KAULE VINEYARD

PITCH DECK





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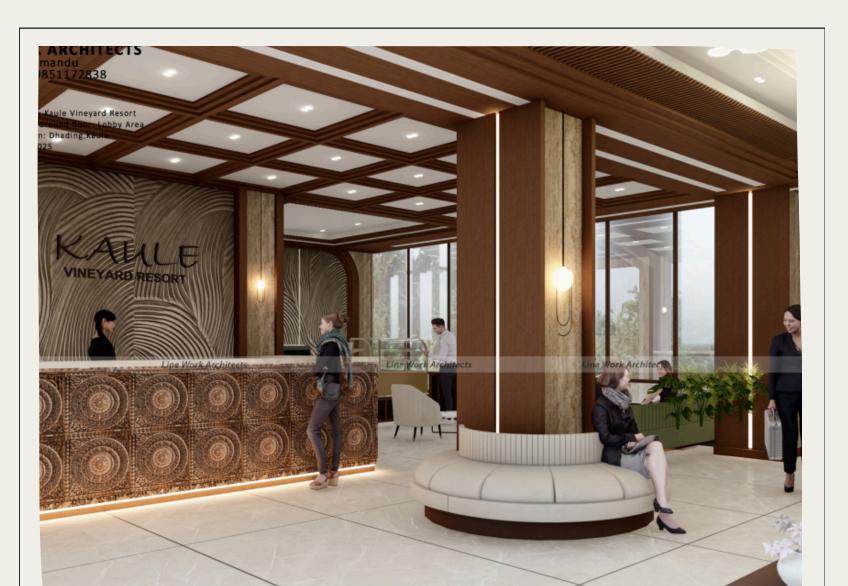




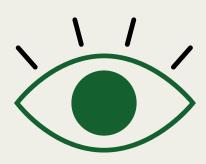
ABOUT US

Kaule Vineyard Resort Pvt. Ltd., established in 2021 by the promoters of Kaule Vineyard Agro Pvt. Ltd., is set to open in late 2025. Located 32 km west of Kathmandu on the hilltop of Thakre Village, Dhading, the 5-hectare vineyard resort will feature luxury hospitality, agro-tourism, wellness experiences, a boutique winery with premium international grape varieties in the vineyard, and a scenic Pitch 'n Putt golf course.





VISION



To be Nepal's premier vineyard resort, where nature, luxury, wellness and adventure blend to create unforgettable experiences celebrating fine wine, sustainable living and spirit of discovery



MISSION



At Kaule Vineyard Resort, we are committed to:

- Crafting premium varietal wines that reflect the unique terroir of our land
- Offering immersive vineyard tours that connect guests to the art and science of wine making
- Providing exceptional leisure and wellness experiences from our Pitch & Putt golf course and Spa to the swimming pool and hiking trails
- Showcasing agro-tourism as a bridge between tradition and modern hospitality
- Practicing sustainability to preserve our environment and uplift the local community

