

PRIVATE MEMBERS ONLY

CLUB IN INDIA

The rise of members only business club in
India- a Joint Report by Axon and SKYE



Forewords



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Business clubs are not new to India. They have existed as Gymkhanas, Golf clubs, Cigar houses offering an exclusive social haven to the well-heeled Indian elite including industrialists, business owners, politicians, senior bureaucrats, aristocracy, cine stars, etc.

While traditional golf clubs and Gym Khanas continue to stay, it is not easy to get a membership there, as waiting queues can extend up to many years. Meanwhile, India INC has grown multifold in recent decades, giving rise to a new crop of self-made businessmen, creative geniuses, and high flying corporate honchos, etc. This also means there is a growing appetite for exclusive spaces, where the new age Indian millionaires can hangout, socialize, and collaborate.

This has led to the emergence of new age members' only private business clubs. While business meeting, networking, and setting the deal is one of the prime objectives of these clubs, their extended role go beyond.

These members only club offer great opportunity to host private cultural events, informal hangouts, cocktails, close room lifestyle shows, cigar and wine events, etc. For the new age Indian HNIs with diverse and refined taste, they are the go-to place to host art exhibitions and conduct books discussions & talk shows.

In most of such clubs, membership is by invite only (or through referrals), which means there remains a fair element of exclusivity.

These clubs (many of whom are backed by leading 5-star hotel chains) have access to superlative facilities and amenities, which are not just limited concierge, 24 hour cafés, cigar lounges, suites for nigh stays, yoga and fitness studios, gyms, etc. Many such properties have international restaurants, in-house master chefs, salons, hammams, etc. offering curated tailor made services. Due to the assortment of wide range of facilities, the clubs are becoming popular amongst CXOs, lifestyle personalities, tech entrepreneurs, business owners, political heavy weights, etc. Not to mention top notch lawyers, creative leaders, budding entrepreneurs, family office owners, etc.

As per our research, which we have done in partnership with SKYE, the annual size of the market is close to Inr 576 crores in India, slated to reach Inr 941 crores by 2027.

The market is run by both hospitality based brands such as Taj Chambers, ITC Privie, Four Season Club, Oberoi Belvedre, etc as well as specialized non-hospitality players such as SOHO, Quorum, Jolies, Indus, BLVD, etc.

To learn more about the evolving member only business clubs in India, read our report. The report offers valuable information, insights and analysis. It can be helpful for a wide range of businesses such as hospitality companies, developers, consulting house, investors, club operators, F&Bs, lifestyle enterprises, media houses, etc. Hope you like the report and feel free to share your valuable feedback.



Introduction

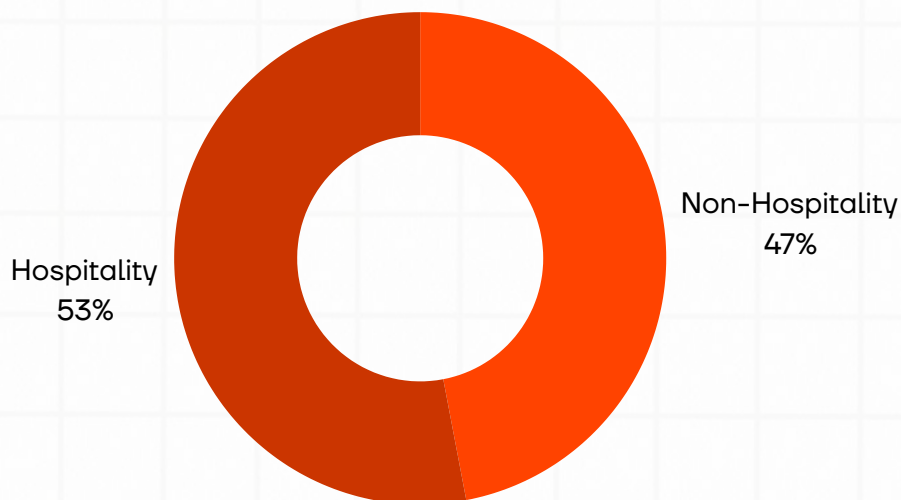
Private clubs is not new to India. It has existed in the form of Golf clubs and Gym Khana. However such clubs boast a very high membership fees and the waiting queue are so long that it takes years to enroll. In contrast the recent time has also seen emergence of new age members only business club, targeting aspirational entrepreneurs, tech start-up owners, corporate honchos, next generation family business scions, and other class of HNIs. These progressive clubs, which are managed by both hospitality and non-hospitality players, offer a conducive platform for top minds to meet, discuss, and hangout in an exclusive curated set-ups. Privacy, exclusivity, and opulence remain some of the key themes in these modern business sanctums.

