

25 April 2020

We have reimagined a Post-Covid World. Disrupted and geared for new paradigms in:

🌐 #1. Mega Global Projects (Imperatives, Post-Covid)

1. Acquisition of a Hotel Chain Portfolio in India

a. Deal Summary

One of our Hong Kong based strategic partners have been mandated by an Indian real estate asset ownership company to find an equity partner to help with the growth of their hospitality business.

This presents a unique opportunity to enter the highly attractive Indian affordable luxury hospitality sector through the acquisition of a 6 hotel portfolio amidst a broad positive macroeconomic outlook as well as a highly attractive trend of middle class consumption upgrade. The opportunity involves a total capital outlay of c. USD 31mm with a USD 13-15mm equity investment required from a potential partner.

Opportunity Overview:

Six affordable luxury properties based in prime locations across six Indian cities, with a combined 608 keys managed by one of the largest hospitality companies in South Asia.

The highly opportunistic approach as well as extensive local sourcing network has yielded this highly attractive entry valuation of c.\$40,000/key with a historical cap rate of c.9.0%

Fully baked monetisation strategy based on upgrading existing hotel facilities to target the upward mobile and growing Indian middle class with a highly attractive affordable luxury product offering

Extensive DD has been completed and financing already de-risked. An American multinational investment firm has committed to provide bridge funding ahead of bank debt being put in place

The above Indian real estate asset ownership company is a highly experienced leading boutique hospitality investor, leveraging the in-depthed local knowledge of a team with broad international experience (Goldman and Merrill New York) and educational background; previously have partnered with Accor, Hilton, Marriott as well as leading financiers including Blackstone.

Net 24% IRR target over 5 years for equity investors. A more detailed IM can be provided.

b. Project Summary:

- Portfolio of 6 hotels situated in prime cities & strategic locations pan India

c. Transaction Structure:


- The 6 transactions will be structured as Asset Sales

d. Strategy:

- All the properties to continue operating under same name under the same existing management
- Basic capex required for upgradation of the assets

e. Investment Opportunity:

- Opportunity to acquire the portfolio for USD 31.4m
- Projected 24%+ annualized return or IRR over a 5 yr hold for investor

2. **For Post-Covid Stimulation of economies:** This is a  project. Initiative. A multi-million \$ integrated, experiential global marketing project - (worth around US\$150m {15 - 20% margin including fees and agency commissions}), highly experiential initiative ideal for Governments like UAE, Saudi Arabia, and multinationals with real global blanket ambitions)

In the Post-Covid world, this is ideal and imperative for Governments like UAE and Saudi Arabia which have been shifting away from traditional oil revenues and diversifying heavily into other sectors. Need senior, governmental level approvals to implement this extremely ambitious, global, experiential campaign which will cost approximately US\$150 million. Have already initiated talks.

The cost is negligible compared to the returns and considering the imperativeness to kick-start the economy, from what is expected to be a recessionary mode.

3. **Innovative Massive Life Saving, Misery Alleviating, CSR + Technological project** involving Artificial, Augmented Intelligence + Drones + Robotics - (ideal for Amazon, Alphabet, Google, Boston Dynamics). This is a project designed to use technology to save lives, limbs and livelihoods in vast swathes of areas under imminent threat. Costs, Returns to be worked out in conjunction with major technology providers who have the capability.
4. **Nation / Destination Branding** - (Experiential campaign ideal for countries like Saudi Arabia, United Arab Emirates driven in association with local + global majors in these countries{as

big as #1). This is a project that can be run separately and in synergy with #2. With major milestones coming up in UAE, excellent proposition for UAE.

5. **2 Scourges – 1 Innovative Solution:** (Replicable model to eliminate two of emerging world's scourges - Using technological innovation for misery alleviation). A Project to cost-effectively tackle two emerging world scourges that are essential for healthy, protected societies in the Post-Covid World. Costs, Returns to be worked out in conjunction with major technology providers who have the capability. Vendors, Sources identified.
6. **An Inexhaustible Treasure of Water:** (Mega + Major + Macro + Micro Solutions for sustainable sourcing of water - from massive cross-border projects to micro, technology-driven innovation to solve one of humanity's existential threats.

We have ideated four-pronged Mega + Major + Minor + Micro Integrated Solutions, backed by high-end technology, to be tailored for geographies after evaluation of rainfall + proximity to water bodies + other relevant factors as appropriate.

Solutions that will trigger national growth significantly, help irrigation, agriculture, sustenance, thereby wellness and health, education, sanitation, all leading to happier nations with a thriving, aspiring, entrepreneurial populace. The trigger that large parts of the world are eagerly looking for. And will be badly needed in the Post-Covid World.

When the world emerges after the rampage caused by Covid and will still have to be careful against the next wave of the pandemic or a new virus, sanitation and hygiene will become extremely important. One of the most effective defences for mankind against Covid and new viruses will be personal and societal hygiene. And for that, clean water, which is a scarcity in most of the Emerging world, and especially in places like India, will be vital.

This project ideated and conceptualized long before this current pandemic assumes even more importance and significance now.

#2. Art

1. A new experiential concept for Art, in Covid times. Costs, Returns to be worked out in conjunction with art organisations, major technology providers who have the capability. Vendors, Organisations, Sources identified.
2. A massive scale, global themed art installation befitting Expo 2020.

#3. Banking

1. A secured retail banking product. Costs, Returns to be worked out in conjunction with banks for which the project is a no-risk revenue driver. Banks identified.

