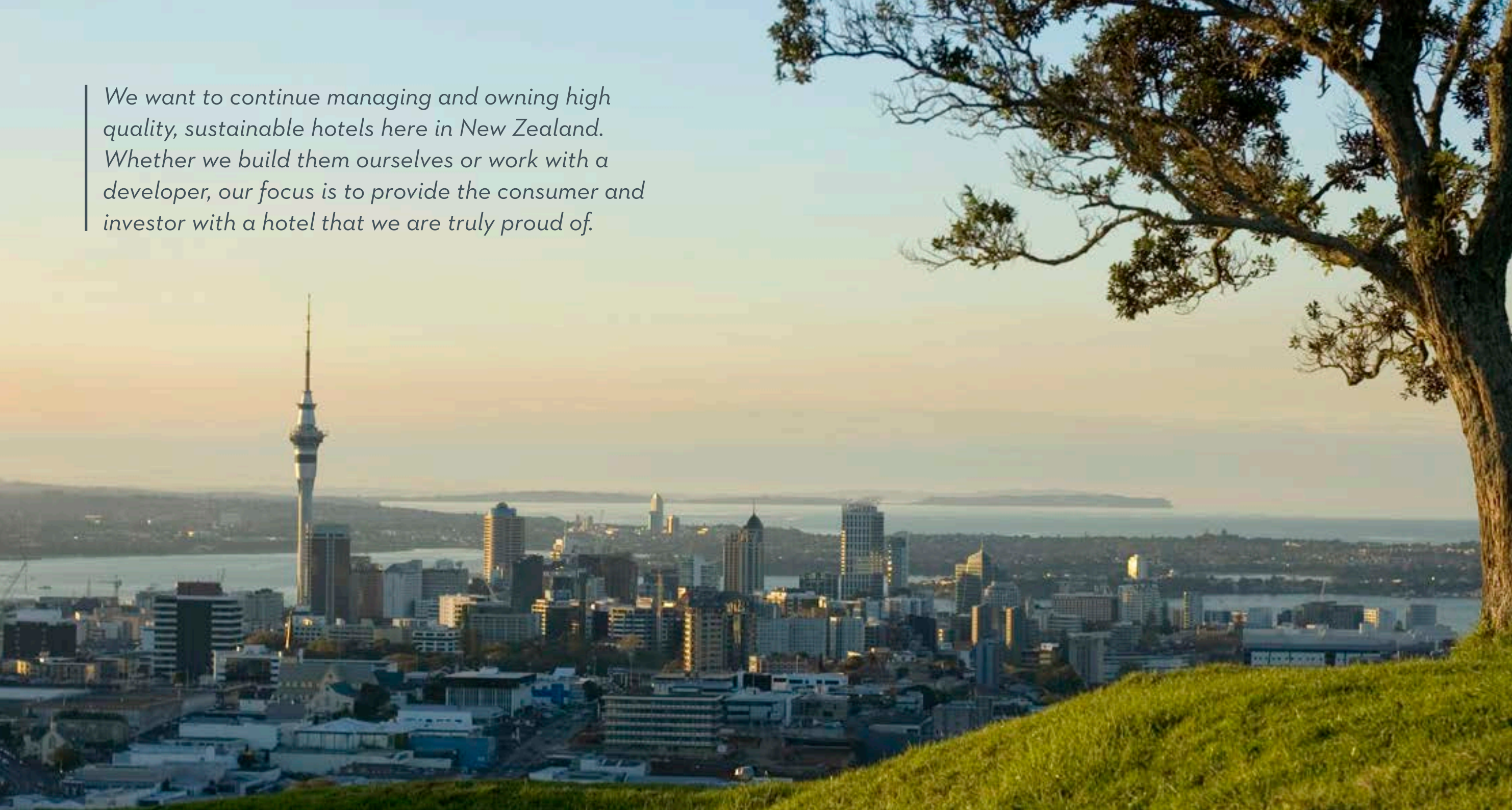




SARIN
INVESTMENTS

COMPANY PROFILE

Welcome to the Family



We want to continue managing and owning high quality, sustainable hotels here in New Zealand. Whether we build them ourselves or work with a developer, our focus is to provide the consumer and investor with a hotel that we are truly proud of.

