

ARAIYA  
HOTELS & RESORTS

Hospitality, Redefined

# The Araiya Experience - Extraordinarily Simple

Araiya embodies true hospitality, delivering personalized service and unique experiences that leave a lasting impression. Our forward-thinking solutions are built for the modern traveller, combining the latest industry innovations with a deep understanding of our guest's needs.

## Araiya is

### **Authentic**

Providing guests with an authentic experience through thoughtfully crafted products and soulful service.

### **Responsible**

With a focus on design, environment, and stakeholder value.

### **Adaptive**

Molding/shaping brand standards for personalized and immersive experiences.

### **Intuitive**

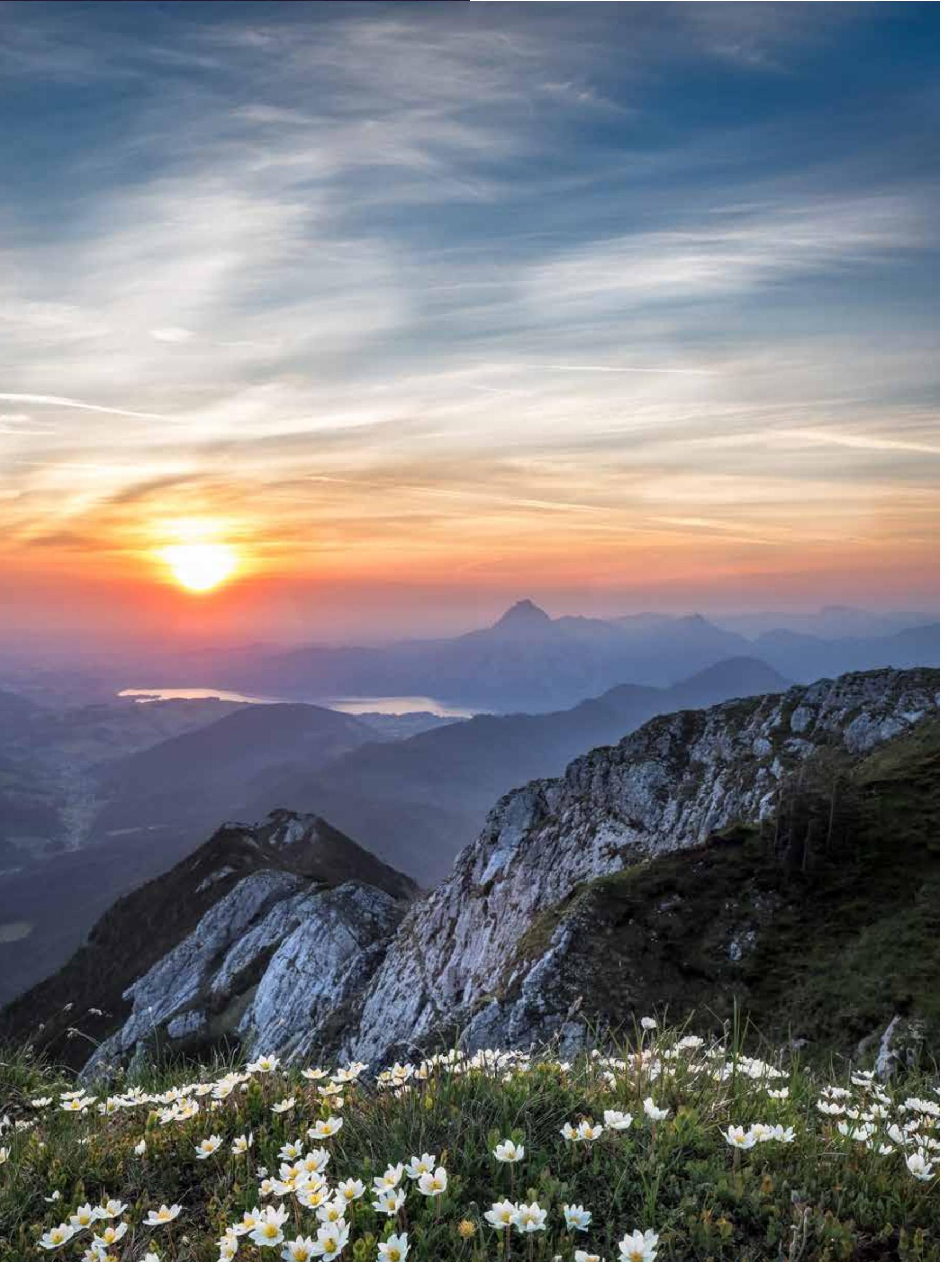
Anticipating guests needs through intuition and emotional intelligence.

