



BOOK BY SLOT

My Stay. My Way.





We want to change the rules of booking a hotel room for 24 hours and revolutionize the Hospitality sector.

Book By Slot

A unique technology based online platform to book hotel rooms on slot basis

BOOK BY SLOT
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Vision

“To be the leading online platform for booking hotel rooms on slot hours. To position ourselves as an industry leader by providing better service, great experience and fair price for hotel stay.”

Mission

“To help business and transit travelers easily locate and book affordable hotel rooms tailor made to their needs and help hotels achieve full occupancy.”



WHY?

- *Airports Transit Passengers*
- *Meeting at the Hotels*
- *Visiting religious Places*
- *Early Check-in (Before 2 pm) &*
- *Late Check-out (After 12 pm)*
- *Patients coming for medical needs in Hospitals*
- *Relax, Shower & Refresh before or after Meeting*
- *Hours For Entrepreneurs, Business People having erratic & dynamic schedules.*
- *Leisure or Adventure Travelers looking for downtime to rest.*
- *Attending Fairs*
- *Conferences*

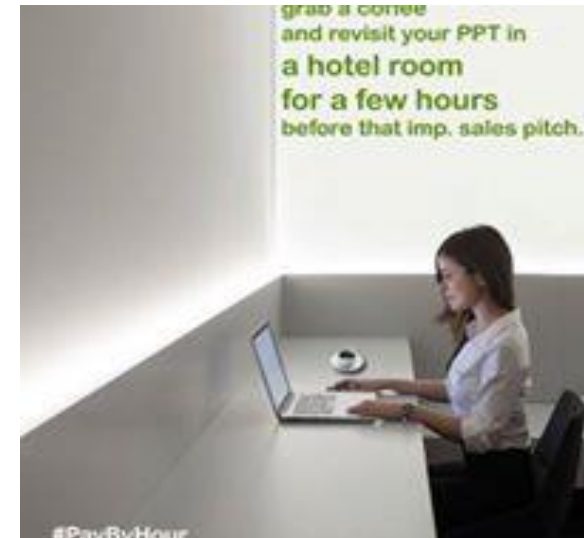
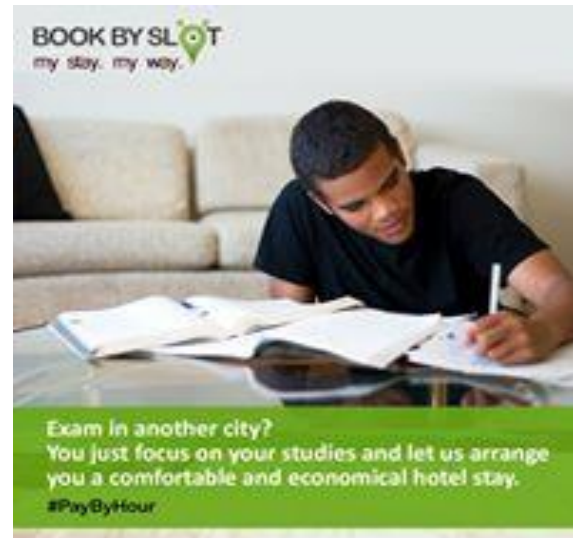


Why BBS?

BBS is an early stage startup that allows customers to book hotel rooms on slot basis



Customer base consists mostly business travelers and traders, students, event attendees, corporate travelers, wedding travelers, and normal B2C travelers

