

uptown.[®]

The First and
Largest Premium Coliving Brand
of Eastern India

www.uptownliving.in

WINNER OF:



RECOGNISED BY:



#startupindia



CORE VALUES

- **Community:** Foster a sense of belonging and camaraderie among residents.
- **Innovation:** Constantly evolve and innovate to meet the needs and aspirations of our youth community.
- **Inclusivity:** Embrace diversity and create an inclusive space where everyone feels welcome and valued.
- **Education & Career:** Keep the borders intensively focussed on their short term or long term education and career goals by providing competitive yet relaxed environment.
- **Fun:** Infuse joy, excitement and fun into everyday experiences within the Uptown campuses.
- **Sustainability:** Promote eco-friendly practices and contribute positively to the environment.





OUR VISION

We envision to create a vibrant and inclusive community where young individuals thrive, connect and create lasting memories in a dynamic and supportive environment, besides providing worldclass premium shared accommodation. We envisage to become the most loved urban youth brand from India catering to the entire gamut of service and product requirements of the youth.

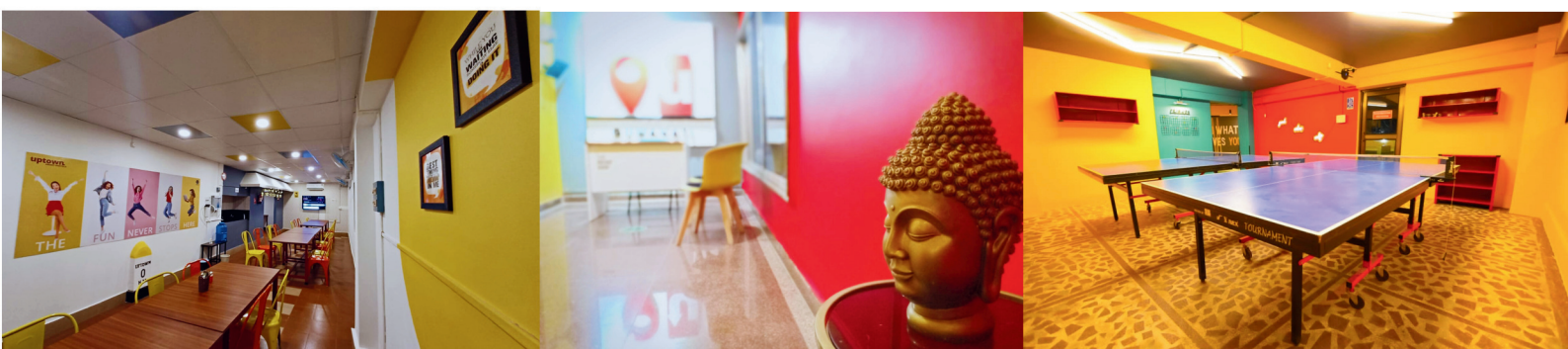
OUR MISSION

To provide accommodation with worldclass amenities to 100,000 students and young professionals in Uptown premises across India, MENA and Asia-Pacific by 2029.

To curate a lively and enriching experience for our residents, fostering a sense of belonging, creativity and personal growth through engaging events, interactions and a cosmopolitan environment.

To diversify our service portfolio to the other areas of interest of the urban youth.

To introduce merchandise and products targetted at meeting the demands of the urban youth.



FROM THE FOUNDER'S DESK

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We have crafted the most premium and the smartest hostels of eastern India, ever!



Negotiating through the challenges posed by the pandemic, with sheer determination of an unrelenting team, a significant milestone in the hospitality sector of Northeast India was achieved on 1st July 2021 with the launch of region's first smart hostels brand - Uptown. Thereon, from one worldclass premises to twelve; from 50 to more than 740 seats capacity, the journey of Uptown in the last three years has been an amazing one. With 25+ unique amenities, these are the first of it's kind facilities in this entire region. This unique initiative, managed by professionals, has provided a wholesome alternative to paying guest (PG), rented accommodations and long duration hotel stays for youngsters of Northeast. With an focussed approach on contributing towards growth and prosperity of the youth of India and SE Asia, we envision Uptown to become an inclusive youth brand in the coming years, catering to all their requirements. In the meanwhile, we are proud to be recognised by SAPFI, New Delhi as Northeast's first Professionally Managed Student Accommodation (PMSA) provider. We are also recognised as an MSME and a Startup by Govt. of India. We have won the Indian Achievers' Award 2021 in New Delhi and GTF Startup Awards 2022 in Bengaluru for this distinctive initiative. We seek your support and encouragement to take Uptown's entrepreneurial story from Northeast to the global stage.

