

BRAND STANDARDS DESIGN & INVESTMENT MANUAL



KAMAH
LUXURY • LIFESTYLE • WELLNESS
HOTELS & RESORTS



ABOUT THE GROUP



We are the pioneer of sale-lease-back model for resort properties and have expanded presence across diverse destinations. Our unique proposition allows individuals to invest in our properties and enjoy exclusive benefits such as one destination wedding at the property, assured returns on their investment and complimentary holidays at the property.

At Fine Acers, we believe in delivering exceptional quality and unmatched hospitality to our guests. Our resorts are strategically located in some of the most scenic and popular destinations, making them ideal for those seeking a luxurious getaway or a unique cultural experience. Our investment options are designed to provide investors with an opportunity to earn returns while also enjoying the benefits of owning a luxurious vacation property.



BRANDS

OVERVIEW

At Fine Acers, our focus has always been clear, to build hospitality brands with strong identities, global relevance and long-term value. We are committed to creating destinations that are purposeful, distinctive and enduring.

Our portfolio is anchored by three carefully defined brands. Kamah leads our vision for conscious luxury wellness, creating transformative environments where nature, science and sustainability work in harmony to deliver lasting wellbeing. The Ame represents our ultra-luxury flagship, crafted for the world's elite through French-inspired grandeur, bespoke design and impeccable service. Elemint addresses the evolving mid-segment, bringing together tech-enabled efficiency and food-led vibrancy for the modern business traveler in urban markets.

Together, these brands allow Fine Acers to grow with clarity and consistency serving diverse guest needs while upholding uncompromising standards across every destination we create.



BRAND PORTFOLIO



LUXURY LIFESTYLE & WELLNESS REIMAGINED

“Where the desire for vibrant longevity becomes reality.”

Wellness Escapes combining spa rituals, hot yoga, meditation and wholesome gourmet cuisine, set within serene luxury suite-villas.



THE ART OF ULTRA-LUXURY

“Every stay is a statement.”

A 5-star-plus experience defined by grandeur suites, champagne butlers, Michelin-star chefs and bespoke services curated to perfection.



SMART STAYS FOR THE MODERN NOMAD

“Where efficiency meets innovation.”

Tech-forward business hotels with modular design, AI-enabled comfort and sustainable efficiency for today’s global professionals.



OUR LIFESTYLE AND
WELLNESS CENTRIC APPROACH
IS NOT JUST A COMMITMENT:

IT'S A WAY OF LIFE



LUXURY WELLNESS & LIFESTYLE HOSPITALITY

Market Positioning: Upper-Upscale to Luxury | Program-Led | Experience & Outcome Driven | Wellness Wedding

KAMAH is a globally benchmarked wellness and lifestyle hospitality brand conceived to deliver transformational guest journeys through conscious luxury, structured wellness programs, and nature-integrated design.

KAMAH properties are not conventional hotels. They are destination lifestyle & wellness ecosystems-designed to restore balance, enhance vitality, and support long-term wellbeing.



VISION, MISSION & VALUES

Vision: To establish KAMAH as a globally admired wellness hospitality brand that sets international benchmarks in mindful luxury, longevity-focused living, and sustainable destination development.

Mission: To design, develop and operate wellness-led hospitality environments that seamlessly integrate traditional healing systems, modern wellness science, refined hospitality and responsible development—delivering measurable wellbeing outcomes.

Core Values:

- Wellbeing by Design: Wellness embedded into architecture, operations and service philosophy.
- Global Standards, Local Soul: International quality infused with regional authenticity.
- Conscious Luxury: Understated elegance with purpose and restraint.
- Sustainability & Responsibility: ESG-led development and operations.
- Precision & Personalisation: Structured, data-informed, guest-centric wellness delivery.



ARCHITECTURE

Brand Verticals (All under common brand name Kamah)

- **KAMAH Retreats:** Destination wellness resorts with 1 –21 nights programs.
- **KAMAH Lifestyle Hotels:** Wellness-led lifestyle hotels for short and mid-length stays.
- **KAMAH Residences:** Branded wellness residences and long-stay living.

Each vertical retains local character while strictly adhering to core KAMAH brand standards.

TARGET MARKETS & GUEST PROFILE

Key Source Markets:

India | Middle East | Europe | United Kingdom | United States | Asia-Pacific | Wellness Wedding*

Core Guest Segments:

- Wellness Wedding * (Exclusive New Concept)
- Global wellness travellers
- HNIs & UHNWIs
- Corporate leaders and executive retreat groups
- Long-stay wellness residents
- Preventive and lifestyle-focused medical travellers

Guest Expectations: Privacy, authenticity, personalised wellness programs, refined service, and sustainable luxury.





INVESTMENT AND COMMERCIAL FRAMEWORK

INVESTMENT THESIS

KAMAH operates at the convergence of luxury hospitality, wellness tourism and preventive healthcare - one of the fastest-growing segments in global travel.

