



PROGNOSiS

CONSULTING | ASSET MANAGEMENT | ADVISORY

An Attitude Of Excellence

www.prognosisglobal.in

About Us

Prognosis is a Consulting, Asset Management and Advisory Services firm focused on the Hospitality and Food Services Industry in South Asia. We provide hospitality services to hotel developers, investors, brands and other travel and tourism industry stakeholders.

We undertake Techno-Economic Viability Studies, Hotel Feasibility Studies, Operator Search and Hotel Management Contract Negotiations along with Hotel Asset Management and Hotel Operation Services for the hotel industry in India and South Asia.

Our services cover a wide spectrum of hospitality asset classes ranging from full-service luxury to mid-scale hotels, resorts and spas, serviced apartments and branded residences, sale & lease back and timeshare home stays and vacation rentals and integrated mixed-use development projects.

Our Vision

As a Consulting, Asset Management and Advisory Services firm focused on the Hospitality and Food Services Industry in South Asia, we would like to be the No.1 knowledge partners bringing in a wealth of knowledge and experience, offering tailored advice, providing invaluable insights and innovative solutions to hospitality businesses striving for excellence in this sector.

Our Mission

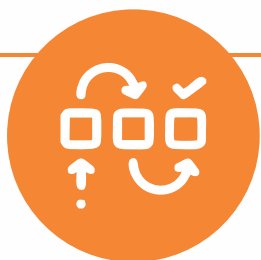
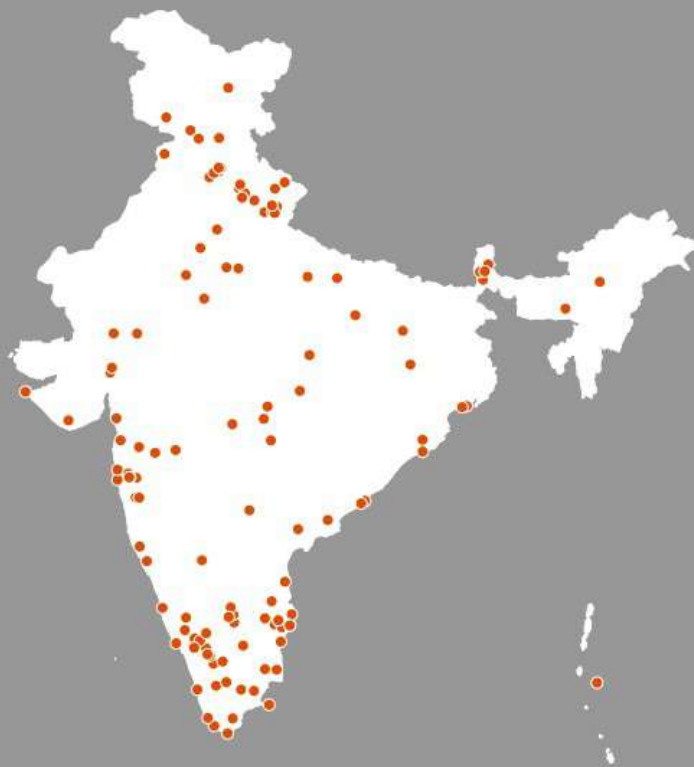
Our mission is to promote informed decision making for the hospitality business by providing research based, unbiased and expert strategic assessment of the long-term business environment in which the hotel, travel and tourism industry is likely to operate.

We strive to deliver measurable results, focusing on strategic market opportunities and practical work delivery models tailored to our clients' unique requirements for the hospitality industry. We ensure principal level engagement is provided to all our clients from day one, building momentum and capabilities to deliver world class businesses.

Success Stories

Our hospitality consulting services to clients have been expanding across metropolitan markets, Tier 1,2,3 cities, commercial hubs and niche leisure destinations in India; and South Asia.

Complementing it with our hotel consultancy services across the hotel business landscape, with an array of Hotel brands (Domestic & International) and by Hotel positionings, comprising Luxury, Upscale, Upper Midmarket, Midmarket, Budget segments, Mixed-use developments, and Homestays.



