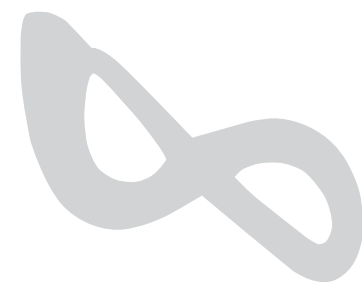


TRANCE
HOTELS

Our **brand** spirit book

'The brand is the **soul** of our product'





Introduction

Our brand is probably one of the most important assets we have. Our success depends on how our guests perceive our brand. This handbook is a mini induction on the Trance Hotel's brand promise and how it can be brought to life through customer experience. More importantly, it highlights the ethos of Trance Hotels, which is required to uphold our brand promise.

Sections

1. Who we are
2. What is a brand?
3. For whom we exist as a brand
4. Our brand promise
5. Our product experience
6. Our service experience
7. Our role



1. Who **we** are

Trance Hotels is the perfect amalgamation of the old with the new, keeping in mind the ethos of its founders, father-son duo, Veer Vijay Singh and Suryaveer Singh. Representing the old values of hoteliering with the enthusiasm of modern service standards, at Trance we believe that guests should not have to choose between Business and Luxury, but get the best of both worlds.



Veer Vijay Singh
Managing Director & CEO

A hotel industry stalwart, Veer Vijay Singh brings with him over 40 years of experience in the field, having worked with the Taj Group of Hotels from the mid-70s, when he started his career as a trainee chef. He has spent the last 6 years launching and growing the Vivanta by Taj Brand as their Chief Operating Officer. Under his guidance Vivanta opened 17 new properties, making it an independent division of the Taj with over 40 hotels spread across 7 different countries. Through his leadership Vivanta was declared the 'Third Best Hotel Brand' in the world by Condé Nast Traveler USA in its Annual Business Travel Awards, 2013. The division's revenues



increased manifold under Veer Vijay as well, from Rs 600 crores in 2009 to over Rs 1800 crores in 2015. An international hotelier, Veer Vijay has overseen operations of hotels in Australia, Sri Lanka, Malaysia, Bhutan, Egypt, Dubai and Africa.

Singh's experience is based on a strong knowledge of hoteliering, which he has gained over the years through several key responsibilities. One of the first seminal roles in his career was heading the F&B departments of the Taj properties in New Delhi, where he launched iconic signature restaurants like the Tea House of the August Moon and the Orient Express.

Through the years, he has helmed several Business and Luxury hotels as their General Manager including the Taj Banjara Hyderabad, Taj Bengal Kolkata, Taj Samudra Colombo and the Taj Krishna Hyderabad, where he was also dually responsible as the Area Director of the Taj GVK Hotels. Under him the Taj Krishna won the 'Best Premium Business Hotel' Award in the year 2001 by Hotel & Food Service and the 'Best Hotel' Award at the Taj Business Awards for Excellence.

His experience renovating the Taj Banjara, Taj Krishna and Taj Samudra, as well as overseeing the development of 17 greenfield properties has contributed to his vast knowledge of hotel development and projects. During this time Veer Vijay's instrumental role in coordinating between Owners, Designers, Architects, Project Managers and Operations allowed for these properties to be built and launched in record times.

Known for his strong leadership &

strategist qualities, organisational handling, communication and relationship building skills, he was responsible for vision making and strategizing for over 40 Hotels (5500 Rooms) as COO of Vivatna, where he was active in building Vivanta into an internationally relevant hotel brand.

Veer Vijay has been honoured with the 'HALL OF FAME - Lifetime Contribution in Hospitality' Award organised by Pacific Area Travel Writers Association (PATWA) at the ITB Berlin, 2013 and was honoured once again with the 'HALL OF FAME' Award by Hotelier India Magazine in 2014.

In his quest to improve and contribute to the hospitality industry, Veer Vijay has been actively involved in prestigious national level hospitality federations such as the Hotel Association of India (HAI) where he was an Executive Member and the Federation of Hotel and Restaurant Association of India (FHRAI). He also co-chaired the Tourism and Hospitality Committee of the Indian Merchants' Chambers. At state and regional levels he participated as an Executive Member of the Hotel and Restaurant Association of Western India (HRAWI), and was the President of the Hotel and Restaurant Association of Andhra Pradesh for six years.

Veer Vijay has also served as a Director on the boards of TAL Lanka Hotels PLC, United Hotels Ltd, Inditravel Ltd and Taj Trade and Transport Ltd.

Apart from his official travel, Veer Vijay likes to spend time with his family, often enjoying holidays with them. He is a keen sportsman, preferring tennis and golf in his free time.



Suryaveer Singh
Executive Director

A graduate of École Hôtelière de Lausanne in Switzerland, Suryaveer has worked in various capacities across geographies around the world for some of the best luxury hotel brands. After intensive training at acclaimed properties such as the Four Seasons Hotel Bangkok, Taj Exotica Maldives and the Beau Rivage Palace Geneva he was offered a position by Four Seasons Hotels at the famous Beverly Wilshire in Los Angeles, California.

A natural food and beverage hotelier, he worked extensively with the hotel's F&B department before being given charge of the property's in-room-dining operations, learning the finer intricacies and luxury brand standards of this iconic hotel. During his time at Beverly Hills he was encouraged by Four Seasons to undertake a wine degree at the Court of Master Sommeliers, where he received his certification. Thus began a lifelong appreciation of wine, which Suryaveer imbibed into his professional role, gaining for himself numerous accolades and awards from his peers.

After his time in Los Angeles, he was offered the challenging opportunity of being part of a team to launch Four Seasons' largest Food and Beverage outlet, Sundara at Bali, Indonesia. The 300 seater beach club cum formal dining restaurant was a revolutionary product by the chain, and was touted as one of their most illustrious fine dining outlets.

Promoted to the position of Wine Sommelier of the resort and Restaurant Manager of Sundara, Suryaveer was responsible for running the restaurant's daily operations and played an important role in tripling Four Seasons Bali's beverage revenues, in the process achieving the highest score in the company for LQA and Coyle mystery guest surveys. A firm believer in continuously evolving his skill-set, he received training from renowned Spanish cocktail makers and became well versed with cutting edge trends in the world of mixology as well.

When not at work, Surya likes to spend his time travelling, long distance endurance running, cricket and further exploring the world of wine.



Our Consulting Partners

Marketing

Deepa Misra Harris



Founder & CEO of BrandsWeLove, Deepa is a branding, marketing, hospitality solutions consultancy expert. Till March 2015 she was the Global head of Sales & Marketing for Taj Hotels, Resorts and Palaces, with 127 hotels worldwide across 4 brands. She has over 30 years of Sales, Marketing & Branding experience in the hotel industry.

Deepa's expertise spans Strategy formulation & execution, Brand building, Development & Systems, all aspects of Marketing, Sales & Distribution, CRM, Loyalty, PR, image management and multi-platform execution across diverse geographical marketing. As head of Marketing she was instrumental along with her team in developing the Brand Architecture framework for the Taj Group and the conceptualisation and implementation of new brands whilst reinventing the Taj brand. Recently, Deepa initiated the revamp of the new Loyalty program and the Digital Transformation for the Taj. She has a proven track record in delivering consistent double digit growth in turnovers and for building robust leader brands.

