

# VEDH

Hospitality Intelligence by Bharat Reach

## The Udaipur Story

*How a Jaipur startup walked into 18 of India's most exclusive hotels with an idea nobody had built before.*

### THE GAP NOBODY SAW

India's luxury hotel industry uses sophisticated tools to optimize room revenue — IDEaS, Duetto, Lighthouse. Revenue managers can tell you the optimal rate for Room 214 on December 15th to the rupee.

But ask them: *"Was the Sharma wedding in November actually profitable after staff overtime, F&B costs, and the transient revenue we turned away?"* — and it takes weeks to figure out. If they ever do.

This is the gap. Weddings generate **30-40% of peak season revenue** at luxury Indian hotels — events worth **■1.5 to 3.5 crore** each — yet every property tracks wedding profitability using spreadsheets and WhatsApp. No product anywhere in the world combines wedding P&L, displacement analysis, planner performance, and demand forecasting into a single intelligence layer for hotel leadership.

We decided to build it.

### BUILT IN JAIPUR, FOR UDAIPUR

Bharat Reach Vedh was born from a simple conviction: Rajasthan's hospitality industry deserves intelligence tools as sophisticated as the experiences it delivers. As a founding team from Jaipur — incubated at BITS Pilani, funded by the Ministry of Electronics & IT (MeitY), and partnered with iSTART Rajasthan — we built Vedh as India's first AI-powered wedding revenue intelligence platform.

Vedh doesn't replace any system. It sits above everything as a read-only intelligence layer — ingesting data from existing OPERA exports, event sheets, and F&B reports — and delivers what no other tool can: **real-time wedding profitability, automated displacement analysis, planner performance tracking, and AI-powered decision support.**

### 18 HOTELS. 1 WEEK. ZERO COLD EMAILS.

In March 2026, we did something unconventional. Instead of sending cold emails from behind a screen, we packed personalized onboarding kits — each with a property-specific intelligence brief, a private demo pre-configured with the hotel's branding, and a handwritten note — and physically walked into **18 of Udaipur's most exclusive luxury properties.**

Not as vendors. As fellow Rajasthanis who believe these palaces deserve better tools.

## THE PROPERTIES WE ENGAGED

Every property received a personalized kit with branded demo access, intelligence brief, and cover letter.

1. Jagmandir Island Palace (HRH)
2. Fairmont Udaipur Palace (Accor)
3. Taj Aravali Resort & Spa (IHCL)
4. The Oberoi Udaivilas (EIH)
5. Raffles Udaipur (Accor)
6. The Leela Palace Udaipur
7. Taj Lake Palace (IHCL)
8. Trident Udaipur (Oberoi)
9. RAAS Devigarh
10. Aurika Udaipur (Lemon Tree)
11. Udaipur Marriott Hotel
12. Radisson Blu Palace Resort
13. Chunda Palace
14. Fateh Garh (Fateh Collection)
15. Taj Fateh Prakash Palace (IHCL)
16. The LaLiT Laxmi Vilas Palace
17. The Ananta Udaipur
18. Wyndham Grand Udaipur

## WHAT VEDH DELIVERS

### GM Command Center

AI-generated morning brief, real-time KPIs — occupancy, ADR, RevPAR, revenue — department-wise breakdown, budget tracking, and smart alerts with one-click actions. Your entire hotel at a glance, every morning.

### Wedding P&L; Intelligence

True profitability per wedding across every function — mehendi, sangeet, haldi, ceremony, reception. Revenue and cost breakdown with contribution margin. Post-event variance analysis. Know if each wedding actually made money.

### Displacement Analysis

The question every revenue manager asks manually: should you accept this wedding block or hold rooms for transient guests? Vedh auto-calculates from your historical occupancy and ADR. Per-night breakdown with source transparency.

### Planner CRM & Performance

Revenue, conversion rate, and commission ROI per planner. Relationship health scoring. Communication log. Head-to-head comparison. Finally know which of your 15-20 planner relationships actually drive profitable business.

### AI Assistant (Ask Vedh)

Ask questions about your hotel in natural language. "Which planner brings the most profitable weddings?" "Should we accept the Dec 14 wedding?" Data-backed answers from your own data, instantly.

### Muhurat Calendar

Auspicious wedding dates mapped with demand indicators. Historical booking patterns overlaid. Venue availability at a glance. Proactive rate-setting for high-demand dates — months before your competitors.

### What-If Simulator

Adjust room block, rate, F&B, nights — watch revenue, displacement, and margin recalculate in real-time. Negotiate smarter with planners. Model scenarios before committing.

### Branded PDF Reports

One-click downloadable wedding P&L; reports branded with your hotel's identity. Share with ownership, present at revenue meetings. Professional, data-backed, ready to print.

## ALSO INCLUDED

- Smart data ingestion — upload OPERA exports (CSV, Excel, PDF). AI-powered extraction. No system replacement.
- Wedding pipeline — Kanban + timeline views. Lead tracking from inquiry to completion with source attribution.
- Multi-tenant isolation — each hotel sees only their data. Row Level Security. Zero cross-hotel leakage.
- Role-based access — GM, Sales Head, Revenue Manager, Events Head — each sees what they need.
- 6 luxury themes — pre-built for heritage, contemporary, and ultra-luxury aesthetics. Or fully custom.
- DPDP Act 2023 compliant — data hosted on AWS Mumbai. Encryption at rest and in transit.
- Endlessly customizable — branded UI, custom venues, bespoke algorithms. We become your dedicated AI partner.

## TRY VEDH YOURSELF

We believe in showing, not telling. Access our live platform — pre-loaded with sample wedding intelligence data for a fictional Udaipur luxury hotel.

Platform: [vedh.bharatreachdsp.com](https://vedh.bharatreachdsp.com)  
Login: [demo@vedh.bharatreachdsp.com](mailto:demo@vedh.bharatreachdsp.com)  
Password: **vedh2026**

*For the full experience, access on desktop. Or scan the QR code on our one-pager for mobile access.*



## THE VISION

Vedh is not a product we built for a pitch deck. It's a product we built because luxury Indian hotels deserve better than spreadsheets for their most complex, highest-value revenue stream.

We started with Udaipur because it's where the world comes to celebrate. 500+ destination weddings every season. ■500-750 crore in direct spending. The most iconic heritage properties on earth. And yet, every single one of them tracks wedding profitability the same way they did ten years ago.

Our roadmap extends beyond Udaipur — to Jaipur, Goa, Mumbai, and every Indian city where luxury hospitality and weddings intersect. But the foundation is being laid here, in conversation with the general managers, sales directors, and events teams who live this challenge every day.

If you're in the hospitality industry and this resonates, we'd love to hear from you.