



ZURI GROUP GLOBAL 

[www.zurigroupglobal.com](http://www.zurigroupglobal.com)



## A VISION THAT SPREADS ACROSS THE GLOBE

The difference between dreams and reality often lies in the vision that gives it direction, and intent that powers it forward. A dream is what sowed the seeds of The Zuri Group way back in 1960. A dream to challenge mindsets and push the boundaries of what is possible in every endeavour we undertake. What started as a trading company has today flourished into a global conglomerate with a strong presence in Hospitality, Real Estate, Floriculture and Energy. The Group's business spans across three continents, with a growing reputation as a leading player in its various fields.





## THE FOUNDATION OF GROWTH

The Zuri Group began its business operations in Kenya and today has its business interests spread across India, UK & the Middle East. Promoted by a consortium of investors from the Middle East, the group boasts strong financials and is professionally managed by a vastly experienced team of directors.



## THE BELIEF THAT DRIVES US

### VISION STATEMENT

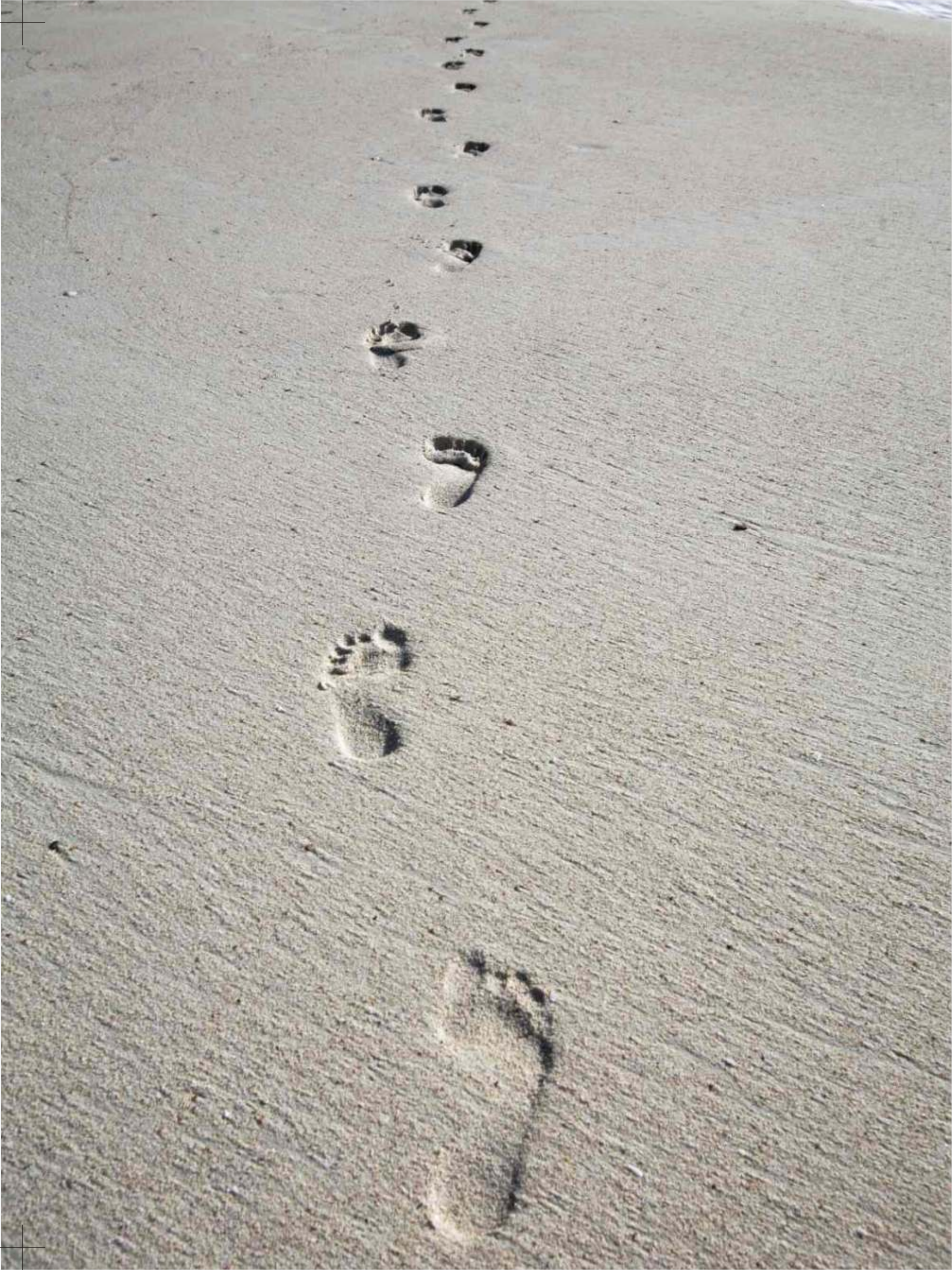
To be globally recogni **Z**ed as the **U**nique brand of choice for both internal and external stakeholders, providing innovative experiences, services and products with **R**espect and **I**ntegrity.