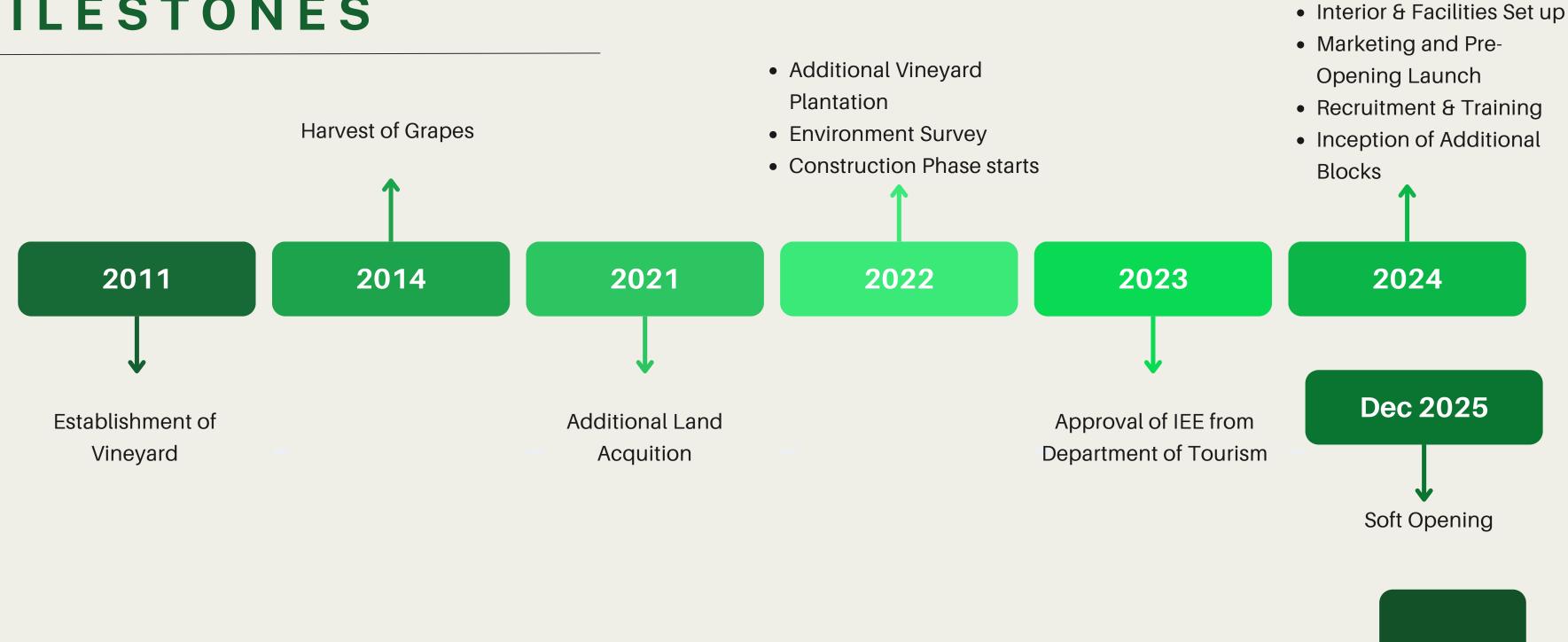




GOALS

- Establish a boutique winery producing premium wines recognized nationally and internationally
- Host seasonal Vineyard harvest festivals and wine tasting event.
- Offer curated vineyard tours and wine education programs
- Develop a Tennis court and signature 9-hole pitch & putt golf experience for leisure travelers
- Provide wellness retreats with spa therapies, yoga and a scenic infinity swimming pool
- Promote agro-tourism through farm-to-table dining and hands-on agricultural activities
- Support local farmers and artisans by sourcing and showcasing regional products
- Promote hiking trails that highlight the region's landscapes, culture and biodiversity
- Position Kaule as a year-round destination for both relaxation and active exploration
- Implement eco-friendly practices in vineyard management, construction and operations
- Familiarize guests on sustainable viticulture and responsible tourism

KEY MILESTONES



April

2026

Grand Opening





Management Team & Structure

Chairman & Managing Director

Overseeing Business and Resort operations and long term business strategy.
Building partnerships with tourism stakeholders.

Sales & Marketing Manager

Supervising Resort
Operations,
Implementing
Operational Policies,
Managing staff
performance and
training.

Executive Chef

Creating and updating seasonal menus,
Maintaining food safety and hygiene standards.

Finance & Administrative Management

Recruitment and
Onboarding, HR policy
and compliance, Cost
control and revenue
tracking.

Operation Manager

Designing and executing marketing strategies, managing online presence and social media.



Management Team & Structure

Vineyard and Winery	Food & Beverage	Golf & Recreation	Executive	Maintenance in-	Security Manager
Manager	Manager	Manager	Housekeeper	charge	
Maintain quality control, supervise wine making process.	Managing wine paring menus, Ensuring hygiene and safety standards.	Ensuring guest safety during activities, organizing golf and outdoor activities.	Managing housekeeping staffs and schedules, maintaining cleanliness in all resort areas.	Overseeing daily maintenance operation, supervising maintenance staffs and contractors.	Coordinating emergency response plans, monitoring security systems and CCTV.

