

# Best Western Hotel & Banquet

Moga, Punjab

Premium Hospitality & Event Destination



# Property Overview

- Branded hospitality project under Best Western
- Located in Moga
- Full-service hotel with:
  - Banquet Hall (7,318 sq.ft.)
  - Pre-functional area (2,192 sq.ft.)
  - Restaurant & Bar
  - Rooftop pool, gym & spa
  - Basement parking
- Designed as a premium wedding & business hotel





# Location and Market Analysis

Location Advantage – Moga

- Rapidly growing city in Punjab
- Strong NRI & wedding market
- High demand for luxury banquet spaces
- Limited branded hotel competition
- Prime road-facing site

Opportunity: Organized hospitality brand in a high-potential Tier-2 city.

# Project Concept

## Integrated Hospitality Model:

- Premium Hotel Rooms
- Large-Scale Banquet Facility
- Restaurant & Bar
- Rooftop Leisure Amenities
- Basement Parking

## Designed to serve:

- Wedding Market
- NRI Events
- Corporate Functions
- Business Travelers





## Guest Experience Features

We highlight amenities and features that create memorable guest experiences. Our presentation emphasizes what differentiates your property from competitors.



# Site & Planning Overview

- Prime road-facing site
- Defined Entry & Drop-off
- Rear Lawn: 6,195 sq.ft. (35%)
- Separate guest & service circulation
- Multiple lift cores connecting all floors

Efficient zoning ensures smooth movement during large events.

# Basement 2 (Parking & Services)

- Total Basement Area: 14,147.66 sq.ft.  
Purpose:
  - Guest Parking
  - Event Parking
  - Service & Utility Areas
- Advantages:
  - Large parking capacity
  - Reduces surface congestion
  - Supports high banquet footfall
- This enables hosting 400–500+ guest events without traffic chaos.



# Basement 1 (Banquet & Event Floor)

## Banquet Hall:

- 7,318 sq.ft.
- Stage & DJ Area
- Dedicated buffet zones
- Large column-free event space

## Pre-Functional Area:

- 2,192.788 sq.ft.
- Guest holding space
- Welcome & reception area
- Crowd spill-over management

## Dedicated Banquet Kitchen:

- 1,070.584 sq.ft.

## Separate Male & Female Toilets

## This layout ensures:

- Complete event privacy
- No disturbance to hotel guests
- Controlled vertical access

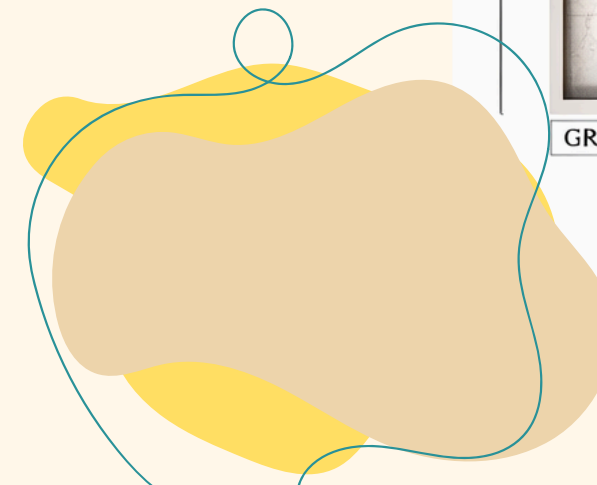
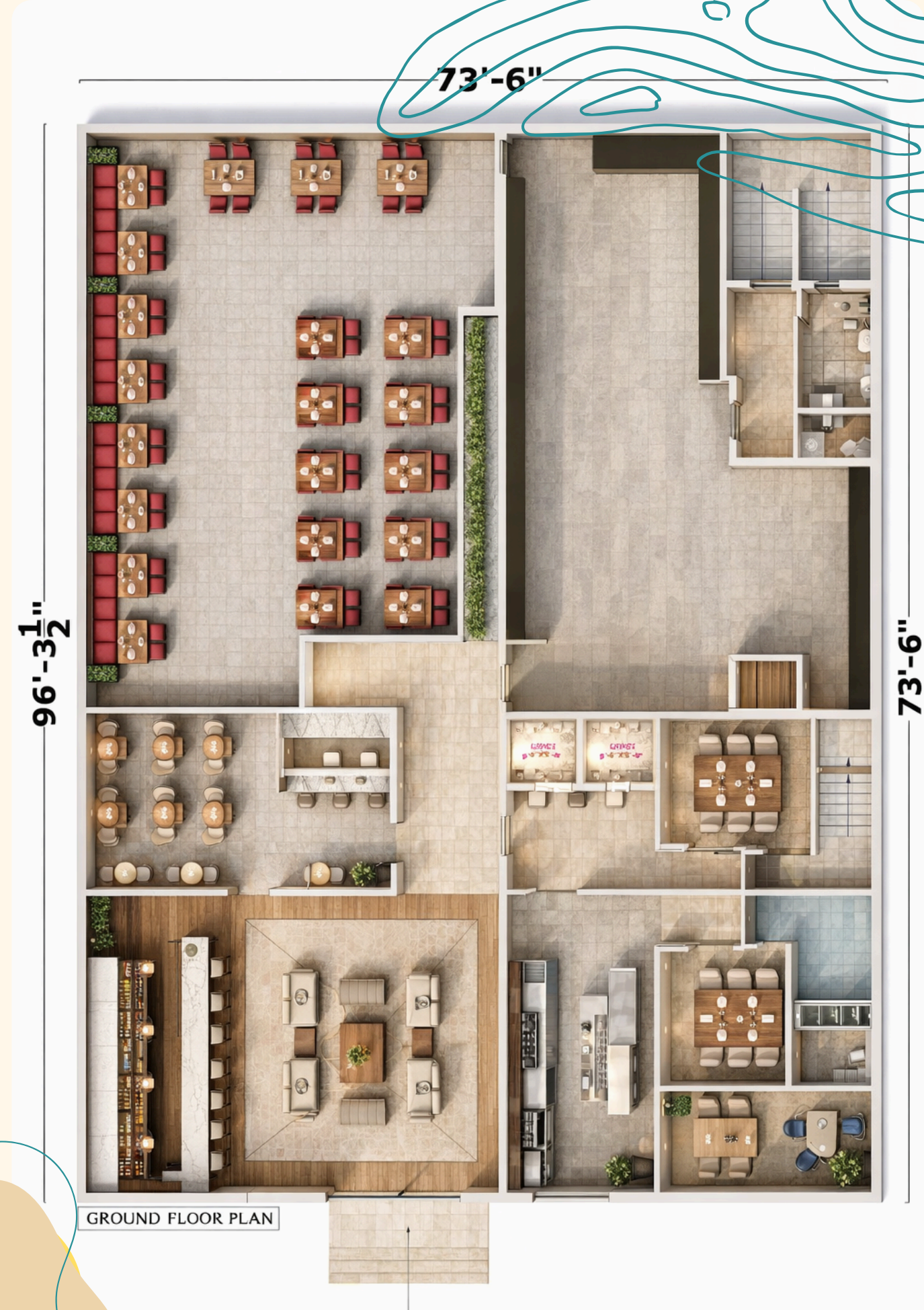