### **Yern / Agile**

Quick to respond to changing markets and conditions.

### **Accessible**

With transparent management and open communication with owners.



# Our Network Beyond Borders



# The Minds Behind Araiya



**Amruda Nair**  
*Director, Araiya Hotels and Resorts*

Amruda brings a wealth of global experience manifested through Araiya. A third-generation hotelier, she is also an entrepreneur at heart, having launched several hospitality concepts.

She has worked for Jones Lang LaSalle Hotels, then served as Head of Asset Management for The Leela before founding Aiana Hotels & Resorts in Qatar.

An experienced board member, she sits on the Global Hotel Alliance CEO Committee, is a Director for HLV Limited that operates The Leela Mumbai and serves as an Independent Director for listed companies. A Cornell Hotel School graduate, she has also served on the Advisory Board for Stenden University.

An advocate for the transformative power of tourism, she has received multiple awards, including Generation Next Awards for Hospitality, FICCI Ladies Women Achiever's Award, and Rising Star South Asia award by ISHC.



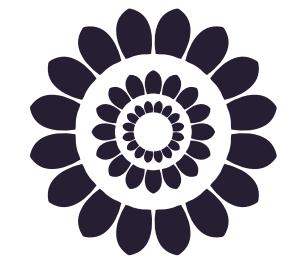
**Murlidhar Rao**  
*COO, Araiya Hotels and Resorts*

Murlidhar (Murli), our Chief Operating Officer, is a seasoned hospitality professional with over three decades of experience across 14 countries. He has held key roles at leading luxury hotel brands, including The Leela, Four Seasons, Kempinski, Mandarin Oriental, and Alila.

With a 1st Class Honours Diploma in Hotel Management and Honours Certification in HACCP, Murli's skills in hospitality operations, brand management, business development, and general administration are widely recognized in the industry. He aims to make Araiya a market leader throughout the Middle East, India, and South-east Asia and strives to push the brand forward every day, earning him the nickname "the 007 of service."

# Our Brands

Araiya is a symbol of beauty. Each brand offers an exceptional experience, elevating the meaning of beauty to a new level in the realm of hospitality.



**ÉSENCE  
BY ARAIYA**

Our flagship brand, Éssence, delivers luxury and indulgence in signature stays worldwide through exceptional experiences and unparalleled service.

**Area per key:**

**65 Sqm**

**Development cost/key:**

**INR 1,15,00,000**



**ARAIYA**

Experience the epitome of luxury and sophistication with Araiya Hotels. Each hotel mirrors its surroundings for a cultural and stylish travel adventure.

**Area per key:**

**52 Sqm**

**Development cost/key:**

**INR 85,00,000**



Soul by Araiya captures the essence of the curious traveller. Experience world-class comfort and design in vibrant cities worldwide, and revel in its allure.

**Area per key:**

**40 Sqm**

**Development cost/key:**

**INR 40,00,000**



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

## Araiya Residences

Araiya Residences provide a unique experiential perspective through carefully crafted, environmentally conscious design that delivers authentic experiences.

\*All costs are excluding land and other indirect development costs.

# The Araiya Landscape

## Araiya - Palampur

### A Norwood Heights Resort (Operational)

Discover the beauty of the Kangra Valley with Araiya Palampur, nestled between pine forests and the Dhauladhar Range. Voted the best resort on Tripadvisor by traveller ranking, Araiya Palampur offers 25 comfortable rooms, a rooftop bar, a heated pool, scenic lawn, and dining options for business, leisure, and adventure travellers.

## Araiya Waterfront Alibaug

### Serviced Apartments By Earthweavers (Opening soon)

Escape to Araiya Waterfront, a 13-story serviced apartment in Dhokawade, Alibaug. Perfect for family vacations or corporate getaways, just minutes from the Mandwa pier and across the water from South Mumbai.

## Soul By Araiya Paithalmala

### A Vihaara Resort (Opening soon)

Witness nature's bliss at Soul by Araiya Paithalmala. Perched at a serene height, immerse in the best of South Indian wildlife and stunning views on hikes surrounded by birdsong and nature's sounds.

## Soul By Araiya

### A Kamakhya Hotel, Dharamshala (Opening soon)

Relax and unwind at Soul by Araiya, located in Kotwali Bazar, with easy access to Dharamshala and McLeodganj. Bask in the beauty of this gem with 33 keys, a terraced restaurant, and 1500 sq. ft. of banquet space that unfurls into a landscaped garden.

