The word Wellness is a modern term with its roots coming from the ancient times. As a concept, wellness has gained popularity throughout 1950’s, 1960’s and 1970’s, when scientists, doctors, and physicians have shaped the concept as it exists today. Although wellness has been imbued in every culture across the globe, the tenets of this concept can largely been found in ancient civilizations of Greece, Rome and Asia. Carrying forward the essence back from 5000 BC, these relics of the past have ever since lead the movement throughout the ages unto now.

Oldest archaeological evidence of these practices is found in Egypt dating back in 2330 BC. But the most widely known records are of Thai medical practitioner, Shivago Komarpaj. As the founder of Traditional Thai Massage, he had developed a technique that involves acupressure, Hatha Yoga and reflexology. Known as the ‘Father Doctor’ in present Thailand, he was also a doctor and friend of Lord Buddha.

Originating as an oral tradition back in 5000 BC, Ayurveda is believed to be the oldest form of medical practice in the world. Legend says that Ayurveda was influenced by a lost transcript of sage Agnivesa. Almost losing its significance during the British rule in India, Ayurveda has managed to regain its popularity post-Independence and is now widely practiced in across the country.

Swedish Massage, or as it is often referred to as ‘Classic Massage’ is the most widely practiced type of massage across the globe. Known for its unique techniques that involves deep tissue and aromatherapy, Swedish massage has been developed basing on the human anatomy and physiology. Dutch practitioner Johan Georg Mezger is credited as the man who adopted the French names to denote the basic strokes under which he had shaped this massage as we know it today.
Health and wellness products are clearly on a rise in the trending products. And to capture the opportunity will only be a chance discovery to any entrepreneur.

This industry is expected to grow over to a 1000-billion-dollar business by the end of 2017.

As the health-consciousness in people is growing in multiples, this industry is growing wealthier by each day.

Due to a decline in traditional practices, the modern health and wellness industry has witnessed a steady hike in sales in India.

Yoga, Acupressure, Acupuncture and other natural ways of healing have been the means to which majority of people have been resorting to.

Ever since traditional medicines have been proved to be toxic to our bodies, people have started to rely on organic products to maintain a healthy lifestyle in natural ways.
A journey set out to restore the health & wellbeing of people

our commencement as a culture!
Established in the year 2012, we have launched across all the major cities in India including Hyderabad, Bengaluru, Chennai, Mumbai, Pune and Visakhapatnam.

Since then we have journeyed as one of the leaders in the Spa Industry.

 Ranked as the Best Authentic Thai Spa at Asia Spa Awards 2013.

A team of qualified specialists and therapists, trained and certified by renowned institutions of South-Asia.
about sapta spa

We are a distinguished Day Spa known for authentic Thai massage and diverse sensual massage therapies.

Gaining an enviable reputation after our launch in Hyderabad, we have earmarked our brand value across all the major cities in India.

We have been fruitful at transforming the perspective of Spa being associated with only luxury to Spa as in a necessary leisure.

Our therapists are trained and certified by well-reputed institutions that classify their skills to be utmost professional.

Our attention to detail is applied to the entire experience of authentic massage therapies. With that, we ensure the interiors décor of the spa speak for themselves from every nook and corner.

Our customer service is managed meticulously from the first time they step-in to each time they plan to return.
brand inspiration

The moment Mr. Aditya Papagari stepped into a luxurious Spa in Thailand, the experience of that hour had changed a regular spa session into an entrepreneurial passion, which soon shaped around what is today recognized as the most original, relaxing and best chain of Spas.

Our aim while starting out this venture was to bring the pleasures of life to people in the most authentic way. And we found the means to let people explore & reconnect with their inner-self. Our Signature Traditional Thai Massage and diverse massage-combinations proved to be the most inspiring ways to escape stress, fear and drudgery of the modern day.

