



MATI-THE VILLAGE

FRANCHISEE PROPOSAL

PRESENTED BY
ADB HOSPITALITY



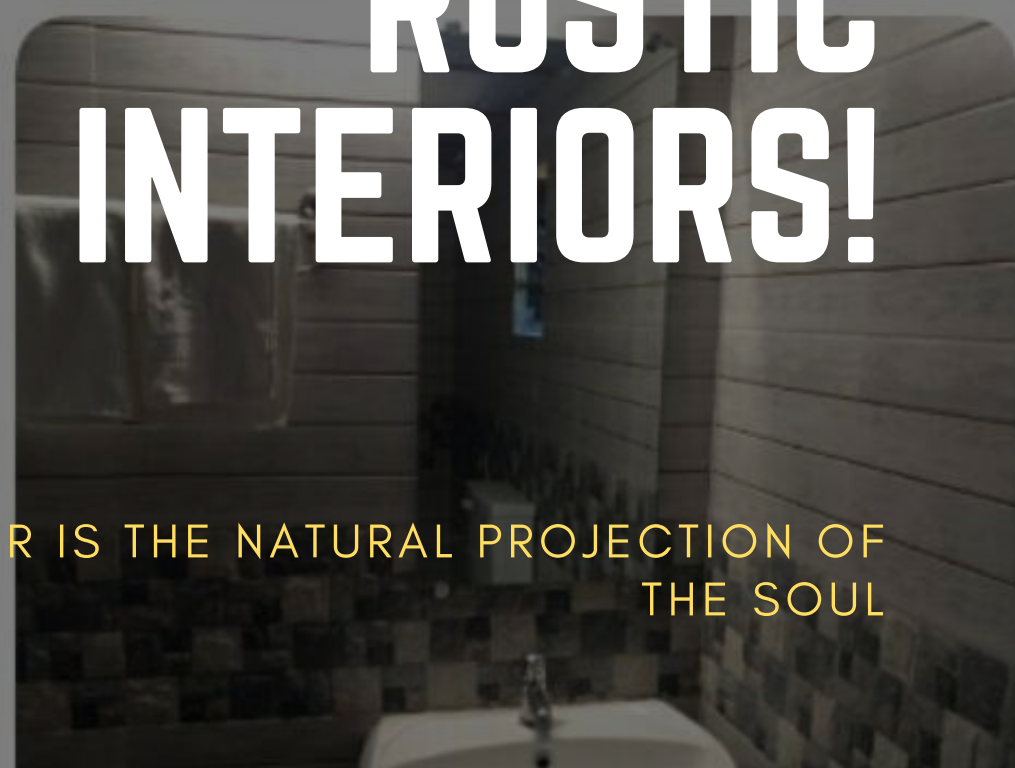
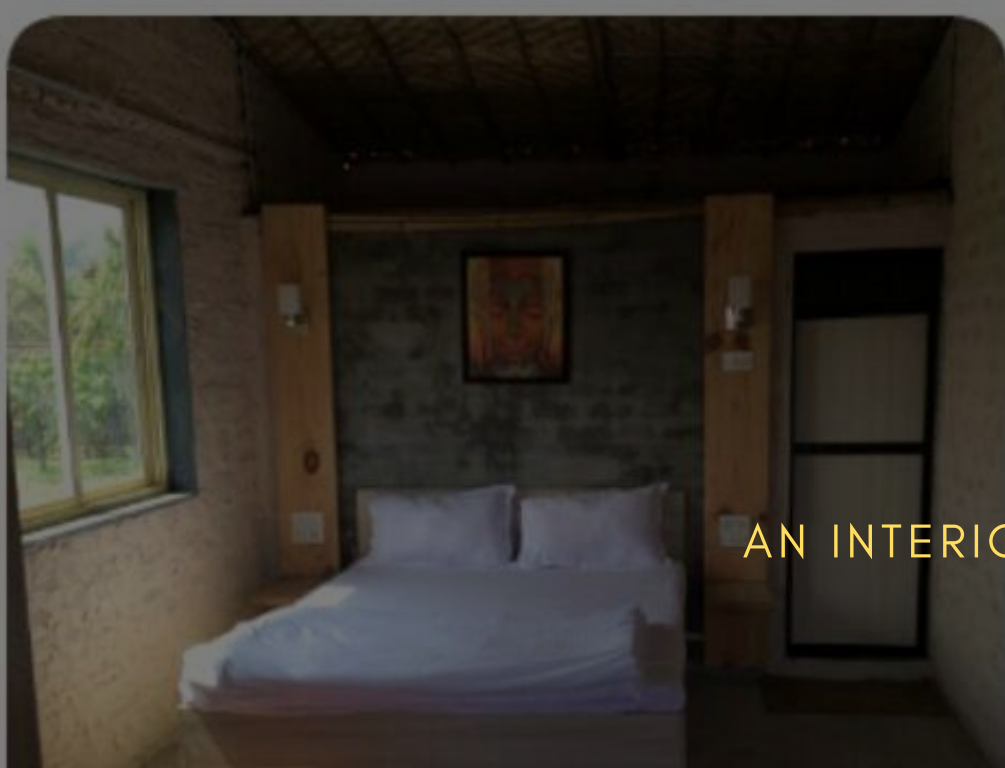
ABOUT MATI