Members are either through referral or by invite only, which further adds to their standing. While far away from the idea of mainstay hospitality, these new age clubs do offer an integrated ecosystem swanky meeting rooms & business lounges, members only restaurants, bars, and cafes, gyms, etc. Some have few suites and rooms, while others offer a gamut of other superlative amenities such as art galleries, salons, gaming rooms, spas, pet spas, cigar lounges, wine bars, concierge, etc. Most of these clubs have a generous one time fees alongside a monthly fees that can range from Inr 1- 3 lakhs.

The pandemic has also given a big push to the idea, as there was a growing demand for private & exclusive spaces where the top minds of India can hangout, socialize, and unwind.

Insights into Private Members Only Clubs in India

- In India in 2024, the total area of private members only club is around 1.015 million sq. ft. There are close to 25+ clubs operational in India. In other 3 years, 5-7 new clubs are expected to join.
- As per our research, there are around 11,220 registered members in these clubs in India. The membership is growing at a CAGR of 8.27%. In 2020, there were 8164 members.
- The annual market size of the segment is close to INR 576 crores. The revenue of the clubs comes from both retainer ship as well as renewal.



Break-up of Members only Business Club in India- Area wise

Source: Axon, Skye data analysis



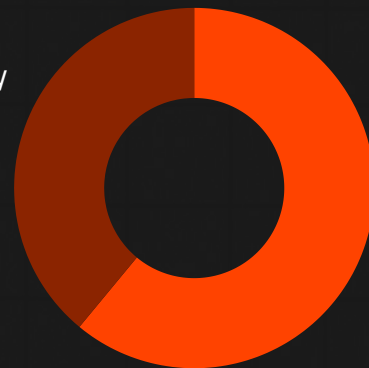
Total registered members

Source: Axon, Skye data analysis

- In 2027, the total market of the private members only business clubs in India is slated to reach INR 941 crores, growing at a CAGR of 17.8%.
- The segment is run by both big hospitality players such as ITC, Taj Chambers, Oberoi, St. Regis Equus alongside new non-hospitality club operators such as Quorums, BLVD, Indus, Jolies, etc.
- Mostly these sanctums of modern luxury and maximalist lifestyle are located in central business districts or closer to the airports, where they have better access to the business community, expats, investors, etc.

- West (especially Mumbai) is the biggest market for the members' only business clubs and contributes 42% of the segment (in terms of surface area.). In terms of revenue and volume of registered members, West contributes to 53% and 42% respectively. Mumbai hosts a wide range of projects such as SOHO House, Taj Chamber, Quorum, Modernist, Equus, Indus, Jolies, etc.

