



# Atmosphere

HOTELS | RESORTS

## P R E S S K I T

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# Atmosphere

HOTELS | RESORTS



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## 1. Overview

Atmosphere Hotels and Resorts is a dynamic and fast-growing hospitality company currently operating six resorts within the Maldives and is set to further expand in India, Sri Lanka, Nepal, and Bhutan. Located in some of the most beautiful Maldivian islands, the group has a portfolio of three brands: **THE OZEN COLLECTION**, **COLOURS OF OBLU**, and **By Atmosphere**. The exciting new COLOURS OF OBLU brand has two new resorts opening in early 2022, OBLU SELECT Lobigili and OBLU XPERIENCE Ailafushi.

*“Our philosophy, **Joy of Giving** has always been human-centred; deeply connected to who we are as people. This is our gift. The essence of true hospitality is to restore the body and inspire the mind of anyone who spends their precious time with us.”* says Salil Panigrahi, the Founder and Managing Director of Atmosphere Hotels and Resorts.

## 2. The Atmosphere Experience

We want our guests to feel fully assured that everything we do and say is authentic and real, putting their happiness first.

### Company Philosophy

#### Joy of Giving

To give joyfully, you must give with your heart and soul. This energy inspires all that we do for our guests, colleagues, and partners. Joy of Giving begins with a personalised holiday that anticipates everything a guest could dream of. Each stay is an opportunity to learn how to refine and elevate the individual experiences we craft for guests. So, they are free to delight in each moment of their journey, without worry.

### Company Story

*The Indian Ocean is bountiful.* This spirit of generosity is directed into every aspect of our guest experience. It's the instinct to do more for others that intuitively creates a sense of home. From the unique design and natural sunlight we build into every interior, to the beaches and seascapes we curate, to the exquisite delicacy of the freshest and finest cuisine.

*The atmosphere we offer awakens all senses.* Every day, we write a new chapter in nature's book. Stories that our guests hold dear and return to on their next visit. Their memories and dreams remain there, right where they left them. With their footprints in the white sand.







### Signature Holiday Plans

The Atmosphere Group pioneered fully comprehensive holidays in the Maldives that blend sheer luxury with a truly carefree, leave your wallets behind, island stay. The generously comprehensive holiday plans are customised to each resort island's unique experiences and for the type of guests that would come to the resort. Thus, ensuring that the plan includes the elements of what guests would like to experience on their holiday.











### 3. Company Portfolio

Explore the distinguished brands and the collection of hotels in the Atmosphere Hotels and Resorts portfolio and the diversity of experiences within each of these brands.





THE OZEN COLLECTION

<p><b>2016</b> OZEN LIFE MAADHOO</p> 	<p><b>2020</b> OZEN RESERVE BOLIFUSHI</p> 	<p>IN THE PIPELINE Resort at Tangalle, SRI LANKA Launching 2023</p> 
		

COLOURS OF OBLU

<p><b>2015</b> OBLU NATURE Helengeli</p> 	<p><b>2018</b> OBLU SELECT Sangeli</p> 	<p>OPENING SOON <b>Early 2022</b> OBLU SELECT Lobigili</p> 	<p>OPENING SOON <b>Early 2022</b> OBLU XPERIENCE Ailafushi</p> 	<p>IN THE PIPELINE Resort at Tangalle, SRI LANKA Launching 2023</p> 
				

By Atmosphere

<p><b>2013</b> Atmosphere Kanifushi</p> 	<p><b>2019</b> VARU By Atmosphere</p> 
	

## THE OZEN COLLECTION

The finest of our portfolio is THE OZEN COLLECTION comprising two resorts in the Maldives. This brand curates inspiring experiences for our guests by seamlessly blending sophisticated elegance with a meticulously crafted space and service experience, inspired by the local cultural norms.

OZEN LIFE MAADHOO, the first resort under this brand, opened in July 2016. THE OZEN COLLECTION's success story continues in the Maldives with the addition of OZEN RESERVE BOLIFUSHI, launched in December 2020. OZEN RETREAT TANGALLE takes the brand to the south coast of Sri Lanka and is scheduled to be launched in 2023.

### Refined Elegance

At THE OZEN COLLECTION, guests can immerse in a world of boundless sanctuaries while availing inspiring experiences that are thoughtfully curated to make their every moment an everlasting memory.

## COLOURS OF OBLU

COLOURS OF OBLU offers a vibrant collection of hotels and resorts that bring the magical beauty and big-hearted hospitality of the Indian Ocean alive. This brand offers something truly special for everyone, appealing to audiences from all walks of life in search of exotic corners, pristine beaches, and pure escapism.

