



PROMILLER

WE MILL THE PROFITS FOR YOU





We are a team of dynamic consultants providing a **one-stop solution for hospitality industry. We offer a wide spectrum of expertise to bring 360-degree advisory solutions to you. ProMiller provides extensive support through all the six key stages of a property or asset**





**Development
& Kick-off plan**



**Acquisition
& Funding**



**Management
Contract**



**Development
& Opening**



**Performance
Management**



**Exit Strategy
or Repositioning**



Values we operate with :



Equality: To provide global advisory solutions to hospitality clients with access to best practices of industry.



Innovation: To practice 'outside the box' approach; while maintaining non-reliance on conventional methods.



Mutual Growth: To align business performance with incentive mechanism to maintain motivation and trust.



What makes us Unique?



**A dynamic team,
mentored by 50+
years experience of
Industry veterans**



**Proven record of
higher ROI in the
industry**



**Adept professionals
from multifarious
fields & backgrounds**



**One-stop innovative
solutions for all asset-
related services**



**Lead by youngest
Hotel Asset Manager
with 10+ years of
Industry experience**



**Concise deliverables;
proven best across
the country**



Our Services

1

Hospitality Management
& Operations

2

Strategic Consultancy
& Valuations

3

Capital Markets

4

Digital Consultancy



Hospitality Management & Operations

Hospitality Management & Operations services from ProMiller offer expertise in management models and design. It includes deployment of human resources and/or intellectual resources for the positive growth of business. Our services will profit without compromising the upkeep of the asset which results in long-term asset appreciation across the lifecycle of the project.

- 1 Asset Management
- 2 Hotel Management
- 3 Third-party Hotel Management
- 4 Hotel Revenue Management



Strategic Consultancy & Valuations

ProMiller Strategic Consultancy and Valuations services offer solutions for decision making on investments, brand selections, market entry/exit and business expansion for hospitality industry. Our tailor-made solutions assist in determining project viability, economic returns, fair market value and ideal operator partnerships for existing and upcoming hospitality projects.

- 1 Feasibility Studies**
- 2 Management Contracts & Negotiation**
- 3 Business Plans**
- 4 Portfolio & Asset Valuations**



Capital Markets

Capital Markets services at ProMiller encapsulate a wide range of investment support at various stages. We offer expertise to facilitate informed decision-making related to buying and selling of assets and properties. With an exhaustive pool of investors and investees, our well-connected team makes the process smooth and technically sound.

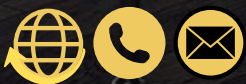
- 1 Sale Mandate**
- 2 Buy Mandate**
- 3 Fundraise**
- 4 Joint Ventures**



Digital Consultancy

Digital Consultancy vertical at ProMiller offers an industry-based acumen for a positive digital presence. It extends holistic support across various digital KPIs. We build on the idea that digital presence for hospitality industry needs a unique industry perspective. The services are at par with the best of practices across multifarious industries which are innovative as well effective.

- 1 Website Development
- 2 Digital Marketing
- 3 SEO Services
- 4 SMO Services



Leadership



Diwan Gautam Anand

Mentor at ProMiller;
Ex Executive Vice President at ITC
Hotels; Founding Trustee at Cuisine
India Foundation



Sahil Pandita

Founder & CEO at ProMiller;
Co-founder at Cuisine India
Foundation; Director at School To
Lead Foundation



Vishesh Sahgal

Managing Partner at ProMiller;
IHM Aurangabad Alum;
Former Leadership positions
at IHCL



Varun Dewan

Partner at ProMiller;
CEO at Profitable Rooms



Key Experiences

1 Iconic 5-star Hotels & Resorts

ITC Hotels

Profiling and setting up multiple ITC Hotels & Resorts

Goa Marriott Resort & Spa

Asset Management

Taj Lands End, Mumbai

Business & Operations Review

Radisson Blu Plaza, Delhi

Asset Management

Hyatt Regency, Delhi

Operations

Taj Gurugram

Asset Management & Owner Representation

Sheraton Dushanbe (now Hilton)

Asset Management & Owner Representation



Key Experiences

2 Independent 5-star Hotels

The Ummed Ahmedabad
Asset Management & Owner
Representation

The Ummed Jodhpur
Asset Management & Owner
Representation

**Crescent Spa Resort &
Waterpark, Indore**
Full Scale Hotel Management

Godwin Group of Hotels
Meerut, Haridwar, Goa, Jaisalmer
Marketing and Revenue Management

Select Resorts, Manesar & Goa
Asset Management & Revenue
Management



Key Experiences

3 Unique Experiential Stays

**Irayos Lifestyle Retreat,
Dhanu**
Full-scale Hotel management

**Saavaj Resort, Gir National
Park**
Full-scale Resort management

**Nature Resort, Kahna National
Park (proposed)**
Turn-key consultants & Project
Management

ITC Grand Bharat, NCR
Pre-opening & Operations



Key Experiences

4 Other Experiences

Brand Negotiations

Successful brand negotiation for various owners with brands like Hyatt, Accor, Taj, Royal Orchid, Radisson Hotel Group, Marriott & ITC

Feasibility & Valuation

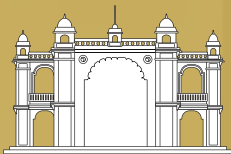
Feasibility & Valuation for various branded & independent hotels in the length and breadth of the country

Merger & Acquisition

Managed investment interests in Hospitality industry for reputed corporate houses in country. Successfully managed & closed transactions in cities like Goa, Haridwar, Ahemedabad, Surat and Mumbai in last 3 years



Our Offices



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