Hospitality
39%

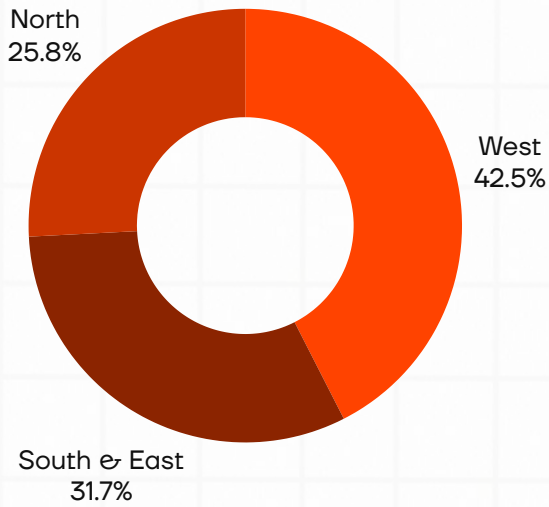


Non-Hospitality
61%

Break-up of registered members

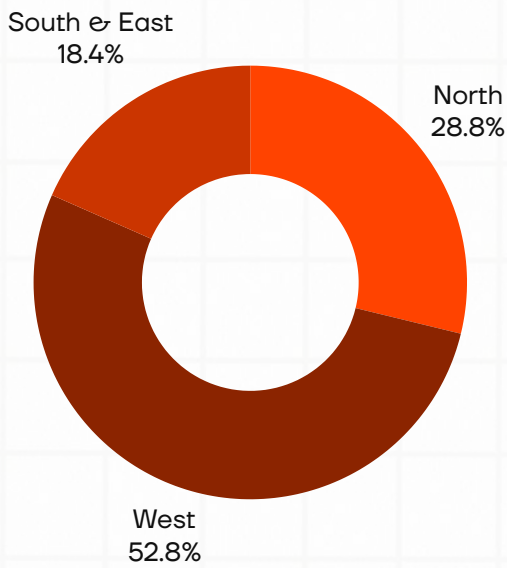
Source: Axon, Skye data analysis





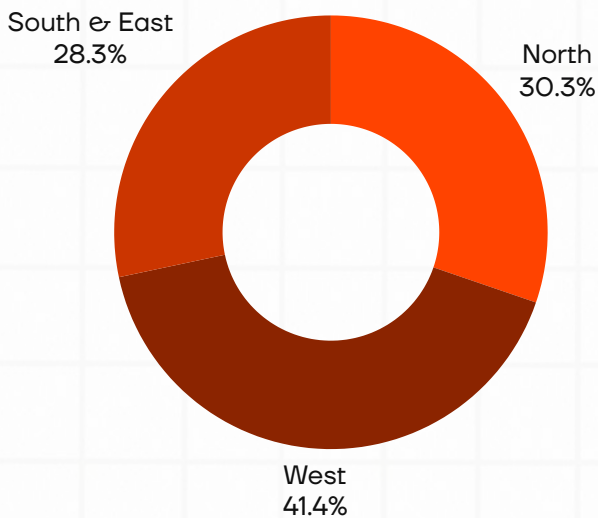
Region wise Break-up of members only business club (Areas)

Source: Axon, Skye data analysis



Region wise break-up of members only business club (registered members)

Source: Axon, Skye data analysis



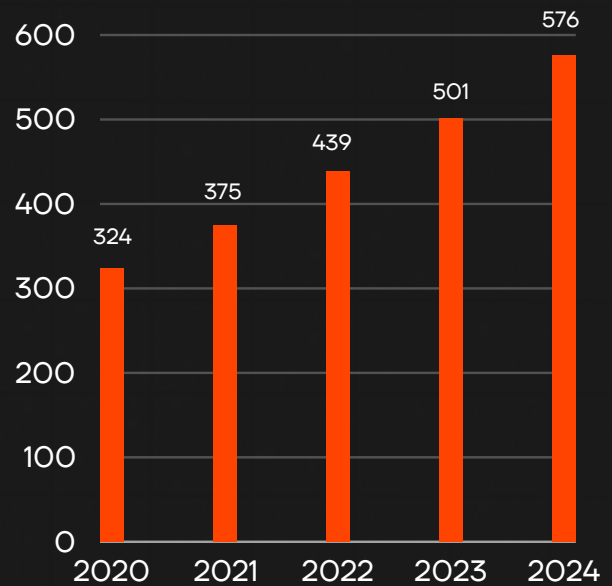
Region wise break-up of members only business clubs (revenue)

Source: Axon, Skye data analysis

Factors driving the growth of private members only business club in India

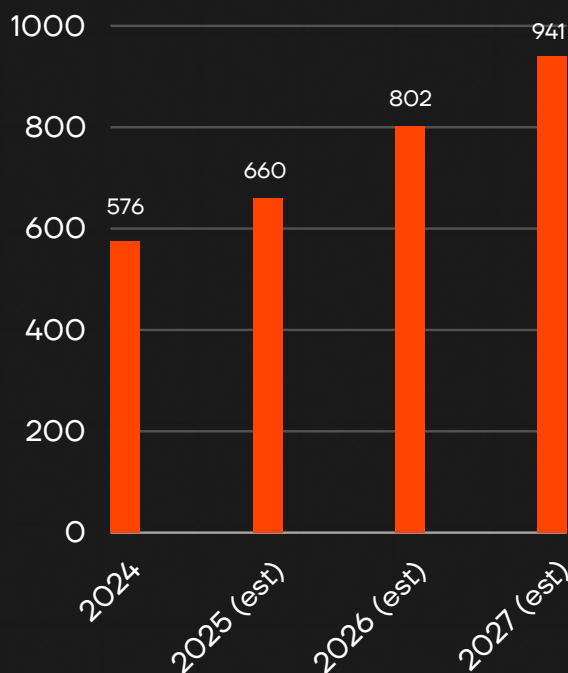
Mentioned below are factors that are driving the growth of private members only club in India

- Private clubs offer a suitable platform to host parties and events in curated small groups.
- They are a sought after space for influential people with progressive thought and interesting ideas.
- They offer the right atmosphere to likeminded people to express themselves in a private and exclusive environs, a popular choice amongst India's growing elite.
- It is a perfect place to eat, drink, and set deals and is liked a lot by new age group entrepreneurs, CXOs, technopreneurs, VCs, PE players, etc.