Key Investment Drivers:

- Program-led longer length of stay (1–21 nights)
- Multiple high-margin revenue streams beyond rooms
- Strong repeat visitation and brand loyalty
- Lower OTA dependency
- Alignment with global ESG and sustainability mandates

COMPETITIVE POSITIONING

Brand	Primary Focus	Luxury Level	Program Depth
Six Senses	Lifestyle Wellness	Luxury	Medium
Ananda	Spiritual Wellness	Ultra Luxury	Deep
SHA	Medical Wellness	Ultra Luxury	Very Deep
KAMAH	Lifestyle + Longevity Wellness	Luxury	Deep & Balanced

KAMAH uniquely balances experiential luxury and outcomes-based wellness.

REVENUE & FINANCIAL DNA (INDICATIVE)

Revenue Vertical	Contribution
Rooms & Villas	45–50%
Wellness Programs	25–30%
Food & Beverage	15–18%
Retail & Experiences	5–7%
Residences / Long Stay Project-specific	

Commercial Advantage: Higher RevPAR, predictable cash flows and enhanced asset valuation.

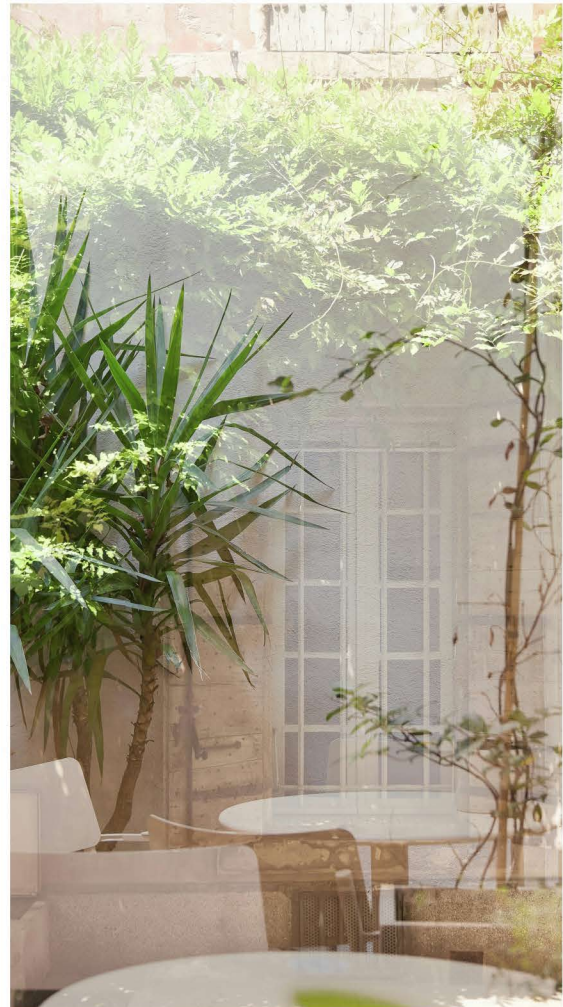
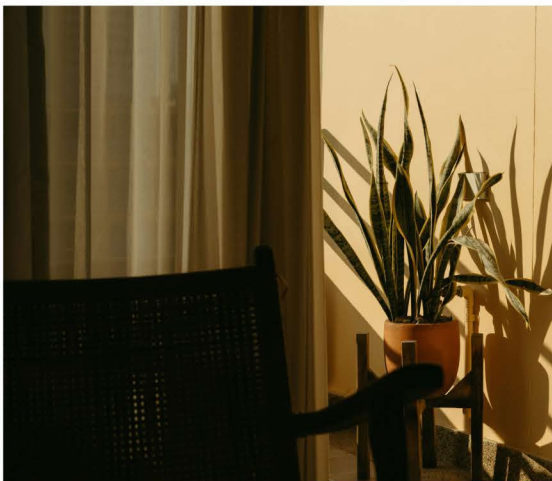


DESIGN CONTROL DOCUMENT (DCD)

PURPOSE & APPLICABILITY

This Design Control Document establishes mandatory planning, design, and execution standards to ensure global consistency of the **KAMAH** brand across all owned, managed and licensed developments.

Compliance is compulsory at all project stages.