Mr. Aditya Papagari
Managing Director
Sapta Spa
our ideology

a space for your soul

Let your body revitalize the health and wellbeing of your soul, because it’s the only will that keeps us going.
### our locations

<table>
<thead>
<tr>
<th>City</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyderabad</td>
<td>4 Locations</td>
</tr>
<tr>
<td>Bengaluru</td>
<td>2 Locations</td>
</tr>
<tr>
<td>Chennai</td>
<td>2 Locations</td>
</tr>
<tr>
<td>Vizag</td>
<td>1 Location</td>
</tr>
<tr>
<td>Mumbai</td>
<td>3 Locations</td>
</tr>
<tr>
<td>Pune</td>
<td>1 Location</td>
</tr>
<tr>
<td>Goa</td>
<td>1 Location</td>
</tr>
<tr>
<td>Delhi</td>
<td>1 Location</td>
</tr>
<tr>
<td>Kolkata</td>
<td>1 Location</td>
</tr>
</tbody>
</table>
our credentials

Rashtriya Vikas Ratna 2014
Rashtriya Udyog Ratna 2013
Best Customer Service 2014

Quality Brands 2014 - 2015
Best Marketing Spa Asia Spa 2014
Best Day Spa 2014

Vizag
Emotionally moving...

Being a celebrity I have travelled to many different countries and experienced many such sessions. But the therapy at Sapta had been intriguing for it made me realize what I wanted to be within, keeping aside all the stardom and fortunes.

Vishnu Manchu
Actor & Public Figure

I found the therapists to be very professional and artful at what they do. The overall experience had been one-of-a-kind.

Jagapathi Babu
Actor

Absolutely tranquillizing...
Having to run between cities and managing an enterprise at the same time becomes very hectic. I have quite often resorted to a good massage therapy at Sapta to revive my mind and soul. I’m twice happy and motivated when I walk out of this place.

Sekhar
Entrepreneur

A complete joy to visit again and again...
From the time you schedule your appointment to the time you walk out, their warmth and courtesy will leave you in serenity. The place is nothing short of an authentic Spa you find in Thailand. Would recommended it to anyone who wants to experience traditional Thai massage.

Subbaraju
Actor
our interiors

An awe-inspiring front-desk and lounge

Dim-lit ambience with decors and carpentry inspired from conventional Thai culture

Sweet-scented candle aromas and fragrances from essential oils that soothe the mood

The sophistication and design of contemporary Thai Scape that is imbued in every piece and structure of our space
our hospitality

A perfect blend of cultural warmth and professionalism that is peculiar to each of our staff members

A compassionate group of therapists that reassure comfort with the dexterity of their skill

Attentive and conversant specialists, trained in every aspect of massage therapies and customer satisfaction
benefits of a therapy

Improves condition of the heart
Cure the entire bronchial system that are necessary for breathing
Prevents headaches
Relives stress in the eyes also improving clarity of vision
Reduces pain the temples as may be experienced with sinuses
Greatly eases the symptoms of stomach ache, also promoting healing of the kidneys, the bladder and other parts of the excretory system
Stimulates the lymphatic system -responsible for clearing off bacteria and toxin in the body
Alleviates pain the inner ear and in the chest
Reduces diabetes
Relives muscles from acute pain
Reduces pain in the joints and bones caused due to accidents
Helps gaining overall sense of relaxation, ease and well-being
**Spa – a promising venture**

*Spa industry is an expansive business with an annual turnover of over USD 4 Billion.*

*This has opened-up the opportunity for the Health & Wellness industry to be recognized as worthy and worthwhile practice.*

*To keep the society focused on leading a healthy life and diverting from unhealthy lifestyles.*
why do we aim to endeavor in this business?

A Leading Brand recognition and far-reaching brand loyalty across the country

Foundations laid on a strong technical and professional know-how

A presence that is ever-expanding in & across the major States of the country

Sound experience in running the business for nearly 5 years

A clientele stretching far and wide in India

Well-designed business structure and frameworks that are easily adaptable to the times and trends

A creative and professionally managed system that mutually benefits both the Franchisees and Franchisors
target reach

Commercial Premises and Top-notch Corporate Establishments

Vicinity of Colleges

Prime Locations of a City

Malls

Mobile Kiosks for Foot Spa
- Malls
- Theme Parks
- Hospitals and Wellness Centers
- Expositions and Conventions
- Weddings and Social Events
target audience

- Corporates
- Actors / Actresses
- Athletes
- Professionals
- Millennials
- Homemakers
services

traditional thai massage

This traditional Thai dry therapy combines elegant elements of yoga, shiatsu, acupressure, working with the energy pathways of the body, the therapy points that are locked along these lines. The body is massaged to release tension working on the vital energy points and chakras around the body.

balinese massage

Balinese massage techniques include acupressure, skin rolling and flicking, firm and gentle stroking, percussion and application of essential oils. This deeply relaxes and revitalizes body and mind. Benefits include increased flexibility, relief and joint and muscle tension and a balance of the body’s energy system.

swedish massage

An advanced form of aroma therapy, this treatment focuses on using direct medium tissues, pressure on muscles and connective tissue. It includes techniques like circular pressure applied by the hands and palms, firm kneading, percussion - like tapping, bending & stretching.
An advanced form of aroma therapy, this treatment focuses on using direct medium tissues, pressure on muscles and connective tissue. It includes techniques like circular pressure applied by the hands and palms, firm kneading, percussion-like tapping, bending & stretching.

