



## **ARAIYA HOTELS & RESORTS ANNOUNCES ENTRY TO THE INDIAN MARKET WITH THE LAUNCH OF ARAIYA PALAMPUR IN HIMACHAL PRADESH**

*With two more hotels in the pipeline, the boutique hotel management company is set to offer distinctive hospitality services under 3 new brands*

**National, 10th December, 2019:** Araiya Hotels & Resorts today announced its entry to the Indian market with the launch of three unique boutique hotel brands. Founded by Amruda Nair, the hotel management company will open hotels with emphasis on lower costs per key, seamless technology, adaptive designs and authentic service ethos through its brands Soul by Araiya, Araiya and Essentia by Araiya.

The first hotel has set foot under the Araiya brand through a 25-key hotel nestled in the Kangra valley with the launch of Araiya Palampur. This getaway in the tea capital of Northwest India stands between dense pine forests and the magnificent Dhauladhar Range and is the only property located at an altitude of 5,000 feet within its surrounding area. With 25 suites to choose from, all-day dining, rooftop bar, outdoor lawn and areas that offer stunning views, Araiya Palampur retains the charm and pace of a quaint Himachal town while offering the best in class service with local details added to the property.

"We're thrilled to be entering the Indian market with the launch of 3 hotels and introduce guests to hospitality with a strong local narrative and a unique identity. As a boutique management company, we at Araiya Hotels & Resorts enjoy the creative process of working with developers to create innovative concepts that are backed by global best practices," **said Amruda Nair, Director, Araiya Hotels & Resorts.** "Focussed on local experiences with a strong service ethic, Araiya Hotels & Resorts will provide a memorable stay experience for today's modern traveller while keeping in mind unique service and sustainability of doing business at the heart of everything," she added.

Apart from state-of-the art amenities and rooms, the company also holds developer-management relations as a key focus of the business. "Our technical services focused on costs and building efficiencies have been developed based on the best of global practices from our experience in Asia, the Caribbean and the Middle East that can be adopted to suit local development needs. Our hotel processes are automated, adding value to our relationship with our owners thanks to our ability to generate granular reports that provide a deep level of operational insight and market intelligence. Adopting innovative technology not only allows for a seamless guest experience but also efficient service delivery," **said Murlidhar Rao, Chief Operating Officer, Araiya Hotels & Resorts.**

Araiya Hotels & Resorts will further strengthen their footprint in the market with two more hotel openings by 2021. The two new openings include a golf resort in Gujarat and a spa resort in Kerala. As the demand for activity-led, experience based travel continues to grow in South Asia, the company aims to enter leisure destinations in India with the launch of Essentia by Araiya in Indian as well as the Sri Lankan markets.

### **About Araiya Hotels & Resorts**

Araiya Hotels & Resorts is a boutique hotel management company that delivers a fully integrated approach to efficient design, operational performance and financial returns. With the announcement of three hotels in India, Araiya is set to challenge the status quo with innovative concepts and distinctive services under three new brands - Soul by Araiya, Araiya and Essentia by Araiya. Backed by global best practices, Araiya is a tech-enabled hotel management company offering a unique, cost-effective hybrid technology platform. For more information, please visit our website at [www.araiyahotels.com/](http://www.araiyahotels.com/).