Deepa was also part of the Taj Excom

and the Tata senior leadership team and member of the governing boards of Taj Public Service Trust fund, GVK-EMRI, Taj GVK, TAJ Lanka, Piem Hotels, Taj Karnataka, NHIL hotels, as well as a Global Marketing Advisory Board member of Leading Hotels of the World and Ministry of Tourism Experience India Society and core member of the Tata brand Council.

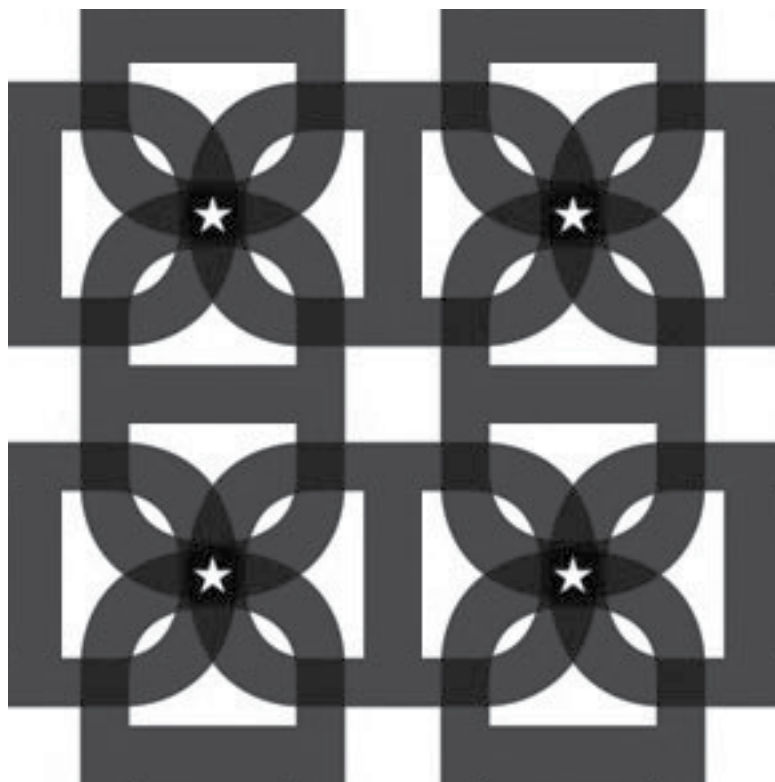
She has a Masters Degree in English Literature from Lady Shri Ram College, Delhi University and has attended professional marketing and leadership courses from Cornell University and the Indian School of Business.

Rohinton Commissariat



Rohinton was part of the team that created the Taj brand architecture project, that culminated with the launch of two new brands - Vivanta by Taj & Gateway Hotels.

He has varied experience across industries, ranging from Godrej soaps, Ceat tyres and *travelocity.com* to name a few. Apart from brand management, he specialises in communication, advertising, marketing, research, public relations, C.R.M etc.



Our Consulting Partners

Design

Kamal and Arjun Malik



Kamal, was born and raised in Shimla in the pristine environs of the Himalayas; it is no surprise that, even today, nature remains the source of his inspiration.

He completed his architectural studies at the School of Planning and Architecture (SPA) in New Delhi, and has since worked on some of the most prominent contemporary projects in India through his firm Malik Architecture.

Arjun Malik, completed his Bachelors in Architecture at the Rachana Sansad Academy of Architecture, Mumbai and went on to receive a Master of Science in Advanced Architectural Design from Columbia University in New York. Arjun has since worked at Malik Architecture and has been instrumental in the firm's growth and expansion.

Food & Beverage

Shirin R Batliwala



Shirin R. Batliwala served as the Vice President of Food & Beverage of Indian Hotels Co Ltd. She served as Vice President of the Managing Director's Office of Indian Hotels Co. Ltd. and as its

Vice President of Coordination of the Luxury Division. She served as an Additional Director of Tata Ceramics Ltd. since May 12, 2008.

Ms. Batliwala was among the first women to breach the previously male F&B bastion in Indian hospitality. It was to be one of many firsts. She became the first woman F&B manager in the country when she was appointed to the position at the President Hotel in Mumbai in 1980. She was also the first woman to be made General Manager of a major Indian hotel (the Taj Bengal in 1989). She holds a Dip. In HMCT, Post Dip. In Spl. Hotel Mgmt. and F.H.C.I.M.A. (UK).

Kitchen

Chef Jatinder Uppal



Jatinder Uppal, is currently the Food and Beverage Analyst & Corporate Chef at Stark Hospitality. He brings with him vast experience of over 40 years in the industry where he was part of the preopening team of many iconic restaurants.

He is a passionate professional chef with the drive and determination to succeed. By working in multiple environments he has gained well-rounded knowledge of kitchen operations. He has spearheaded menu planning for varied cuisines around India. During his tenure at the Taj Hotels, Resorts and Palaces where he worked for 13 years he launched iconic restaurants such as Machan in Taj Mahal, New Delhi and Bombay Brasserie in London. He has been Executive Chef for the Commonwealth Games Athletes Village in Delhi, catering to 35-40 thousand meals per day.

Project Management

M.M Parvathy



A seasoned professional with 40 years of experience with the Taj group of Hotels & Resorts she has been instrumental in the launch of the brand Vivanta by Taj. She has also been involved with the roll out of the brand in the pre-existing properties of the Taj. Parvathy has closely worked with business development, project management, owners, designers and operations. She has the distinction of opening over 25 hotels in her prolific career.

Kanak Kothari



Kanak brings in a wide range of experience in project management, specialising in hospitality for more than four decades. He has successfully launched luxury projects in the Middle East and in India. His strengths lie in processes, safety and security.

Our Consulting Partners

Engineering

Cdr. Ramamurthy



Cdr. A S Ramamurthy (retd.), holds a Post Graduate Degree in Science from Annamalai University, Engineering Technical Specialisation from IAT, Pune and an MTech from IIT Kharagpur in Material Science with specialisation in Semiconductors. He comes with a strong background of practical knowledge in implementation of quality and process improvement, project management, MEP assessment and operational process improvement tools like Kaizen, TQM, TPM, Life cycle analysis and ISO. He is one of the few experienced national experts in the GembaKaizen methodology. He has successfully conducted several workshops at various industries in the Private and Public Sector like M/s HAL, BPL, ITC, Sahi Exports, HP Global (India), IIL, Taj Group of Hotels, BMTC etc., and delivered commendable results. He was involved with assessing back end operations and management, specially MEP requirements of branded hotel and saw completion of project works at different stages. He is also involved in establishing and commissioning Skill Development Centres for underprivileged youths.