The diverse and bountiful experiences we deliver always start with the same objective; to meet the dreams and expectations of guests in a spirit of true generosity reflecting the carefree and relaxed soul of island living.

### Vibrant Destinations

The COLOURS OF OBLU portfolio consists of vibrant resorts, each with its own personality and distinct story that is, vivid, and enchanting. Together, these stories unite to form the COLOURS OF OBLU. An experience collective that awakens the senses, brings balance and provides the gift of a lifetime of memories.



## Sub Brands

COLOURS OF OBLU comprises three sub-brands,

**OBLU SELECT** At OBLU SELECT, our gift to guests is the best of both worlds. We exist to offer them an indulgent escape and a discerning traveller's sanctuary. We want them to find thrills in their natural surroundings and chill in thoughtfully and stylishly designed spaces. We want them to feel they have it all.

This entry-level, Five-Star sub-brand includes [\*\*OBLU SELECT Sangeli\*\*](#), which opened in June 2018 and [\*\*OBLU SELECT Lobigili\*\*](#), opening in late 2022. This popular sub-brand has another resort in the pipeline: [\*\*OBLU SELECT Tangalle\*\*](#), scheduled to open in 2023, which will take the brand to the south coast of Sri Lanka.

**OBLU NATURE** At OBLU NATURE, our gift to guests is the wonder of nature. We exist to offer them the most exciting up-close-to-nature experiences. We want them to explore, dive in, and be thrilled. We want them to feel barefoot happiness.

This sub-brand offers a Four-Star Superior experience and includes [\*\*OBLU NATURE Helengeli\*\*](#), which opened in November 2015.

**OBLU XPERIENCE** At OBLU XPERIENCE, our gift to guests is the magic of connection. We exist to give them the freedom to connect with the stunning nature of the Indian Ocean; the local people and an environment where wellness and fun is never far away, and to technologically switch on and off whenever they wish.

The first resort in this sub-brand, [\*\*OBLU XPERIENCE Ailafushi\*\*](#), North Malé Atoll, is scheduled to open in late 2022.

## By Atmosphere

A curated set of unique resorts that offer luxurious getaways elevated by our signature Joy of Giving philosophy.

This ensemble of white label resorts was launched in December 2013, with [\*\*Atmosphere Kanifushi\*\*](#) located in the pristine Lhaviyani Atoll. The secluded island getaway amidst azure Indian Ocean waters is the epitome of *classic luxury*. Our award-winning culinary experiences complemented by impeccable service and spacious beach and water villas are sure to win over even the most discerning traveller making Atmosphere Kanifushi a standout among Maldives luxury resorts.

The brand continued its journey with the opening of [\*\*VARU By Atmosphere\*\*](#), in October 2019 in the North Malé Atoll. 'Varu' in Dhivehi, the local dialect refers to strength, resilience and life in abundance which comes to life at the resort, with its perfect blend between the contemporary architecture and tropical vibes of the island paradise.

Keeping with the 'Naturally Maldivian' spirit, this popular 5-star resort combines local tradition and culture with contemporary design and first-class service to create an authentic Maldivian experience.

## 4. Design

Atmosphere Hotels and Resorts is well known for its captivating design aesthetics. Each brand has its own signature art and design philosophy. This design ethos is tastefully woven into the natural geography and culture of the destination.

### THE OZEN COLLECTION

A timeless aesthetic of refined elegance, subtle opulence, and Maldivian charm set apart THE OZEN COLLECTION resorts. Natural beauty is infused in each step of the design to create secluded, tranquil sanctuaries where guests can retreat and refresh body, mind, and spirit.

At [OZEN RESERVE BOLIFUSHI](#), the use of rich natural materials, such as the handwoven fabric wallpaper, rainforest green marble in the floors of villas, vibrant colours, and ornate décor highlights evoke elegance and splendour.

[OZEN LIFE MAADHOO](#) offers a stunning contemporary design style and overall ambience to complement the naturally blessed surroundings of Maadhoo Island. Beach villas feature warm colours, open-air spaces, and graceful furnishing, creating an earthy, sand-under-the-feet feel. Over-water villas, stretching across the turquoise lagoon, invoke a sense of dreaminess and serenity. Each restaurant has an individual theme, elevating dining to a complete sensory experience.

### COLOURS OF OBLU

The COLOURS OF OBLU resorts are designed to resonate a vibrant energy and vivid colours inspired by the local landscape. And each colour tells its own story. A story that is distinct, vivid, and enchanting.

