

AMARAYA, 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



Europe

Araiya Portugal
Calico, Porto

Araiya Holdings Ltd.
Valletta, Malta

Araiya Malta Ltd.
Valletta, Malta
Naan Bar, MÉZ, Chatterbox

India

Sales Offices
Delhi, Punjab, Mumbai, Gujarat

Corporate Office
Araiya Hospitality Pvt. Ltd.,
Mumbai, India

Middle East
GHA Sales Office
Dubai

MANAGEMENT TEAM - INDIA



Kumar Manish
V.P. Operations



Indrajeet Banerjee
Sales & Marketing
(The Specialists)

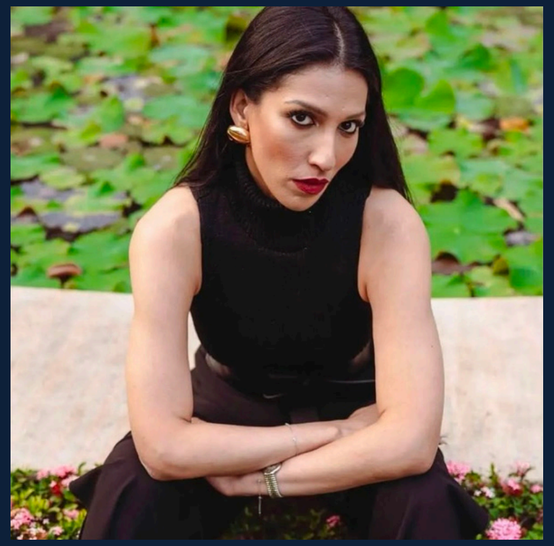


Ravin Jhala
Technology (HAATT Global)

MANAGEMENT TEAM - EUROPE



Antonio Arnaud
General Manager



Aishwarya Nair
Marketing Director

OUR BRANDS

ÉSSENCE BY ARAIYA

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

ARAIYA

Araiya combines contemporary design with personalized service to create an 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.

SOUL BY ARAIYA

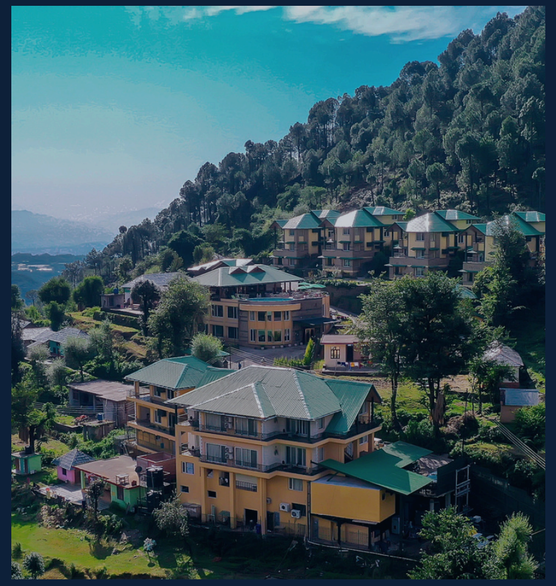
Soul by Araiya recognizes the needs of the value-conscious traveler. Crafted to be sleek and efficient, the brand prioritizes convenience while delivering unyielding comfort. With a presence in lively urban settings, Soul by Araiya offers outstanding value without sacrificing quality. Committed to providing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

ARAIYA ANTHOLOGY

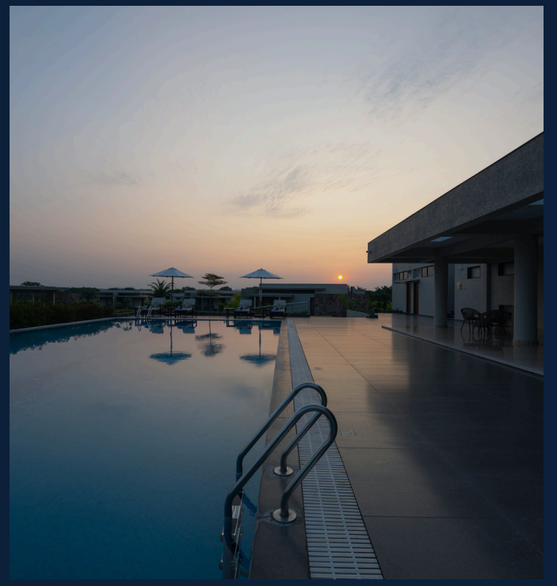
Embrace local beauty, history, traditions, and flavours of each destination through through our collection of handpicked, unique hotels. As an Araiya-assured brand, each experience is tailored for an unforgettable stay.