MAJOR STAKEHOLDERS

Founders & Executive Leadership

- Janapal Thapa
- Rupak Chhetri
- Suresh Dhungana
- Indrabir Maharjan
- Rajan Shrestha

Government & Regulatory Bodies

- Rural Municipality / Local Ward Office
- Department of Tourism / Industry
- Office of the Company Registrar
- Nepal Tourism Board

Distribution & Market Partners

- Travel agents and trekking companies
- Online Travel Agencies (OTAs) –
 BookingOnline .com, Agoda, Expedia, etc.
- NGOs/INGOs, expats, corporate houses, and event organizers

Employees (Staff & Management Team)

- Resort staff (hospitality, culinary, vineyard operations, housekeeping, maintenance, administration)
- Management team across departments

Local Community & Workforce

- Residents of Kaule village
- Local suppliers (farmers, artisans, service providers)

Resort Guests

- Domestic guests (Kathmandu Valley, Pokhara, Chitwan)
- International tourists (trekkers, wine enthusiasts, eco-travelers)

Wellness & Spa Guests

- Wellness seekers, spa goers, yoga and meditation enthusiasts
- Health-conscious domestic and international travelers

Technical & Viticulture Experts and Volunteers

- Suppliers of quality vines from Europe
- Winery equipment suppliers from India and Europe
- Technical and volunteering service providers (e.g., Swisscontact, PUM International)
- Local agronomists and winemaking advisors

Investors & Financial Stakeholders

- Prime Commercial Bank Ltd.
- Potential equity partners and future investors

Golf (Pitch & Putt) Enthusiasts

- Amateur and professional golfers, both domestic and international
- Local sports associations and golf clubs

MARKET FOCUS









Target Markets

- Urban residents of Kathmandu and major cities.
- International tourists seeking unique, luxury agro-tourism with wellness activities.
- Corporate clients for retreats, seminars, and events.
- Wine enthusiasts and connoisseurs.

Market Trends

- Rising interest in agro-tourism and experiential travel.
- Growing wine consumption in Nepal.
- Increased demand for luxury stays with distinctive themes.
- Gaining popularity in Wellness and activities

Competitive Advantage

• Niche positioning with highvalue, unique experiences.



FACILITIES & SERVICES

ACCOMMODATION:

40 deluxe rooms and private villas with modern luxury amenities.

Private Helipad for luxury clients.

HOSPITALITY & LEISURE:

- Gourmet restaurant (local & international cuisine).
- Elegant wine bar.
- Spa and wellness center.
- Outdoor swimming pool.
- Tennis court.
- Pitch & Putt golf course with driving range.





FACILITIES & SERVICES

VINEYARD & WINERY:

- Boutique winery with artisanal wine production.
- Vineyard tours and guided wine tastings.

EVENTS & CORPORATE SERVICES:

- Seminar halls with state-of-the-art facilities.
- Dedicated spaces for retreats and celebrations.