### MISSION STATEMENT

We are committed to

- Creating unique world class products and services.
- Providing our valued customers with a delightful experience through our products and services, so that they would always want to return for more.
- Being the employer of choice by equipping and inspiring our team to fulfil our collective aspirations.
- Being socially responsible in all our endeavours.





## THE BEGINNING OF A DREAM

The dream that was Zuri began in the year 1960 when the Kamani family set up its first trading business In Nairobi, Kenya. The rapid success of the business soon lead to its expansion into floriculture. Mainly focussed on exports, the floriculture business quickly began to earn itself a reputation for quality roses the world over. Business was brisk with almost a 100 million roses being exported to different parts of the world. Soon enough the group was propelled towards its next big initiative.

Led by the Kamani family, the group began its foray into the hospitality segment with the taking over of The Liner at Liverpool - the only themed Hotel in Liverpool City Centre. This marked a small but significant move that would pave the way towards the expansion into the hospitality segment in the future.

The Liner was soon followed up by the construction of the first hotel in Varca, Goa, which marked the beginning of an aggressive intent to actively pursue business opportunities in India.

The first property at Varca, Goa, built in a record 11 months in 2002, was followed by another in Kumarakom, Kerala, in 2006 and another one in Goa. All of which were in partnership with major international hospitality brands. During this period the group also acquired The Diani Reef Beach Resort & Spa – a luxury hotel in Mombasa, Kenya.

March 2009 saw the fructification of a dream that the Zuri Group had long cherished; the launch of Zuri’s very own brand of hotels and resorts. This happened with the group’s fourth hotel property in India at Whitefield, Bangalore. Again built from grounds up, this new hotel catered both to the discerning businessman as well as the leisure seeker. Thus creating a niche in the luxury hospitality segment with a unique brand of hospitality.

Today The Zuri Group Global has expanded its presence into the areas of realty and green energy besides others, with an established reputation as a group that is forward thinking and committed towards delighting customers the world over.





## ONE NAME AND A COMPREHENSIVE PRESENCE

Zuri is much more than a company. It is the culmination of an experience that is out of the ordinary. An experience that is personal and unique. The Zuri Group seeks to bring this very experience into every endeavour. Today the group has a strong presence in many industries with a footprint that spreads across many continents. Over the years, the group has built a strong presence in floriculture, hospitality, realty and is now venturing into the green energy sector.



## HOSPITALITY

In a short span of time, The Zuri Hotels & Resorts has established itself as a luxury hospitality brand that is positioned as young, trendy and chic, with a promise of rewriting the rules of the game. From the first property, The Liner, Zuri has striven to go beyond expectations in all areas. The Zuri offers a level of service that is highly personalised to ensure that the unique needs of every guest are catered to individually. Having expanded aggressively, The Zuri Hotels & Resorts currently has six luxury properties around the world.

1. The Liner Hotel at Liverpool, United Kingdom
2. The Zuri White Sands, Goa Resort & Casino
3. Diani Reef, Beach Resort & Spa, Mombasa, Kenya
4. The Zuri Kumarakom, Kerala Resort & Spa
5. The Zuri Whitefield, Bengaluru





**The Liner Hotel at Liverpool (United Kingdom),** is the first investment by the group in the hospitality segment and is one of the much appreciated international properties of the Zuri Group. The Liner embraces the historic reputation of Liverpool as one of the world's greatest seaports. With an undeniably impressive product design, The Liner, the only themed hotel in Liverpool City Centre, is a glowing example of the growing and successful tourism industry.





