

**India's 2 lakh crore hotel infrastructure is sleeping.  
We are here to wake it up.**



# easyrooms

Room Service, Reimagined

# PROBLEM

- **Inconsistent Access**
- **Unreliable Services**
- **Low Ancillary Revenue**
- **No Instant F&B / Convenience support**
- **Zero Accountability**
- **Ad-hoc operations**

# THE OPPORTUNITY

← HOSPITALITY → + ← QUICK COMMERCE →

**\$24**  
Billion+

Indian  
Hospitality  
Industry  
market size

**\$11**  
Billion+

Indian Hotels  
market size

**59%**  
Share

Budget &  
Economy  
hotels share  
(CAGR: 6%)

**\$7**  
Billion+

64000 Cr  
worth Q-  
Comm orders  
in 2025

**\$24**  
Billion+

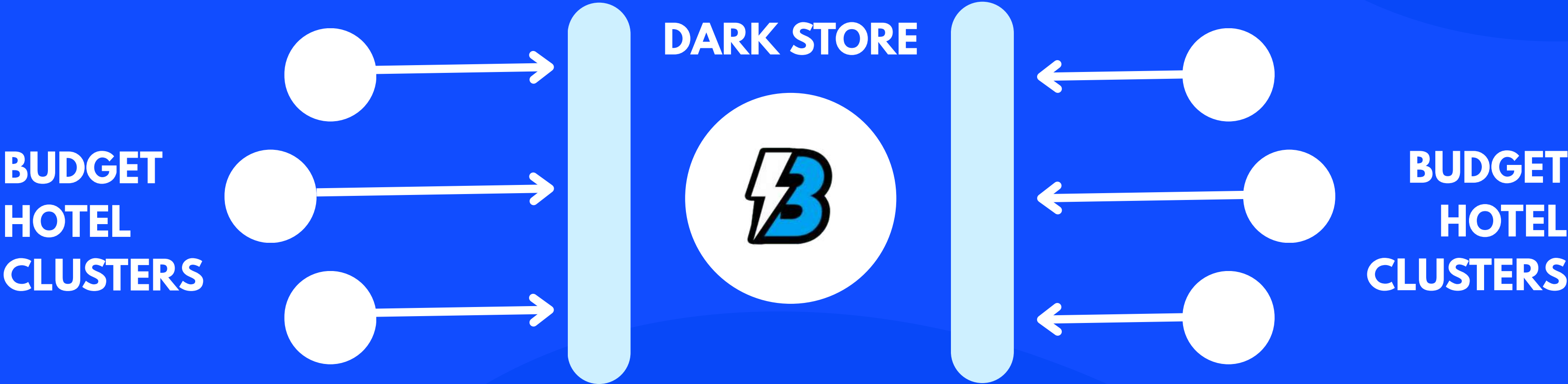
2 Lakh Crore  
Projected GOV  
by FY28

**Hotels = Captive Audience → Predictable Demand**

# OUR SOLUTION

- **Easyrooms Hyperlocal Grid**
- **Smart Backend**
- **No Minimum Order**
- **Win Win Model**
- **24 x 7 Support**
- **Smart Asset Light Infra**

# BUSINESS MODEL



EASYROOMS HYPERLOCAL GRID

**Hyper Local GMV Cut: 25-30%**

# MARKET VALIDATION

- **Quick Commerce Platforms (Zepto, Blinkit etc) have AOV above ₹ 400**
- **Blinkit, Zepto & Instamart are delivering over 4 million orders daily**
- **Rebel Foods(Fasos, Behrouz etc) Multi Brand Cloud Kitchen does ₹ 3.9 crore in daily revenue**
- **Early Pilots: Hotels report higher guest satisfaction when such services exist**

# COMPETITIVE ADVANTAGE

- **Unlike Blinkit/Zepto etc → Direct Integration with Hotels**
- **Unlike OYO etc → Lean Infra, No Capex heavy Model**
- **Plug & Play SAAS → Micro Darkstore Scalable Grid**
- **Cross Leverage → Same Infra powers Easyrooms + Binge24 Convenience Layer**

# TRACTION & ROADMAP

MVP STAGE



Early traction : 80+ customers → ₹ 18,000+ revenue

Onboarded 25 rooms from 5 Hotels

[www.easyrooms.co.in](http://www.easyrooms.co.in)

Built MVP

Upto 20 Lakh MRR

3 Full Scale Dark Stores

Onboard 50 Hotels → Upto 750 rooms



PHASE ONE

# UNIT ECONOMICS

\*proposed

<b>Metric</b>	<b>Value per Dark Store</b>
<b>Max Rooms Covered</b>	<b>300</b>
<b>Orders / Room / Month</b>	<b>12</b>
<b>Average Order Value</b>	<b>200</b>
<b>Monthly GMV</b>	<b>7,20,000</b>
<b>Easyrooms margin</b>	<b>25-30%</b>
<b>Hotel Partner Comission</b>	<b>10-15%</b>

**Join us today , to scale the system that will define the next  
decade of hospitality**

**THANK YOU**