

THE YOUTHVILLE
SERVICED ACCOMMODATIONS

live unforgettably



DELIVERING ETERNAL HAPPINESS SINCE 1983

Pune's fastest-growing real estate brand with a 40-year rich legacy

OVER
39
SUCCESSFUL
PROJECTS

OVER
18
ONGOING
PROJECTS

OVER
8K
HAPPY
CUSTOMERS

OVER
8M
SQ.FT.
DELIVERED

OVER
9M
SQ.FT.
IN PROGRESS

The group has diversified portfolios in manufacturing, logistics, warehousing, and serviced accommodations.

WHY DID KOHINOOR GET INTO SERVICED ACCOMMODATIONS?

When we analysed the serviced accommodation industry in India, we knew this was the segment we wanted to bring a better change to.

- **Observation:** Limited options for students and working professionals in terms of hostels and PGs
- **Challenge:** Reluctance of residential societies to offer decent accommodations
- **Mission:** Youthville aims to solve this problem
- **Goal:** To provide home-like serviced accommodations nationwide
- **Vision:** To ensure an unforgettable living experience for young students and working professionals
- **Community Building:** Serviced accommodations promote a sense of community among residents through shared spaces. It leads to positive reviews, repetitive business, and word-of-mouth referrals

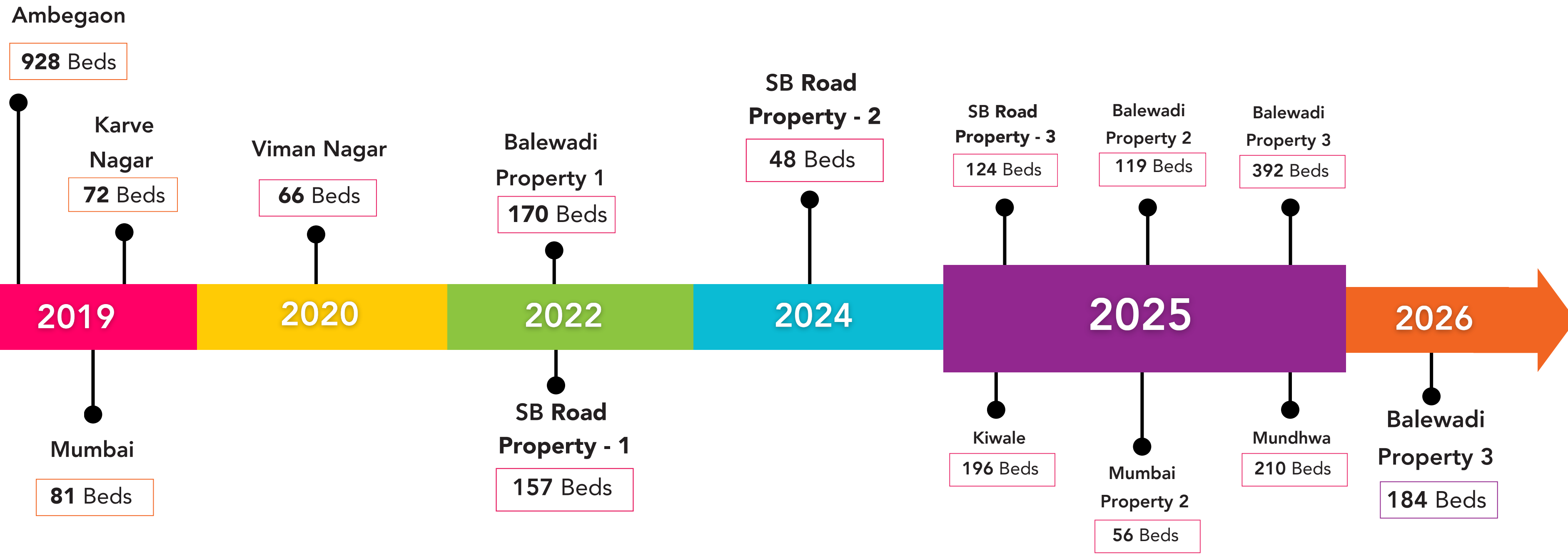
THE BIRTH OF **THE YOUTHVILLE** - YOUTH-CENTRIC SERVICED ACCOMMODATIONS

- Lakhs of students and working professionals shift to big cities like Pune to pursue their dreams. In a new city, they need a space that feels like their home
- Catching on this opportunity, Kohinoor Group ventured into Youthville
- Youthville aims at providing an unforgettable homely living experience to students and young working professionals



FOOTPRINTS OF IN PUNE & MUMBAI

THE YOUTHVILLE



A man with a beard and a black beanie is playing an acoustic guitar. He is wearing a grey t-shirt with a blue paisley design. He is looking down at the guitar. In the background, there is a window with a view of greenery.