Housekeeping

Alka Sharma

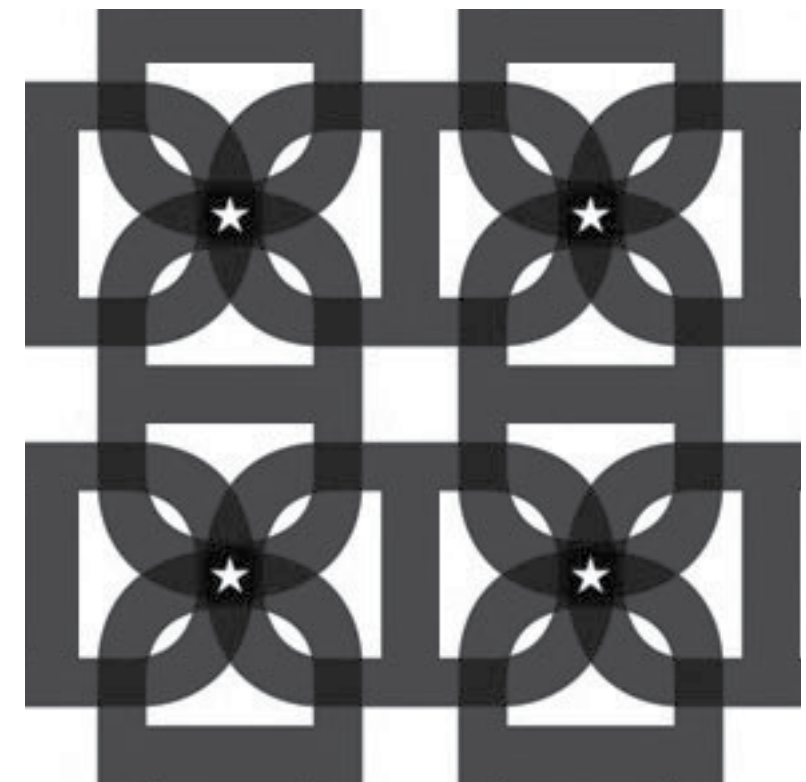


Alka is a product of the Oberoi group where she had worked for nearly 36 years as a Director of Housekeeping. Her second posting was with the Taj Group of Hotels for two and half years as a Corporate Housekeeper.

During her tenure with Oberoi Hotels she had opened Oberoi Bogmalo beach Goa and worked on The Oberoi Mumbai after the terrorist attacks of 26/11. She has also actively worked with Mackenzie for reengineering the Oberoi Group, as well as with Ernst&Young for setting up their Housekeeping standards and processes. She has won the Best Housekeeper's award in Asia from HNFSA.

At the Taj Group of Hotels, she had opened properties at Morocco, Srinagar, and Bangalore. She had also upgraded the facilities in Palaces such as Lake Palace, Umaid Bhawan, Nadesar palace, Falaknuma Palace, Rambagh Palace as well as Taj Wellington Mews and Taj President among others.

She has since started her own consultancy and opened the Howard Johnson Hotel at Bangalore. Alka has served dignitaries like President Bill Clinton, President Vladimir Putin & Michael Jackson among a long list of other international celebrities.



Brand Architecture

The requirement for different segments under the Trance Hotel umbrella arose due to the following needs:

1. Organise our properties into distinct groups according to the consumer segment we targeted and the experience we promise
2. Drive growth in clear segments
3. Have larger market coverage with different segments
4. Improve efficiencies

We decided to create multi layered hotel segments with different approaches based on varied consumer needs and profiles. This would allow a larger coverage of the market while enhancing the Trance brand and further strengthening our equity.



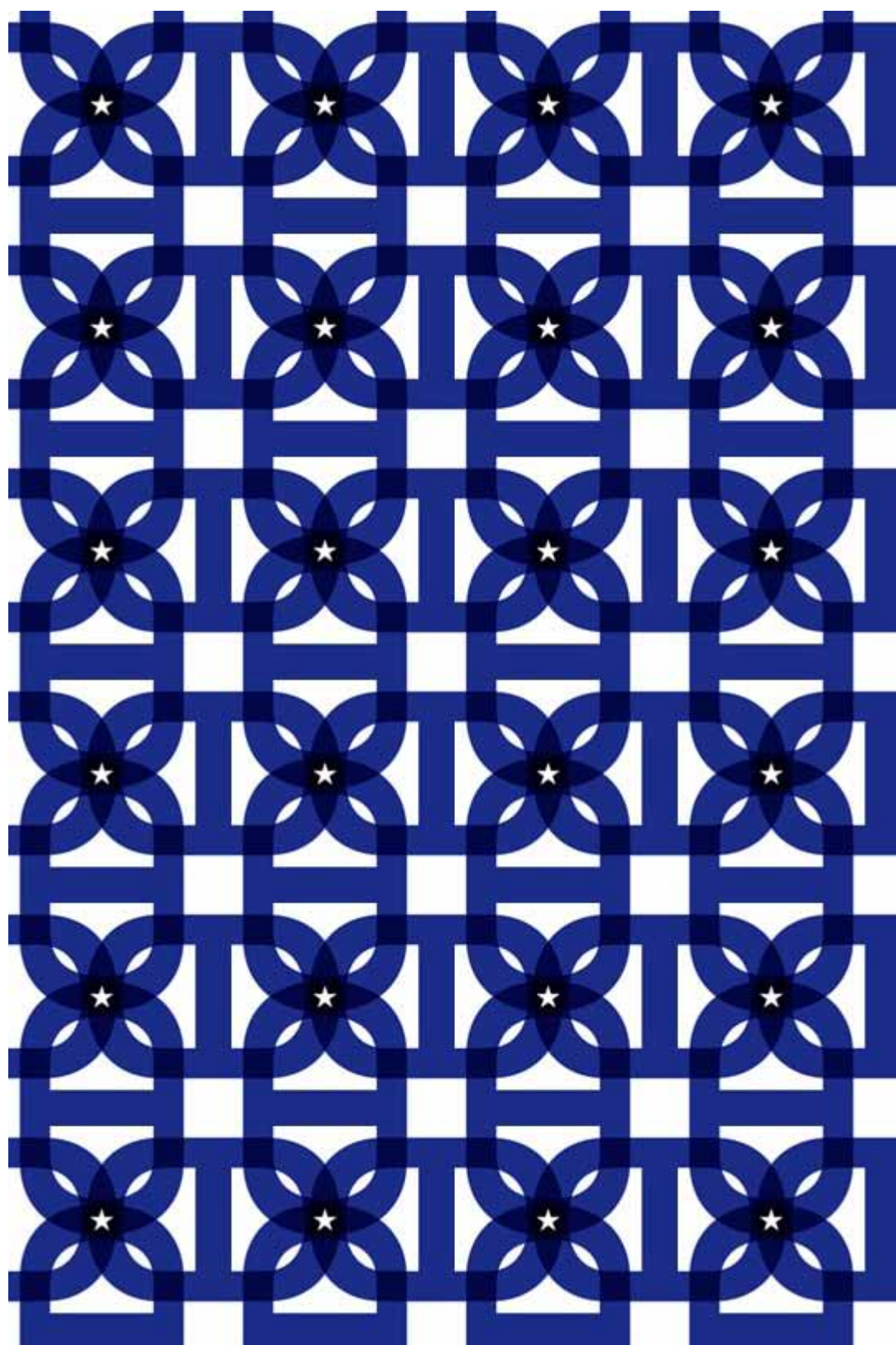
U by Trance

Trance Urbane

Trance Heritage

Trance Resorts





Our brands

U by Trance – Our signature brand, U by Trance is the epitome of our philosophy – merging the calmness of our ethos with a cutting edge contemporary outlook. Part of the upper upscale segment, U by Trance offers a service specially designed for a highly discerning guest who is looking for more than the usual hotel experience. Catering to a vast segment of city-goers, U by Trance imbibes all the principles of a 21st century hotel, pre-empting your needs and offering modern amenities and services with our very own special 'Trance-ness'. Heavy on personality and a unique character U by Trance embodies modern minimalist luxury at its best.