## Avas Wellness, Araiya Anthology

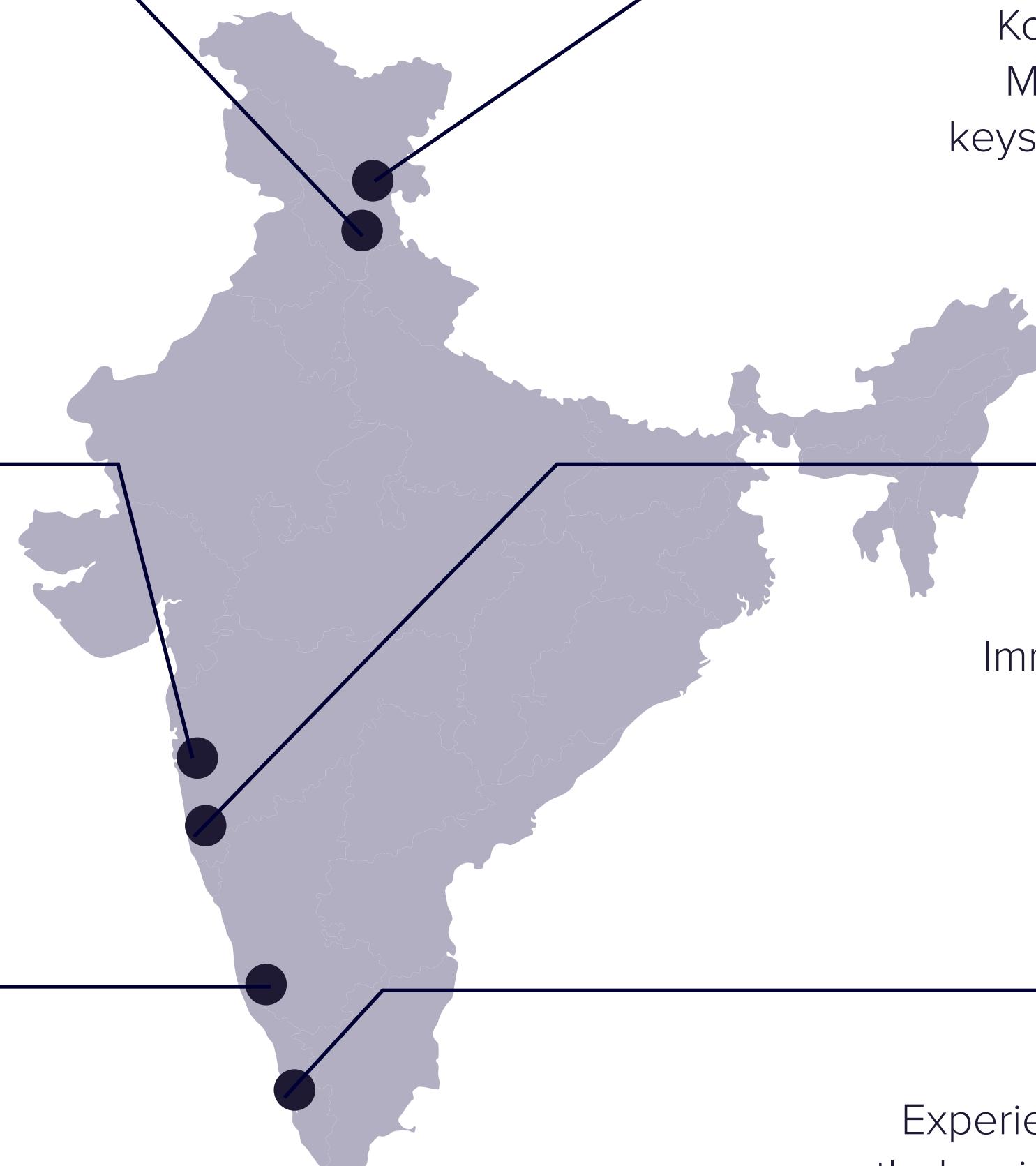
### Alibaug (Opening soon)