**The Zuri White Sands, Goa Resort & Casino** is situated on the shores of the Varca Beach in South Goa, and epitomizes Goa's true spirit and flavour. Built from grounds up in a record breaking eleven months time, this was the group's first property in India. The accommodation takes the shape of grand and well-designed rooms that provide a sense of warmth as well as privacy. In the past, this hotel has won the prestigious Carlson President's award for 'Best Hotel' four years in a row.





**Diani Reef Beach Resort & Spa (Mombasa, Kenya)** is a jewel embedded on the magnificent coastline of soft white sands kissing the Indian Ocean. The resort, which recently acquired a 5-star classification and is a Superbrand, holds warm and well-appointed rooms that comfort and rejuvenate. The additional facilities include an 18-hole golf course, tennis courts, nightclub, casino and cinema theatres.





**The Zuri Kumarakom, Kerala Resort & Spa**, situated on the shores of the serene 205 sq km Vembanad Lake in God's Own Country, Kerala, is a fine blend of natural and man-made marvel. It offers plush accommodation in the form of Presidential Villas, exclusive cottages and rooms overlooking a beautiful man-made lagoon. The spa at the resort, Maya Spa, is the largest in South India and also amongst the best in the country. This resort has won several awards and accolades which include "The Best Resort Spa" by Asia Spa awards 2 years in a row and is a leading resort recommended by CondeNast Traveller.





**The Zuri Whitefield, Bengaluru** is the newest addition to the The Zuri chain. Built at a total investment of 200 crores, The Zuri Whitefield, Bengaluru opened its doors to guests in February 2009. A 5-star business hotel with a difference, it offers every guest a uniquely personalised experience and boasts 162 rooms (2 Presidential Suites and 4 Executive Suites) and 5 F&B outlets in the centre of Bengaluru, India's IT nerve centre. The Zuri Whitefield caters to every need of its guests, be it the discerning business traveller or the leisure seeker.





## HOTEL MANAGEMENT SERVICES BY ZURI

Zuri is a brand committed to impeccable hospitality with an offering that is uniquely personalized and refreshingly different. Zuri is keen on reaching out to an expanded network with a wider presence and in this regard offers comprehensive professional hotel management services.

We believe that a good operator is critical to the long term success of any property. Given the highly competitive hospitality market and its unique dynamics, we feel strongly that the operators need to align with the stakeholder's mindset and deliver the best return. While owners need to share the operator's preoccupation with the guests' needs and service standards. Herein remains The Zuri Hotels & Resorts' strengths and belief.

Zuri manages the properties with an understanding of the property's income generating capabilities as well as its investment value. Our background as an owner and our experience in having worked with other international management companies in the past give us a unique edge to add tremendous value to any property.

Our seamless and integrated approach provides the following solutions to properties:

- Conceptual development and technical services - including facilities planning, layout configuration, project development and pre-opening assistance to ensure that the property is designed for efficient operation
- Pre-opening activities that cover marketing, manpower planning, training, product launch, etc
- Professional management of property
- Sales & Marketing support
- Practicing HR fundamentals
- Financial management services that help plan the property's cash flow performance
- Intranet support system - The intranet offers useful information such as brand standards information, standard operating procedures, tools for standard improvement, training etc.





## HOW ZURI CAN ADD VALUE

The Zuri Hotels & Resorts' inherent and distinctive competencies will be leveraged upon to add value to the conceptual development, management and operation of the property to be managed:

### *Why Zuri?*

- We are a young and growing company, literally young.
- We are flexible on matters that interest the owners.
- We have over a decade of experience in operating hotels internationally and in India.
- We have made our brand presence felt in all segments that we operate in.
- We have a strong International and domestic sales network.

### *How will it add value to my hotel?*

- Our services focus on performance and yields.
- Our sales office network is one of the strongest at locations like Mumbai, Delhi, Kolkata, Bengaluru, Goa, Ahmedabad, Cochin, Liverpool, Kenya with offices opening soon at Chennai, Hyderabad among other locations which are being worked out.
- Strong revenue management tools.
- Loyalty programme, online guests feedback system, world class Spa expertise.
- Strong PR and media productivity.

