

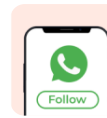
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Hotels 3 Min Read

Kaara Hotels launches boutique hotel brand Aayra with its first property in Dehradun

Built as a boutique, rooms-first urban hotel, Aayra Dehradun prioritises comfort, convenience, and personalised service while maintaining the operational consistency expected from a professionally managed hospitality brand. Whether guests are travelling for work, a family holiday, a celebration, or a weekend getaway, the property is designed to deliver an experience that is welcoming, reliable, and thoughtfully curated, said a release.



Online Bureau • ETHospitalityWorld
Published On Jul 7, 2026 at 07:00 PM IST



Kaara Hotels announced the launch of Aayra, its new boutique hotel brand, with the opening of Aayra Dehradun, the brand's first property. Located on Canal Road in Dehradun, the 18-room hotel has been developed to meet the growing demand for dependable, experience-led

stays among business travellers, families, groups, and leisure guests. The launch marks the debut of Kaara Hotels' boutique hospitality vertical, expanding its presence across India's growing mid-market hospitality segment through a differentiated urban hotel format.

Designed to combine modern comfort with warm, personalised hospitality, Aayra Dehradun offers meticulously appointed rooms, Fluid, its rooftop bar and lounge, and flexible indoor and outdoor venues for intimate celebrations, meetings, and social gatherings. Strategically located with easy access to key city attractions and enroute to Mussoorie, the property is positioned to serve both urban travellers and visitors exploring Uttarakhand's popular leisure destinations.

Advt

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Speaking on the launch, Puneet Sethi, managing director, Kaara Hotels, said, "With Aayra, we are introducing a boutique hospitality brand that reflects the way people travel today. Guests are looking for hotels that are intimate, thoughtfully designed, and backed by the consistency of a

trusted hospitality company. Our first property, Aayra Dehradun, embodies that vision by offering warm, personalised hospitality in a contemporary urban setting. As we expand Aayra across India, our focus will be on creating boutique hotels that cater to diverse travel needs while delivering a memorable and dependable guest experience."

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Aayra has been conceived as Kaara Hotels' boutique urban hospitality brand, designed for compact city locations where guests seek comfort, convenience, and personalised experiences. The brand follows a rooms-first operating model that caters to high-frequency business and leisure travel while offering intimate spaces that are equally suited for small celebrations and social gatherings. Following the launch of Aayra Dehradun, Kaara Hotels plans to expand the brand across multiple cities through its asset-light management model.

Founded in 2021, Kaara Hotels has established a structured presence in India's mid-market hospitality segment by positioning itself between premium hotel chains and budget aggregators. The company currently operates three properties across Gurugram and Dehradun with a combined inventory of 178 rooms, 12 banquet spaces, and approximately five acres of hospitality assets. Its portfolio now comprises the flagship Kaara brand for leisure and destination hospitality and Aayra, its boutique urban hotel brand, enabling the company to serve a broader spectrum of travellers and travel occasions.

A key differentiator in Kaara Hotels' operating model is HOSPINS, its proprietary technology platform that integrates pricing, procurement, property management, analytics, and customer engagement across its portfolio. Developed in-house, the platform enables greater operational efficiency while enhancing guest experience and consistency across locations. Looking ahead, Kaara Hotels aims to expand to 120 hotels and achieve Rs 500 crore in annual revenue by FY30-31 through a scalable, asset-light growth strategy across tier 1, tier 2, and tier 3 markets, the release claimed.

Aayra Dehradun, located on Canal Road in Dehradun, is a modern urban boutique hotel designed to offer a seamless blend of comfort, convenience, and warm hospitality. With 18 well-appointed rooms, a rooftop bar and lounge (Fluid), and flexible indoor and outdoor spaces for intimate gatherings and events, the property caters to business travelers, families, groups, and leisure guests. Positioned enroute to Mussoorie, Aayra Dehradun serves as a convenient and welcoming stay option that emphasises personalised service, ease of access, and experience-led hospitality in a compact urban format.

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