





OUR BELIEF

***Pursuit of Excellence Is Akin to Life -
“Limitless & Ongoing Forever”***

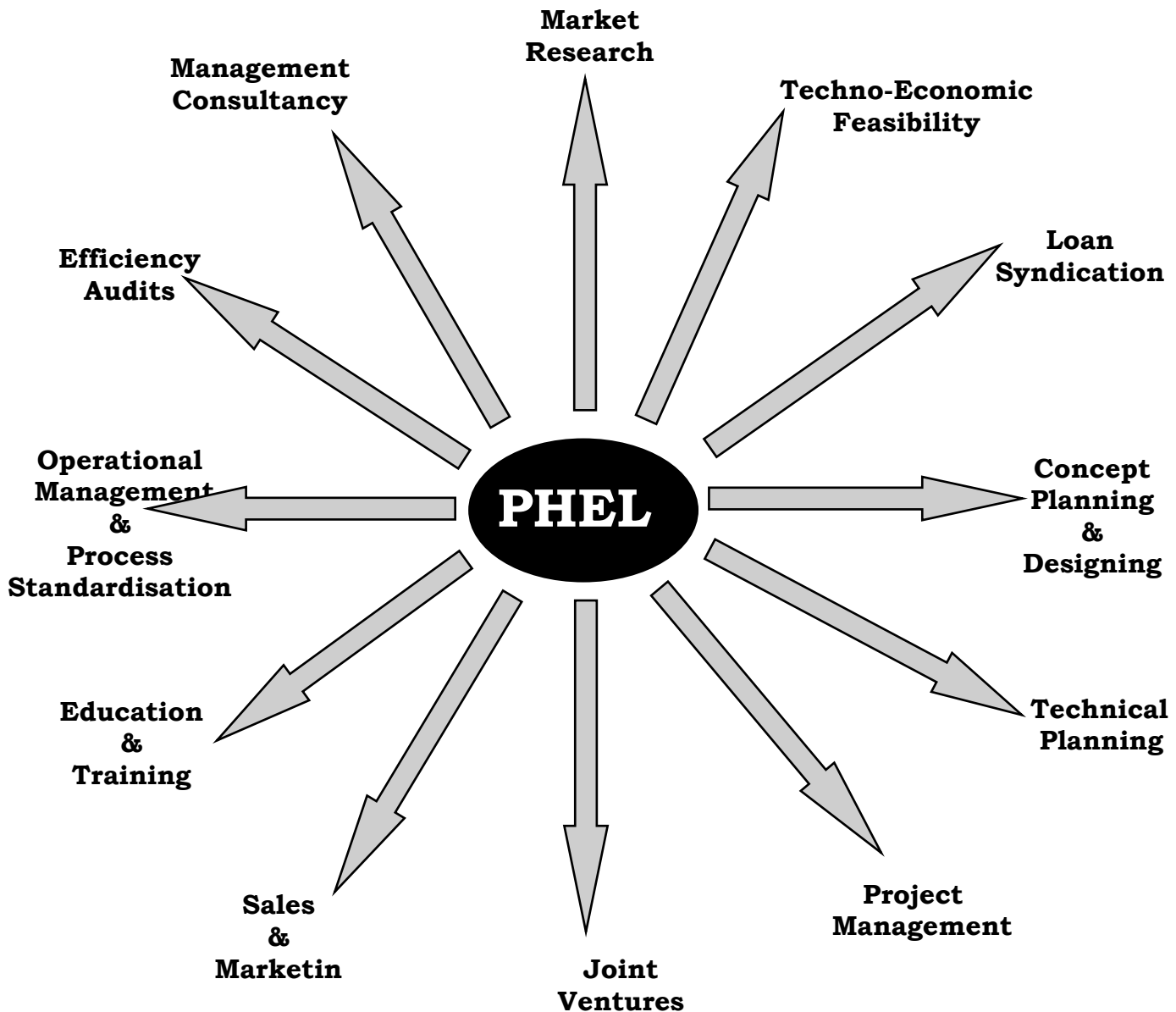
OUR OBJECTIVE

To Give Excellence in All Spheres of the Tourism & Hospitality Industry by creating Synergies to deliver quality solutions and complete customer satisfaction





An Overview of Professional Services



** (This is an overview for details please refer to the profile)*



PHEL India - Project Sites



● *Geographical locations where PHEL India has executed Projects*



The Company



PHEL, India (Psyche Hospitality Enterprises Ltd.), is a Hospitality Consultancy Company specialising in the areas of project consultancy, project and operations management, financial consultancy etc. for our clients who range from a small restaurant to a international 5 star hotel chain.

