



OYO

RITESH AGARWAL

FOUNDER

PERSONAL PROFILE

Born in Orissa, Ritesh started his journey of entrepreneurship from the age of 17. He started **Oravel Stays Pvt.Ltd.** It was a site for listing and booking of budget accommodation.

Later, he noticed the shortcomings of the sector and transformed Oravel to **OYO Rooms.**

ABOUT OYO ROOMS:

- Founded in 2013, OYO Rooms is a group of hotels that provide affordable rooms with standardized services.
- The present day business model of OYO includes a fully stack and Franchise Business.

Instead of leasing hotels like they did before, OYO has started working on a franchise model of business. They have collaborated with hotels and make them work under the brand name of OYO.

This has been a pretty successful strategy as the founder himself claims that, 90% of today's revenue is generated from this franchise model.

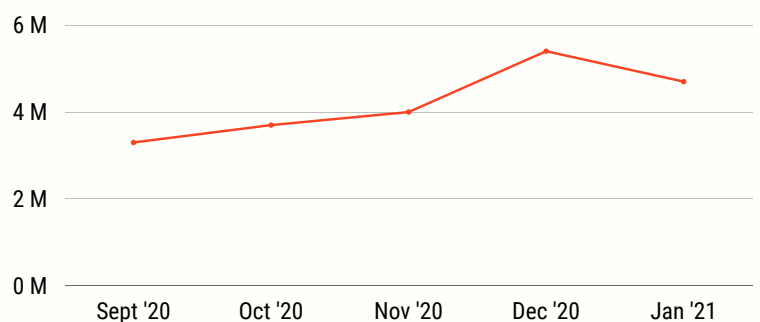
ANALYTICS:

• OYO website rankings:

- **Global** : 11137
- **India** : 682
- **Category (Travel, tourism, accomodation)** : #2

• OYO traffic overview:

[Source: www.similarweb.com]



" Start small, nail it, and then make it big."

OBJECTIVE OF OYO ROOMS

The main goal to start OYO Rooms, was to provide standard and affordable accomodation to travellers.

CONTACT INFO



www.oyorooms.com

SERVICES BY OYO:

- OYO flagship
- Events & Other Long Stays
- Renting Commercial Places
- OYO Wizard
- OYO Townhouse

OYO MARKETING STRATEGY:

- Promotion through digital marketing
- Promotion through all platforms of social media
- Social media Campaigns
- Miscellaneous ad campaigns

OYO BUSINESS MODEL:

- Lease a segment of a hotel's inventory in advance.
- Set up those rooms under their brand identity.
- Compulsory standardized services provided at such rooms on OYO lease.
- Very reasonable pricing strategy.
- Bookings eventually made through OYO app and website.

OVERVIEW

OYO Rooms gave birth to India's largest chain of operating, efficient, standardized accommodation facility at prices like never before.

Earlier OYO Rooms followed the strategy of co-branding with all categories of hotels. Through well groomed standardization of rooms, OYO used to bring these hotels customers through their website and app.

What OYO did was basically hotel room reselling. They bought the rooms, standardized it and sold it to the customers at their own rates, keeping the margin intact.

In this way, they are co-branding as well as standardizing the rooms all in one! However the revenue was not great!

Therefore they shifted to a 100% franchise model in 2018!

Now hotels have to follow the terms and conditions of OYO to function independently. Also the customers are given the liberty to choose hotels which was compromised earlier!