Mati means mud or soil. The basic concept of this Homestay is to offer private group experience, rural ambiance ,local cuisines. The property includes 9 A/C rooms & 1 A/C dormitory room, swimming pool, open gym, indoor gaming zone and a restaurant.It is around 90 minutes drive from central Mumbai in Virar(E).

A two-story brick house with a balcony and colorful accents. The house has a red brick facade, a brown tiled roof, and a balcony with a wooden railing. The ground floor has colorful accents in blue and yellow. The balcony has a wooden railing. The house is surrounded by a lawn and a paved walkway. A large blue wheel is visible in the background.

COLORFUL EXTERIORS!

THERE ARE UNENDING ADVENTURES WAITING FOR US, JUST OUTSIDE.



RUSTIC INTERIORS!

AN INTERIOR IS THE NATURAL PROJECTION OF THE SOUL

A group of approximately 15 young people, mostly teenagers, are posing for a photo in a swimming pool. They are arranged in two rows, with some sitting on the edge of the pool and others in the water. The background features a brick building with white-framed windows and doors, and yellow railings on the upper level. The overall atmosphere is bright and cheerful.

SWIMMING POOL

HAPPINESS IS A DAY AT THE POOL



GAMING ZONE

CARROM.CARD GAMES, TABLE TENNIS ETC.



JUST PLAY.HAVE FUN.ENJOY THE GAME



LOCAL CUISINES!

THERE IS NO LOVE SINCERER THAN THE LOVE
OF FOOD.



KIDS FRIENDLY!

LET THEM BE LITTLE, AS THEY ARE ONLY THAT WAY FOR A WHILE



FAMILY FRIENDLY!

NOTHING IS BETTER THAN GOING WITH FAMILY AND EATING GOOD FOOD AND RELAXING.



BACHELOR FRIENDLY!

MILLENNIALS ARE THE EXPERIENCES
GENERATION



PETS FRIENDLY!

WE GIVE DOGS TIME WE CAN SPARE, SPACE WE CAN SPARE AND LOVE WE CAN SHARE.



EMPLOYEES FRIENDLY!