# Ground Floor (Hospitality Zone)

- Reception & Waiting Lobby:
  - 43'2" x 26'9"
  - Grand entry experience
- Restaurant:
  - 1,592.806 sq.ft.
- Bar:
  - 26'4" x 20'3½"
- Commercial Kitchen:
  - 1,025 sq.ft.
- Back Office & Admin Areas

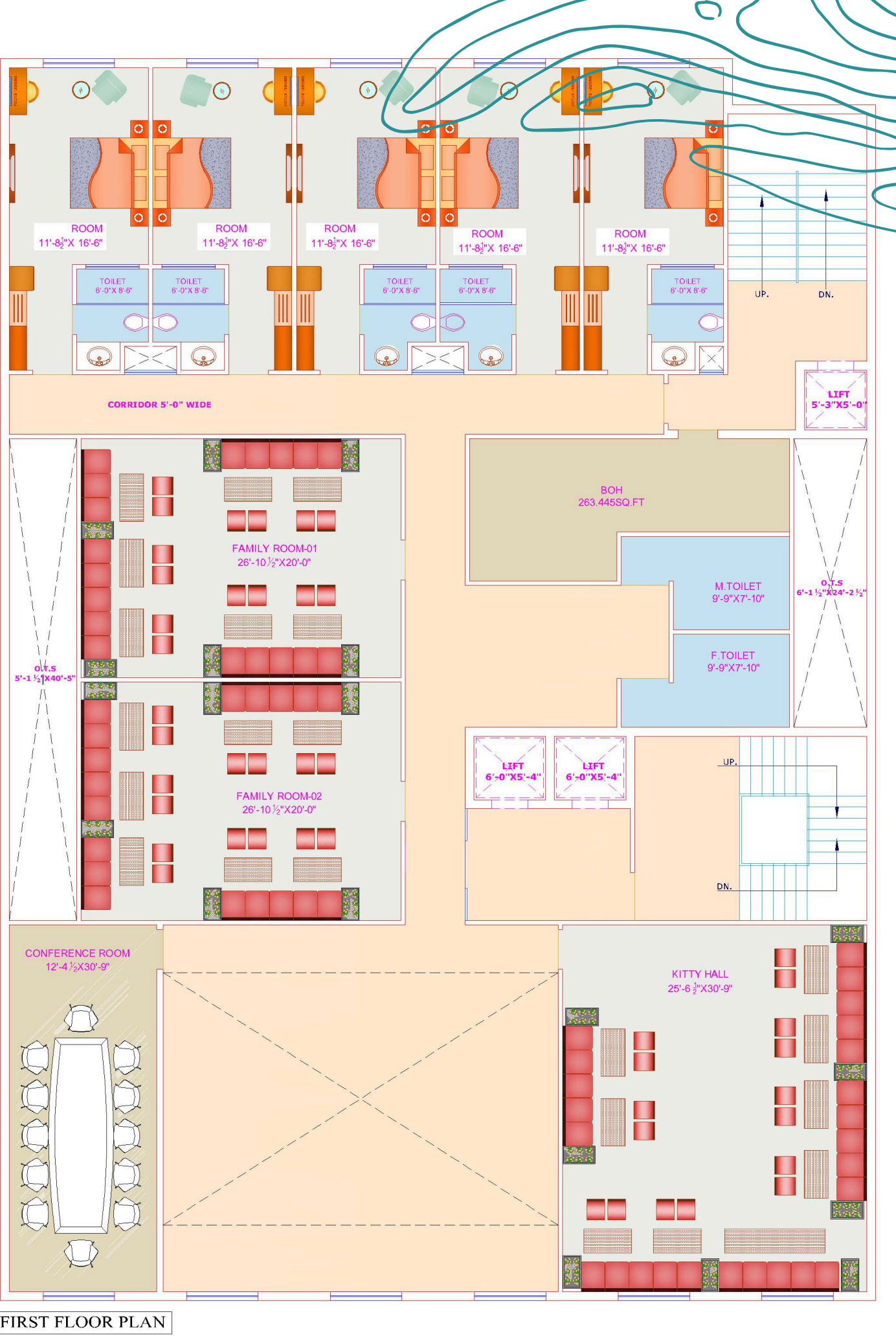
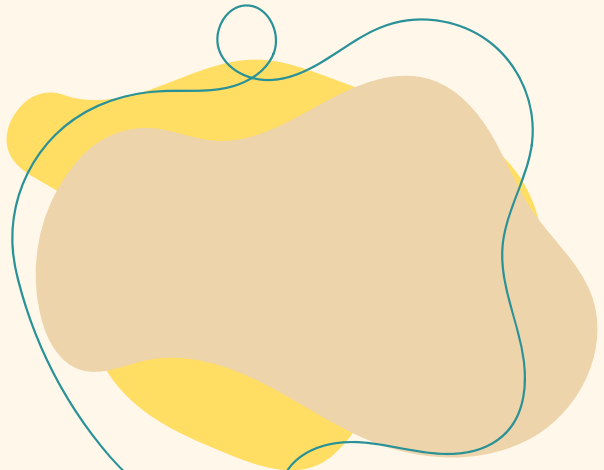
This separation ensures:

- Daily dining operations
- Independent banquet catering support
- Smooth check-in experience



# First Floor (Conference + Premium Guest Experience)

- RConference Room:
  - 12'4½" x 30'9"
  - Boardroom setup
  - Ideal for corporate meetings
- Family Room 01:
  - 26'-10½" x 20'-0"
- Family Room 02:
  - 26'-10½" x 20'-0"
- Kitty Hall:
  - 25'-6½" x 30'-9"
  - Social gatherings
  - Small celebrations