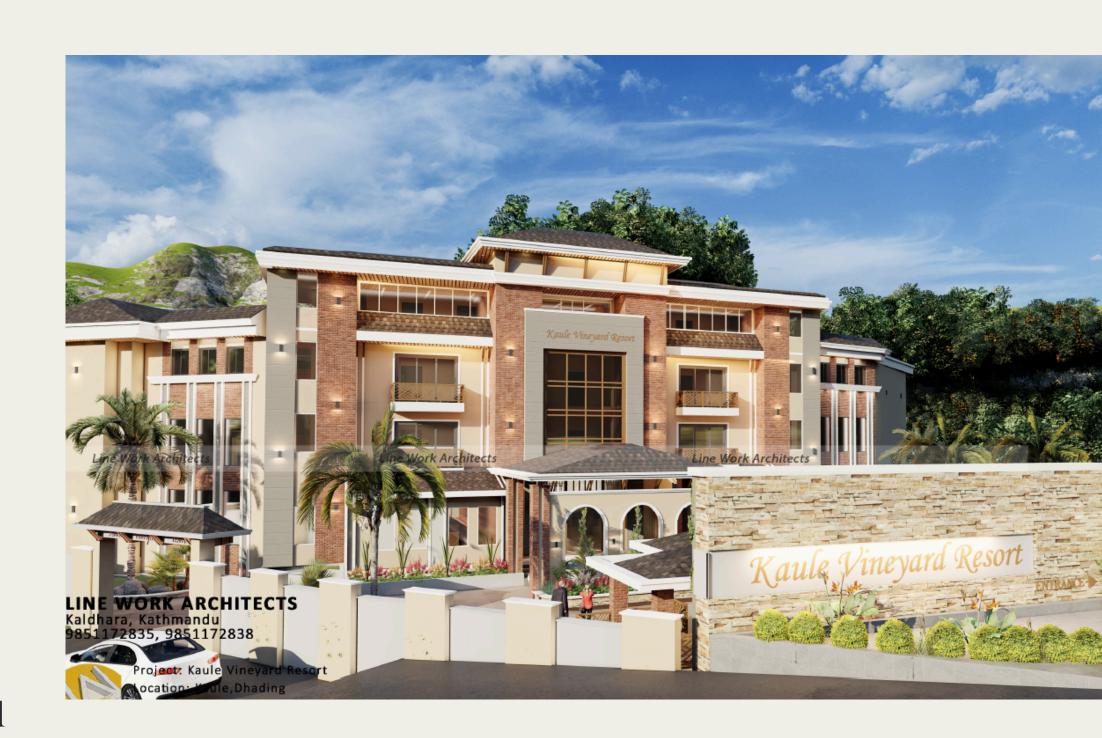
RISK & MITIGATION

RISKS:

- Tourism market fluctuations.
- Construction delays.
- Funding and cash flow challenges.

MITIGATION:

- Diversified revenue streams.
- Strong contingency plans.
- Aggressive marketing to both domestic and international markets.



PROJECT DEVELOPMENT & INVESTMENT

INFRASTRUCTURE:

- Building: 4 storied 3 blocks of building and villas
- Land Ownership: Over 5 hectres (Resort - 43 Ropani Agro - 68

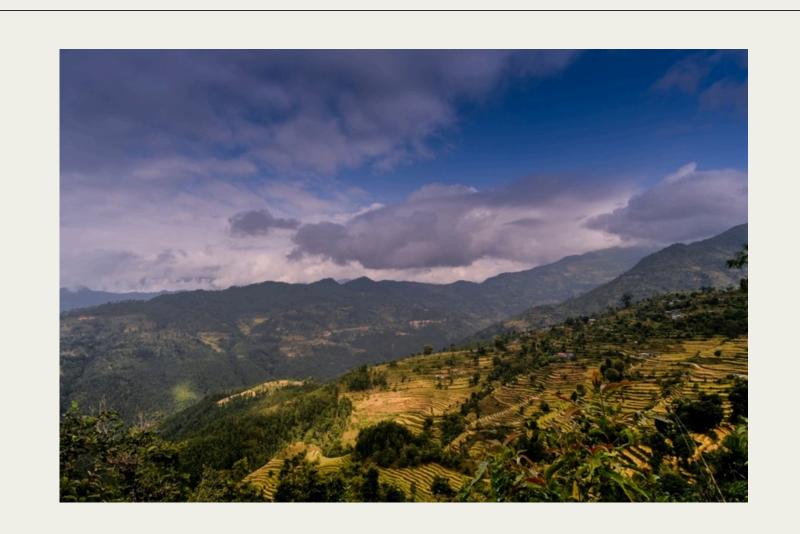
REVENUE STREAMS:

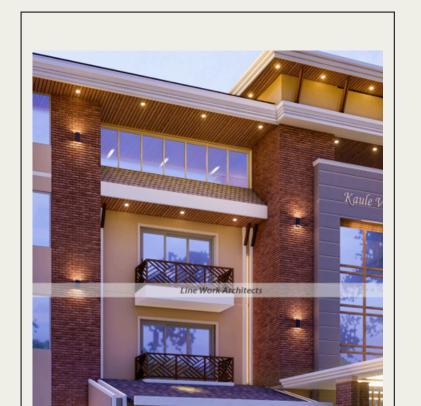
FINANCIALS:

- Total Project Cost: NPR 800 million.
- Funding Mix: Equity, credit facilities, and grants in equal proportions.