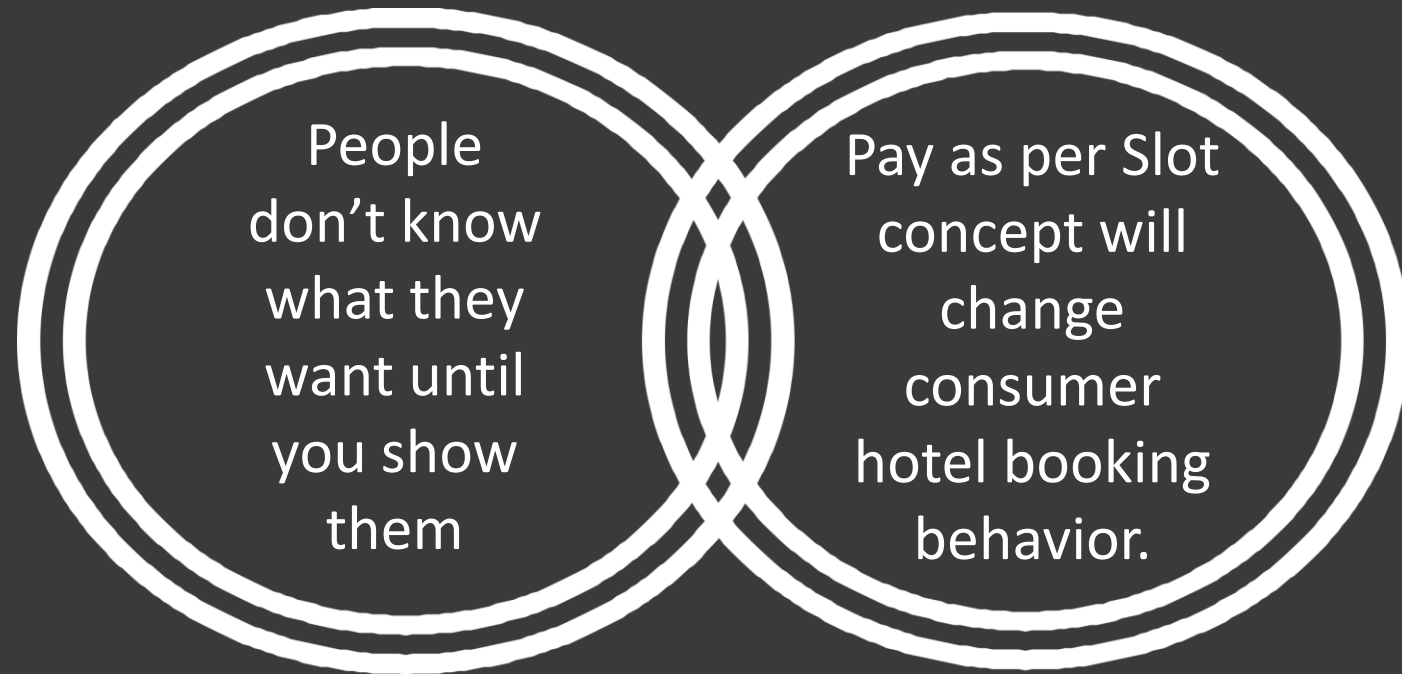


SOLUTION

Book your hotel room and pay only for the hours you need the room for...

Now you can decide the check-in time. Your stay will start counting from this hour on.

We don't want you to wait for hours and hours at the airport when you have a scale or your flight is delayed.



