

# HOLISTIC

NATURE RETREATS

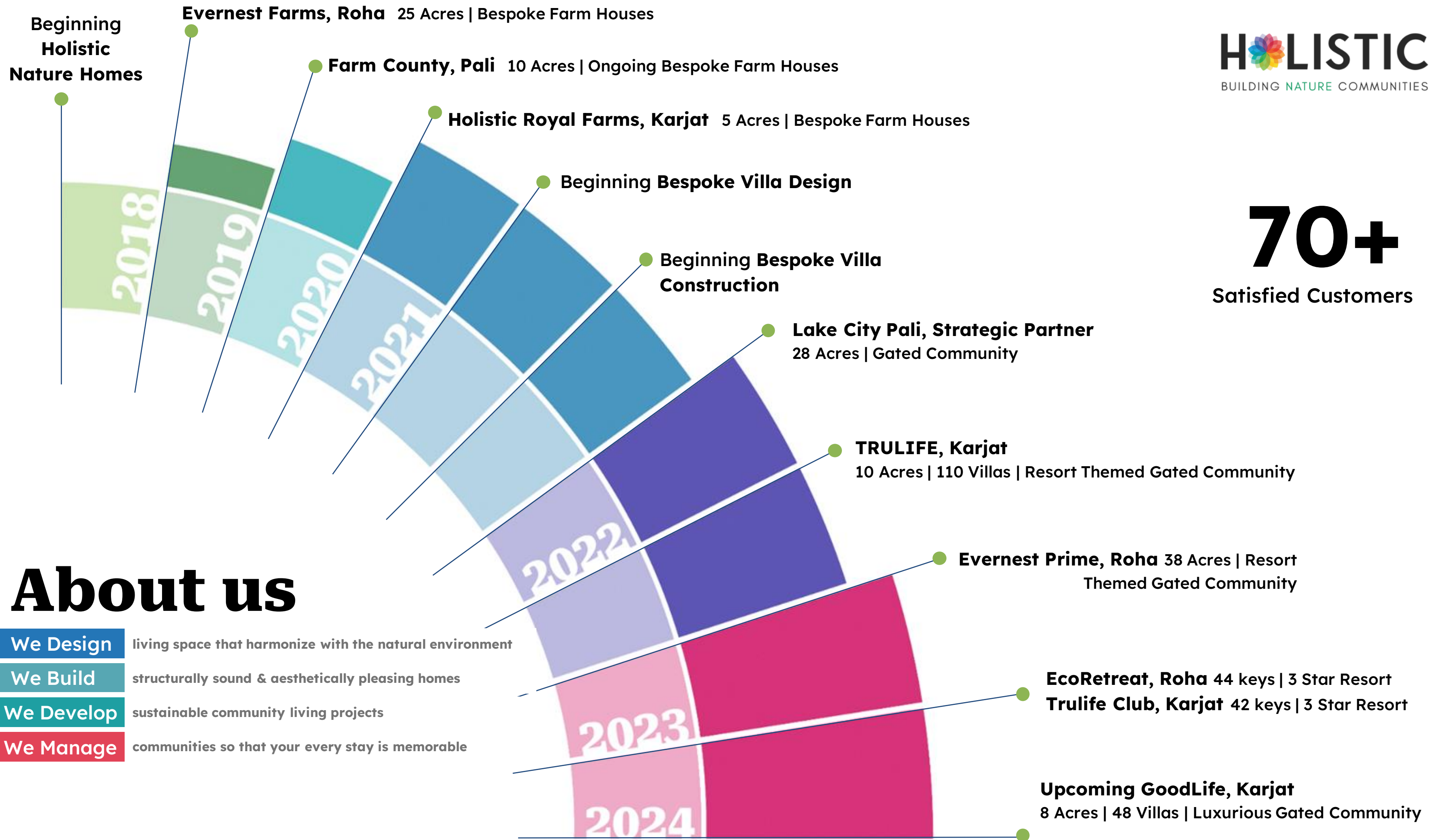


An aerial photograph of a dense, vibrant green forest. A paved road winds through the trees from the upper left towards the center. In the middle of the forest, a small building with a reddish-brown roof is visible, surrounded by a few other structures and parked vehicles. The overall scene is peaceful and natural.

# H LISTIC

BUILDING **NATURE** COMMUNITIES

**Thread By Thread, Leaf By Leaf,  
We Weave A Tapestry Of Holistic Living**



**70+**  
Satisfied Customers

# About us

- We Design** living space that harmonize with the natural environment
- We Build** structurally sound & aesthetically pleasing homes
- We Develop** sustainable community living projects
- We Manage** communities so that your every stay is memorable



**Sanjoy Das**  
Founder &  
MD



**Subhankar Mitra**  
Co-Founder &  
Director



**Mrityunjoy Aich**  
CEO - Hospitality  
Chief Administrative  
Officer

# Who We Are

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**25 Years**  
MBA Marketing | Real Estate  
Business | Development  
*Ex L&T Realty | Ex Lavasa*

**27 Years**  
Architect | Strategic  
Real Estate | Consulting  
*Ex JLL | Ex Colliers*

**30 Years**  
Hospitality Professional |  
Operations & Project | Development  
*Ex Ramada | Ex Holiday Inn*

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# TRULIFE

- Club & Resort -

Enjoy a complimentary stay in the resort and access to club facilities for upto 21 days per unit/year. Enjoy additional privilege discounts on all services

Complete ownership by registered sale deed offering clear title and capital appreciation benefits

Recurring monthly assured income of ₹20,000 - ₹55,000 on an investment of ₹80 Lakhs - ₹1.85 Crores in Trulife Club Suites

**zero** maintenance charges with *professional* maintenance services

**What are we proposing?**

Holistic presents an opportunity to **OWN** a **3 Star Resort Chalets in Karjat**



# Hospitality Market Overview & Growth in India (2024)



# Trulife Club Karjat

## TRULIFE — Club & Resort —

- Gated community spanning 10 acres, featuring 110 villas and a 2-acre resort.
- The resort offers 3-star accommodations with 4-star amenities.
- 42 fully furnished suites, each equipped with luxurious amenities.



# Trulife - Connectivity

## Nearby Attractions:

Bhimashankar Hills 15 kms  
Kondana Caves 36 kms  
ND studio 34 kms

## Key Distances:

Chembur 83 kms (2 Hours)  
Navi Mumbai - 55 kms (1.5 Hours)  
Mumbai - 93 kms

## Airport:

D.B Patil International Airport  
60 kms

## Highways:

Close proximity to National Highway 548A 8 kms  
Well connected to Mumbai & Pune  
Close proximity to Panvel-Neral-Bhimashankar highway 7 kms

## Railways & Metro:

Karjat Station - 26 kms  
Taloja Metro Station 60 kms  
Neral Station 22 kms

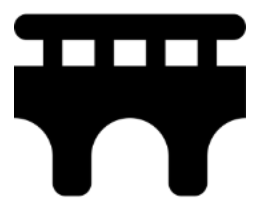




In the bustling landscape of Maha Mumbai, Roha, Sudhagad Pali, and Karjat emerge as promising areas primed for significant growth and urbanization in the next decade.

## Why Karjat?

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Mumbai Trans Harbour Link – ATAL SETU



Thane to Karjat



Navi Mumbai International Airport



Bhimashankar Highway Panvel to Pune  
NH548A  
Connectivity to Samruddhi Maha Marg

