



ARAIYA
HOTELS & RESORTS



AALIA JUNGLE RETREAT & SPA
ARAIYA ANTHOLOGY



FOUNDER'S VISION

Amruda Nair

**Founder and Director,
Araiya Hotels & Resorts**

"The future of hospitality lies in authentic experiences that honor local heritage while delivering global standards. At Araiya, we're not just building hotels – we're crafting investment platforms that generate sustainable returns through responsible luxury."

Strategic Vision for India's Hospitality Renaissance

As India emerges as a global destination powerhouse, I envision Araiya as the bridge between investment capital and India's untapped hospitality potential. Our three-tier brand strategy isn't just about market coverage – it's about creating scalable, profitable models that adapt to diverse market dynamics while maintaining operational excellence.

The Investment Thesis

Traditional hospitality models are broken. High franchise fees, rigid operational structures, and one-size-fits-all approaches fail in India's diverse market landscape. Araiya represents a **new paradigm: flexible partnerships, technology-driven efficiency, and authentic luxury that resonates with modern travellers.**

EMBRACE THE LOCAL JOURNEY WITH ARAIYA

"Hospitality has the power to transform communities while generating exceptional returns. My vision for Araiya centres on conscious capitalism – where every decision considers environmental impact, community benefit, and long-term sustainability alongside financial performance."

At Araiya, our name embodies our mission: to offer experiences that are beautiful and divine. We strive to be the flag bearers of immersive hospitality, creating retreats characterized by adaptive design, intuitive service, and expert care.

Our commitment to excellence ensures that every detail enhances your stay, transforming it into a memorable journey. We embrace technology to elevate customer delight, crafting stories and experiences that linger long after your visit.

Dedicated to sustainability and community engagement, Araiya goes beyond service to foster lasting relationships and leaving a positive impact. Join us in discovering all India has to offer, where natural beauty meets divine hospitality.
Journey with Araiya.



KINWANI HOUSE, ARAIYA ANTHOLOGY

OUR GLOBAL PRESENCE



MANAGEMENT TEAM



Kumar Manish
V.P. Operations



Sheetal M Walke
Asst. Manager - Projects
& Technical Services



Indrajeet Banerjee
Sales & Marketing
(The Specialists)



Ravin Jhala
Technology (HAATT Global)

OUR BRANDS



Our flagship brand, Éssence, redefines luxury and indulgence through signature stays across the globe, offering exceptional experiences and unparalleled service.



Soul by Araiya recognizes the needs of the value-conscious traveler. Crafted to be sleek and efficient, the brand prioritizes convenience while delivering unyielding comfort. With a presence in lively urban settings, Soul by Araiya offers outstanding value without sacrificing quality. Committed to providing intelligent hospitality solutions tailored to every travel requirement, Soul by Araiya truly puts the world at your fingertips.



Araiya combines contemporary design with personalized service to create a unique experience. True to its name, Araiya Hotels infuse a unique flair that captures the true beauty of their locations. Each property resonates with the local atmosphere, delighting our guests. For travelers who value style and cultural richness, Araiya Hotels serve as inviting havens that enhance and elevate the journey.



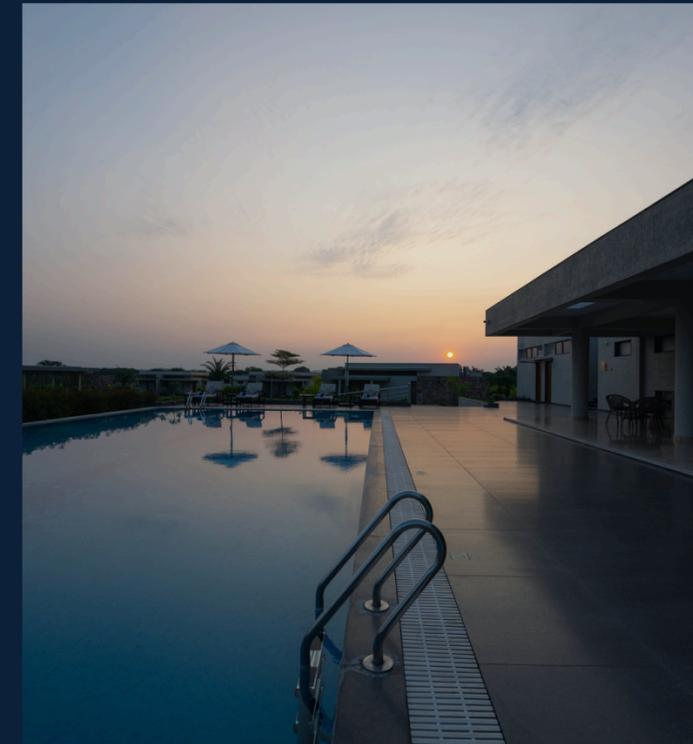
Embrace local beauty, history, traditions, and flavours of each destination through through our collection of handpicked, unique hotels. As an Araiya-assured brand, each experience is tailored for an unforgettable stay.