KNOW the organisation

UPTOWN is a youth oriented startup, founded in 2021 by a team of Engineers, MBAs and PhD scholars from India's prestigious Universities and with over 30 years of combined MNC and entrepreneurship experience at Delhi-NCR, Mumbai and Bengaluru. Today, Uptown is the Northeast India's largest premium smart hostel company with more than 740 seats across 12 campuses. It is recognised by MSME & DPIIT, Govt. of India.

THE INSPIRATION

With a vision to introduce innovation in the field of infrastructure development, the team at Uptown had created pioneering processes which enabled them to successfully establish and operate large scale hostels and educational facilities across Northeast India for various Government schemes and corporate initiatives. Through these works in education sector, the team got closely associated with students and understood their needs. UPTOWN SMART HOSTELS was conceptualised to create the region's first Professionally Managed Shared Accommodation (PMSA) smart campuses which provide benchmark accommodation facilities for students and young professionals in Northeast India. It is a stark deviation from the unorganised sector of PG and rented house facilities operated by individuals that provide very limited amenities and care. UPTOWN, today, is a wholesome coliving brand creating a niche in the youth accommodation sector while keeping these facilities affordable and accessible to all sections of the society.

At Uptown, we aim to create a vibrant and enriching environment tailored specifically for the dynamic needs of today's youth in India. Our focus is on fostering a cheerful atmosphere, meaningful interactions and experiences, promoting a cosmopolitan culture and providing a platform to the youth to focus on their short and long term education and career goals. By providing a seamless blend of a peaceful study environment and a vibrant social ecosystem, we strive to empower young minds to excel academically, grow personally and forge lifelong connections.

Welcome to a place where every day is an opportunity to learn, explore, and thrive!



OUR focus

WHAT DO WE **RESOLVE**?

UPTOWN eradicates the following issues faced by the migrating young population who stay in either a PG or a shared rented accommodation:



Comfort

Poor infrastructure which lacks comfort and very unhygienic living conditions



Maintenance

Irregular maintenance and non-responsive owners



Food

Nutrition deprived food leading to health issues. No quality control processes



Security

Negligible security and technology deployed. Owner intrusion and loss of privacy.

HOW DO WE **DO IT**?



Benchmark infrastructure

Curated designer infrastructure customised for the youth & ideal for interactions



Technology backed operations

App based operations including inventory management, fee collection, complaints attendance, etc.



Secured booking & hassle free check-in

Multi channel online and offline booking system with app based check-in & Aadhaar verification



Professional agencies

We have engaged professional housekeeping & security agencies to ensure best service



Centralised kitchen & strict quality control

QC & F&B Managers in our central kitchen ensure nutritious and tasty meals everyday



Expert team for maintenance

Dedicated team for maintenance consisting of experts with 72hrs TAT for complaints



Dedicated CRM & virtual helpline

Dedicated CRM and Revenue Managers for quick redressal of grievances and payment issues



Community building

Community and talent building events to unleash true potential of boarders in diverse fields



MEET THE driving force



Sandeep Rajkhowa, B.E., MBA
Founder & CEO

18+ years of international corporate and entrepreneurial experience in Delhi-NCR and Guwahati. Combined 8+ years at global Big4 consulting firm - PwC and Europe's 5th largest advisory firm - Mazars. Extensive experience of regulatory advisory to Govt. of India and strategic advisory to leading MNCs. He is responsible for Strategy, Marketing & Communications at Uptown.



Sanjoy Chanda, MBA
Co-founder & COO

Over 12+ years of corporate and entrepreneurial experience in media industry in Mumbai and in real estate construction & infrastructure sectors in Guwahati. Currently heading the overall operations and project management at Uptown.



Anangaraj Saikia
Co-founder & Head-CS

Over 17+ years of experience in print, digital media, tourism & auto-care sectors. He has built a robust business network in the region. He is responsible for channel sales, business development, partnership tie ups, corporate engagement and liaison at Uptown.



Manas Joshi
Vice President - HR,
CRM & Coordination

Manas has over 20 years of corporate and consulting experience in the domains of HR and Customer Relations. He has worked with prestigious organisations such as Convergys, Avenues, Eldorado, Govt. of Meghalaya, Mahalaxmi Group, etc. He has also been training hospitality sector professionals for over 9 years.