# Tourism in Karjat

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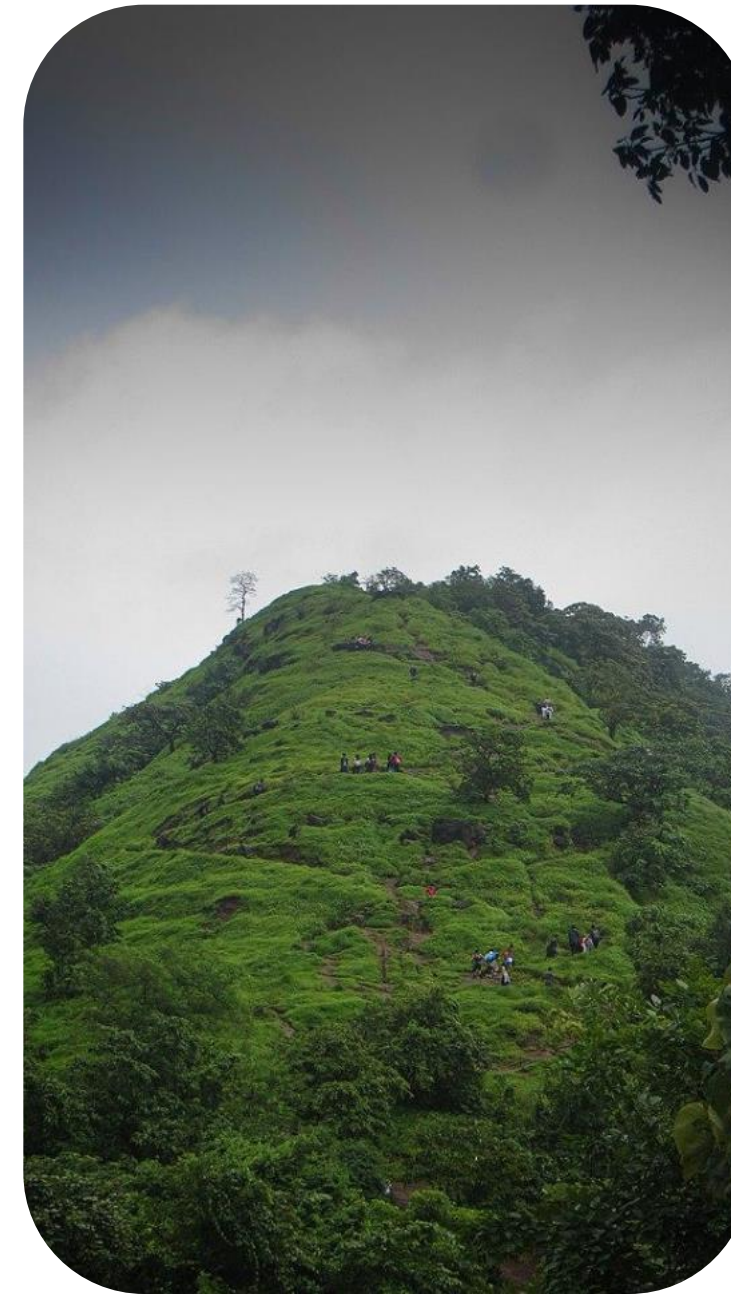
**Kondana Caves** with Buddhist carvings and a nearby waterfall



**Bahiri Caves:** A religious site & popular hiking destination



**Kothaligad:** A conical-shaped fort with a temple and cave at its base



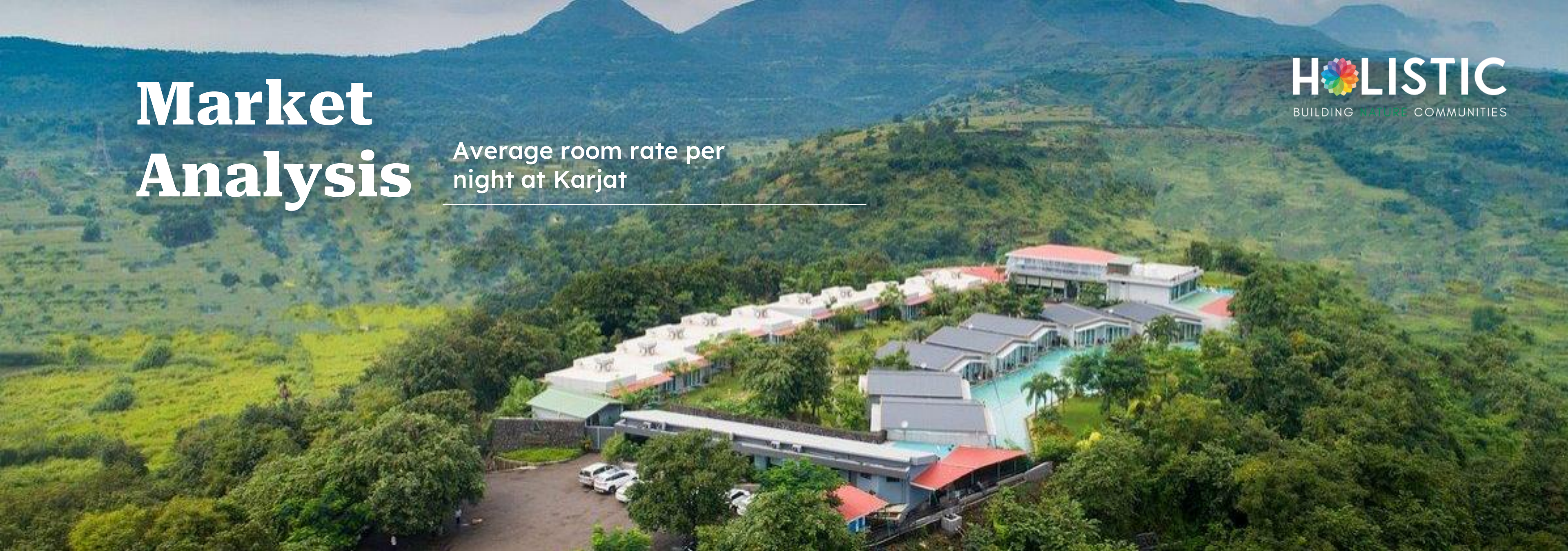
**Peb Fort (Vikatgad) Trek Base Point.** A trek with small streams



**Bhivpuri Waterfall**  
A small town with many waterfalls

# Market Analysis

Average room rate per  
night at Karjat



**12**

Resorts in the  
range of

**2-3K**

**5**

Resorts in the  
range of

**4-5K**

**14**

Resorts in the  
range of

**6-7K**

**2**

Resorts in the  
range of

**12-14K**

**1**

Resorts in the  
range of

**23K**

# Market Analysis

Operational resorts - Karjat

**Radisson Blue** (8 years)



306 keys + villas  
12000/- with meal plan

**Paramount River Front Resort & Spa** (4 years)



70 keys + cottages  
8000/- with meal plan

**U River Gate Resort** (16 years)



42 keys + villas/cottages  
5000/-

**Lords Pushpam** (10 years)



20 keys + 32 villas  
4000/-

**The Green Jungle Resort** (1 year)

(no star category)

14 keys + 6 cottages  
4000/-

# Occupancy & Demand

## BUSINESS PLAN AND FACTS OF INTEREST FOR INVESTOR (KARJAT)

| Segments                     | Occupancy % | Occupancy % - Season / Off Season | Room / Villa / Cottage Rates (Rs.) | % Market Share of Overall revenue | TRULIFE Scope   |
|------------------------------|-------------|-----------------------------------|------------------------------------|-----------------------------------|---|
| 5 star Resort                | 50%         | 90% / 60%                         | 12K - 50K                          | 40% Overall business              | <p>Our upcoming facility is perfect for <b>corporate events, destination weddings, and sports enthusiasts.</b> Positioned to attract clients from the <b>Maha Mumbai Region</b>, Trulife Club offers a lucrative investment opportunity in a <b>prime location.</b></p> |
| 4 star Resort                | 40%         | 100% / 40%                        | 8K - 20K                           | 25%                               |   |
| 3 star Resort                | 40%         | 80% / 40%                         | 5K - 15K                           | 25%                               |   |
| Stand alone Guesthouse       | 30%         | 50% / 20 %                        | 2K - 5K                            | 10%                               |   |
| Individual Farm House        | 20%         | Only seasonal business            | 2K - 50K                           | 5%                                |   |
| Upcoming Project & Inventory | 20%         | N.A.                              | N.A.                               | N.A.                              |   |





**An Active Lifestyle Resort**



# Trulife Club

## Where Luxury Meets Nature

Experience **luxurious amenities** designed to enhance your stay.

Whether you seek **relaxation** or **active engagement** in sports and wellness.