OUR PORTFOLIO



ARAIYA PALAMPUR
A NORWOOD HEIGHTS RESORT
HIMACHAL PRADESH
38 Rooms



ARAIYA GIR
A MAVINTARA RESORT
GUJARAT
48 Villas

OUR PORTFOLIO



AMARAYA RESORT
TAGORE TOP, NAINITAL
UTTARAKHAND
11 Suites



AALIA JUNGLE RETREAT AND SPA
BANDARJUDH, HARIDWAR,
UTTARAKHAND
11 Tents



KINWANI HOUSE
NARENDRANAGAR, RISHIKESH,
UTTARAKHAND
06 Suites

STRATEGIC EXPANSION ACROSS INDIA



- 5 Operating Properties
- 6 Signed & Under Development
- 6 States, Infinite Possibilities

India's domestic tourism market will triple by 2030. Our landscape strategy positions Araiya at the convergence of this growth – from adventure tourism in Himachal to heritage experiences in Rajasthan. We're not chasing trends; we're anticipating them.

THE ARAIYA EDGE

Building Beyond Hotels

Our vision extends beyond individual properties to creating an ecosystem **where investors, communities, and guests all thrive.** Through our GHA partnership, digital-first operations, and ESG leadership, we're building tomorrow's hospitality company today – one that delivers superior returns while creating lasting positive impact.

The Next Chapter

With proven success across mountain retreats, jungle sanctuaries, and urban concepts, we're positioned to scale strategically. Our pipeline represents not just expansion, but evolution – each property designed to maximize investor returns while setting new standards for responsible luxury in India.

"Every Araiya property is an investment in India's hospitality future – profitable, sustainable, and remarkable."



THE DIGITAL ADVANTAGE

In an age of ever-changing preferences, Araiya prioritizes technology to increase outreach and revenue by focusing on enhanced digital dexterity and constant involvement.

Embrace the digital ecosystem

Witness 40% lower transaction costs than global brands with the Araiya digital ecosystems (brand website + STAAH booking engine + channel manager + Airpay payment gateway).

Rejoice in low-cost AMCs

Go digital seamlessly with hybrid infrastructure designed by HATT-VCNS, resulting in 33% lower IT infrastructure costs and 44% lower annual maintenance fees.

Increase revenue digitally

Drive business effortlessly through our bespoke, hybrid application stack with Prologic, Repup and Beehive, saving 72% on business core application expenses.

Easy access for everyone

Embracing the digital ecosystem provides easy accessibility and transfers brand training and SOP manuals across destination via the cloud.



A GLOBAL LOYALTY NETWORK

A Strategic Advantage

Araiya Hotels and Resorts is a part of the Global Hotel Alliance (GHA), the largest alliance of independent hotel brands with a network of 800+ hotels and 17+ million members across 85 countries.

How will it impact your bottom line?

Increased bookings, greater profitability rewarding guests through loyalty programs can boost the prospect of repeat bookings, resulting in an average 17-fold increase in ROI.

Lower customer acquisition costs

Gain access to a vast and diverse customer base, allowing direct bookings and increased revenue potential.

