

Elecon Group opens five-star resort & spa in Gujarat

Madhubhan Resort and Spa, the first five-star deluxe luxury resort in Anand, Gujarat, has recently forayed into hospitality. Prayasvin B Patel, CMD, Elecon Group tells **TRAVELTALK** how he plans to attract visitors to the property.

 JEROME ANTHONY IN GUJARAT

Engineering behemoth, Elecon Group has forayed in to the hospitality sector by opening its first property in Anand.

With numerous facilities at the resort, Patel wants to target NRIs and visitors from cities like Ahmedabad and Baroda to the property.

He said, "Initially, we wanted to promote the property with word of mouth and by advertising at a small scale. However, we soon realised that we will have to go for tie-up with travel agents and work out deals with them while providing them discounts on rack-rates to ensure an increase in our occupancy rate." However, the current occupancy rate at the resort is approximately 23-24 per cent, but on weekends, it increases to around 50 per cent since its opening in October.

Elaborating on its plans to offer various facilities for MICE events and weddings, Patel said, "The 100-crore property is built with modern infrastructure. Our village-like cottages have everything that any five-star resort around India has. This proposition makes it a perfect getaway for MICE events. Delegates at the resort will be

able to take a break in the evenings at the resort. We have two conference and banquetting facilities, vis-à-vis



Prayasvin B Patel,
CMD, Elecon Group

conference hall and ballroom, which have a seating capacity of 350 and 75 each. These are equipped with state-of-the-art audio and video conferencing facilities which can be used for wedding parties and other events as well. We also have a large pre-function area, coupled with lawns, which offer ample space for Indian weddings."

Patel is also working on package deals for weddings. "Since Anand has at least one NRI in every home, Madhubhan will come up as a

perfect wedding venue. It will make the elders feel at home and the young enjoy all modern facilities. Moreover, since it is on the outskirts, both the youngsters as well as the elders can enjoy privacy here."

About the expansion plans, Patel stated, "We have a massive expansion plan. As soon as the occupancy at this property improves, we would start working on our next project, which is to construct service apartments for NRIs."

Adding that they have initiated and completed most of the groundwork for the construction of service apartments, he said, "Since the resort is our first venture, we would like to go slow on the second project and emphasise solely on the resort. Soon after, we will expand our presence gradually in other parts of the state."

Presently, a deluxe room at the property costs Rs 8,500, a cottages cost Rs 12,500, deluxe cottage Rs 14,500, a deluxe suite Rs 18,500 and the presidential suite Rs 25,000 (+ taxes).

MICE facilities

Dedicated kitchenette & business centre

State-of-the-art audio and video conferencing facility