TABLE OF CONTENTS

Welcome Message	04
Our Philosophy	06
Meet The Family	08
Our Team	12
Our Brands	14
Timeline	16
Hotels	18
DoubleTree by Hilton, Wellington	20
The Sebel by Accor	22
The MUSE Hotel	24
Holiday Inn, Queenstown	26
IBIS Styles by Accor	28
Proximity Apartments	30
Food & Beverage	32
Spring Kitchen	34
Tūtaki Cafe	35
Biscotti Italian Restaurant	36
Lakeview Dining	37
Events Centre	38
Lower Hutt Events Centre	40
Upcoming Projects	42
Development Opportunites	48
Centralised Services	49
Sustainability and Community Engagement	50

WELCOME

Sarin Investments is a wholly-owned family-owned company with over 40 years of focused hospitality experience. We specialise in hotel and conference centre ownership, management and construction; partnering with global hotel brands such as Hilton, IHG, and Accor.

Since opening our first hotel within the company in 2010, the company has rapidly grown into an industry leader within the New Zealand hospitality sector. Sarin Investments currently controls through ownership and management more than 350 rooms across different hotels and apartments, successful restaurants

within the hotels and the opening and operating of New Zealand's first 5 star Qualmark rated Events Centre.

Each business within the company has been specifically designed to keep the guest needs as a priority whilst providing the city with a truly unique accommodation offering that separates itself from competitors.

Set on continuing to increase our portfolio and grow the company even further, Sarin Investments has several luxury, boutique and service apartment hotels underway for development over the next couple of years.





OUR PHILOSOPHY

Our core values are the back-bone of our operations, and we at Sarin Investments work towards creating synergies that are focused towards growth and winning partnerships. These values extend throughout our entire process and are the foundation of the Sarin philosophy.

We understand the real value of loyalty in partnerships and are committed to working collaboratively with our guests, partners, suppliers and employees to achieve our mutual goals.

We know that service is a fundamental part of any hospitality business, and that's why we are

committed to providing every guest that walks through our doors with the true Sarin experience.

We believe inspiration and innovation are to be found in unexpected places. As an up and coming industry leader within New Zealand, we are determined to continually contribute to the growth of the ever-growing hospitality and tourism sector.

We recognise the importance of providing a positive return to our stakeholders and investors. Sarin Investments is set on generating above industry average yields from activities and projects that we undertake.

MEET THE FAMILY



RAMAN SARIN

Director

Raman and his wife Anu Sarin, moved over to New Zealand over 20 years ago and have loved the country ever since. Raman is an accomplished Hotelier with over 40 years of experience in the tourism & hospitality industry with a strong understanding of strata & typical ownership models and lease negotiations. Raman brings in over 30 years of experience at working with 5 star luxury hotel groups such as Inter-Continental, Taj Hotels & Resorts and The Ashok, New Delhi.

During these years of being a hotelier, he has also led the National Convention Centre, Canberra, Australia; one of the most extensive convention facilities in Australia, with a capacity of over 3000 delegates for 5 years.



ANU SARIN

Director

Anu is the people manager in the company and has been instrumental in developing and retaining human capital in the organization. She has been driving the team to achieve higher productivity in each area, which has translated into profitable operations. Anu is a firm believer of turning customer delight into real profits and successful ventures.

Over the past 30 years, Anu has been beside Raman contributing and supporting in each venture and developing a team of capable human resource to drive the operations.



UDAI SARIN

Chief Executive Officer

Uday is the driving force behind the company's growth and expansion. With his sharp business acumen and networking skills, he has ensured that each business unit of the company is profitable. He is a registered Chartered Accountant and enjoys an occasional game of golf over business networking.

Uday has earned his position in the company by working at various levels in the organization since a very early age ranging from customer service to sales and now as a strategic business leader.

