

## **Rating Rationale**

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### **Brickwork Ratings assigns “BWR-KA-D” (Provisional) for the Tourism – Homestay Rating of Bhramagiri Home Stay, Marandoda Village, Yavakapadi Post, Madikeri Taluk, Karnataka**

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Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-D**”#\* (**Provisional**) (**Pronounced BWR Karnataka D**) **Tourism – Homestay rating to Bhramagiri Home Stay, Marandoda Village, Yavakapadi Post, Madikeri Taluk**, which indicates that the organization provides/delivers **Average Quality of Facility**. This Provisional Rating is valid for 6 months and will be considered as a regular rating at the discretion of BWR, upon submission of the Original Homestay Registration Certificate issued by the Department of Tourism, Government of Karnataka.

#### **HOMESTAY PROFILE:**

**Bhramagiri Home Stay (BHS)**, Marandoda Village, Yavakapadi Post, Madikeri Taluk, was established by Mr. C. K. Uthappa and his family. BHS is located at Bhramagiri Home Stay, Marandoda Village, Yavakapadi Post, Madikeri Taluk, Karnataka. The total land area is about 5 acres of coffee plantation and built up area of the homestay is approx 2500 Sq ft. BHS is suitable for couples, groups and travelers. BHS commenced operations in January 2014 and has four rooms to accommodate guests. BHS is around 31 kms from Madikeri city town center and around 124 kms from Mysuru in Karnataka. BHS is suitable for groups who wish to experience trekking, sightseeing and nature walks.

#### **OPERATIONS, FACILITIES AND SERVICES:**

**BHS** enjoys locational advantages, as it is situated near Madikeri (31 kms) with tourist attractions like Chelavara Falls (14 kms from BHS), Nalknad Palace (09 kms from BHS), Tala Kaveri (37 kms from BHS) and Bhagamandala (29 kms from BHS). The nearest police station and shopping bazaar are located in Napoklu (12 kms from BHS) post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available in Cheyandane and Kakkabe (3 kms from BHS). Nearest bus stand is 200 mts from BHS, nearest Railway Station is Mysuru Railway station (124 Kms), Nearest Airports are Mysuru (124 kms) and Mangaluru (140 kms)

# KA stands for Karnataka

*\*Please refer to [www.brickworkratings.com](http://www.brickworkratings.com) for definition of the rating & rating scale. The rating assigned is not a credit rating.*

Mr. C. K. Utappa resides at the ground floor of the building. BHS has 4 rooms, common dining hall, kitchen and balcony. Each room offers double accommodation. The homestay offers amenities like double bed, attached bathroom with 24 hours hot water, table, dressing mirror, fans, towels and basic toiletries etc. The rooms are clean and well maintained. The sizes of the rooms and bathrooms in the homestay are adequate. The doors of the rooms are fitted with ordinary locks. BHS has sufficient parking space for around 5-6 cars. BHS provides complimentary coffee/tea, towels and basic toiletries. UPS to address power issues is available and Guest register book is maintained

The standard tariff is Rs. 1200 per person/day which includes food. BHS also takes copies of ID proofs of guests during check in time. The identification proof accepted is driver's license/ voter identity card or passport. BHS provides assistance with luggage, wakeup call service on request, paid transportation on call, information on nearby tourist destinations and critical information like nearby hospital contact details etc.

The homestay property has a compound with gate. 1 CCTV is fixed in the homestay. The bookings are made through word of mouth, emails, and telephone.. Guest register book, complaint/suggestion book/bill book, security guard and fire safety measures are not in place presently.

#### **MANAGEMENT:**

Mr. C. K Uthappa is the proprietor of Bhramagiri Home Stay. The proprietor stays in the homestay and takes care of the day to day operations of the homestay.

#### **STATUTORY COMPLIANCES:**

Bhramagiri Home Stay has the following documents viz., Police verification certificate dt. January 20 2017 issued in the name of the proprietor Mr. C. K. Uthappa and the homestay, approval from Gram Panchayat dt January 01, 2014 for operating a homestay and property tax paid receipt for 2015- 16. BHS is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, BHS has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka dated June 20, 2017, which states that BHS's Application number is 17061607 and that they would be notified by the department officials in case they need clarifications or if they find discrepancies in the submitted application.

