





# --- 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 . Consolidated platform for Wyndham Hotels in India [www.wcircle.in](http://www.wcircle.in)**
- **Consolidated platform for Hotels in India [www.firstchoize.in](http://www.firstchoize.in)**
- NSLC was incorporated in the year 2009 & in a very short period has made its mark in the industry
- With 3 offices, 20+ projects, Approx. 70 Staff
- Statistics
  - Member database of 10000+ approx
  - Membership sales revenue of 5 Crores (stats before covid)
  - 1 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.
- An experience of more than 2 decades 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.
- **Chosen to be the only exclusive authorized company to manage & operate memberships for the Hotel & Restaurant Association of Northern India (HRANI)**



# ABOUT LOYALTY PROGRAMS

- **Loyalty programs are nothing new.** They date back a century or more to the issuance of coins or stamps redeemable for free goods or discounts on future purchases to reward customers for their patronage. Loyalty programs are effective tools in improving a brand's image and a company's revenue. As a result, companies compete vigorously to grow their member base, and customers are inundated with offers to join loyalty programs with each in-store or online purchase. However, because there are now so many programs, simply having one is no longer enough to distinguish a brand. Accordingly, companies must develop member-focused marketing strategies that keep the most valued members engaged and prevent them from losing interest in the brand.
- **Newstar Leisure Concept (P) Ltd.** is pleased to submit this proposal for services to support Client's Company in achieving its goals for improving customer satisfaction, retention by providing training and post-sales support for its new member entry and fulfillment system. We Design Member Engagement Models: The foundation of a powerful member-retention strategy. We have partnered with dozens of hotel businesses throughout India - businesses committed to improving the customer experience through convenience, accuracy of tasks, and timely delivery.



# 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 engagements programs for the hotel
- Desk with customer service for each club
- **Tele-marketing Presentations to members to ensure increased revenue and visits**



# SELECT CLIENTS





# OLD CLIENTS\*

- CIS Jaipur
- Radisson Blu Agra, Taj East Gate
- Radisson Blu Haridwar
- Radisson Blu Rudrapur
- Radisson Udaipur
- Park Plaza Gurugram
- CIS Meerut
- Radisson Blu Faridabad
- Park Inn By Radisson Lajpat Nagar
- Fortune Hotel Bellacasa
- KK Royal Jaipur
- MGM Hotels
- Ramada Jamshedpur
- Days Neemrana
- Ramada Gurgaon
- Ramada Jaipur
- Ramada Ahmedabad
- Ramada Agra
- Ramada Aligarh
- Ramada Jalandhar
- Ramada Darjeeling
- Ramada Chennai
- Sarovar Jalandhar
- Mahagun Sarovar Portico
- Radha Regent Hotels
- Turyaa Hotel Chennai
- Mosaic Hotels
- Days Hotel Jalandhar



# OUR PRESENCE – PAN INDIA





# CONTACT US

## Registered Office

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## Corporate Office

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## Sales Offices

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Civil lines

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