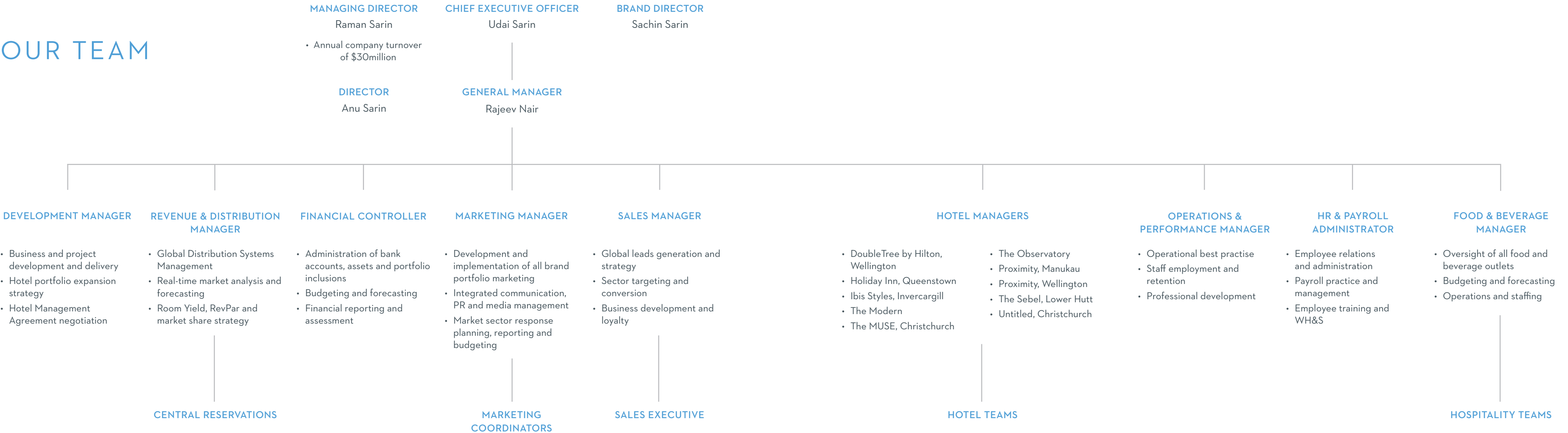
SACHIN SARIN

Director of Business Development and Marketing

Sachin is responsible for the development and marketing of the company identity within the domestic market as well as the individual hotels. Entrepreneurially driven and with a key eye for business, he has ensured the successful launches of a number of hotels and restaurants since his time within Sarin Investments.

Sachin is always eager to take on new challenges and projects as they arise and is currently in the midst of completing his Masters in Business Administration.

OUR TEAM



OUR BRANDS



LUXURY



The Modern
The Observatory
Untitled, Christchurch

PREMIUM



DoubleTree by Hilton, Wellington
The Sebel, Lower Hutt



UPSCALE



The MUSE, Christchurch
Proximity, Manukau
Proximity, Wellington
Holiday Inn, Queenstown

VALUE



Ibis Styles, Invercargill

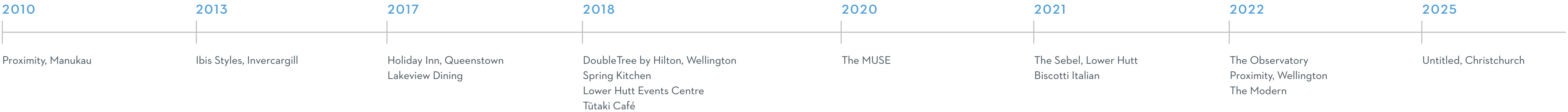
FOOD & BEVERAGE



Spring Kitchen
Tutaki Café
Lakeview Dining
Biscotti Italian



TIMELINE





HOTELS

All ACCOR
LIVE
LIMITLESS

IHG

Hilton

the muse

**LOWER HUTT
EVENTS
CENTRE**

**the Arts
Centre**
Te Matatiki Toi Ora



DOUBLETREE BY HILTON WELLINGTON

The DoubleTree by Hilton Wellington is a premium hotel offering fitted with chic designer surroundings located right in the heart of the nation's capital. Here at the DoubleTree, our CARE Culture is our commitment to providing a level of service quality that equates to a passionate brand personality. The rewards of these actions transcend beyond an exceptional guest experience – it creates a business environment that becomes a desirable place to work, a great place to stay and a positive place to invest in a successful hospitality career.

