



INVESTOR FEASIBILITY STUDY · AHMEDABAD

Ahmedabad Needs a New Type of Luxury Hotel

- Existing properties serve business, weddings, or corporate events in isolation — no integrated luxury ecosystem exists
- Underserved segments: IPL & sports teams, government & foreign delegations, wellness guests, premium leisure
- Ashwarya Palace: Ahmedabad's first integrated luxury hospitality ecosystem

❏ **Key Takeaway:** Ashwarya Palace is proposed as Ahmedabad's first integrated luxury hospitality ecosystem.

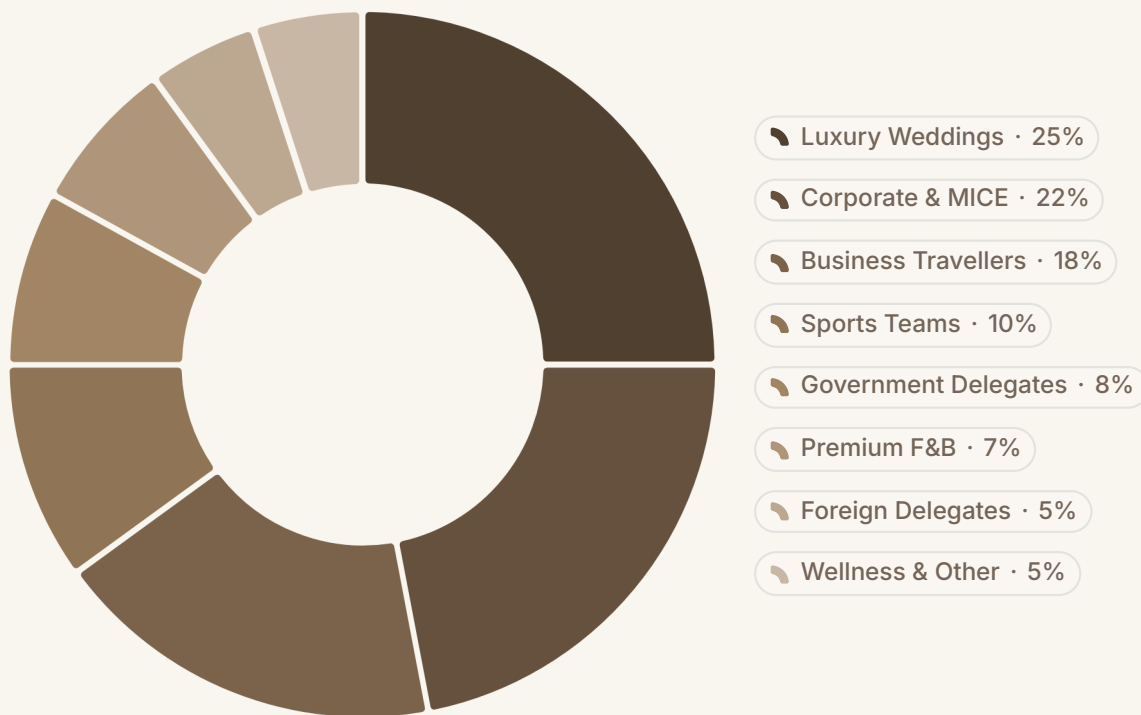
Ahmedabad Customer Market Analysis

Ahmedabad's luxury demand is driven by business, wealth, sports, and government activity — not traditional tourism.

Customer Segment	Market Size	Spending Power	Growth Potential
Business Travellers	Very High	High	High
Corporate MICE	High	Very High	Very High
Luxury Weddings	High	Very High	High
HNI Families	Medium	Very High	High
NRI Families	Medium	Very High	High
Government Delegates	Medium	High	Medium
Foreign Delegates	Low	Very High	High
IPL Teams	Low	Very High	Very High
Sports Teams	Low	Very High	Very High
Luxury Staycations	Medium	High	High
Premium F&B Visitors	High	High	High

Key Takeaway: Ahmedabad is driven by business, events, wealth, sports, and government activity — not traditional tourism.

Who Generates Hotel Revenue?



Diversification = Resilience

No single segment dominates. A multi-stream model reduces risk and accelerates ROI.

📌 **Key Takeaway:** A diversified hotel earns from multiple customer segments instead of depending on a single revenue source.