MASTER PLANNING STANDARDS

- Low-density, resort-style development
- Integration with existing topography and ecology
- Clear functional zoning: Quiet | Active | Wellness | Service
- Pedestrian-first guest circulation; vehicular movement restricted

ARCHITECTURAL DESIGN GUIDELINES

- Contemporary, timeless, regionally contextual architecture
- Human-scale massing and visual porosity
- Seamless indoor–outdoor transitions
- Architecture to actively support wellness and comfort

INTERIOR DESIGN STANDARDS

- Calm, neutral, nature-led palettes
- Natural and tactile materials only
- International luxury specifications
- Acoustic comfort and thermal control mandatory
- Circadian lighting integrated throughout

LANDSCAPE & OUTDOOR ENVIRONMENT

- Native and medicinal plant species
- Healing gardens, meditation lawns, reflexology paths
- Water bodies as sensory and climatic elements
- Outdoor yoga and mindfulness spaces

ACCOMMODATION STANDARDS

Indicative Size Benchmarks

Category	Area
Wellness Room:	38–45 sqm
Junior Suite:	55–65 sqm
Wellness Suite:	75–90 sqm
Villa:	120 sqm and above

In-Room Wellness Requirements

- Sleep-optimised mattress and pillow systems
- Air and water purification
- Yoga and mindfulness amenities
- Digital detox options



WELLNESS & SPA PLANNING STANDARDS

Mandatory Facilities

- Wellness assessment and consultation suites
- Yoga and meditation pavilions
- Functional fitness and movement studios
- Hydrotherapy and thermal zones
- Treatment rooms and recovery spaces

Planning Principles

- Quiet zoning and privacy-first circulation
- Strong indoor–outdoor connections

FOOD & BEVERAGE STANDARDS

- Wellness-focused kitchen planning
- Therapeutic food preparation areas
- All-day wellness dining
- Juice, elixir, and tea lounges

Menus to be seasonal, traceable and aligned with wellness programs

SUSTAINABILITY & ESG MANDATES

- Alignment with LEED / WELL / GRIHA (project dependent)
- Plastic-free guest experience
- Energy and water efficiency targets
- Local sourcing and community integration

BANQUET & EVENTS FACILITIES STANDARDS

Role of Banqueting at KAMAH

Banquet and event facilities at KAMAH are designed to support wellness-led gatherings, including leadership retreats, corporate off-sites, conferences, weddings and curated social events-without compromising the brand's calm and mindful ethos.

Planning Principles

- Banquet zones to be acoustically isolated from quiet and wellness areas
- Dedicated arrival and service circulation
- Flexible layouts for wellness conferences, yoga conventions, and social events

Space Standards (Indicative)

- Main Ballroom: 350–600 sqm (column-free preferred)
- Pre-function Area: Minimum 40–50% of ballroom area
- Breakout / Meeting Rooms: 2–4 rooms, 60–100 sqm each
- Outdoor Event Lawns / Decks: Location-specific, landscape-integrated

Design Guidelines

- Neutral, elegant interiors with adaptable lighting
- Natural daylight preferred in pre-function areas
- Acoustic treatment mandatory
- Direct service access from banquet kitchen



FOOD & BEVERAGE PLANNING STANDARDS (DETAILED)

Restaurant Typologies (Indicative)

- All-Day Wellness Dining Restaurant
- Specialty / Signature Restaurant (regional or experiential)
- Wellness Café / Juice & Elixir Bar
- Private Dining Rooms

Restaurant Design Criteria

- Seating density to ensure comfort and privacy
- Indoor–outdoor seating encouraged
- Noise control and acoustic comfort mandatory
- Views towards nature wherever possible

Seating Benchmarks

- All-Day Dining: 1.2–1.4 sqm per cover (net dining area)
- Specialty Restaurant: 1.4–1.6 sqm per cover
- Café / Bar: 1.0–1.2 sqm per cover



KITCHEN & CULINARY INFRASTRUCTURE STANDARDS

Kitchen Philosophy

KAMAH kitchens are designed to support clean, therapeutic, and programmed cuisine, with strict hygiene, traceability, and operational efficiency.

Mandatory Kitchen Components

- Main Production Kitchen
- Wellness / Therapeutic Kitchen (separate zone)
- Cold Kitchen & Bakery / Pastry
- Juice, Elixir & Beverage Prep Area
- Dedicated Banquet Kitchen / Pantry

Planning & Design Criteria

- Linear and hygienic workflow
- Separation of veg / non-veg zones (project dependent)
- Dedicated areas for dietary-specific meal preparation
- Adequate cold storage and dry stores



BACK-OF-HOUSE (BoH) PLANNING STANDARDS

BoH Philosophy

Back-of-House planning is critical to ensuring seamless guest experience, staff well being and operational efficiency.