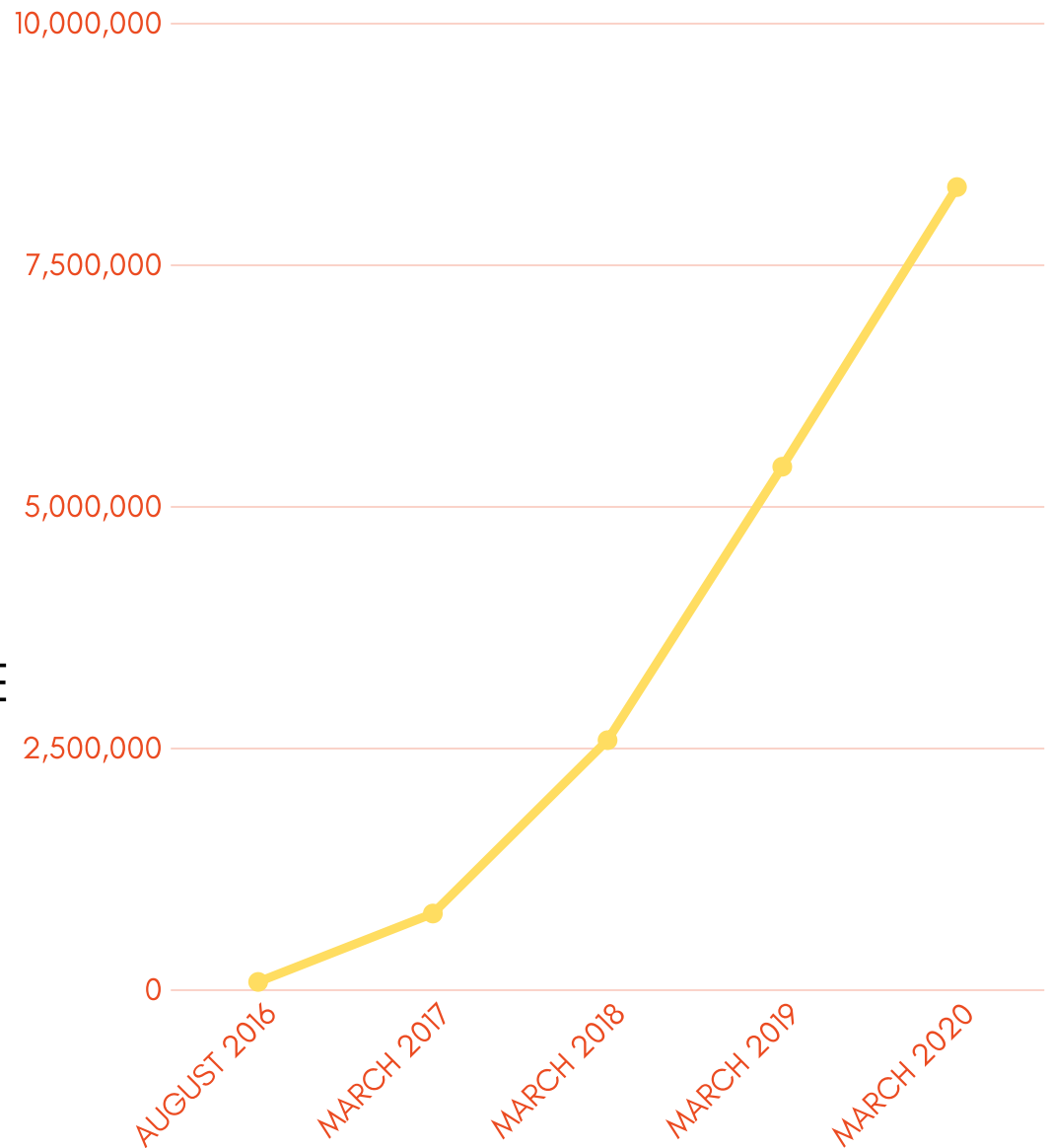
"ALWAYS TREAT YOUR EMPLOYEES EXACTLY
AS YOU WANT THEM TO TREAT YOUR BEST
CUSTOMERS."

GROWTH YOY

MATI VILLAGE STARTED IN AUGUST 2016 WITH REVENUE OF 85K PER MONTH.

REACHED 83 LAKHS REVENUE AS ON MARCH 2020

AVERAGING ABOVE 2 LAKH PER MONTH IN CURRENT YR.



REVENUE MODEL

REVENUE MODEL SAMPLES

HOMESTAY MATI VILLAGE (JAN 2020)

TOTAL SALE 2,59,800/-


TOTAL EXP 1,01,994/-

EBITDA POS 60% 1,57,806/-




SOCIAL MEDIA

mati_holidays ▾ ●



28 profile visits in the last 7 days




487 Posts **526** Followers

Mati Your Holiday Destination
Hotel Resort
Your weekend Destination Homes #mati V
Alibaug/Manor/Lonavala.
www.mati.co.in/
Mati,Next to Amit Dairy,Great Escape Water
Majivli, Mumbai, Maharashtra 401303

Edit Profile Promotions

Mati- The Village
4.2 ★★★★★ (185)



DIRECTIONS COPY LINK


BOOK A ROOM

Overview Prices Reviews Location

Ads · Check availability ⓘ Nightly t

Check in Check out

◀ Wed, Mar 25 ▶ ◀ Thu, Mar 26 ▶

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Reviews ⓘ + Write a


4.2 Very good
★★★★★ 185 reviews ▾

People often mention

Family 👍 Atmosphere 👍 Pro


Mati Holiday Destina...

