



Stay N Earn Architecture

Land Becomes Legacy



Concept



WE BUILD THOUGHTFULLY DESIGNED PROJECTS, THAT ARE

High-Performing Assets

BESPOKE VILLAS, SECOND HOMES, & RETREATS,
ROOTED IN AESTHETICS, PURPOSE, & PRECISION.

DESIGN BOLDLY

BUILD BEAUTIFULLY

EARN QUIETLY



TAKE

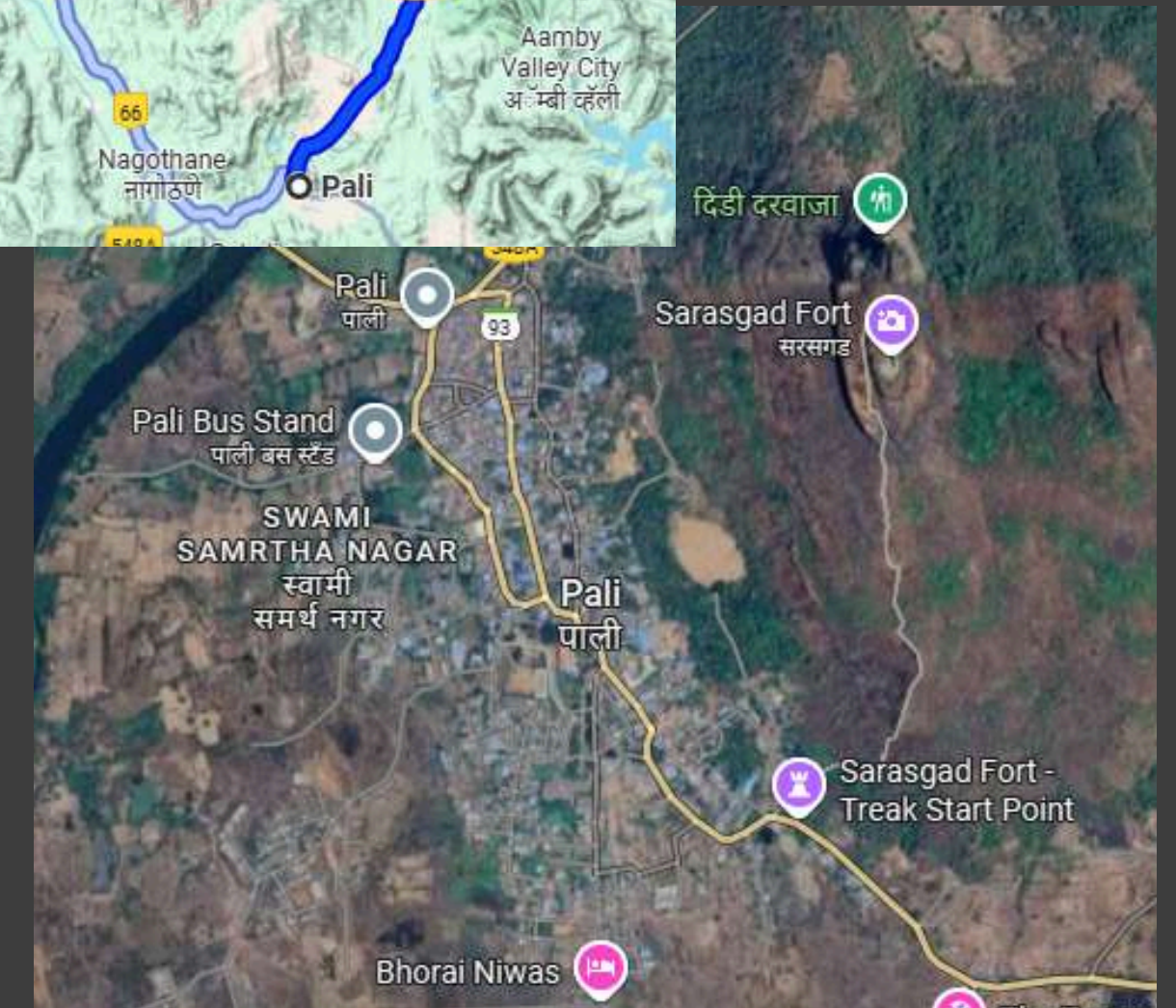
Pali, Raigad

FOR EXAMPLE



About Pali

Pali in Raigad is evolving into a hill-land tourism hub. Infrastructure upgrades have compressed travel times, pulling steady weekend and short-break traffic from Mumbai and Pune. Tourist footfall is climbing year over year, yet supply of well-managed mid-priced villas lags demand. This project captures that gap with a managed 3 BHK product positioned for families, groups, and compact corporate retreats.





