

MANAGEMENT PROFILE

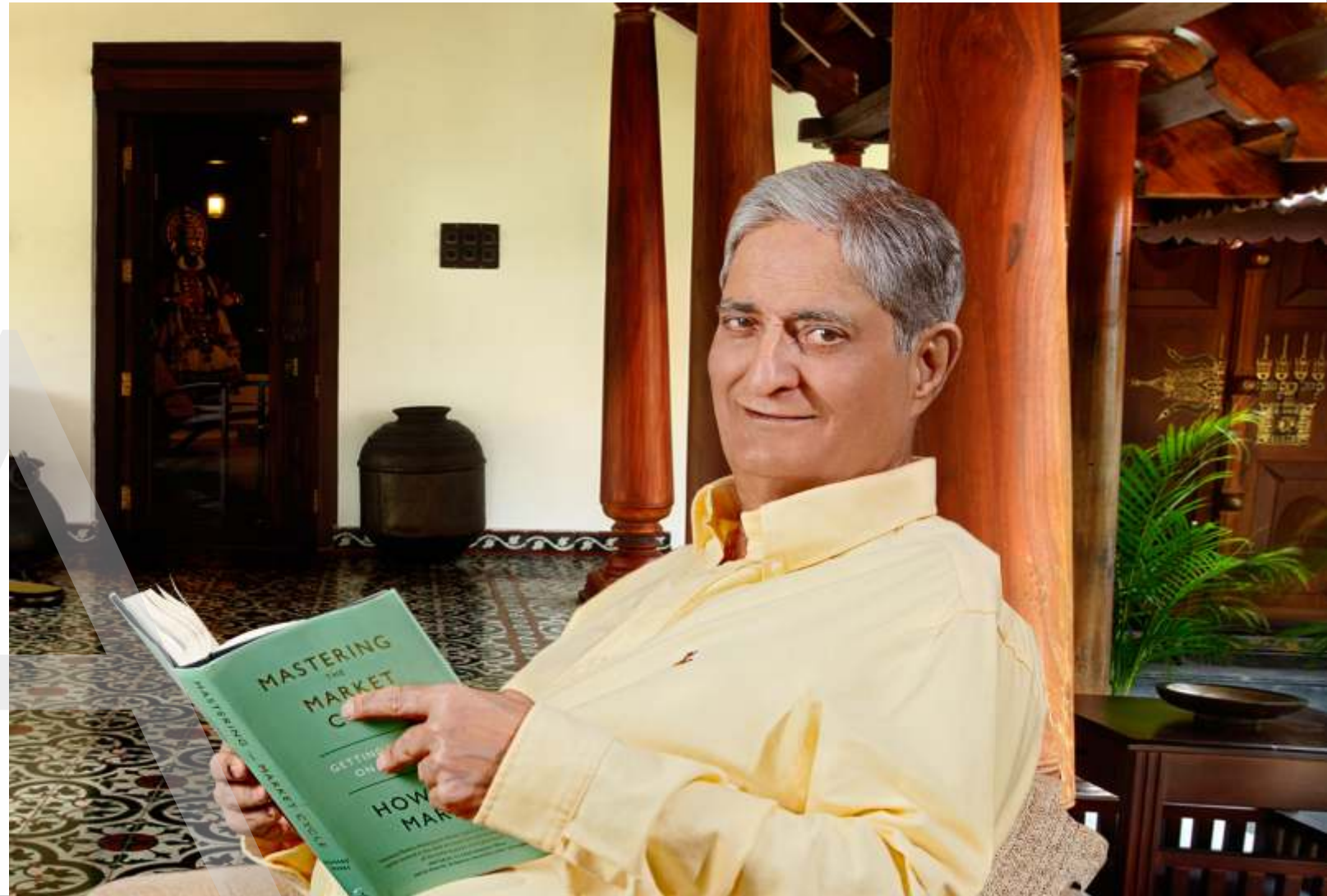


*A Visionary,
Strategist,
Pioneer,
Game Changer,
Future Thinker...*

ANIL MADHOK

Executive Chairman

*An avid reader, a connoisseur of
gourmet food and a strong believer of
'God is in the Details'...*



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Executive Chairman

An avid reader, a connoisseur of gourmet food and a strong believer of 'God is in the Details'...

The Man behind the pioneering story of quality mid-market hospitality in India, Anil set up Sarovar Hotels in 1994. Using his vast experience and keen foresight, he introduced the concept of professionally managed 'value for money' hotels in India. He built Sarovar from the ground up with strong foundations and drew the blueprint for the massive growth story of the group as it stands today.