*Villa*  
06

*Villa*  
07

*Villa*  
13

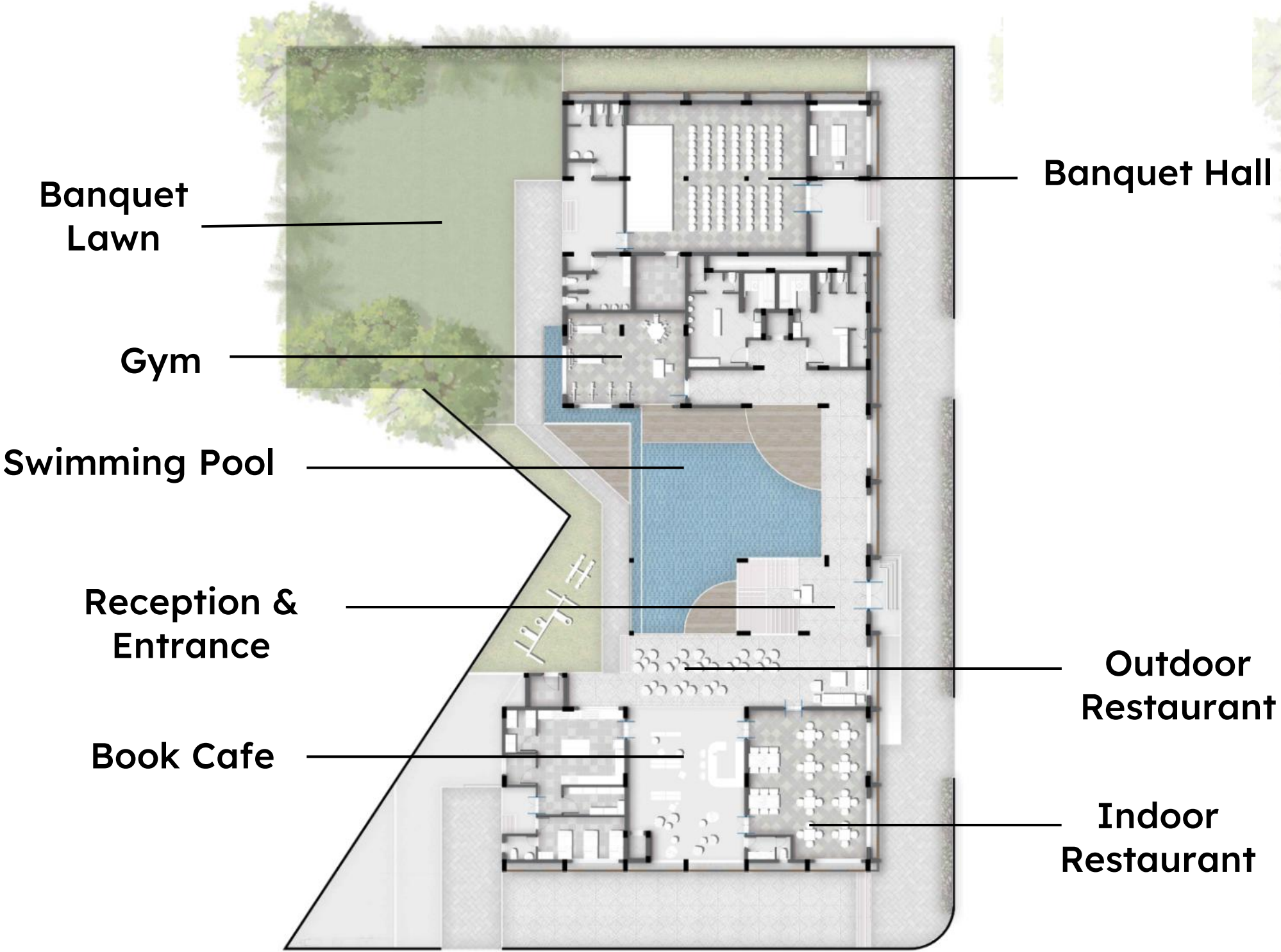


# Resort Master Plan

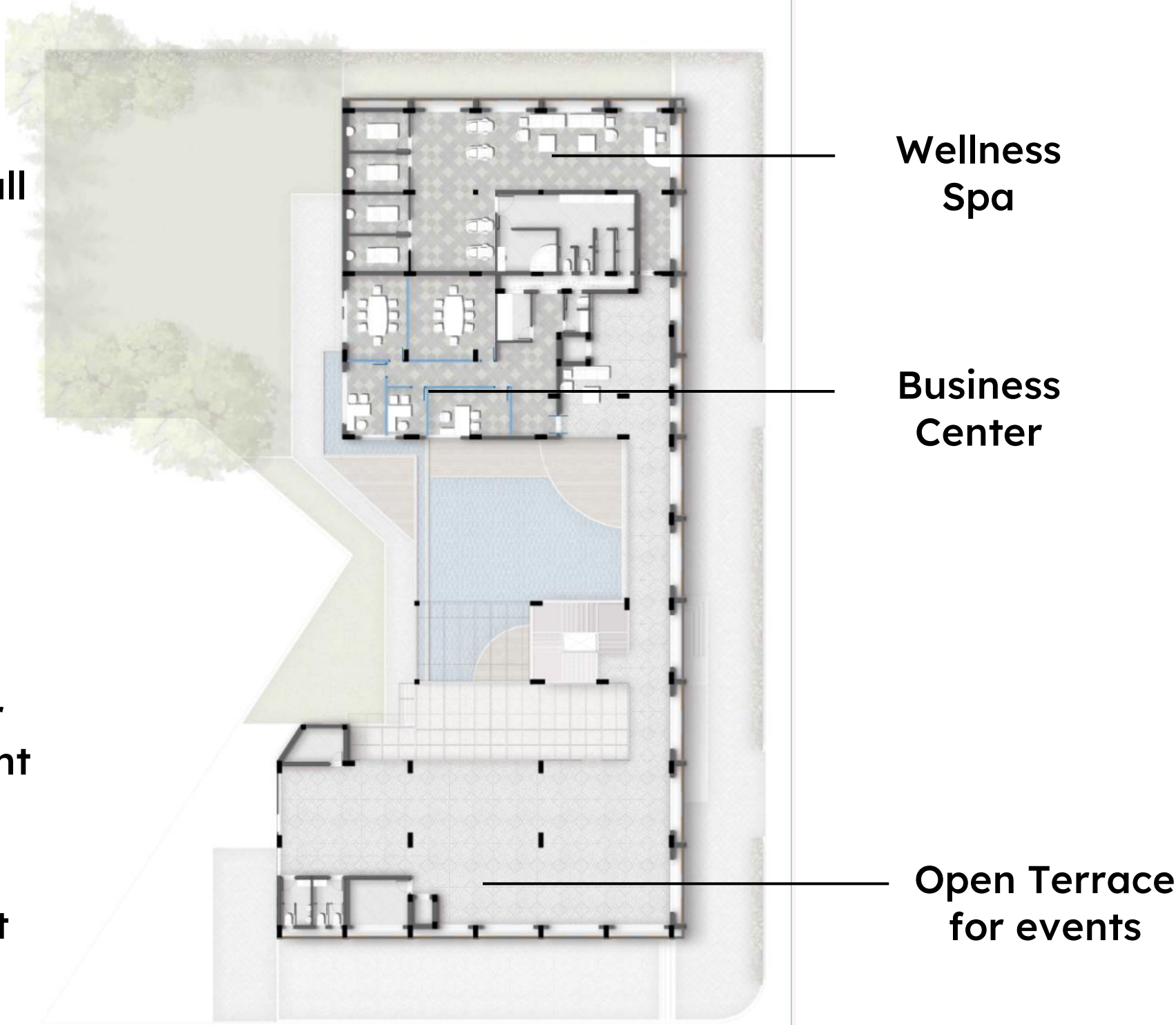




# Resort Central Building

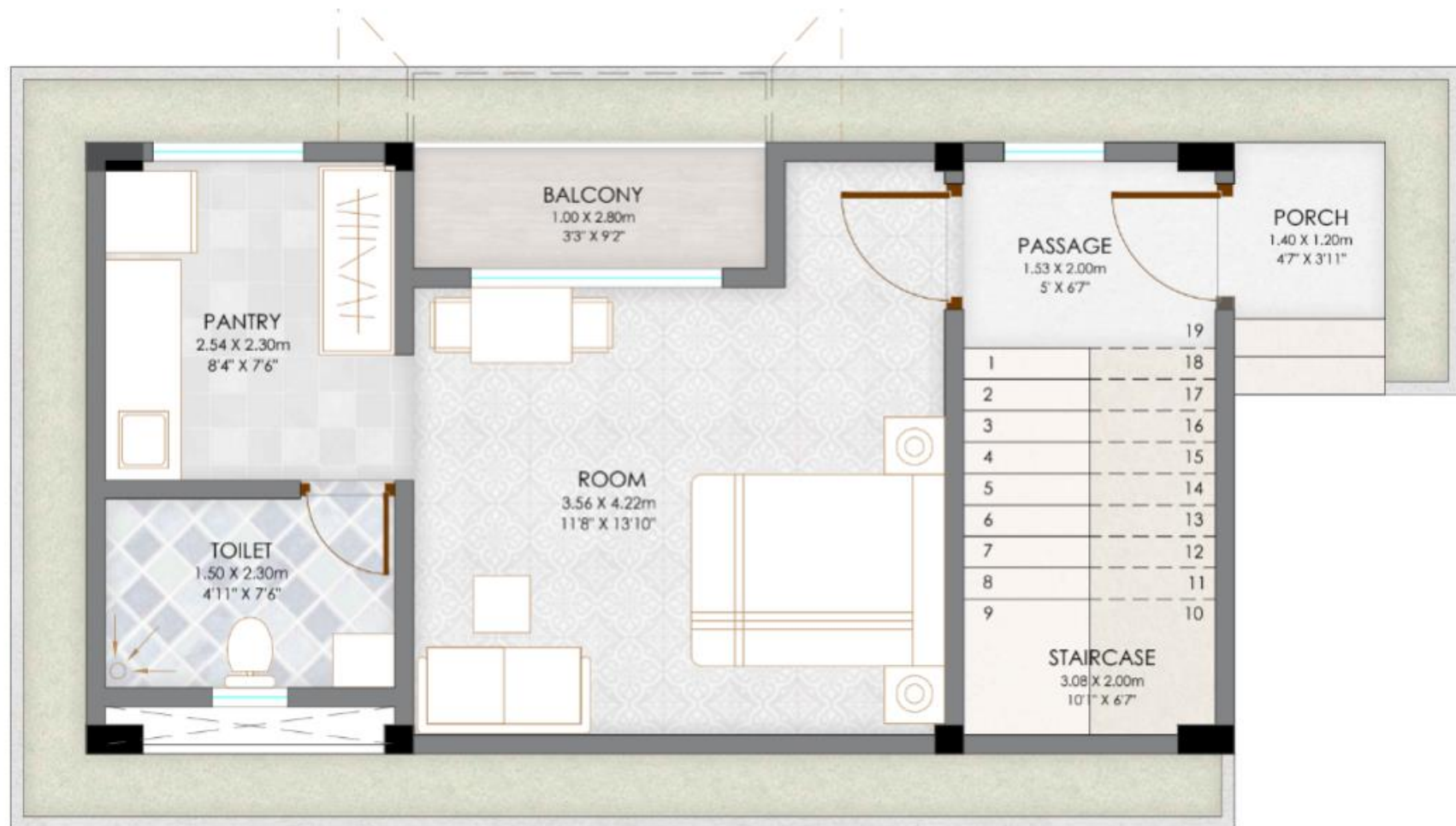


Ground Floor

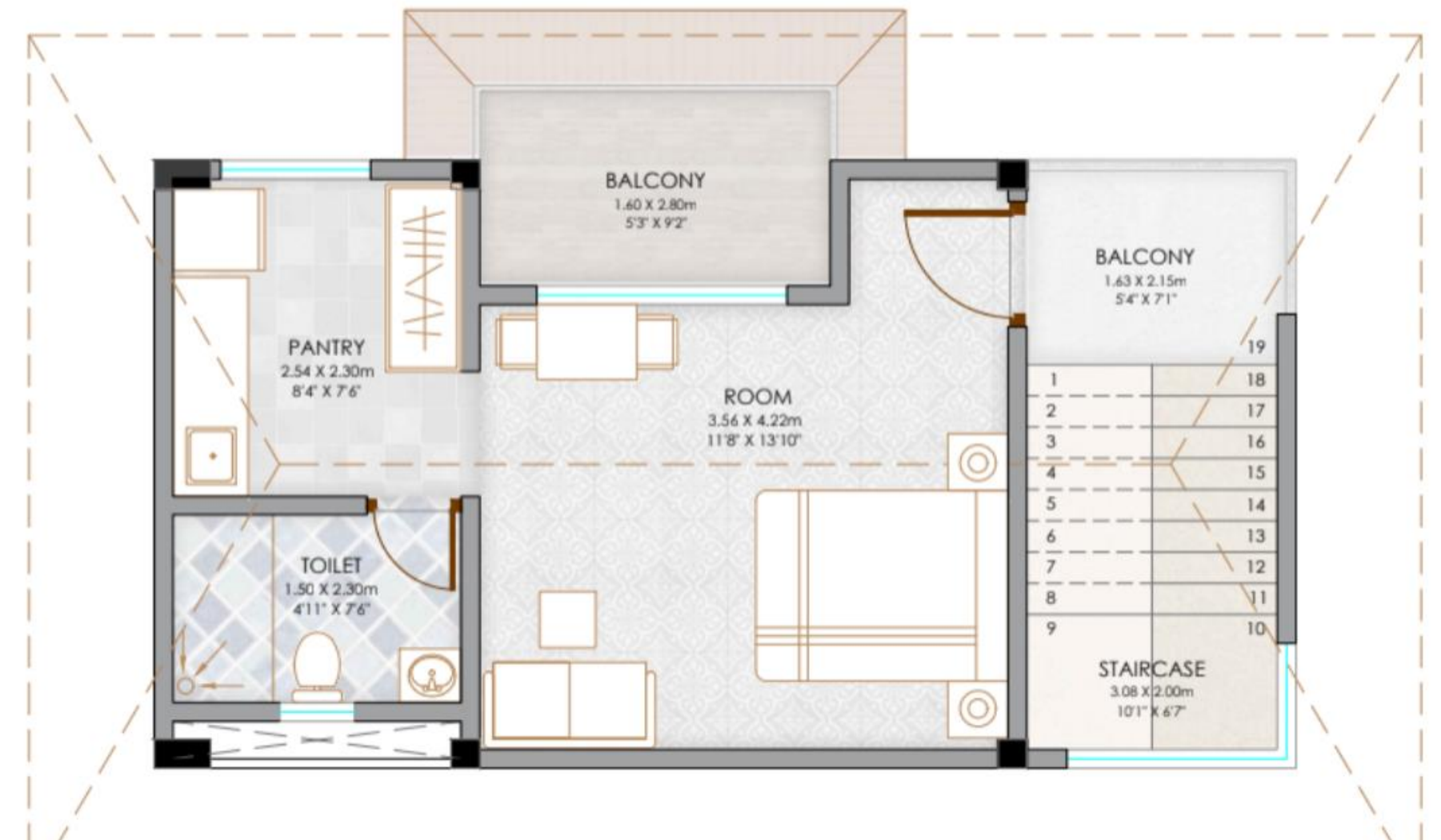


First Floor