### *And did you know?*

- Zuri has been recommended by Conde Nast as best Spa Resort at Kumarakom.
- While we managed operations at our Goa Hotel, Carlson awarded us the President's award 4 years in a row (this is awarded to the best Hotel in Asia Pacific region).
- Zuri is part of the Preferred Hotels.
- We value the Ownership's perception since we come from the same background.
- We tailor-made the product and the offering and are proactive in our approach considering the sensitiveness towards the cost.





## SCOPE OF SERVICES

The Zuri Hotels & Resorts shall provide project conceptual development, technical, pre-opening and management consultancy services for the properties in accordance with internationally recognized standards. Typically such services include the following:

### *Pre Opening:*

- Compilation of the business plan for 3 years
- Compilation of the annual budget
- Manpower planning
- Recruitment support & planning
- Compilation of the operating supplies along with the recommended specifications and vendors
- Corporate team support at the time of going live
- Preparation of launch plan including advertisement, marketing and PR plan
- Setting of Standard Operating Procedures
- Training
- Assistance in the entire facility planning
- Assistance in the selection of Vendor / Supply management

### *Operating:*

- Complete monitoring and implementation of SOP's
- Setting up of procedures and policies
- Food & Beverage executions
- Day to day management of the hotel benchmarked against global best practices through our team of professionals (General Manager & Head of Departments)
- Continuous service quality improvement process
- Regular Operations and Brand Audit (once or twice a year)
- Mystery shopper programme
- Regular employees learning and development programme
- Spa knowhow assistance

### *Technical:*

- Complete technical audit of current site
- Evaluation of the existing product and value additions for the efficiency of work
- Advising on the Heat, Light & Power practices, preventive maintenance and other operating assistance
- Review the property management systems and point of sale system requirements and supervise their execution





*Sales & Marketing:*

- Field Sales Support from the Regional Sales Office
- Pan India toll free number and Central Reservation Office for all enquiries and conversion
- Complete PR support with annual PR activities calendar
- Support from travel agents, corporate bookers and other partners
- Access to Revenue Management tools
- Representation in most trade fairs in India and Internationally. (This is optional)

*Information Technology:*

- Complete systems online - Property Management Systems / Information Technology solution and training
- Complete online sales and reservation support
- Management Information Systems assistance
- Intranet assistance and access