  - Ladies kitty parties
- Guest Rooms:
  - 11'-8½" x 16'-6"
  - Attached toilets (6' x 8'-6")
- BOH Area:
  - 263.445 sq.ft.

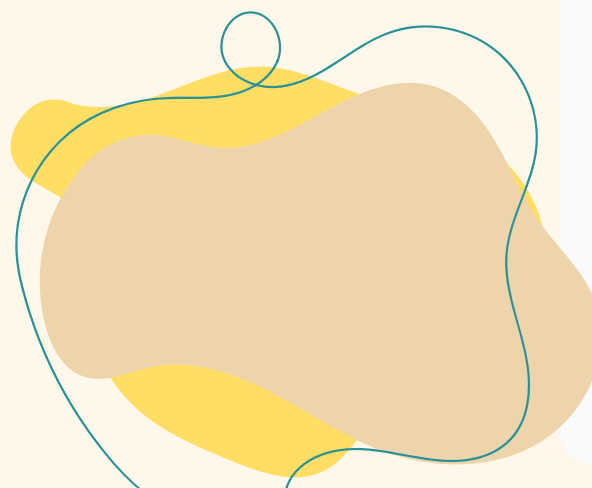


FIRST FLOOR PLAN



# Terrace Amenities

- Swimming Pool (20' x 12')
  - Gym (18' x 25'-4½")
  - Spa (15' x 30'-9")
  - Green leisure area
- These amenities:
- Increase ADR
  - Support long-stay guests
  - Add wedding & pre-wedding shoot value
  - Enhance brand perception



# Competitive Advantage

- ✓ Branded hospitality association (Best Western)
- ✓ Large 7,318 sq.ft. banquet
- ✓ Dedicated pre-function zone
- ✓ Basement parking (14,147 sq.ft.)
- ✓ Dual kitchens (restaurant + banquet)
- ✓ Separate circulation for events

Positioned as a premium landmark property.