- Room bookings (70% occupancy target).
- Dining and bar sales.
- Corporate events and retreats.
- Wine sales.
- Vineyard tours.
- Sports, spa, and recreation activities.







MARKETING STRATEGY

Target Market Segments

Marketing Channels & Strategies:

Key Metrics for Success

Pricing & Promotions

Domestic premium leisure travelers, international wine & adventure tourists.

Digital Marketing, Public Relations, Partnership & Experience Based Marketing (Wine Tour Package, Seasonal Events and Signature Experience.

Social media engagement and reach, Event attendance percentage, Vineyard tour package sales. Premium Pricing Strategy, Loyalty Programs.



COMPETITOR ANALYSIS

Gokarna Forest Resort

Core Offering

- •18 Hole Golf Course
- •Spa
- •Events

Niche Focus

High-end Resort

- Recreation & Celebrations
- ·Hub for Pro & Intl. Golfers

Prakriti Resort

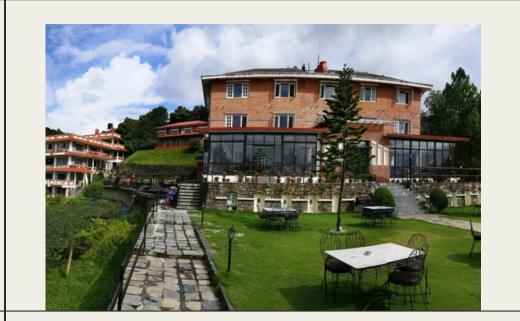
Core Offering

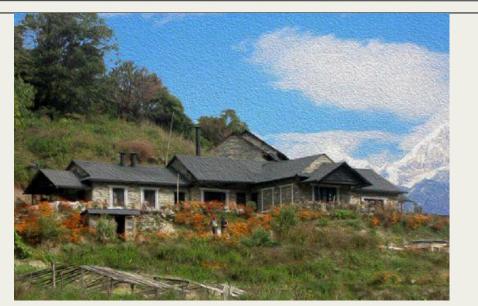
- Organic immersion
- Culture
- Eco Workshops

Niche Focus

- Sustainable Farm Tourism
- ·Local Culture









Pataleban Vineyard Resort

Core Offering

- Vineyard Tour
- Wine Production
- Events

Niche Focus

- Recreation & Celebrations
- Vineyard & Winery tour

Chandragiri Hills

Core Offering

- Easy access from Kathmandu
- Scenic View
- Recreational facilities
- Luxury accommodations

Niche Focus

- ·Cable Car
- •Religious site

COMPETITOR ANALYSIS



KAULE VINEYARD RESORT

Core Offering

- Vineyard & Wine Tour
- Spa, Wellness & Recreation
- Pitch & Putt Golf
- Events
- Hiking & Village Tour
- Private Villas
- Sustainability Practices

Niche Focus

- Vineyard and Winery
- Pitch & Putt Golf
- Sustainability



SWOT ANALYSIS

STRENGTH

- •Luxury villas & 40 deluxe rooms for exclusivity and privacy.
- Unique blend of hospitality, agro-tourism, wellness, and wine production.
- •Prime scenic hilltop location with ideal microclimate (1,400m altitude).
- •Diversified services: dining, wine bar, spa, pool, sports, vineyard tours, events.
- Premium vineyard & winery with international grape varieties.
- Private helipad & proximity (32 km) to Kathmandu for high-end clients.

OPPORTUNITY

- •Operational complexity multiple business streams (hospitality, vineyard, wellness, sports).
- •Unestablished wine culture in Nepal; demand still limited.
- •Seasonal tourism → fluctuations in occupancy.
- •New brand no prior reputation compared to global vineyard resorts.
- •Infrastructure dependence reliant on road quality & rural utilities.

