# Newtech Buildhome Private Limited

March 24, 2026

| Facilities/Instruments | Amount (₹ crore) | Rating[1] | Rating Action |
|---|---|---|---|
| Long Term Bank Facilities | 112.85 | CARE BBB+; Stable | Reaffirmed |
| Short Term Bank Facilities | 5.96 | CARE A3+ | Reaffirmed |

Details of instruments/facilities in Annexure-1.

## Rationale and key rating drivers

For arriving at the ratings of Newtech Buildhome Private Limited (NBPL),CARE Ratings Limited (CareEdge Ratings) has adopted a combined analytical view of Serveall Land Developers Private Limited (SLDPL; rated CARE BBB+; Stable/ CARE A3+), Prime Plaza Hotels Private Limited (PPHPL; rated CARE BBB-; Stable/ CARE A3), Tri Star Propmart Private Limited (TPPL; rated CARE BBB-; Stable) and NBPL, collectively referred to as the Serveall group (SG), on account of its common promoters as well as managerial and financial linkages.

Ratings assigned to the bank facilities of NBPL derive strength from its experienced and resourceful promoters, favourable location of SG's hotel properties and tie-up with reputed brands under management contract. The ratings also factor in SG's growing scale of operations supported by healthy average room revenue (ARR) and occupancy rate (OR), healthy profitability and moderate debt coverage indicators. The ratings also factor in successful commercialization of two hotel properties in Udaipur and Bengaluru respectively under SDPL and TPPL.

The ratings are, however, constrained by SG's leveraged capital structure, exposure to macro-economic factors and seasonality inherent in the hospitality industry. The ratings also take cognizance of implementation and scaling up risk associated with ongoing large size debt-funded capex in PPHPL for setting up a new hotel at Sohna, Haryana along with scaling up risk associated with TPPL's newly constructed hotel at Bengaluru, Karnataka.

## Rating sensitivities: Factors likely to lead to rating actions

### Positive factors

- Improvement in occupancy ratio (OR) as well as average room revenue (ARR) resulting in growth in SG's total operating income (TOI) above Rs. 350 crore while maintaining profitability above 35%.
- Improvement in capital structure with adjusted overall gearing of less than unity along with improvement in debt coverage indicators.

### Negative factors

- Moderation in OR and ARR leading to dip in TOI by more than 15%, thereby impacting its cash accruals.
- Any further deterioration of capital structure marked by adjusted overall gearing above 2.00x on a sustained basis.
- Delay in completion of the ongoing project leading to significant cost overruns.

## 3.1 Analytical approach: Combined

CARE Ratings Limited (CareEdge Ratings) has taken a combined view of SLDPL, NBPL, TPPL and PPHPL as all four entities are managed by the same promoter group, have presence in the same line of business i.e. hospitality industry and have exhibited financial linkages. SLDPL has extended corporate guarantee for bank facilities of NBPL and TPPL. Also, SLDPL holds significant stake in both NBPL (50.89%) and TPPL (49%). Till FY24, only SLDPL, NBPL and TPPL were combined. Now, as the other group entity, that is PPHPL has also extended the corporate guarantee to SDPL and TPPL, all the four entities are combined. Further, the guaranteed debt extended by SDPL to its associate companies has been considered as part of the overall credit assessment. The analysis does not factor in any existing or potential cash inflows from these associate entities. Please refer Annexure-6 for the list of entities combined.

[1]Complete definition of ratings assigned are available at www.careratings.com and other CARE Ratings Limited's publications.

**Outlook:** Stable

Stable outlook reflects CareEdge Ratings' expectation that the Serveall group will continue to benefit from the experience of its promoters and a favourable demand outlook for the hospitality industry. Healthy average room revenues (ARR) and occupancy levels are expected to support revenue growth and profitability over the medium term.