375+ Projects

Completed
Across South Asia



80+ Years

Of Principal Level
Hospitality Experience



75+ Hotels

Brand Contract
Negotiations Completed



20+ Services

Integrated
Under One Roof

aloft
HOTELS

AVASA
HOTELS

CROWNE PLAZA
HOTELS & RESORTS

Clarion
Hotel
President

DOUBLETREE
BY HILTON™

ELLE
spa&salon

EROS HOTEL
NEW DELHI, NEHRU PLACE

EVOLVE BACK
LUXURY RESORTS

GreenPark
HOTELS

Hilton
HOTELS & RESORTS

Holiday Inn

HYATT
HOTELS & RESORTS

IntercityHotel

L'OCCITANE
EN PROVENCE

MARIGOLD
BY GREENPARK

Mercure

lel
Sutra

Radisson
HOTELS & RESORTS

THE RAIN TREE
HOTELS

RAMADA
WORLDWIDE

SAROVAR
HOTELS & RESORTS

TAJ

THE LEEA
PALACES HOTELS RESORTS

THE CLARIDES
NEW DELHI

VIVANTA

THE LaLIT

lemon tree
HOTELS

WYNDHAM
HOTEL GROUP

THE TAMARA
RESORTS

FORTUNE

Member ITC's hotel group





Our Services

Whether you are building a new property from the ground up, re-branding an existing hotel, or simply seeking improvements in your day-to-day performance, our bouquet of services will cater to all your needs through the entire project development and asset improvement life cycle of the hotel business.



Consulting and Valuations

- Feasibility and Financial Validation Studies
- Operator Search & Contract Negotiations
- Land, Asset and Portfolio Valuations
- Investment Advisory Services
- Entry Strategy and Expansion Planning



Asset Management

- Hotel Design Appraisals & Facilities Planning
- Project Cost Management
- Contract Compliance & Forensic Audits
- Revenue & Cost Management
- Due Diligence & Receivership Services



Advisory

- Sales, Marketing & Revenue Management
- Brand Experience & Customer Services Design
- Budgeting and Profitability Management
- HR & Performance Management
- Financial, Operations and Mystery Audit Programs





Consulting & Valuations

Feasibility and Financial Validation Studies

Through a comprehensive review process, our Feasibility and Financial Validation Studies evaluate the highest and best use of the land parcel and defines its suitability for the type and scale of development. This study that includes project cost management will comprise assessment of Development Cost Estimates, 10-Year P&L Projections, IRR & Key Financial Ratio Analysis and Return on Investment Assessment to ensure cost control in project management.

Operator Search & Contract Negotiations

The strategic objective of Brand Strategy and Management Contract Negotiation Services is to identify the best brand fitment for our client and to ensure that their hotel business and financial interests are well represented and protected during the entire identification and negotiation stages. We have had the good fortune to have worked with most domestic and international hospitality companies in India.

Land, Asset and Portfolio Valuations

Our in-depth market research, data analysis and performance trend assessment, coupled with the use of our proprietary financial models we combine the dcf, replacement cost and Comparable transactions approach to derive an independent assessment and opinion on Valuation for the land parcel.

Investment Advisory Services

At Prognosis we assist our clients in effectively managing the Debt Syndication and Investment cycle through exclusive representation for your asset portfolio. Our proprietary Feasibility and Financial Validation studies, Techno Economic Viability Reports (TEVs) Detailed Project Finance Reports (DPFRs) and other Information Memorandums (IMS) facilitate the investment evaluation process.

Entry Strategy and Expansion Planning

We assist our clients in evaluating the best growth opportunities for hospitality development across various product types, markets and asset classes. Clients benefit through informed decision making based on long term, strategic assessment of demand trends, market segments and the competitive hospitality environment in which their planned hospitality assets are likely to operate.



Asset Management

Hotel Design Appraisals & Facilities Planning

As your Asset Management company, based on 360° appraisal of hotel designs and facilities plan done by our team of experts, we will work in conjunction with architects, interior design teams, facility planners and project management companies to evaluate and identify best opportunities for driving construction efficiency and optimizing project costs through value engineering.