Trance Urbane – Made for the modern day urban traveller who is looking to have the efficiency of a business hotel and the comfort of a resort, Trance Urbane is the perfect solution for busy city guests who are searching for a sanctuary from the hustle and bustle of Indian metros. The ideal place to come back to after a long day of meetings, Trance Urbane offers a highly stylised, contemporary experience to its clientele, breaking away from the usual archaic hotel formula with a unique ethos revolving around fun modern living, wellbeing and value for money.

Trance Heritage – Minimalist, yet rich in India's history and tradition, Trance Heritage properties are the ideal getaway choice for evolved travellers looking to experience genuine culture at handpicked boutique palace properties across India. Tailor-made for the tourist who wants to learn about these destinations first hand, without the usual trappings of mass tourism, Trance Heritage hotels offer an unparalleled heritage hospitality experience, allowing guests to unwind and relax while taking in the majesty of India's regal past.

Trance Resorts – Nestled amidst some of the most pristine locations around India, Trance Resorts are havens for relaxation and comfort, bringing into play Trance's most basic ethos – tranquillity. Whether it is a spa weekend you are after, a blissful break from the mundane or a journey of self-exploration, Trance Resorts are your solution to a hassle free getaway that is sure to leave you and your family in a state of harmony. From adventurers to wellness fanatics, Trance Resorts offers a wide range of experiences, bespoke prepared to cater to your every need.



Competitive Brandscape

Trance Heritage

HRH Hotels
Welcome Heritage
Neemrana Hotels

Trance Resorts

Ananda
Anantara
Alila
Aman

Trance Urbane

Novotel
Aloft
Crowne Plaza
Quality Inn
Courtyard
by Marriott
Mövenpick

U by Trance

W Hotels
Andaz Hotels by Hyatt
Westin
Hilton
Intercontinental
Marriott
Sofitel



2. What is a brand?

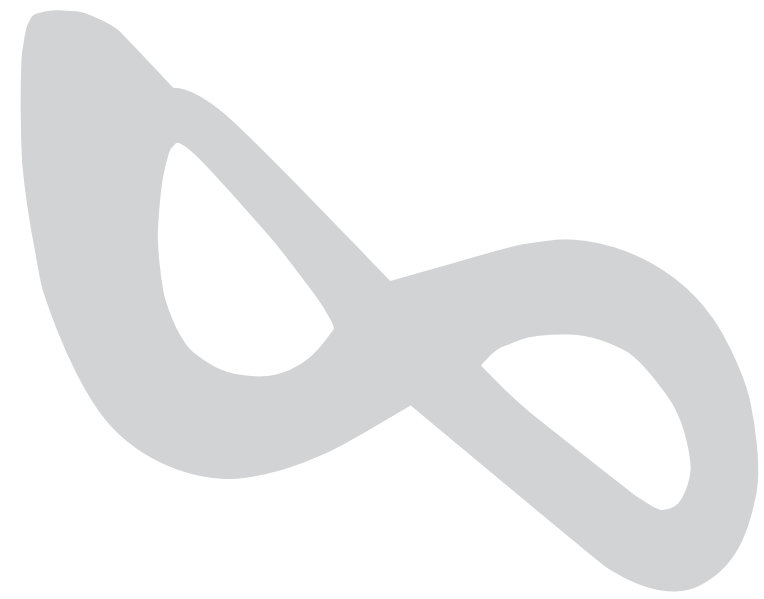
A brand is not a product, package, offer or service.

It is not a name, logo, design, ad campaign or slogan.

It is a relationship based on a customer's experience and what they expect of the brand.

Our brand is the sum of all associations, characterisations and perceptions in our customers' minds regarding their experiences with us.

Our role is to proactively manage this relationship and in doing so, strengthen our brand.



To make **Trance Hotels** an international brand by

- ❖ Understanding our guest's needs thoroughly
- ❖ Being clear about what makes us special and unique
- ❖ Bringing the brand promise to life through our product and services
- ❖ Creating a buzz around the brand
- ❖ Knowing how we should behave to stay true to our brand



3.

For whom **we** exist as a brand

Our guest profile

- ❖ New age entrepreneurs
- ❖ Young CEOs of companies
- ❖ Work-hard play-hard travellers
- ❖ Style mavens
- ❖ Tech wizards
- ❖ Creative heads

They are

- ❖ Hip
- ❖ Sophisticated
- ❖ Experimentative
- ❖ Tech savvy
- ❖ Travellers with eclectic tastes
- ❖ Typically in their 30s and early 40s
- ❖ Cosmopolitan

They expect to be

- ❖ Relaxed
- ❖ Energised
- ❖ Rejuvenated
- ❖ Delighted
- ❖ Creatively surprised

They're looking for

- ❖ Engaging moments
- ❖ Cutting-edge experiences
- ❖ Sensorial journeys
- ❖ Offbeat adventures
- ❖ Quick rejuvenation





4.

Our brand
promise

The strength of our brand depends on how well we deliver the experience of the brand against the promises we make.

What we do (Experience Delivery)

- ❖ Product performance
- ❖ Customer service
- ❖ Employee behaviour



Our brand = Identity & Reputation



What we say (Promise)

- ❖ Name
- ❖ Identity
- ❖ Marketing collateral
- ❖ Advertising

The following sections illustrate how these two elements come together to build our brand.

There are four key elements to our **branding**:

1. Verbal Brand identity
2. Statement of Relevant Differentiation
3. Visual Brand identity
4. Brand Beliefs

1

Verbal Brand Identity

Short verbal expression of the core idea

Contemporary
yet caring
idea: What the
brand is about

2

Statement of Relevant Differentiation

Describes the nature of the environment in which the brand will succeed, what makes the brand different from its competitors and relevant to the key target audience

Brand
promise and
substantiation

3

Visual Brand Identity

Series of images to dimensionalise the core idea

Personality:
Expressed
in a visual
framework

4

Brand Beliefs

Series of 4-6 key words or ideas which the brand will stand for over time

A view of
how things
should be





Our beliefs:

TRANQUILLITY

RELAXATION

ADAPTABLE

NATURAL

CONTEMPORARY

EXCEED

Each of the nine
images represents the
spirit of Trance Hotels



ARCHITECTURE
Zaha Hadid building

Clean, contemporary,
leader in modern
design



PERSON
Lapo Elkann

Ambitious, stylish,
well-travelled,
adventurous



CAR
Audi R8

Understated, efficient,
agile and fast



ACCESSORY
Apple Watch,
Milanese Loop

Cutting edge tech
yet with accents of
classic elegance



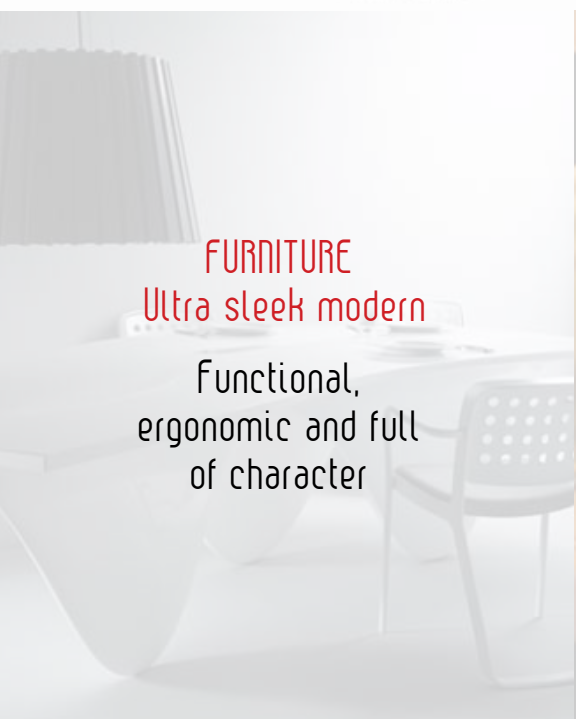
COLOUR/TEXTURE
White flower with
yellow accents

