

# MULTILAND-1 : EXTENSION

*You have 14 reasons not to invest in this.  
We have answers to all of them.*

---

The Frame Group | Sultan Bathery, Wayanad, Kerala

# We Know What You're Thinking.

You've seen holiday home pitches before. Scenic renders, inflated yields, vague promises. You've been burned or you've been smart enough to walk away.

So when someone says 'zero-effort passive income from a Wayanad villa' — your gut says too good to be true.

This deck doesn't ask you to suspend your skepticism. It asks you to use it.

*14 objections. 14 answers. Let's go.*



# Multiland-1 in 30 Seconds



## Location

All-commercial gated campus. Sultan Bathery, Wayanad.  
Phase 1 sold out in 4 months.



## Zoning

Every plot legally zoned for hospitality. No conversion. No grey areas.



## Operations

Campus runs your hotel. Reception, housekeeping, security, cafeteria. You hire nobody.



## Revenue

Guest pays you directly. Service charge only on occupied nights. Vacant month cost: ₹0.

*That's the product. Now here's why you don't believe it.*

## OBJECTION #1

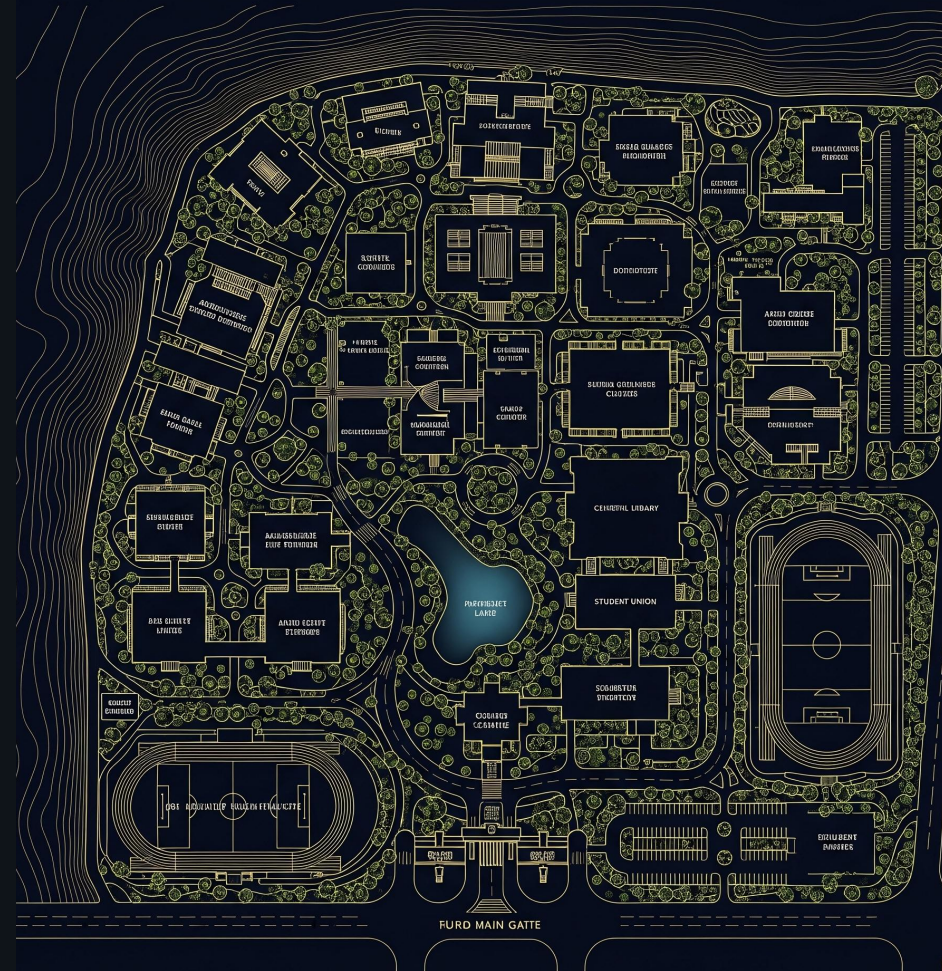
*"This is just a plotted layout with a fancy name."*

**A plotted layout sells you land and disappears. We earn ₹1,000 every night your villa has a guest.**

The Frame Group's revenue depends on your campus functioning well — not on the land sale.