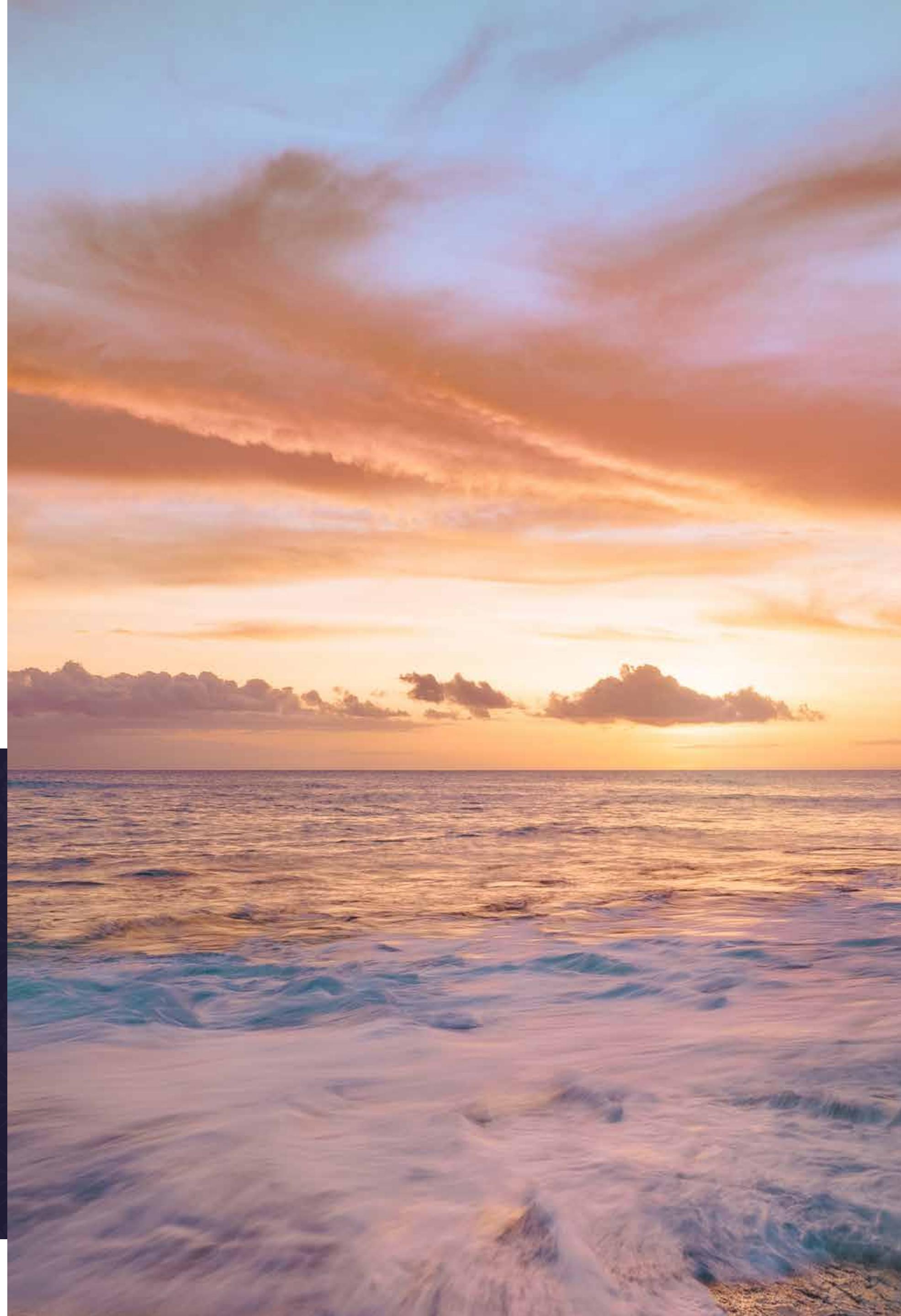
Arrive at Avas, a tranquil escape from the city. Immerse in nature, disconnect, and rejuvenate at our wellness retreat, Araiya Anthology near Mumbai.

## Araiya Calicut

### A Prabha Resort (Opening soon)

Experience luxury in God's own country at Araiya Calicut, nestled amidst a 2-acre estate of lush greenery. Indulge in the rich history of Calicut with upscale rooms, spa treatments, a range of dining options, and your private garden patio.





## The Araiya Edge

We prioritize people, processes, and products to drive commercial success while providing sustainable and personalized guest experiences, resulting in maximum stakeholder value. You will have access to all the tools and resources necessary to grow and thrive, derived from our commitment towards excellence and innovation.

- Co-branding option with holding company name included in signage
- Performance-based and incentivized flexible contracts
- Cost savings through our extensive partner ecosystem (Prologic, STAAH, Provision Global Procurement Services, OTA commissions)
- Transparency in owner communications and reporting with clear and concise monthly and quarterly reports
- Lower transaction costs in revenue generation (40% lower than global brands)
- Lower overhead central fees

# 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 evolvement.

## Embrace the digital ecosystem

Witness 40% lower transaction costs than global brands with the 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 I.T. 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 destinations via the cloud.