The total size of private members only business clubs in India (Inr Crores)

Source: Axon, Skye data analysis



Estimated future size of private members only club in India (Inr Crores)

Source: Axon, Skye data analysis

- Apart from formal and semi-formal business events, clubs are a great place to host a wide range of other parties such as talk shows, art galleries, close-door retail shows, cultural events.
- Private clubs are equipped with a wide range of amenities such as restaurants, suites, gyms, swimming pools, coffee shops, etc. and hence are great to unwind and relax.
- Many clubs promote a maximalist lifestyle, and offers superlative services such as exclusive international restaurants, salons, spas, hammams, art galleries, cigar lounge with limited editions, etc.
- The membership is given on referrals or invite only. Apart from the financial status, the membership is based on a wide range of criteria such as accomplishments, past track record, and future vision. This naturally adds a sense of pride.

Demographic & Social profiles of key customer segments

Business Tycoon

Age: 45-70



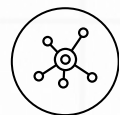
Speaks English, Hindi (or vernacular language)

Interested in wines, cigar lounges, restaurants, yoga, etc.



Can host art galleries, talk shows, book discussions, etc.

Prefers both business networking as well as semi-formal hangouts



Prefer more of a formal set-ups

Professional Consultants

Age: 45-65



Comprise lawyers, creative leaders, doctors, chartered accountants, etc.

Elite clubbing and networking is a key objective



Are intellectuals and highly qualified

Prefers fine dining, meaningful discussions, talk shows, books, etc.



Don't mind discounts.

Second-gen business owners

Age: 25-40



Have got very high standards and refined tastes

Mostly speaks English





Besides business networking, they love informal chit chats and social meet-ups

Self-made entrepreneurs

Age: 30-45



Techpreneurs, start-up owners, self-made businessman, etc.

Are very fast and aggressive



Are not price conscious yet values money

Live by the principal of connect, create, and flourish.



Look for business meetings and networking with clearly defined aims.

Corporate Leaders

Age: 40-60



CXOs with blue chip companies

Mostly IIT/ IIM grad or Ivy League



Loves a healthy mix of business & social networking.

Generally opt for corporate membership option.



Venture capitalist

Age: NA



Looking for the next big idea

Primarily to network with tech entrepreneurs, ICT, fintech companies, etc.



Insights into Hospitality & Non-Hospitality clubs in India

Hospitality Clubs

<p>ITC Club Privie</p>	<ul style="list-style-type: none"> Operational in ITC properties in Delhi, Mumbai, Hyderabad, and Bangalore Individual annual fees (Inr 2- 18 lakhs), corporate fees (Inr 15 lakhs for 2) Host of amenities include private lounges, meeting rooms, dining spaces, etc.
<p>Equus, St Regis Mumbai</p>	<ul style="list-style-type: none"> Operational in St Regis, Mumbai Individual one time fees (8 lakhs), annual fee (1 lakh). It has meeting rooms, pan Asian restaurant, swimming pools, fitness centers, tea lounges, etc.
<p>Belvedere</p>	<ul style="list-style-type: none"> Available at Oberoi hotels One time fees of Inr 15 lakhs Annual subscription of Inr 1.25 lakhs It has exclusive restaurant, meeting rooms, lounge, library, etc.
<p>Modernist</p>	<ul style="list-style-type: none"> Available at Four Season, Mumbai Subscription fees of Inr 10,00,000 (10 years), Corporate fees 360,000 (for 2) It has 6 meeting rooms, business lounge, swimming pool, gym, spa, skin care salon, etc.
<p>Taj Chambers</p>	<ul style="list-style-type: none"> Available in major Taj hotels (IHCL) in Delhi, Bangalore, Mumbai, Chennai, Hyderabad, etc. The brand was initially launched in 1975 and now IHCL has reintroduced and rebranded it. One time fees: 20 lakhs, monthly fees: 3 lakhs. It has exclusive restaurants, cigar lounges with limited editions, swanky meeting lounges, stylish bars, etc.