The 'contemporary designed' villas, suites, and restaurants at [OBLU SELECT Sangeli](#) feature vibrant, tropical colours and a chilled-out vibe. Thoughtfully and stylishly designed spaces and delightfully instagrammable spots waiting to be discovered, such as the exotic wine drop seating area at The Courtyard Restaurant. Connected by a jetty of over-water villas is the 'One Banyan Island' - the resort's very own mini-island.

An island-inspired architecture and layout at [OBLU NATURE Helengeli](#) offer exciting up-close-to-nature experiences. Villas and suites are done up in warm tropical colour accents and cosy furnishings such as driftwood desks and starfish-shaped lights that add to the natural, castaway feel.

### By Atmosphere

By Atmosphere blends unique architecture and design concepts with signature Joy of Giving ethos for a delightfully surprising set of resorts.



The classic luxury and tasteful decor at [Atmosphere Kanifushi](#) blend with the raw natural beauty of the palm-lined island. The spacious, detached sunset bungalows, with open-air bathrooms, and the overwater villas, enhance the tropical feel. The use of natural materials such as wood and marble granite add to the beauty.

[VARU By Atmosphere](#) is a showcase of Maldivian culture and aesthetics. From the structural design to the interiors of the villas, local tradition and culture are at the forefront. The result is a five-star resort with distinctly Maldivian design touches throughout. Such as native plants, tropical patterns in the interior décor, wooden walkways, and easy access to the lagoon and beaches.

## 5. ELE I NA

[ELENA](#), an acronym for **E**lements of **N**ature, invites guests on a holistic journey of wellness at the spas, gymnasiums, and wellness complexes. Concentrating on the five elements – wood, fire, earth, metal, and water - the treatments focus on balancing the core to regain a healthy mind, body, and soul.

### ELE | NA Elements Of Nature at THE OZEN COLLECTION

ELENA Elements Of Nature is the spa and wellness brand for THE OZEN COLLECTION. The unsurpassed spa and wellness centres are located at OZEN LIFE MAADHOO and OZEN RESERVE BOLIFUSHI. It is a natural sanctuary where guests will find the most pure, unique moments of pampering indulgences, that refresh, elevate, and enhance their senses.

**Elevate the five senses:** Every spa ritual and wellness experience is a journey through all the five senses: sight, sound, touch, taste, and scent.

**Wellness experiences beyond traditional spa rituals:** After an initial consultation and screening, our expert wellness practitioners design a bespoke program for each guest. The highly targeted journey includes spa rituals, fitness routines, and meditation practices with advice on nutrition.

**Wellness for all:** We design programs with visiting wellness masters. The programs are of varying levels and intensity, for all ages and health levels. It is a realistic approach to wellbeing that our guests can continue when they return home.

### ELE | NA The Spa at COLOURS OF OBLU and By Atmosphere

ELENA The Spa is a luxury spa brand located at three Maldivian resorts: OBLU NATURE Helengeli, OBLU SELECT Sangeli, and VARU By Atmosphere.

**Inspired By Nature:** ELENA The Spa is a natural sanctuary where guests can relax and rebalance body and soul. Our carefully curated spa rituals and massages enrich guests' holiday experiences.

Set in tranquil natural settings, the spas feature garden villas, outdoor treatment rooms, and overwater villas. Guests can choose from both Maldivian and international spa therapies, as well

as the option of classic salon experiences, such as hairstyling, manicures, and pedicures. And group activities such as yoga, meditation, and healing rituals from our expert therapists.

## 6. Sustainability

Atmosphere Hotels and Resorts is committed to creating a sustainable future through the efficient use of resources and the conservation, preservation, and restoration of local biodiversity.

### THE OZEN COLLECTION

OZEN LIFE MAADHOO and OZEN RESERVE BOLIFUSHI are both Green Globe Certified<sup>1</sup> resorts.

At THE OZEN COLLECTION, the emphasis is on minimising our impact on the local environment and preserving the delicate ecosystem of the islands. Solar panels are installed on the rooftops of staff areas at each property. Also, there are floating solar platforms to boost power generation. The floating solar installation at OZEN LIFE MAADHOO is among the largest in the destination.

Staying strong to its sustainable travel ethos, the brand has implemented a host of green initiatives in resort operations. The potable water comes from an in-house saltwater desalination plant and drinking quality water is sourced through on-site water bottling plants.

The eco-efforts involve efficient purchasing and use of supplies, implementing a structured waste collection and segregation process, and reducing plastic waste by offering drinking water from the in-house water bottling plant.

OZEN RESERVE BOLIFUSHI has resident marine biologists who oversee the coral planting initiatives and activities to introduce guests to marine life.