He had initiated his hotel career with The Oberoi Group in 1966 where he engineered the ascent of The Oberoi, New Delhi as well as establishing The Oberoi Mumbai. He was honored with the prestigious 'Lifetime Achievement Award' by Hotelier India and he also holds the esteemed 'Hall of Fame' Award in the Hotel Investment Forum India (HIFI).

Going strong, Anil championed the spectacular growth of Sarovar's portfolio - over 80 hotels in 50 destinations. In his free-spirited endeavor, he spearheaded Sarovar's Africa development with goals to replicate the India story in the 'Continent of Promise'.

As Sarovar continues to lead in the segment with its steady and sustained growth, he looks back on years of stupendous success with pride.



*People Builder,
Positive Leader,
Challenger,
Astute Professional,
'Mind Over Matter' Believer...*

AJAY K. BAKAYA

Managing Director

*A fitness enthusiast, passionate cyclist,
hopeless optimist, peace lover
and peace seeker...*



AJAY K. BAKAYA

Managing Director

"A leader is one who knows the way, goes the way, and shows the way."

A seasoned hotelier, a trailblazer in hospitality and instrumental in the growth of Sarovar Hotels, he champions the mid-market, driving brand vision to reality. Ajay has played an integral part in the phenomenal growth story of Sarovar since its early inception, with beginnings from a shared office table and the leadership of a single hotel. He has seen Sarovar achieve enormous growth, to its plethora of Hotels today.

An alumni of Cornell-Essec, France, Ajay is a product of the Oberoi School of Hotel Management and is a Science graduate from Delhi University. He has worked extensively in countries like France, Scotland, Australia, Africa and India. A globe trotter and an avid cyclist, Ajay has finished The Cycling Tour of Nilgiris in 2017 covering 1000km. His passion to stay fit and healthy has taught him the importance of having patience, positive energy and self-control.

Ajay has been recognized as "Entrepreneur of the Year" by the Federation of Hotels & Restaurants Association of India (FHRAI), and received the prestigious "Hall Of Fame" award by Hotelier India. He became the "CEO of the Year" at the Hotelier India Awards, 2017, demonstrating his prolific leadership qualities.



*Humble,
Animal Lover,
Sharp Planner*

MANSOOR ADIL

Senior Executive Vice- President

*A happy person with carefree
attitude towards life.
Love to spend time with people
and pets.*



MANSOOR ADIL

Senior Executive Vice - President

A people's person, veteran hotelier, thinker, Mansoor oversees group's development plans, direct investments, joint ventures and hotel operations. A St. Stephen's College Delhi graduate he joined the Oberoi Group in 1981 and thereafter headed Taj Bengal, Kolkata. He underwent programs on finance and banking at the Chartered Institute of Bankers and the RBI. At the Bank of Credit and Commerce he was Group Manager Credits for Asia Pacific Region. He was part of the first GE Capital BPO establishment in India. Mansoor has worked extensively in UK, Hongkong and the Middle East and India.



*Realistic,
Accountable,
Solid Strategist,
Man with an eye to detail*

S. RAJA

Chief Financial Officer

One of the senior leaders in the company with breadth of experience, not just in accounting and finance but in strategic company leadership. Meditation and yoga keeps him focused and productive in number crunching.



S. RAJA

Chief Financial Officer

Raja is responsible for Corporate Finance, Accounts, MIS, Treasury, Taxation and Company Secretarial and legal matters. He is a Chartered Accountant and has over 25 years' experience in Finance and Banking sector. On the operational front, he defines P&L investment plans and assists the company's decision makers by stepping into the “bad cop” role to hold them accountable for performance targets and also collaborate with them on the medium and long-term planning.



*Focused,
Sharp Negotiator,
Go Getter,
Dreamer,
Music Lover*

RAJESH RANJAN

Vice President - Development

*Man behind the growth story of the company.
Music finds him peace and motivates
to drive more business.*



RAJESH RANJAN

Vice President - Development

Rajesh is responsible for all business and project development activities including global franchisee and management contracting. He spearheads the design and development think tank responsible for strategic alliances, business growth initiatives, planning and launch of all new hotels.

An alumnus of IHM Bhubaneswar, Rajesh enjoys around three decades of experience in hospitality industry with phenomenal drive for results, excellent networking, expertise in hotel operations, technical services, owner relations, administration and asset management.

Having worked in different domain's and various hospitality brands like Choice Hotels, Jaypee and Ramada, Rajesh brings in a horizontal versatility with diverse cultural responsiveness.