That's not a layout. That's an operating partnership.

And every plot is commercially zoned — no conversion headaches.



## OBJECTION #2

*"Managed services sounds great. What's the lock-in?"*

**Zero lock-in. Zero revenue share. Zero monthly fees.**

100% ownership. No mandatory management contract. Operate yourself, lease to a hotelier, lease to a corporate, or shut it down — your choice, changeable anytime.

Campus services are pay-per-use: ₹1,000 on Day 1, ₹500 from Day 2. Villa vacant? You pay nothing.



### OBJECTION #3

*"The ROI numbers look inflated. 12–22%?"*

**₹6,000 tariff minus ₹1,250 costs =  
₹4,750 net per night. That's  
arithmetic, not projection.**

Minimum tariff ceiling set by campus infrastructure and OTA benchmarking. Occupancy assumption: 80–100 days — conservative for Wayanad.

Comparable properties on MakeMyTrip report 100–150 nights. Verify it yourself right now.



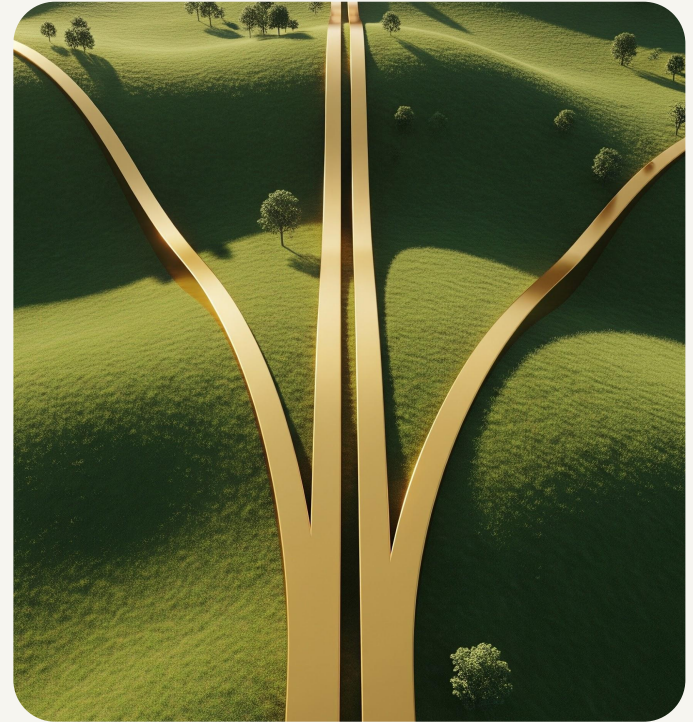
## OBJECTION #4

*"What if occupancy is much lower?"*

**Even at 60 days, you net ₹2.85 lakhs. And you have three revenue models, not one.**

OTA bookings (variable, campus-managed). Lease to local hotelier (fixed rent + personal stays). Corporate lease (stable, long-term).

Low occupancy hurts model 1. It doesn't touch models 2 or 3.



## OBJECTION #5

*"All-commercial zoning — is that actually verified?"*

**Yes. Every plot is commercially zoned.  
Not converted. Not reclassified. Zoned.**

The biggest regulatory risk in Kerala hospitality is running commercial operations on residential land. Panchayats are cracking down.

At Multiland, that risk is eliminated entirely. We provide all zoning documentation for independent verification.



## OBJECTION #6

*"Why Wayanad and not Ooty, Kodaikanal, or Coorg?"*

**Demand is growing. Quality supply hasn't kept pace. That gap is your margin.**

Wayanad has far less organised hospitality infrastructure than saturated hill stations. Commercially zoned land in a tourism corridor is nearly impossible to find elsewhere.

The Frame Group operates in both Ooty and Wayanad — they chose Wayanad because the economics favour new entrants.



## OBJECTION #7

*"What about appreciation?"*

**Previous Frame Group project: 80% appreciation in 1.5 years of operations.**

Phase 1 buyers are already receiving resale enquiries — and construction is still underway.

This isn't bare land appreciating. It's a commercially zoned plot inside a functioning hospitality campus appreciating as a business asset.



## OBJECTION #8

*"What if the developer goes under?"*

**You own the plot and villa outright. 100% registered. In your name.**

If The Frame Group vanished tomorrow, you still own your asset. The owners' association can hire independent operators — just like any apartment complex.