Ancient Thai healing relieves sore muscles, stimulates circulation as well as increases energy flow.

A revitalizing foot massage, detailed massage movements which focus on reflex points in the feet and lower legs provide holistic effect on the body & soul. This balances the body, increases the energy flow and improves circulation. It’s a deep relaxation from walks and overall stress.

Body Scrubs, Body Polish, Body Wraps and Facials.

Place Holder Text Only
**business module franchisee**

Company: Sapta Spa Wellness Pvt. Ltd.
Brand: Sapta Thai Spa
Franchise Fees: INR 15 lakhs
Monthly Royalty: 20% of the gross revenue generated
Area Required: Minimum 1800 sq. ft. of carpet area
Floor Specification: First or Second Floor

**capital investment**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>Amount (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Franchisee Fees - Sapta Thai Body Spa*</td>
<td>15,00,000</td>
</tr>
<tr>
<td>2</td>
<td>Sapta Thai Spa Interiors*</td>
<td>3,60,000</td>
</tr>
<tr>
<td>3</td>
<td>Rental Deposit and Agent Commission</td>
<td>7,00,000</td>
</tr>
<tr>
<td>4</td>
<td>Thai Goods &amp; Decor Items</td>
<td>2,00,000</td>
</tr>
<tr>
<td>5</td>
<td>Start-up Kits, Purchases &amp; Incidentalts*</td>
<td>6,00,000</td>
</tr>
<tr>
<td>6</td>
<td>Thai Staff &amp; Transport* (4 staff)</td>
<td>4,00,000</td>
</tr>
</tbody>
</table>

Total Investment: INR 70,00,000

**revenue expectation**

As per survey at all our spas at various locations, an average walk-ins 22 clients per day at a spa with 7 rooms in the 1800 sq.ft. carpet area

A conventional average of all therapies would be INR 2000. Therefore INR 2000 * 22 clients per day = INR 44000 per day * 30 days a month = INR 13,20,000 income per month
### return on investment

<table>
<thead>
<tr>
<th>Estimated Gross - Revenue</th>
<th>Amount (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average walk-ins per day at an average of 22 clients per day, and an average spend of INR 2000 per walk-in. Therefore 22 X 2000 X 30</td>
<td>13,20,000</td>
</tr>
<tr>
<td>Less Service Taxe @ 15%</td>
<td>1,72,174</td>
</tr>
<tr>
<td><strong>Estimated Revenue</strong></td>
<td><strong>11,47,826</strong></td>
</tr>
</tbody>
</table>

**Estimated Gross Expenses**

1. Royalty @ 20% turnover | INR 2,64,000
2. Staff Room Rent | INR 25,000
3. Store Rent | INR 1,00,000
4. Water Expenses - Room | INR 2,500
5. Water Expenses - Store | INR 5,000
6. Laundry Bill | INR 15,000
7. Power Bill - Store | INR 15,000
8. Power Bill - Staffroom | INR 2,000
9. Food Expenses | INR 5,000
10. Petty Cash | INR 10,000
11. Plumber Expenses | INR 2,000
12. Electrician Expenses | INR 2,000
13. Generator Expenses | INR 2,000
14. Staff Salaries | INR 3,00,000
15. Telephone Expenses | INR 5,000
16. Internet Expenses | INR 5,000
17. Material Purchases | INR 50,000

**Total Estimated Expenses** | INR 8,47,500
**Estimated Net Profit** | INR 3,00,326
**Investment** | INR 70,00,000
**RoI (in Months)** | 23

### return scale in duration

| Estimated profit (As derived above) INR 3,00,000 per month X 12 months a year | INR 36,00,000 |
| Investment (INR 70,00,000 divided into 5 years) | INR 14,00,000 |
| Estimated Net Profit | INR 22,00,000 |

| Returns in % | 157% |

Hypothetical figures only for better understanding of the Franchisee Module. Actual figures may vary from location to location.