WEAKNESS

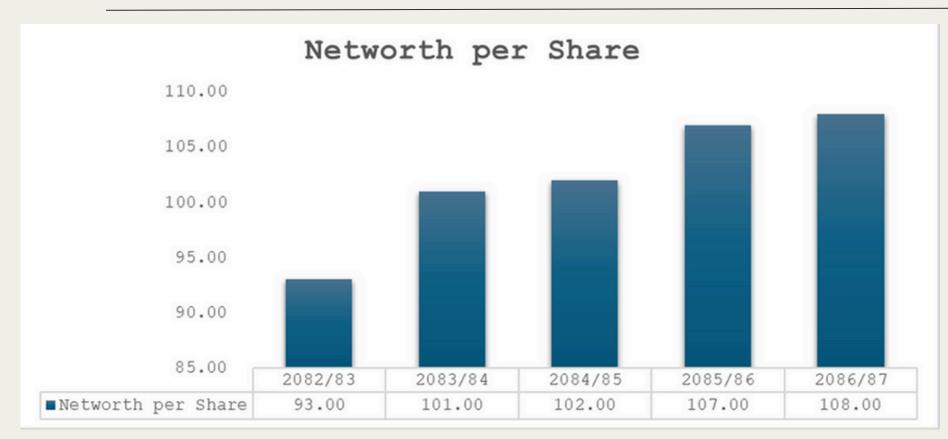
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THREAT

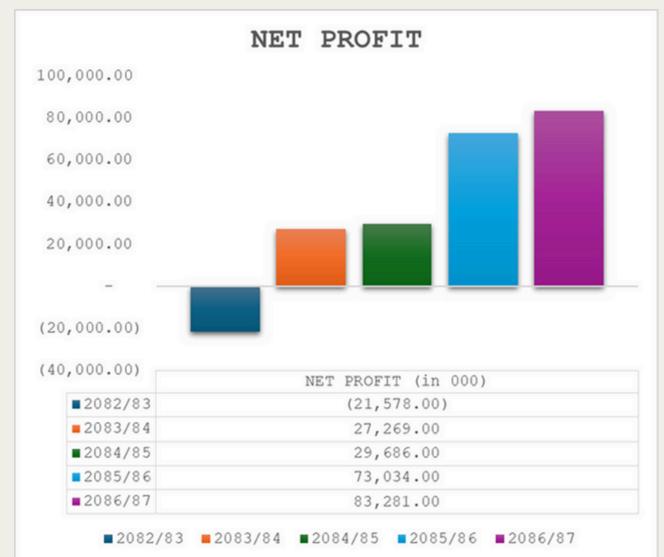
- •Dependence on tourism industry vulnerable to pandemics, political or natural crises.
- •Construction delays may extend project timeline & cost.
- •Economic instability (inflation, currency depreciation, policy changes).
- •Climate & agricultural risks may affect grape yields.
- •Funding & cash flow risks due to reliance on loans.
- •Shifts in consumer preferences towards eco or adventure tourism.

