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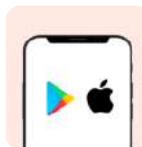
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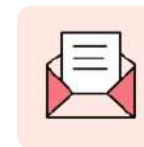
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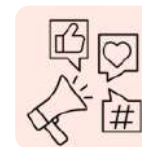
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Hospitality • 2 Min Read

Kaara Hotels targets 120 properties and 15,000 jobs across North India

Kaara Hotels has announced an INR 1,000 crore investment over the next five years to establish 120 properties across North India, marking the first phase of its nationwide expansion strategy. The technology-enabled, asset-light hospitality company will focus on leisure, wedding, pilgrimage and business destinations across six markets, while targeting up to 15,000 direct and indirect jobs.



Kaara Hotels, a technology-enabled, asset-light hospitality company, has announced plans to invest INR 1,000 crore over the next five years to expand across North India. The investment marks the first phase of its long-term national growth strategy, with the company targeting 120 properties across the region before expanding into other parts of India.

The expansion will focus on Uttarakhand, Himachal Pradesh, Haryana and NCR, Rajasthan, Punjab and Uttar Pradesh. These markets are witnessing demand from destination weddings, MICE travel, domestic tourism and the need for midscale hospitality offerings.

Kaara Hotels views North India as the foundation of its expansion strategy and plans to use the region to demonstrate the scalability of its asset-light model, technology-led operations and multi-brand portfolio. The operational capabilities, partnerships and brand strength developed during this phase are expected to form the basis for its subsequent expansion across the country.

The company's growth will be driven by a portfolio of five hospitality brands. Kaara, focused on leisure travel, weddings, banquets and MICE events, and Aayra, an urban boutique midscale brand, are already

operational. Three additional formats are under development to address different traveller preferences and market segments.

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The planned investment will focus on technology, sustainable infrastructure and brand development. Kaara will continue to invest in HOSPINS, its proprietary AI-powered hospitality platform integrating property management, revenue optimisation and guest experience management across properties. The company also plans to develop properties incorporating sustainable construction practices and resource-efficient operations.

The expansion is expected to create up to 15,000 direct and indirect jobs across the planned network of 120 properties. Kaara Hotels intends to prioritise state-specific hiring, creating opportunities across hotel operations, food and beverage, events, facility management, transportation and local vendor ecosystems.



The expansion will be financed through a combination of internal accruals, institutional debt, equity capital and strategic partner co-investments in selected markets.

Commenting on the announcement, Puneet Sethi, Managing Director of Kaara Hotels, said, "North India offers the ideal foundation for the next chapter of Kaara Hotels. This investment is not simply about adding properties; it is about building a hospitality ecosystem powered by technology, sustainability and strong local partnerships. Our vision is to create brands that are relevant across different travel occasions while remaining rooted in our 'Apna Sa' philosophy of warm, personalised hospitality. By combining an asset-light expansion model with proprietary technology and disciplined execution, we believe we can scale responsibly, generate meaningful employment and create long-term value for our partners, guests and the communities in which we