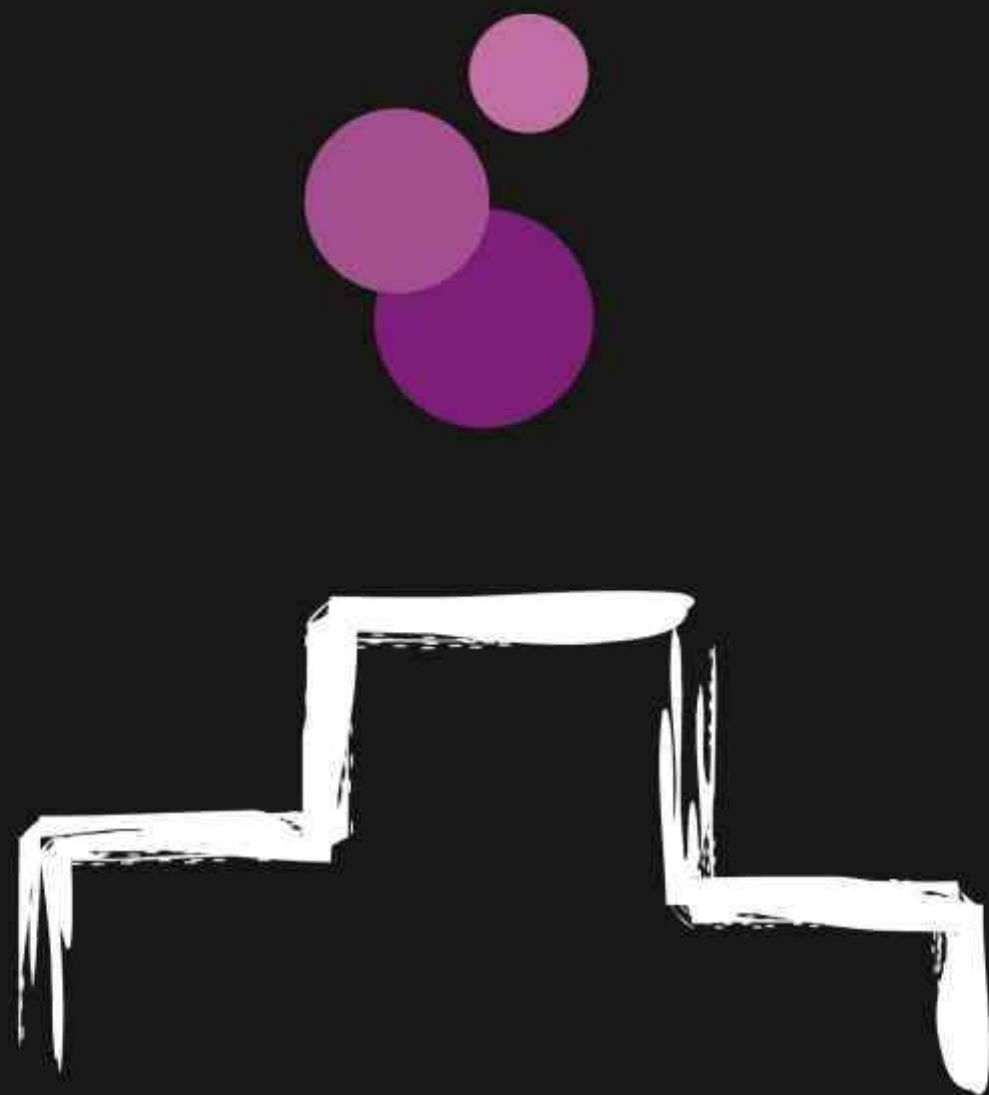
*Human Resources:*

- Continuous recruitment support process
- Employees orientation
- Appraisal and evaluation system
- Employee retention programme
- Best HR practices
- Support on training programme

Notes: The above listed activities are exhaustive and not listed in the order of timeline sequence of the project. They provide an indication of key activities that are normally carried out.

Zuri Brand matrix by segment					
Brand	Room size (sq m)	No. of Rooms	Restaurant (nos.)	Meeting space	Other facilities
The Zuri <i>The Platinum Collection</i> Luxury hotels/resorts	40 +	75 keys +	3 +	Ballroom + Meeting rooms	Spa, Pool, Fitness Centre, Retail
The Zuri <i>The Lifestyle Collection</i> Up market/First Class hotels /resorts	32 +	100 keys +	2 +	Large Ballroom + Meeting rooms	Spa, Pool, Fitness Centre, Retail
The Retreat by Zuri Mid market hotels/resort	28 +	50 keys +	1 +	Meeting rooms	Pool, Fitness centre





## DELIGHTING THE WORLD

No matter where, the experience at every Zuri Hotels & Resorts property is one that's personal, unique and far beyond expectations. Over the years Zuri has been the recipient of internationally acclaimed awards from around the globe.

### THE ZURI WHITE SANDS, GOA RESORT & CASINO

Carlson President's AWARD for last four consecutive years

### THE ZURI KUMARAKOM, KERALA RESORT & SPA

ASIA SPA AWARD - Best Resort Spa in India, 2007 & 2008

Carlson President's AWARD for Operational Excellence 2007

ASPIRE AWARD for High Average Daily Rate

Recommended by Condé Nast Johansens

### DIANI REEF BEACH RESORT & SPA, KENYA

Distinction of being a Super brand

First Choice Gold Choice Award

'Most Innovative Retreat in Africa' category at the Amarula Best Retreats in Africa Awards 2008

Service Excellence Award' at the Amarula Best Retreats in Africa Awards 2009

### THE LINER HOTEL, AT LIVERPOOL

Nominated for the Large Hotel of the Year at the Annual Tourism Awards 2008





## GREEN ENERGY

The Zuri Group Global's roadmap of expansion into newer and more relevant avenues has lead to its entry into the green energy sector. An area that is growing in relevance, with an urgent need to preserve the natural resources of the planet and ensure a pollution free world, the green energy sector is replete with opportunities. Zuri Green Energy is the Zuri Group's effort towards exploring these opportunities, with an aim to empower the world today and a desire to preserve the precious little that we have for tomorrow. Already present in the wind energy sector with windmills in South India, Zuri Green Energy has identified its thrust areas in geo-thermal and energy from waste, besides wind itself. Beginning with India and Kenya, the expansion plans of Zuri Green Energy will witness its foray in more countries in East and Central Africa and the Middle East.