Sanju Borah, MBA
Regional Manager
Sales & Marketing

With over 9 years of sales and marketing experience in E-Commerce, Automobile and ed-tech industry, Sanju brings along vast knowledge about the student requirements and their expectations. He has worked in companies such as Amazon.in, Cars24, Vedantu, Mindpower, etc.



Sultana Nigar Rehmin
Admission In-charge

The young and dynamic professional is a seasoned admission counsellor in the education industry. Till date she has counselled more than 2000 students from all corners of Northeast. She is responsible for smooth functioning of the admission process in Uptown.

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Currently, we have a team of more than 65 members rendering service to about 840 uptowners across 12 campuses in 2 states. Apart from the F&B team in the central kitchen and teams at each Uptown campus consisting of hostel manager, housekeeping, security and utility kitchen staff, our dedicated teams in Operations, Maintenance, Accounts & Finance, HR, Marketing and Branding play very crucial roles in smooth functioning of our organisation. We are constantly expanding our team. We have a target to employ over 100 team members soon.



Dr. Sukanya Mahanta, PhD
Co-founder

A PhD from Gauhati University with over 16 years of experience in legal, intellectual property rights and patents. She has worked in leading legal firms in New Delhi and Mumbai. She is responsible for investor relations and growth strategy at Uptown.



Amlanjyoti Sarma Mazinder, BHM
Head - Revenue & Operations

With over 12 years of experience in Hospitality industry Amlan has worked for the Leela Group, Taj Hotels, KFC, Assam Bengal Navigation, etc. He was project lead in setting up and running the most prestigious property in Kaziranga, Assam - *Diphlu River Lodge* where the British Royal family was hosted



Bornali Mahanta, MBA
Head - F&B and Inventory

She has over 9 years of marketing and inventory management experience and was also involved in Govt. projects for child development through advanced education. She is the overall in-charge of the central kitchen in Guwahati.



Dhiraj Sarmah
Head Accountant

With over 10 years of experience in Accounts and Bookkeeping, Dhiraj has been at the helm of keeping track of all financial matters of the company. He is also responsible for vendor management and coordinations.



Sanjit Baro
Manager - Campus
Quality & Hygiene

A seasoned professional in hospitality sector having experience at India's best hotels such as Taj, Novotel, Hyaat amongst others. He is dedicated towards offering best quality service and hygiene throughout the Uptown campuses by ensuring work compliance of the campus teams.



Sangita Sharma
Admission Coordinator

A seasoned admission coordinator and eloquent telecaller with exceptional inter-personal skills, she is responsible for handling all client queries and assist in the admission process and documentation of the new residents.

HOSTEL redefined

LUXURIOUSLY PREMIUM

Lounge

The lounge will be epicentre of all interactions amongst the boarders. It will be equipped with contemporary seating facilities, TV with OTT Platforms and uber décor.



Fitness Centre & FA Kit

A mini-gym area with fitness equipments, weights and rubberized flooring. First Aid Kit will be available along with Doctor-On-Call facility.

Cafeteria

Contemporary cafeteria cum dining hall with facilities for RO drinking water, electric kettle and serving desks.



Reception & Campus Manager

Every campus will have a reception lobby with 24x7 helpdesk manager. It will also house the guest meeting area.

Multi-activity Room

A multi-activity room with facilities like library, study area, online class, work from home facility and indoor games.



Round the Clock Security

Every campus will be 100% free wi-fi and CCTV surveillance enabled with biometric attendance system and security personnel.

Ironing and Laundry Facilities

Every campus will be equipped with electric iron and iron table. Doorstep laundry services will be available through our affiliate professional laundry service provider.



Welcome Kit & Daily Housekeeping

Every boarder will be provided with a welcome kit comprising of essentials such as bedsheets, towels, hand sanitizer, handwash, etc. The campus, rooms and toilets will be thoroughly cleaned by in-house /outsourced housekeeping staff on daily basis.

