

# Rocket Internet launches innovative hotel network ZenRooms across Asia

Sleep well, pay less. ZenRooms aims to revolutionize the attractive but fragmented travel hotel accommodation market

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**R**ocket Internet and Ooredoo-backed APACIG today announced the official launch of its latest venture, budget hotel network **ZenRooms** across South East Asia. ZenRooms aims to revolutionize the attractive but fragmented travel hotel accommodation market in the region by offering rooms starting as low as IDR 123,000. Launching with 250 properties in 8 cities across Indonesia, Thailand, Singapore, the company plans to quickly expand to other cities and countries.

## Building Asia's leading budget hotel network

ZenRooms research shows there are six real quality elements that budget travellers consistently look for: a clean room, comfortable bed, in-room shower, air conditioning, good wifi and a TV. ZenRooms carefully selects the best independent hotels and guest houses and invests in them to bring all rooms to the same strict standard of quality. The company also audits all rooms to ensure that quality standards are met. No more dirty linen or no WiFi signal, it's all checked. In doing so, ZenRooms shatters the conventional 'quantity over quality' thinking of other online booking platforms.

ZenRooms equips independent hotels to compete versus branded hotel chains. This approach is central to ZenRooms' ability to offer highly competitive rates, starting as low as IDR 123.000 (USD 9) per night. This paves the way for more cost-conscious travellers in Asia to travel reliably, whether for business or leisure.

Founded by entrepreneurs Kiren Tanna and Nathan Boubilil, ZenRooms underwent a one-month pilot in Indonesia before expanding regionally to 200 locations with 1,000 rooms available across Indonesia, Thailand and Singapore. It is currently available on desktop & mobile web and will soon be adding Android and iOS apps to the mix.

## Providing a reliable budget hotel experience

"At ZenRooms our mission is to provide the best way to have a reliable budget hotel experience, across the region, at the best price. There are more than 16,000 small independent budget hotels in Indonesia welcoming 80 million travellers every year.

Independent budget hotels are cost-effective but often unreliable. Thus, travellers have to constantly do their own research, reading reviews across sites, just to book a single room. ZenRooms believes that no-one should have to spend much time booking a hotel. It should be as convenient as booking a taxi” says Kiren Tanna, co-founder and global managing director.

“Once the network effect is there, the potential to add much-needed innovation to the hotel sector is limitless. For example, features such as express check-in, chat-based room service, in-app transportation bookings and food ordering etc are already on the roadmap” says co-founder Nathan Boubliil.

Hanno Stegmann, CEO of APACIG adds: “ZenRooms is the largest launch for APACIG this year. We have announced earlier in 2015 that we would bring one new company per quarter to Asia and are happy to see the start of our newest venture. The South East Asia budget accommodation market is large: USD 10 billion per year. By offering guests the best value-for-money across the region, ZenRooms is well positioned to become the market leading brand.”

### **About ZenRooms**

ZenRooms is South East Asia’s leading budget hotel network. It currently operates in Indonesia, Thailand and Singapore. ZenRooms offers quality vetted rooms at prices starting as low as IDR 123.000 (USD 9). To learn more, visit [www.zenrooms.com](http://www.zenrooms.com)

### **About APACIG**

The Asia Pacific Internet Group is a joint venture of Rocket Internet and Ooredoo. The group’s network consists of 17 e-commerce and online marketplace companies, operating across 15 countries. Since it was founded in 2014, APACIG has become the leading online platform in Asia, building top internet companies in the region.