At DoubleTree by Hilton Wellington, we've taken great care to cultivate hotels that are as warm and welcoming as our signature chocolate chip cookie and as grounded as our guests. We understand the importance of delivering what's expected, yet we never forget the opportunity to create the delight that comes from experiencing a touch of the unexpected.

The way we think, work, and care for our guests through our unique CARE Culture is our way of bringing to life our personality, our products and our purpose as a brand, to set ourselves apart. It's also a rare opportunity to create a business environment where the core mission is to find ways to make each day more rewarding for every person who encounters and experiences a DoubleTree by Hilton hotel.

doubletreewellington.com

Brand	DoubleTree by Hilton
Sector	Hotel
Location	Wellington
Completion	2018



THE SEBEL BY ACCOR

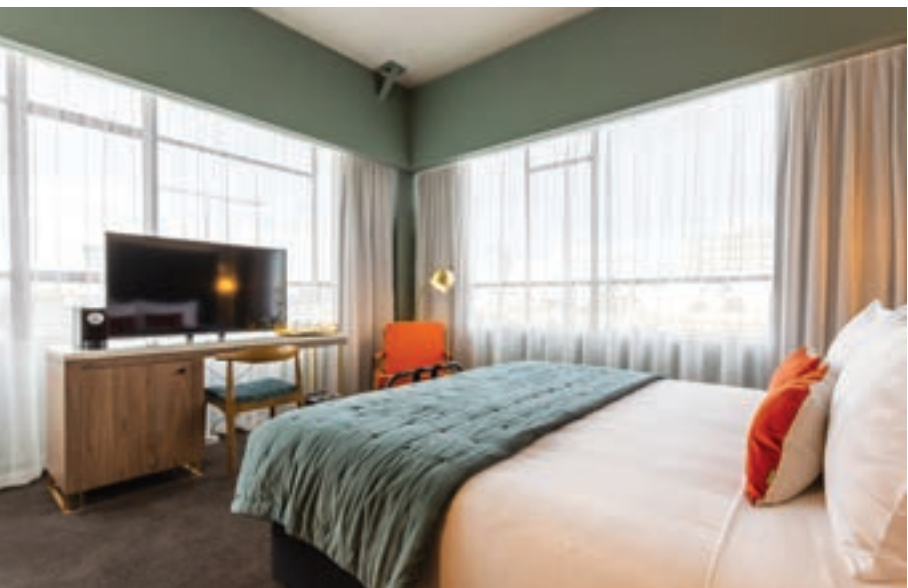
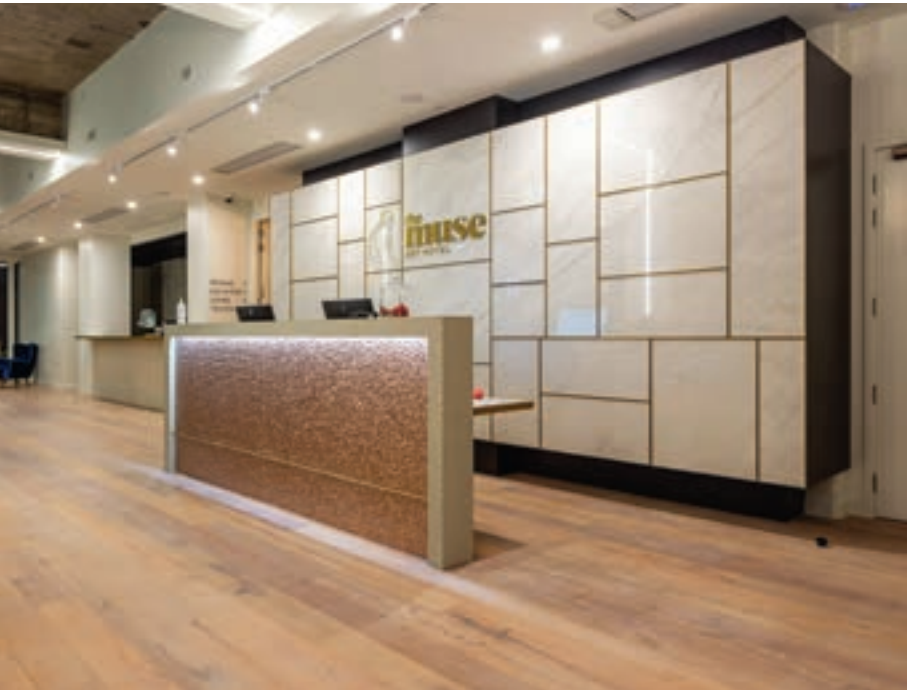
The Sebel Lower Hutt showcases upscale design along with modern day amenities throughout the hotel to provide the city of Lower Hutt with a truly unique accommodation experience. Located right in the heart of the Hutt, the Sebel hotel is the perfect choice for any purpose of visit and caters to both a business and leisure traveller's needs.