Mandatory BoH Components

- Receiving & service yard
- Central stores and sub-stores
- Staff dining and rest areas
- Laundry and linen management
- Engineering & maintenance zones
- Waste management and recycling areas

Planning Principles

- Complete segregation of guest and service circulation
- Efficient vertical and horizontal connectivity
- Compliance with local fire, safety and labour regulations

ADDITIONAL RESORT FACILITIES (AS APPLICABLE)

- Kids' mindful activity zone (where family positioning is adopted)
- Retail & wellness product boutique
- Library / learning loungea
- Business centre / co-working lounge
- Outdoor amphitheatre or cultural pavilion
- Alignment with LEED / WELL / GRIHA (project dependent)
- Plastic-free guest experience
- Energy and water efficiency targets
- Local sourcing and community integration

OPERATIONS & GOVERNANCE

BRAND COMPLIANCE & APPROVAL PROCESS

1. Concept Approval
2. Schematic Design Approval
3. Design Development Approval
4. Pre-Opening Brand Audit
5. Post-Opening Compliance Review

WELLNESS GOVERNANCE

- Centralised wellness governance committee
- Approved program frameworks and therapies
- Certified practitioners and therapists only

TALENT & TRAINING STANDARDS

- Appointment of a Wellness Director mandatory
- International certifications and credentials
- Continuous training through KAMAH Wellness Academy



RISK MANAGEMENT & BRAND PROTECTION

- Controlled and phased expansion
- Strict licensing and brand usage norms
- Regular operational and brand audits

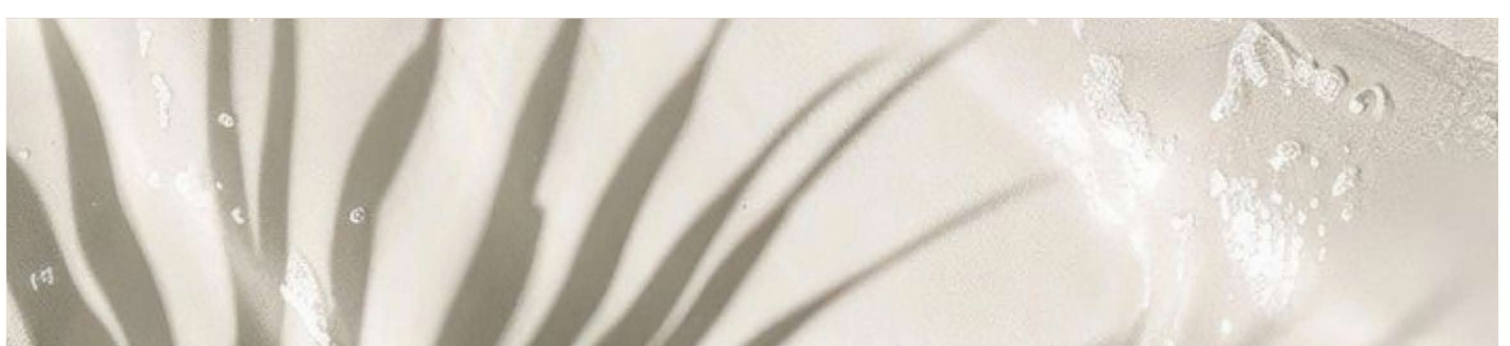
BRAND PROMISE

KAMAH delivers globally benchmarked wellness environments that restore balance, enhance vitality, and redefine conscious luxury living.

FINAL STATEMENT

This manual serves as the definitive reference document for **KAMAH's** brand identity, development standards, investment rationale, and operational governance.

It is intended to support informed decision-making and ensure consistent delivery of the **KAMAH** experience across all current and future destinations.