Cool, fresh and
vibrant



ACTIVITY
Tranquil spa

rejuvenating, moment
of escape, invigorating,
rewarding



FURNITURE
Ultra sleek modern

Functional,
ergonomic and full
of character



DRINK
Fresh espresso

International,
invigorating, warm
and cosmopolitan



ANIMAL
White fox

Survivor, beautiful,
efficient

Our beliefs:

TRANQUILLITY

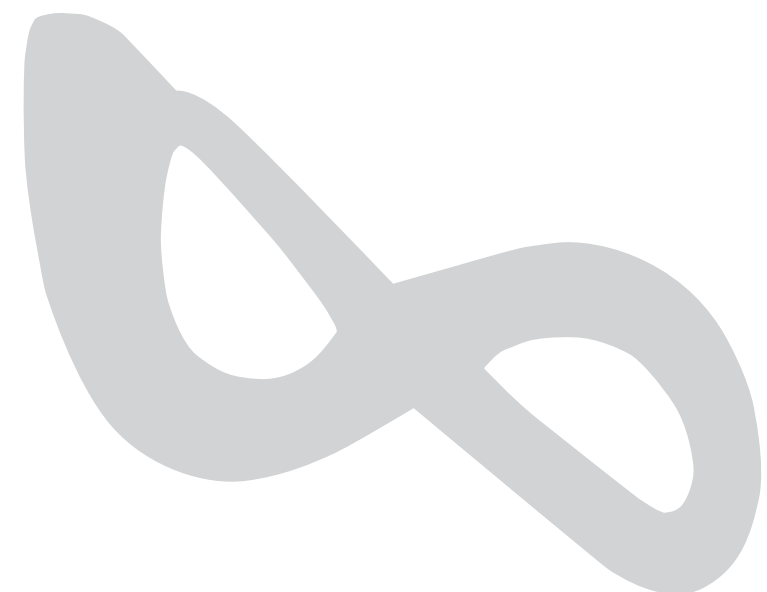
RELAXATION

ADAPTABLE

NATURAL

CONTEMPORARY

EXCEED



Statement of relevant differentiation

Blissfully Yours

The world around us is changing at a pace many of us find difficult to keep up with. Travellers nowadays are merging business and leisure trips, looking for amenities and experiences that range from uber efficient business centres to the most relaxing spas. In this age of the modern traveller, we at Trance like to believe that no trip is exclusive of work or play. Holidays are seldom email free, and business trips most often need 'my time' which guests desperately search for to get away from the clamour of cosmopolitan life.

Only at Trance do we believe that we can give our guests the best of both worlds – luxury without the hefty pricetag and formality, leisure without the prerequisite beach sandals. Bringing into play our ethos of 'wellness,' we offer the best of hoteliering with the pampering and comfort of home, something that seeps into every sphere of a Trance Hotel. Be it from our pillows and haven-like rooms to our contemporary and chic interiors to our vibrant bars and cafes, we tailor make a product that is truly Blissfully Yours.

Verbal Brand Identity

Blissfully Yours

Our Beliefs:

TRANQUILLITY

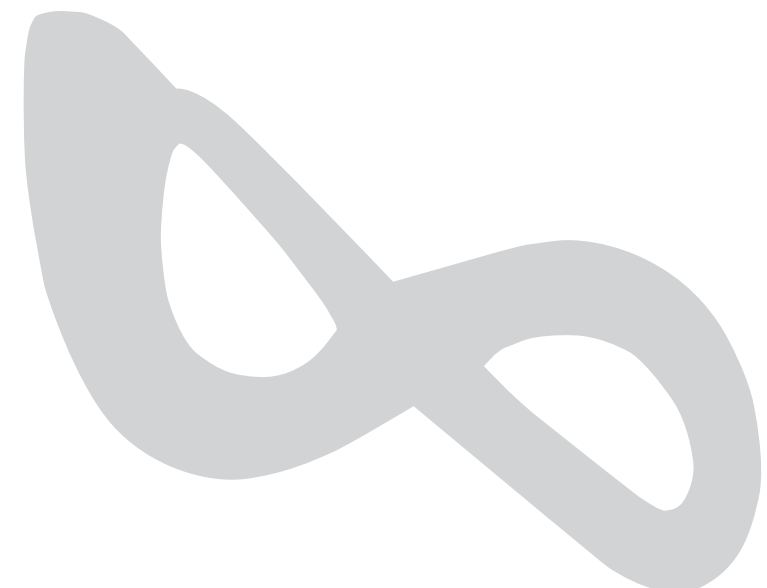
RELAXATION

ADAPTABLE

NATURAL

CONTEMPORARY

EXCEED



How we want to use the Trance Brand

Our brand identity is the tool we use to govern our style, design, content, behaviour and other touch points that impact the Trance Hotels name and reputation.

We intend it to be either a yes or a no for our actions. It's important to understand so we may be able to differentiate ourselves from our competitors.

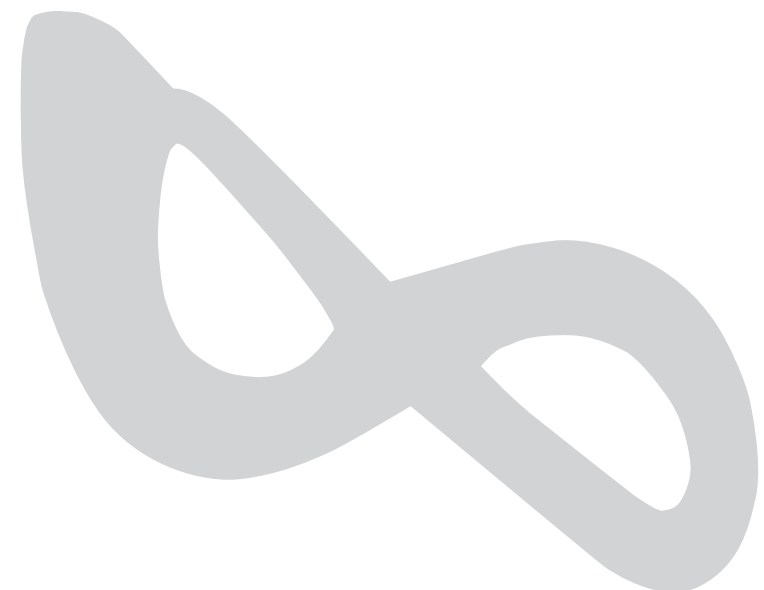
It defines the value we offer to our customers. It lays down our beliefs and defines the things we want our guests and associates to remember us for.