The vision and commitment to deliver quality service has made PHEL (India) one of the fastest growing hospitality consultancy in India. Having witnessed tremendous growth, the company has diversified into related areas - Hospitality education & training, and Project management services. Our gamut of services ranges from Site analysis to Pre-opening, Project management for Hotels, Design and concept planning, full range of technical services, and management & operations of hotels.

The Promoters of PHEL (India) have been advisors to some of the most prestigious clients/projects such as HYATT REGENCY New Delhi, Radisson New Delhi, Park Sheraton Madras, Holiday Inns Goa, Viceroy Hyderabad et. al.

Amongst few of our clients for whom PHEL (India) is currently executing projects are - Hyatt Goa; Meridian Goa; Radisson Bangalore; Raddison Agra; Marina Ludhiana, CarlsonCountryResort Katra; Raddison Ahemdabad, Raddison Lahore Pakistan. PHEL (India) is providing a wide range of Services for various sizes and categories of Hotels, Resorts, Restaurant Complexes, Multiplexes & Food Services Operations and Management Services.

PHEL with an enlarged scope of services is the only Hospitality Consultancy organisation offering TURNKEY Services. The Operational divisions of PHEL are:

*** Hospitality Consultancy & Management**

- *Project Consultancy Services*
- *Operational Consultancy Services*

HCD

*** Management Education & Training**

- *BA in International Hotel Management (Thames Valley University, London)*
- *BA in International Hospitality Administration (I G N O U)*
- *Diploma in Hospitality (AH& LEI)*
- *Corporate Training Programmes*

RMI

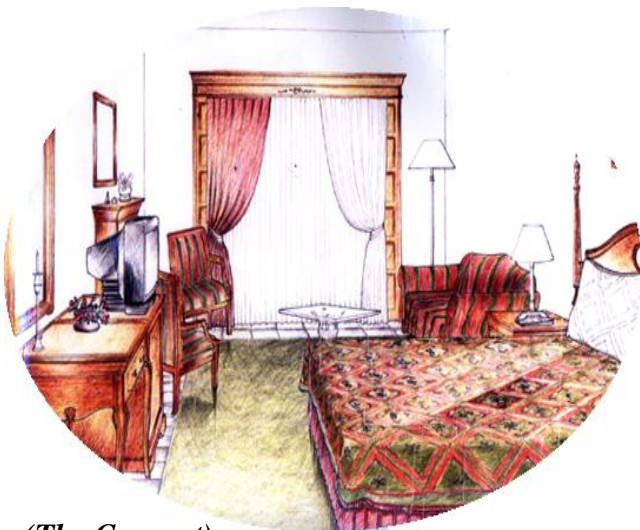
Hotel Consultancy Division (HCD)

Based on the statistical information from the department of tourism, and the trends which are emerging for the hospitality and tourism industry in India, it would be right to say that, it is a high growth sector having huge potential in terms of increasing tourist inflow, room nights, category of travellers & likewise.

Considering the highly volatile conditions prevailing in the financial and the stock markets, Tourism and Hospitality is one of the few sectors which promises consistent high returns on investment. This scenario has led to a situation where quite a few companies are diversifying into Hotel industry without having any prior knowledge and experience of the industry.

Fact remains - Hotel industry is a highly capital-intensive industry, therefore, inadequate know-how, lack of functional experience, no access to strategic market information, and failure to channelise resources - all lead to cost escalation, delays in project execution, and poor overall quality. In simple economic terms, poor Returns On Investment.

PHEL, India comes to your rescue and makes sure the timely and cost effective completion of the project and provides value-added services by way of developing a product which is highly marketable, with standardised quality and is rightly positioned in the market.



(The Concept)



(The Reality)

Following are the various standardised Consultancy packages which we offer as part of our Hotel Consultancy services. Apart from the services mentioned below under the heads of technical, operational and HR development services, we, also specialise in designing customised operational packages to suit the client specific needs and resources. While offering these customised operational packages, we conduct a detailed research to understand the processes and functions for which the customised Consultancy packages are to be designed and implemented..