## MAYA SPA

The signature brand of Spas by Zuri – Maya Spa is a complete wellness and health destination. One of the finest and most holistic spas in the country, Maya Spa uses only Pevonia products - a complete line of spa care products containing the finest natural marine and botanical ingredients, combined with technologically advanced formulas and treatments to deliver outstanding results. Present in all our properties, the Maya Spa at The Zuri Kumarakom has been the recipient of the **ASIA SPA AWARD - Best Resort Spa in India, 2007 & 2008** and boasts the distinction of being **Recommended by Condé Nast Johansens**.







## REALTY

The Zuri Group Global's foray into realty is well and truly on its way forward with the acquisition of two caches of land in Goa, making for a land bank totalling 300 acres of prime real estate. On this space is planned a Residential Project by the name Zuri Palms - a first of its kind luxurious villas project in Goa. The planned project boasts of two hundred high-end villas and hundred apartments, with a 18 hole golf course. The Zuri Group Global is intent on a strong presence in the realty sector and the future will see substantial investments towards new and exciting projects all over the country.





## FLORICULTURE

Floriculture has remained one of The Zuri Group Global's core businesses. Having established two Rose farms in Nairobi, Kenya, under the brand of Primarosa Flowers, the group has established itself as one of the leading players in the world. Spread over an area of 150 hectares, Primarosa Flowers exports over a 100 million roses to regions around the world such as The UK, Middle East and Holland. The floriculture division of the Zuri Group today employs over 1600 employees and is the market leader in high quality roses.







## TOWARDS A BRIGHTER TOMORROW

The Zuri Group Global is poised on the threshold of a future that promises great opportunity and growth. While the focus in the short term would be to establish the group's presence further in the existing businesses, the future will see an aggressive expansion into more industries and sectors. The future of Brand Zuri remains in being a trend setting leader in all areas that it has a presence, in and charting new territories with each new venture.

The near future will see the opening of a new luxury business hotel in Nairobi, while in India the ground work has begun on the next hotel project in Bangalore. For this the group has acquired six acres of land in Devanahalli with the intention of creating a mixed development investment that includes a hotel, retail and a commercial property. Incidentally, this also happens to be the closest hotel to the Bengaluru International Airport.

The group is also actively scouting for new properties and has identified the Management Contract route as a focus area to expand its presence throughout the country.





## OUR PEOPLE - OUR GREATEST ASSET

The Zuri Group Global well and truly believes that people are its most important asset. A fact which is always reflected in its efforts towards attracting the best talent in the field. The group's employee ranks boast of some of the brightest minds with around 800 people in India and 2300 internationally.

The group prioritises investment in its employees greatly and promotes innovative and dynamic HR policies that recognise and reward the efforts of each member of the Zuri family. A testimony towards the high levels of importance placed on its employees is also reflected from the fact that the group's hospitality arm has quickly built a reputation for stellar hospitality. A fact made possible only with the active and sincere efforts of its staff.







## CARING AT EVERY STEP

Even as a leading player in its business segments, The Zuri Group Global has always insisted on honouring its responsibilities towards the socio, enviro and eco initiatives. The Zuri Group believes that growth cannot be achieved by compromising the core tenets that drive a sustainable and empowered world. The group ensures a strong and continuous commitment towards Corporate Social Responsibility activities, both within the realm of its business interests as well as on an independent level.

All Zuri hotel properties are designed to be socio and environmental friendly, with checks and balances in place to ensure minimum impact to the environment. Some initiatives that exist include rain water harvesting, sewage treatment facilities and green practises, with regard to operations, construction and facility management to tackle rising energy costs, pollution and conservation. The group also looks towards increasing participation of local talent through direct employment, support of local community projects in each hotel's region and assisting local charities.





## WE'D BE DELIGHTED TO HEAR FROM YOU

The Zuri Group Gobal is always on the lookout for expanding further in their business interests and into newer arenas. If you would like to know more about us or get in touch with us we'd be delighted to hear from you. You can reach us at

### ZURI GROUP GLOBAL

244, Hoody Village, Rajapalya,

ITPL Road, Whitefield,

Bengaluru - 560 048, INDIA.

Tel: +91 80 403 55 055, Fax: +91 80 403 55 155,

[www.zurigroupglobal.com](http://www.zurigroupglobal.com)