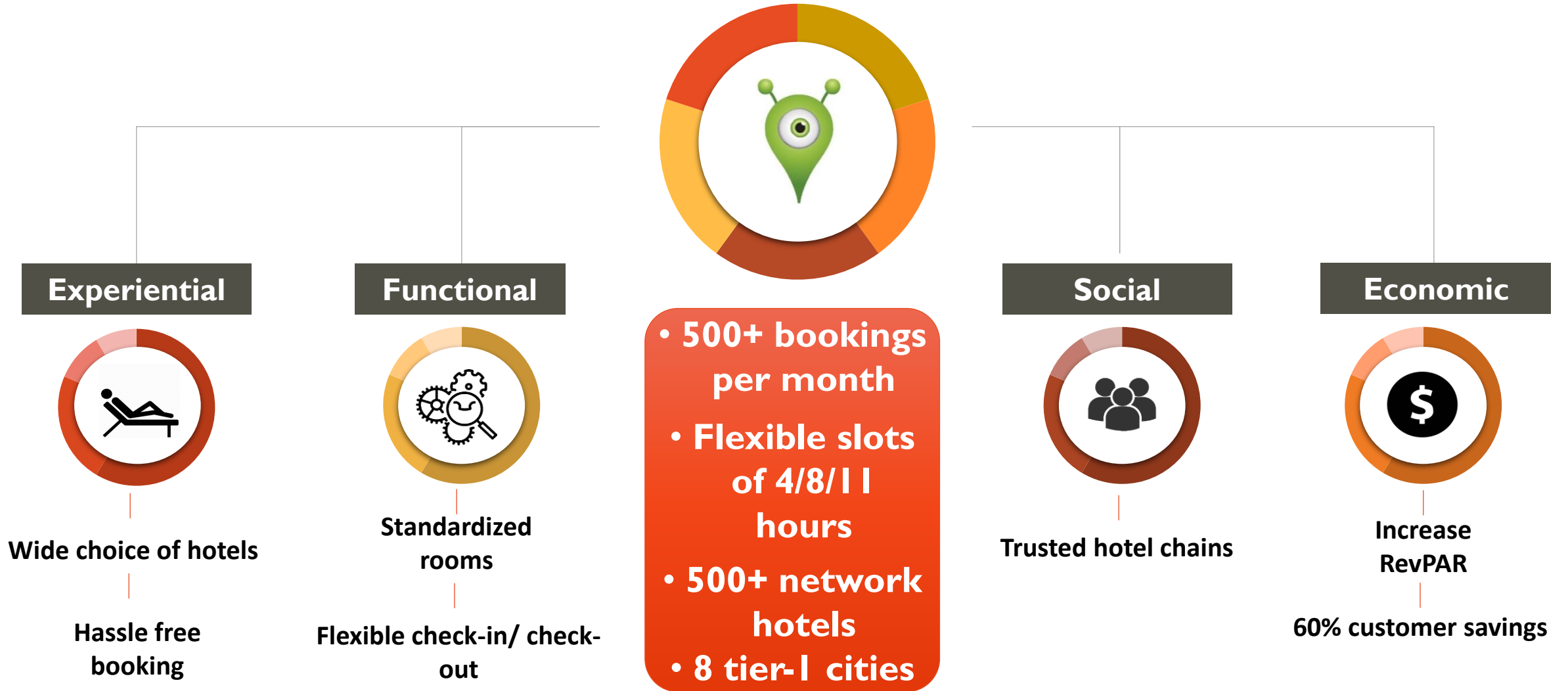
Added Value

- *Hotel Rooms on demand with Check-in/out any time*
- *Save significantly on regular tariffs*
- *Last Minute Hotel Room booking (soon to launch)*
- *Option to upgrade to higher slot or 24 hour stay (soon to launch)*
- *To start with luxurious Hotel Rooms (4/5 star) to delight customers to propagate word of mouth marketing*
- *Scope to Expand across India & abroad*

In addition to above we are also providing facility to book Conference rooms, Banquet Halls, Spa & Jacuzzi on slot basis for meetings & rejuvenation.