Project Overview

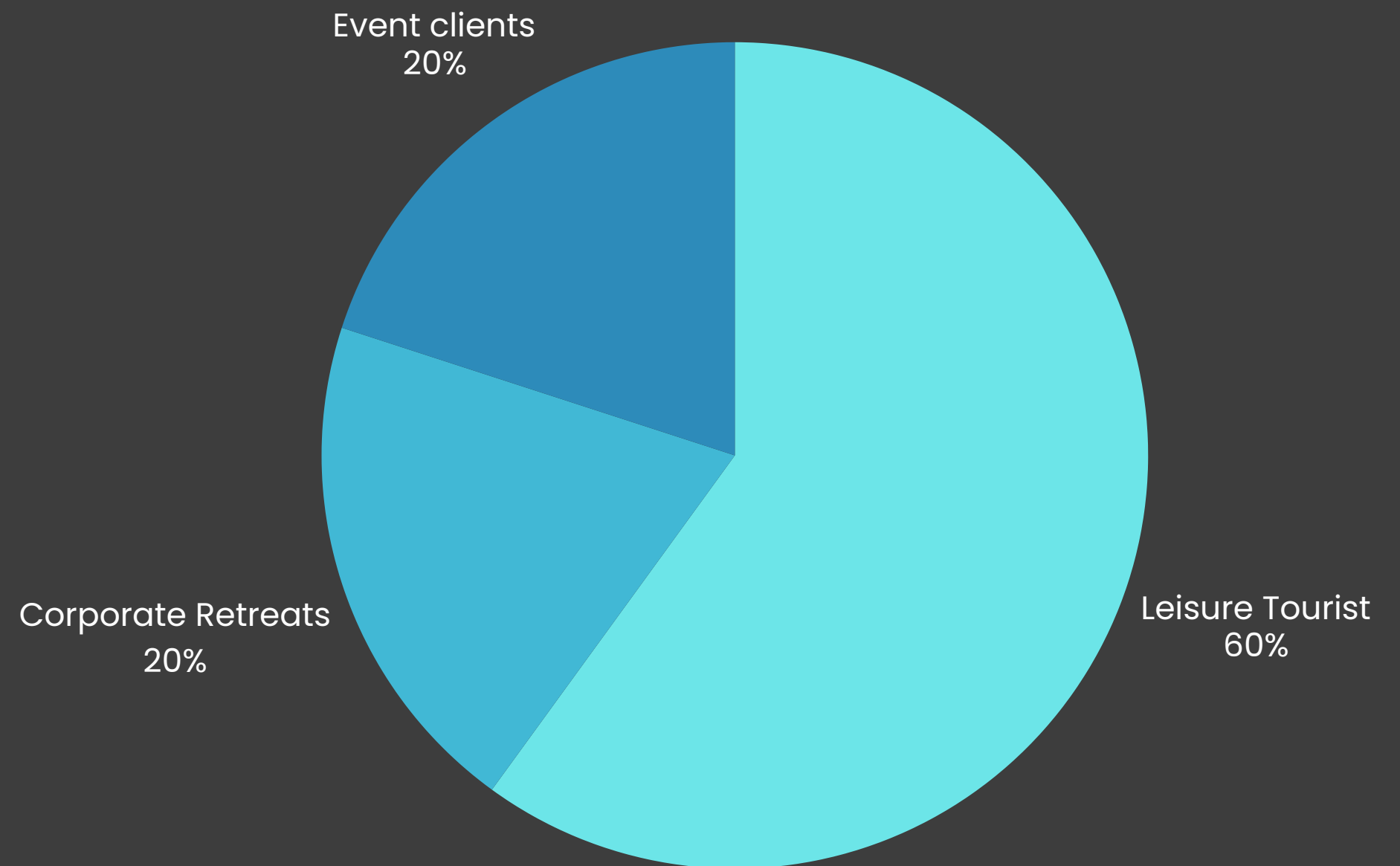
- **Type:** Villa, 3 BHK
- **Plot area:** 26,000 sq ft
- **Built-up area:** 2,000 sq ft
- **Pool:** 400 sq ft rectangular
- **Average daily rates:**
Weekdays ₹20,000; Weekends ₹25,000; Peak (NYE) ₹45,000
- **Guest capacity:** 6 to 10 guests
- **Operating days:** All month
- **Monthly rent (if leased):**
₹35,000





Target Customer Segmentation

- **Leisure tourists 60%** – families and groups seeking private stays, comfort, privacy.
- **Corporate retreats 20%** – offsites, small team meets, distraction-free workations.
- **Event clients 20%** – micro functions, intimate celebrations.