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DAMAN Come Experience Nature ALIBAUG

Perfect Homestay Destination

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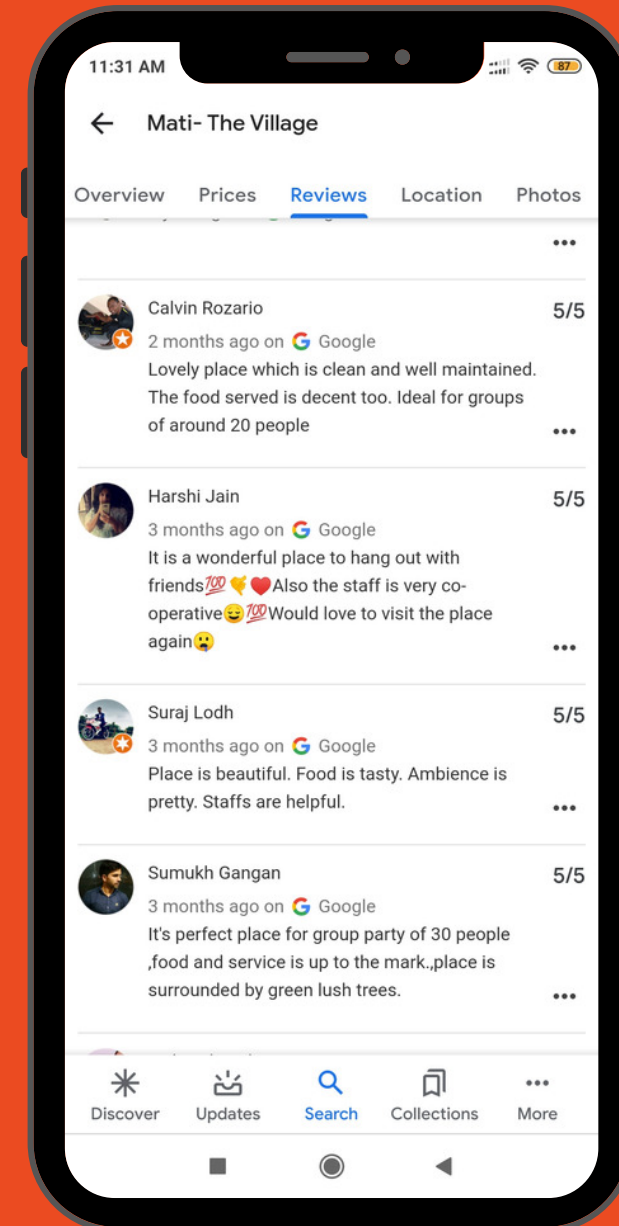
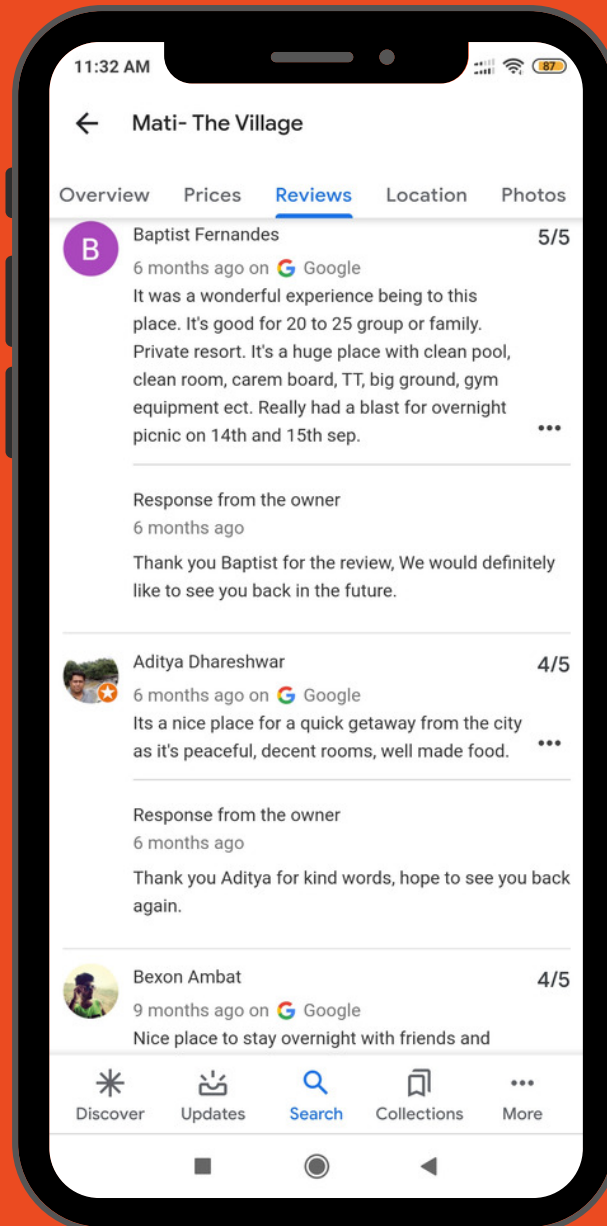
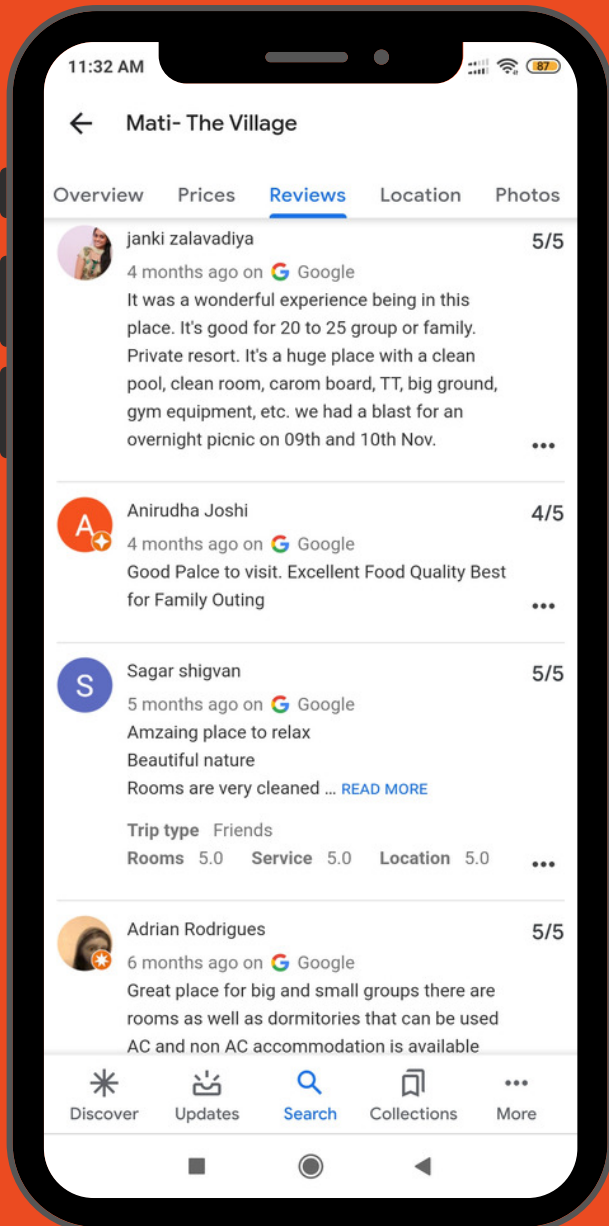
5 5 out of 5 · Hotel Resort in Mumbai, Ma

