

PARTNERSHIP PROPOSAL



**ENHANCE YOUR
PRODUCT OFFERING
&
INCREASE YOUR
REVENUE**



ABOUT US

**Tribe offers world-class shared accommodation
(Hostel & Co-Living)
facilities to students and working professionals.**

- Year of foundation - 2018
- Headquarter – Pune, Viman Nagar

Current Live Projects -

Pune

192 Beds VIMAN NAGAR

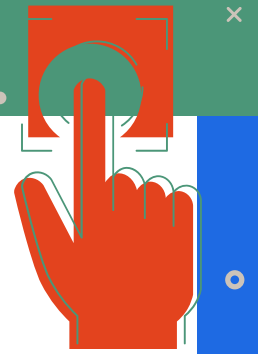
210 Beds WAKAD

Mumbai

75 Beds VILE PARLE WEST

**Upcoming Co-living / Co-working space
BANER, PUNE**

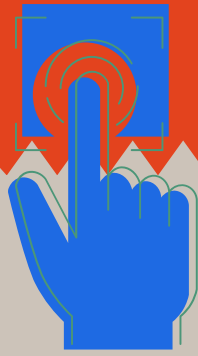




TRIBE's Main Attractions

- Entirely tech-driven for ease of use, data collection & transparency (ERP & APP)
- Full stack servicing including food & utilities in one package. No hassle living.
- Good quality well-trained hospitality staff.
- Top Quality operations with top quality food.
- Highly secure properties with biometric, cctv, manned for males and females.
- Progressive culture with no curfew and inclusive communities.
- Focus on high-quality design & quality of furniture, bathrooms & other facilities.





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T R I B E

Target Market

'extremely targeted concentrated niche audience'

Students

**Trend Conscious /
Responsible for starting
trends**

**High Stickiness /
Loyalty towards brands**

**Extremely strong Word of
Mouth**

**Influential with parents
due to their privileged
lifestyle**

Students' Parents

High net-worth Individuals

Influential who set trends

**Able to occupy rooms
with the highest price
points in India**

**Love Luxury
Brand Conscious**



MOST VALUE FOR MONEY HIGHEST PROBABLE ROI

Huge Captive Audience : local & national

Expansion to multiple cities

Presence in prime locations of cosmo cities

Highest spending ability of our TG

Permanent brand advocacy

**Highest brand retention for atleast
two years per person**

**ARPU - Average revenue per unit in the luxury co-living
& hostel space in India - high**

Fastest spread of information

Extreme high year on year growth rate of Tribe



MUMBAI | PUNE

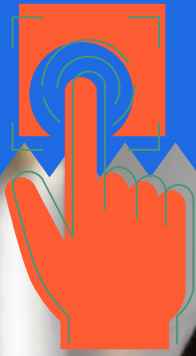
Creme de la creme crowd from the top universities!

MMIMS University, Mumbai
Mithibai College
Pearl Academy
School of European Pastry
IICTN (Cosmetology)
Raffles Design International
Rachana Sansad
LS Raheja School of Art
Whistling Woods International
Actor Prepares

SCMHRD, Hinjewadi
Symbiosis professional
skills university
SIIB
NIA
Indira
Balaji
JSPM
D Y Patil
Balaji
NICMAR
MITCON

Symbiosis University (Viman Nagar)
Ajeenkya D.Y. Patil (Lohegaon)
Savitribai Phule University (Pune
University)
FAD International Academy
Srishti Institute of Art, Design, and
Technology.
College of Engineering Pune (COEP)
INIFD Koregaon Park
College of Events and Media
MIT World Peace University





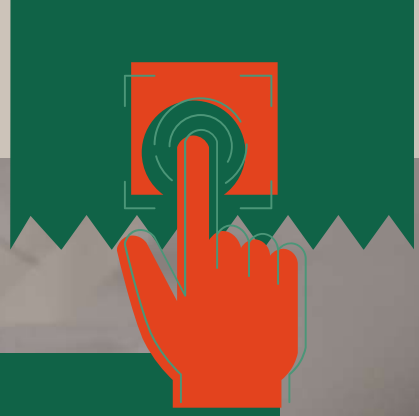
- You fit our brand persona
- Best fit for Tribe's TG
- Best chance of highest ROI
- You are someone we see a long term relationship with
- Highest probability of loyalty
- Delivers promise
- Never dying of trend
- High leverage + high conversions + high ROI