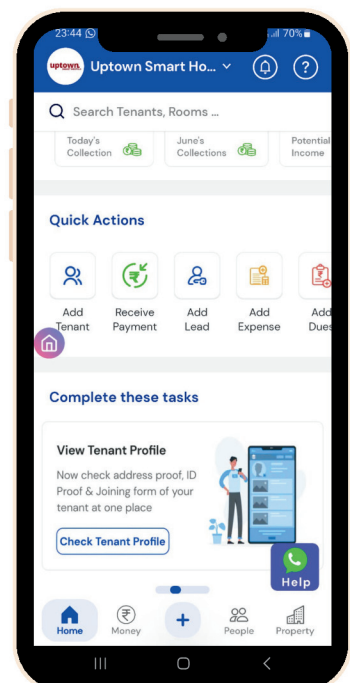


smart features

- Uptown App available in Google Play and Apple App stores
- App based admission, check-in & check-out
- Virtual helpline number with IVR
- Cloud based CRM with dedicated CRM & Revenue Managers
- Biometric attendance system with notification feature
- Tally based accounting
- WhatsApp Business API assistance (to be implemented)
- Cloud based community development programme (to be implemented)
- Digital operations management platform (to be implemented)
- Smart electricity metering system (to be implemented)

making uptown truly smart!

Uptown App available at



25+ AMENITIES

1. APP based functioning of all processes with notification to guardian*
2. Biometric attendance/face detection system* for secured entry and exit
3. Fully furnished AC and Non-AC rooms with/without attached bathroom
4. Premium beds with 4-inches thick Mattress, fibre filled full size pillows, bedsheet & pillow cover sets
5. Individual study table with study lamp & office style study chairs along with almirah & full-size dressing mirrors (in each room in girls' campuses)
6. Smart LED TV with WiFi access in single AC Supreme rooms*
7. Individual PET water bottle and branded full size bath towels
8. Power back-up (DG/Inverter)
9. Hot and cold water and bucket & mug in bathroom
10. Sanitary napkin disposable baskets in each bathroom
11. 24x7 High-speed Wi-fi internet service
12. Round the clock Security Guard, Hostel Assistant and Warden in campus
13. 24x7 monitoring of common areas with CCTV cameras
14. Separate Reception and guest meeting area
15. Adequate fire extinguishers as per norms
16. Electric Water Heating Kettle & Cloth Ironing Station
17. Air-conditioned cafeteria cum central lounge with IP-TV
18. Mini fitness centre (gym) (*in select campuses*)
19. Additional common areas for interaction
20. Aquaguard branded RO for safe drinking water
21. Additional drinking water canisters on each floor
22. Uber contemporary design, wall décor & clean campus
23. Ample space for parking of 2-wheelers
24. Daily housekeeping at premises with minimum 8 hours duty
25. Doorstep laundry (*on nominal charge*)
26. Refrigerator, Induction Cooktop (*chargeable*) & Washing Machine*
27. Indoor and outdoor games area (*in select campuses*)
28. First Aid along with BP machine, Thermometer & Doctor-on-call

PRIORITY ON FOOD

Food is one of the prime areas of focus for us, as we understand that inadequate nutrition is derogatory to a person's physical and mental wellbeing. Hence, we serve food from our central kitchen delivered by our own delivery van. The central kitchen aids us in taking special care and maintaining quality standards in preparing food hygienically as per the daily menu. We serve an illustrious spread of breakfast, tea, vegetarian lunch, a cup of milk or tea with biscuits and non-vegetarian dinner everyday (*special vegetarian item in lieu of non-veg item for vegetarian boarders*) along with a continental menu for international boarders. With 5, 6 or 7 days a week non-veg menu, be rest assured that boarder will be furnished with best of nourishment.



In the past 4 years, we have been recognised by industry bodies and Government departments. We have also collaborated with various initiatives, events, companies and media houses for the purpose creating awareness about Uptown amongst the target audience. We seek more meaningful and fruitful collaborations with the stakeholders from different industry sectors for benefit of the youth through the services rendered by Uptown.

Digital Partner



Radio Partner



Healthcare Partner



Events



Laundry Partner



Industry Associations



Recognised by



Technology Partners



Movie Partners





THE PROUD Uptowners

In the quest for excellence, Uptown had the opportunity to form some priceless collaborations through formal MoU's with prestigious education ventures. We thank these institutions for bestowing their trust on us.



We have been preferred by the students of some of leading education institutions, industry academia, edu-techs and corporates. Till date we have hosted over 1000 Indian and about 80 international uptowners in our premises.



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THE UPTOWN experience

Follow us on



@uptownsmarthostels

At Uptown, we aim to create a vibrant and enriching environment tailored specifically for the dynamic needs of today's youth in India. Our focus is on fostering a cheerful atmosphere, meaningful interactions and experiences, promoting a cosmopolitan culture and providing a platform to the youth to focus on their short and long term education and career goals. By providing a seamless blend of a peaceful study environment and a vibrant social ecosystem, we strive to empower young minds to excel academically, grow personally and forge lifelong connections. We call this **the Uptown Experience**.

