

FRANCHISE OVERVIEW

BUSINESS FORMAT FRANCHISING



Grant to use the ITH logo, trademarks and a turn-key system to do business



PRICING

- Franchise Fee:
- Contract Term*:
- Royalty:

*Renewable

INDIA

- Franchise Fee: INR 2,00,000 ¹
- Contract Term*: 3 years
- Royalty: 20%

¹Value of INR 5,556 /month

SE ASIA

- Franchise Fee: \$ 10,000 ²
- Contract Term*: 3 years
- Royalty: 20%

²Value of \$ 278 /month

EUROPE

- Franchise Fee: 15.000 € ³
- Contract Term*: 3 years
- Royalty: 20%

³Value of 417 € /month

THE ITH ADVANTAGE

Premium Branding · Website Listing for Direct Bookings
Inventory Distribution through Multiple OTAs
Robust Online Advertising & Social Media Campaigns
Free Staff Training · Restaurant Menu Engineering



PROPERTY REQUIREMENTS

- At least 24 dorm beds across 4 or more rooms
- At least 4 private rooms with en-suite facilities
- All bathrooms with 24x7 hot & cold shower facility
- Minimum 1 bathroom + WC per room
- Minimum 1 personal locker per dorm bed
- Fast Wi-Fi with mesh network and Secure Management System
- At least 1 common room and 1 washing machine + tumble dryer
- At least 1 communal kitchen & garden and/or terrace
- Vegetarian/vegan food & drinks only
- Welcoming reception area
- CCTV coverage across all common areas
- Secure parking spaces highly desired



STAFF RECOMMENDATIONS*

- 1-2 Front Desk Managers + 1 Reliever (with good English skills) ·
- 1-2 Full-/Part-time Housekeepers ·
- 1 Chef + 1 Sous-chef + 1 Pizza Baker for the bistro ·
- 1-2 Food & Beverage Servers (with English skills) for the bistro ·
- 1-2 Security Guards (contractual) ·

*Will vary based on the desired level of operations



ITH Stays

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