# Studio Chalet

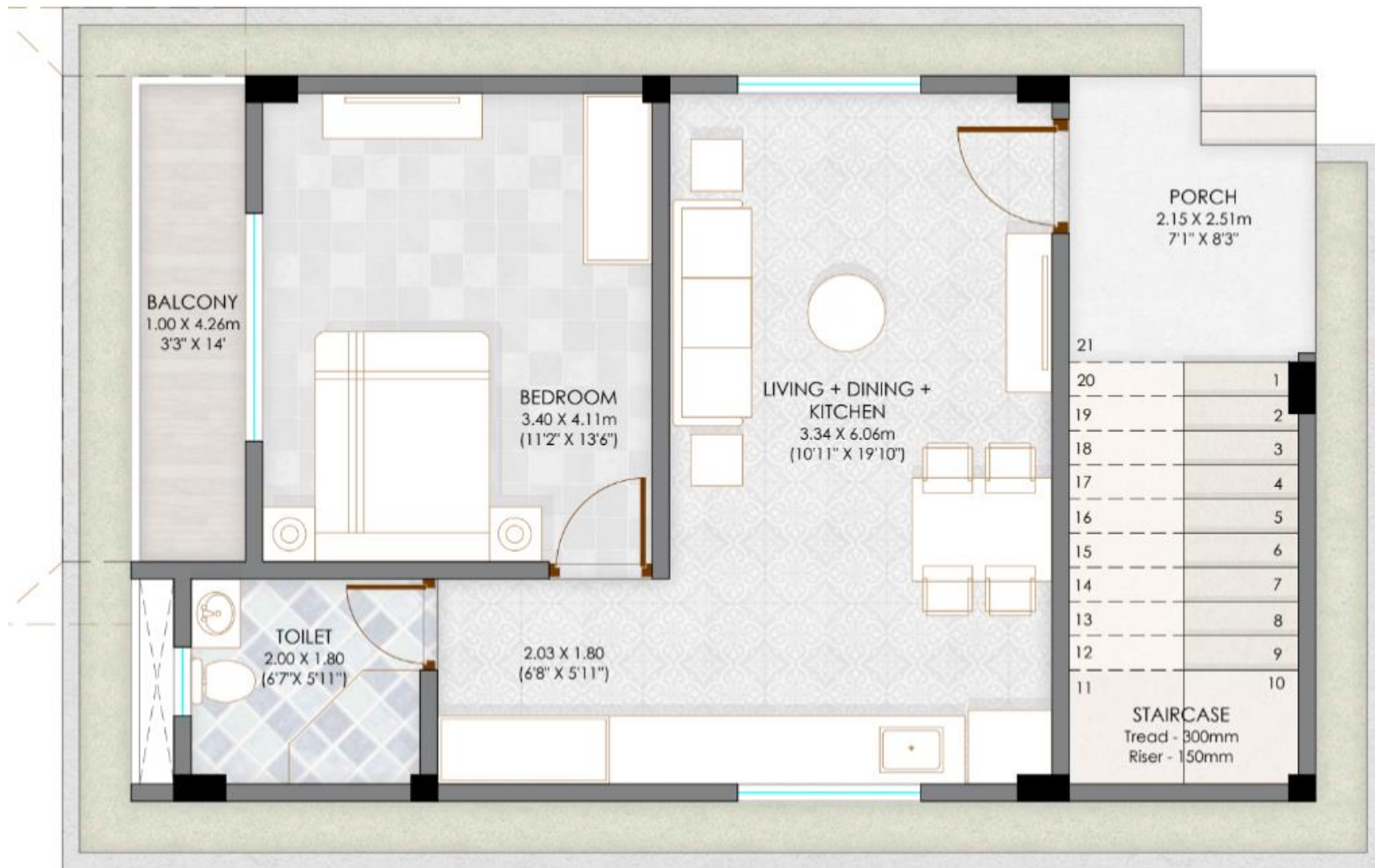


Ground Floor

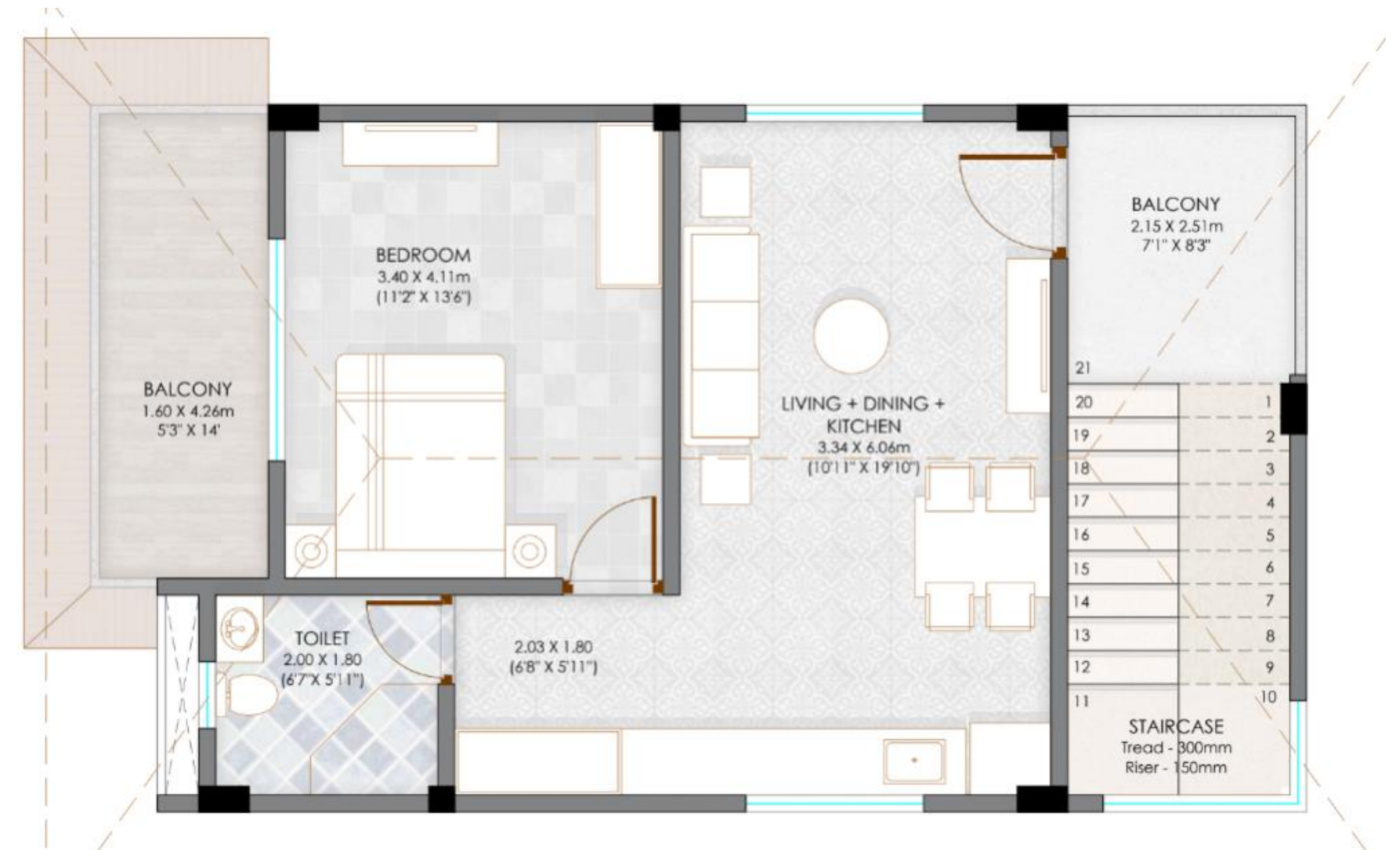


First Floor

# 1 BHK Chalet



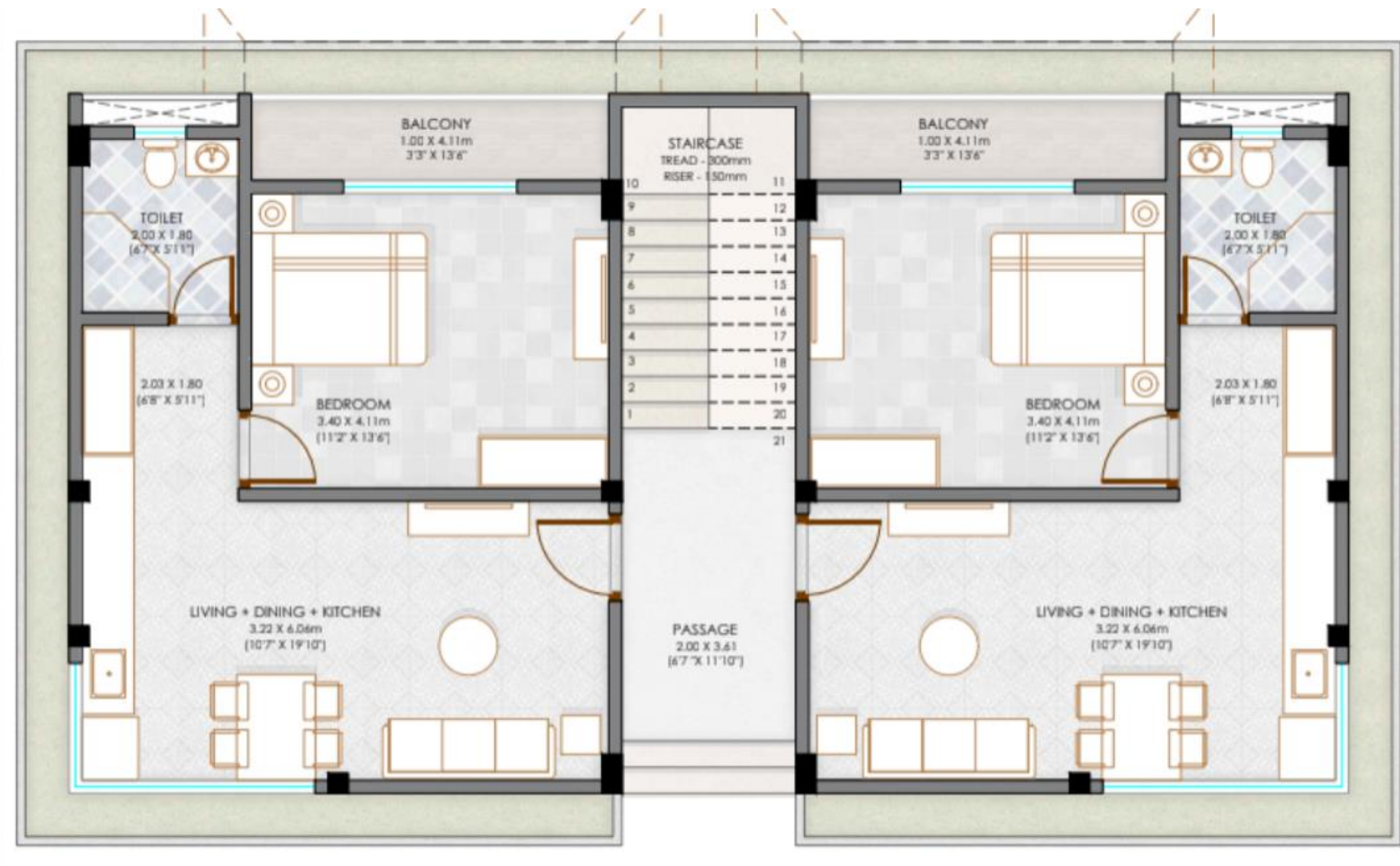
Ground Floor



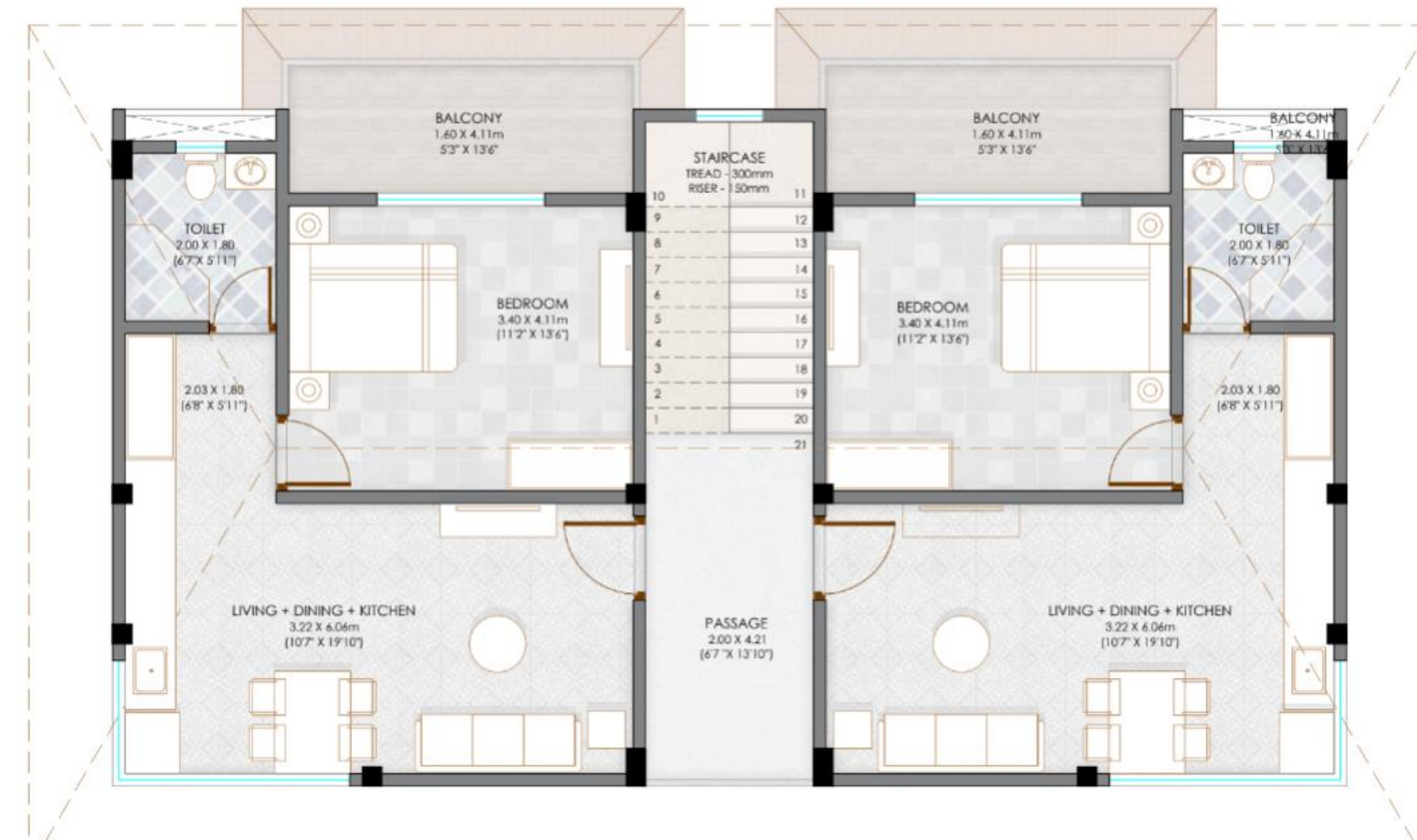
First Floor



# 1 BHK Twin Chalet



Ground Floor



First Floor

