

NOVEMBER 11, 2016

CARE ASSIGNS 'CARE KTP D' FOR KARNATAKA TOURISM PRODUCT - HOMESTAY RATING OF PRANAVA HOMESTAY

Ratings

Facilities	Ratings ¹	Remarks
Karnataka Tourism Product - Homestay	CARE KTP D (Single D)	Assigned

Rating Rationale

The tourism rating assigned to Pranava Homestay derives strength from the favourable location with regards to accessibility as well as vicinity to tourist destinations in and around Mysore and compliance with various statutory requirements.

The rating is however constrained by limited track record of operations, moderate infrastructure facilities, lack of trained & skilled human resources constraining basic services and minimal safety and security measures.

Background

Pranava Home Stay (PHS) was established in 2016 by Mrs. Shivamma S. R. (Wife of Mr. Jayakumar S.). PHS is located at the first floor of 664, Pranava Yogadhama, 7th Main, First Stage, Vijayanagar, which is one of the residential areas of Mysore. The owners reside at the ground floor of the building. The home stay has five semi-furnished rooms with attached bathrooms fitted with western commode & 24x7 cold/hot water supply, wardrobes, Wi-Fi and electricity backup. PHS also has a common dining area with fully equipped kitchen, water purifier, refrigerator, gas connection and utensils.

Mr. Jayakumar S (Husband of Mrs. Shivamma) was representing India and worked as a yoga teacher for Jawaharlal Nehru Cultural Centre (JNCC), Embassy of India, in Moscow during 1995 - 2000. Later he moved to India and continues to run an international yoga school at the same premises as the homestay. His yoga school is affiliated to Yoga Alliance, USA.

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****For detailed Rationale Report and subscription information, please contact us at www.careratings.com**

CARE has classified instruments rated by it on the basis of complexity. This classification is available at www.careratings.com. Investors/market intermediaries/regulators or others are welcome to write to care@careratings.com for any clarifications.

Disclaimer: CARE's tourism ratings are an opinion on quality of specific tourism product or service in Karnataka and do not constitute recommendation to use the specific facility. CARE has applied the standards as defined in Tourism Products Rating Guide – Karnataka 2015, issued by Department of Tourism, Government of Karnataka (http://karnatakaturism.org/policy/Tourism_product_Rating_Guide-Accommodation.pdf) for assessing the quality of tourism products in Karnataka. CARE has based its rating from the information provided by the facility's management as well as information obtained from sources believed to be accurate and reliable. CARE does not, however, guarantee the accuracy, adequacy or completeness of any information and is not responsible for any errors or omissions or for the results obtained from the use of such information. Most tourism entities rated by CARE have paid a standard rating fee, based on the caps specified by Department of Tourism, Govt of Karnataka.

¹ Complete definition of the ratings assigned are available at www.careratings.com and other CARE publications

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CIN - L67190MH1993PLC071691