



STEP INSIDE THE WORLD OF



ROOHI

HOTELS PALACES RESORTS DESTINATIONS

HOTEL SALES SPECIALIST

A NETWORK ON INDEPENDENT HOTELS

“An Innovative Hospitality management,
outsourcing and consulting company”

Create memories.....

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ROOHI HOTELS
MARKETING AND CONSULTING
PRIVATE LIMITED

INTRODUCTION



- An innovative hospitality management and Consulting company offers full range of outsourcing solutions for Meeting, Incentive, Conference, Exhibition and Association management.
- Executed on 13th December 2016, managed and operated by its parent company ROOHI Hotels Marketing and Consulting Pvt. Ltd (www.roohihotels.com)
- ROOHI operates 3 offices in Western India, offices located in Mumbai, Pune and Gujarat region.
- A dedicated and highly experienced team of 10 professionals from the Hospitality industry.
- We are committed to providing our clients with the highest quality and most professional management services available in the industry. We have been privileged to have extended our services to various governmental organizations, educational institutions, trade as well as multinational corporations.

Our Philosophy



To execute & become the most trusted and successful global hospitality management and MICE outsourcing company by designing goals and delivering results in the process to create memories through our hospitality solutions and rare destinations for your meeting.

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What We Offer



- ROOHI Hospitality is an innovative MICE management and consulting company exclusively for Corporate Events, Conference Management, Award Ceremonies, Product & Brand Launches, Exhibition Services, Stall Design & Fabrication, Theme Events and Conferences, HR Events and Initiatives, Outbound Team Building Activities, Executive Retreats and Incentive Programs, Entertainment Events and Services, Wedding Services, PR Services, Passive Marketing Services, Design Services, Set Production and Fabrication, AC Tent and Marquee, Production Social Occasions, Outdoor Catering.

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What We Offer



- **Conference management**
- **Exhibition management**
- **Incentive travel management**
- **Meeting management**
- **Association management**
- **Destination wedding & Social events management**



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What We Offer



Conference management

- ROOHI organizes and manages your conference pro-actively – from beginning to end. Take advantage of our resources and experience. Our professional teams will organize, coordinate the logistics and deliver your conference – with outstanding service and passion for detail.
- From support during the bid procedure all the way to the evaluation after your conference, we are able to handle all issues efficiently and with care. Our delegate relations professionals will make sure your delegates receive the highest level of service.

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What We Offer



Exhibition management

- Organizing an exhibition, whether part of a conference or stand alone, asks for in-depth knowledge of logistics in combination with commercial insight. How do you offer the right value to exhibitors and sponsors? And how can you as an organization make sure both commercial parties and visitors get what they came for?
- Make your exhibition a commercial success for you, your visitors and your exhibitors. Get in touch with our team to find out how we can add value for all parties involved.

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What We Offer



Incentive travel management

- We believe that travel programs should be inspired by the heart and executed with passion to create shared experiences which are thought-provoking and memorable.
- Our incentive programs are designed to guarantee attendees have life-long inspirational memories associated with your brand.

Our services include:

- Finding the perfect destination across the globe to motivate your employees
- Hotel, air and transportation sourcing, negotiating and contracting
- End to end ground handling logistics
- Plan and manage all receptions, group activities and optional tours
- Conceptualize and manage gala dinner along with entertainment and décor elements
- Create and manage food and beverages
- Complete on site program management
- Production and management of all program materials

What We Offer



Meeting management

- When you are looking for a creative and inspiring place to meet your colleagues and customers, where you can motivate, educate and reward them while leaving a lasting impression we are the go-to-partner.
- Organizing large conferences in many parts of the globe has learnt us a great deal about these destinations. We can therefore advice on creative meeting locations, meeting concepts and additional leisure time activities.
- Our meetings, events and incentive travel programs begin with a deep understanding of your strategic business goals, and we transform that understanding into creativity, memorable experiences. We're passionate about what we do, and it's evident in the way we serve our customers.

What We Offer



Association management

- ROOHI provides management, outsourcing, and consulting services to professional associations & societies, trade associations, foundations and other not-for-profit organizations.
- Our focus on an organization's objectives provides us with an enhanced understanding of how we can provide value to build successfully on the plans of your organization, through our model of Partnership, Experience, Personalized Service and Custom Solutions.