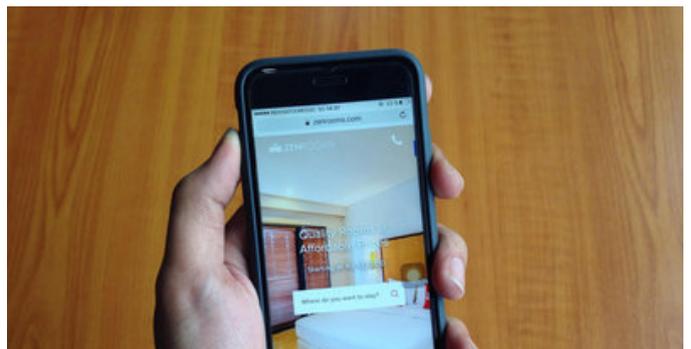
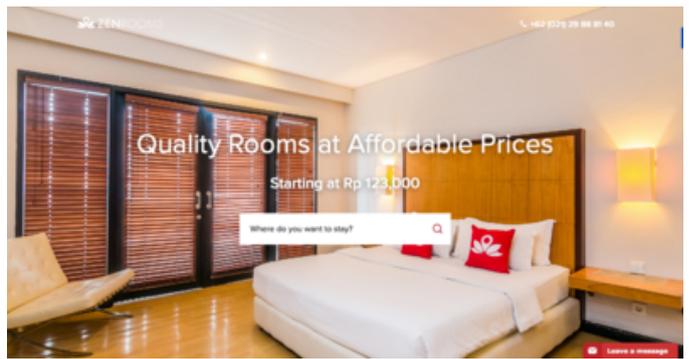


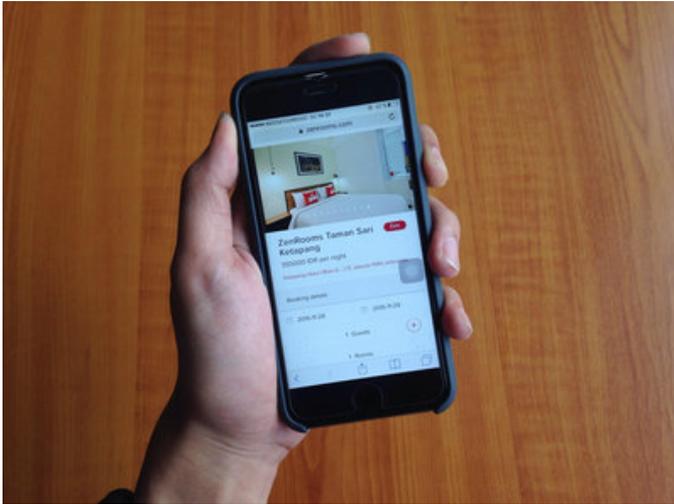
#### RELEVANT LINKS

 **Zenrooms**  
<http://zenrooms.com>

 **APACIG**  
<http://www.asiapacificinternetgroup.com>

IMAGES







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#### ABOUT ROCKET INTERNET

##### **Our Mission**

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on online business models that satisfy basic consumer needs across four main sectors: e-Commerce, marketplaces, travel and financial technology. Rocket started in 2007 and has now more than 30,000 employees across its network of companies, which are active in more than 110 countries across six continents. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information visit [www.rocket-internet.com](http://www.rocket-internet.com).

##### **Our Focus**

Our e-commerce companies include retail companies in the areas of fashion, general merchandise, home and living, office supplies and food and groceries. Our marketplace companies seek to displace traditional supply chains

by creating venues where buyers and sellers can transact directly, and include real estate and car online classifieds, travel and transport, and food delivery companies. Our third sector, financial technology, includes companies that focus on bringing together borrowers and lenders in regions and segments that are underserved by traditional banks, particularly in the consumer and small and medium-sized enterprise segments, and on facilitating payments. Our travel companies seize opportunities in the rapidly growing online travel and transport sector. They focus currently on vacation packages and online travel booking.

### **Our Strategy**

As part of our global strategy, we have created regional Internet groups in Africa, Asia Pacific, Latin America and the Middle East in order to bundle local market and business model insights, facilitate regional commercial, strategic and investment partnerships, in particular with mobile telecommunication providers, enable local recruiting and sourcing and accelerate the regional rollout of our companies. We have developed proprietary technology where we believe it provides our companies with a competitive advantage. Our proprietary technology is highly flexible and scalable and provides our companies with significant cost and speed advantages, particularly during their initial rapid launch and rollout processes.

### **Our Platform**

Our platform has enabled us to build a large, global network of companies and has historically put us in a position to launch more than 10 new companies every year through application of a standardized business model identification and development process. Every new company that we start accelerates the virtuous circle of synergy creation among our companies. The larger the size of our network of companies, the more significant our opportunity is to benefit from synergies and network effects with respect to our suppliers, solution providers, customers and employees.



Rocket Internetnewsroom