<p>Discover Collection Club</p>	<ul style="list-style-type: none"> • Situated at Ashoka Hotel (ITDC), New Delhi. (Discover is not exactly run by Ashoka and pays a fees to the hotel in return of the space.) • It is centrally located in New Delhi, which brings it in close proximity to business houses, embassies, and other elites of the national capital. • The one time fees can range between Inr 6-12 lakhs. • It has outdoor fitness studio, healthy cafe, multiple IV therapies, spa treatments, Turkish Hammams, and much more.
<p>The Bay Club</p>	<ul style="list-style-type: none"> • The Bay Club will be located at Maker Maxity, a mixed use development project at Bandra Kurla Complex • The club is sized at around 120,000 sq ft. • It will be managed by Oberoi group. • It will have world class facilities including business centers, wellness centers, spa, sporting arenas, multi cuisine restaurants, etc.

Source: Internet, club websites, media reports, etc.



Non-Hospitality Clubs

<p>Quorum</p>	<ul style="list-style-type: none"> • Quorum operates two properties at Gurgaon and Mumbai. • 22,000 sq. ft. property in Gurgaon • Joining fees of around INR 4- 5.5 lakhs • Annual subscription fees of INR 1.5 lakhs • Current membership of around 2800 • Facilities include lounge, meeting space, café, restaurant, work zone, gym, etc.
<p>17 Degree North</p>	<ul style="list-style-type: none"> • One of the first members' only clubs in Hyderabad. It is managed by Aparna group and is spread across 6 acres of land. • It has a wide range of amenities such as exclusive meeting rooms, chambers, lounges, etc. • It has multi-specialty sports arena, spa, salon, gyms, salons, etc.
<p>Soho House</p>	<ul style="list-style-type: none"> • It is part of the SOHO House group, which hosts 40 properties across 17 nations • It is located in Juhu beach, Mumbai in a 11-storey building • The fees is INR 1.6 lakhs • Fees of INR 3 lakhs can give access to all the properties globally • It has rooftop bar, meeting rooms, business lounge, screening theatres, etc • It has 38 room boutique hotel as well.
<p>BLVD Bangalore</p>	<ul style="list-style-type: none"> • One of the first members only club in Bangalore • Spread across 100,000 sq ft • Basic annual subscription fee starts at INR 200,000 • BLVD members can get access to 20+ clubs in India • Facilities include work zones, restaurants, multi-sport facilities, swimming pool, spa, etc.

<p>Jolies Club</p>	<ul style="list-style-type: none"> • It is located at Worli, spread across an area of 30,000 sq. ft. • The annual subscription fees is 3 lakhs • The exquisite club has been designed based on iconic international clubs such as Core (New York) and Annabel (London). • The range of amenities in the club include European style restaurant, wine lounge, Deli, Turkish Hammam, meeting zones, etc.
<p>Indus Club</p>	<ul style="list-style-type: none"> • It is located at BKC center and is spread across 20,000 sq ft. • The subscription fees is 20 lakhs for 10 years • The range of amenities include meeting rooms, work stations, auditoriums, restaurant, spa, gym, etc.
<p>Baale Club</p>	<ul style="list-style-type: none"> • Located at Arpora, it is the first members only club of Goa • A wide range of superlative facilities including meeting spaces, techno gyms, gaming zones, spas, salon, multi cuisine restaurant, etc.

Source: Internet, club websites, media reports, etc.



The members only private clubs in India will continue to thrive. It will be the go-to place for the tech honchos, start-up owners, media mavens, business personalities to visit, unwind and network in privately managed exclusive groups. The modern spaces which are generally designed by marrying old world aestheticism with neo-modernism will continue to rise in popularity.

As Indian economy is expanding and the volumes of affluent individuals are sharply

rising, the demand for exclusive spaces such as private clubs will grow further. India has around 797,000 HNIs in 2022 and is set to reach 1.65 million in 2027. Likewise the numbers of ultra HNIs are set to cross 19,000 in the same time period. This is indeed a positive impetus for club operators, hospitality companies, and real estate players to come up with more concept driven spaces and ideas that can match with the growing aspirations of Indian business and power fraternity.



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