## Detailed description of key rating drivers:

## Key strengths

**Experienced management with a track record of supporting operations through infusion of funds**

The overall affairs of Serveall group are managed by Mr Hari Mohan Dangayach who is chairman of Dangayach Group. The group has a remarkable presence in the hotel industry with tie-ups with renowned brands like Marriott, ITC, Hilton, Raddison, Ramada etc. for managing its various properties. Mr Hari Mohan Dangayach has vast experience in jewellery, real estate and hospitality industry. The group forayed into hospitality business in 2002 and is now the main focus of the promoter. Presently, the group owns more than 10 operational hotels and is coming up with few more hotels in near to medium term. The promoters have demonstrated their support in the operations of the group through fund infusion, as and when required.

**Marketing and Management agreement with Marriott, Hilton and Radisson**

SLDPL has entered into a marketing-cum-management agreement with USA-based luxury hotel chain "Marriott" under the brand "Jaipur Marriott" for a term of 30 years (till 2032) with automatic renewals of two '10 year' terms. NBPL has also entered into an operating service agreement with luxury hotel chain "Starwood" which is now part of "Marriott" for its brand "Le Meridien" for a term of 30 years (till 2049) with an option of renewals of two '10 year' terms. The hotel is marketed under the name of "Le Meridien Hyderabad". As a member of the Marriott International network, both hotels enjoy benefits like advertising, promotional programs for the hotel on a global basis and access to Marriott's reservation system and loyal customer base. Furthermore, for the newly constructed hotel at Udaipur, Rajasthan and Bangalore, Karnataka, the group has entered into contracts with Marriott and Hilton respectively.

Further, PPHPL has hotel management agreement with Radisson Hotel group to operate and manage the hotel under the brand name of Radisson Hotel Agra. The agreement is valid for a period of 15 years with option of 2 extensions of 5 year each. As a member of the Radisson Hotel group, PPHPL enjoy benefits like advertising, promotional programs for the hotel on a global basis and access to reservation system and loyal customer base. For its upcoming project in PPHPL at Sohna, Haryana, the group has tied up with Hilton brand.

**Strategic location of the operational hotel properties**

The group's hotel portfolio benefits from strategically favourable locations across major leisure and business destinations. SLDPL's Jaipur hotel is located near the airport and Sitapura Industrial Area, while its Udaipur property benefits from Rajasthan's strong tourism ecosystem. NBPL's Hyderabad hotel, operational since November 2019, is located in Gachibowli, close to HITEC City and major corporate hubs.

PPHPL's hotel in Agra is located approximately 2 km from the Taj Mahal, supporting steady domestic and foreign tourist arrivals whereas TPPL's Bengaluru hotel is situated within the Aerospace Tech Park, offering proximity to the airport and technology clusters. These locations support sustained occupancy and diversified demand.

**Growth in scale of operations along with healthy profitability**

On a combined level, SG reported healthy growth in its scale of operations in FY25, with a 12% y-o-y increase in total operating income (TOI) to ₹299.15 crore (FY24: ₹266.83 crore). The improvement was supported by sustained operations across all properties, satisfactory occupancy levels, healthy average room revenues (ARRs), and commercialisation of a new Udaipur property under the Marriott brand.

SLDPL reported an improvement in ARR to ₹8,244 per room in FY25 while maintaining an occupancy rate of 74% (₹7,622 per room and 74% in FY24). NBPL recorded improved occupancy at 75% in FY25 (72% in FY24), along with a healthy ARR of ₹11,426 per room (₹9,698 per room in FY24). PPHPL also reported healthy operating parameters with ARR of ₹5,924 per room and occupancy of 75%.

On a combined basis, the group achieved TOI of ₹292.91 crore in 9MY26, as against ₹123.13 crore in H1FY25, supported by growing revenue and operationalization of Udaipur and Bengaluru properties in SDPL and TPPL respectively. Growth continues to be supported by robust domestic tourism, gradual improvement in foreign tourist arrivals, and increased traction from MICE-related travel.