# Interior Inclusions

## Bedroom Furnishing:

- Air Conditioning
- Curtains
- Comfortable Beds
- Mini Bar
- Television
- Sofa
- Table and Chairs
- Dining Furniture
- Tea / Coffee Maker

## Other Furnishing:

- Luggage Rack
- Safe Locker
- Iron and Ironing Board

## Bathroom Furnishing:

- Shower Cubicle
- Shaving Mirror
- Hair Dryer







# Recreational Highlights

An Array of Activities for Every Age and Interest.

## Family-Friendly Zone:

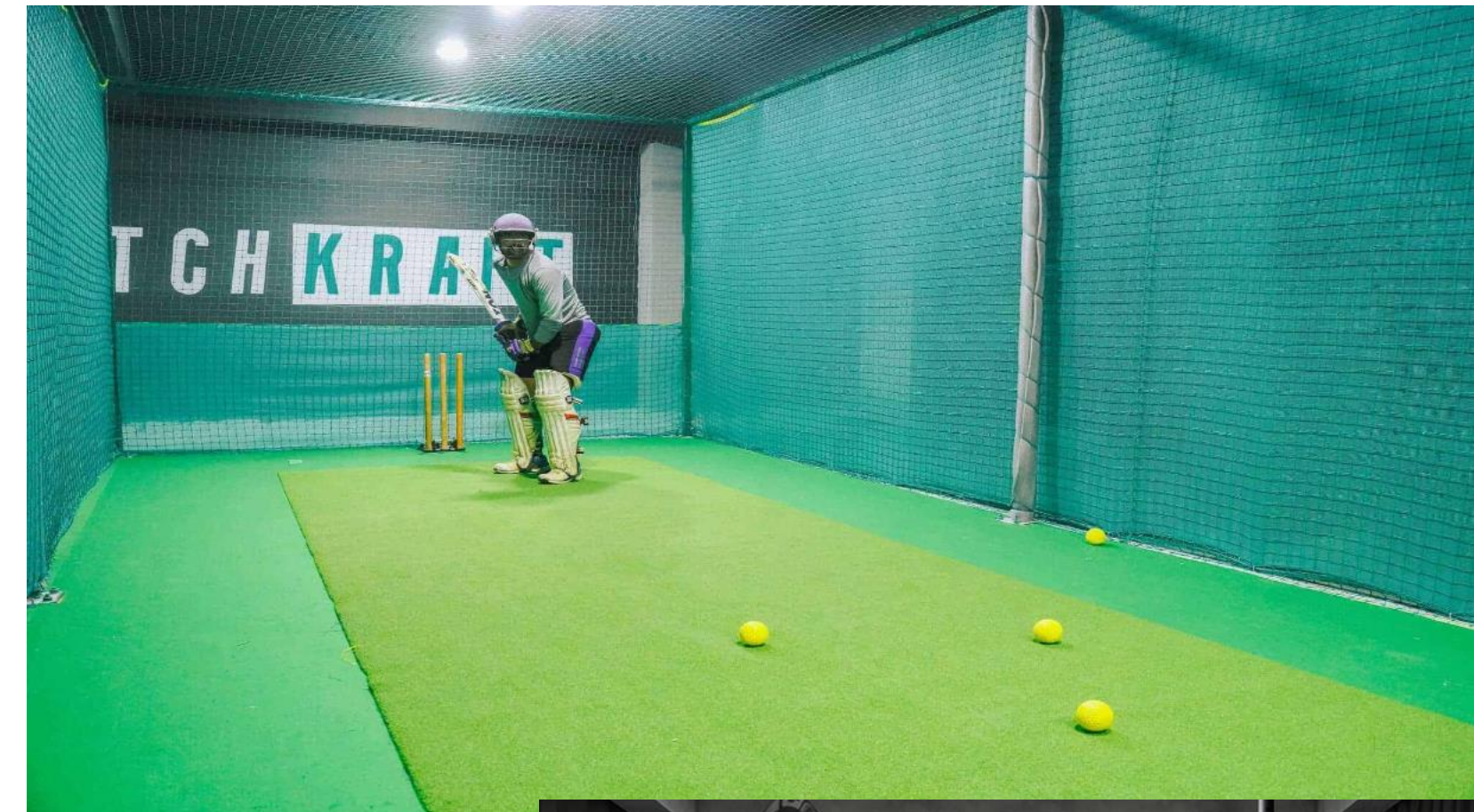
- Kids Play Zone with swings
- Connect with Nature from the Watch Tower
- Gazebos and socializing areas.

