



ITH FRANCHISE OVERVIEW

BUSINESS FORMAT FRANCHISING

Grant to use the ITH logo, trademarks and a turn-key system to do business



PRICING

- Franchise Fee: **INR 5,00,000**
- Min. Contract Term: **10 years**
- Commission: **8%¹, then 12%²**

¹8% for the 1st 6 months; ²thereafter 12%.

- IT Solutions: **INR 75,776/annum***
- Advertising Fund: **INR 5,000/month**

*Estimated price for up to 40 beds, incl. GST. Subject to change.
Includes: **Booking Engine, Property Management System** and **Channel Manager**.

BENEFITS

- ITH Branding
- ITH Website Listing
- Inventory Distribution through Multiple OTAs
- Robust Online Advertising & Social Media Campaigns
- Free Staff Training
- Restaurant Menu Engineering



PROPERTY REQUIREMENTS

- At least 24 dorm beds across 3 or more rooms
- At least 3 private rooms with en-suite facilities
- All bathrooms with 24x7 hot & cold shower facility
- Minimum 1 Bathroom per room
- Minimum 1 Locker per dorm bed
- Free, fast Wi-Fi (with Secure Management System)
- At least 1 Common Room and 1 Washing Machine
- Communal Kitchen & Garden/Terrace an advantage
- Vegetarian/Vegan food & drinks only
- CCTV in all Common Areas
- Welcoming Reception Area
- Secure Parking Spaces desired



Estimated Monthly Revenue with this setup:

Hostel*
INR 3,75,732

Bistro**
INR 1,53,000

Total
INR 5,28,732

*on 60% avg. occupancy with breakfast exclusive rates
**on 50% avg. in-house footfall

STAFF REQUIREMENTS

- 1-2 Front Desk Managers + 1 Reliever (with good English skills)
- 1-2 Full-/Part-time Housekeepers
- 1 Chef + 1 Sous-chef + 1 Pizza Baker for the bistro*
- 1-2 Food & Beverage Servers (with English skills) for the bistro*
- 1-2 Security Guards (contractual)

*Will vary based on the desired level of operations.



International Travellers' Hostel

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