EXCELLENCE IS OUR
SIGNATURE THROUGH RARE
EXPERIENCES AND
UNCOMPROMISING
STANDARDS

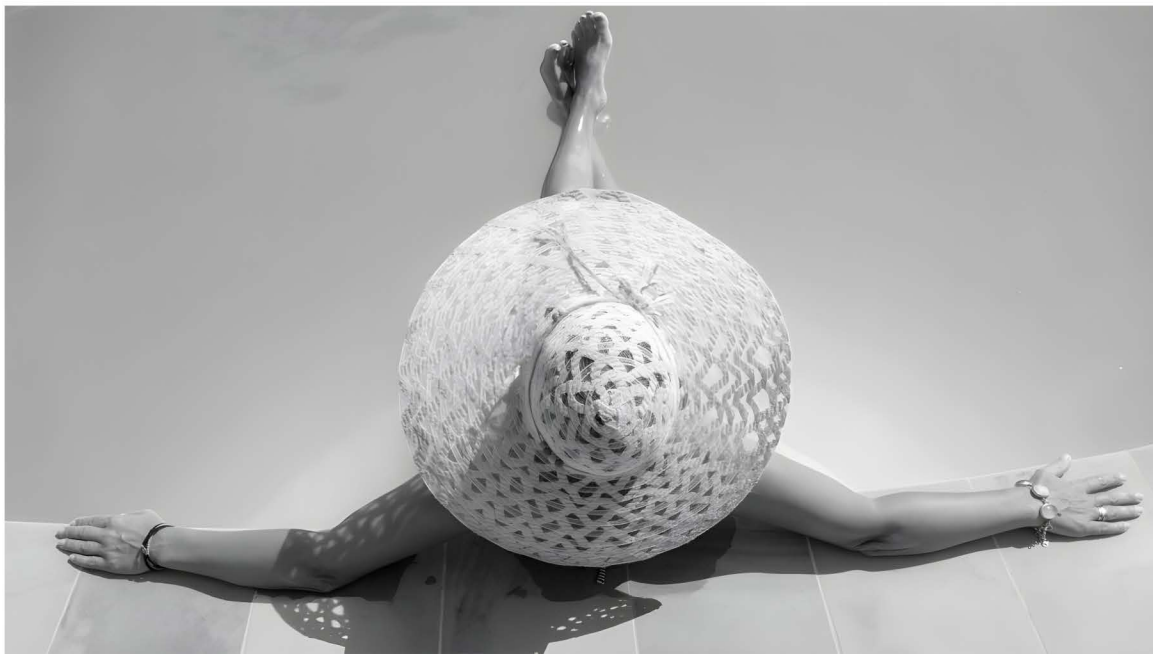


A 5-STAR-PLUS GLOBAL HOSPITALITY BRAND

Market Positioning: High-End | Grand | International | Statement-Driven

The Ame is an ultra-premium hospitality brand conceived for the world's most discerning clientele. Rooted in refined French elegance and global sophistication, The Ame represents grandeur, exclusivity and cultural refinement.

The brand is designed for iconic, large-format, high-value assets across international gateway cities, luxury leisure destinations and prestigious urban enclaves.





VISION, MISSION & PHILOSOPHY

Vision: To be recognised among the world’s most prestigious hospitality brands, offering an unmistakable expression of luxury art de vivre, and elevated living.

Mission: To curate extraordinary stays through impeccable service, architectural magnificence, culinary excellence and personalised experiences—where every detail reflects distinction and purpose.

Philosophy: Luxury at The Ame is intentional, rare and experiential. The brand is not designed to serve everyone—it is designed to serve those who expect the exceptional.

DNA & PERSONALITY

Personality Traits: Refined | Confident | Cultured | Grand | Discreet

Emotional Cue: Privilege without pretence.

Brand Promise: Every stay is a statement.

Guests at The Ame experience not just accommodation, but a declaration of lifestyle, taste and status.



TARGET AUDIENCE & MARKET POSITIONING

Core Guest Profiles

- Ultra-High-Net-Worth Individuals (UHNWIs)
- Global business leaders and diplomats
- Royal families and private office clientele
- Luxury leisure travellers
- Fashion, art, and cultural elites
- Invitation-only event attendees

Geographic Focus

- International gateway cities
- Iconic resort destinations
- Capital cities and heritage locations
- Ultra-luxury mixed-use developments

COMMERCIAL AND INVESTMENT FRAMEWORK

INVESTMENT THESIS

The Ame is structured as a low-density, high-yield luxury asset, offering:

- Premium ADR and suite-heavy inventory
- Strong branding and global recognition value
- High contribution from culinary, events, and lifestyle experiences
- Association with Michelin-star chefs and global luxury brands

REVENUE ARCHITECTURE (INDICATIVE)

Revenue Stream	Contribution
Rooms & Suites	45–50%
Food & Beverage (Signature Dining)	30–35%
Events, Galas & Social Functions	10–15%
Spa, Retail & Experiences	8–12%



COMPETITIVE BENCHMARKING

Brand	Segment
Ritz-Carlton Reserve	Ultra-Luxury
Four Seasons	Luxury Plus
Cheval Blanc	Ultra-Luxury
Aman	Ultra-Luxury
The Ame	5-Star-Plus

DESIGN CONTROL DOCUMENT (DCD)

DESIGN PHILOSOPHY

The Ame design language is inspired by **French classicism interpreted through a contemporary lens** - balancing heritage detailing with modern restraint.

Every Ame property must be architecturally iconic, with timeless interiors that age gracefully.

SITE SELECTION & MASTER PLANNING

- Prime, landmark locations only
- Minimum land parcel as per market context
- Grand arrival sequences and ceremonial entrances
- Clear segregation of guest, VIP, service and event circulation

ARCHITECTURAL STANDARDS

- Monumental façades and strong symmetry
- Use of stone, metal, bespoke detailing
- High ceilings and dramatic volumes
- Iconic porte-cochère and arrival courts

INTERIOR DESIGN STANDARDS

- Bespoke, non-catalogue interiors
- Natural stone, marble, fine wood, metal accents
- Art-led spaces with curated installations
- Signature French accents in detailing and proportion

ACCOMMODATION STANDARDS

Room & Suite Mix

- Entry-level rooms minimum 45–55 sqm
- Junior Suites: 65–80 sqm
- Executive Suites: 90–120 sqm
- Presidential / Signature Suites: 200 sqm and above

In-Room Experience

- Custom furniture and lighting
- Dedicated butler pantry (suite categories)
- Champagne bar and curated mini-bar
- Smart room automation with discreet interfaces

SIGNATURE SUITES & RESIDENCES

- Duplex and penthouse suites mandatory
- Private terraces, pools, or gardens where feasible
- Option for branded ultra-luxury residences

FOOD & BEVERAGE – CULINARY EXCELLENCE

Brand Mandate

Culinary excellence is central to The Ame identity.