It is our personality and defines the image we aspire to have. Overall, it is the promise we make to our guests.

An ethos they can expect from us every time they come to stay with us.

Blissfully Yours simplified

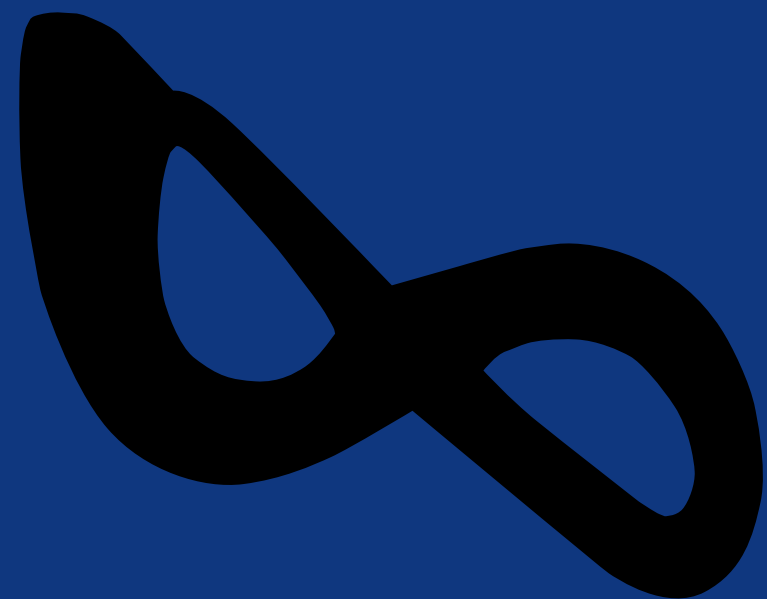
Stemming from our name Trance, Blissfully Yours is the image we want to present of our self to our guests. Reminiscent of the basic meaning of Trance, our message is tailor made to convey that we will offer a service and product that will leave you at blissful ease with yourself. Taking you to a higher plain of consciousness, one that is triggered by experiencing purity in hoteliering, wellness and design.



Brand beliefs

We have chosen our beliefs so they may support and drive all our actions:

- ❖ Decide our outlook towards guests, our associates and partners
- ❖ Decide our behaviour behind the scenes so that the experience we deliver is unbroken
- ❖ Become a part of our service standards
- ❖ Become a part of our being



TRANQUILLITY



RELAXATION



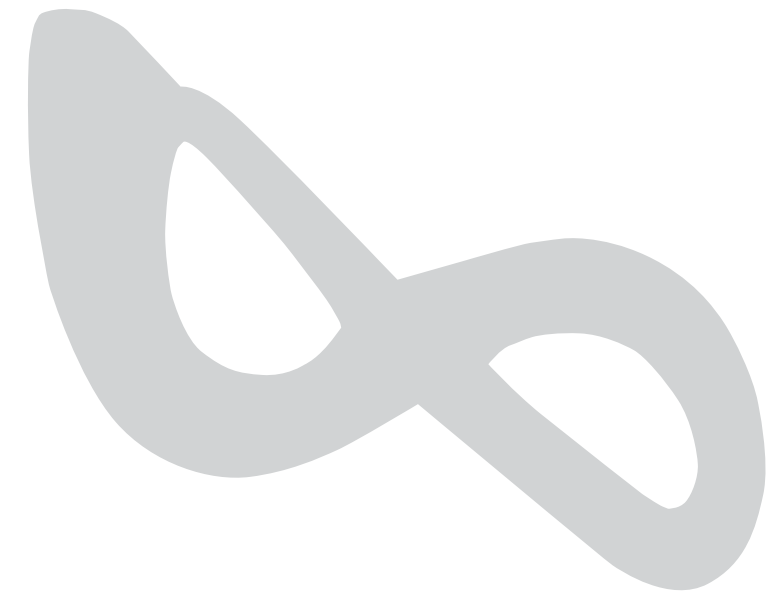
ADAPTABLE



NATURAL



CONTEMPORARY



EXCEED



Tranquillity

Brand beliefs

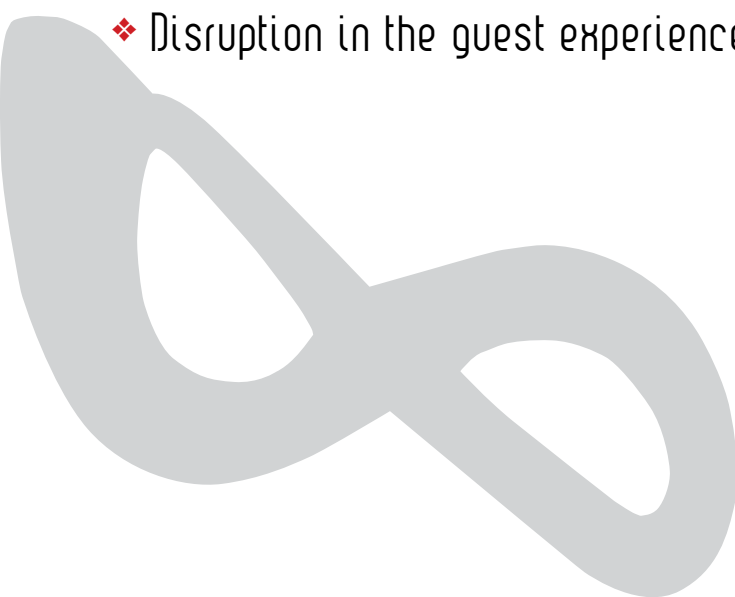
Tranquillity Relaxation Adaptable Natural
Contemporary Exceed

As a guide we should:

- ❖ Be calm even when faced with challenges
- ❖ Offer a service that inspires tranquillity among guests
- ❖ Smile and exude positivity
- ❖ See the good side of any situation

It is suggested that we avoid:

- ❖ Being loud or aggressive unnecessarily
- ❖ Overt displays of flamboyance
- ❖ Disruption in the guest experience



Relaxation

Brand beliefs

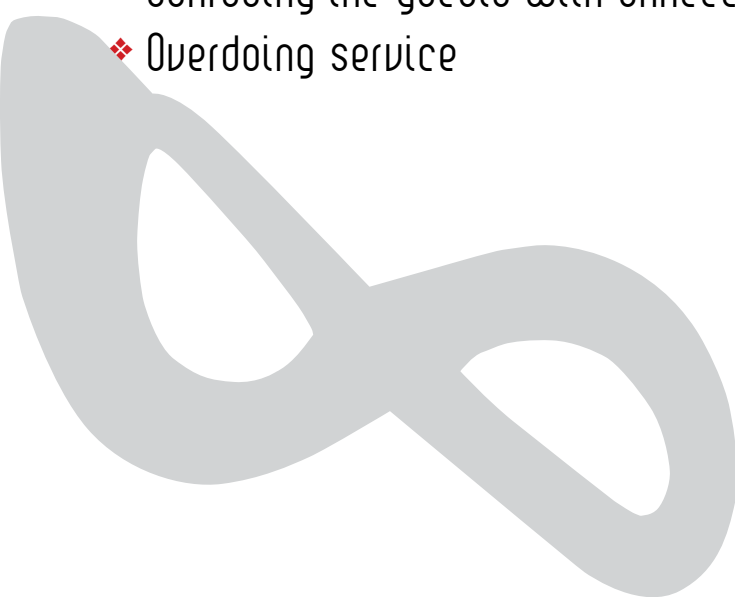
Tranquillity Relaxation Adaptable Natural
Contemporary Exceed