## Sports Galore:

- Outdoor Activities: Volleyball, Box Cricket with Bowling Machine, Badminton, Football Turf, Water Polo, Putting greens, Swimming Pool
- Indoor Games: Golf Simulator, Pool Table, Table Tennis, Carrom, Chess.

## Adventure & Learning:

- Adventure Sports: Rock Climbing
- Educational Activities: Plantation and Nursery Training, Pottery, etc.





### **Poolside Extravaganza:**

- Vibrant Pool Parties & Lavish Brunch on the Pool Deck
- Evening Barbecue/Bonfire with Music and DJ
- Live Orchestra for Memorable Evenings

### **Scenic Dining Experiences:**

Enjoy Sunrise and Sunset Views

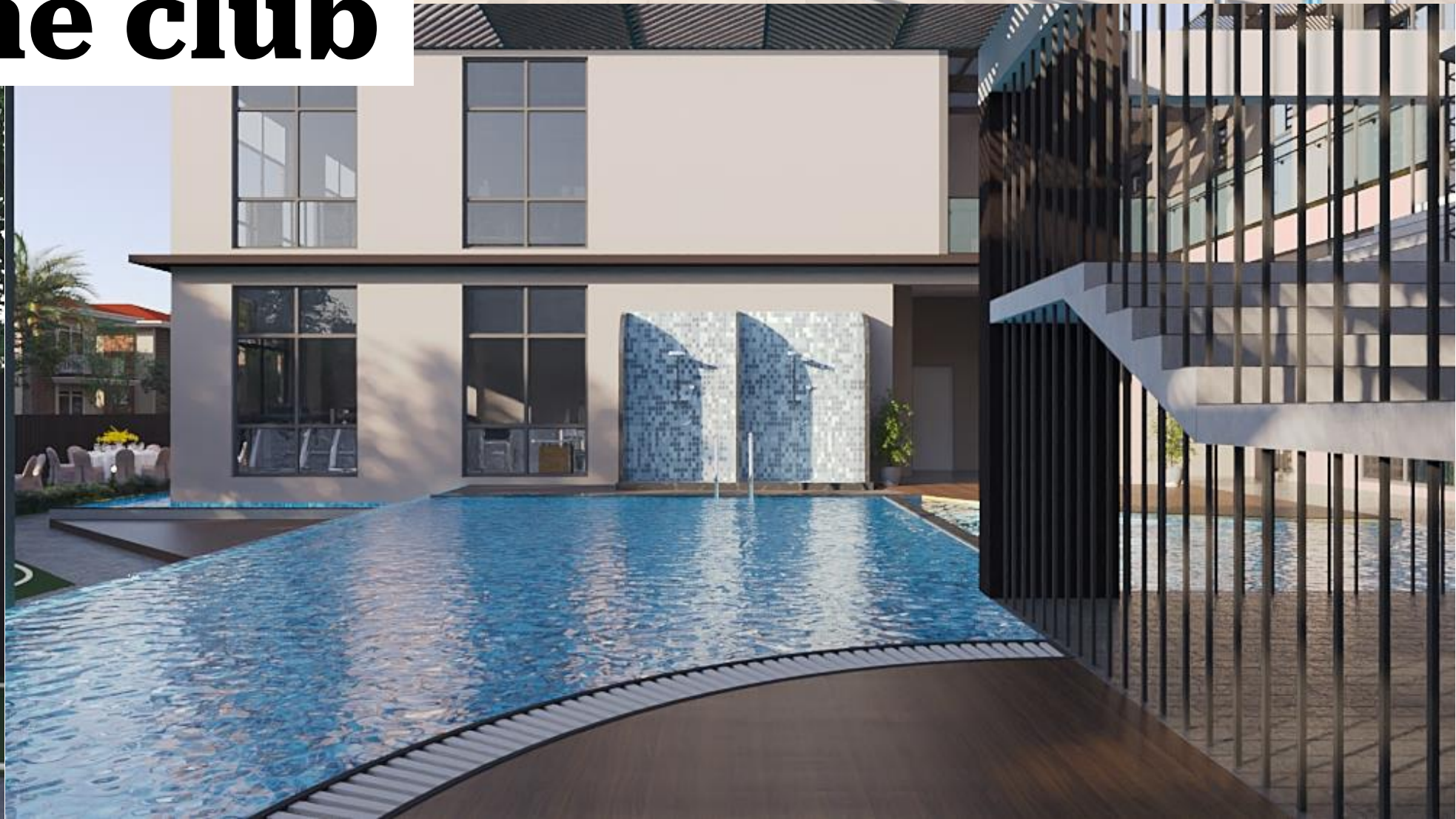
### **Events and activities**

- Summer camps & sport training program by professionals
- Screening of major sports events
- Virtual golf tournament & Tie up with nearby golf clubs
- Wellness Spa & Therapies