Project Cost Management

Our project cost management services aim to provide clients with an independent and expert view on the key budget items that are likely to impact the total budgets and overall development costs of hotel projects, and eventually hotel operations. Our team acts as a key facilitator in the overall planning process through analysis of BOQs, tenders, budgetary estimates, operating supplies and equipment etc. during the concept, schematic design and technical design stages while providing hotel management consultancy.

Contract Compliance & Forensic Audits

Through comprehensive compliance review and audits, Prognosis will work as client's representatives to ensure that their hotel operations are efficiently managed in accordance with the contract.

Revenue & Cost Management

Prognosis will work in conjunction with the hotel finance team to develop key processes for effective implementation and compliance of all sales, revenue management, finance, purchase and procurement functions.

Due Diligence and Receivership Services

The acquisition/disposition due diligence services cater to buyers and sellers of hospitality assets and assist them to make an informed decision on the planned purchase or sale. Through comprehensive inspections, reviews and audits. The aim is to identify factors that are likely to affect price and value dynamics of the asset / asset portfolio.



Advisory

Sales, Marketing & Revenue Management

We provide comprehensive solutions to augment sales, manage rate distribution, improve marketing spends and optimize brand visibility. Our service delivery will be directed towards development and successful implementation of an effective, time-bound and measurable road map for implementation of best-in-class sales, marketing, rate distribution and revenue management practices.

Brand Experience & Customer Services Design

Based on global best practices and brand philosophy imperatives we provide complete support in developing and creating signature brand experiences and operational standards. Our customer services design is benchmarked with best-in-class services to ensure that the hospitality business are able to deliver unique product and service standards.

Budgeting, Business Planning and Profitability Management

Based on our collective expertise in understanding operational complexities and industry best practices, we provide comprehensive budgeting, business planning and profitability management services. We also assess and certify company performance based on a set of individually defined criteria across all key revenue and cost functions in the hotel industry.

HR and Performance Management

Prognosis provides turnkey HR solutions to its clients. We provide services that can help our clients gain the full potential from their human capital management strategy and associated systems and frameworks. From recommendations on the optimum staffing numbers and a performance-linked compensation plan to core HR modules such as development of Job Description formats, competency guides and performance management system are included.

Financial, Operations and Mystery Audit Programs

The financial, operations and mystery audit programs are designed to present our clients with a consistent and standard view of efficiency of product upkeep, services delivery, and financial compliances across properties and markets in India and South Asia.

Our Leadership Team



Siddharth Thaker

Managing Partner

Siddharth Thaker, MRICS is the Managing Partner at Prognosis Global Consulting; a full service Consulting, Asset Management & Advisory services firm focused on Hospitality, Leisure and Food Services industry in the South Asia Region. In over 25+ years of consulting experience, he has lead various Strategic Advisory and Asset Management engagements, and undertaken 300+ Transactions Advisory, Feasibility Studies and Valuation assignments for major Hotel Brands, Institutional Investors and Individual Owners across various markets in South Asia.



Ritu Chawla Mathur

Managing Partner

Ritu Chawla Mathur comes with a diverse range of practical Hospitality operations experience. In a career spanning over 28+ years as a top-performing Hospitality professional, she has spent most years in the field of hard core Hotel (Operations) Management, and has made steady contribution in various capacities, with brands like the Taj Group & Marriott International across the Luxury, Leisure & Business Hotel landscape. Prior to Prognosis, her role in Operations was that of the pre-opening General Manager, for the Courtyard by Marriott, Pune Chakan.





Get In Touch

If you have any questions or queries about the hospitality industry please connect with us. Our experts will be glad to help you with your needs.

Siddharth Thaker

[in/siddharththaker](https://www.linkedin.com/in/siddharththaker)

Managing Partner

SThaker@prognosisglobal.in

+91 9818177540

Ritu Chawla Mathur

[in/ritu-chawla-mathur-5769a117](https://www.linkedin.com/in/ritu-chawla-mathur-5769a117)

Managing Partner

RChawla@prognosisglobal.in

+91 8861677729

www.prognosisglobal.in

[in company/prognosisglobal](https://www.linkedin.com/company/prognosisglobal)