

# Join Us to Catalyze the State's Tourism Growth!

Let's Accelerate the Job Opportunities & Economic Growth of our State



SETTING NEW BENCHMARKS WITH

## Eco-friendly Man-made Lagoons

JOB CREATION | SUSTAINABLE DEVELOPMENT | TOURISM & REVENUE GENERATION



# An Eco-friendly Project for Next Generation!

As a dedicated public servant committed to fostering economic growth and enhancing the well-being of our citizens, I am reaching out to you to present an exciting Man-made lagoon project that has the potential to create a significant positive impact on economic growth.

This transformative venture combines a visionary business model, cutting-edge technology, and sustainable development principles to create a truly remarkable destination that will attract both local and international visitors, boosting tourism and driving economic growth.

## Key highlights of the Lagoon Project:

### ✦ Tourism & Revenue Generation ✦

The Lagoon will serve as a magnet for tourists, providing a unique and captivating experience. This will result in increased revenue streams, benefiting local businesses, supporting infrastructure development, and bolstering our region's financial stability.

### ✦ Job Creation ✦

The implementation of the Lagoon Project will generate a multitude of employment opportunities, benefiting our community's workforce.

### ✦ Sustainable Development ✦

From advanced water conservation technologies to energy-efficient systems and environmentally friendly construction practices, the project will serve as a model for responsible and eco-conscious development.

Together, we can set new benchmarks for sustainable development, job creation, and tourism in our region. The Crystal Lagoon Project represents a transformative opportunity, and I believe that with your support, we can make a lasting impact on the lives of our constituents.

Warm Regards,

*Subhakar (Stan) Rao*  
Chairman, Champions Group





# Forging Ahead with a Greener Project!

In partnership with the state governments, our mission is to transform any location into an idyllic beach paradise. We also add value to the new and existing developments by bringing in hospitality partners. Using innovative technology powered by Crystal Lagoons, our concept creates unlimited size lagoons, picturesque sandy white beaches, and ideal conditions for swimming, practicing nautical sports, and developing a full-fledged tourist destination unique in India.

## About Man-made Lagoons

Lagoons are man-made structure that has crystal clear water with white sandy beaches and can create waterfront destinations anywhere. It can transform the local landscape into a breathtaking view.

A lagoon is a great addition to any area where it can provide all kinds of tourism and hospitality services and can create a beach-view destination with a number of potential businesses. As a result, it stands out from the competition and attracts foot traffic. With lagoon-included projects, you can enjoy a variety of activities, making it a great family destination.





## Why these Lagoons are Eco-friendly & Sustainable?

Lagoons developed by Crystal Lagoons technology are patented ecofriendly technology that is sustainable and safe for the environment. It enables limited resources such as water & energy to be used efficiently. The lagoons are used for bathing and water sports and have a much more intensive use than green areas.



### Rain Water Harvesting

The Lagoon projects support rainwater harvesting, contributing to water conservation and responsible water management practices.

- ❖ It uses up to 100 times less chemicals than conventional swimming pool or drinking water treatment technologies.
- ❖ It consumes only 2% of the energy needed by conventional swimming pool filtration systems.
- ❖ It uses 30 times less water than a golf course and 50% less water than a park of the same size.
- ❖ The lagoons powered by Crystal Lagoons® technology are filled only once, and they operate in a closed circuit.
- ❖ The man-made lagoons can use any type of water, including seawater and brackish water (with an unlimited abundance).
- ❖ The technology allows capturing rainwater that falls into the lagoons, reducing the amount of water necessary to compensate for the evaporation.
- ❖ Crystal Lagoons® developed a molecular film technology that, when necessary, reduces the water use by an additional 50%.
- ❖ It fully complies with the most stringent international physicochemical and microbiological water quality standards.



# Activities in Lagoon



## Developing Public Accessed Lagoon

Public Access Lagoons™ projects (also known as PAL™ developments) are a revolutionary patented concept that creates the most profitable business by bringing beach life to any areas. The PAL™ projects obtain multiple revenue streams from entrance tickets, water sports, restaurants, retail, concerts, trade shows, weddings, day clubs, and other events. These venues are the most beautiful place with a turquoise water lagoon surrounded by white sand beaches.



Build an amusement and tourism destination to improve the local socio-economic situation.

Provide sustainable employment opportunities for the local & surrounding populations

Boost the development of social infrastructure around the place.

## Our Objectives

Establishment of the ancillary setup of the tourism support the local residents.

Enhance women's employment and skill development through social enterprises.

As tourism blooms, the local handicrafts and produce will propel the economy.

### Feasible Outcomes

- ❖ This project aims to create a precedent of successful tourism business (e.g., hotels, resorts, water sports, wedding hall, convention Centre, wellness Centre, water park, retail) in supporting the area.
- ❖ It is expected that the environment will benefit through the increased awareness of local residents and the livelihood diversification decreasing the pressure on the natural resource base.
- ❖ It is expected that the ideas will be replicated by other community members and similar businesses will be launched in different places.



## Feasible Long-term Outcomes

The project will contribute to fairer income opportunities in the region. Tourism will create jobs in the local tourism sector as well as in tourism ancillary businesses.

- ❖ Employment opportunities will increase thereby generating surplus income throughout the year.
- ❖ Tourism will facilitate local infrastructure: transport means, telecommunications and other basic infrastructure parts.
- ❖ Tourism will contribute to facilitating its domestic sectors: homestay and accommodations, restaurants, transport, tours and information centers.
- ❖ Tourism will attract investments in the region.
- ❖ Sustainable tourism will contribute to the participatory decision-making process which will contribute towards a harmony between tourism and resource users in accordance with the eco system.

### Direct and Indirect Beneficiaries

The establishment of the lagoon tourism destination will lead to profits for direct as well as indirect beneficiaries.



### Sample Project Metric

Project Size	:	<b>30 acres</b>
Lagoon size	:	<b>5 acres</b>
Infrastructure	:	<b>25 acres</b>
Job Creation including Skilled & Non-skilled	:	<b>5000 nos.</b>
Revenue Generation	:	<b>450 Cr+</b>



LET'S ALIGN EFFORTS FOR  
**Sustainable & Economic  
Enrichment of Nation!**

**REACH US FOR A HASSLE-FREE INVESTMENT**



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