Through the Uptown Experience we also envision to create a vibrant and inclusive community where young individuals thrive, connect and create lasting memories in a dynamic and supportive environment. The Uptown Experience's mission is to curate a lively and enriching experience for our residents, fostering a sense of belonging, creativity and personal growth through engaging events, diverse interactions and a cosmopolitan atmosphere. It is a philosophy that drives the various initiatives we undertake within the framework of 10 key elements of overall experience of Uptown.

1. Vibrant Lifestyle:

- Modern and stylish living spaces designed to inspire creativity and productivity.
- Access to state-of-the-art amenities such as recreational facilities such as gaming zones, fitness centers, and social lounges.
- Regular events and activities including barbeque parties, rooftop gatherings, themed nights, music nights, cultural festivals, and workshops.

2. Academic Support and Peaceful Environment:

- Dedicated study tables to each boarder equipped with comfortable seating, table lamp and high-speed internet.
- Quiet zones and libraries for focused study sessions.
- Academic support services including tutoring, study groups, and access to educational resources.

3. Embrace the Cosmopolitan Culture:

- Cultural Diversity: Diverse community representing different cultures, backgrounds, and interests and celebrate various cultures through themed events, cuisine nights, and cultural exchanges.
- Language Exchange Programs: Facilitate cultural exchanges, language learning and cultural immersion through interactive sessions and diverse cuisine experiences.
- Inclusive policies and initiatives to celebrate diversity and promote harmony.

4. Youth-Oriented Events:

- Entertainment Events: Regular live music performances featuring local and emerging artists, open mic nights and talent showcases.
- Art Exhibitions: Showcase artworks from resident artists and collaborate with local galleries for exhibitions.
- Workshops and Skill Development - In-campus events tailored to the interests of students which may include hackathons, art exhibitions, unconventional career opportunities, etc. and workshops on entrepreneurship, digital skills, wellness, personal finance and career development for young working professionals.
- Networking opportunities with industry experts, mentors, and thought leaders.
- Mentorship programs and career guidance sessions to support personal and professional growth.



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We are committed towards the fulfillment of the 10 guiding principles which form the foundation of the 'Uptown Experience'. Driven by the systematic approach towards Continuous Improvement Process, we seek to augment Uptown into the most sought after youth brand of the nation.

5. Interactive Spaces & Community Building:

- Lounge Areas: Comfortable lounges for socializing, networking, and relaxing.
- Spaces to foster collaboration: Well-equipped social spaces for residents to work, collaborate and ideate through casual gatherings and group discussions.
- Gaming Zones: Engaging gaming areas with consoles, board games, and recreational activities.
- Shared community self cooking facilities for shared meals and cooking experiences.
- Community-led initiatives and clubs based on shared interests and passions.

6. Wellness and Fitness:

- Yoga and Meditation Classes: Regular sessions to promote physical and mental well-being.
- Fitness Challenges: Organize fitness challenges, group workouts, and sports tournaments.
- Healthy Living Initiatives: Encourage healthy eating habits and offer nutritious dining options.

7. Community Engagement:

- Volunteer Programs: Partner with local NGOs for community outreach and volunteering opportunities.
- Mentorship Programs: Connect residents with industry mentors for guidance and professional development.
- Sustainability Initiatives: Engage residents in eco-friendly practices such as recycling drives, tree planting, and energy conservation.

8. Tech-Enabled Living:

- Smart Facilities: Implement smart technologies for convenience, security, and efficient management.
- Digital Community Platform: Provide a platform for residents to connect, share ideas, and stay informed about events and activities.
- Online Learning Resources: Access to educational content, webinars, and skill-building resources.

9. Safety and Well-being:

- 24/7 security and surveillance to ensure a safe living environment.
- Wellness programs including yoga classes, meditation sessions, and mental health support.
- Access to healthcare facilities and emergency services as needed.