together we can
increase income

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TRIBE

we choose you

Offline Advertising



**Advertising
Screens**

**Promo code
Campaign**

**On-ground
permanent
stall set-up**

**Event
Sponsorships**

**Rent
location**

1) ADVERTISING SCREENS

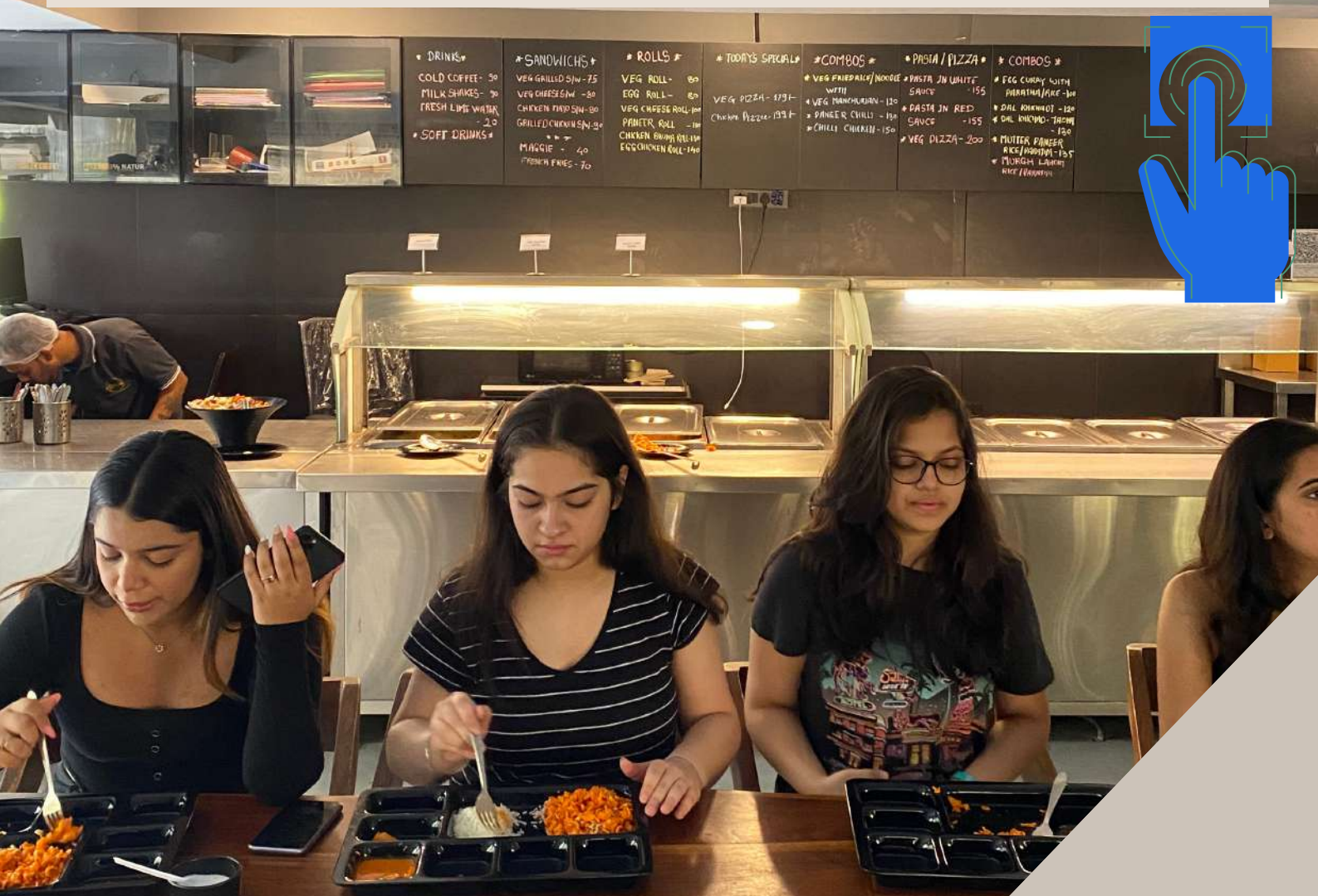
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TRIBE

-Visually appealing graphics, video, audio

-Students will encounter your brand 10 times before they think about buying them

-Allows you to go on the offensive and get in front of consumers before they need you

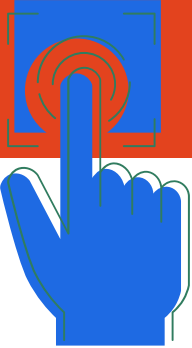
-Round-The-Clock assured visibility in high student community concentrated areas



-Highest possible retention rate

-Targeting your display ads > you can maximize your spend and ensure you're getting seen by the most relevant audience

- You can reach consumers on the go



TRIBE

Number of screens in each property - 1*3 - 4 total

No. of TRIBE properties - 3

Cities - Pune & Mumbai

Monthly Rent - 25,000/-

Total viewership per property - 200 per day

Number of impressions expected per day - 200*11 times in a day per student > 2200 per property * 3 total properties > 6600 * 30 days > Total Impressions per month - 1,98,000

Locations of Displaying
-
Highest TG interaction / student engagement zones
-
Reception + Cafeteria + Deck area



50 friends visiting per day (non booking season) and 50 families visiting per day "in booking season"

2) On Site Interaction Space (monthly)

Merch & Product Sampling

KIOSKS

Platinum

Big kiosk (8ft by 6ft)
(Entry Deck Area)

30k

Gold

Small kiosk (6ft by 4ft)
(Mamaliga Cafe)
(visitor's restricted)