Ahmedabad Luxury Hotel Benchmarking

Hotel Identity	Primary Customer	Major Revenue Driver	Strength	Weakness
ITC Narmada	Corporate & MICE	Conferences, banquets	Brand equity, scale	Limited leisure appeal
Taj Skyline	Business & leisure	Rooms, F&B	Taj brand prestige	No sports infrastructure
Hyatt Regency	Corporate	Meetings, rooms	Location, loyalty program	No wedding lawn
Renaissance	Business	Rooms, events	Marriott network	Narrow segment focus
Grand Mercure GIFT City	GIFT City corporates	Business stays	GIFT proximity	Limited destination appeal

📌 **Key Takeaway:** Each existing hotel serves a limited customer profile.

Where Does the Money Go Today?

Customer Segment	Preferred Existing Hotel	Service Gap
Corporate Conferences	ITC Narmada, Hyatt	No integrated sports + MICE
Business Travellers	Taj, Renaissance	Limited premium wellness
Luxury Weddings	ITC, standalone venues	No single luxury destination
Government Delegates	ITC, Taj	No dedicated VVIP protocol
Foreign Delegates	Taj, Hyatt	No curated international experience
IPL Teams	Ad hoc arrangements	No dedicated sports hospitality
Sports Teams	Ad hoc arrangements	No athlete recovery infrastructure

 **Key Takeaway:** Sports hospitality and integrated luxury destinations remain critically underserved.

Market Gap Analysis

Reading the Matrix

High market opportunity paired with low existing supply signals the highest-priority investment thesis for Ashwarya Palace.

- **Very High** = Priority investment zone
- **High** = Strong secondary opportunity
- Medium / Low = Served or emerging

Segment	Existing Supply	Market Opportunity
Business Hotels	High supply	Medium opportunity
Wedding Hotels	Medium supply	High opportunity
MICE Hotels	Medium supply	High opportunity
Sports Hospitality	Low supply	Very High opportunity
IPL Hosting	Very Low supply	Very High opportunity
Athlete Recovery	Very Low supply	Very High opportunity
Government Delegations	Low supply	High opportunity
Foreign Delegations	Low supply	High opportunity
Integrated Luxury Destination	Very Low supply	Very High opportunity

❏ **Key Takeaway:** Largest opportunity exists in integrated hospitality and sports-driven luxury infrastructure.

Revenue Per Event Analysis

Event Type	Typical Guests	Revenue Per Event
Luxury Wedding	300–500	₹1.5 – 3 Cr
Ultra Luxury Wedding	500–800	₹4 – 8 Cr
Corporate Convention	200–400	₹80L – 2 Cr
Product Launch	100–200	₹40L – 80L
Government Summit	50–150	₹30L – 70L
Foreign Delegation	20–50	₹25L – 60L
IPL Team Stay	25–40	₹20L – 40L
International Sports Team	30–60	₹25L – 50L
National Sports Tournament	50–100	₹30L – 60L
Premium Gala Dinner	80–150	₹20L – 40L

 **Key Takeaway:** Weddings, MICE, and sports hospitality generate significantly higher revenue than room sales alone.

What Can ₹250–300 Crore Create?

Budget sufficient for a differentiated, multi-revenue luxury destination.

Feature	Feasibility
250–350 Keys	Feasible
Grand Ballroom	Feasible
Convention Centre	Feasible
Luxury Wedding Lawn	Feasible
Sports Hospitality Infrastructure	Feasible
Athlete Recovery Centre	Feasible
Wellness & Spa	Feasible
VVIP Protocol Facilities	Feasible
Multiple Restaurants	Feasible
Premium Suites	Feasible

 **Key Takeaway:** Budget is sufficient to create a differentiated luxury destination.

Strategic Positioning Options

Dimension	Business Hotel	Wedding Hotel	Sports Hotel	Integrated Destination	Verdict
Revenue Stability	Medium	Seasonal	Event-driven	Very High	
Market Demand	High	High	Growing	Very High	
Risk	Medium	Medium	High	Low	
Growth Potential	Medium	Medium	High	Very High	
ROI Potential	Medium	Medium	High	Very High	

 **Key Takeaway:** Diversified revenue model creates lower risk and faster ROI.

The Ashwarya Palace Opportunity

Luxury Weddings

Corporate Conventions

Business Travellers

IPL & Sports Teams

Government Delegations

Foreign Delegations

Wellness Guests

Premium Leisure

Rather than competing with existing hotels, Ashwarya Palace captures underserved high-value segments — delivering stronger profitability, lower risk, and faster ROI.