

Rating Rationale

Brickwork Ratings assigns “BWR-KA-D” for the Tourism – Homestay Rating of Sri Venkatadri Comforts, Madikeri, Karnataka

Brickwork Ratings India Pvt. Ltd has assigned “**BWR-KA-D**”#* (Pronounced **BWR Karnataka D**) **Tourism – Homestay** rating to **Sri Venkatadri Comforts, Madikeri, Karnataka**, which indicates that the organization provides/delivers **Average Quality of Facility**. The rating assigned is valid for three years & is subject to an annual surveillance.

HOMESTAY PROFILE:

Sri Venkatadri Comforts (SVC), Madikeri was established by Mr. Ramesh K in April 2015 as a Proprietorship firm which was reconstituted as a partnership firm with induction of his brother, Mr. Raghavendra, as a Partner in May 2016. SVC offers accommodation to guests on rent. SVC is located behind the Bus stand in Madikeri, Karnataka. The homestay has entered into Marketing and Operational consulting agreement with Oyo rooms, an Indian aggregator for standardized inexpensive hotel rooms. SVC is suitable for budget and overnight travellers.

OPERATIONS, FACILITIES AND SERVICES:

Madikeri is one of the popular tourist destinations in Karnataka , thus providing locational advantages to the homestay. SVC is around 100 mts from the bus stand and is connected by motorable road. SVC is located on the first floor of the building owned by the Partners with built up area of ~1105 sq. ft. There are tourist attractions like Omkareshwara Temple, Raja’s seat, Madikere Fort, Abbey Falls, Cauvery Nisargadhama, Bylakuppe Golden Temple, Bhagamandala, Dubare Elephant Camp, Chelavara Falls etc in the vicinity of SVC.

Sri Venkatadri Comforts offers cost effective tourist accommodation by way of 4 non a/c rooms. The rooms are suitable for single, double and triple accommodation with adequate amenities like attached bathroom, tables, wardrobes, fans etc. The rooms are clean and well maintained. The sizes of the rooms and bathrooms in the Homestay are adequate. Televisions (TV) are provided in all rooms and a TV is placed in the common lounge. The doors of the rooms are fitted with ordinary locks. SVC provides breakfast, coffee/tea, mineral water, towels and basic toiletries as complimentary services. Other meals are provided on request and additional payment and mostly sourced from nearby restaurants. Alcohol is not served and smoking is prohibited. SVC also provide assistance with luggage, wakeup call service on request, paid transportation on call, information on near-by tourist destinations etc.

CCTVs are fixed at the entrance and main hall of the homestay. Power back up is available to address power supply issues. Bookings are presently made through walk-ins, telephone and through Oyo rooms website. The home stay maintains registers like Guest register and Bill book and suggestion/complaint box are proposed to be maintained. Digital locks/ safety lockers are not provided. First aid facilities, fire safety measures are not in place presently.

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 nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available within a radius of 1 km as the homestay is centrally located.

MANAGEMENT:

Mr. Raghavendra K and his brother Mr. Ramesh K are the Partners of the homestay. Mr. Raghavendra also runs a Sleepwell mattresses outlet in the ground floor of the same building. Mr. Ramesh is involved in cloth trading business for over 3 decades. The day to day operations of the homestay are taken care of by Mr. Raghavendra K who resides on the second floor of the building and he is assisted by adequate staff.

STATUTORY COMPLIANCES

SVC has the following documents viz., NOC dt. February 16, 2015 from Madikeri City Municipal Council and has applied renewal as per acknowledgement dated 2 May 2016, Police verification certificate dt. March 18, 2015 issued in the name of the Partner Mr. K. Ramesh, and Property Tax paid receipts for 2 years i.e for 2014-15 and 2015-16.

RATING RATIONALE

The Tourism-Homestay rating assigned for Sri Venkatadri Comforts positively factors the locational advantages, accessibility to railway station and bus stand, promoters' financial capability, clean rooms and basic facilities provided. However, the rating is constrained by the limited track record of operations, unavailability of adequate security arrangements, parking area, home cooked food and inherent seasonality risk associated with the cash flows of the homestay industry. SVC is suitable for budget and overnight travellers.

Sri Venkatadri Comforts' ability to cater to the requirements of guests by offering services of good quality and security thereby providing secure, value for money stay options would be the key rating sensitivities. Adoption of adequate fire safety and security measures, providing quality home cooked food and ensuring better 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) 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/godated-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.