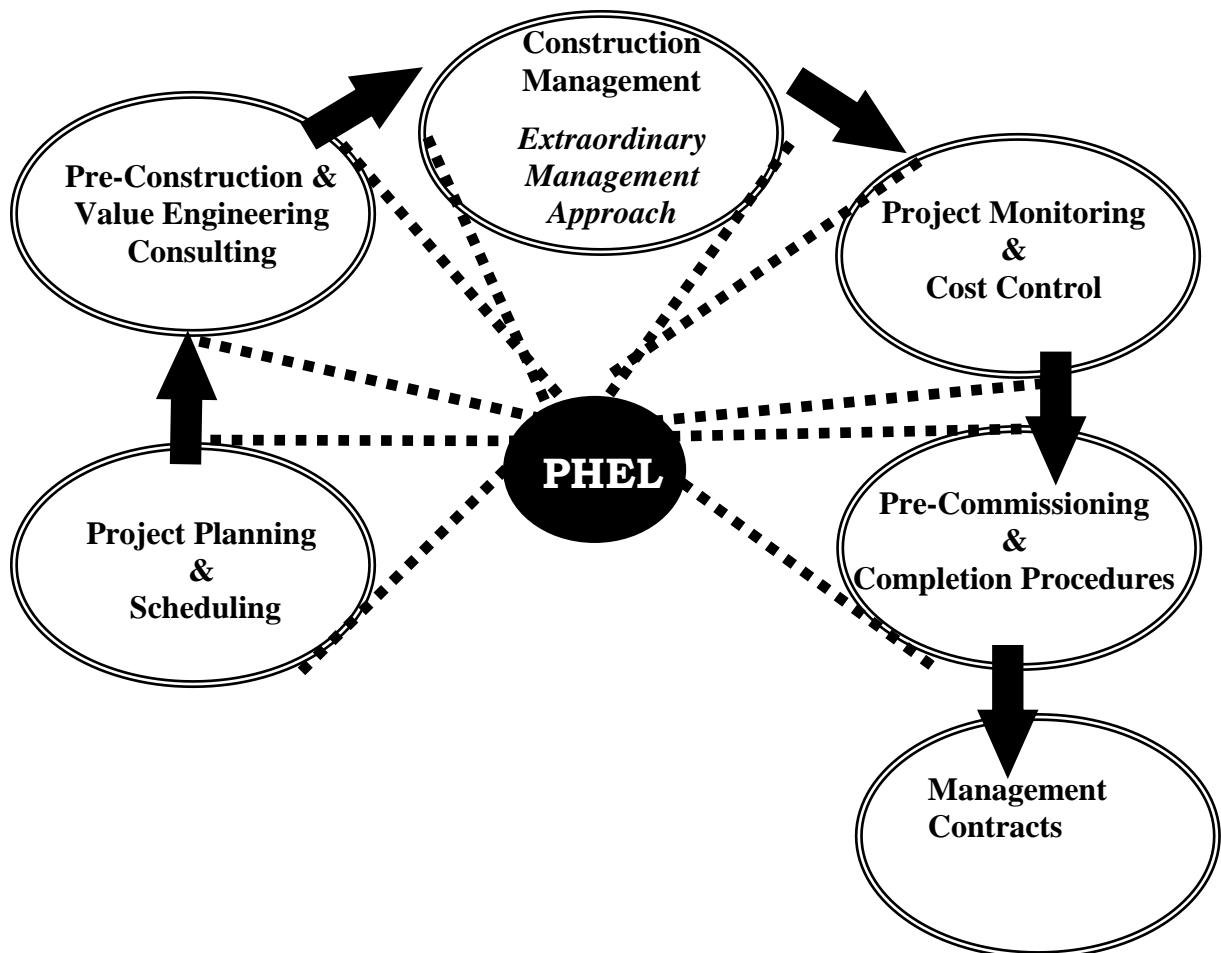
III. Technical Planning

Our technical planning team hereon takes over from the design & development experts for working out the details of the projects. Right from the architects brief, designing to coordination with various external agencies, technical planning ensures timely and smooth commissioning of the project.

IV. Project Co-Ordination & Management Services

MOTTO of The Team:

Deliver the Project:
As Specified
On Schedule
Within Budget





List of Some of the Prestigious PHEL Clients:

Domestic Projects

Client	Project Size	Nature of Consultancy
Hyatt Regency, New Delhi	5*, 450 rooms	Project Consultants
Hotel Raddison New Delhi	5*, 280 rooms	Project & Mgt.
Hotel Golconda ., Hyderabad	4*, 160 rooms	Project consultants
Hotel Park Sheraton, Madras	5*, 280 rooms	
Raddison Resort , Haldia	5*, 80 rooms	Project & Technical services
Hotel Landmark , Kanpur	4*, 140 rooms	Project & Mgt.
Hotel Viceroy, Hyderabad	4*, 140 rooms	Project consultants
Centaur Hotel, New Delhi	5 * Hotel	Technical services
Hotel Siddharth Continental, New Delhi	5*, 70 rooms	Project Consultants
Sita Holiday Resorts Pvt. Ltd., Delhi	4*, 72 rooms	Project & Management Service
Mansingh Group Of Hotels	5*, 100 rooms	Management Consultants
Cancona Beach Resort, Goa	5*, 58 rooms	Management Consultants
Malabar Palace, Calicut	4*, 36 rooms	Project Consultants
Dona Sylvia Resorts, Goa	4*, 50 rooms	Project & Mgt. services
Hotel Mela Plaza Best Western, Ghaziabad	4*, 80 rooms	Project & Management consultants
Ansals Hotels & Resorts		Project & Development
Casino Hotel, Cochin	5*, 100 rooms	Project & Management
Marina Hotel, New Delhi	4*, 150 rooms	Project & Management
Holiday Inn Resorts, Goa	5*, 140 rooms	Project Consultants
Hotel Executive, Bombay	4*, 150 rooms	Technical Services & Project Management.