Value Proposition

Pay for only what you use in terms of number of hours spent at the hotel



THE FERN
HOTELS & RESORTS


WELCOMHOTEL
DWARKA
NEW DELHI
Member ITC's hotel group

THE 
LaLiT


Mapple
HOTELS . PALACES . RESORTS
Just be Yourself

Hotel Partners


PRIDE HOTELS & RESORTS

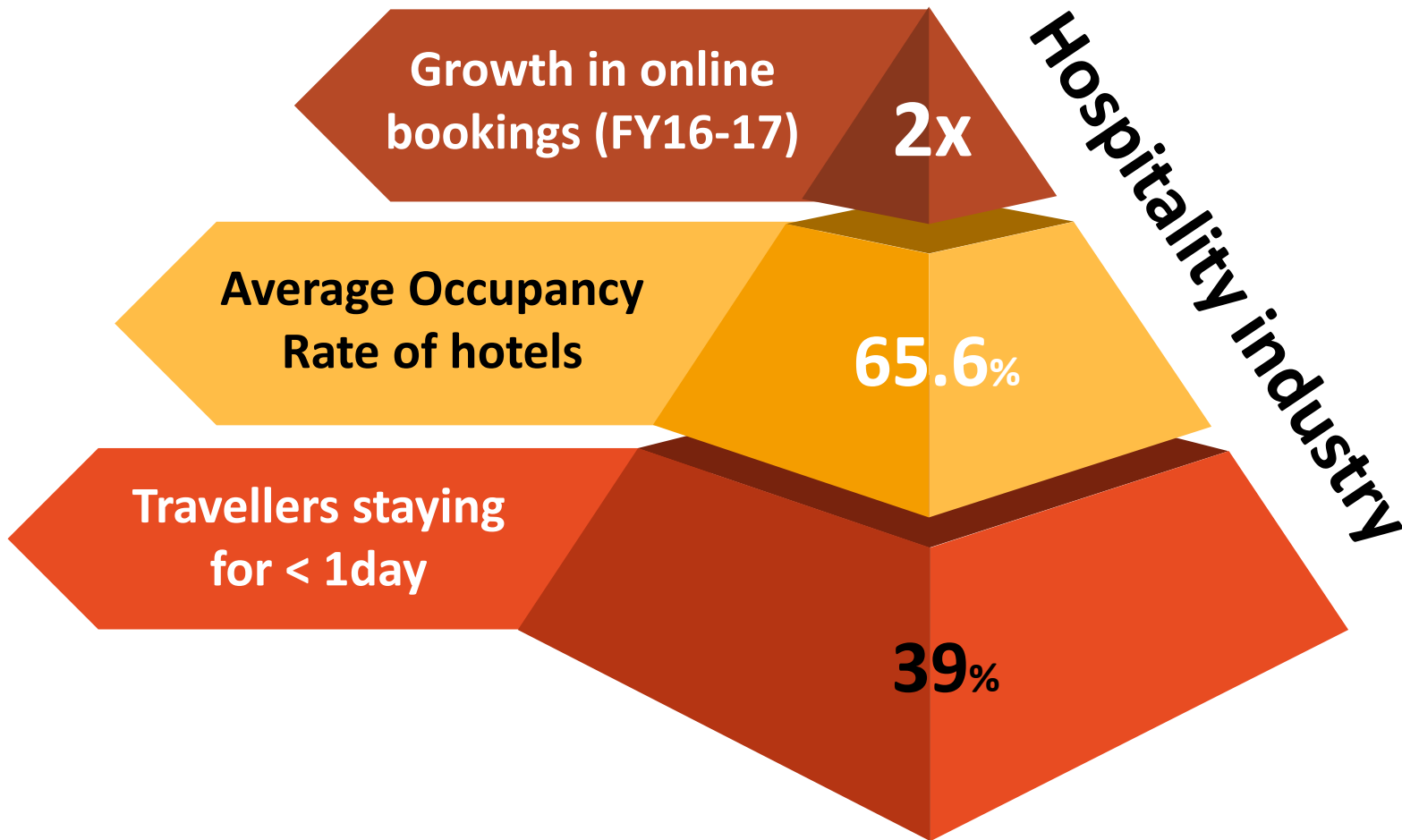