The Sebel sits proudly alongside Te Awa Kairangi, and is in close proximity to the Lower Hutt Events Centre, providing guest with a dynamic atmosphere and stunning views of the river and the Riddiford Gardens.

Complimenting the hotel will be our brand new Italian inspired restaurant Biscotti, serving fresh pasta, pizza and breads daily. The Sebel Lower Hutt is set to open early 2021 and we look forward to bringing this stylish new accommodation offering to the city of Wellington.

Brand	The Sebel
Sector	Hotel
Location	Lower Hutt
Completion	2021





THE MUSE

The MUSE is a place where culture, business, and art come together. The hotel boasts a fusion of contemporary surroundings, expressive local art and luxurious comforts to provide each guest with a unique and exceptional experience during their stay. Every room at The MUSE boasts stylish décor and features a long list of premium amenities and conveniences. This is the ideal hotel for any visit and will pleasantly surprise even the most seasoned guest here in Christchurch.

The MUSE pays homage to the city of Christchurch and its reputation as New Zealand's home of street art. Distinct in its design, every floor consists of a unique theme that flows throughout each room. The artistry that lives here takes the form of immersive murals and paintings commissioned by local New Zealand artists that decorates each floor.

themusehotel.co.nz

Brand	The MUSE
Sector	Hotel
Location	Christchurch
Completion	2020



HOLIDAY INN, QUEENSTOWN

Holiday Inn Queenstown Frankton Road, overlooking the beautiful Lake Wakatipu and The Remarkables, focuses on making guests feel welcome and part of the family. Our team of experienced local and international staff pride themselves on delivering a high level of service to ensure that each guest is truly looked after during the entirety of their stay.

Conveniently located only a short drive away from the city centre and Queenstown Airport, Holiday Inn boasts spacious, beautifully appointed rooms and state-of-the-art facilities including our Lakeview restaurant, business centre, meeting facilities and spa.

Soak in the magic of New Zealand from our lakeside rooms that showcase spectacular views across the beautiful shores of Lake Wakatipu to the pinnacles of The Remarkable ranges.

ihg.com/holidayinn/hotels/us/en/queenstown/zqnfr/hoteldetail

Brand	Holiday Inn
Sector	Hotel
Location	Queenstown
Completion	2017





IBIS STYLES BY ACCOR

Enjoy the convenience of staying at the heart of Invercargill, a perfect home away from home. Ibis Styles Invercargill offers comfortable accommodation options ideal for corporate and leisure travellers. Well-appointed and clean apartments complete with kitchenette in each room, complimentary Wi-Fi, off-site gym access, in-house movie theatre, games room, pool table, guest lounge and a secure on-site car park.