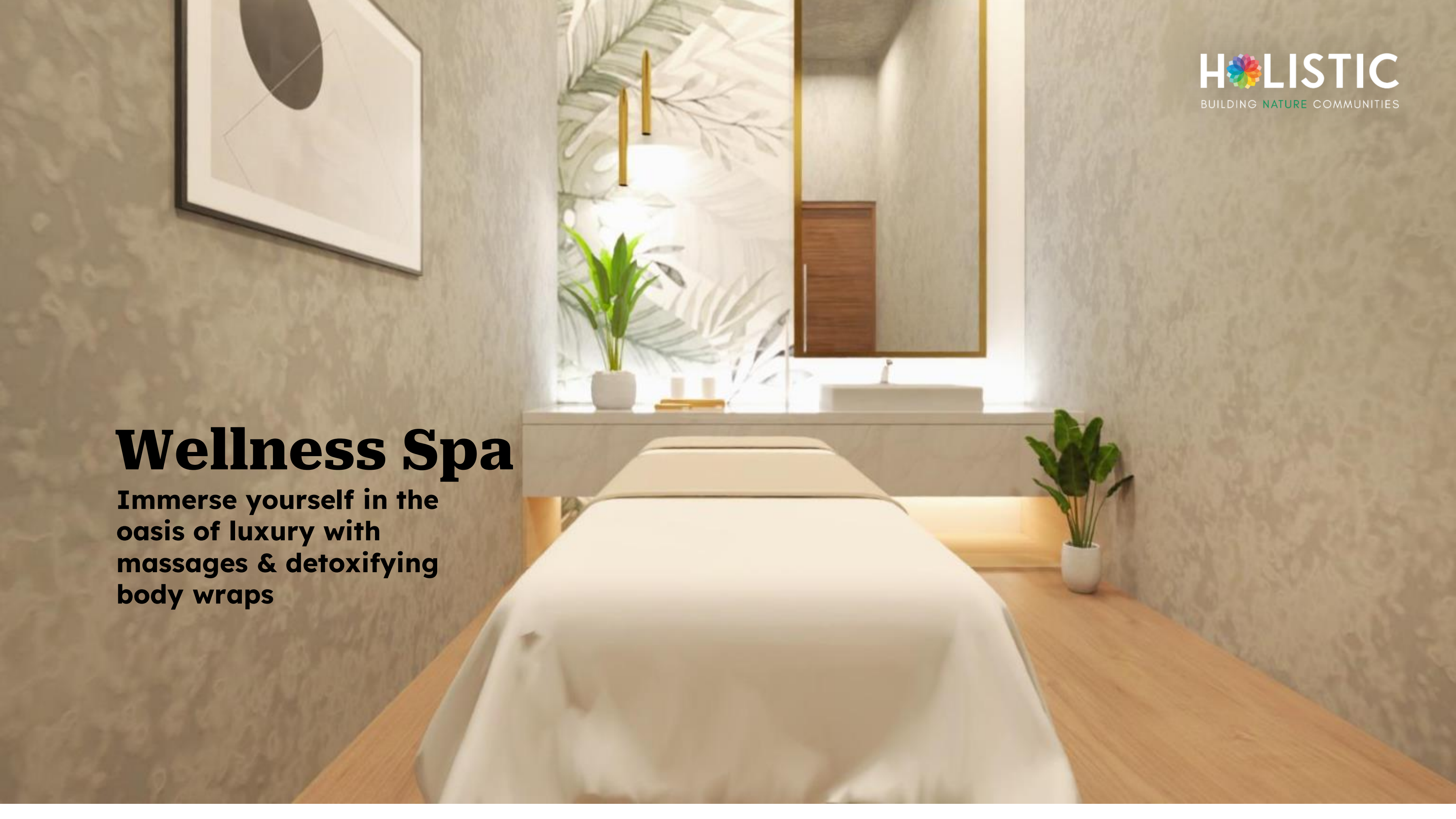


# Inside the club



# Wellness Spa

Immerse yourself in the  
oasis of luxury with  
massages & detoxifying  
body wraps





## **Unique Ownership Model**

Exceptional Returns

## **Seamless Management**

Skilled team ensuring a seamless experience

## **Stunning Getaway with Rental Income**

Stable rental income approx. 20 K - 50K

## **Complimentary Room Nights**

21 complimentary room nights per unit per year

# **Ownership Structure**



# Ownership Privileges

**21**

Complimentary  
nights per unit/ year

**0**

Annual maintenance  
charges



Equal share of average  
room revenue



Real-time booking data  
access by mobile app

**20%**

Discount on food and  
beverage, spa services,  
and facilities



Transferable free room  
nights with flexibility to  
use other resorts  
owned/operated by  
Holistic



Additional unit  
bookings for guests at a  
20% discount

# Marketing Strategy



## Partnership

- Event planning companies, local businesses, or social clubs
- Corporate events



## Events

- Themed events
- Public events



## Activities

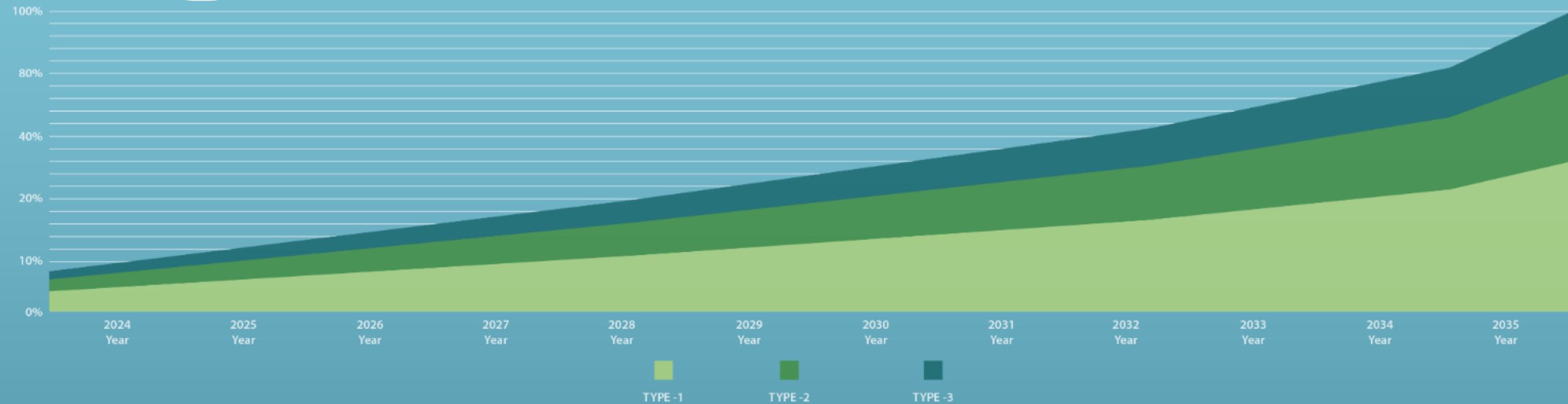
- Like Summer camps, baking classes, workshops tailored to different age groups and interests.
- Premium schools seeking enrichment activities, workshops, or summer camps for their students.

# Commercials

|                             | Unit size (sq. ft) | Box Price per unit in lakhs + taxes | Min guaranteed return per unit per month | Room Night per unit per month | Rental Yield | Composite Annual Yield | Capital Appreciation | Total Return |
|-----------------------------|--------------------|-------------------------------------|--|-------------------------------|--------------|------------------------|----------------------|--------------|
| Studio Chalet (7 Units)     | 991                | 80.6                                | 20,000                                   | 3.5                           | 3.5%         | 6.1%                   | 6.0%                 | 12.1%        |
| 1 Bed Chalet (10 Units)     | 1443               | 108                                 | 30,000                                   | 3.5                           | 3.5%         | 6.1%                   | 6.0%                 | 12.1%        |
| 1 Bed Twin Chalet (2 Units) | 2609               | 191                                 | 55,000                                   | 7                             | 3.5%         | 6.3%                   | 6.0%                 | 12.3%        |

|                        | Studio Chalet 1 | Studio Chalet 2 | Studio Chalet 3 | Studio Chalet 4 | 1 Bed Chalet 1 | 1 Bed Chalet 2 | 1 Bed Chalet 3 | 1 Bed Twin Chalet 1 | 1 Bed Twin Chalet 2 |
|------------------------|-----------------|-----------------|-----------------|-----------------|----------------|----------------|----------------|---------------------|---------------------|
| Plot Number            | 92              | 104             | 96              | 107             | 93             | 106            | 105            | 91                  | 89                  |
| Plot Size (sq. ft)     | 1615            | 2045            | 2368            | 2745            | 1615           | 2153           | 2583           | 2691                | 3229                |
| Built up Area (sq. ft) | 991             | 991             | 991             | 991             | 1443           | 1443           | 1443           | 2609                | 2609                |
| Cost (in rupees)       | 80.65 L         | 85.11 L         | 88.44 L         | 92.33 L         | 1.08 CR        | 1.14 CR        | 1.18 CR        | 1.91 CR             | 1.96 CR             |

# Earning estimate



| Year  | 2024  | 2025  | 2026   | 2027   | 2028   | 2029     | 2030     | 2031     | 2032     |
|---|-------|-------|--------|--------|--------|----------|----------|----------|----------|
| <b>Projected ARR</b>                              | 3,500 | 3,710 | 3,933  | 4,169  | 4,419  | 4,684    | 4,965    | 5,263    | 5,578    |
| <b>Growth in ARR</b>                              | -     | 6%    | 6%     | 6%     | 6%     | 6%       | 6%       | 6%       | 6%       |
| <b>Projected Occupancy</b>                        | -     | -     | 20%    | 22%    | 24%    | 27%      | 29%      | 32%      | 35%      |
| <b>Growth in Occupancy</b>                        | -     | -     | -      | 10%    | 10%    | 10%      | 10%      | 10%      | 10%      |
| <b>Revenue per / month</b>                        | -     | -     | 11,962 | 13,947 | 16,263 | 18,962   | 22,110   | 25,780   | 30,060   |
| <b>Revenue per sqft / month Studio Chalet</b>     | -     | -     | 23,923 | 27,895 | 32,525 | 37,924   | 44,220   | 51,560   | 60,119   |
| <b>Revenue per sqft / month 1 Bed Chalet</b>      | -     | -     | 35,698 | 41,624 | 48,534 | 56,591   | 65,985   | 76,938   | 89,710   |
| <b>Revenue per sqft / month 1 Bed Twin Chalet</b> | -     | -     | 66,095 | 77,067 | 89,861 | 1,04,777 | 1,22,170 | 1,42,451 | 1,66,098 |

# Documentation

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- Agreement for resort unit construction & operations between Holistic & resort unit owner.
- Sale deed for plot unit.
- Construction contract for the resort unit.
- Complete ownership & transferability.





**Thank You!**

