



# COMPANY PROFILE

# --- a background

- Directors of the company have worked with leading hotel marketing companies in India to market some of the best hospitality brands.
- Have Launched/ managed loyalty programs such as.....

✓Radisson Delhi ✓IHG	✓Uppals' Orchid
✓The Park, New Delhi	✓Radisson Varanasi
✓Taj Palace, Delhi	✓Radisson Jalandhar
✓CIS, Jaipur	✓ Pride Pune & Ahmedabad
✓ Accord Metropolitan Chennai	✓HHI Kolkata
✓Crowne Plaza, Delhi	✓Bristol, Gurgaon
✓Metropole Ahmedabad ✓KK Royal, Jaipur	✓Galaxy, Gurgaon ✓Fortune Park, Jaipur

# Our Credentials

[www.nslc.co.in](http://www.nslc.co.in)

- **We Customize And Manage Loyalty Programs. This includes benchmarking, conceptualization, branding, training, processing – database management and direct mail activity, customer service, fulfillment and an acquisition plan.**
- We provide F&B Card marketing services for hotels in India
- We are a four + year old company, in a very short period has made its mark in the industry
- **With 7 offices, 15+ projects, Approx. 100 Staff**
- **Statistics of our performance (FY – 2015 -16)**
  - Member database of 10000+ approx
  - With 12 projects
  - Membership sales revenue of 5 Crores
  - 2 Crore of F&B & room sales (undetermined due to non - availability of tracking data from hotel)
  - All our clients can be called for reference checks

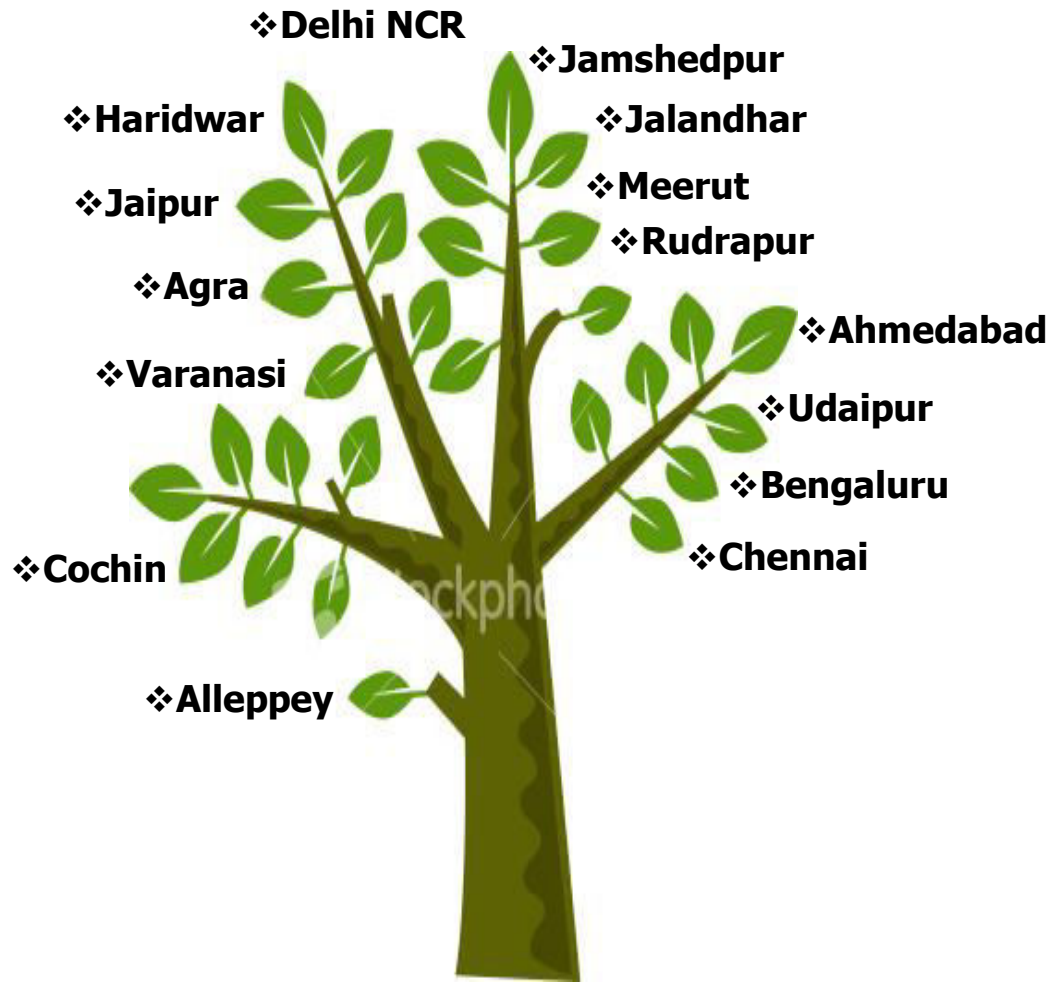
# ABOUT US

- We are a team of thought-provoking, passionate hospitality industry professionals, set up in the year 2009.
- **15 years of combined team member experience in the hospitality and the loyalty field.**
- We focus on driving F&B and room's revenue.
- **Our core values comprise of customer partnership, integrity and accountability, result orientation, flexibility and global autonomy.**
- We have partnered with a software development centre to manage all our programs.
- A wide-spread of efficient and trained resources.
- **Associated with some of the best hospitality brands in India.**

# WHAT WE DO?

- Create, implement and manage a custom-built F&B loyalty program offering memberships in local markets.
- **At NO cost to our hotel clients, our specialist focus on new customer acquisition attracts volume & new business to the hotels outlets, rooms & facilities**
- Develop a unique image for loyalty program with brand guidelines and a range of marketing and communication tools.
- **Target lucrative local communities with the aim to acquire a large membership base for the club in the first 12 months.**
- Increase F&B revenue generated by local community.
- Support the launch of any new concepts with customer base from loyalty program.
- **Conduct strategic and tactical marketing to ensure the highest rate of activation.**
- Manage promotions for hotel with a 12 month promotional calendar to increase member visits.
- Desk with customer service for each club.
- **Tele-marketing Presentations to members to ensure increased revenue and visits.**

# PAN INDIA PRESENCE



# Some KEY Clients



# OUR SERVICES & STRENGTHS

- **Outsourcing Services- Benchmarking, Conceptualization, Processing and Customer service.**
- Customize & manage multiple loyalty programs.
- **Ongoing engagement with members for driving usage.**
- Delivering the best services so as to ensure zero complaints.
- **Database Management.**
- Partner Marketing and Alliances.
- **Marketing Management.**
- Consultancy
- **Member Acquisition**
- MIS & Reporting



# OUR CONTACTS

- **Corporate Office**

E-131, IIInd Floor, Ganpati Bhawan, Mohammadpur  
Near Bhikaji Cama Place, New Delhi - 110 066

- **Sales Offices**

Nehru Place, New Delhi | Turyaa Hotel Chennai | MGM Centre, Chennai | Anna Salai, Chennai | CIS  
Meerut, Shopprix Mall | Ramada Hotel, Cochin | Ramada Hotel, Jamshedpur

- **Rahul Sharma**

Director – Business Development  
Mob. : +91 98100 76557  
E-mail : rahul.sharma@nslc.co.in

- **Sujata Banerjee**

Director - Operations  
Mob. : +91 98100 57957  
E-mail : sujata.banerjee@nslc.co.in