



strive for members' delight in all respect. Along with the best-in-class club facilities such as Olympic size swimming pool, four restaurants, outdoor and indoor sports with coaching facilities, movie theatres, rifle shooting range as well as ongoing events round the year for their members, they also have a five-star certified hotel, that is, WYNDHAM Hotels, and FORUM Convention & Celebration Centre which is spread over two lakh square feet and is the largest convention centre in private sector in Gujarat. All-in-all, Club 07 has 36 banquets and meeting rooms of different sizes.

They also specialise in cater-

as per their budgets. The members have preferential rates and treatment into the club premises. The FORUM, our convention centre, caters to high-end customers for their celebrations like weddings, anniversary *et al.* "Top corporates can have their budget meets, celebration of achievements in best-of-its-kind environment with top notch culinary offerings from Indian to any part of the globe. Club 07's service is focussed on customer satisfaction and all its staff members are trained to go an extra mile for customer delight.

CHALLENGES

Being from a non-hospitality or clubbing background way back in 2010, people saw Club 07 with scepticism. They also had some issues as government changed the zoning in their area and approvals got delayed by almost two years, which tested them and also the confidence of their early bird members. "I am happy to share that within the first two years of our launch, we were entrusted with more than 3000 members and started our temporary facilities. Around 2015, when we started our main club facilities with 160 suites hotel, the response was phenomenal from the people of Ahmedabad," says Prajapati.

The most challenging times they faced was during COVID as the entire hospitality industry was at a standstill. For almost 12-16 months, there was practically no business. Apart from maintaining these huge facilities, they had to take care of their staff, especially the junior level staff. These 12 months were the most difficult and challenging as it was a matter of survival. By god's grace and good wishes of people, Club 07 survived and came out with flying colours after COVID in these last two years.

EXPANSION PLANS

Prajapati shares, "We are con-

stantly upgrading our facilities as that is the need of our hospitality industry as customers want changes all the time. At present, we are planning to finish our additional 160 rooms project, which should be ready by the next 12-18 months. On completion of this, we shall have total inventory of approximately 320 rooms of international standards. We are also exploring different options to expand our footprint/business model in other cities of the country."

NAVIGATING THROUGH TECHNOLOGICAL PROGRESS

The technology, as in all fields, plays a major



points at the hotel, club, and convention areas.

WORK-LIFE BALANCE

"As of now, most of our operations are professionally managed; of course, our day-to-day presence is always there. I have been a sports enthusiast since childhood. I have been actively pursuing running and cycling since many years and am a regular full marathon runner. I also do long distance cycling regularly along with swimming. We have a wonderful group of friends doing all these fitness activities on daily basis. My priority is to give equal quality time to my family and take regular vacations during the year," avers Prajapati.

EXPECTATION FROM VIBRANT GUJARAT

Prajapati says, "We ourselves had signed an MOU in Vibrant Gujarat 2011 for our project and have attended most of the Vibrant events. It has been greatly successful to attract both foreign and national investment into our state of Gujarat. The ease of

doing business is visible to all of us as government makes any investor feel comfortable with transparent and fast acting policies. The industrial policy and especially our tourism policy laid down by the government makes you feel welcome to invest and do business in Gujarat. The approach of government from top to bottom is businesslike which every businessman looks forward to."

role in hospitality and entertainment industry. Their tech team constantly monitors all divisions.

IN A NUTSHELL

Prajapati concludes, "Focus, honesty, patience, perseverance, and empathy—these are the keywords I like to follow to succeed in my personal as well as professional life."

Bringing in richness & opulence

From luxurious games like squash and billiards to other opulent amenities such as yoga and spa, you name it and you have it at Club 07; courtesy, Kalpesh Prajapati, the managing director



A rather introvert person and hailing from a very simple background, Kalpesh Prajapati, the managing director of Club 07 and the man behind this luxury club, did his B. Com from H L College of Commerce, Ahmedabad. He joined the family business of brick making immediately after graduation. In 2006-07, Prajapati ventured into construction business and launched SAMATVA Bungalows--a scheme of more than 300 luxurious bungalows at Shela, Ahmedabad which was first-of-its-kind in the area. At present, they have launched SKYVILLE, another first-of-its-kind residential apartments scheme in Shela which is nearing completion.

THOUGHT BEHIND ITS INCEPTION

In 2009-10, Prajapati felt that Ahmedabad needs a world class club looking at the growth and

aspiration of the growing upper middle-class section of the city. The club culture was always vibrant and existing clubs were doing an excellent job. However, there were entry barriers as well as the growing western Ahmedabad areas like Shela and Bopal needed a place for people to rejuvenate and socialise.

BUSINESS PHILOSOPHY

"Be honest to your customers and stakeholders, and work towards becoming the best in hospitality and entertainment industry. Treat your employees as stakeholders as they are the most important part of your business," believes Prajapati.

THE GROWTH STORY

Since 2012, Club 07 has had more than 7000 club members, the highest for any new club launched. Their philosophy is to

ing to large scale MICE events such as trade shows and exhibitions, resicons, high-end weddings *et al.* Club 07 has been awarded with many prestigious awards and recognitions by various organisations—the most remarkable being from the Department of Tourism, Government of Gujarat, for the best convention centre, best new club, best hotel *et al.*

They were also awarded for the best convention and hotel, and best wedding venue by reputed media houses and various television channels. Club 07 has also received a national award as the best MICE venue from India at a function held in New Delhi.

A CLUB APART

Prajapati shares, "We have designed our property in such a way that different segments of clientele can be serviced efficiently