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## Daiwik Hotels the 'Make in India' brand

We are always trying to learn and imbibe the best practices that the international brands have and so we are an evolving brand. We have managed to give birth and shape to brands like Sharekhan, 89 Cinemas and now Continuum Energy, which can compare with international brand standards and the are hopeful that we will be able to do the same with our hotels. Debashis Ghosal CEO & MD Daiwik Hotels shares more with TTJ.

**Q** Were you always keen on doing your own business and was entertainment your first choice?

**A** I have always wanted to make a contribution to the society in whatever I do as an entrepreneur. I got an opportunity of introducing a new format of cinema halls in the form of multiplexes and was able to successfully roll them out in eastern India. Multiplexes have changed the movie viewing experience in India and have become an integral part of urban infrastructure. I am happy that I was able to contribute in my little way and make a difference.

**Q** What prompted you to move from entertainment to Hotels?

**A** We found that pilgrimage destinations across India lacked reliable, credible and standardised hotels and was surprised to note that no brand had taken up a business plan to roll out standardised hotels across these locations at the time we were exiting the entertainment industry. We grabbed that opportunity and are happy to have generated a lot of interest as we have been able to show a sustainable business model around pilgrim hotels.

**Q** Tell us something about Daiwik Hotels?

**A** Daiwik Hotels is an Indian home grown brand. In the PM's language, we are a "Make in India" brand. The company is promoted by a group of professionals who have been pioneers in different fields. Vikash Saraf gave birth to India's first online share trading company "Sharekhan" and was part of the multiplexing pioneering initiative undertaken by us. Arvind Bansal launched Mission Bio fuels in India which was one of the first companies to embark into bio fuels and is now heading



Debashis Ghosal

another vertical of our group which is into wind and renewable energy. Morgan Stanley is a investor in that vertical.

**Q** What, according to you, is the USP of your brand?

**A** Our attempt to bring a standardised hotel in pilgrim destinations with reliable information and the fact that we understand the importance of the pilgrim travellers interest to the minutest detail is our USP. We have a research based content rich website and social media platforms which are full of information's about different religions, rituals and their significance etc.

**Q** Is there any more information that you would like to share with us?

**A** We have recently launched a unique pilgrimage cum leisure time share club in association with RCI which is the largest time share company in the world and has resorts in over 4500 locations. This will give an opportunity to travellers to mix their religious travel with leisure travel plans for a span of 10-20 years. We have named it Daiwik Club.