As a guide we should:

- ❖ Work in a manner that maximises our guest's relaxation quotient
- ❖ Be positive and welcoming
- ❖ Find ways to further accentuate comfort for our guests
- ❖ Try to create an ambience of relaxation within the property

It is suggested that we avoid:

- ❖ Moments of negativity
- ❖ Confusing the guests with unnecessary details
- ❖ Overdoing service



Adaptable

Brand beliefs

Tranquillity Relaxation **Adaptable** Natural
Contemporary Exceed

As a guide we should:

- ❖ Be willing to change to each situation
- ❖ Be offering a bespoke service to different guests
- ❖ Be open to new ideas
- ❖ Be experimental and not afraid of trying new things

It is suggested that we avoid:

- ❖ Being rigid
- ❖ Being stubborn with processes and procedures
- ❖ Being too judgemental or opinionated



Natural

Brand beliefs

Tranquillity Relaxation Adaptable Natural

Contemporary Exceed

As a guide we should:

- ❖ Be true to ourselves keeping in mind the guests perception of us
- ❖ Be indulgent with tools and resources made using the most natural ingredients
- ❖ Be proud and self-confident of ourselves
- ❖ Be positively caring and nurturing
- ❖ Respect nature, believe in sustainability and recycling, opt for organic and eco-friendly solutions

It is suggested that we avoid:

- ❖ Being too formal
- ❖ Being stiff and archaic in outlook
- ❖ Trying to intimidate guests with protocol



Contemporary

Brand beliefs

Tranquillity Relaxation Adaptable Natural

Contemporary Exceed

As a guide we should:

- ❖ Be path-breakers and understand the newest industry trends
- ❖ Be tech savvy
- ❖ Be progressive in thought
- ❖ Be well versed in trends and events in our city

It is suggested that we avoid:

- ❖ Being opulent
- ❖ Harping on the past
- ❖ Being traditional and old-fashioned
- ❖ Being exaggerated in your manner



Exceed

Brand beliefs

Tranquillity Relaxation Adaptable Natural

Contemporary **Exceed**

As a guide we should:

- ❖ Always try to pre-empt our guest's needs
- ❖ Offer service that is higher than the industry standard
- ❖ Surprise and awe our guests with nouvelle experiences
- ❖ Do more than our usual job roles
- ❖ Exceed expectations

It is suggested that we avoid:

- ❖ Saying no to other duties and job roles
- ❖ Telling the guest that something is not possible
- ❖ Being closed to suggestions



5. Our Product Experience

Design
Architecture
Finishes
Style
Tonality
Quality

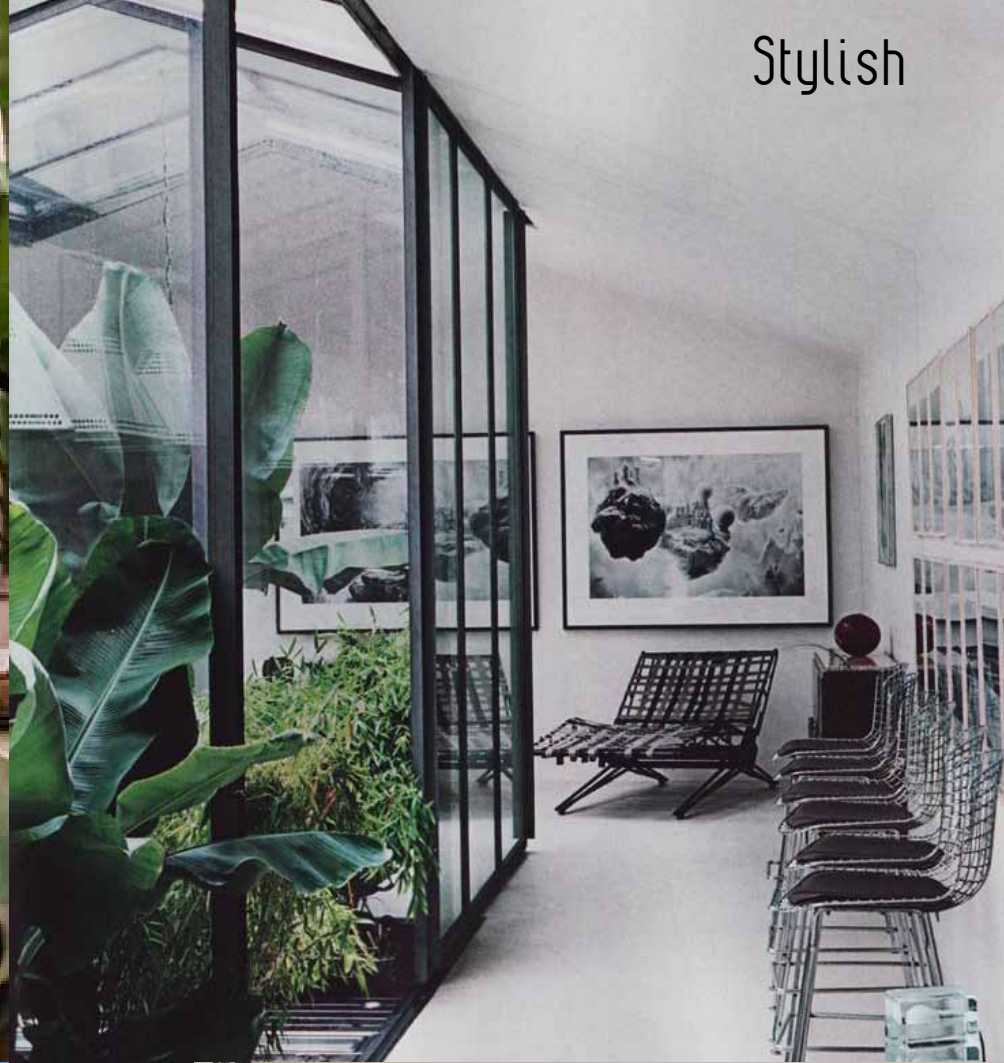




Contemporary



Elegant



Stylish



Creative



Sleek



Minimalistic

6. Our **Service** Experience

Attitude
Spirit
Gestures
Personality



Calming



Comforting



Connoisseur



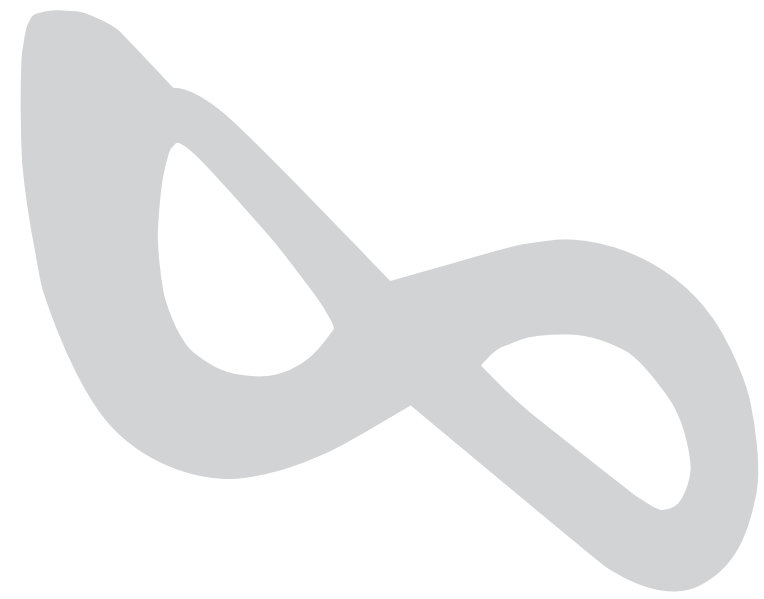
Warm



An abstract image featuring large, dark, swirling ink splatters and smoke-like patterns against a white background. The ink is concentrated on the right side, with wispy trails extending towards the left.

