



The Smarter Way to

Own a

*Holiday Home*







Hi,

you look like you need **ALYF!**



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# Introduction

## **Unlock the perfect holiday home tailored to your dreams and desires.**

We no longer want to be confined to our city homes. We seek a space filled with peace, joy and laughter in a place we truly call our own in the most desirable destinations. But everyone has different requirements when it comes to owning a holiday home. It needs to make sense for you and suit your lifestyle - whether you want it for your self use or to generate income.

## **That's why ALYF was born.**

From soaring high-rise views to private ocean-front escapes, from a chic apartment to expansive estates, there's an ALYF Smart Ownership for everyone.

# Our vision is *simple*

We want to make aspirational homes accessible.

We understand the value of finding a space that resonates with your dreams and are here to offer you just that!





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# ALYF

solves all the challenges  
of owning a  
**HOLIDAY HOME,**  
here's how

- ✓ We make holiday homes accessible by dividing them among 10 shareholders
- ✓ These holiday homes are fully managed and maintained, making your experience completely hassle-free
- ✓ We rent out the property on your behalf and make rental income for you
- ✓ You not only get to enjoy your holidays but also earn capital appreciation from these properties
- ✓ Scheduling your holidays, booking any services and managing your investments is extremely simple with our mobile app

Investment starts from **₹10 lakhs\***



The  
**ALYF**  
way



Pick a destination of your choice



Explore the holiday home options we have for you



Own shares as per requirement & budget



Enjoy your fully managed and maintained property



Earn rental yields & capital gains



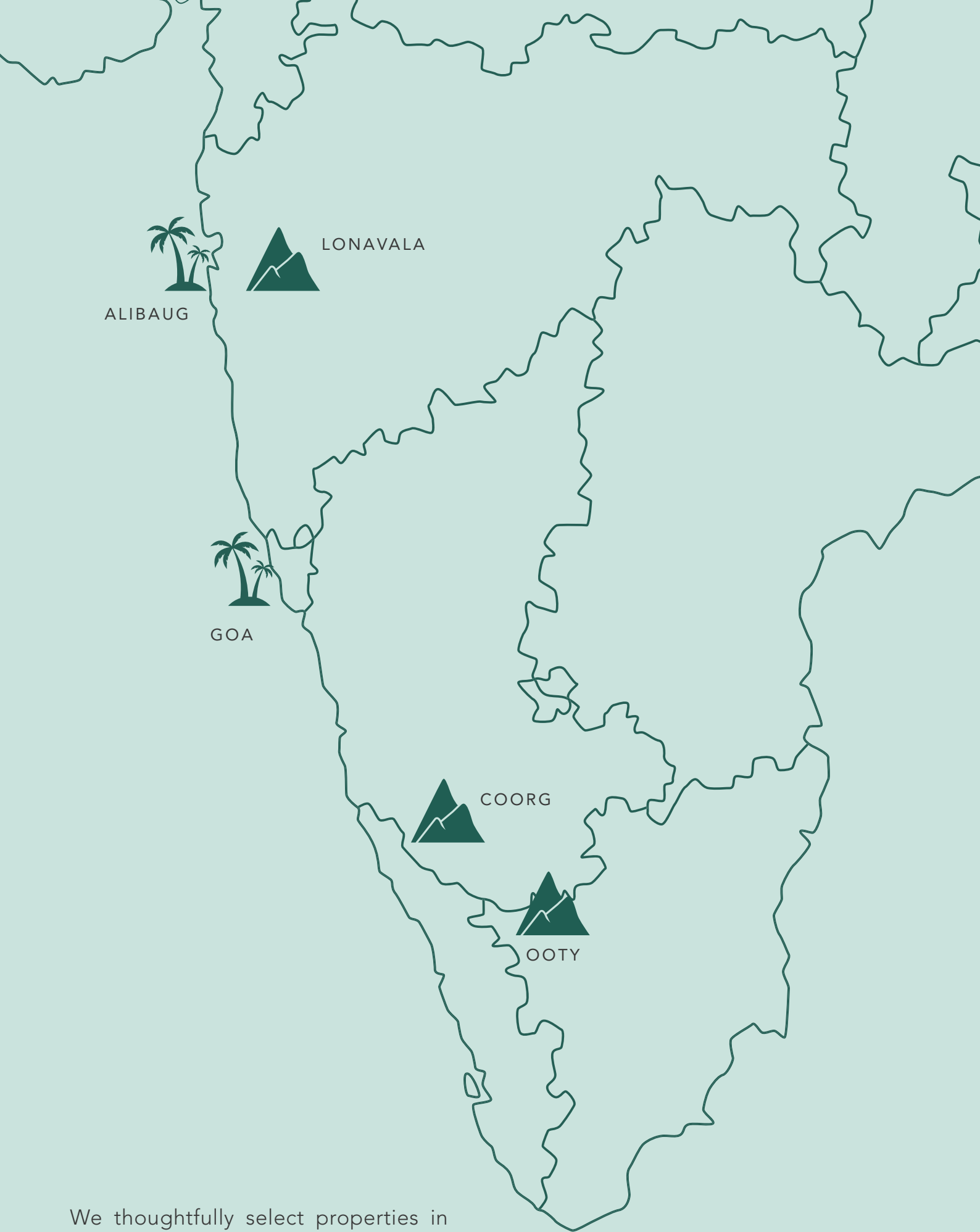
Track your usage and income through the app



