

What is the idea or concept behind Fresh-up?

FreshUp is a Micro Stay Facility founded by a group of Innovative entrepreneurs as a Concept Hotel that offers facilities as Pay as you Use, first of its kind In India

It offers modern and comfortable services to people ranging from Business Travelers to shoppers from nearby places – Classy décor, Cosy environment and Hi-tech Facilities and Services speak for itself. It has completely revolutionized the lodgings for business travelers, which has been a pain point for single day travelers. The FreshUp experience includes every modern amenity that a posh hotel offers ranging from Ergonomically Designed Beds, Recliners, Chaise Lounges, Showers,



Vinil Reddy,
Co-founder
& CEO,
Fresh-up

ENHANCING STAY EXPERIENCES

Lakshmi Narasimha Vinil Reddy, Co-Founder and CEO, Fresh-up is a technocrat turned entrepreneur. Having started his career in IT, Vinil has an undying passion for Technology which has helped him execute several projects by leveraging on this strong foundation. His out-of-the-box approach to problem solving has come in handy for businesses to decode complex challenges. An inspired globetrotter, Vinil has travelled many countries and is inspired by different cultures. Taking a lesson from his travelogues, Vinil wanted to rebuild the travel industry in India and popularize luxury stay at affordable costs. Introducing the novel concept of 'Poshtel' for the first time in South India, Vinil has curated Fresh Up as a business model that blends brick and mortar with technology.

In conversation with **Dominic Rebello**, Vinil, who is all set to be a game changer in the short stay segment, says he aims to enhance the stay experiences of business travellers through his venture, Fresh Up.

Lockers
Toilets, Meeting/
Lounges, Hot/Cold
Quick Sandwiches,
Soft Drinks, Charging
Points etc. One can
take rest, charge their
gadgets, keep their
belongings in safe
locker, Get Fresh Up
and enjoy delicious
food.

Your vision for the company?

To setup 500 centers in next 10 years globally and technologically enable them.

Any expansion plans?

Yes, we definitely have a clear road map for our expansion.



To begin with we have started 2 centers in Hyderabad and Tirupati. Our next steps are to cover South India with centers in planned in Bangalore,

Shirdi, Coimbatore, Madurai, Vijayawada, Cochin and Chennai.

Where do you see yourself five years down the road?

Our plan is to make this a way to stay in the micro stay segment and plan to have centers internationally and create a network of centers for people to get connected where ever they travel. The operations of the centres would also be completely moving towards IOT and technology driven. The entire centre would work on pay per use concept and bring value to the customer.



BUSINESS SHOTS

**Cabinet to take a call on Air India, says Sinha**

Inter-ministerial consultations on the future course of action for Air India have been completed and the Cabinet would decide on how best to move forward, Union minister Jayant Sinha said yesterday. The debt-laden Air India is staying afloat on taxpayers' money and the government is looking at all options for its revival, including privatisation. "We are going through the analysis process. Those recommendations are with the Cabinet right now and the Cabinet will take the process forward," Sinha said.

Exporters seek incentives from govt to boost shipments:Teaotia

Exporters yesterday sought incentives such as credit at affordable rates from the government with a view to boost India's shipments, a top official said. The issue was raised and discussed during the meeting of Board of Trade (BoT) chaired by Commerce and Industry Minister Nirmala Sitharaman. Commerce Secretary Rita Teaotia said that exporters and industry representatives from chambers including CII raised matters related with Goods and Services Tax (GST). The objective of the meeting was to take suggestions and inputs for the review of the foreign trade policy (2015-20), which is expected to be released by the end of this month.

Irani unveils world's largest cushion

Union Textiles Minister Smriti Irani yesterday unveiled the world's largest cushion at an exhibition in Delhi. At the inauguration of the Heimtextil India fair here yesterday, Irani said India's home textile business this year has contributed 12% to the country's overall shipments globally. She said the initiative, organised by Messe Frankfurt India, has witnessed a 30% increase in exhibitors this year, which shows the capacity of Indian businesses to come up with new ventures as well as the appetite of the country's consumers or buyers. India is set to host its first-ever mega textile fair in Gandhinagar on June 30.

Eris Lifesciences IPO oversubscribed 1.14 times on last day

The initial public offer of Eris Lifesciences was oversubscribed 1.14 times till early afternoon trade on the last day of bidding yesterday. The IPO, looking to raise Rs 1,741 crore, received bids for 1,82,02,296 shares against the total issue size of 1,59,48,750, data available with the NSE till 1215 hours showed. Eris Lifesciences last week mopped up Rs 779 crore from 21 anchor investors. The price band for the share sale has been fixed at Rs 600-603. The offer comprises sale of 2.89 crore shares.

RIL's KGD6 investment to up its regulatory exposure: Moody's

Reliance Industries' planned USD 6 billion investment to monetise gas finds in KG-D6 block will increase its exposure to the extremely challenging Indian gas business that is fraught with delays and retrospective changes in regulation, Moody's Investor Service said yesterday. Reliance Industries(RIL) and its partner BP Plc of the UK last week announced

that they are moving ahead with development of three fields in the KG-D6 block off the east coast of India.

Namkeen –Farsan industry demands 5% GST rate instead of 12%

GST Council has announced 12% GST rate for Indian traditional Namkeen, Savories, Farsan, Potato Chips, Banana Chips etc. This rate should be reduced to 5% to maintain uniformity with GST rate for Sweet Meats & Mithai, stated Ajit Mota, President, Snack Food Association of Maharashtra. The GST rate for Namkeen is 12% (double from the present tax) but industry hardly receives any input credit as its raw materials are agro based. Namkeens & Sweets are sold from the same shop and are inter related products from the point of view for common men consumption. With 12% GST, the effective prices of all the products would increase by at least 6% to 8%.

Samsung Galaxy Tab S3 launched

Vishal Kaul, Director, Mobile Business, Samsung India launching the Galaxy Tab S3 in Bengaluru yesterday.

Samsung Electronics yesterday announced the launch of its tablet Samsung Galaxy Tab S3 in Bengaluru, priced at Rs 47,990. Galaxy Tab S3, with a 9.7-inch Super AMOLED display and a 6 mm thin metal frame, weighs

just 434 grams and has an elegant looking glass back, company officials said. They said the device comes with an advanced S Pen for better productivity. Galaxy Tab S3 would be offered to consumers at a price of Rs 47,990 and will come in black and silver colours and be available across retail stores starting from yesterday. Samsung India Director-Mobile Business Vishal Kaul said at the launch event.

Convergence Introduces uKnowva HRM for Retail Industry

Mumbai-based Convergence Services has introduced uKnowva HRM for retail, an enterprise collaboration system tailor-made for everyday business requirements of large and small retail organisations. The 360-degree platform seamlessly manages people, customer servicing, invoicing and corporate collaborations for companies of all sizes.

Pushpanjali Realms and Infratech to focus on residential projects

Dehradun based Pushpanjali Realms and Infratech Limited, engaged in real estate development, focused primarily on construction and development of residential projects. Residential portfolio currently covers projects catering to customers across all income groups. The Company has successfully executed one Residential Project named "Upscale Living" in Dehradun, Uttarakhand. Currently there are two ongoing projects in Dehradun, one is "Eminent Heights" with total area of 64,800 sq. ft. and second is "Orchid Park" with total area of 2,02,500 sq. ft. Project 'Eminent Heights' is expected to be completed in FY 2017-18.