



BUSINESS PLAN · INDIA

Wellness Retreat / Resort

Authentic, effective, restorative wellness experiences and outcomes

WELLNESS

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Wellness Retreat / Resort** in India — a residential wellness destination offering multi-day detox, rejuvenation, Ayurveda/naturopathy, yoga & mindfulness, fitness & therapeutic programmes with stay, wholesome cuisine & nature, in a scenic location, for domestic & international guests. It earns high-value residential-programme revenue (stay + therapies + programme) on premium per-guest packages, monetising experience, transformation, location & wellness tourism — an experiential-, high-ADR- & programme-driven residential wellness business.

Wellness & medical/wellness tourism are booming in India & globally, driven by health & stress awareness, preventive care, India's Ayurveda/yoga heritage & AYUSH promotion, premiumisation & the experiential-travel shift. A residential retreat commands premium per-guest programme rates (stay + therapies + food + activities), earning strong margins on transformation & experience. Success rests on location & setting, programme design & outcomes, practitioner/therapist quality, occupancy/seasonality management, distribution (direct + OTA + tourism) & reputation. It is capital-intensive (land/property) & seasonal, offset by high per-guest value.

This is a capital-intensive wellness business — funded by promoter equity plus bank finance (term loan for property/fit-out + CC for working capital; SIDBI/hospitality & AYUSH support). This plan models a ~20-key retreat requiring **₹3 crore** (₹1.1 crore promoter + ₹1.9 crore bank finance), targeting **₹2.4 crore** revenue in Year 1 and **₹4.5 crore** by Year 3. (*Wellness retreat; residential/high-ADR, experiential/programme-driven, seasonality-sensitive, capital-intensive.*)

2. Business Description, Vision & Legal Structure

Concept: A residential wellness retreat - detox/rejuvenation, Ayurveda/naturopathy, yoga & fitness programmes with stay, cuisine & nature - transformation & experience.

Vision: To be a sought-after wellness & transformation destination.

Mission: Deliver authentic, effective, restorative wellness experiences & outcomes.

Legal structure options

- **Private Limited / LLP** — recommended (for the asset, finance, AYUSH & scale).
- **Proprietorship / Partnership** — possible for a small owner-run retreat.

Regulatory anchor: a wellness retreat is licensed hospitality + AYUSH wellness — hotel/lodging & state-tourism registration, AYUSH/clinical-establishment & qualified practitioners (for therapies), FSSAI, fire NOC, police/guest registration & C-Form (foreign guests), Shops & Establishments, GST, environment/land-use (scenic/eco-sensitive), & biomedical-waste (therapies). Location, programme design/outcomes, practitioner quality, occupancy/seasonality, distribution & reputation determine success; high-ADR but capital-intensive & seasonal.

3. Promoter & Ownership

Led by a promoter with hospitality, wellness or entrepreneurial background & a strong location/property, partnering qualified wellness practitioners. The team includes a GM, wellness director/doctors, therapists, yoga/fitness, F&B/chef, front-office/guest-experience & maintenance. Location, programme design, practitioner quality & experience are the differentiators. Ownership & stakes are editable inputs.

4. Market Analysis — India

India is a leading wellness-tourism destination, with booming demand from domestic & international guests for detox, rejuvenation, Ayurveda, yoga & preventive wellness, driven by health/stress awareness, India's heritage & AYUSH promotion, premiumisation & experiential travel. Guests pay premium for authentic, effective, restorative residential programmes. The market rewards location, programme/outcomes, practitioner quality, experience, distribution & reputation; it is seasonality- & capital-sensitive, met with programme value, distribution, off-season & reputation.

Demand drivers

- **Wellness & medical tourism** boom.
- **Health, stress & preventive** care.
- **Ayurveda/yoga heritage & AYUSH.**
- **Premiumisation & experiential** travel.
- **Domestic & international** guests.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Wellness tourism in India	Very large & growing
SAM	Destination & segment demand	Substantial
SOM (Yr 1-3)	Guest-nights & programmes	Scaling

Target segments

- Detox & rejuvenation seekers.
- Stress/lifestyle & preventive guests.
- International wellness tourists.
- Corporate & group wellness.

5. Competition & Competitive Advantage

Landscape: other wellness retreats & resorts, Ayurveda hospitals-with-stay, luxury spas & hotels' wellness. The retreat competes on location, programme/outcomes, authenticity, practitioner quality, experience & reputation.