#4. CSR

1. Innovative Massive Life Saving, Misery Alleviating, CSR + Technological project involving Artificial, Augmented Intelligence + Drones + Robotics - (ideal for Amazon, Alphabet, Google, Boston Dynamics). As in #1.3.
2. An innovative, absolute imperative CSR initiative for India and the Emerging World. Ideal for global brands wanting to permeate in India and Indian brands wanting to consolidate. (Ideal for Global MNCs wanting to strengthen their position in India and Indian companies wanting to grow).
3. A technology based CSR for an Indian city, replicable across Indian and Emerging World cities.

#5. Education

1. A Virtual Reality based project for inculcating gravitas in innovation through education at the University level.
2. A project to widen knowledge in school and college students in an experiential way.
3. Interesting projects to educate and sensitise societies on new behavioral trends needed for the Post-Covid World.

#6. Entertainment

1. An extremely relevant entertainment innovation apt for the times. Have initiated discussions with relevant players. Scalable across India and the world.
2. Innovative avenues for entertainment for a world under lockdown.
3. An Incredible India music project.
4. An innovative music project for Kerala.
5. A new Television experience in Covidian times – for Kerala and India

#7. Events

1. Creative displays for Events in association with a strategic partner
2. Innovative events organization for the Covidian and Post Covid

#8. Hospitality

1. An innovative concept for hospitality and dining across selected sites in Kerala. Replicable across other, specific Indian cities.

#9. Information

1. Incremental revenue generator for knowledge providers in these Covidian times.
2. Documentaries tailored for various demographics and segments

#10. Infotainment

1. A global infotainment project ideal for Edu-Tech corporates to reinforce their position as a top player. Ideal for the likes of Byju's, Udemy, Vedantu, Unacademy, Khan Academy

#11. Investments

1. Waste to Wealth (including constructive use of plastic waste, which hugely reduces its degradative impact on Planet Earth). Sources, projects, possible clients identified. An imperative in the Post Covidian World.
2. Take-off platform for a new Make in India manufacturing stream, giving rise to a whole new product line for Global MNCs and Indian majors (around US\$100 million + in phases, helps boost exports)

#12. Manufacturing

1. An appliance of immense help to senior citizens
2. Take-off platform for a new Make in India manufacturing stream, giving rise to a whole new product line for Global MNCs and Indian majors (around US\$100 million + in phases, helps boost exports)
3. A product for the tourism industry, for Kerala and across India

#13. Media

1. A mega project for the governments and/or conglomerates of BRICS nations.
2. Sponsored content for specific markets and clients relevant for those markets

#14. Realty

Heritage Property and land in Kerala ideal for home-stay/investment

1. Plot size plus surrounding land area available:

- Property is 53 cents. Adjoining property of 53 cents can also be acquired if required as the owner does not reside there. A third plot of 45 cents lies to the front of the house that is owned exclusively by one of the owners and can be sold. The property is set amidst seven acres which is part of the family temple.

2. Buildings on the 53 cents of land:

- include a 250 year-old traditional wooden structure standing on a plinth of 750 square feet. Building was once centre of a 500-acre land-holding gifted by the local rulers. A second building of 600 sq ft plinth area has a stairway leading to the concrete roof -- can be readily converted into a two-storey. Includes large hall, kitchen, bedroom, veranda, bathroom. Ideal for a small family. Electricity and running water pumped up from two wells.

3) Vintage:

- The family origins go back 500 years and one of the structures (now part of the temple) is an old residence which is about 500 years old. There is a 'padipura' leading to the old residence but this has been dismantled following a wall collapse (pictures of the original are available)

4) Access road details :

- Located in Kollam District. Connected from the main road by a panchayat road which is approx. 250 mts. Very well connected by road and rail. The major bus and railway stations are at Kollam which is 25 Kms away.

5) The nearest airport:

- is Trivandrum Airport which is approx 80 Kms.

6) Scenic Water Bodies:

- there is a river just 3 Kms away. There are lakes, which are tourist spots, also in very close proximity, just 6 Kms away.


7) Refurbishment:

- may cost between 25 lakhs and 50 lakhs
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8) Number of owners involved in the transaction:

- Land is owned by mother who is alive and willed by her to her two sons

#15. Technology

1. Waste to Wealth (including constructive use of plastic waste, which hugely reduces its degradative impact on Planet Earth)
2. A new global system to prevent ideas piracy (This destructively rampant trend against small and medium entrepreneurs needs to be checked). This was proactively ideated after  suffered ideas piracy by many clients – global, regional and local.
3. **Google** Extensions: Extrapolating 2 **Google** products for Real Innovation for the Real World. Extremely exciting governmental level projects.
4. A relevant product enhancement for **Microsoft** (very useful for Microsoft users)
5. A Real World Innovation For The Real World for Hyperloop (a practical use for Hyperloop for the Emerging World {Ideal for the Hyperloop companies of **Richard Branson** and **Elon Musk**})
6. Extremely useful significant value-add product enhancement for **Google Assistant**
7. Much required product enhancements for **Twitter**
8. Product imperatives for **Whatsapp** to be more user friendly
9. The next Big Challenge for storage
10. A new revenue stream for Uber / Uber Eats during Covidian times.
11. A new revenue stream for Uber in the Emerging World, incorporating sustainability

#16. Travel and Tourism

1. An Incredible, Technology-based Tourism Project for India. Scalable, Replicable across the World. Ideal for Expedia, Booking.com, TripAdvisor, trivago, Cleartrip, MakeMyTrip.com, Airbnb, OYO Rooms or such established players or new daring startups wanting to create an original, not copy.