### COLOURS OF OBLU

OBLU SELECT Sangeli and OBLU NATURE Helengeli are both Green Globe Certified resorts.

OBLU SELECT Sangeli has a total of 666 kW of rooftop Solar Power installation. With 1532 solar panels, solar energy contributes to about 20% of the resort's power demand. This contributes to the reduction of carbon emissions by about 640 tons/year.

Both resorts have water bottling plants to stop the use of plastic bottled water on the islands, thereby reducing plastic pollution in the ocean. Energy efficiency is built into all levels of operations in both resorts. LED lights are installed in indoor and outdoor areas with timers for optimised energy usage. Villas feature inverter technology air conditioning, and the majority are fitted with efficient key-card based energy management systems.

Most of the hot water demand is catered from renewable resources, such as waste heat from gensets (via heat exchange) or solar heaters. Battery-operated vehicles and bicycles are used for transport on the island, to reduce the environmental impact.

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<sup>1</sup> The Green Globe International Standard for Sustainable Tourism is recognized in over 180 countries and operating in 50 countries. The certification for environmental sustainability involves an intense journey of working through 44 core environmental criteria and up to 380 compliance indicators, depending on the destination.

## By Atmosphere

Atmosphere Kanifushi is a Green Globe Certified resort with the certification renewal in process for VARU By Atmosphere.

While the wellbeing and experience of guests remains at the forefront, the By Atmosphere brand is committed to carrying out operations sustainably. We take every step to minimise operational impact on environment while preserving the environment.

An efficient waste management system is built around the 'Reduce, Reuse, and Recycle' approach. Such as reducing single-use plastic waste by offering drinking water from in-house water bottling plants. Our Quality Assurance Team focuses on brand standards and sourcing environmentally friendly products. Purchasing preferences are given to fair trade or eco-certified products where possible. We also purchase local products from the neighbouring islands like seafood, handmade crafts and other local food items.

A Nature Centre will be launched at Atmosphere Kanifushi in late 2021 as a hub for habitat protection and species conservation. The Nature Centre will organise nature walks, educational talks and coral planting activities for our guests, colleagues, and local communities.

## 7. Awards

<b>Atmosphere Hotels and Resorts</b>		
Resorts & Retreats Awards Best Luxury Hotel & Resorts Group	2021	LUXLife Magazine
Resorts & Retreats Awards Best Luxury Resort Chain - South Asia	2020	LUXLife Magazine
<b>OZEN LIFE MAADHOO</b>		
Best of the Best Award (Romance Asia Category) - Travelers' Choice Award	2021	TripAdvisor
Resorts & Retreats Awards: <ul style="list-style-type: none"> <li>- Luxury Resort of the Year - Maldives</li> <li>- LUX Customer Service Excellence Award - Maldives</li> <li>- Best Luxury All-Inclusive Resort - Maldives</li> </ul>	2020	LUXLife Magazine
Best of the Best Award (Outstanding Service Category) - Travelers' Choice Award	2020	TripAdvisor
Travelers' Choice Top 10 Luxury Hotels Maldives	2019	TripAdvisor Global
Best Luxury Resort & Guest Hospitality Excellence Award Maldives	2019	LUXLife Magazine
Tried, Tested & Recommended 8/10 Rating	2017	Telegraph Travel UK
Top Hotel Partner		Schauinsland-Reisen Germany
Newcomer of the Year Award	2016	Hideaways Magazine Germany
<b>OBLU NATURE Helengeli</b>		
Travelers' Choice Award	2021	TripAdvisor



