

AMYRA FARMS · A PRIVATE COLLECTION



HILLSONG RESERVE

SAKLESHPUR · WESTERN GHATS

Your Ownership Plan

A TEN-YEAR OUTLOOK · 2026

*Prepared for the prospective
founding-member owner.*

THE PROPOSITION

Ownership *that compounds.*

A Hillsong Reserve villa is a freehold asset on a working regenerative coffee estate. It is built to be lived in, hosted from, and held for the long term. The numbers in this document are conservative — drawn from comparable boutique luxury estates in the Western Ghats — and assume the villa enters the managed rental pool when not in personal use.

There are *four ways* a villa earns its keep: rental income, personal-use value, capital appreciation, and access to the brand and experiences that make the estate a destination, not a development.

What follows is a year-by-year view of how that arithmetic works for each villa type, with assumptions stated openly so the buyer can apply their own judgement.

AT A GLANCE

Two villa types. *One destination.*

| | ESTATE VILLA | SIGNATURE VILLA |
|---------------|---------------------|---------------------|
| Configuration | <i>1 Bedroom</i> | <i>2 Bedroom</i> |
| Launch Price | ₹2.85 Cr | ₹4.75 Cr |
| Indoor Area | <i>~1,100 sq ft</i> | <i>~2,000 sq ft</i> |
| Total Units | 8 villas | 4 villas |
| Stab. Y5 ADR | ₹30K | ₹52K |

All figures conservative. Stabilised ADR refers to average daily rate per night at Year 5.



Four ways a villa *earns its keep*.

01 · RENTAL INCOME

55%

Owner share of room revenue when the villa is in the managed pool. Quarterly distributions, transparent accounting.

02 · PERSONAL USE

20 Nights

Each year, including up to 7 peak. Valued at ADR — the rent foregone is real economic value to the owner.

03 · APPRECIATION

7% p.a.

Conservative compounded growth on land plus structure. Boutique luxury inventory in the Ghats has historically appreciated faster.

04 · BRAND EQUITY

Priceless

Ownership in a registered brand with patents filed, a working farm, and a national-tier hospitality positioning.



Ten-Year Cash Flow.

10-YEAR NET RENTAL

₹298.1 L

After maintenance, before tax

STABILISED Y7 YIELD

12.7%

Cash-on-cash, on launch price

Y10 ASSET VALUE

₹5.61 Cr

At 7% p.a. appreciation

YEAR-BY-YEAR CASH FLOW

| YEAR | OCCUPANCY | POOL REVENUE | OWNER SHARE (55%) | MAINTENANCE | NET CASH | YIELD |
|---------|-----------|--------------|-------------------|-------------|----------|-------|
| Year 1 | 35% | ₹21.7 L | ₹12.0 L | -₹2.4 L | ₹9.6 L | 3.4% |
| Year 2 | 50% | ₹36.2 L | ₹19.9 L | -₹2.6 L | ₹17.3 L | 6.1% |
| Year 3 | 58% | ₹48.0 L | ₹26.4 L | -₹2.9 L | ₹23.5 L | 8.2% |
| Year 4 | 62% | ₹57.8 L | ₹31.8 L | -₹3.2 L | ₹28.6 L | 10.0% |
| Year 5 | 65% | ₹67.3 L | ₹37.0 L | -₹3.5 L | ₹33.5 L | 11.7% |
| Year 6 | 66% | ₹70.4 L | ₹38.7 L | -₹3.9 L | ₹34.8 L | 12.2% |
| Year 7 | 67% | ₹73.6 L | ₹40.5 L | -₹4.3 L | ₹36.2 L | 12.7% |
| Year 8 | 67% | ₹75.8 L | ₹41.7 L | -₹4.7 L | ₹37.0 L | 13.0% |
| Year 9 | 68% | ₹79.2 L | ₹43.6 L | -₹5.1 L | ₹38.4 L | 13.5% |
| Year 10 | 68% | ₹81.6 L | ₹44.9 L | -₹5.7 L | ₹39.2 L | 13.8% |

10-YR TOTAL

₹611.5 L

₹336.3 L

-₹38.2 L

₹298.1 L



Ten-Year Cash Flow.