The retreat's edge

- **Location & nature/setting.**
- **Programme design & outcomes.**
- **Authenticity & practitioner quality.**
- **Experience & cuisine.**
- **Reputation & distribution.**

6. Products & Revenue Model

Stream	Model	Basis
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Residential programmes (multi-day)	Package: stay + therapy + food	Core (high value)
Therapies & treatments	High-margin add-on	Margin/ARPU
Day/short programmes	Package fee	Off-season/local fill
Corporate & group retreats	Package (high value)	Off-peak fill
Products & F&B	Retail/margin	Ancillary

Multi-day **residential programmes** (stay + therapies + food + activities) command high per-guest value & strong margins; therapies, corporate/group retreats & products lift ARPU & fill off-season. Programme value/outcomes, occupancy (managing seasonality), ADR/RevPAB, distribution & reputation drive economics — the decisive retreat levers; experience & outcomes command premium & repeat/referral.

7. Go-to-Market — Marketing & Sales

- **Wellness-tourism & OTA** distribution (incl. international).
- **Content, PR & social** (outcomes/experience).
- **Direct (website/repeat/referral)** for margin.
- **Corporate, group & off-season** programmes.
- **Reputation, reviews & practitioner** credibility.

Sales approach

Build reputation & discovery (content, PR, wellness-OTA, referrals) → convert on programme value & outcomes → lift ARPU with therapies & products → fill off-season with corporate/group/day programmes → drive direct & repeat/referral. Programme value, ADR, occupancy & reputation build strong per-guest revenue.

8. Operations Plan

- **Property & facilities:** ~20 keys in a scenic location, therapy/treatment centre, yoga/fitness spaces, wellness kitchen, nature/grounds; calming design.
- **Process:** booking & assessment → programme plan → residential stay (therapies, yoga, food, activities) → outcomes & follow-up → repeat/referral.
- **Practitioners & quality:** qualified doctors/therapists, yoga/fitness, chefs; authentic protocols, outcomes & safety.
- **Tech:** PMS/booking & channel manager, programme & guest management, CRM/reviews.
- **Compliance:** hotel/tourism, AYUSH/practitioners, FSSAI, fire/police, environment/land-use, biomedical-waste.

Retreat workflow

Stage	Activity	Metric
Attract	OTA/content/referral	Bookings/ADR
Assess	Programme plan	Programme value
Deliver	Residential programme	Outcomes/occupancy
Fill	Corporate/off-season	Occupancy

Retain	Follow-up/referral	Repeat/reviews
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9. Regulatory, Licences & Compliance (India)

- **Stay & tourism:** hotel/lodging & state-tourism registration; trade licence; police/guest registration & C-Form.
- **Wellness & AYUSH:** AYUSH/clinical-establishment & qualified practitioners (therapies); biomedical-waste; therapy protocols.
- **Food, safety & environment:** FSSAI; fire NOC; environment/land-use (scenic/eco-sensitive); building/occupancy.
- **Business & tax:** Pvt Ltd/LLP; Shops & Establishments; GST; PAN/TAN; Udyam; labour/ESI/PF.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
GM & wellness director/doctors	3	4	6
Therapists & treatment staff	8	12	18
Yoga/fitness & programmes	3	4	6
F&B, kitchen & housekeeping	10	14	20
Front-office, sales & admin	4	6	9
Total	28	40	59

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-6	Property, therapy centre, AYUSH/licences, programmes, launch
Ramp	Month 6-12	Occupancy, outcomes, distribution, reviews; ₹2.4cr revenue
Optimise	Year 2	ADR, direct mix, corporate/off-season, programmes
Scale	Year 3	₹4.5cr revenue; more keys/reputation growth

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Wellness retreat; high per-guest programme value, seasonality-sensitive, capital-intensive.

12.1 Project cost & means of finance

Capital requirement	₹
Property development/fit-out (~20 keys)	1,90,00,000
Therapy centre, wellness & F&B setup	50,00,000

PMS, tech, deposits & licences	20,00,000
Launch, branding & pre-operative	20,00,000
Working-capital margin	20,00,000
Total project cost	3,00,00,000
Promoter contribution	1,10,00,000
Bank finance (term + CC; SIDBI/hospitality/AYUSH)	1,90,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Residential programmes	1,70,00,000	2,55,00,000	3,10,00,000
Therapies, day & corporate programmes	55,00,000	90,00,000	1,15,00,000
Products & F&B	15,00,000	30,00,000	25,00,000
Total revenue	2,40,00,000	3,75,00,000	4,50,00,000
Operating cost (F&B, therapy supplies, utilities)	72,00,000	1,10,00,000	1,32,00,000
Salaries & practitioners	62,00,000	86,00,000	1,08,00,000
Marketing, OTA & overheads	40,00,000	58,00,000	68,00,000
Maintenance & property	22,00,000	28,00,000	32,00,000
Interest & depreciation	28,00,000	30,00,000	30,00,000
Total expenses	2,24,00,000	3,12,00,000	3,70,00,000
Net profit (before tax)	16,00,000	63,00,000	80,00,000
Net margin	6.7%	16.8%	17.8%