10. Sustainability and Environmental Consciousness:

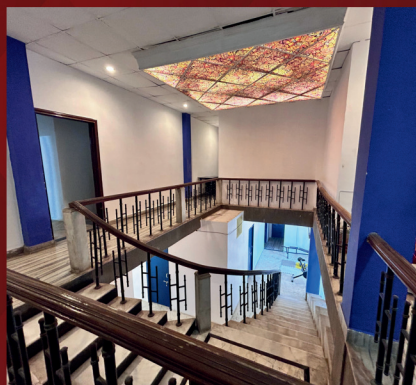
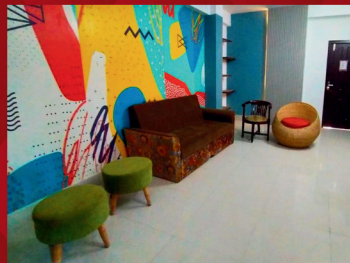
- Eco-friendly practices such as waste management, recycling, and energy-efficient systems such as smart electrical meters.
- Community initiatives for environmental awareness and conservation projects.

Impact Measurement and Feedback:

Regularly gather feedback from residents through surveys, focus groups and one-on-one sessions to assess satisfaction levels, gather suggestions and continuously improve the Uptown Experience.

Conclusion:

Our vibrant Uptown campuses are designed to be more than just a place to stay; we are dedicated to providing a dynamic and enriching experience that fosters creativity, meaningful connections, collaboration and personal development. We are committed to creating memorable experiences, nurturing talents and building a thriving community of young individuals who embrace a lifestyle that celebrates diversity, collaborative growth and community.



Our current locations:

-  Uptown SMART HOSTELS for Girls, House No. 14, Namghar Path, Opp. Shraddhanjali Kanan, R. G. Baruah Road, Guwahati 781005
-  Uptown SMART HOSTELS for Boys, House No.31, Swahid Path, Opp. Central Nursing Homes, Survey, Beltola, Guwahati 781028
-  Uptown SMART HOSTELS for Girls, House No. 72, Amarnath Temple Road, Jatiya Swahid Path, Beltola, Guwahati 781028
-  Uptown Plush SMART HOSTELS for Girls, House No. 13, 2nd Bye Lane, Shanti Path, R. G. Baruah Road, Zoo Road Tiniali, Guwahati
-  Uptown SMART HOSTELS for Girls, Near Kalpana Bibah Bhawan, Mother Teresa Road, Forest Gate, Narengi, Guwahati 781026
-  Uptown SMART HOSTELS for Boys, Opposite Assam Roofing, Above Trinitas Diagnostics, Bonda, Narengi, Guwahati 781026
-  Uptown SMART HOSTELS for Boys, Opp. Gurukul Grammar School, Geetanagar, Mother Teresa Road, Guwahati 781020
-  Uptown SMART HOSTELS for Girls, Dhrubajyoti Path, Bye Lane 6, Ambikagiri Nagar, R. G. Baruah Road, Guwahati 781024
-  Uptown SMART HOSTELS for Boys, House No.93, Sundarpur, Opp. BPCL Petrol Pump, R. G. Baruah Road, Guwahati 781006
-  Uptown SMART HOSTELS for Girls, House No. 11, Kanaklata Path, Bhangagarh, G. S. Road, Guwahati - 781007
-  Uptown SMART HOSTELS for Girls, Zila Parishad Road Bye Lane, Jyoti Nagar, Near Car Value Showroom, Siliguri, West Bengal
-  Uptown SMART HOSTELS for Boys, Swagat Residency, Tower C, Roy Colony More, Chayanpara, Don Bosco, Siliguri, West Bengal

All rooms have the following, as standard:

1. Wooden and metal bed with headrest
2. Study Table
3. Revolving or non-revolving foam chair
4. Wardrobe / locker for clothes
5. Wall mounted table lamp *(not in all campuses)*
6. Branded 4" mattress
7. Full size pillows
8. Curtains in all windows
9. Ceiling fan(s)
10. LED batten light(s)
11. Dressing mirror *(in common area for boys campus)*
12. Bedsheet *(not provided in all campuses)*
13. Pillow-cover *(not provided in all campuses)*
14. Bath towel *(not provided in all campuses)*
15. PET water bottle *(not provided in all campuses)*
16. Cloth hangers
17. Hooks for mosquito net

AC rooms have the following, additionally:

18. Split AC with remote control

Single Supreme rooms have the following, additionally:

19. WiFi enabled Smart LED TV 28" or above

We maintain a ratio of 1 shared bathroom per 4 Uptowners for rooms which do not have attached bathroom.

Admission Helpline: 9429692036

WhatsApp No.: 7577005535

Email: support@uptownhostels.com

Website: www.uptownliving.in



SCAN TO SEND
WHATSAPP TEXT