# Villa Ananyatā - GOA







We thoughtfully select properties in highly desirable vacation destinations, ensuring an exceptional getaway and attractive investment potential.



**NAINITAL, DUBAI & OTHER  
DESTINATIONS COMING SOON**





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# The Luxury Collection:

This collection features an exquisite range of luxurious properties boasting top-of-the-line amenities. Upgrade your family's lifestyle and fulfill your dream of owning a holiday home at a fraction of the cost only with ALYF.

Starts from ₹ **30 lakhs\***

# 12







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## The Signature Collection:

The properties within this collection embody unparalleled opulence, elegance, and the pinnacle of luxury. Experience the bliss of owning your very own slice of paradise with these exquisite holiday homes situated in prestigious locations, accompanied by world-class amenities.

Starts from ₹ **75 lakhs\***

*\*T&C Apply*





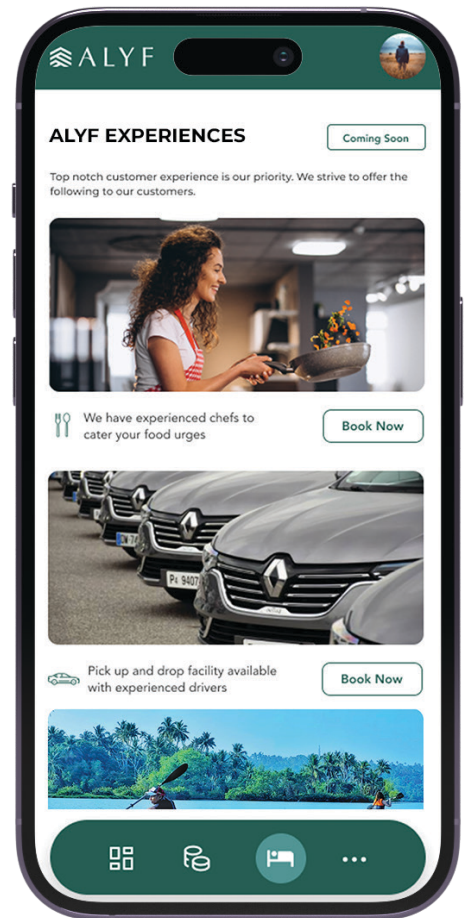
EXPERIENC





ALYF provides a comprehensive platform within the app, allowing you to book immersive local experiences. From arranging thrilling excursions to discovering regional cuisine and even planning personalized decorations for special occasions, we offer a seamless end-to-end holiday experience that caters to all your needs.