Worst case is you run a standalone homestay, which is the baseline anyway. But with 13 years of track record and revenue tied to campus operations, their exit risk is low.



## OBJECTION #9

*"What if campus management underperforms?"*

**Their revenue drops when your ratings drop. Self-interest is the best quality control.**

Campus management earns per guest-night — bad service means fewer guests means less revenue for them. The owners' association provides collective oversight.

And you're never locked in: operate independently or lease to a third party anytime.



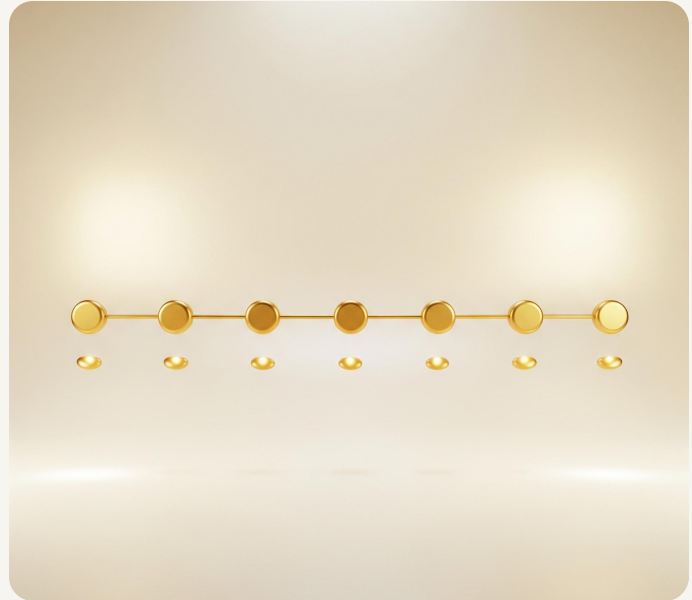
## OBJECTION #10

*"₹25,000 pre-booking — just creating urgency?"*

**Transparent 6-stage payment over 5–6 months. Fixed price. Every buyer pays the same.**

₹25,000 → ₹2,75,000 (30 days) → four 25% instalments, each 30 days apart. Villa construction is stage-linked — pay as milestones are hit.

Uniform pricing protects your asset value. No negotiation, no differential pricing.



## OBJECTION #11

*"All payments to my account? That sounds messy for taxes."*

**Direct payment = clear audit trail = cleaner filing than any revenue-pool model.**

You declare business income, claim expenses (service charges, depreciation), and pay tax on net. The campus provides itemised records for every occupied night.

Compare this to pooling models where the developer collects everything and distributes a share — opaque, harder to audit, prone to disputes.

## OBJECTION #12

*"What amenities are confirmed vs. promised?"*

**All developer-built. All under construction. All visible on-ground right now.**

Reception, management centre, cafeteria, clubhouse, pool, kids zone, spa, 24×365 security, internal roads, 'Mug Life' café. These aren't promises — Phase 1 construction is underway.

These are also operational necessities: without them, you can't list on OTAs at premium tariffs. Site visits arranged at your convenience.



## OBJECTION #13

*"I can build my own homestay cheaper."*

### STANDALONE

**₹25,000–40,000/month**

committed cost before a single guest

**₹3–5 lakhs/year**

fixed expenses before revenue

No pool. No clubhouse.

Lower OTA ratings. Lower tariffs.

### MULTILAND

**₹0/month**

committed cost when vacant

**₹4,750/night net**

with campus-managed operations

Pool. Clubhouse. Café. Spa.

Premium tariffs. Higher ratings.

## OBJECTION #14

*"I need to see it before I believe any of this."*

**Good. We agree.**

Phase 1 is under construction — real progress, not renders. Site visits at your convenience.

₹25,000 pre-booking holds your plot while you schedule a visit.



# 14 Objections. 14 Answers.

*One Question Remaining.*

## Which plot do you want?

---

24 plots • Phase 1 sold out in 4 months • Pre-booking at ₹25,000

Share your convenient time slot.

### **THE FRAME GROUP**

Sultan Bathery, Wayanad, Kerala  
+91 8667328647 | +91 9715356491

**Fixed Price. Fairly Priced. No Bargains.**

*13 Years of Excellence in Resort Development.*