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INDIA
HOTELS AND RESORTS


TREEBO
Hotels

THE
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Market Analysis

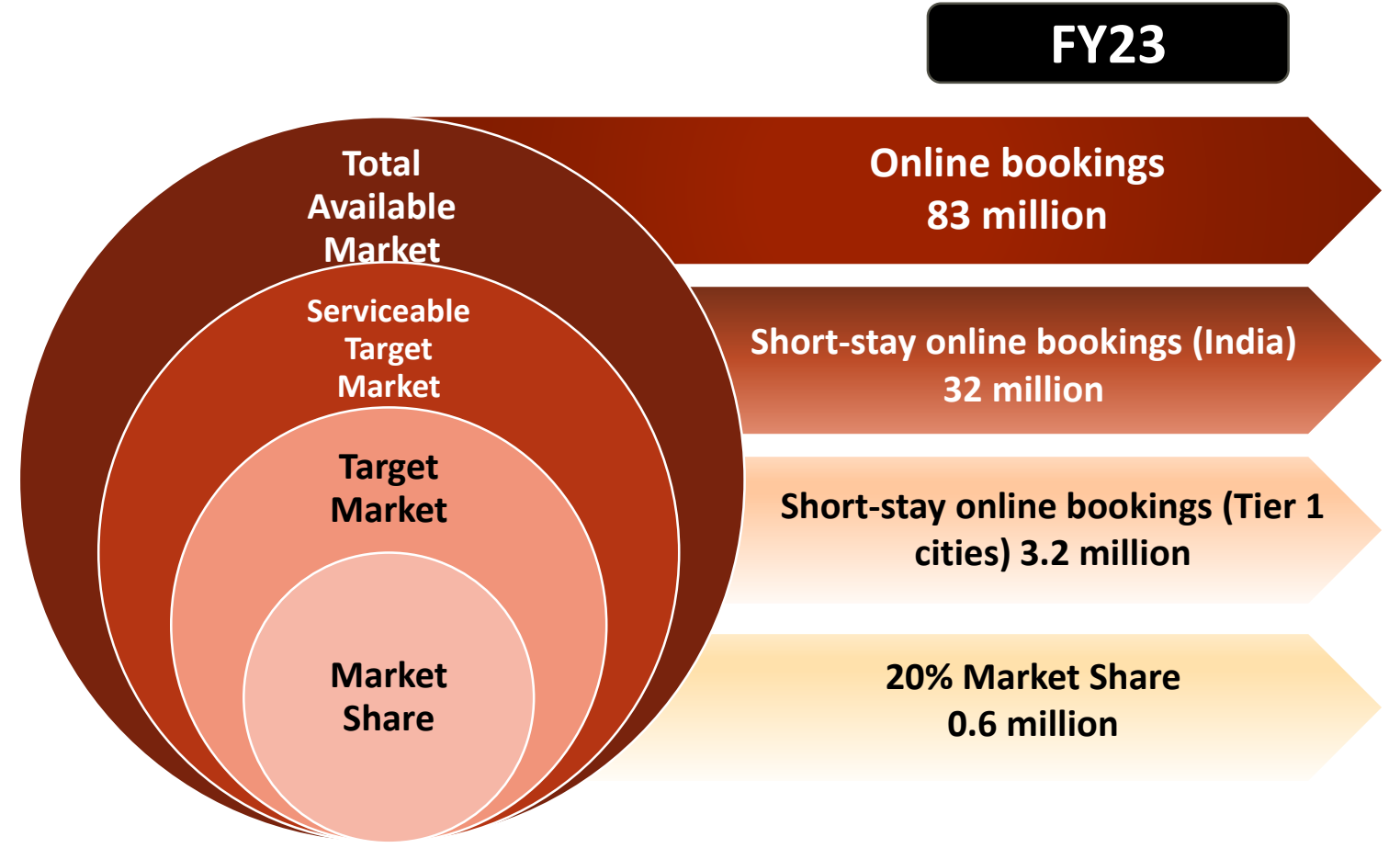
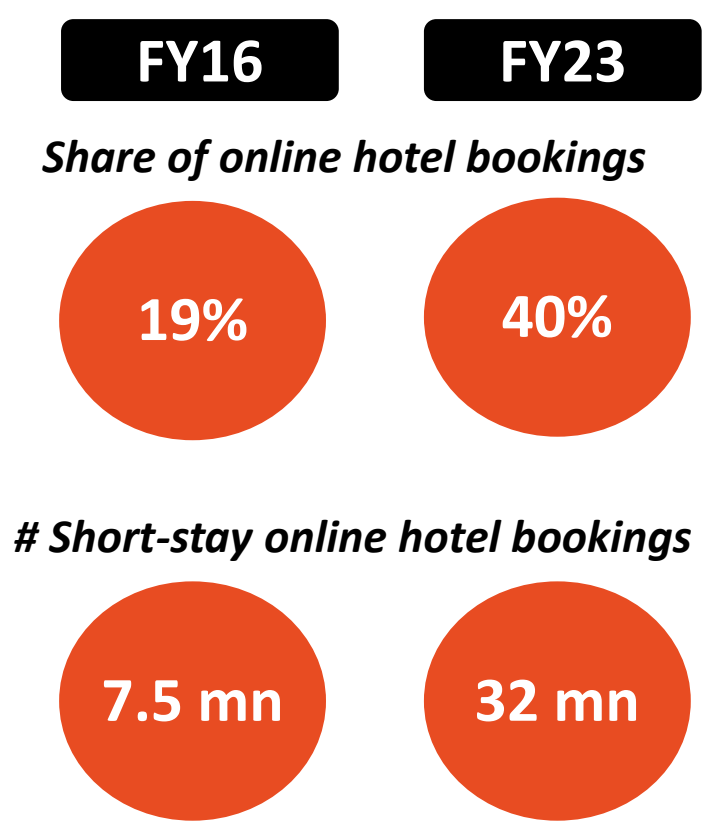
Recent trends in Indian hospitality industry suggest an opportunity for micro stay market