Our tech-based platform offers seamless scheduling and booking of exclusive personalised experiences.

What's more - our platform gives you full access to the management and maintenance of your home!









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## Property Management



One of the greatest advantages of being an ALYF Smart Owner is the assurance that your property is in the hands of experienced professionals. ALYF has established an official partnership with Embassy Services' TCFM, one of the best property management companies in India, to provide standardized services for ALYF properties throughout the country.

With our dedicated on-site property management teams, you can rest easy knowing your home is meticulously cared for. They handle a wide range

of tasks, including checking electrical systems and appliances, maintaining gardens, cleaning pools, and even making beds. Their comprehensive approach ensures that every aspect of your property is taken care of.

By entrusting your property to our experts, you can enjoy high rental returns as your investment continues to generate income. Additionally, the diligent upkeep of your property ensures that it appreciates in value, maximising your capital gains over time.

# Legal Structure

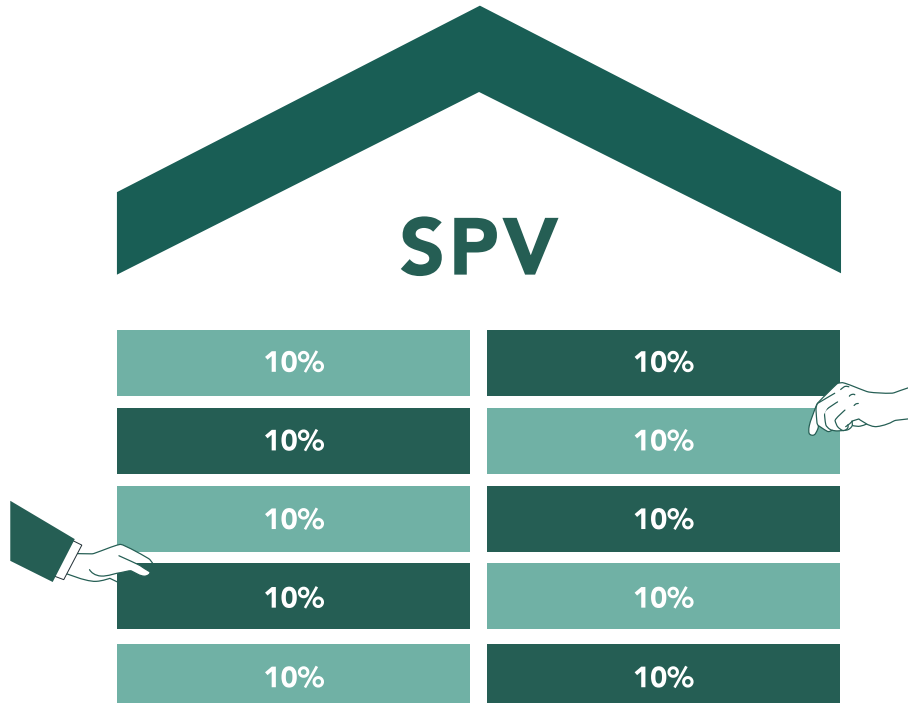


## Shareholding Agreement (SHA)

- ✓ Happens between Investors (Smart-owners) and SPV
- ✓ This agreement outlines the rights and obligations of the investors

## Management Service Agreement

- ✓ Happens between SPV and ALYF
- ✓ Through this agreement the SPV appoints ALYF as a property manager for managing and operating the property





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# Smart Owner Stories



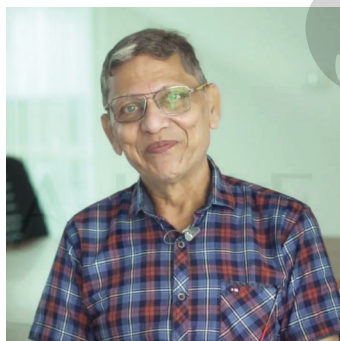
*I've always dreamt of owning a holiday home at an exotic location but the hassles of managing the property always refrained me. ALYF's smart ownership concept blew me away. Now I am a proud smart owner of two ALYF holiday homes.*