Mandatory Components

- Michelin-star chef-led signature restaurant
- French fine-dining flagship
- Champagne lounge and cigar salon
- Destination bar with curated mixology



KITCHENS & CULINARY INFRASTRUCTURE

At The Ame, culinary infrastructure is designed to operate at Michelin-star precision while delivering large-scale luxury events without compromise. Kitchens are not support spaces; they are core brand assets.

Mandatory Kitchen Zoning

- Central Michelin-grade production kitchen
- Dedicated banquet & wedding kitchen with direct ballroom access
- Live show kitchens for experiential dining
- Separate pastry, chocolate, boulangerie and dessert ateliers
- Climate-controlled wine cellars with sommelier-controlled access
- Independent vegetarian and non-vegetarian preparation zones

Operational Excellence Standards

- Linear, contamination-free workflows
- High-capacity cold rooms and dry storage
- Dedicated service elevators for banquets and events
- Back-of-house circulation completely invisible to guests



EVENTS, BANQUETS & SOCIAL PROGRAMMING

Events at **The Ame** are conceived as ceremonial productions, not functions. Each celebration is curated as a once-in-a-lifetime experience.

Event Positioning

- Ultra-luxury destination weddings
- Multi-day royal and UHNI family celebrations
- Invitation-only galas and diplomatic receptions
- Fashion, jewellery, art and cultural showcases

Banquet & Ballroom Design Standards

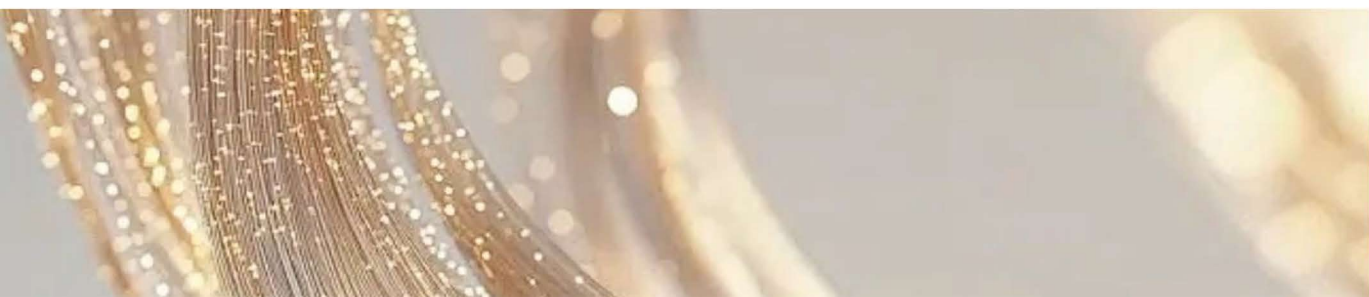
- Grand, column-free ballrooms
- Clear ceiling heights of 7–9 metres
- Operable walls for scale flexibility
- Integrated rigging, concealed AV and cinematic lighting

Pre-Function & Ancillary Spaces

- Museum-like pre-function galleries
- Processional arrival corridors and grand staircases
- Private salons inspired by French hôtels particuliers
- Bridal, groom and VIP lounges with private access

Outdoor Event Venues

- Palace lawns, beachfront decks, courtyards or terraces
- Designed for large-format mandaps, pavilions and stages





GRAND WEDDINGS & DESTINATION CELEBRATIONS

The Ame is positioned as a global destination wedding brand.

Destination Wedding Experience

- Dedicated relationship director per wedding
- Multi-day itinerary planning (arrival, rituals, galas, farewell)
- Michelin-star chef-curated bespoke menus
- Bespoke décor, florals and cultural programming
- Absolute privacy, security and discretion protocols

Every wedding at The Ame must be singular, unrepeatable and globally significant.

WELLNESS, SPA & LIFESTYLE

- Destination spa with global wellness partners
- Private spa suites and medical wellness options
- Indoor and outdoor pools
- High-end fitness and movement studios

BACK-OF-HOUSE (BoH) STANDARDS

The Back-of-House at The Ame is engineered to support high staff ratios, complex logistics and discreet ultra-luxury service.