Ibis Styles Invercargill is within easy walking distance of the Southland Museum & Art, great cafes, shopping and the Invercargill Train Station. Just 5 minutes' drive from Invercargill airport, other popular attractions include Bill Richardson Transport World, Southland scenic flights and the architectural treasure that is the Invercargill Water Tower.

<https://all.accor.com>

Brand	Ibis Styles by Accor
Sector	Hotel
Location	Invercargill
Completion	2013



PROXIMITY APARTMENTS

Located in the heart of Manukau City, and a short drive away from Auckland International Airport, the name Proximity Apartments speaks for itself. Recently refurbished, Proximity provides guests with modern self-contained accommodation and comfort all at an affordable price.

Each room features a full service kitchenette, supplied with all the necessary kitchenware, as well as generous open-plan living spaces, internal laundry facilities and refreshing designer skin and haircare amenities, to ensure that our guests are treated with all the comforts of a home away from home.

Ideal for both business and leisure travellers who enjoy the comfort and convenience of apartment style accommodation whilst being in a central location.

proximityapartments.co.nz

Brand	Proximity
Sector	Apartments
Location	Auckland
Completion	2010





FOOD & BEVERAGE

SPRING KITCHEN

Located within the DoubleTree by Hilton Wellington, food at Spring Kitchen is an exhibition. We aim to evoke new flavours, new emotions and new ideas. It is an amalgamation of the best New Zealand produce, Asian flavours and modern gastronomic techniques. Our chefs bring them together to create dishes that will satiate, please and surprise our diners in a way that has never been experienced before.

Complimenting the sophisticated fusion dining, is a New York style cocktail lounge, inspired by our love for creating memorable experiences. Offering bespoke cocktails, to carefully sourced local New Zealand wines and craft beers, we are passionate about our drinks.

Spring Kitchen is about more than just great food, we are an experience within itself.

springkitchen.co.nz



Brand Spring Kitchen
Sector Contemporary Fusion
Location Wellington
Completion 2018



TUTAKI

Tūtaki at the Lower Hutt Events Centre offers an unforgettable café experience. To appease your individual palate, Tūtaki offers a wide selection of organic coffee roasts and aromatic teas. An all-day gourmet menu designed by our executive chefs will tantalise your taste buds and give you a reason to keep coming back.

Tūtaki uses fresh and local produce to deliver flavours and fusions like no other, creating gastronomic experiences that are remembered long after the experience has ended. Whether for breakfast, your morning coffee break or working lunch, this café is the place to meet.

tutaki.co.nz

Brand Tūtaki
Sector Food & Beverage
Location Lower Hutt
Completion 2018



BISCOTTI ITALIAN RESTAURANT

Biscotti is our Italian inspired contemporary restaurant serving fresh pasta and pizza using local New Zealand ingredients. The restaurant will be open for lunch and dinner and will be complimented by renowned New Zealand wines and International spirits.

There is also a café styled delicatessen open for breakfast and lunch serving home baked artisanal breads and fillings created daily by our wonderful team of chefs.



Brand Biscotti
Sector Food & Beverage
Location Wellington
Completion 2021



LAKEVIEW DINING

Culinary delights served in modern surroundings and topped off with the panoramic view of one of New Zealand's most iconic lakes – Lake Wakatipu. Enjoy mouth-watering local and international cuisines when you dine at Lakeview Dining. With seasonally updated menus featuring classic to elegant contemporary cuisine there is sure to be something to tantalize your taste buds.

The Lakeview event space is undoubtedly one of the most unique additions to destination wedding venues in Queenstown. The breathtaking scenery offers the ideal background for your everlasting memories. We love weddings and will ensure that the bridal couple receives our full attention. Whether in our Lakeview Pergola open-air venue or our Lakeview Dining restaurant, our warm and welcoming atmosphere will make any wedding a truly unforgettable event.

lakeviewdining.co.nz

Brand Lakeview Dining
Sector Food & Beverage, Events
Location Queenstown
Completion 2017





EVENTS CENTRE

LOWER HUTT EVENTS CENTRE

Lower Hutt Events Centre is a purpose-built Event Centre located in the heart of Lower Hutt. Our centre is New Zealand's only five star Qualmark rated events centre and provides a world class venue option within Wellington for conferences, meetings and seminars as well as weddings and social events.