### **RATING RATIONALE:**

The Tourism- Homestay rating assigned for Bhramagiri Home Stay positively factors the nearby tourist attractions, track record of operations, motorable roads, clean rooms and satisfactory facilities. However, the rating is constrained by the inherent seasonality risk associated with the cash flows of the homestay industry, competition from other homestay players in the vicinity and need for improvement in security and fire safety measures,.

Bhramagiri Home Stay 's ability to provide good quality services and security thereby providing secure, value for money stay options would be the key rating sensitivities. Provision of additional amenities including better fire safety measures and ensuring good services for differently abled guests with special needs is necessary.

### **METHODOLOGY ADOPTED:**

BWR Tourism Ratings reflects BWR's current opinion on the quality of the specific Tourism Product or Service in Karnataka. Department of Tourism (DoT), Government of Karnataka has issued Tourism Products Rating Guide – Karnataka 2015 ([http://karnatakaturism.org/policy/Tourism\\_Products\\_Rating\\_Guide-Accomodation.pdf](http://karnatakaturism.org/policy/Tourism_Products_Rating_Guide-Accomodation.pdf)) which has defined the Quality Standards which shall be applied by the empanelled Rating Agencies for assessing the quality of tourism products in Karnataka. Guidelines for registration of Homestays in Karnataka have been issued vide GO (Government order) No. TD 429 TTT2015 Bengaluru, dated 31-3-2016. (<http://karnatakaturism.org/policy/go-dated-31.03.2016-kan-eng-agency-address-parameters.pdf>), ಸಂಖ್ಯೆ : ಪ್ರಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 24-6-2016, ಸಂಖ್ಯೆ : ಪ್ರಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 27/08/2016 and GO (Government order) ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ : ಪ್ರ ಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ :13/10/2016 ([http://karnatakaturism.org/policy/Homestay\\_Governmentorder.pdf](http://karnatakaturism.org/policy/Homestay_Governmentorder.pdf)) . In addition, BWR has drawn up several qualitative and quantitative parameters, based on its own research and in consultation with various experts in this field and in the “user industries”, to make a comprehensive assessment of the quality of Tourism Products/Services. The DoT parameters constitute 80% weightage of the Rating while BWR parameters constitute 20% weightage. The rating is carried out on a scale of A to E with (+) or (-) modifiers for A through C except D and E, to reflect comparative standing within the category. Rating Parameters are broadly categorized as Infrastructure, Services, Safety and Security, Statutory Compliances, Good Design Practices, Evaluation of business model, Promoters/Management analysis, Location analysis, Scale, diversification and coverage, Brand strength and Networking and Developmental efforts.



| Analysts                                                                       | Media                                                                                               |
|--------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <a href="mailto:analyst@brickworkratings.com">analyst@brickworkratings.com</a> | <a href="mailto:media@brickworkratings.com">media@brickworkratings.com</a>                          |
|                                                                                | <b>Relationship Contact</b><br><a href="mailto:bd@brickworkratings.com">bd@brickworkratings.com</a> |
| <b>Phone: 1-860-425-2742</b>                                                   |                                                                                                     |

**Important Note:** Brickwork Ratings (BWR) has assigned the rating based on the information and documents provided by the Home Stay management. BWR has taken considerable steps to avoid any data distortion; however, it does not examine the precision or completeness of the information obtained. And hence, the information in this report is presented “as is” without any express or implied warranty of any kind. BWR has not verified the authenticity of the documents submitted by the home Stay and does not make any representation in respect to the truth or accuracy of any such information. The rating assigned by BWR should be treated as an opinion and not a recommendation to use or not to use the specified home Stay facility and BWR shall not be liable for any damages/losses of any kind suffered by users of the home stay facility or users of this report or from any use of this report or its contents. BWR has the right to change, suspend or withdraw the rating at its discretion, at any time for any reasons.