20k

STALLS

Platinum Stall

Big Stall (8ft by 6ft)
(Entry Deck Area)

30k

Gold Stall

Small kiosk (6ft by 4ft)
(Mamaliga cafe)
(visitor's restricted)

20k

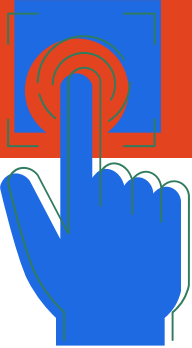
****check benefits on sponsor
benefit sheet**

Pointers -

- Payment > before the stall set up
- QC control report to be sent every month by the brand
- Partnership clauses to be renewed after every 6 months

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TRIBE





TRIBE





3) Event Sponsorships							
Tribe Winter Fest + Flea Market + Annual Day							
Promotion Benefit Sheet							
Serial No.	Benefits		Presenting 70k	Powered By 60k	Associate 50k	Co-Sponsor 40k	Category 30k
*	On site interaction		Platinum Kiosk / Stall	Platinum Kiosk / Stall	Gold Kiosk / Stall	Gold Kiosk / Stall	Gold Kiosk / Stall
*	Naming Rights		✓	✓	✓	✓	✓
1	Social Media (coverage shall vary) (Instagram & LinkedIN, Website & Blog)		✓	✓	✓	✓	✓
2	Emailers		✓	✓	✓	✓	✓
3	Flex Hoardings PP		✓ (2)	✓ (1)	û	û	û
4	Standees		✓ (2)	✓ (1)	û	û	û
5	Posters		✓ (5)	✓ (2)	û	û	û
6	Mailers		✓	✓	✓	✓	✓
7	Pamphlet Distribution		✓	✓	✓	✓ 	



(open to non Tribe residents also)

TRIBE



Instagram - @tribestays 6.5k followers

1 week social media report

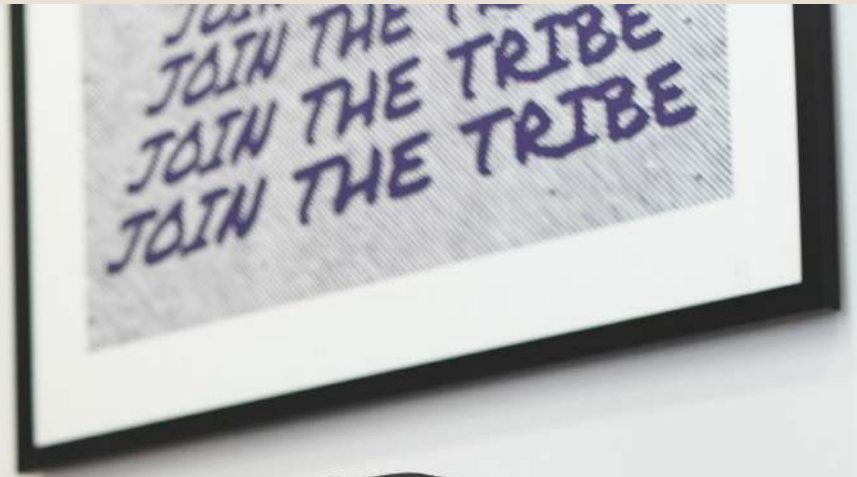
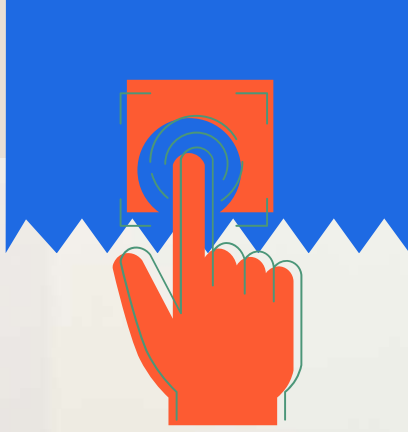
Highest reach recorded (August 15-21, 2022) - 147,753

Impressions - 351, 688

Total reel plays - 24323

Story reach - 60551

Story Impressions - 64508



4) Use our space to keep brand vouchers / QR Codes/ Coupon booklets

How it works -

eg. -

Brand generates (exclusive coupon for
Tribe residents) > TRIBEEEXCLU

+

a suitable offer > buy1 get 1 free on
large pizza per coupon used

****Profit Calculation (minimum):**

50 used per day (estimate across all
properties)

50 * 30 days in a month

1500 coupons used monthly!

**TRIBE makes 10% on each
sale through the coupon!**

TRIBE



TRIBE

5) Rent Tribe for Movie/ Short film / AD shoot

Cost for 4 hours

TSVN - 25,000/-

TSVP - 25,000/-

Wakad - 15,000/-



TRIBE



Welcome to your
next Home..!
Tribe!

"We're a
Mad
Tribe"



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Thank You!

• Contact: Tania Sanyal
tania.sanyal@tribestays.com
9112236109

• Website: www.tribestays.com

• Address: Plot No. 18, Mascot Centre, Samrat Chowk,
Viman Nagar, Pune 411014.