The group's PBILDT margin remained healthy at 36.89% in FY25 (37.15% in FY24). The marginal moderation in margin was primarily due to a one-time renovation expense of ₹8 crore incurred by PPHPL. Nonetheless, better absorption of fixed overheads arising from increased scale supported overall profitability.

CARE Ratings expects the group's revenue and profitability to improve over the medium term, driven by higher ARR levels, healthy occupancy across assets, and the stabilisation of the Udaipur and Bengaluru properties during the year.

**Stabilisation of operations of the newly developed five-star property in Udaipur under the brand name of 'Mariott"**
The group has operationalised a five-star hotel property in Udaipur, Rajasthan, under the Marriott brand, with a total key inventory of 230 rooms. The property commenced commercial operations in January 2025, and FY26 marks the first full year of stabilised operations. During 9MFY26, the hotel reported an Average Room Rate (ARR) of ₹10,792 per room and an Occupancy Rate (OR) of 47.85%, generating revenue of ₹58.47 crore.
Going forward, the hotel is expected to achieve healthy revenue in its first full year of operations, supported by improving ramp-up and brand visibility. The operating profitability is projected to remain healthy in the range of 37%–40%, driven by economies of scale, premium positioning under the Marriott brand, and favourable demand indicators in the Udaipur hospitality market.

## Key weaknesses

**Leveraged capital structure albeit moderate debt coverage indicators**
Capital structure of the group remained leveraged marked by overall gearing of 1.71x at FY25 end as against 1.55x at FY24 end. Furthermore, the adjusted overall gearing (adjusted for investments/loans & advances given to subsidiaries & associate companies, corporate guarantees extended to group companies and free cash & liquid investments) stood at 2.42x at FY25 end as against 1.70x at FY24 end. The moderation in the overall gearing was primarily due to addition of PHPPL's debt and additional corporate guarantee extended to group companies (which were not considered in earlier review) resulting in triggering of Negative sensitivity. Nevertheless, all group entities continued to generate adequate cash flows from operations, and adjusted overall gearing is expected to improve going forward.
Debt coverage indicators of the group continued to remain moderate marked by PBILDT interest coverage of 4.31x (4.43x in FY24) and total debt/GCA of 5.95x (4.56x in FY24) in FY25.
The financial risk profile is expected to continue to remain moderate over the medium term on the back of disbursement of term loan for the debt funded capex in PPHPL.

**Macro-economic factors and seasonal uncertainty**
The group is exposed to the changes in the macro-economic factors, industrial growth, and tourist arrival growth in India, international and domestic demand supply scenario, competition in the industry, government policies and regulations and other socio-economic factors which leads to inherent cyclicality in the hospitality industry. These risks can impact the occupancy rate of the hotel and thereby impact the profitability. Further, industry is highly competitive in nature with presence of large number of organized and unorganized players in the market along with online aggregators.

**Implementation and stabilisation risk associated with on-going debt-funded capex**
PPHPL is undertaking a debt-funded capacity expansion of ~₹270 crore to set up a new hotel in Sohna, Haryana with a capacity of 250 rooms under brand tie up with Conrad, Hilton. The said capex is expected to be funded through term loan of ₹185 crore and balance through internal accruals and unsecured loans from promoters. Financial closure has been achieved. As on December 31, 2025, ~25% of the project cost is incurred, indicating early-stage execution. Timely completion and stabilisation of the said project within envisaged timelines shall remain a key rating monitorable. However, the execution risk is partly mitigated by promoter experience and tie-up in place for operational management of the hotel with Hilton.

## **Liquidity**: Adequate

The group's liquidity is adequate as the group has cushion available in the form of unutilized portion of its fund-based working capital limits, as the average utilization of its limit stood low at ~12% and ~18% in SLDPL, NBPL and PPHPL respectively during the last 12 months ending November 30, 2024. Additionally, the group generated the cash flow from operation of Rs.63.50 crore (Rs.81.18 crore in FY23). Furthermore, the group has free cash and liquid investments of Rs.88.11 crore as on March 31, 2024. Going forward, the group's cash accruals is envisaged to be in the range of Rs.60-80 crore, as against its committed debt repayment of Rs.21-31 crore.