BBS proposes to target 7.4% of the current frequent traveler's base over next 3 years by the end of 2020, that is **254,000** travelers.

Market Size & Trends

The latent demand for micro stay market is estimated at 32 million bookings in FY23



Marketing Strategy

BBS is B2B2C online platform for hotel bookings expanding its presence Pan India

Pricing and Positioning Strategy:- Offer competitive prices starting from INR 499/- for a 4 hour hotel stay. The positioning strategy is to straddle between business and recreational traveler who is looking for a short stay accommodation with high price/ value benefit.

Distribution Plan:- Travelers will be able to book hotels for micro stays online and offline. Also through daily deal websites, meta search engines, social travel websites, and also through bargain and comparison websites. In the offline scenario they will be able to booking through kiosks at railway stations, bus stations and airports and also through travel agents.

Reaching Customers (How):- Social Media, SEM (Search Engine Marketing),SEO,(Search Engine Optimization), distribution of leaflets and pamphlets and advertising in local news papers and travel magazines and through bus aggregators and airlines.

Offers and Promotions and Conversions:- Sign up discounts for first 5000 users, wallet discounts and wallet credits. We will do TV ads, marketing campaigns, testimonials ,rating and reviews and video testimonies. Flash mobs, road shows, and media press releases to get more reach to travelers. Money back guarantee, Referral strategy.

