

[Purchase Magazine \(August\)](#)[Post Your Talent](#)

Step into the world of hospitality.
Your monthly insights have just arrived!



August 2026 issue out now.

ANNIVERSARY
EDITION

[Home](#) / [News](#) / Kaara Hotels Launches Boutique Brand Aayra with First Property in...

Kaara Hotels Launches Boutique Brand Aayra with First Property in Dehradun



By Hariharan U

Published on July 8, 2026

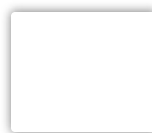
Kaara Hotels has announced the launch of **Aayra**, its new boutique hotel brand, with the opening of

its first property, **Aayra Dehradun**. Located on Canal Road in Dehradun, the 18-room boutique urban hotel marks Kaara Hotels' expansion into the growing experience-led mid-market hospitality segment.

Designed to cater to business travellers, families, groups and leisure guests, Aayra Dehradun combines contemporary comfort with personalised hospitality. The launch introduces Kaara Hotels' boutique hospitality vertical, focusing on compact urban hotels that offer reliable service, thoughtful design and memorable guest experiences.

The property features well-appointed rooms, **Fluid**, a rooftop bar and lounge, along with flexible indoor and outdoor spaces designed for intimate celebrations, meetings and social gatherings. Its strategic location provides convenient access to key city attractions while also serving as a gateway for travellers heading towards Mussoorie and other destinations across Uttarakhand.

Positioned as a rooms-first urban hotel, Aayra Dehradun focuses on comfort, convenience and personalised service. The property is designed to meet the needs of modern travellers seeking dependable accommodation for business trips, family holidays, celebrations and weekend escapes.



Commenting on the launch, **Puneet Sethi, Managing Director, Kaara Hotels**, said that Aayra has been created to reflect changing travel preferences, with guests increasingly looking for intimate, thoughtfully designed hotels backed by professional hospitality standards. He added that Aayra Dehradun represents the brand's vision of delivering warm and personalised experiences across multiple Indian cities.

Aayra has been developed as Kaara Hotels' boutique urban hospitality brand, following a rooms-first operating model suited for high-frequency business and leisure travel. The brand aims to create intimate hotel environments that also support small gatherings and social occasions.

Following the launch of Aayra Dehradun, Kaara Hotels plans to expand the brand across India through an asset-light management model, targeting opportunities in Tier 1, Tier 2 and Tier 3 markets.

Founded in 2021, Kaara Hotels has built its presence in India's mid-market hospitality sector, operating three properties across Gurugram and Dehradun with a combined inventory of 178 rooms, 12 banquet spaces and around five acres of hospitality assets.



The company currently operates through two hospitality brands - Kaara, focused on leisure and destination hospitality, and Aayra, designed for boutique urban stays. Supporting its operations is **HOSPINS**, Kaara Hotels' proprietary technology platform integrating pricing, procurement, property management, analytics and customer engagement to improve efficiency and consistency across its portfolio.

With its expansion strategy, Kaara Hotels aims to grow to **120 hotels and achieve ₹500 crore in annual revenue by FY30-31**, strengthening its position in India's evolving hospitality landscape.