**Assumptions/Covenants:** Not Applicable

**Environment, social, and governance (ESG) risks:** Not Applicable

## Applicable criteria

[Consolidation](#)
[Definition of Default](#)
[Liquidity Analysis of Non-financial sector entities](#)
[Rating Outlook and Rating Watch](#)
[Hotels & Resorts](#)
[Financial Ratios – Non financial Sector](#)
[Service Sector Companies](#)
[Short Term Instruments](#)

## About the company and industry

### Industry classification

| Macroeconomic indicator | Sector | Industry | Basic industry |
|---|---|---|---|
| Consumer Discretionary | Consumer Services | Leisure Services | Hotels & Resorts |

Incorporated in August 2005 by Mr. Hari Mohan Dangayach and his wife Mrs. Kamlesh Dangayach, NBPL is a part of Jaipur-based Dangayach Group (DG). NBPL has developed a 241-room hotel at Hyderabad (Telangana) for which it has entered into operating service agreement with Marriott under the brand of "Le Meridien". The hotel has 241 rooms, 2 banquet hall, 5 different dining options and other modern amenities.

**COMBINED**

| Particular | March 31, 2024 (UA) | March 31, 2025 (UA) |
|---|---:|---:|
| Total operating income | 266.83 | 299.15 |
| PBILDT | 99.14 | 110.37 |
| PAT | 38.82 | 53.42 |
| Overall gearing (times) | 1.55 | 1.71 |
| Interest coverage (times) | 4.43 | 4.31 |

UA: Un-audited, as audited financials are combined by the analytical team based on line-by-line addition and netting off the intergroup transactions. Note: these are latest available financial results. Note: 'the above results are latest financial results available'

**Standalone:**

| Brief Financials (₹ crore) | March 31, 2024 (A) | March 31, 2025 (A) | December 31, 2025 (UA) |
|---|---:|---:|---:|
| Total operating income | 93.66 | 111.35 | 92.70 |
| PBILDT* | 38.08 | 44.97 | NA |
| Profit after tax (PAT) | 11.56 | 25.04 | NA |
| Overall gearing (times) | 1.09 | 0.94 | NA |
| Interest coverage (times) | 3.90 | 4.12 | NA |

A: Audited UA: Unaudited; Note: these are latest available financial results
*PBILDT: Profit before interest, lease rentals, depreciation and tax

**Status of non-cooperation with previous CRA:** Not Applicable

**Any other information:** Not Applicable

**Rating history for last three years:** Annexure-2

**Detailed explanation of covenants of rated instrument / facility:** Annexure-3

**Complexity level of instruments rated**: Annexure-4

**Lender details**: Annexure-5

### Annexure-1: Details of instruments/facilities

| Name of the Instrument | ISIN | Date of Issuance | Coupon Rate (%) | Maturity Date | Size of the Issue (₹ crore) | Rating Assigned and Rating Outlook |
|---|---|---|---|---|---|---|
| Fund-based - LT-Bank Overdraft | | - | - | - | 20.50 | CARE BBB+; Stable |
| Fund-based - LT-Term Loan | | - | - | April 30, 2031 | 92.35 | CARE BBB+; Stable |
| Non-fund-based - ST-Bank Guarantee | | - | - | - | 5.96 | CARE A3+ |

