

Rating Rationale

Brickwork Ratings assigns “BWR-KA-A” for the Tourism – Homestay Rating of Havilla Lake Point Homestay, Bengaluru, Karnataka

Brickwork Ratings India Pvt. Ltd (BWR) has assigned “**BWR-KA-A**” ** (Pronounced **BWR Karnataka A**) **Tourism – Homestay** rating to **Havilla Lake Point Homestay, Bengaluru, Karnataka**, which indicates that the organization provides/delivers **Highest Quality of Facility**. The rating assigned is valid for three years and is subject to an annual surveillance.

HOMESTAY PROFILE:

Havilla Lake Point Homestay (HLP), Bengaluru was established by Ms Mohana Pani in 2000. Operations commenced in 2000 initially with one room and subsequently expanded to 4 rooms in 2004. HLP is a private home which offers comfortable accommodation to guests on rent. The homestay is located at 38/13, Meanee Avenue, Opposite Ulsoor Lake, Bengaluru, Karnataka. The Homestay has a ‘Gold Category’ certification by Incredible India Bed & Breakfast Scheme established by Ministry of Tourism, Government of India, which is valid till November 10 2016.

OPERATIONS, FACILITIES AND SERVICES:

Havilla Lake Point Homestay enjoys locational advantages, as it is situated in Bengaluru, which attracts tourists and business travellers across the world. The homestay is located on a plot of 3050 sq.ft. area overlooking the Ulsoor Lake and comprises G + 3 Floors. Presently, the Homestay offers 5 rooms. The rooms are located on Ground and First Floors and are around 350- 450 sq.ft each, consisting of bedroom, dining facilities for 2 people, open kitchenette and bathroom. Each of the rooms are designed as suites, which are uniquely named as Bangalore, Mysore, Belur & Halebidu, Hampi and Pattadakal in order to promote awareness of historical places of interest in Karnataka among the guests. Two rooms have a small kitchenette. The attached bathrooms have defined shower and WC area. Occupancy level of the homestay is 60-70%.

The property is properly fenced. The Homestay is well designed with a reception area, lifts, clean and spacious rooms. The rooms are airy and neatly maintained. The sizes of the rooms and bathrooms in the Homestay are adequate. All rooms have air-conditioning, direct dial telephone, writing tables, wardrobes and modern amenities like refrigerator, lockers, tea/coffee maker, television and attached bathroom with hot and cold water, towels, toiletries. External furniture, parking area and internal floors are kept clean and dust free. Newspapers are provided to guests.

KA stands for Karnataka

**Please refer to www.brickworkratings.com for definition of the rating & rating scale. The rating assigned is not a credit rating.*

The doors of the rooms are fitted with digital locks. Safety lockers and first aid kit are available in all the rooms. Security measures are adequate with a security guard and 12 CCTVs spread at strategic locations across the homestay for monitoring the entrance/exit/common areas. Fire extinguishers are installed in all floors and smoke detectors are installed in kitchenettes of the rooms.

The homestay offers laundry service, iron board, doctor on call and a travel desk. Pets are not allowed. Complimentary continental and south Indian breakfast are included in the homestay room tariff. Lunch/dinner is served at the roof top garden dining area spread across 600 sq.ft. The homestay serves both vegetarian and non-vegetarian food. Alcohol is served only at the request of the client on the rooftop dining area. Smoking is not allowed within the premises. Though there are no indoor fitness facilities, gym facilities are available within 500 metres of the homestay. The Ulsoor Lake walkway is also used by guests for their walks.

The Homestay maintains the guest records i.e. details regarding guests, complaints / suggestion book etc. in physical form. Bookings are accepted through email/telephone and in person also. Web based bookings can also be made through other online portals/travel aggregators. International guests are required to submit details regarding passport and visa, Payments are accepted in cash/ internationally accepted cards (VISA, Diners & Amex apart from transfer of payment into our bank account) and computerized bills are issued. Guest registration forms are also being computerized.

Havilla Lake Point offers easy access to bus stop, railway station and various places of tourist interest within a radius of 10 Kms such as Cubbon Park, Aquarium, Bangalore Palace, Vidhana Soudha, Jawaharlal Nehru Planetarium, Indira Gandhi Musical Fountain, Lal Bagh, Ulsoor Lake and shopping at MG Road, Brigade Road and Commercial Street. Pick up & drop facility is also provided by the homestay at extra cost. The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available within 5 kms from the homestay.

MANAGEMENT:

Havilla Lake Point Homestay is the home of Ms. Mohana Pani and her husband Mr. Prithvi Pani. Both are senior citizens who reside in the homestay. Mr.Prithvi Pani takes care of the day to day operations of the homestay. They are a fifth generation family settled in Bengaluru and involved in the travel & tourism trade for the past 35 years. There are five staff including a customer relationship manager to take care of the guests. A Public Liability insurance policy (Rs 50 lakhs per annum) has been taken out by Havilla Lake Point Homestay for insurance against claims arising out of accidents occurring in the insured premises.

Mr. Prithvi Pani owns and manages the Metro Travel Group which offers travel services including bus, air & cab services apart from guides. He is the advisor to the Bangalore Tourist Taxi Association and a former core committee member of the Karnataka Tourism Forum & Life

Member of the All India Motor Transport Congress. Havilla Lake Point Homestay is reported to be operating profitably.

STATUTORY COMPLIANCES

Havilla Lake Point Homestay has the following documents Land Use Permit dt. October 09, 2006, Police verification certificate dt. March 11, 2016 issued in the name of Ms. Mohana Pani, Property tax and income tax returns for 3 years i.e. FY13, FY 14 & FY 15.

RATING RATIONALE

The Tourism-Homestay rating assigned for Havilla Lake Point Homestay positively factors the favourable location of the homestay which is conveniently located near Ulsoor Lake and the central business district, good reputation of the promoter, established track record of operations, nearby tourist attractions, accessibility to railway station and bus stand, promoters' financial capability, clean and comfortable facilities. It also factors the Gold Category Accreditation from Incredible India Bed & Breakfast Scheme, Ministry of Tourism, Government of India and keen demand/interest evinced by various people for stay in the homestay. However, the rating is constrained by the inherent seasonality risk associated with the cash flows of the homestay industry, moderate scale of operations and competition from other hotels in the vicinity.

The rich cultural and historical heritage of Bengaluru attracts tourists throughout the year. Since it is located close to central business district, Havilla Lake Point is preferred by business travellers as well. Havilla Lake Point Homestay's ability to cater to the requirements of guests by consistently offering services of good quality with emphasis on guest comfort and security, thereby providing value for money stay options would be the key rating sensitivities.

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-Accommodation.pdf) and Guidelines for registration of Homestays in Karnataka 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>) which has defined the Quality Standards which shall be applied by the empanelled Rating Agencies for assessing the quality of tourism products in Karnataka. 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.

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Important Note: Brickwork Ratings (BWR) has assigned the rating based on the information and documents provided by the homestay 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 homestay 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 homestay facility and BWR shall not be liable for any damages/losses of any kind suffered by users of the homestay 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.