

Corporate Analysis

About Sarova

The Sarova chain of hotels was formed in the 1970s by Gurcharan Singh Vohra. He acquired the Ambassador Hotel within the Nairobi central business district in 1974 in a partnership with Mr. John Ngata Kariuki, which was Sarova's first operation point. In the following years, Mr. Vohra and Mr. Kariuki would embark on an expansion plan, building the Sarova brand through a series of acquisitions and setup of lodges in Nairobi, at the coast, and in the Rift Valley. The Stanley Hotel which is currently known as Sarova Stanley was one of the most significant purchases due to its prime location and reputation. When the hotel was sold in 1992, Sarova was able to acquire the Panafric Hotel. Through the years, the Sarova Group has expanded from urban locations to game lodges and a coastal branch.

In October 2013, Mr. Vohra passed away in London. His position as chairman of the Group was taken over by Mr. Kariuki upon appointment in 2014. Prior to his death, Mr. Vohra had steered the Sarova brand from humble beginnings to owning 5-star establishments in a number of locations. As of 2016, the Sarova Group has 8 establishments which consist of a mix of hotels and lodges.