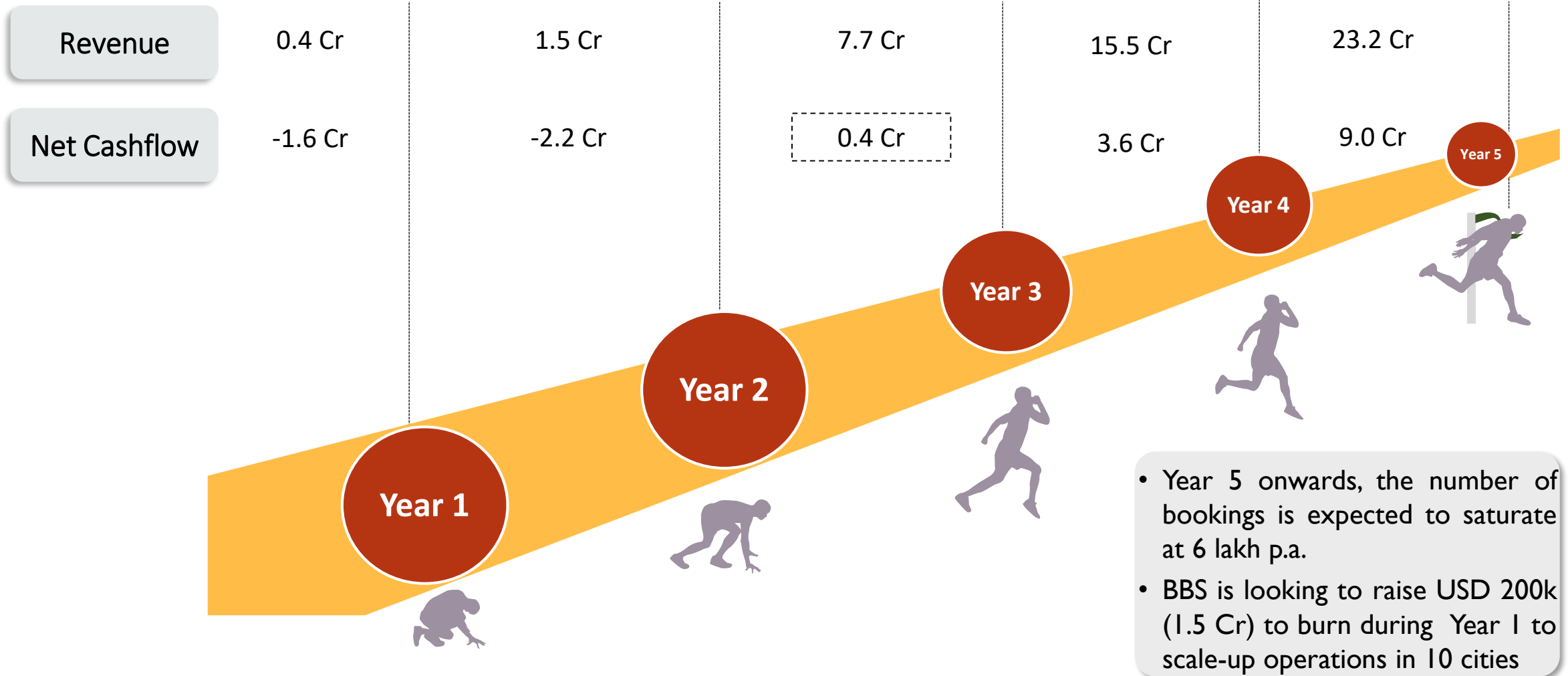
Marketing Material :- Brochures , standees, pamphlets business cards and placards .

Joint Ventures:- We will be doing joint ventures with cab aggregators like Ola Cabs, Uber. And also with mobile wallet companies like PAYTM and Mobikwik.

Online Marketing:- SEO, SEM, social media marketing (Facebook, twitter, Instagram) and also through key words and ad words.

Financial Forecasts

The firm is projected to break-even in its 4th year and witness positive cashflow since 3rd year



Team



Anubhav Agarwal (Co-Founder and CEO)- (BFSI) Individual with 12 years of experience, ex- All Serve Systems UK Plc, JP Morgan, Chase & Co., Vodafone New Zealand & Emirates NBD (National Bank of Dubai). Graduated from University of Delhi & earned his Master's Degree in Leadership Management and Economics from NZIM (New Zealand Institute of Management) and AUT (Auckland University of Technology) . Ex-co founder xaanadu the idea has been implemented by Facebook now.



Neha Jain (Co-Founder and CFO)-Chartered Accountant with over 8+ years of experience. She holds Chartered Accountancy from the ICAI and a bachelor's degree in commerce with honors from University of Delhi. In Year 2016 she got exposure of GCC sector. It was an assignment to establish two new companies in UAE. A well-known group of Oman (Al Hasher Group) incorporated two companies .Successfully handled and built Finance & Operations including Logistics for both the companies from scratch to yearly turnover of approximately \$2 Million. Has knowledge in finance , taxation and audits of UAE, India and US market.



Gaurav Kumar (CTO)- Gaurav is a IIT Delhi alumnus and holds a bachelors in Electrical engineering from IIT Delhi and is responsible for overall tech development and process at BookBySlot. He operates from the Bay Area and have worked with Apple (2011-2019) in apple maps and with Gen pact Headstrong before.