Home Events **Reviews** About Videos

Options

5
5 out of 5 ⓘ

REVIEWS



PROPOSAL INTRODUCTION

For those of you who own a property or minimum an acre of land near Mumbai, we offers top flight project development,property management and consultancy. We take care of literally every aspect of the myriad of details involved with developing concept to execution. From marketing to booking, to arrivals, departures, cleaning, servicing the needs of guests, and even those occasional unexpected events.We are always looking to add new properties to our rental program and would love to discuss with you how we can help you.



0kms - 100kms

1hrs to 2hrs



63
KARJAT

S

64
VASIND

E

72
KHOPOLI

S

83
MATHERAN



S

93
ALIBAUG

S

MATI-THE VILLAGE REVENUE VERTICALS



Homestay
Rentals



Micro
Weddings



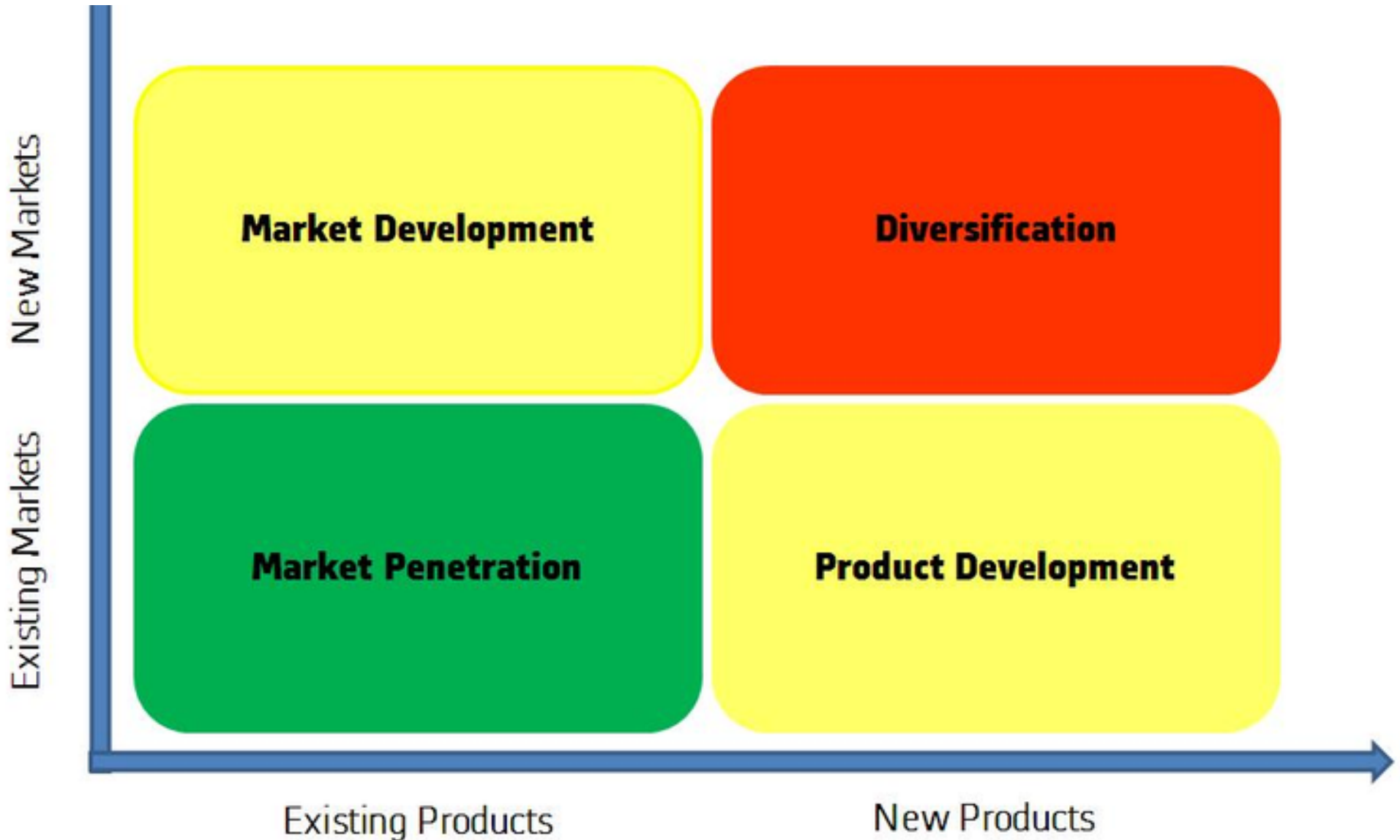
Events & Shoots
Banqueting etc.



Corporate
Outings.

MARKET STRATEGY

Currently market penetration strategy involves adding more properties & increasing market share in our existing market by offering value for money pricing and superior privacy based experience for our target market.



GROWTH STRATEGY

Our market development strategy is about entering a new market with existing product. A new market can mean different geography, for example, Lonavla.

Our product development strategy involves creating and adapting Mati-The Village Model for new markets identified near Mumbai.



MATI-THE VILLAGE FRANCHISE BENEFITS

01

Maximising
Yields

02

Own
Demand
Chanel.

03

Property
Maintainance

04

Hassle Free
Operations

Direct Competitors



Indirect Competitors



FRANCHISEE OWNED COMPANY OPERATED (FOCO)

- Profitable & Feasible Biz Model to both the parties.
- Franchisee gets a minimum guarantee of revenue earned.
- Risk free as Mati takes care of entire operations etc.





**VAIBHAV
SHETTY**



**RAJESH
POLASA**



**MUKESH
PANDEY**



IVAN DCUNHA



THE FOUNDING TEAM

OUR TEAMS COLLECTIVE HOSPITALITY & OPERATIONAL EXPERIENCE OF MORE THEN 15 YRS HELPS US UNDERTSAND OUR GUESTS NEEDS BETTER AND EXECUTE EFFICIENTLY.



**THANK YOU FOR
YOUR TIME!**

FOR FRANCHISEE ENQUIRIES, PLEASE
CONTACT US AT 8655086700 OR
INFO@MATI.CO.IN