Core BoH Design Principles

- Complete segregation of guest, VIP, staff and vendor circulation
- Dedicated banquet logistics corridors and service yards
- High-capacity service elevators and loading docks
- Soundproofed and climate-controlled service zones

Wedding & Event Support Infrastructure

- Dedicated event operations offices
- Floral studios and décor storage rooms
- Bride & groom logistics and rehearsal areas
- Vendor holding and staging zones

Staff Facilities

- Luxury-grade staff dining and lounges
- Training academies and grooming rooms
- Back-of-house wellness and rest areas



TECHNOLOGY & GUEST PERSONALISATION

- Fully integrated luxury PMS & CRM
- Guest preference memory systems
- Discreet AI-enabled service support
- Cyber-secure infrastructure

OPERATIONS, SERVICE & GOVERNANCE

SERVICE PHILOSOPHY

- Champagne butler service
- Anticipatory, non-intrusive hospitality
- Ultra-high personalisation standards

TRANSPORT & ARRIVAL EXPERIENCE

- Bespoke transfers
- Private aviation and yacht coordination
- VIP airport meet-and-assist



GOVERNANCE & COMPLIANCE

1. Asset & Location Approval
2. Concept & Design Review Board
3. Detailed Design & Mock-Up Approval
4. Pre-Opening Brand Audit
5. Continuous Quality & Experience Audits

EXPANSION & ASSOCIATIONS

The Ame will expand selectively through:

- Owner-operated flagship properties
- Strategic international partnerships
- Curated brand collaborations (fashion, art, automotive, culinary)

Every association must reinforce **prestige, rarity, and cultural value.**





BUILT AROUND MODERN
LIVING, WORKING AND MOVING
WITH EFFICIENCY,
CONNECTIVITY AND
VIBRANT ENERGY



MID-SEGMENT BUSINESS & LIFESTYLE HOTEL

Market Positioning: Upper-Midscale | Efficient | Tech-Enabled | Food-Led

EleMint is a contemporary, modular, and technology-forward hotel brand conceived for today's business-centric, experience-seeking traveller. The brand is rooted in the belief that intelligent planning, strong food offerings, and seamless technology can deliver superior guest satisfaction without the cost burden of luxury hospitality.

EleMint hotels are designed to be compact, scalable, and operationally efficient, making them ideal for box-type developments, brownfield assets, infill plots, and mixed-use environments.



VISION, MISSION & VALUES

Vision: To build a globally relevant mid-segment hospitality brand that sets new benchmarks in efficiency, food-led experiences and technology-enabled comfort for business and urban travellers.

Mission: To deliver reliable, smart, and engaging hotel experiences through modular design, digital innovation, strong culinary identity and disciplined operations - optimised for asset performance and guest productivity.

Core Brand Values

- **Efficiency by Design:** Every square metre delivers purpose and value
- **Technology as an Enabler:** Seamless, intuitive, and guest-centric
- **Food-Led Identity:** Restaurants as destinations, not add-ons
- **Consistency at Scale:** Replicable standards across markets

Sustainable Pragmatism: Responsible yet commercially viable operations

DNA & PERSONALITY

Personality: Smart | Energetic | Minimal | Urban | Progressive

Brand Promise: Everything you need. Nothing you don't.

EleMint prioritises what matters most - sleep quality, connectivity, location, food and speed of service while eliminating unnecessary complexity.



TARGET MARKETS & GUEST PROFILE

Core Guest Segments

- Corporate and SME business travellers
- Project-based and transit guests
- Mid-management professionals
- Consultants, auditors, and sales teams
- Wedding and social event guests (pre-functions)
- Millennial and Gen-Z urban travellers

Geographic Roll-Out Focus

India

- Tier 1 and Tier 2 cities
- IT hubs, industrial belts, highways, and secondary CBDs
- Strong emphasis on F&B-led revenue and wedding pre-functions

Middle East

- UAE, Saudi Arabia, Bahrain, Oman
- Airport zones, business districts, mixed-use developments
- Focus on efficiency, technology, and compact social events

Asia-Pacific

- Southeast Asia and emerging business hubs
- Transit-oriented and CBD locations
- Food-forward positioning with lean operations

Typical Stay Pattern

- Length of stay: 1–4 nights
- High weekday corporate occupancy
- Weekend uplift driven by events and social functions



COMMERCIAL AND INVESTMENT FRAMEWORK

INVESTMENT THESIS

EleMint is engineered for high- efficiency, mid-segment returns through:

- Optimised room sizes and construction economics
- Strong food, beverage, and event revenue
- Lean staffing enabled by technology
- Fast stabilisation and repeat corporate demand
- Scalable brand model suitable for management or franchise

COMPETITIVE POSITIONING

Brand	Segment	Key Strength
Ibis	Economy–Mid	Global scale
Lemon Tree	Midscale	Indian corporate base
Fairfield	Upper-Midscale	International standards
EleMint	Mid-Segment	Tech + F&B + Modular Efficiency

REVENUE MIX (INDICATIVE)

Revenue Stream	Contribution
Rooms	52–55%
Food & Beverage	30–32%
Meetings, Banquets & Events	8–12%
Ancillary / Digital	3–5%

Pre-wedding functions and intimate social events significantly enhance weekend revenues without increasing room inventory.