10-YEAR NET RENTAL

₹527.4 L

After maintenance, before tax

STABILISED Y7 YIELD

13.4%

Cash-on-cash, on launch price

Y10 ASSET VALUE

₹9.34 Cr

At 7% p.a. appreciation

YEAR-BY-YEAR CASH FLOW

| YEAR | OCCUPANCY | POOL REVENUE | OWNER SHARE (55%) | MAINTENANCE | NET CASH | YIELD |
|---------|-----------|--------------|-------------------|-------------|----------|-------|
| Year 1 | 35% | ₹38.6 L | ₹21.3 L | -₹3.6 L | ₹17.7 L | 3.7% |
| Year 2 | 50% | ₹63.8 L | ₹35.1 L | -₹4.0 L | ₹31.1 L | 6.6% |
| Year 3 | 58% | ₹84.0 L | ₹46.2 L | -₹4.4 L | ₹41.9 L | 8.8% |
| Year 4 | 62% | ₹100.5 L | ₹55.3 L | -₹4.8 L | ₹50.5 L | 10.6% |
| Year 5 | 65% | ₹116.6 L | ₹64.1 L | -₹5.3 L | ₹58.9 L | 12.4% |
| Year 6 | 66% | ₹122.0 L | ₹67.1 L | -₹5.8 L | ₹61.3 L | 12.9% |
| Year 7 | 67% | ₹127.5 L | ₹70.1 L | -₹6.4 L | ₹63.8 L | 13.4% |
| Year 8 | 67% | ₹131.3 L | ₹72.2 L | -₹7.0 L | ₹65.2 L | 13.7% |
| Year 9 | 68% | ₹137.3 L | ₹75.5 L | -₹7.7 L | ₹67.8 L | 14.3% |
| Year 10 | 68% | ₹141.4 L | ₹77.8 L | -₹8.5 L | ₹69.3 L | 14.6% |

10-YR TOTAL

₹1063.2 L

₹584.8 L

-₹57.4 L

₹527.4 L



SIDE BY SIDE

Two villas. *The same arithmetic.*

ESTATE VILLA · ₹2.85 CR

TOTAL VALUE CREATED · 10 YEARS

₹6.31 Cr

Net rental + personal-use + capital gain

| | |
|--------------------------|----------|
| 10-Yr Net Rental | ₹298.1L |
| 10-Yr Personal-Use Value | ₹56.8 L |
| Y10 Capital Gain | ₹2.76 Cr |

RETURN ON OUTLAY 221%

SIGNATURE VILLA · ₹4.75 CR

TOTAL VALUE CREATED · 10 YEARS

₹10.86 Cr

Net rental + personal-use + capital gain

| | |
|--------------------------|----------|
| 10-Yr Net Rental | ₹527.4 L |
| 10-Yr Personal-Use Value | ₹98.9 L |
| Y10 Capital Gain | ₹4.59 Cr |

RETURN ON OUTLAY 229%





THE RETURNS YOU LIVE

Twenty nights a year. *Yours.*

Owners receive up to twenty personal-use nights a year, including up to seven peak nights. These nights are bookable on a transparent calendar, six months in advance.

The economic value of these nights is real: a night you would otherwise pay for at the prevailing ADR. Over ten years, with ADR ramping from launch through stabilisation, this compounds into a quiet but material return.

— ESTATE VILLA ₹56.8 L over 10 years

— SIGNATURE VILLA ₹98.9 L over 10 years

Valued at the prevailing year's ADR. The figure represents the rent foregone — and the experience gained.



