



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.

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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

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 has recently completed his Masters of Business Administration.

OUR TEAM

MANAGING DIRECTOR
Raman Sarin

CHIEF EXECUTIVE OFFICER
Udai Sarin

DIRECTOR
Sachin Sarin

- Annual company turnover of over \$40 million

DIRECTOR
Anu Sarin

GENERAL MANAGER
Rajeev Nair

DEVELOPMENT MANAGER

- Business and project development and delivery
- Hotel portfolio expansion strategy
- Hotel Management Agreement negotiation

REVENUE & DISTRIBUTION MANAGER

- Global Distribution Systems Management
- Real-time market analysis and forecasting
- Room Yield, RevPar and market share strategy

CENTRAL RESERVATIONS

FINANCIAL CONTROLLER

- Administration of bank accounts, assets and portfolio inclusions
- Budgeting and forecasting
- Financial reporting and assessment

MARKETING MANAGER

- Development and implementation of all brand portfolio marketing
- Integrated communication, PR and media management
- Market sector response planning, reporting and budgeting

MARKETING COORDINATORS

SALES MANAGER

- Global leads generation and strategy
- Sector targeting and conversion
- Business development and loyalty

SALES EXECUTIVE

HOTEL MANAGERS

- DoubleTree by Hilton, Wellington
- Holiday Inn, Queenstown
- Ibis Styles, Invercargill
- The MUSE, Christchurch

- The Observatory Hotel, Christchurch
- Proximity, Manukau
- Proximity, Wellington
- The Sebel, Lower Hutt
- Untitled, Christchurch

HOTEL TEAMS

OPERATIONS & PERFORMANCE MANAGER

- Operational best practise
- Staff employment and retention
- Professional development

HR & PAYROLL ADMINISTRATOR

- Employee relations and administration
- Payroll practice and management
- Employee training and WH&S

FOOD & BEVERAGE MANAGER

- Oversight of all food and beverage outlets
- Budgeting and forecasting
- Operations and staffing

HOSPITALITY TEAMS

OUR BRANDS



LUXURY



The Observatory
Untitled, Christchurch

PREMIUM



DoubleTree by Hilton, Wellington
The Sebel, Lower Hutt

UPSCALE



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

VALUE



Ibis Styles, Invercargill

FOOD & BEVERAGE



Tutaki Café
Grazie Restaurant



TIMELINE

2010

Proximity, Manukau

2013

Ibis Styles, Invercargill

2017

Holiday Inn, Queenstown

2018

DoubleTree by Hilton, Wellington
Lower Hutt Events Centre
Tūtaki Café

2020

The MUSE, Christchurch

2022

The Observatory, Christchurch

2023

The Sebel, Wellington
Grazie Restaurant
The Sebel, Wellington Thorndon

2025

Untitled, Christchurch





HOTELS

All ACCOR
LIVE
LIMITLESS

IHG

 **Hilton**

 **the muse**

 **LOWER
HUTT
EVENTS
CENTRE**

The
OBSERVATORY
Hotel

 **proximity**

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 OBSERVATORY HOTEL

Beyond the Gothic Revival Walls of Te Matatiki Toi Ori The Arts Centre, lies brilliant craftsmanship, vivid colours, and new heights of luxury. Redefining modern elegance, The Observatory Hotel brings contemporary style in the heart of a precinct rich with history. Dating back to 1877, The Arts Centre has a rich history that is highlighted throughout the architecture of The Observatory Hotel. The Arts Centre is a New Zealand landmark home to many galleries, museums, artisan eateries and much more.

Located where the Christchurch Observatory Tower once stood as home to astronomy and physics, The Observatory Hotel now boasts 33 uniquely designed rooms adorned with handpicked locally crafted furniture. Each room features extravagant art and all of your premium amenities, including complimentary high-speed Wi-Fi, air-conditioning, espresso machine, and a Smart TV for your indulgence.