The 800 square meter event space has natural light, providing stunning views of picturesque Riddiford Garden, whilst offering flexible, unique, multipurpose venue spaces to accommodate weddings and conferences for up to 500 people or theatre performances for 800 guests.

Lower Hutt Events Centre operates a commercial kitchen to cater for all events held on site. From morning and afternoon teas to gala dinners, our kitchen produces a full-service menu. Cultural menus, dietary requirements and special requests are all catered for to create a memorable experience for our guests and their guests.

lowerhutteventscentre.co.nz

Brand	Lower Hutt Events Centre
Sector	Events
Location	Lower Hutt
Completion	2018





UPCOMING PROJECTS

THE MODERN

The Modern is a Tapestry Collection by Hilton Hotel located in Christchurch’s central business district at 79 Hereford Street. The Modern Christchurch is set to open its doors in the third quarter of 2022 and is set to be an upscale hotel with a unique style and full of vibrant personality. The hotel will offer guestrooms with sizes starting from 34-sqm, including 45-sqm Deluxe Suites. There will also be a ground-floor restaurant and bar, fitness centre and on-site parking space in the hotel.

Contemporary art will be a cornerstone of the hotel, which will feature large-scale prints created by local artists on the walls of each room. Each work will be selected in partnership with local Christchurch art specialists with the aim of celebrating Christchurch’s rich history of modern art and design.



Brand The Modern
Sector Hotel
Location Christchurch
Completion 2022

the modern



PROXIMITY WELLINGTON

Proximity Wellington is set to open in Wellington’s central suburb of Thorndon and will be the second instalment of our Proximity brand here in New Zealand. As our brand identity suggests, Proximity will provide guests with modern self-contained accommodation and comfort all at an affordable price.

The hotel will feature full-service kitchenettes, open-plan living spaces, internal laundry facilities and on-site car parking. Primed for convenience, Proximity is close to Wellington’s central business and entertainment district as well as being located next to The Beehive and other important government offices.

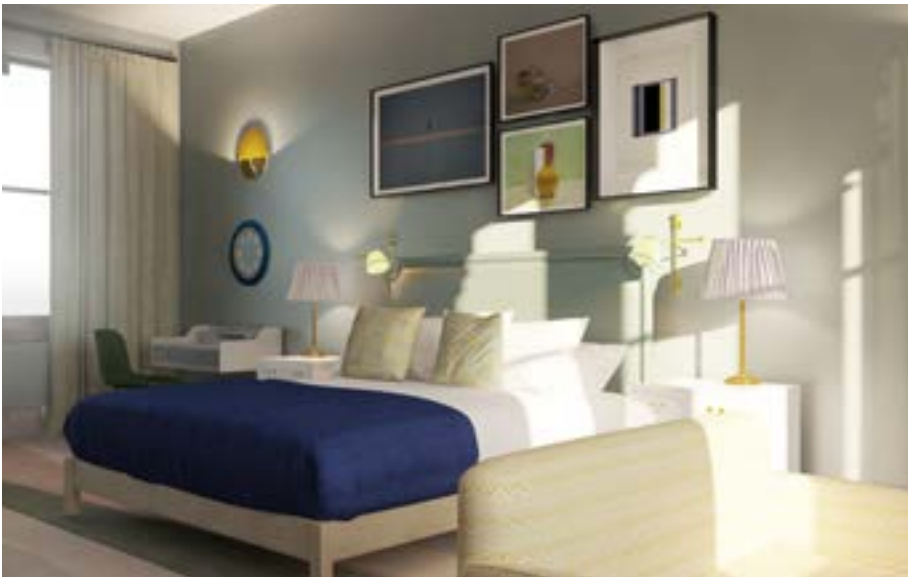
Brand Proximity
Sector Apartments
Location Wellington
Completion 2022

proximity

THE OBSERVATORY

The Observatory is an art-themed boutique hotel set to open alongside the newly built Christchurch Arts Centre in 2022. Each room is poised to be completely different from one another and showcase New Zealand’s local talent. Bold contemporary art, fabric and furniture will be used throughout the design and will highlight the essence of Christchurch.