Operating Model & Team

Villa manager (1): Supervision, guest handling, vendor coordination.

Marketing/site ops (1): Listings, ads, content, inquiry handling.

Garden/pool and housekeeping (1): Laundry, upkeep, landscaping, pool.

Security (1): 24x7 access control and visitor logs.

Total headcount: (4) FTE. SOPs cover check-in, cleaning turns, issue resolution, and inventory control.





Operating Cost

- **Fixed:** Staff ₹20,000; Internet/telephony ₹2,000; Software/booking tools ₹1,000; Licenses ₹1,000.
- **Variable:** Utilities ₹6,000; Linen/laundry ₹2,000; Pool maintenance ₹1,000; Guest amenities ₹1,000; Repairs & maintenance ₹2,000; OTA commission ₹5,000.
- **Contingency:** ₹1,000.
- **Statutory taxes/platform fees:** ₹3,000.
- **Total operating expense used in P&L:** ₹43,000 per month.



Initial Setup Cost – Capex

Category	Item	Cost (₹)	Remarks
Lease & Legal	Security Deposit	₹120,000	Refundable deposit to property owner
	Brokerage / Legal Fee	₹5,000	Rental agreement and legal setup
Furniture & Interiors	Furniture	₹800,000	Bedroom/Living/Dinning
	Decor, Curtains & Soft Furnishing	₹80,000	Curtains, cushions, rugs, wall art
Appliances	Fixtures & Lighting	₹60,000	Decorative lights, lamps, fittings
	Kitchen Appliances	₹65,000	Fridge, microwave, stove, mixer, etc.
	Electronics	₹200,000	TVs, ACs, geysers, washing machine



Initial Setup Cost – Capex

Category	Item	Cost (₹)	Remarks
Outdoor & Pool	Pool Setup & Cleaning Kit	₹300,000	Chemicals, nets, accessories
	Landscaping (Basic Garden Setup)	₹200,000	Potted plants, pebbles
Tech Setup	CCTV, Wi-Fi Router, Camera	₹40,000	Guest safety and connectivity
Branding & Listings	Photography + Listing Content	₹30,000	For Airbnb and Booking.com presence
	Logo & Branding	₹10,000	Basic identity and visual materials
Housekeeping Setup	Linen & Towels(Bulk)	₹6,000	Guest-ready bed sheets, extra sets
	Cleaning Equipment	₹5,000	Vacuum, mops, brushes, detergents
	Toiletries & Welcome Kits (Bulk)	₹5,000	Shampoo, soap, sanitizers, tea kit



Initial Setup Cost – Capex

Category	Item	Cost (₹)	Remarks
Construction	Construction Cost	₹4,200,000	RCC or Prefab Construction
	Land Development	₹600,000	Extinguishers, safety signage
	Miscellaneous	₹60,000	Buffer for unexpected expenses
	Software/Channel Setup	NA	Subscription/setup for booking apps
Total Initial Setup Cost		₹6,786,000	



Occupancy Rate

Days	Occupancy Rate	Occupancy Count/Y
Weekdays	40%	103
Weekends	80%	78
Long Weekends	100%	6
New Year Event	100%	3
Final Occupied Count/Year		191
Occupied Count/Month		16



Revenue (Monthly Estimate)

Description	Average Rates	Occupancy	Monthly Revenue (₹)
Weekday Revenue	20000	103	2,064,000
Weekend Revenue	25000	78	1,960,000
Long Weekends	25000	6	150,000
New Year Event	45000	3	135,000
Total Revenue per Year			4,309,000
Total Revenue per Month			359,083



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Revenue (Monthly Estimate)

Revenue		Operating Expenses	
Particulars	Amount (₹)	Particulars	Amount (₹)
Weekdays Revenue	₹172,000	Fixed Costs	₹24,000
Weekends Revenue	₹163,333	Variable Costs	₹16,000
Long Weekends	₹12,500	Contingency	₹3,000
New Year Event	₹11,250	Total Operating Expenses	₹43,000
Total Revenue	₹359,083		
Gross Profit & Operating Income (EBIT)			316,083
Other Expenses			
Statutory Taxes (GST, TDS, etc.)		3,000	
Net Income (Monthly)			313,083

Revenue



Net Income	
Monthly	₹313,083
Annually	₹3,757,000



Returns

- **Initial Investment:** ₹67,86,000
- **Annual profit:** ₹37,57,000
- **ROI:** 55.4%
- **Payback:** ~1.8 years

The initial investment of ₹5,93,000 is expected to be fully recovered in approximately 20 months.

This represents a very quick return on investment, enhancing the financial attractiveness and viability of the project.



Let's Begin Your Journey.



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homes**

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