The Observatory Hotel is a return to the handmade craft and a tribute to the dynamic realm of art.

observatoryhotel.co.nz

Brand: The Observatory
Sector: Boutique Hotel
Location: Christchurch
Completion: 2022



THE SEBEL BY ACCOR

The Sebel Wellington Lower Hutt presents a new standard of upscale hospitality in Lower Hutt, merging sophisticated design with state-of-the-art amenities. Our commitment to quality is evident in every detail of the hotel's fittings and design elements, curated to provide a superior accommodation experience.

Ideally positioned in the city's heart, The Sebel expertly caters to the diverse needs of both business and leisure travellers. Guests can enjoy the efficiency and comfort tailored to their unique needs in a setting that balances urban sophistication with serene natural beauty. This includes full serviced kitchenettes, 24 hour reception, and guest laundry facilities. Adjacent to the tranquil Te Awa Kairangi, The Sebel is set in a dynamic atmosphere, offering stunning river views and the lush landscapes of the Riddiford Gardens.

Its close proximity to the Lower Hutt Events Centre enhances its appeal for event attendees and business delegates. To augment the guest experience, the hotel features Grazie, an in-house Italian-inspired restaurant serving fresh pasta, pizza, and bread daily.

thesebel.com/new-zealand/sebel-wellington-lower-hutt/

Brand The Sebel
Sector Hotel
Location Lower Hutt
Completion 2023





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





THE SEBEL WELLINGTON THORNDON

The Sebel Wellington Thorndon is a modern 4-star self-rated serviced apartment hotel nestled in Wellington’s vibrant city. Known for its sleek modern décor and comfort by design, this apartment hotel provides stylish accommodation fit for every occasion.

Each of the spacious Studios, Executive Studios and Deluxe Rooms offer the convenience of a fully self-contained apartment. Our high-speed WiFi, air-conditioning, and fully equipped kitchenettes are designed to give you the freedom you deserve, and undercover secure car parking on-site is available. Accessibility units are also available on request to ensure every stay with us is seamless and comfortable.

As the second apartment hotel to join The Sebel brand by Sarin Hotels, The Sebel Wellington Thorndon dons all the iconic hallmarks of our unique brand: modernity, elegance, and convenience. Contemporary, charming, and central, The Sebel offers a refreshing alternative to the traditional hotel accommodation for business and leisure travelers alike.

thesebel.com/new-zealand/sebel-wellington-thorndon/

Brand	The Sebel
Sector	Apartments
Location	Wellington
Completion	2023



PROXIMITY APARTMENTS AUCKLAND

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





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





FOOD & BEVERAGE



GRAZIE ITALIAN RESTAURANT

Grazie promises an immersive culinary journey steeped in Italian tradition. Expertly helmed by our team of accomplished chefs, Grazie offers a diverse menu that artfully blends traditional Italian flavors with contemporary culinary innovation.

Our selection spans from handcrafted pasta and artisanal pizzas, prepared fresh daily, to an array of grill and seafood specialties, each dish showcasing the breadth and diversity of Italy's rich culinary heritage. To complement our food offerings, Grazie also features a cocktail bar where guests can enjoy expertly mixed cocktails, perfect for a pre-dinner aperitivo or a relaxing nightcap.

Further enhancing our culinary offerings, Grazie incorporates a Pasticceria, serving an array of traditional Italian pastries, and a Ristorante, providing a more formal dining experience.

Grazie is not just a restaurant, but a complete Italian dining experience, adding a distinct layer of culinary excellence to the guest experience at The Sebel Wellington Lower Hutt, DoubleTree by Hilton Wellington, and Holiday Inn Queenstown Frankton Road.

grazie.co.nz

Brand Grazie
Sector Food & Beverage
Location Wellington, Queenstown
Completion 2023



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





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





STRATEGIC EVOLUTION



DEVELOPMENT OPPORTUNITIES

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
- Raising awareness of our environmental policies amongst our staff through regular training sessions to ensure sustainable business practices are carried out.



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.



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