*Big-picture thinker,
Avid Administrator,
Globe Trotter,
'Work Hard Party Harder' Believer...*

VIJAY JAISWAL

Senior Vice President - Sales and Marketing

*A strong believer in coaching more than
managing loves traveling and exploring
new avenues.*



VIJAY JAISWAL

Senior Vice President - Sales and Marketing

A proficient target oriented professional, Vijay is responsible for overseeing the planning and implementation of sales, marketing and product development programs for each brand targeted towards existing and new markets. He is responsible for developing the strategic sales and marketing plans based on company's goals that promotes the brand's growth and customer satisfaction for the organization.

Vijay has been recognized with 'Achiever Award in Marketing' at the PATWA International Achiever Award. His previous assignment was with ITC Hotels as Head of Sales & Marketing for Fortune Hotels.



*Realistic,
Focused,
Energetic,
Enigmatic,
“Eye for quality” Believer...*

NIPUN K.VIG

Vice President - Operations

*A true team motivator with problem solving
abilities loves cycling and believes in staying fit.*



NIPUN K.VIG

Vice President - Operations

An astute leader, charismatic personality and dynamic professional, Nipun is responsible for decision making in profitable and sustainable growth plans of every hotel. He oversees all Sarovar Hotels operational activities and closely handles new hotel development and business advancement. A hotel management graduate from IHM Hyderabad, Nipun carries more than two decades of experience in the hospitality industry. He was earlier the General Manager at Park Plaza, Ludhiana and had headed all the North India hotel portfolio of Sarovar Hotels.



*Mr. Cool,
Creative Person,
Flexible,
Keen Observer*

SANJEEV SHEKHAR

Regional Director - West

*A go to person, fitness enthusiast,
independent minded, yet pragmatic
with an enduring desire and ability
to run business.*



SANJEEV SHEKHAR

Regional Director - West

Sanjeev heads all the Sarovar Hotels in Western India and is also the General Manager at Hotel Marine Plaza, Mumbai. A St. Stephen's graduate, Sanjeev Shekhar has worked with The Oberoi Hotels for close to a decade and then moved to Oman with the Accor group. He currently oversees operations at all Sarovar Hotels in the Western region.



*Calm and Composed,
Compassionate,
Organized,
Tolerant,
Team Player*

SWARUP DATTA

Regional Director - South

*An organized individual, always willing to
accept new ideas and concepts,
loves spending time reading books.*



SWARUP DATTA

Regional Director - South

Swarup oversees Sarovar Hotels in Southern India. He is also in charge of business and project development for the Company in this region. With an experience of more than two decades in the Hospitality Industry, he is a certified Hotel Administrator from the American Hotel and Lodging Educational Institute. A graduate from the Oberoi School of Hotel Management Swarup is also an alumnus of IHM, Mumbai.



*Sporty,
Wild Life Enthusiast,
Hard Working,
Cool As Ice*

AJOY BALKRISHNA

Regional Director - North

*A result oriented professional with
leadership experience and conversant with
Project Management and commissioning
and running profitable operations.*



AJOY BALKRISHNA

Regional Director - North

Ajoy heads the hotels in North India. With close to three decades in the hospitality business with some of the best domestic as well as international brands with experience of opening and running some very successful hotels and F&B outlets. Some of the hotels he has worked in includes, The Oberoi, The Regent (known now as Taj Lands End), Park Hyatt Goa, Grand Hyatt Mumbai, InterContinental Mumbai and was earlier Group General Manager to Grand Sarovar Mumbai, Grand Blossom Banquets & Residency Sarovar Portico.



AKSHAY THUSOO

Vice President - Sales

An industry adept professional, Akshay brings with him almost a decade of experience across hospitality, media and automobile industry. He is responsible for conceptualizing and implementing sales strategies at both corporate and regional level and contribute in further strengthening the group's efforts in driving more business from existing as well as new markets. Akshay holds an Advanced Management Program Certification on Business Strategy from ISB Hyderabad. Having completed his MBA from Christ University, Akshay commenced his career with ITC Ltd as an Assistant Sales Manager, where he successfully roped in new clients for the company from tertiary markets. He also had a brief stint with Times of India group, where he worked as a Manager for international media vertical and lead to addition of new business segments for the group especially from African and Middle East market.