LIVE UNFORGETTABLEY WITH THE YOUTHVILLE

Youthville is not just a serviced accommodations; it is an unforgettable life experience filled with endless moments of fun, togetherness, and happiness. **Youthville offers benefits such as:**

- A vibrant and active living environment and community at prime, well-connected locations in Pune and Mumbai
- Well-appointed, pleasant and cozy rooms
- A wide range of essential facilities like housekeeping, laundry, wifi, 24x7 water supply, nutritious food and 24x7 Security.
- An atmosphere that fosters the bond between the residents
- A cafeteria that offers a wide variety of healthy food

TOP-CLASS FACILITIES



Connectivity and
Prime Locations



Dedicated
Beds



Dedicated
Work-Study Desk



Biometric
Door Locks



Wi-Fi



AC Rooms



Housekeeping



Celebrations



24/7 Service



24x7 Security



Laundromat



Parking



Doctor on Call



Dining Hall



AV Rooms



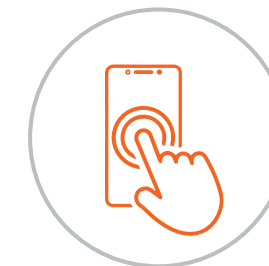
Library



Kitchenette

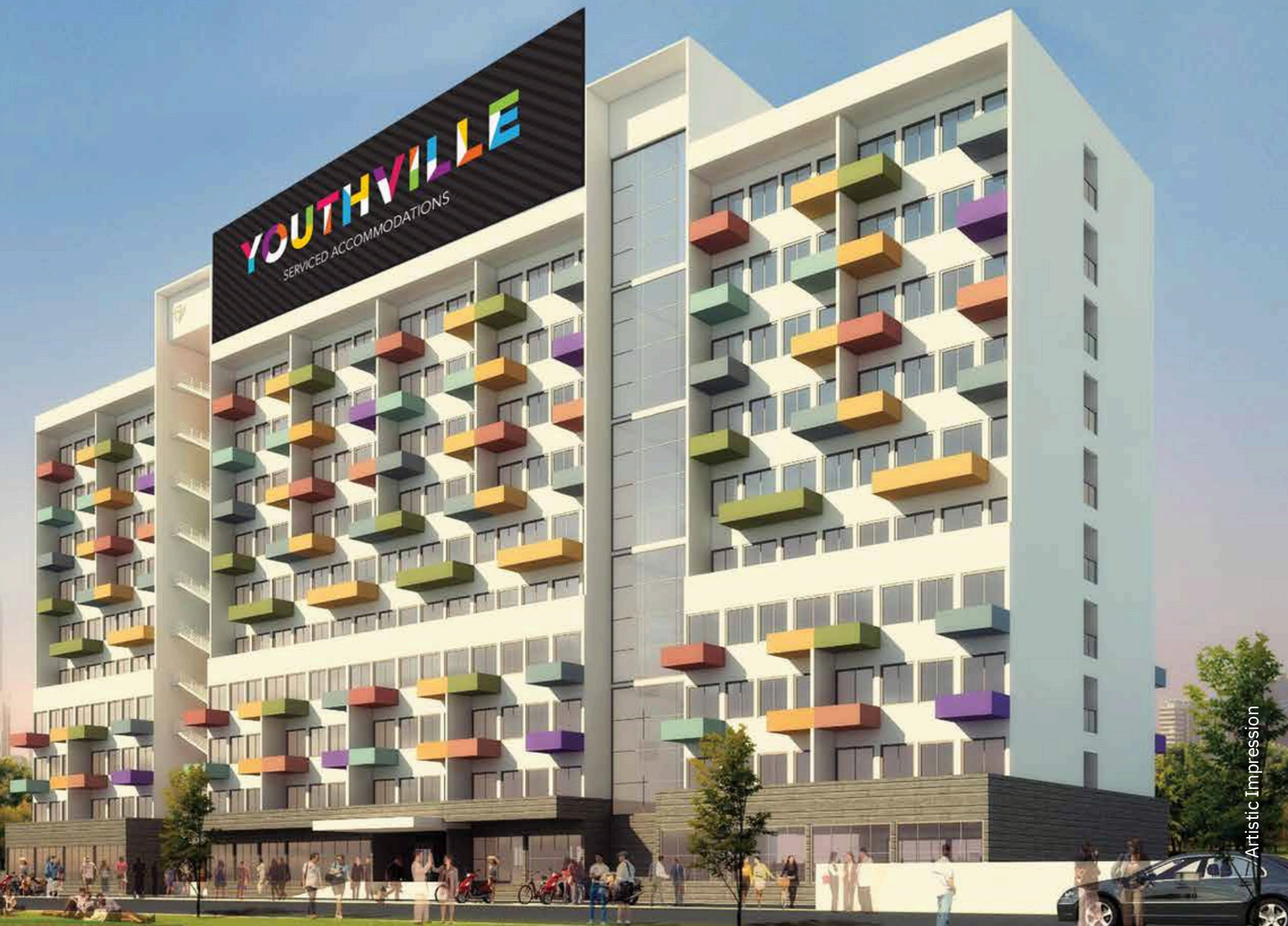


Coffeeville



Mobile App

A PROMISING ASSOCIATION WITH MIT



1. Youthville, in association with MIT, built the largest facility in Youthville's History till date, in Ambegaon
2. Youthville- Ambegaon has **10 floors** and is well-equipped with 928 beds
3. The facility was built in record period of 12 months
4. It received an overwhelming response from the students and working professionals in terms of Facilities, Amenities, Rooms and the community

WHY PARTNER WITH

THE YOUTHVILLE?



Brand Recognition and Trust:

Instantly gain credibility and trust as students are more likely to choose a recognized and trusted serviced accommodations.



Increased Bookings:

A loyal customer base that helps boost your property's bookings as you tap into our existing customer network.



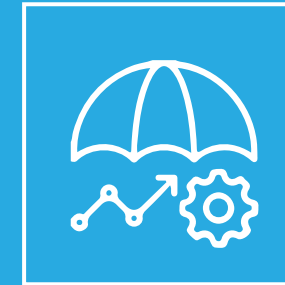
Marketing and Promotion:

Robust marketing and promotional strategies to market your hostel through our channels, like websites, social media, and email marketing.



