

In early 2007, Mr. Vithal Kamat, a famous national hotelier, heard about SAMSIKA® in Indonesia at a conference where a speaker was complimenting SAMSIKA®'s work in India. Mr. Kamat approached SAMSIKA® later that year to reposition ORCHID and launch new growth brands in the Indian hospitality industry. SAMSIKA® devised the following strategy over 2007, 2008, 2009 and 2010.



Brand Naamkaran

Filling a gap in the market SAMSIKA® recommended and created the brand 'VITS' for a 4 Star Business Luxury hotel chain. Further, in the Leisure category, SAMSIKA® repositioned the 'LOTUS' brand to 'LOTUS RESORTS', to be used exclusively for waterside Leisure properties.

Product Portfolio Strategy

A complete Brand Family was created through the SAMSIKA® Product Portfolio Strategy for all the properties of Kamat Hotels (I) Ltd. consisting of The Orchid- a 5 Star Ecotel Hotel brand, VITS - a 4 Star Business Luxury Hotel brand, Lotus Resorts - a waterside Leisure Resort brand, Fort JadhavGadh - a 5 Star Heritage Hotel brand and Vithal Kamat's Original Family Restaurant - a pure veg. Family Restaurant brand.

Communication Strategy

The client did not have a communication presence on television or radio. Based on the positioning of the new brands, SAMSIKA® devised a unique communication plan for each growth brand leveraging television and radio to achieve a national presence.

Distribution and Franchising Strategy

SAMSIKA® devised a blended distribution and franchising strategy for the new growth brands. Today, VITS is India's largest chain of 4 Star Business Luxury Hotels located in Mumbai, Nashik, Pune, Nagpur, Aurangabad, Delhi and Bhubaneswar. Lotus Resorts has expanded to Goa, Udaipur, Silvassa, Aronda, Dapoli, Karwar and Konark. The Vithal Kamat's Original Family Restaurant is now in 43 locations across India. As of March 2011 more than 250 sales agents have been appointed to handle these high growth brands across India.

Mr. Jagdeep Kapoor of SAMSIKA® is not just a consultant but an integral part of VITS, The Orchid, Vithal Kamat's Original Family Restaurant, Fort JadhavGadh and Lotus Resorts. We have a strong relationship with SAMSIKA® and Mr. Kapoor. When VITS was to be launched we chose 23rd November which is Mr. Kapoor's birthday. Many mutations of Mr. Kapoor's ideas are implemented regularly by us.

- Mr. Vikram Kamat, Director, Kamat Hotels (I) Ltd.

Brand Positioning

SAMSIKA® recommended the following Brand Positioning Statements for properties of Kamat Hotels (I) Ltd.

The ORCHID
Friendly, Eco - Friendly
VITS

Guest. Rest. Best.

Lotus Resorts

Chill. Still. Tranquil.

Fort JadhavGadh

Ladh, Jhagad, Aage Badh...

Vithal Kamat's

Original Family Restaurant

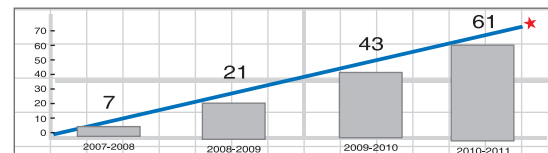
Acha hai. Sacha hai.

Training

From the frontline salesforce to the GM of each property, SAMSIKA® has trained more than a hundred employees of the various growth brands in upto 18 SAMSIKA® Sales and Service Systems customised to the needs of each growth brand.



100+



Number of KH(I)L Properties

SAMSIKA® to Sales Ratio

For every ₹ 1 spent at SAMSIKA® KH(I)L has earned ₹ 389



For a list of other great brands built by SAMSIKA® turn to the last page of this issue



To market, to market, to build a big Brand ?



Hold our hand .



INDIA'S PREMIER BRANDING AND MARKETING CONSULTANCY
Estd. 1995

STRATEGIES AND TACTICS OFFERED

| Brand Naamkaran | Segmentation | Brand Positioning |
Product Portfolio | Pricing | Marketing Department & Sales Force Structure | Distribution
| Sales Systems | Marketing Plan | Sales Force Training
| Communication | Promotion | Franchising | Brand Building | Customer Service

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