NIHAR MEHTA

General Manager - Human Resources

Nihar Mehta heads the Human Resource Department and is responsible to manage employee development policies and systems at Sarovar Hotels. He had also worked in several multi-national companies, Corporate houses and Hotel management companies. He is a Business Management graduate from Manipal University and holds an MBA from University of Western Australia and a Masters of Human Resource Management from Monash University, Melbourne, both universities being part of prestigious Group of eight universities in Australia.

Nihar is an avid reader, a fitness enthusiast and keeps keen interest in music, playing Chess and Table Tennis. He is a certified “Tabla” player from Gandharva Mahavidyalaya, Delhi.



*Action Oriented,
Mad Math,
Perfectionist,
Avid Traveller*

MUKUND SAHASRABUDHE

Director Technical Services



MUKUND SAHASRABUDHE

Director Technical Services

Mukund Sahasrabudhe oversees engineering operations for Sarovar Hotels across India and Africa. He is a Chartered Engineer and member of The Institution of Engineers (India). He also holds a bachelor degree in Electrical Engineering from College of Engineering Pune - India and holds Post Graduate Diploma in Business Management. With his overall experience of 30 years in various Engineering Industries,

he was heading Project and Maintenance portfolios in Electronics, Chemicals, Foundries, Material handling, Construction and Hotel industries. His earlier assignments were in India, Nepal, Taiwan and Tanzania.



HARISH CHANDRA

Chief Technical Officer

Harish oversees the IT & Telecom needs of the existing and new hotels and the regional sales offices. He is responsible for formulating and implementing IT strategy, technology solutions, information management initiatives and policies to support the Company's business requirements. Harish enjoys close to two decades of expertise across multiple industries including Hospitality, Aviation, IT & Telecom. Across hospitality, he has worked with several international and Indian hotel brands.



NARENDRA SINGH

Corporate Chef

Narender Singh brings with him a stellar experience of 32 years in the industry. With an unbeatable passion for all things culinary, he specializes in international cuisines, banqueting & conventions, events and fine dining restaurants. As Corporate Chef, Narender Singh handles food & beverage development, facility planning for all Sarovar Hotels and corporate institutions. He has spent time with some of the best names in the industry where he extended prompt, efficient and accurate service to all guests serving the finest food.



DEBASHIS CHATTERJEE

Corporate Executive - Housekeeper

A veteran hotelier with immense knowledge and perfection at his skillset, Debashis has more than 26 years' experience in the field of Housekeeping. Trained in the Oberoi School of Hotel Management, he has worked in hotel chains like Oberoi group, Taj group and ITC hotels. Debashis' last assignment was at ITC Sonar, Kolkata as Executive Housekeeper. Debashis, apart from maintaining high housekeeping operations standards, also has varied experience in pre-opening, procurement, rooms management system, renovations and EHS (Environment Health and Safety).



T.P SINGH

Associate Vice President - Marketing

T.P Singh oversees company's entire marketing and communications efforts, regional and national marketing tie ups and directs the company's loyalty program. He also leads the marketing of Sarovar conference destinations and plays a role in positioning newly launched Sarovar Hotels. With over three decades in sales and marketing T.P has worked with some well-known hospitality brands like Centaur, Jaypee Hotels etc.



ATYAKUL ALAM KHAN

General Manager Corporate Revenue and Distribution

Alam oversees business driven from E-Commerce Channels and advises Revenue Management practices at both Corporate and unit level. A Hotel Management Graduate from Agra University with a Certificate Course in Revenue Management from IIM-Ahmedabad, Alam carries 15 years of experience in the industry where he managed to increase the overall revenue for hotels with innovative practices and tools.



SHATABDI DUTTA

Senior Manager - Marketing & Communications

Shatabdi oversees the Corporate and Hotel specific Marketing Functions. With her keen attention to detail and pin-point precision, she has successfully rolled out Sarovar's major Marketing Campaigns - "Happiness @ Sarovar".

Her prior experience includes stints with Make My Trip and has implemented unique and fresh creative ideas of marketing and advertising, delivering profitable solutions to drive sales, attract and maintain customers and build a corporate brand. As the Senior Marketing Manager for Sarovar, she also orchestrated a multi-pronged campaign to help the brand reach out to a wider audience pan-India. She was awarded the coveted "Marketing Person of the Year" Award by Hotelier India for her marketing genius increasing Sarovar's brand visibility.



C K CHERIAN

Director - Institutional Hospitality

CK Cherian carries with him over 40 years of experience in project development with many reputed organizations across India. As Director-Institutional Hospitality, C.K Cherian spearheads the Company's Institutional Hospitality vertical. He is responsible for the operations & business development of the Institutional Hospitality business.