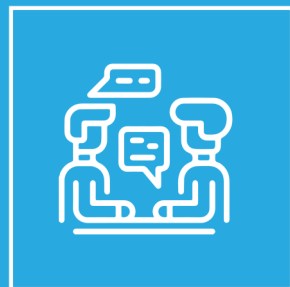
Operational Support:

Operational support like staff training, management systems, and best practices to improve efficiency and guest satisfaction.



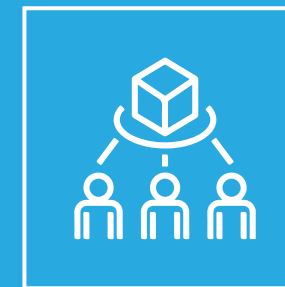
Risk Mitigation:

Crisis management and risk mitigation strategies to handle unforeseen events or crises.



Negotiating Power:

With a better negotiating ability while dealing with suppliers, you'll save significant costs.



Demands & Trends:

Ideal for millennials and Gen Z students who value luxurious living experiences over hotels & its rigid policies.



Cost Savings:

Benefit from economies of scale, potentially reducing costs for procurement, marketing, and technology solutions.



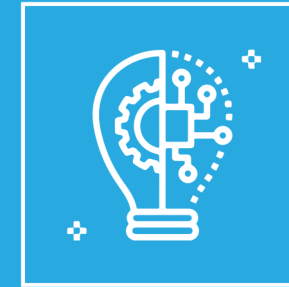
Global Network:

Collaborate with other hostels/properties under Youthville to foster knowledge sharing and support.



Standardization:

Standardized processes and quality standards to ensure a high-quality experience for guests across all locations.



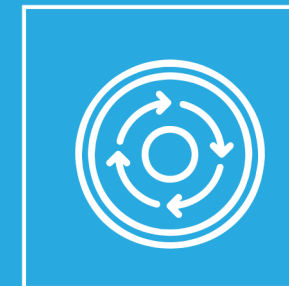
Innovation and Technology:

With the latest technology and innovation, your property stays competitive in the market.



Loyalty Programs:

Loyalty programs that incentivize repeat bookings and customer retention.



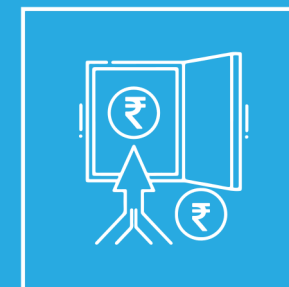
Consistency:

With Youthville, you'll achieve and maintain a consistent experience for guests.



Access to Booking Platforms:

Access to popular booking platforms and distribution channels to increase property visibility and reach a broader audience.



Exit Strategy:

If you decide to sell your accommodation, having a brand affiliation helps increase the property's resale value.

HOW SERVICED ACCOMMODATIONS ARE BETTER THAN HOSTELS AND UNORGANIZED PGs?



Growing Market:

The serviced accommodations segment is expanding and popular among students and working professionals.