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What We Offer



Destination wedding & social events management

- Despite our focus on the corporate market, we dedicate equal attention to produce unique personal events from private parties to weddings and other functions. We incorporate originality and creativity to create some of the most inspiring, unique and exciting celebrations you will witness.



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How We Work



Our services are exceedingly professional and exceptionally planned to ensure that your organizational objectives are achieved.

- Our priority is to understand our clients businesses and event goals and customizing solutions to achieve and exceed those goals.
- One stop destination for Hotel & Resorts, Airlines Services, Ground Transfer & Events management solutions.
- Our formidable team is armed with a bevy of ideas that will match any budget. We ensure smooth working from start to end. Our team will competently resolve everything from slight glitches to complex conundrums. It could be a Sales Team Meet, an Award Ceremony or an HR Initiative, we will do it all.
- We comprehend all the intricacies involved in your Conferences and Seminars and can effectively deliver the successful exchange of information, whether it's penetration of a new brand to potential customers, retention of old clients, workshops, annual events or just an informal

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How We Work



- We regularly work with HR Departments of our clients to organize a variety of activities for their employees which include Team Building Exercises, Leadership Enhancement Training, providing Platforms to increase interaction between the different levels of workforce in an organization in addition to managing events for incentivizing and rewarding well performing employees.
- We manage high quality entertainment services for our clients, both corporate and personal. Events within corporate entertainment can range from executive retreats and incentive programs to Appreciation Events.
- ROOHI takes pride in having the expertise needed to organize any entertainment, shows, parties, celebrations, etc. where the objective is for people to have a good time something different, fun and enjoyable!!
- We offer rare collections and wide variety of destination and location such as Beaches, Wellness, Hill Stations, Wildlife, Heritage Sites, Spirituality, Cool Retreats, Dessert, ECO Tourism, Adventure & Recreation, Royal Retreat.

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Why Choose Us



Benefits for You!!

- Specialized delegate relations professionals
- Complete financial management
- Smooth logistic handling
- Vast experience with national and international conferences
- Integrated marketing solutions
- Multilingual teams
- Create innovative, flexible and resourceful, themed itineraries
- Unique inbound and outbound Destinations
- Creative planning and implementation of tours
- Leadership in terms of client profile, tour management and incentive packaging.
- Best airfares, room rates, and peripheral amenities
- A variety of leisure time activities to satisfy diverse interests

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Why Choose Us



- Their success is driven not only by the energy, talent and passion of all team members around the world, but also by the customers they serve. All team members are always willing to go the extra mile to ensure customer satisfaction. The sales and reservations planning & execution & visibility across India, provide travelers and travel professionals with the help they need 24/7.
- Customers and clients always consider ROOHI approachable, knowledgeable and ready to assist. The portfolio stands for individuality and quality. Each of our distinctive hotels offers an abundance of local charm and adheres to the rigorous quality standards that ROOHI requires to maintain & nourish healthy relation.
- We bring your brand to life. We ensure the consumer connects with our clients' product on a level that matters through promotional activities that will effectively infiltrate market segments. Brand Activations and Product launches for us is about giving our clients the ideas and the platforms that are needed to showcase their products in order to propel them into the market in an effective manner.

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Who We Are

RAHUL VERMA

CEO & FOUNDER

The CEO and Founder of ROOHI Hotel Marketing and Consulting Pvt. Ltd. Rahul established his brain child in October 2016, after being well-versed in the trade for 15 years.

He has quite an impressive background in Marketing, Sales and General Management with highly reputed companies like InterContinental The Lalit, Ramada International, The Orchid Group, Travelguru.com, Sarovar group of hotels, Leonia Holistic destination, Rhythm Resorts & Spa and Jaypee Group. He has worked within all marketing territories of the country. He has put all of his knowledge and experience of corporate and travel into creating ROOHI and he will utilize his industry connections to take it to the top!

At ROOHI, first we understand the marketing and sales problem, grasp its full context, and craft the solution and develop customized strategy. We use our immense courage, resourcefulness, and persistence to implement the solution and transform your business!



Primarily, Rahul's work of focus is producing top line improvement, revenue optimization, magnifying brand value through tailored marketing plan, strategic planning, and high sales performance. We will grow along with the company that will soon turn into an honest, hardworking and result-orientated company. The majority of the clients that sign up are through word of mouth and personal recommendation!