### Annexure-2: Rating history for last three years

| Sr. No. | Name of the Instrument/Bank Facilities | Current Ratings | | | Rating History | | | |
|---|---|---|---|---|---|---|---|---|
| | | Type | Amount Outstanding (₹ crore) | Rating | Date(s) and Rating(s) assigned in 2025-2026 | Date(s) and Rating(s) assigned in 2024-2025 | Date(s) and Rating(s) assigned in 2023-2024 | Date(s) and Rating(s) assigned in 2022-2023 |
| 1 | Fund-based - LT-Term Loan | LT | 92.35 | CARE BBB+; Stable | - | 1)CARE BBB+; Stable (07-Feb-25) | 1)CARE BBB; Stable (05-Jan-24) | 1)CARE BBB-; Stable (16-Dec-22)<br><br>2)CARE BBB (CE); Negative (07-Apr-22) |
| 2 | Fund-based - LT-Bank Overdraft | LT | 20.50 | CARE BBB+; Stable | - | 1)CARE BBB+; Stable (07-Feb-25) | 1)CARE A3+ (05-Jan-24) | 1)CARE A3 (16-Dec-22)<br><br>2)CARE A3+ (CE) (07-Apr-22) |
| 3 | Non-fund-based - ST-Bank Guarantee | ST | 5.96 | CARE A3+ | - | 1)CARE A3+ (07-Feb-25) | 1)CARE A3+ (05-Jan-24) | 1)CARE A3 (16-Dec-22)<br><br>2)CARE A3+ (CE) (07-Apr-22) |
| 4 | Un Supported Rating-Un Supported Rating (Long Term) | LT | - | - | - | - | - | 1)Withdrawn (16-Dec-22)<br><br>2)CARE BB (07-Apr-22) |
| 5 | Un Supported Rating-Un Supported Rating (Short Term) | ST | - | - | - | - | - | 1)Withdrawn (16-Dec-22)<br><br>2)CARE A4 |

| Sr. No. | Name of the Instrument/Bank Facilities | Current Ratings | | | Rating History | | | |
|---|---|---|---|---|---|---|---|---|
| | | Type | Amount Outstanding (₹ crore) | Rating | Date(s) and Rating(s) assigned in 2025-2026 | Date(s) and Rating(s) assigned in 2024-2025 | Date(s) and Rating(s) assigned in 2023-2024 | Date(s) and Rating(s) assigned in 2022-2023 |
| | | | | | | | | (07-Apr-22) |

LT: Long term; ST: Short term; LT/ST: Long term/Short term

**Annexure-3: Detailed explanation of covenants of rated instruments/facilities:** Not Applicable

**Annexure-4: Complexity level of instruments rated**

| Sr. No. | Name of the Instrument | Complexity Level |
|---|---|---|
| 1 | Fund-based - LT-Bank Overdraft | Simple |
| 2 | Fund-based - LT-Term Loan | Simple |
| 3 | Non-fund-based - ST-Bank Guarantee | Simple |

**Annexure-5: Lender details**

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|---|
| To view lender-wise details of bank facilities please click here |

**Annexure-6: List of entities consolidated**

| Sr. No. | Name of Entity | Extent of Consolidation | Rationale for Consolidation |
|---|---|---|---|
| 1. | Serveall Land Developers Private Limited | Full | Operational and financial linkages |
| 2. | Newtech Build Home Private Limited | Full | Operational and financial linkages |
| 3. | Tri Star Popmart Private Limited | Full | Operational and financial linkages |
| 4. | Prime Plaza Hotels Private Limited | Full | Operational and financial linkages |

**Note on complexity levels of rated instruments:** CareEdge Ratings has classified instruments rated by it based on complexity. Investors/market intermediaries/regulators or others are welcome to write to care@careedge.in for clarifications.

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**About us:**
Established in 1993, CareEdge Ratings is one of the leading credit rating agencies in India. Registered under the Securities and Exchange Board of India, it has been acknowledged as an External Credit Assessment Institution by the Reserve Bank of India. With an equitable position in the Indian capital market, CareEdge Ratings provides a wide array of credit rating services that help corporates raise capital and enable investors to make informed decisions. With an established track record of rating companies over almost three decades, CareEdge Ratings follows a robust and transparent rating process that leverages its domain and analytical expertise, backed by the methodologies congruent with the international best practices. CareEdge Ratings has played a pivotal role in developing bank debt and capital market instruments, including commercial papers, corporate bonds and debentures, and structured credit. For more information: www.careratings.com



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