



**CAPLINK
FINANCIAL
SERVICES**

EALAKKA RETREAT LUXURY PLANTATION VILLAS

INVESTMENT PROPOSAL



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Highlights

Tourism as a vehicle for economic and social development has been acknowledged and recognized world over and in Kerala it is a priority sector. For long, Kerala has been positioning itself competitively in the international tourist market. Kerala is acclaimed by the National Geographic traveler as one of the ten paradises of the world. Certified by the London Financial Times as the choice of smart travelers and as the Mecca of Ayurveda by Geo Saison, Kerala is today one of the leading tourist destination in the world. India's total earning from tourism was about USD 28.6 billion in 2018. It is the third largest foreign exchange earner for the country.

About Kerala

Kerala Tourism having a global presence and a clear strategy for growth and sheer marketing activities, has gained a lot of tourists from all over the world. Kerala Tourism is to position itself as a global destination for tourism, based on the advantage of the local resources, thereby attracting investment and resulting in sustainable development for the people of Kerala. An equable climate, a long shoreline with serene beaches, tranquil stretches of emerald backwaters, lush green hill stations, exotic wildlife, waterfalls, sprawling plantations, paddy fields, Ayurvedic health holidays, enchanting art forms, magical festivals, historic and cultural monuments, exotic cuisines make Kerala a unique experience. Kerala is also known as the spice garden of India. Kerala produces a major portion of spice produced in India like green cardamom, black pepper, cinnamon, clove, bay leaf, star anise, etc

A total number of 16.70 million travelers arrived in Kerala to enjoy our hospitality in 2018. Foreign Tourist Arrivals to Kerala during the year 2018 was 1,096,407 showing an increase of 0.42% over the previous year. Domestic Tourist arrival to Kerala during the year 2018 was 15,604,661 showing an increase of 6.35% over the previous year.

About Idukki

Idukki , the Spice Garden of India, in the north, Anamudi mountain towers over Eravikulam National Park, owing to its natural appeal, rugged settings, diverse range of wildlife, has become a much desired tourist destinations in Kerala. Whether on a honeymoon trip, adventure quest, leisure trip, or corporate outing, this magical hill station wake up to the call of wild and the beauty of green. A proud home of South India's highest peak, Anamudi that stands at a height of 2,695 meters, Idukki is one of the most



stunning hill stations in Kerala housing 13 other peaks with a height of over 2000 meters, it attracts tourist from across the globe for its wildlife sanctuaries, hill stations, spice plantation centers, and mountain treks. Experience the best of all these natural marvels, include these mesmerizing Idukki tourist places in your itinerary, which will add the much-needed charm to your holiday in Kerala.

The Sahyandri range in Idukki is one of the most attractive areas within South India with an enviable climate, densely forested, beautiful hill station known for its sprawling tea plantations and Tea estates, attracting visitors throughout the year from India and abroad. Tourism infrastructure and transportation around the site is well developed, with Cochin International Airport located within 115 km transfer time of the site, providing direct access for domestic and international visitors.

1.4 KERALA TOURIST STATISTICS 2018 - A NUTSHELL	
Kerala is a leader in India when it comes to destination management, tourism promotion as well as tourist arrivals. The statistics are as shown below:	
FOREIGN TOURISTS	
No. of Foreign Tourists in 2018	- 1096407
No. of Foreign Tourists in 2017	- 1091870
% Variation over Previous Year	- 0.42%
Foreign Exchange Earnings 2018	- ₹ 8764.46 crores
Foreign Exchange Earnings 2017	- ₹ 8392.11 crores
% Variation over Previous Year	- 4.44%
DOMESTIC TOURISTS	
No. of Domestic Tourists in 2018	- 15604661
No. of Domestic Tourists in 2017	- 14673520
% Variation over Previous Year	- 6.35%
Total Revenue Generated in 2018 (Direct and Indirect)	- ₹36258.01 crores
Total Revenue Generated in 2017 (Direct and Indirect)	- ₹33383.68 crores
% Variation over Previous Year	- 8.61%
APPROVED HOTELS (as on January 2019)	
i) No. of Classified Hotels	- 497*
ii) No. of Rooms	- 13906*
*Source - India Tourism official website, India Tourism Statistics 2017	



Ealakka Retreat

Ealakka Retreat is a “Eco friendly luxury plantation Holiday Homes”; it is a dream venture, being realized among lush green beauty of nature in the Kalyanathandu mountains Kawanthi hills, Kattappana Taluk, Idukki, Kerala, India, span across 7 acres of land maintaining biodiversity by cultivating a variety of spices and tea plantation with a perfect blend of Agro cum Ecotourism.



Idukki, a land of Spice. graced by nature's poetic elegance, time stands still in this part of the world. Nature is at its best here. Get caressed by the beauty, the mist, and the wild! Rich heritage and strong historic backing, this place never fails to amaze. Aimed at making the most out of this tourist setting, The EalakkaRetreat is ideal for smart investments.



Actual Image from the site

Ealakka Retreat represents an opportunity to own a luxury villa and hotel project situated in Idukki, Kerala's premier highland resort. The project aims at being a tri-fold profit investment portfolio that consolidates the benefits into Ecotourism, environmental and personal profits. The tri-fold profit making proposition "When you invest with us, it starts with a property, continues in organic spice farming and ends up as a holiday home for you".