THE TEAM



Our combined talents at ROOHI bring years of sales and marketing experience in luxury corporate & travel representation, extensive MICE sales support, social media and public relations. The majority of the team has spent years managing Revenue, Marketing and Sales at prestigious hotel brands, now delivering the best branding, marketing & sales services.

Hotel Business Development:

- Corporate
- Travel agents & Tour operator / Consolidator
- Airlines
- Events & Exhibitions
- Professional conference organizer
- Event management companies
- Wedding planners
- Consulates and Embassy
- Industry and Medical association
- PSUs and Government bodies
- Social clubs & communities
- School & Management institution
- Management workshop & Seminar
- Medical tourism
- Sports tourism
- Hollywood tourism

- Hotel Revenue Management
- Online & Offline Distribution
- Commercial Strategies
- E-Commerce
- Hotel Website Development
- Social Media
- Technology
- Consulting
- Bidding process
- Logistics handling
- Events and Entertainment

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Whom We Work With



- **Hotel Partners**
- **Hospitality services Allianz and Associates**
- **Events and Exhibitions Associates**
- **Glimpse of Corporate Association**



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Hotel Partners Brand



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Hospitality Allianz and Associates



Weddingz.in

India's Largest Wedding Company



PROMOTED BY

maximus

MAX & MEDIA SOLUTIONS PVT. LTD.

VIACOM



secutech
INDIA



HECT
INDIA

BioPharma
India 2017



ASSICON
HYDERABAD 2017



P-mec InnoPack icse FDF



ALL INDIA FEDERATION OF
MASTER PRINTERS



Indian Dietetic Association



NAPCON



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Events and Exhibitions Associates



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Our Corporate Clients



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ROOHI Expansion Plan



- ROOHI has an ambitious plan of adding 20 hotels with 2000 rooms inventory by end of 2017 and 35 hotels with 3500 rooms inventory by 2018.
- To create India's largest Network of Independent hotels with a combined room inventory of 5000 rooms in up-scale, mid-market and budgeted collection with 50++ hotels by 2019.
- This assumption is based on taking over fully outsourced and partial inventory for sales and marketing functions at unit and regional of multi level properties.
- To be present and visible in all major metros, tier 2 cities and tourist / MICE destinations in India.
- A combined inventory of 10 Business Hotels, 10 Luxury 5* Hotel, 20 Resorts, 10 Budget Hotels across the country majorly to promote Beaches | Wellness | Hill Stations | Wildlife | Heritage Sites | Spiritual | Dessert | Cool Retreats | Exotic MICE | ECO Tourism | Adventure & Recreation | Royal Retreat | Wedding Destination and Maharashtra Tourism.

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ROAD MAP – INDIA



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Upcoming Hotel projects by 2018



Western Region

Goa
Pune
Ahmedabad
Nagpur
Mahabaleshwar
Lonavala
Shirdi
Silvasa
Rajkot
Indore
Alibaug
Khapoli
Igatpuri
Tarkarli
Malwan
Vengurla
Mumbai
Thane

Eastern Region

Kolkatta
Durgapur
Jamshedpur
Orissa
Darjeeling
Gangtok
Siliguri
Shilong
Sikkim
Puri
Visakhapatnam
Guwahti
Chennai
Pondicherry
Coimbatore
Cochin
Ooty
Trivandrum
Calicut
Kerala
Vishakhapatnam
Mysore
Bangalore
Hyderabad

Southern Region

Northern Region

Delhi
Katra
Shimla / Manali
Dehradun
Mussoire
Jodhpur
Jaipur
Udaipur
Gwalior
Agra
Chandigarh
NCR
Noida
Gurgaon
Ghaziabad
Amritsar
Ludhian
Patna
Ranchi

Location

- West
- North
- East
- South

No. of Hotels

10
15
10
15

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THANK YOU
FOR STEPPING BY

HOPE TO SEE
YOU SOON

CONTACT US

RESERVATION & INQUIRY

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OUR LOCATION

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OFFICE TIMING:

MONDAY TO SATURDAY - 10:00 AM - 19:00 PM

SUNDAY - CLOSED



Thank You!

Rahul Verma
