

# Villotel tales

Your luxury holiday pad could also become a revenue earner for the family By **Tasmayee Laha Roy**



**H**arpreet Duggar, senior vice president at Genpact Delhi, wanted to invest in a holiday villa but didn't want the hassle of maintaining it when he wasn't there. So Scapes Realty's Villotel project in Siolim in Goa met his needs nicely. Not only that, he can earn some extra money when not using it.

Non-resident Indians and high net-worth individuals are investing in such residences that can be rented out when not in use. While some developers are tying up with hospitality chains, others are taking it upon themselves to maintain such villas and rent them out as part of the purchase deal.

Known as villotels in the trade, such boutique properties are being built across India. Unlike timeshares and similar schemes, these will belong outright to the buyer and be available to him or her without any lengthy booking times.

Vianaar Constructions, for instance, is building 12 fully serviced luxury villas in the village of Salvador Do Mundo in Goa. Each of the 3,000 sq ft villas will cost about Rs 1.5 crore.

"Our management team will take care of the villas when not in use and rent them out to visitors," says Varun Nagpal managing partner, Vianaar. "There would be facilities of home automation so that the buyer would be able to keep a tab on activities in his villa. The management will charge the owners 30% of the revenue earned by the villa."

From bed sheets to wine glasses, the villas come loaded with amenities. The project, for which construction began at the end of February, is 70% sold.

In India, the villotel concept works for holiday destinations and major temple towns. Developers have targeted locations such as Lonavala, Wayanad, Kodaikanal, Ooty, Haridwar etc for these projects.

"When big festivals or a retreat takes place in these temple

towns, the villotels are booked to the hilt. It is a good method to generate additional revenue and is a concept which has great potential," Vasudevan added.

The Siolim project was among the first to have been announced in India. The developers have set up a joint venture with Epicurean Hospitality and are planning similar projects in Himachal Pradesh, Uttarakhand and Rajasthan.

The 14-villa project in Siolim will be completed in two phases with villas costing Rs 2.8 crore to Rs 7 crore. About 30% of the inventory will be held by the developer to be run as a hotel.

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Meanwhile, Scapes is acquiring six other hotels in Goa that haven't been running too profitably.

Using a villa as a hotel gives the owner a 7% return on investment against 2-5% from long-term rentals. The property owner is given a 50% share in gross profit by Scapes and gets 50 days in either her villa or in similar Scapes projects elsewhere in the country.

For guests these villas are the new option for holidays. Anyone renting a villa gets their own pool, spa and butler. There will be a wellness centre on the property and the villas will come

with a private elevator. Apart from racks of wine and branded crockery, villa owners can have their choice of chef as well.

Other villa projects that are coming up include Lonavala Homes by Safal Builders, Rolling Hills by Green Vistas Infrastructure Projects at Kodaikanal, Tranquile Coast by Kulswamini Housing at Alibag, Sea Vista by Chaitanya Developers in Ratnagiri and Sai Brookland by Sai Landmarks Pvt Ltd, also in Lonavala. 