Enhanced customer value/experience

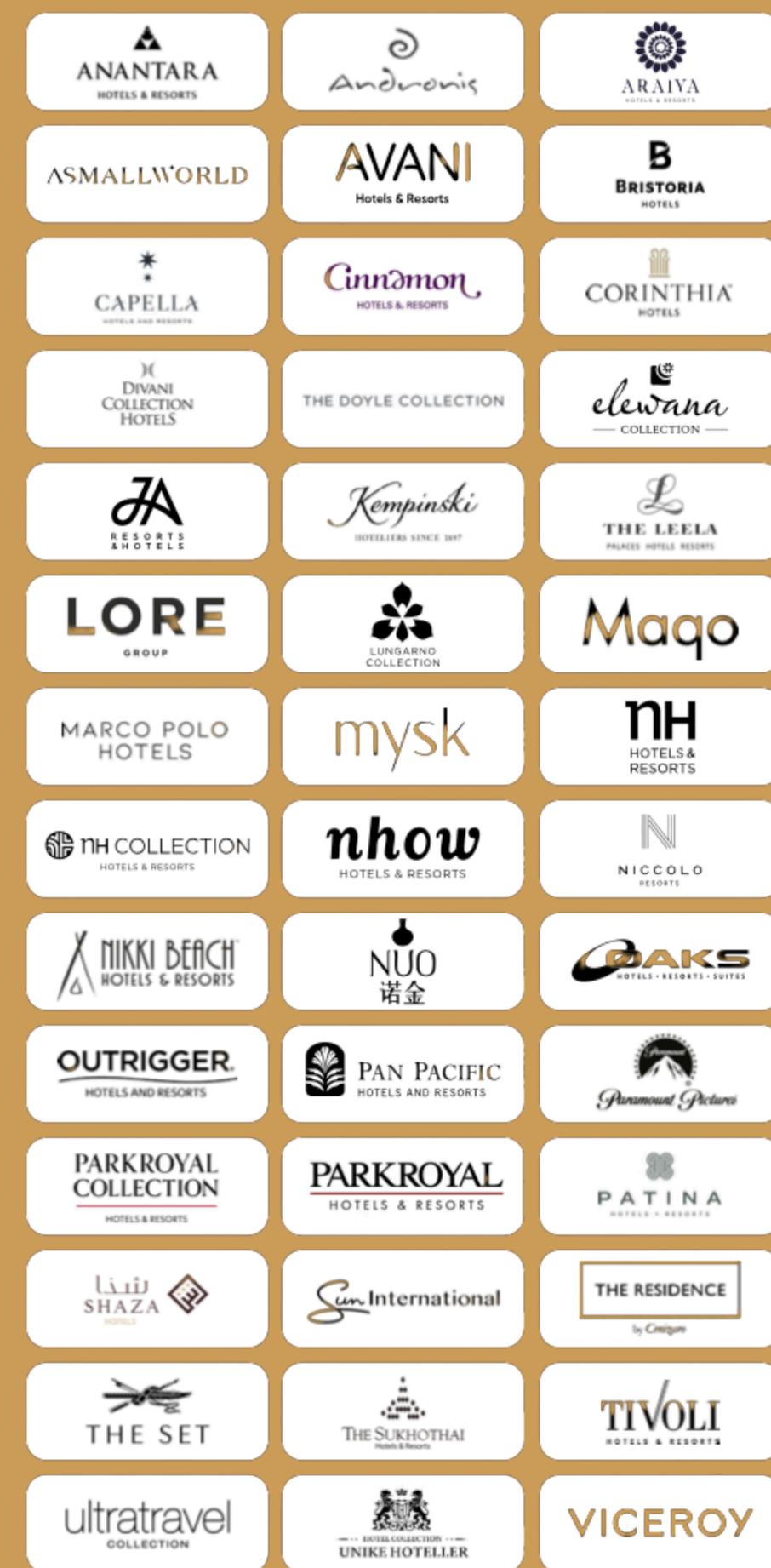
Members earn 4-7% with each stay which they can use to indulge in various experiences within the hotel, leading to increased business and higher spending per guest.

Cutting-edge digital transformation

The modern GHA system integration includes a one-time fee, making it the most economic technological upgrade that revolutionizes business operations.

Growing presence in India

GHA's stellar performance in India is clear. Revenue across four brands (Leela, Araiya, Anantara & Oaks) hit a record US\$68 million revenues in 2023. The number of GHA Discovery members residing in India topped more than half-a-million (540,000). Indian members also spent more at GHA hotels in India and around the world than ever before, generating a record \$60 million in hotel revenue.



RESPONSIBLE HOSPITALITY

Our ESG Journey

We believe in conducting business responsibly and sustainably. By balancing economic success with environmental and social responsibility, we aim to create a better future for all.

Increasing savings, reducing waste

Efficient construction and operating costs with local support result in 20% energy savings and 30% water savings over local competitors.

Creating a positive social impact

We value the skills and contributions of the local community to our operations, leading to the overall growth and development of the region.

Minimizing our ecological footprint

Our designs reflect the destination's beauty and respect local ecosystems through practices such as renewable energy power supply, composting, biodegradable plastic use, and much more.

Managing and conserving resources efficiently

We source materials, water, and supplies focused on sustainability, such as no layered staff uniforms to save on laundry costs and other best practices.





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