DESIGN CONTROL DOCUMENT (DCD)

DESIGN PHILOSOPHY & APPLICABILITY

The **EleMint** DCD establishes mandatory planning and design standards to ensure brand consistency, operational efficiency, and cost control across all owned, managed and franchised hotels.

SITE PLANNING & MASSING

- Suitable for urban, commercial, airport, IT park and highway locations
- Vertical or horizontal box-type massing
- Clear segregation of guest, service and delivery access
- Minimal yet functional landscaping

ARCHITECTURAL DESIGN GUIDELINES

- Contemporary, modular façades
- Rational structural grids supporting prefabrication
- Durable, low-maintenance materials
- Strong brand signage and visibility

INTERIOR DESIGN STANDARDS


- Clean, modern, and durable finishes
- Strategic use of brand accent colours
- Modular furniture systems
- Ease of maintenance prioritised

ACCOMMODATION STANDARDS

Key Types & Indicative Sizes

Room Type	Area
Smart Room	18–22 sqm
Work-Lounge Room	22–26 sqm
Executive Room	26–30 sqm

In-Room Essentials

- High-quality mattress and sleep systems
 - Ergonomic work desk and seating
 - High-speed Wi-Fi and smart TV
 - App-based or AI-enabled controls (where feasible)
 - Efficient storage solutions
- 

PUBLIC AREAS & SOCIAL SPACES

- Compact, vibrant lobby with strong first impression
- Co-working and informal meeting zones
- Grab-and-go café and coffee bar
- Self-service kiosks

FOOD & BEVERAGE STANDARDS

Food is a core revenue and brand identity driver for EleMint.


Mandatory Outlets

- All-Day Dining / Casual Bistro
- Regional or street-inspired specialty restaurant
- Coffee bar and takeaway counter

Design Criteria

- High street visibility where possible
- Flexible seating and turnover-friendly layouts
- Integration with delivery and takeaway platforms

KITCHEN & CULINARY INFRASTRUCTURE

- Central production kitchen
 - Linear, hygienic workflow
 - Designed for high turnover and banquet support
 - Satellite pantry for banquet and events
- 

MEETINGS, BANQUETS & SOCIAL EVENTS

Positioning: EleMint banquet facilities are designed for **intimate, high-yield events** rather than large-scale conventions.

Facilities & Space Standards

- Banquet Hall: 180–300 sqm (column-free preferred)
- Pre-function Area: 30–40% of banquet area
- Micro-meeting rooms: 10–30 pax
- Boardroom-style meeting suite
- Dedicated support pantry and storage

Event Focus

- Wedding pre-functions (mehendi, haldi, cocktail, engagement)
- Corporate meetings and networking events
- Product launches and social gatherings

BACK-OF-HOUSE (BoH) STANDARDS

- Compact and Efficient service cores
- Segregated guest and service circulation
- Staff dining and rest areas
- Energy- Efficient laundry and utilities
- Waste management and recycling zones



TECHNOLOGY & AI INTEGRATION

- Mobile check-in and check-out
- AI chat-based guest services
- Smart energy and room management systems
- Centralised PMS, POS and CRM platforms

SUSTAINABILITY FRAMEWORK

- Energy- Efficient MEP systems
- Low-flow plumbing fixtures
- Waste segregation and recycling
- Modular construction to reduce carbon footprint



OPERATIONS & BRAND GOVERNANCE

OPERATING MODEL

- Lean staffing structure
- Multi-skilled team members
- Centralised brand and technology support

BRAND COMPLIANCE & APPROVAL PROCESS

1. Feasibility & Site Approval
2. Concept Design Approval
3. Detailed Design Approval
4. Pre-Opening Brand Audit
5. Post-Opening Compliance Review

BRAND SCALABILITY & EXPANSION

EleMint is designed for rapid expansion across India, the Middle East and Asia-Pacific, delivering strong ROI, fast market penetration and consistent guest experience across diverse locations.







JAIPUR (HO)

1st, 2nd & 3rd Floor, Fine Acers Tower, DCM, Ajmer Road,
Jaipur, Rajasthan (India)

JODHPUR

401, Sanskriti Tower, Main Chopasni
Road, Bombay Motors Circle, Jodhpur,
Rajasthan (India)

DUBAI

Office No. 3, JW Marriott Marquis,
Business Bay, Dubai (UAE)

MANGALORE

Shop No. S3-S4, 2nd Floor,
New Berry Enclave, Kapikad, Bejai,
Mangalore, Karnataka (India)

MUMBAI

B 314A, Kanakia Wall Street, Andheri
- Kurla Road, Chakala, Andheri East,
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