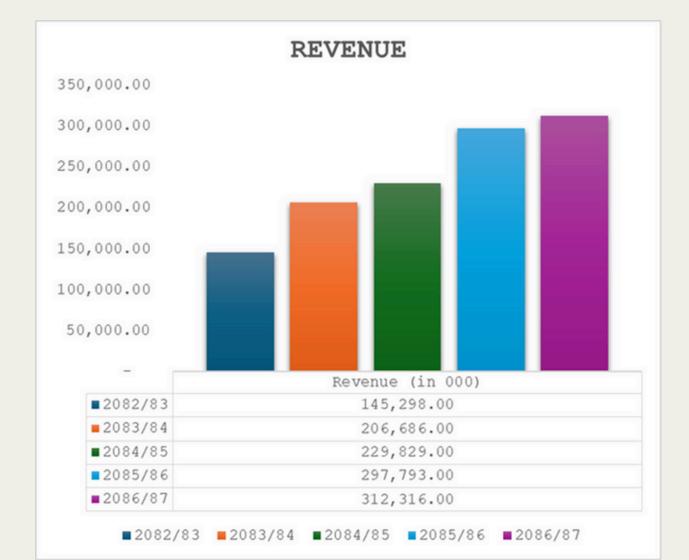


FINANCIAL PROJECTION



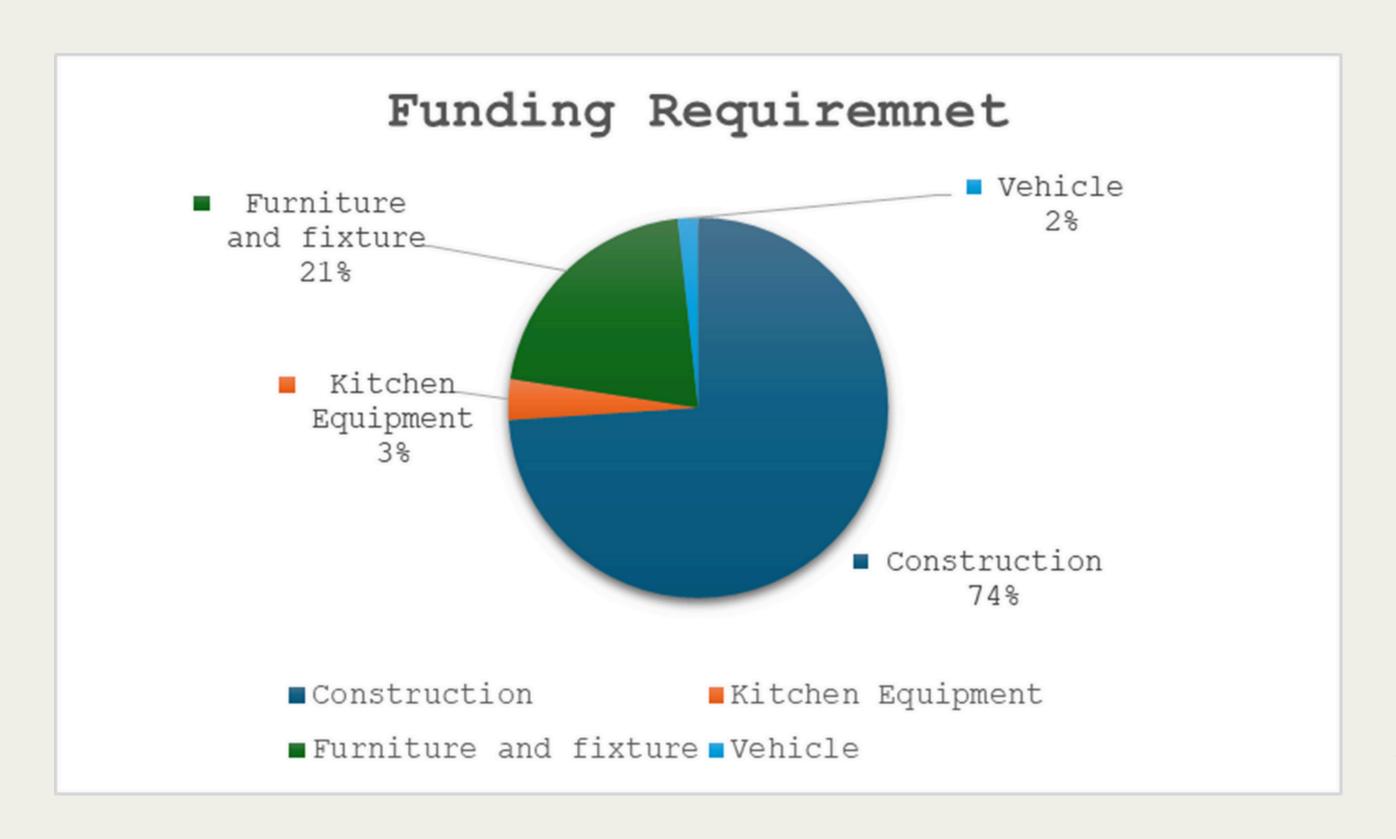








FUNDING REQUIREMENT





EXIT STRATEGY



PUBLIC MARKET READINESS STRATEGIES

- Offer for Sale to Private Equity Firms
- Offer for Sale to Institutional Investors

INITIAL PUBLIC OFFERING (IPO)

- Gearing up for an IPO launch within the specified timeline
- Lucrative chances to capitalize on Kaule Vineyard Resorts rapid growth and market valuation.
- Post-locking period, the promoters will be able to freely trade the company's shares in the market.



Thank you!