The luxury hotel is on track to rival some of the best boutique hotels in the world and will truly set itself apart as a unique accommodation option for the New Zealand market.



Brand The Observatory
Sector Hotel
Location Christchurch
Completion 2022



UNTITLED, CHRISTCHURCH

Sarin Investments is looking to fully enter into the luxury hotel market with its upcoming hotel build set to begin in 2022.

Situated in the heart of Christchurch, the hotel is destined to be a huge addition to the Christchurch accommodation market and will separate itself from existing competition.

Brand Untitled
Sector Hotel
Location Christchurch
Completion 2025



DEVELOPMENT OPPORTUNITES

Being one of New Zealand’s fastest-growing family-owned hotel company, we provide owners and developers with a tailored and seamless end to end service. With our expertise within hotel development and our financial backing, you can be assured that you are in safe hands.

We have over 40 years of experience in developing and operating both internationally and domestically recognised branded hotels and work with you to meet your investment goals.

Our existing relationships with major hotel brands streamline the franchising process and provides our partners with access to favourable terms. Opportunities are endless when working with us – if you would like to partner with us, or need to discuss an investment proposal fee, feel free to get in touch with us.



CENTRALISED SERVICES

MARKETING AND BRANDING

- Dedicated centralised marketing team at a group and individual property level
- Use of IHG, Accor and Hilton marketing guidelines and promotional services
- Business development and branding management from start to finish
- Promotional photography and videography campaign management

ACCOUNTING AND AUDITING

- On time and accurate reporting
- Communication between properties and accounts team
- Annual budgeting and forecasting
- Transparency and accountability

HUMAN RESOURCES AND TRAINING

- Centralised human resource management
- Internal training and promotional opportunities
- Clear and open communication between staff and management
- Local recruitment sourcing and hiring

REVENUE AND SALES

- Up-keeping key account holder relationships within New Zealand
- Global reservations systems used in each business
- Revenue strategy, management and reporting
- RevPar, hotel revenue forecasts and occupancies reported daily

FOOD AND BEVERAGE

- Centralised management by group head chef
- Transparent cost management and operation
- Fresh ingredients sourced from local producers
- Unique and trendy restaurant concepts and themes

SUSTAINABILITY

Here at Sarin Investments, we truly believe in doing our part to being a part of the solution and not the problem in this struggle we face as a country with cleaning up our environment. Environmental degradation is a serious global issue that detracts every individual, organisation and country. We recognise that we utilise a significant amount of energy, materials and supplies alongside generating waste as a hospitality company.

We adopt the Tikanga Māori value of kaitiakitanga (stewardship) as we believe we have a direct responsibility for the environment. We are committed to sound environmental practice and safeguarding our environment in partnership with the whole community beyond compliance with environmental legislation.

The following principles are currently being applied to all of our activities:

- Sustainable use of natural resources
- Minimisation and safe disposal of waste and wherever possible, recycling of materials
- Responsible use of environmentally safe and renewable energy sources
- Transparent disclosure of environmental activities

UAWB

UNIVERSITY OF AUCKLAND
WOMEN IN BUSINESS

Sarin Investments is proud to announce our sponsorship of University of Auckland Women in Business (UAWB), a student-led organisation! We are very excited to be supporting such an amazing initiative that we believe is an important part of helping shape the direction and future of the business world. We firmly believe in women achieving the recognition they truly deserve in any environment and are determined as a group to see this further translate into the hospitality industry.



CONTACT

RAMAN SARIN

raman@sarin.co.nz

+64 2186 7939

UDAI SARIN

udai@sarinhotels.co.nz

+64 9 307 9027

Level 1, 166-174 Queen Street, Auckland 1010

www.sarin.co.nz