ARAIYA

OUR PORTFOLIO



ARAIYA PALAMPUR
A NORWOOD HEIGHTS RESORT
HIMACHAL PRADESH
38 Rooms



ARAIYA GIR
A MAVINTARA RESORT
GUJARAT
48 Villas

ARAIYA ANTHOLOGY

OUR PORTFOLIO



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



KINWANI HOUSE
NARENDRANAGAR, RISHIKESH,
UTTARAKHAND
06 Suites

ARAIYA ANTHOLOGY

OUR PORTFOLIO



AMARAYA, ARAIYA ANTHOLOGY
RAMGARH, UTTARAKHAND
11 Rooms & Suites



VANIN , RANTHAMBORE
ARAIYA ANTHOLOGY
RAJASTHAN
24 Suites

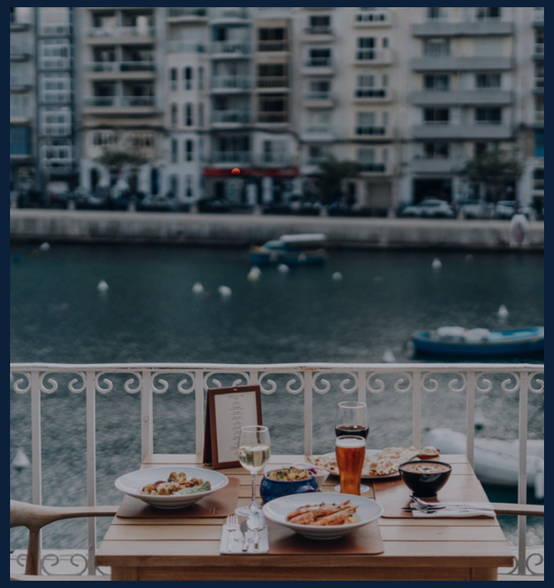
OUR PORTFOLIO



SOUL BY ARAIYA, PAITHALMALA,
A VIHAARA RESORT
KERALA
18 Rooms & Suite

ARAIYA
MALTA

EUROPE - RESTAURANT PORTFOLIO



MÉZ
Indian Coastal Cuisine
St. Julians, Malta



NAAN BAR
Valletta, Malta



CHATTERBOX
Bugibba, Malta



CALICO
Porto, Portugal

STRATEGIC EXPANSION ACROSS INDIA

UTTARAKHAND
Kinwani House-Araiya Anthology
Aalia Jungle Retreat & Spa- Araiya Anthology
Amaraya Resort- Araiya Anthology

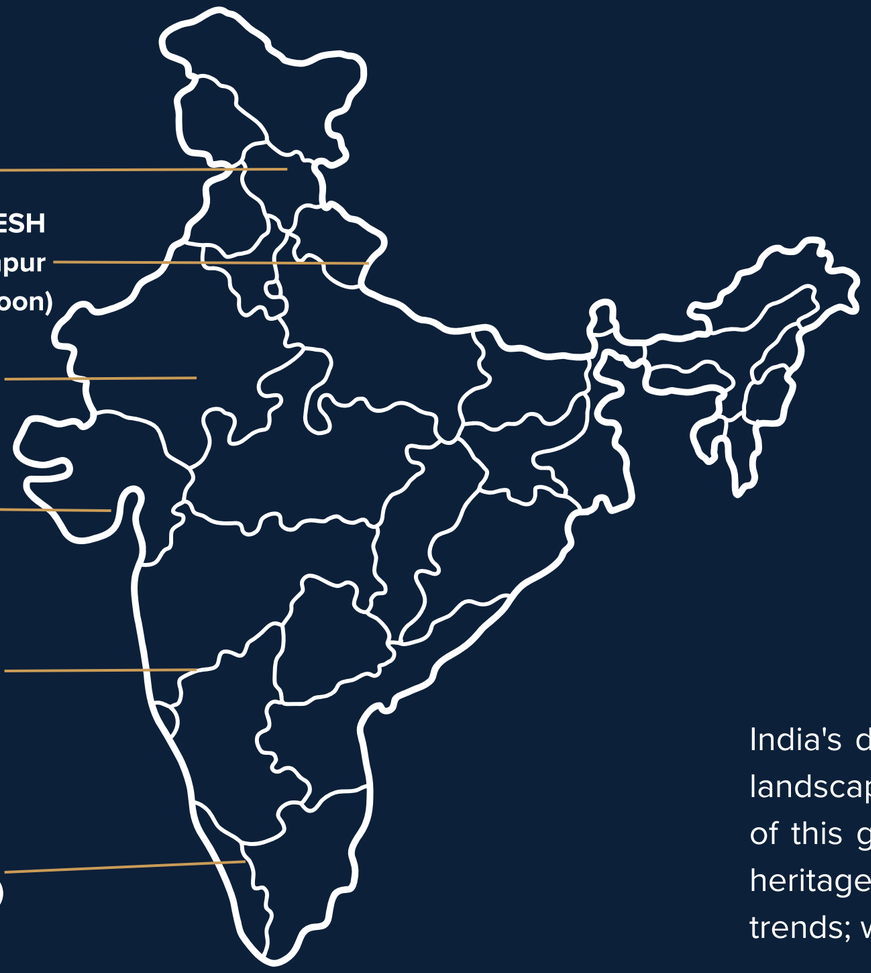
HIMACHAL PRADESH
Araiya Palampur
Soul by Araiya Dharamshala (coming soon)

RAJASTHAN
Araiya Mt Abu (coming soon)
Vanin Araiya Anthology (coming soon)

GUJARAT
Araiya Gir
Soul By Araiya Ambardi (coming soon)

MAHARASHTRA
Soul by Araiya Tapola (coming soon)

KERALA
Soul by Araiya Paithalmala (coming soon)



- 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 perferences, 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 + booking engine + channel manager + Airpay payment gateway).

Rejoice in low-cost AMCs
Go digital seamlessly with hybrid infrastucture, resulting in 33% lower IT infrastructure costs and 44% lower annual maintenance fees.

Increase revenue digitally
Drive business effortlessly through our bespoke, hybrid application.

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.



ARAIYA

HOTELS & RESORTS

+912245399444

WWW.ARAIYAHOTELS.COM

CONTACT@ARAIYAHOTELS.COM