Low Startup Costs:

Compared to typical hotels or PG, serviced accommodations have lower startup costs. One can convert existing properties into serviced accommodations.



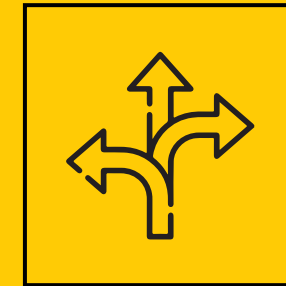
Steady Income:

Serviced accommodations provide a stable income stream, especially at college/university premises.



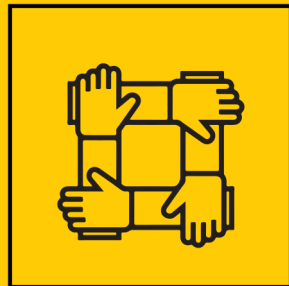
Diverse Customer Base:

Serviced accommodations attract a diverse clientele, including students, B2B and B2C business entities, and working professionals.



Operational Flexibility:

Serviced accommodations have simpler operational requirements compared to full-service hotels. It translates to lower staffing and maintenance costs.



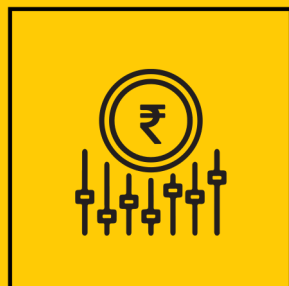
Community Building:

Serviced accommodations promote a sense of community among residents through shared spaces. It leads to positive reviews, repetitive business, and word-of-mouth referrals.



Learning Opportunities:

Running serviced accommodations can provide valuable entrepreneurial and management experience.



Flexible Pricing:

Flexibility to adjust pricing based on demand, seasonality, and local events, allowing businesses to optimize revenue.



Scalability:

The serviced accommodations business is highly expandable as one can expand this business by opening more locations in different cities.

BE THE GROWTH PARTNER OF

THE YOUTHVILLE

A partnership opportunity by Youthville opens many doors to achieve exponential growth.
There are 3 important partnership modules to start with



Build and Manage the Facility

Youthville shall custom-build serviced accommodations and manage the facility end-to-end.



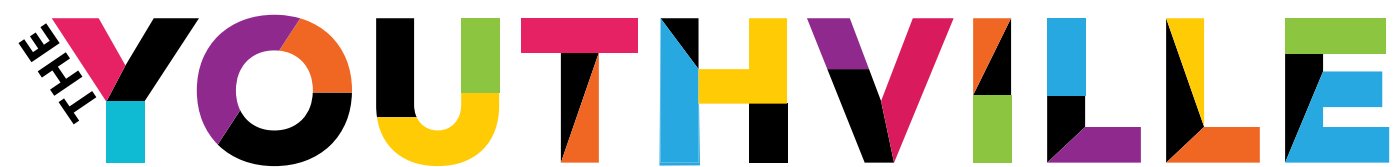
Build the Facility for You

Youthville shall build serviced accommodations on your empty property, build the facility for you, and guide you to manage it.



Operate the Existing Facility

Youthville shall take custody of your existing serviced accommodations facility, revamp it for the better, and manage it at its end.



ORGANIZATIONAL STRUCTURE

Mr. Vineet Goyal

Jt. MD, Kohinoor Group & Founder – Youthville

Vineet's proven excellence to develop and strengthen management teams has helped accelerate the group's profitability, expansions, and efficiency over the last 18 Years.

Mr. Rupesh Mittal

Director & Co-Founder, Youthville

Rupesh is an Ex. Tech Mahindra and has worked with Infinithism. Backed by a solid experience of 15+ years in business management, Mr. Rupesh looks after the development and expansion of Youthville.

Mr Mahesh Kulkarni

VP – Operations & Acquisitions

With 24 years in hospitality and property management, Mr Kulkarni has worked with top brands like Leela, Oberoi, Sodexo, Lodha, and JLL. For the past 6 years, he focused on building vibrant co-living spaces with Tribe Student Accommodations. Currently, he brings a plethora of operational excellence to Youthville.

Mr. Rohit Koshti

AGM – Sales & Marketing

Mr. Rohit Koshti is the AGM of Sales & Marketing with 15 years of experience in sales. He is also a contributor to the growth of Marriott International as he brings in expertise and strategic inputs to sell with fun and happiness in the teams.

Ms. Preeti Bhave

GM, Operations – Mumbai

A veteran at The Leela Palaces & Group of Hotels, Ms. Preeti ensures all the aspects of this vast venture synergized well and delivered as expected. Her 25 years of industry experience helps us set benchmarks at the International level.

Let's Join Hands and Leave No Success Milestone Unturned!



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