CAPITAL APPRECIATION

The asset, *over time.*

Western Ghats boutique-hospitality inventory has historically appreciated at 8–12% *per annum*. The projections below assume a conservative 7% *compounded*, reflecting steady demand for low-density estate inventory close to Bengaluru.

Real appreciation depends on factors no one can promise — macro conditions, regional development, the success of the brand itself. But the underlying land is finite, and the build is genuinely premium. Both work in the owner's favour.

A NOTE ON RESALE

Hillsong Reserve villas may be resold; Amyra Farms retains a right of first refusal at the prevailing market price. The brand benefits from continuity of ownership, but does not lock the owner in.

ESTATE VILLA

| YEAR | VALUE | GAIN |
|---------|----------|-----------|
| Year 1 | ₹3.05 Cr | +₹0.20 Cr |
| Year 2 | ₹3.26 Cr | +₹0.41 Cr |
| Year 3 | ₹3.49 Cr | +₹0.64 Cr |
| Year 4 | ₹3.74 Cr | +₹0.89 Cr |
| Year 5 | ₹4.00 Cr | +₹1.15 Cr |
| Year 6 | ₹4.28 Cr | +₹1.43 Cr |
| Year 7 | ₹4.58 Cr | +₹1.73 Cr |
| Year 8 | ₹4.90 Cr | +₹2.05 Cr |
| Year 9 | ₹5.24 Cr | +₹2.39 Cr |
| Year 10 | ₹5.61 Cr | +₹2.76 Cr |

SIGNATURE VILLA

| YEAR | VALUE | GAIN |
|---------|----------|-----------|
| Year 1 | ₹5.08 Cr | +₹0.33 Cr |
| Year 2 | ₹5.44 Cr | +₹0.69 Cr |
| Year 3 | ₹5.82 Cr | +₹1.07 Cr |
| Year 4 | ₹6.23 Cr | +₹1.48 Cr |
| Year 5 | ₹6.66 Cr | +₹1.91 Cr |
| Year 6 | ₹7.13 Cr | +₹2.38 Cr |
| Year 7 | ₹7.63 Cr | +₹2.88 Cr |
| Year 8 | ₹8.16 Cr | +₹3.41 Cr |
| Year 9 | ₹8.73 Cr | +₹3.98 Cr |
| Year 10 | ₹9.34 Cr | +₹4.59 Cr |



ASSUMPTIONS STATED OPENLY

What sits *under the numbers.*

- ADR RAMP Estate: ₹18K → ₹30K (Y1–Y5). Signature: ₹32K → ₹52K. Conservative vs. Coorg/Wayanad luxury benchmarks at ₹40–55K.
- OCCUPANCY 35% → 65–68% (Y1–Y5). Premium boutique stabilises 60–70%.
- OWNER SHARE 55% of room revenue when in the rental pool.
- MAINTENANCE Estate: ₹20K/mo. Signature: ₹30K/mo. Escalates 10% p.a.
- APPRECIATION 7% p.a. compounded on launch price.
- PERSONAL USE 20 nights annually, valued at prevailing ADR.
- EXCLUDED Tax, financing cost, owner travel. All figures pre-tax.

STRESS TEST

If the world *doesn't cooperate.*

We stress-tested the model assuming *10 percentage points lower occupancy* and *15% lower ADR* than projected at stabilisation. Even in this downside case, both villas remain cash-positive.

ESTATE · Y7 DOWNSIDE

8.8%

Cash yield on launch price

SIGNATURE · Y7 DOWNSIDE

9.3%

Cash yield on launch price

The base case targets 12–14% stabilised yield. The downside still clears most fixed-income benchmarks and preserves the personal-use and appreciation legs.





HILLSONG RESERVE

*The numbers are a guide.
The estate is the answer.*

Private tours and personalised ownership plans by appointment.

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DISCLAIMER

Figures are projections based on stated assumptions and comparable industry benchmarks. Actual outcomes will vary. Not an offer or solicitation; any transaction will be governed by separate, properly executed agreements. © 2026 Amyra Farms.