# Atmosphere

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Indian Ocean's Leading Dive Resort Nominee	2019	World Travel Awards
Certificate of Excellence	2018	TripAdvisor Global
2 <sup>nd</sup> Place Indian Ocean's Leading Dive Resort Worldwide	2017	Dive Travel Awards UK
GOLD WINNER Best Hotel Indian Ocean	2017	Virgin Travel Awards UK
Top 100 Resorts of the World ITS Red Star Award	2017	Virgin Travel Awards UK
Certificate of Excellence	2017	TripAdvisor Global
ITS Red Star Award	2017	ITS Germany
<b>OBLU SELECT Sangeli</b>		
Travelers' Choice Award	2021	TripAdvisor
Customer Excellence Award (Overall score of 9.7/10)	2020	TripAdvisor
Nominated for Indian Ocean's Leading New Resort	2012	World Travel Awards
<b>Atmosphere Kanifushi</b>		
Travelers' Choice Award	2021	TripAdvisor
Maldives' Leading Family Resort	2020	World Travel Awards
Hotel Asia Exhibition & International Culinary Challenge <ul style="list-style-type: none"> <li>- Chef Sujeet Kumar - 2nd Position-Silver Medal</li> <li>- Chef Devaraj Saminathan - 3rd Position-Bronze Medal</li> <li>- Chef Neeraj Singh - 3rd Position-Bronze Medal</li> <li>- Chef Vijay Ram &amp; Chef Mohammad Hasham - Merit Position</li> </ul>	2019	Hotel Asia
Winner Best All-Inclusive Resort	2017	TEZ WORLDBERRY Russia
Certificate of Excellence	2017	TripAdvisor Global
Top 10 Luxury Honeymoon Villas in the Maldives - For Sunset Pool Villas		Vacation Media US
Winner Best All-Inclusive Resort	2016	TEZ WORLDBERRY Russia
Premium All-Inclusive Resort Global	2015	Luxury Travel Global UK
Winner Best All-Inclusive Resort	2015	Selling Travel - UK
Certificate of Excellence	2015	TripAdvisor Global
Winner First Place Top-10 Best All-Inclusive Resorts		Thomas Cook International
Top 10 Restaurants in the Maldives for Just Veg		Destinology UK
Top 10 Luxury Honeymoon Villas in the Maldives - For Sunset Pool Villas		Vacation Media US
<b>VARU By Atmosphere</b>		
Travelers' Choice Award	2021	TripAdvisor

## 8. Leadership



### **Salil Panigrahi | Founder and Managing Director**

Salil Panigrahi is a visionary hotelier par excellence with a keen eye for visual design and aesthetics, which has inspired him to create some iconic resorts in the Maldives. Salil started his career as a certified chartered accountant at Oberoi Hotels & Resorts. A deep understanding of the products, markets, and industry trends makes him an invaluable asset to the Maldivian tourism industry. Salil Panigrahi was conferred the Pravasi Bharatiya Samman Award (PBSA) by the Government of India on January 9, 2021, as a recognition of his significant contributions to the tourism sector in the Maldives.



### **Stephane Laguette | Chief Commercial Officer**

An experienced growth leader, hotelier, and management expert, Stephane Laguette has over 30 years of experience in the global hotel industry. Stephane's key strengths include a result-oriented approach, a keen eye for innovation, and a passion for growth. Years of diverse roles and portfolios, including 10 years with Accor Group, helped hone Stephane's impeccable sales and marketing skills. A global citizen, Stephane has gained profound experience from living and working in different countries and from exposure to diverse cultures, which provided him with opportunities to solve multiple problems and develop comprehensive strategies.



### **Dillip Ratha | Deputy Managing Director Finance and Treasury**

Dillip Ratha leads the company's operational finance, project finance, and asset management, supporting overall growth, profitability, and performance. He has expertise in a range of jurisdictions around the world, including India, Africa, and the Maldives, bringing with him a strong discipline and financial methodology and a keen sense of institutional best practices. Dillip has been instrumental in managing the cost efficiencies across resort operations, always maintaining the group's financial strength and liquidity headstrong through the most challenging of times. He ensures that costs remain within industry-accepted metrics while constantly inspiring business heads to strategically achieve greater financial efficiencies.



### **Shrikant Dash | Deputy Managing Director Corporate**

Shrikant Dash started his career with HSBC and then created a start-up in the technology world. Having sold the start-up, he engaged in project management of resort development in the Maldives and was then engaged in managing investments, both debt and equity, for the development groups, opening 5 resorts in 5 years. He brings a strong entrepreneurial acumen, project development expertise, and skill at driving business through strategic initiatives. Over the last decade, he raised more than US\$ 200 million in equity and over US\$ 500 million in bank debt even as the company battled through the financial crisis of 2008. Shrikant works closely with and supports Salil Panigrahi on business development. He is focused on expanding the company portfolio and establishing and driving Atmosphere Group's growth and expansion over the coming years.



## 9. Safety and Wellbeing

Our secluded, private island resorts are naturally social-distancing friendly without compromising the holiday experience. All aspects of resort operations have been enhanced, across the resorts, to deliver uncompromised service that aligns with the international health and safety protocols.

We are going above and beyond our normal protocols to ensure public spaces are cleaned frequently, with recommended cleaning products. Highly frequented areas are cleaned and sanitised on an hourly basis. All resorts have a resident doctor who is available 24/7 for any emergency medical assistance. Further, there is a round-the-clock boat service to the nearest local medical facility.

To read more about the safety protocols, please view the Pure & Serene document [here](#).

- End -

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