12.3 Unit economics & break-even

- **Programme value & RevPAB:** multi-day programmes (stay + therapy + food) command high per-guest value & strong RevPAB; therapies & products lift ARPU well above room-only.
- **Seasonality:** peak/off-season swings occupancy; corporate/group/day programmes & international guests (counter-seasonal) fill shoulder/low season.
- **Break-even:** at a moderate annual occupancy (~40-50%) covering fixed costs (staff, interest, maintenance); premium programmes make above-break-even highly profitable.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative; seasonal)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	20,00,000	18,50,000	17,80,000	18,20,000
Collections (seasonal; advances)	68,00,000	50,00,000	56,00,000	72,00,000
Operating, staff, interest & marketing	69,50,000	50,70,000	55,60,000	71,00,000
Closing balance	18,50,000	17,80,000	18,20,000	19,20,000

Programmes bring advance bookings/deposits (favourable), but revenue is seasonal & staff/interest/maintenance are fixed. Programme value, ADR, off-season fill (corporate/international), direct mix, CC & the WC buffer manage cash through low season — the key discipline for a capital-intensive seasonal asset.

12.5 Key Performance Indicators to Monitor

- **Occupancy:** occupancy %; ADR; RevPAB; direct vs. OTA; international mix.
- **Programme:** ARPU/programme value; therapy & product attach; outcomes.
- **Seasonality:** peak vs. off-season; corporate/group fill.
- **Reputation:** reviews; repeat/referral; NPS.

13. Funding Requirement & Bankability

Total ask: **₹1.9 crore bank finance** against ₹1.1 crore promoter contribution — term loan for property/fit-out + CC for working capital, via SIDBI/hospitality & AYUSH support. Bankability rests on location, programme value/ADR/RevPAB, outcomes, distribution & seasonality management; the property is asset-backed with strong margins above break-even. Year-1 profit ~₹16 lakh scaling to ₹80 lakh supports servicing; premium programmes & wellness-tourism tailwind drive returns.

13.1 Funding utilisation

Use of funds	₹	% of total
Property development/fit-out (~20 keys)	1,90,00,000	63.3%
Therapy centre, wellness & F&B setup	50,00,000	16.7%
PMS, tech, deposits & licences	20,00,000	6.7%
Launch, branding & pre-operative	20,00,000	6.7%
Working-capital margin	20,00,000	6.7%
Total	3,00,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Seasonality & occupancy	Corporate/group/day programmes; international (counter-seasonal); off-season pricing; buffer
High capex & fixed costs	Premium programme value & ARPU; occupancy above break-even; cost discipline
Practitioner & outcome quality	Qualified doctors/therapists; protocols; outcomes & reviews
Distribution & discovery	Content/PR/wellness-OTA; direct & repeat; reputation
Compliance (AYUSH/tourism/environment)	AYUSH/practitioner, hotel/tourism, FSSAI, environment/land-use

15. SWOT Analysis

Strengths High per-guest programme value & margins; wellness-tourism boom; India's heritage; experiential; asset-backed.	Weaknesses Capital-intensive; seasonality-sensitive; practitioner-/outcome-dependent; distribution-reliant; location-bound.
Opportunities Wellness/medical tourism; international guests; corporate/group; products/D2C; more keys/reputation.	Threats Seasonality & demand shocks; competition & new supply; OTA commissions; environment/regulatory.

16. Recommended AiSevak Tools for This Business

This wellness retreat would use AiSevak's Wellness vertical tools in delivery:

- **Retreat ops:** PMS/channel-manager/OTA, programme/ADR-RevPAB-management, guest/CRM & reviews and therapy-utilisation tools.
- **Compliance:** hotel/tourism & AYUSH/practitioner, FSSAI/fire/police-registration, environment/land-use and GST tools (with Legal & Finance verticals).
- **Practice:** Business Plan, RevPAB/programme-ARPU and seasonality/Break-even tools to model the retreat.

17. Key Assumptions & Notes

- Wellness retreat/resort; ~20 keys; multi-day residential programmes (stay + therapy + food + activities) command high per-guest value.
- Programme value/outcomes & ADR/RevPAB decisive; seasonality managed via corporate/group/day & international (counter-seasonal) guests.
- Capital-intensive; term + CC (SIDBI/hospitality/AYUSH); hotel/tourism, AYUSH/practitioner, FSSAI/fire/police, environment/land-use, biomedical-waste.
- Location, programme, practitioner quality, occupancy & reputation drive economics; figures illustrative, exclude GST.

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Every tool referenced in this plan is available on aisevak.in. Open the [Wellness toolkit](https://aisevak.in/verticals/wellness) to browse and use them all at <https://aisevak.in/verticals/wellness> — or go straight to any specific tool at <https://aisevak.in/service/<tool-name>>. No signup needed to explore; each tool guides you step by step.

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