

Hormony Holidays Pvt. Ltd.
No.8, “ Sowmya”, 1st Main,
Countour Road, Gokulam, 3rd stage,
Mysore.

PROJECT REPORT

PREPARED BY:

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Project in brief:

Promoter:

R Guruprasad, MBA, has always been fascinated by the sea. Former diving champ and presently a diving coach, the fascination that water holds for him is still strong. And also an Overseas Consultant in tourism hands on Adventure sports, SCUBA Diving, Hotels, Motels, Resorts and being in Hospitality business over a decade in Australia. This coupled with an entrepreneurial streak, led him to identify a sleepy seaside village in South India as a potential recreational resort. This village is the foundation of the vision of the proposed Tranquility Bay.

LOCATION

Sundaramudaiyan, A sleepy hamlet 36 km off Rameswaram on the eastern coast of India. Now wakes to take its place under the sun. With immense tourism potential, it is waiting to transform itself into a world-class beach resort. The waves and sands here have a story to tell. Centuries ago, India's greatest hero, Rama set out from here to look for his abducted wife Sita. Down the ages, a 300-year-old summer palace stands as mute testimony to the bygone magnificence of the Rajas of Ramnad. A little over a century ago, the great saint, Swami Vivekananda walked on these shores after winning the West over with his wisdom. Waves lap on the shore, the breeze rustles the casuarina trees as the fisher folk prepare to go fishing and pearl diving. A peek underwater reveals the myriad wonders of the coral reef. All this and more laid out at the very tip of Southern India.

Sundaramudaiyan transforms itself to Tranquility Bay

Tranquility Bay is a proposed peaceful seaside resort at Sundaramudaiyan village dedicated to tourism, leisure and recreation while conserving the ecological balance of the locale. Inspired by the marine wealth found in abundance and nearby places of historical interest in Sundaramudaiyan and the easy accessibility of the coral reefs around the archipelago of pristine islands, the promoters are committed to developing this into an eco-friendly resort which shall provide ample facilities for leisure, recreation and tourism without disturbing the ecological balance. Share the VISION of Tranquility Bay.

From Sundaramudaiyan to Tranquility Bay

A transformation you can be part of Harmony Holidays Private Ltd, the promoters invite investors, venture capitalists, for joint ventures. The objective is to generate funding as well as promote tourist inflows through holiday packages. Tranquility Bay is a proposed peaceful seaside resort at Sundaramudaiyan village dedicated to tourism, leisure and recreation while conserving the ecological balance of the locale. And it is a transformation that you can be part of.

Total Project Size

We envisage the total project size would be around Rs 27.54 crores (approx. US \$6 million) in a phased manner depending on the number of rooms and cottages and facilities offered.

Company and The Chief Promoter

The Company and its directors for the proposed project will be under the banner of Harmony Holidays Pvt. Limited and the chief promoter being R. Guruprasad, MBA, internationally certified diving coach, hospitality consultant for overseas projects and adventure tourism.

Tie-Ups and Joint Ventures

We are looking out for investors, joint ventures, or venture capitalists, which can contribute funding as well as actively promote tourist inflows through tour groups, chartered flights or yachts and develop the resort to international standards. S/he could be a stakeholder of the company. A directorship on a retainer basis would be offered to she/him/company. To participate in this venture, one needs a minimum investment of INR 1 cr. (US \$2,15,000). Going forward, we would also be evaluating the possibilities to have tie-ups, joint ventures or associates from the Europe, UK, and other geographies.

Tranquility Bay- The Complete Holiday

While Tranquility Bay would be a 3-star deluxe resort run on a commercial basis, great pains will be taken to protect the environment and ecology of the beach and islands and retain the pristine beauty of the locale. The property also contains a 300-year summer palace of the Ramnad dynasty. This is an authentic piece of architecture. Following its restoration, the architecture of the summer palace will be echoed in all structures. Ethnicity and authenticity shall form the theme of the other structures including houses, cottages and rooms of the resort, keeping in mind exquisite taste and all modern amenities. Total service quality management techniques shall be adopted to be on par for an international clientele.

A Slice Of Life at Tranquility Bay

We envisage developing world class infrastructure for water sports such as scuba diving and snorkeling. In addition, we would provide for light water sports like wind surfing, yachting, sailing, kayaking, canoeing, and water scootering etc for which an adventure sports complex is also on the anvil. Furthermore, sports such as parasailing and microlight flying would be exciting add-ons. There would also be ample room to accommodate leisure activities such as beach volleyball, tennis, bowling, etc. State-of-the-art facilities will be available for jacuzzi, sauna, and swimming pool. For the wholeness and wellness of the clients, a modern health club, Ayurvedic nature clinic and massage parlor are in the pipeline. To cater to the ever growing demands of relaxing and rejuvenation of the spirit, a spiritual academy shall include a meditation hall, yoga training. Day trips to nearby tourist spots like Rameswaram, the historical temple, and the virgin beaches of Dhanushkodi would also form part of the itinerary.

Project profile

Name and Address of Promoter : Guruprasad R, Managing director.
No.8, "Sowmya", 1st Main, contour road,
Gokulam, 3rd Stage, Mysore. 570002
India.

Contact details : 91 821 2518275/91 9448246637

Email address : prasadmysore@yahoo.com

Date of Birth : 24th January 1970

Educational qualification : B.Com, (1990), MBA,
PG dip. In system development

Experience and Associations : Consultant for water sports, tourism, Hotels
And resorts
Business Consultant for overseas venture
Associated with Raj resorts, Mysore
President for Restless Adventures (India)
Director: Golden gopuram hospitality
Services PTE
Associated with Lakadives, Dive school in
Lakshdweep islands
Representing India as a cultural/Educational
Ambassador (1997)
Associated with Sterling Holiday resorts (India)

Assumptions in the project:

1. In this Project Income and Expenditure will be applicable from the date of commercial commencement of the project.
2. Lodging facility of one dormitory, ten suit rooms and 60 delux rooms. All rooms are fully furnished.
3. Lodging tariff is dormitory Rs.25000.00 (Lumsum), Suit room Rs.10000.00 and Delux room Rs.4000.00.
4. Lodging receipts at 60% of the capacity of the lodge.
5. Income tax is calculated as per present income tax act in India.
6. 10% increase in the cost of expenditure as well as income every year.
7. Depreciation is calculated as per Income tax act, 1961 for assessment year 2010-11.
8. All Luxury taxes, Sales tax and service taxes are collected and paid.