Chetan Damle



*The feeling of staying in my own villa instead of renting one in Lonavala was exceptional. Thanks to the ALYF team for fulfilling my dream of owning a holiday villa and giving me a sense of ownership.*

Anurag Lodha



*ALYF offers exclusive holiday home services, making your dream of owning a vacation home a reality. Thanks to their smart ownership concept, anybody can now own a luxurious villa at a holiday destination.*

Gopi Sapru



# HIGHLIGHTS



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**Exclusive**

## We try to give wings to the Indian middle-class dream of owning a holiday home: Saurabh Vohara

*The founder and CEO of ALYF, the property tech and hospitality company, says that they plan targets 100 fractional units under management with a total sales value of INR 200 to 250 crore by end of 2023.*

P Krishna Kumar • ETHospitalityWorld • February 20, 2023, 10:19 IST

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**S**aurabh Vohara, founder and CEO of ALYF, a proptech and hospitality startup, which started with first ALYF Holiday Home in Lonavala in June 2022, says that the attempt through his unique fractional ownership concept is to give wings to the Indian middle class dream to own a holiday home in the most hassle free manner.

*Saurabh Vohara, founder and CEO of ALYF, a proptech and hospitality startup.*

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# Meet Our Founders



## **Saurabh Vohara**

Founder & CEO

With over 14 years of real estate experience, he was the Founding Member and Business Head of India's first PropTech Unicorn



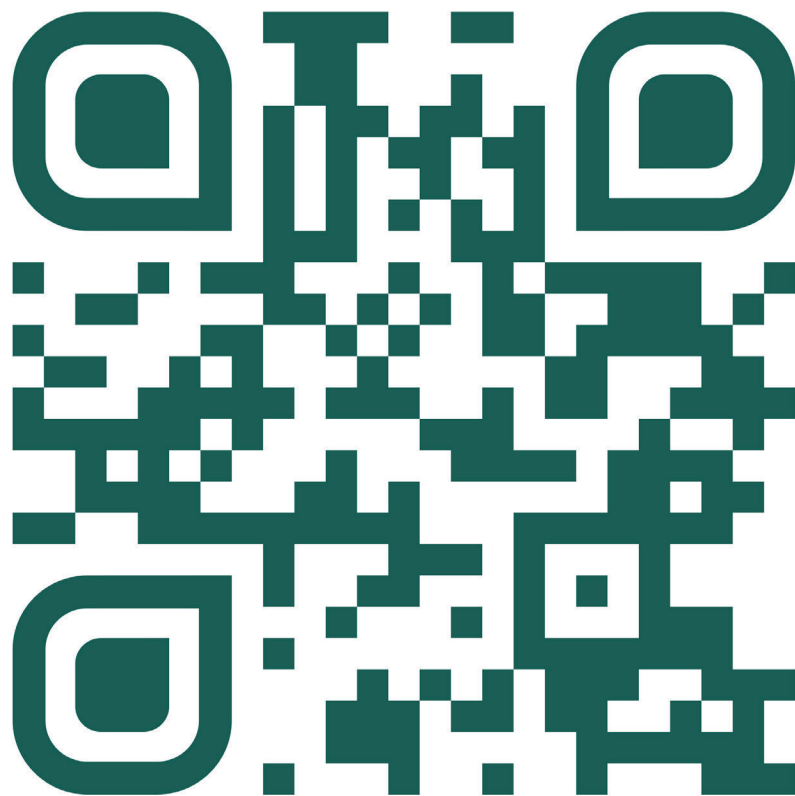
## **Karan Chandiok**

Co-Founder & COO

Comes with 15 years of experience in finance and over 10 years of experience in real estate and hospitality

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We are sure you want to know more about us,  
**Scan the QR code to get all the details.**





OWN | ENJOY | EARN

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