Alok Singh (Early Tech Lead)- Alok is responsible for the creation, communication and implementation of its technical vision and strategy. He holds a Bachelor of Technology in IT from Hindustan College, UPTU and A knight in the technology sector. It is his responsibility to drive innovation and quality in the development of its suite of software solutions. His last company was Enaviya IT pvt Ltd where he was a passionate Software developer.



Deepak Singh (Revenue Head): Deepak holds a bachelor's degree in commerce from University of Delhi, Ex Revenue Manager Lalit Group of Hotels. He is also a certified Dale Carnegie and SOCO Singapore certified professional in Sales and Marketing. He is a certified revenue management professional with 14 years of experience in different beginner to Management level positions in Sales and Marketing, and revenue management and channel distribution.



Sanjay Sawhney (Head- Business Development): Sanjay has over 20 years of vast experience in the travel industry with extensive knowledge of India's Hospitality and Travel market and has extensively traveled within India and round the globe. He holds a Bachelors in Commerce from Delhi University. He has worked with companies like Fast Booking, Sarovar group of hotels.

Advisory Board Members



Giridhar Malpani (Advisory Board Member): Based in Mumbai, Giridhar Malpani an engineer by training, He is a guest instructor at IIT Bombay and actively serves as an advisor or board member at various startups including BookBySlot, Leher and Settlers. Associated with Malpani Ventures a Early Stage VC firm.



Vinod Sood (Advisory Board Member): Vinod is currently Managing Director at Hughes Systique Corporation (HSC), an Engineering R&D services & solutions company. Vinod is a veteran of hi-tech software industry, during his career span of 35 years he has built high performance teams at premier R&D organizations in India. He was an angel investor of famous Indian start up Oyo Rooms which is currently valued at \$ 10 billion.



Partha Chatterjee (Advisory Board Member) Partha is currently associated with several start up companies in the hospitality, tourism, technology and investment space as a strategic business consultant. Formerly, Partha Chatterjee has been involved with the startup of 7 Taj hotels, 17 Ginger hotels and 40 Keys hotels in a span of 4 decades in the Indian Hospitality scenario. Partha was awarded "Hall of Fame - Lifetime Achievement in Hospitality" at the PATWA seminar and Safari Awards at Ashok Hotel, New Delhi in August 2016. Partha is listed in Hotelier India's "Top100 most influential persons in the Hospitality Industry in 2013" and has been awarded "Best Professional in Hospitality Industry" at Safari India National Awards in October 2013.



Sanjeev Misra (Advisory Board Member): Sanjeev advises us on fundamental aspects of business and working of the company's day to day affairs mentoring all of us in the team. He holds a bachelor's degree in computer science from University of Texas at Austin, Ex. VP-Information Technology- Reliance (ADBAG). Previous Role-VP – Solar and Renewable Energy at Gautam Adani Group. He is currently working as Senior Vice President- International Business with Paytm which is valued at \$16 billion.



Abhinav Kumar (Advisory Board Member)- Based in Frankfurt, Abhinav Kumar is a marketing strategist who works with mission driven investors and entrepreneurs to enhance, measure and communicate their impact, he is known for his branding and marketing strategies. Abhinav, has deep passion and appreciation for startups, digital products and elegant code. Abhinav is ex-country Manager **Trivago India** and is famous in India as the trivago guy for featuring in the Trivago TV commercial! He is currently employed with Bettzeit as Country Manager India in Germany. He holds a master degree in Financial Economics from University of Trento Italy.



Rohit Nanda (Advisory Board Member): Rohit has over a decade of experience in #PE/VC #investment firms and worked in varied sectors and cities across India. Being from the PE/VC background, He has worked with Kotak Investment Advisers Ltd a part of Kotak Mahindra bank as Vice President. He is currently employed with Divyasree Developers as Vice President Finance. He is a Chartered Accountant (#CA), #PGDBM (Finance), cleared all 3 levels of the #CFA Program and also an #LLB.

Thank you

anubhav@bookbyslot.com

Call at +91-8800439396; +91-9873447847

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