Service standards

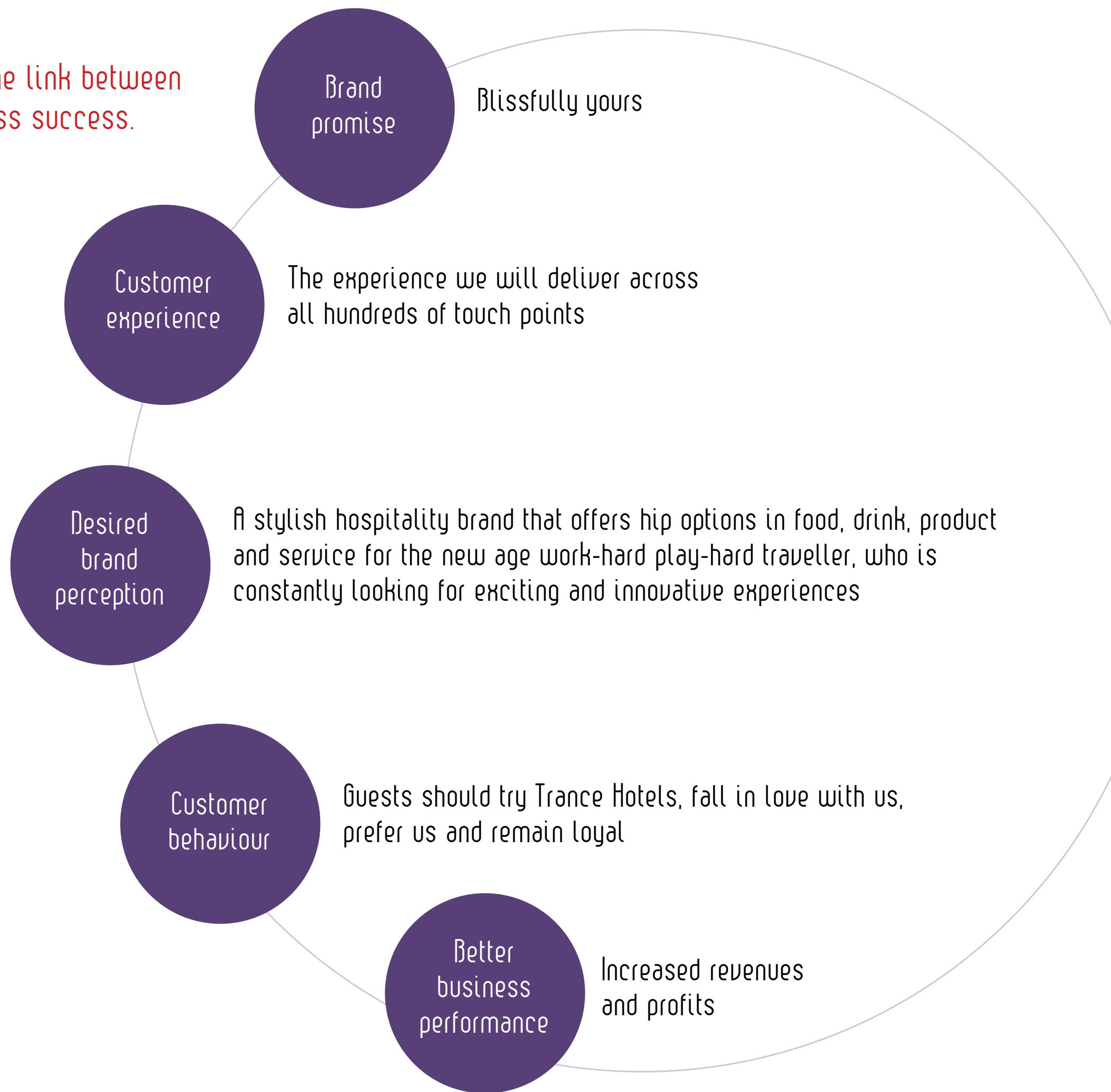
- ❖ **Fulfil Me** - Fulfil the job specifications and deliver what is expected
- ❖ **Understand Me** - Read the guest's mood and situation and in turn customise the service to better suit their needs
- ❖ **Surprise Me** - Go out of our way and surprise the guest in a manner which was not expected



7.

Our Role

Customer experience, is the link between brand promise and business success.



What we bring to the table

Expertise

Business Development
Concepts
Project Management
F&B Consultation
Kitchen Consultation
Sales and Marketing
Housekeeping and Engineering
Consultation
Talent Management and Acquisition
Safety and Security

Performance

Profit
Sustainability
Brand Image
Asset Management
Technology
Unique F&B Concepts
Learning and Development
Unique Design
Personal Attention



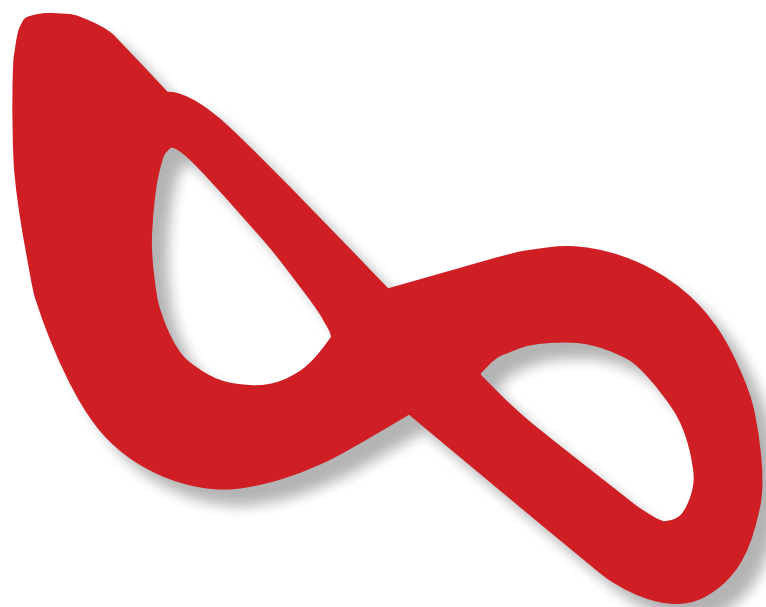
Thank You

धन्यवाद

MERCI

谢谢

Спасибо



TRANCE

HOTELS