferred activities

Of course, Della's biggest USP is the adventure park and it facilitates a lot of team building activities. But unlike other places where food is of secondary importance, we ensure that people also have a memorable gastronomic experience. We focus on hospitality as well as F&B. Fine cigars, nitrogen ice cream, nuclear bhel, choicest cocktails, are some of the elements which make their F&B experiences an unforgettable affair. We want them to have the best of both worlds.

Business from local clients vis-a-vis those from outside Maharashtra


We have a pan-India presence, not local. With our new sales offices in Gurgaon, Ahmedabad, Surat and Baroda, we are gearing for an upward swing of 20-25% in the coming year. We will soon be setting up a sales office in Hyderabad too. 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.

Our packages, facilities or services do not differ from client to client, whether they are old or new. Each one of them is served in the best

possible manner and given the same high quality of services. We don't break our prices. Certain level of services demand a certain price. And once people realise that they are getting value for money, they are happy.

Repeat visits from corporate groups

We offer them customised packages as well give their employees special offers, which ensures that they return with their families. A large part of our customers are returning corporate event attendees, and we give them specialised discounts when they revisit with their families. We take a 360-degree approach in our business and make sure that all customers have something to look forward to for their next visit.



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