Overseas Projects

Client	Project Size	Nature of Consultancy
Anuk Hotel, Port Of Sudan, Sudan, AFRICA	5*, 350 rooms	Project & Management Consultants
Scotts Holdings (P) Ltd, Singapore	Hotels & Resorts	Project & Development consultants
Paro Hotels Project, Bhutan	3*, 50 rooms	Project & Management Consultants
Safeer Restaurant, Sarova Hotel, Narobi, Kenya.	200 Covers	Project & Management Consultants
La Pelouse, Country Inn, Mauritius	4*, 60 rooms	Project & Management Consultants
Mughal Place, Restaurant, New York	100 covers	Project consultants

Projects With Government Organisation

H.P. Tourism Development Corp.

Jammu & Kashmir Tourism Development Corp.

Meghalaya Tourism Development Corp

Goa Tourism Development Corp.

Sikkim Tourism Development Corp.



PROJECTS UNDERTAKEN	CLIENTS	SCOPE OF SERVICE	PROJECT COST
“Tourism Destination” (Himachal Pradesh)	Morepen Hotels (Delhi)	Planners & Financial Consultants	Rs.2500 Crores
Hilton Chennai 250 Rooms	Appu Hotels Ltd.(Chennai)	Project Technical Consultancy	Rs.135 Crores
Hyatt (Goa) 250 Rooms	Morpen Laboratries(Delhi)	Management Advisory &Development Consultancy& Project Technical Consultancy	Rs.180 Crores
Meridien (Goa)	Sunset Resorts (Delhi)	Management Advisory & Development Consultancy & Project Technical Consultancy	Rs.135 Crores
Radisson (Ahemdabad)	Shalin Suites & Hotels	Project Technical Consultancy	Rs.30Crores
Raddison, Lahore (Pakistan)		Project Technical Consultancy	\$.15 Millon
Chandigrah 250 Rooms	Morepen Hotels (Delhi)	Management Advisory & Development Consultancy &Project Technical Consultancy	Rs.135 Crores
4- star Hotel at Jalandhar	MBD Group	Project Technical Consultancy	Rs.30 Crores
4 – Star Hotel(Ludhiana) 120 Rooms	Marina Hotels (Delhi)	Project Technical Consultancy	Rs.25 Crores
4 – Star Hotel (Agra) 156 Rooms	Marina Hotels (Delhi)	Management Advisory & Development Consultancy & Project Technical Consultancy	Rs.30Crores
Raddison (Bangalore)150 Rooms	Shanti Group (Bangalore)	Project Technical Consultancy	Rs.60 Crores
5 Star Hotel Jaipur 150 Rooms	LLYODS-BHP (Bombay)	Management Advisory & Development Consultancy	Rs.90 Crores
Health Club Banquet and Restaurant Complex	Banarsi Dass Chandiwala Estate (NewDelhi)	Project Technical Consultancy &Interior Design	Rs.10Crores
Country Inn, Katra	BMG,Enterprises	Project Technical Consultancy	Rs.15Crores
4 – Star Hotel In North-west Delhi	GAP Hotels Pvt.Ltd.	Techno-Economic Feasibility Study	Rs.35 Crores
Radisson Luxury Health Resort (Bhimtal)	Crystal Tourism Development Corporation	Project & Management Consultancy	Rs.42 Crores
Country Inn, Ahemdabad	Shalin suites & Hotels 140 – Suites	Project Consultancy	Rs.30 Crores
Bombay 300 Rooms(Negotiating for Four Seasons)	Morepen Hotels (Delhi)	Management Advisory &Development Consultancy Project Consultans	Rs.300Crores
Madras 200 Rooms (Negotiating for Fourseasons)	Morepen Resorts (Delhi)	Management Advisory &Development consultancy & Project Consultants	Rs.200 Crores
Goa 500 Rooms (Negotiating for Raddison)	Morepen Hotels (Delhi)	Management Advisory & Project Consultants	Rs.400 Crores
Noida 120 Rooms Hotel for MBD Group	MBD Group	Project Technical Consultancy	Rs.25 Crores
Delhi 400 Rooms Hotel at airport negotiations on with Hilton	Grover Leasing Co., Ltd	TEFR Project, Technical Consultans	Rs.30 Crores

Presently also advisor to the ZOOM group that has contracted 11 budget hotels on BOT basis from IRCTC. group has also tied up another 23 projects in the private sector.