Actual Image from the site

The investment on villa plan package involves receiving a monthly return on a pro-rate basis with the area invested in and the total room rent collected. The land area plus the upcoming resort building will be registered under the name of Ealakka Properties Pvt LTD. Total 50 villas will be sold to interested investors, who then become promoters of Ealakka Resorts, with value equivalent to their investment of the villa and the promoters of the project as a whole.



Project Summary

Project Overview: (Approx)

- Total Gross Area : 7 acres
- Construction Area : 3 acres
- Saleable Villa Area : 1.74 acres
- Camping Area : 1.5 acres
- Social Area : 1.5 acres
- Plantation Area : 2 acres

Site Usage:

- Eco friendly luxury plantation holiday homes within Tea and spice plantation.
- Landscape and biodiversity is maintained by cultivating a variety of spices and vegetables with a perfect blend of Agro cum Ecotourism.
- Total of 50 dwelling units and 28,250 sqf of total villa builtarea.
- 25 Luxury Villas with size 400-450 sqft.
- 20 Luxury Villas with size 650-800 sqft with private pool & garden as optional.
- 5 Deluxe villas with size 750-850 sqft. with private pool & garden as optional
- World class destination ayurvedic Spa, Yoga Centre facility
- Camping facilities with Campfire Pit & Barbeque space.
- 10 Luxury camp facility, Campfire Pit & Barbeque space.
- Social facilities and dormitory facility for staff and drivers nearby the villas
- Tracking Paths to explore the footprints of nature.
- Home grown organic Coffee , tea and cardamom experience centre
- Restaurant with Kerala high range cuisine.



Amenities

- Business Centre
- Camping facility
- African Safari tent house.
- Fine Dining Restaurant
- Swimming pool
- Yoga center\ meeting room
- Internal trekking path
- Rock climbing / Huddle wall
- Children's play area
- Trekking path
- Traditional Cultural events
- Health Club & Spa
- Organic Farming
- Camp fire pit / Barbeque
- Open kitchen
- Ayurvedic Spa
- Spice /Gift shop
- 360 Highland View point

Near By Tourist Attractions

- Idukki Wildlife Sanctuary
- Idukki Arch Dam
- IlaveezhaPoonchira
- Keezharkuthu Falls
- Valara Waterfalls Hill View Park
- Vandanmedu
- Nadukani Pavilion
- Thommankuthu Waterfalls
- Gavi
- Kabathi Hills
- Malankara Dam
- Pothamedu Plantations
- Ramakkalmedu
- Sita Devi Lake
- Kulamavu Dam
- Mangala Devi Temple
- Painavu
- Nedumkandam Hills
- Cheeyappara Waterfalls
- Kalvari Mount



Current status:

- Landscaping and plantation work is in progress.
- Villa construction started
- Camping is to start from Nov 2020
- Club house accommodation facility is open for guest.
- Master plan and architectural design work is in progress

Now we are inviting investment to the project to the tune of Rs. 5 crores .

Other key details as follows

- Total Project cost : 25 cr
- Land value as on Oct 2020 : 7cr
- Project Completion period: 48months
- Average ROI for 1st 5 years - 20 %

Strong Sales Proposition

- An investor of the project will own a 4 star category resort for a lifetime, including ownership of entire land and building with exit option.
- Project approval from Ministry of Tourism, Government of India is in progress.
- Land under Kattappana Municipality
- Elevation : 2600 ft from sea level
- Eco friendly luxury plantation villa's in Kawanthi Hills at Sahyadri Range
- Positioned in an elite highland location, with excellent tourist infrastructure
- A panoramic view of Sahyadri range and Idukki dam catchment area.
- Tropical surroundings with camping facility
- Low-density luxury living and beautifully designed villas in 7 acres of land

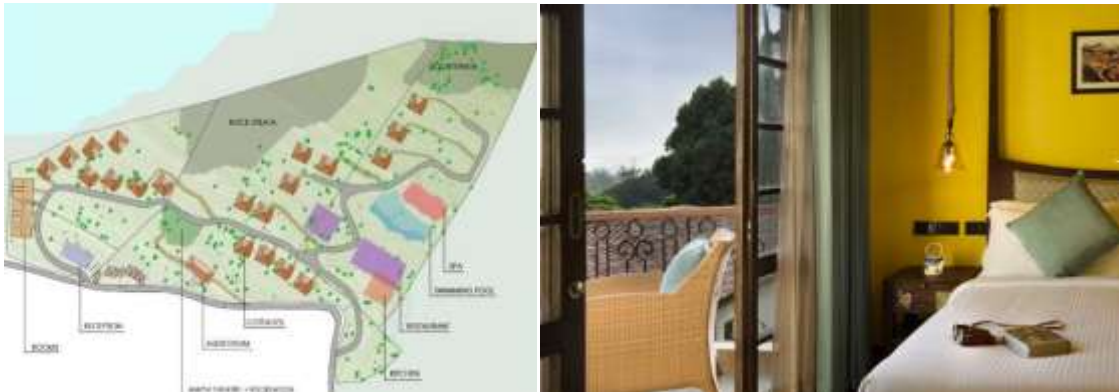


- Land maintain biodiversity
- 4 star amenities
- An opportunity to acquire a luxury farm villa in a prestigious development project with guaranteed yields
- Proximity to the airport and ease of transportation to the prominent tourism destinations

Google Location

Elakka Properties
Kaunthi Road, Vazhavara

<https://goo.gl/maps/wy2WECwHGgGYUWTo6>



Consultants

Architect - **Foliage Architects, Cochin**

Business Consultants – **Caplink Financial Services, Cochin**