**AVANI**  
Hotels & Resorts



THE DOYLE COLLECTION



# 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.

# 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

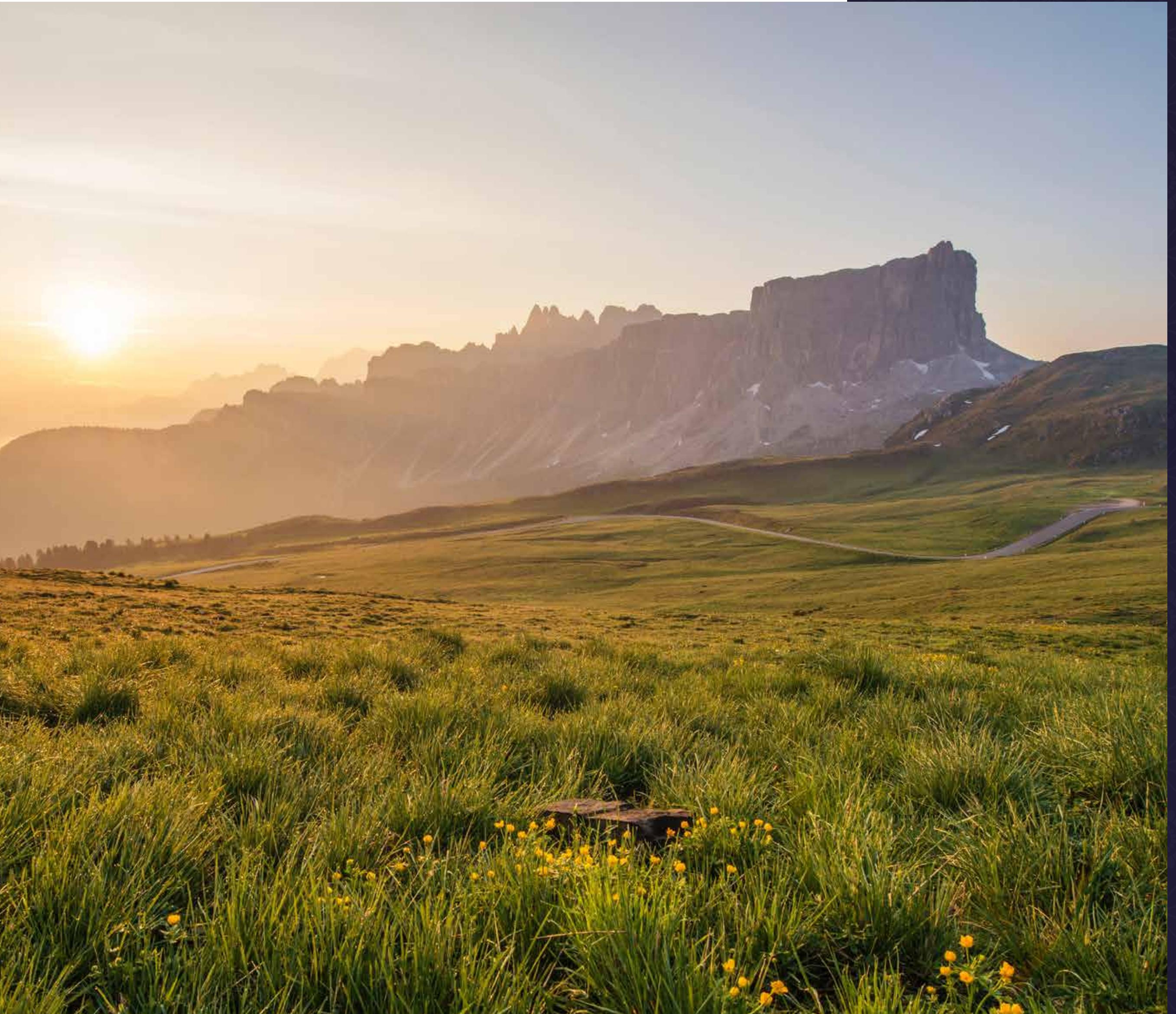
We value the skills and contributions of the local community to our operations, leading to the overall growth and development of the region.

## 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.



# Let's Grow, Together

Join the thriving community of businesses at Araiya

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🌐 [www.araiyahotels.com](http://www.araiyahotels.com)

▷ [Click here](#) to view the Araiya Palampur Experiences video.



Araiya Palampur