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Kaara Hotels plans to establish 120 properties across the region over the next five years, targeting leisure, wedding, pilgrimage and business travel markets.

by **Staff Writer** August 13, 2026

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Puneet Sethi, Managing Director of Kaara Hotels

Kaara Hotels announced a planned investment of Rs 1,000 crore over the next five years to expand its presence across North India.

The investment marks the first phase of the company's long-term national growth strategy and will support its target of establishing 120 properties across the region before replicating its operating model across other parts of the country.

Focus on key travel markets

The expansion will focus on some of North India's fastest-growing leisure, wedding, pilgrimage and business travel destinations, including **Uttarakhand**, Himachal Pradesh, Haryana and NCR, Rajasthan, Punjab and Uttar Pradesh. These markets continue to witness sustained demand driven by destination weddings, MICE travel, domestic tourism and the growing need for quality midscale hospitality offerings.

Asset-light operating model

Kaara Hotels has identified North India as the foundation of its long-term expansion strategy, with the region serving as the first phase for its asset-light business model, technology-led operations and multi-brand portfolio. The company plans to use the operational experience and partnerships developed during this phase for expansion into other parts of India. Its portfolio will comprise five hospitality brands, with Kaara and Aayra already operational and three additional formats under development.

Technology and infrastructure investment

The planned investment will cover technology, infrastructure and brand development. Kaara will continue investing in HOSPINS, its AI-powered hospitality platform, alongside plans for sustainable construction practices, resource-efficient operations, guest experience design, marketing and brand positioning.

Employment across the region

The expansion is expected to generate employment across the region, with Kaara Hotels planning to recruit local talent for operational, managerial and hospitality service roles. Across its planned network of 120 properties, the company expects to create up to 15,000 direct and indirect jobs across hotel

operations, food and beverage services, events, facility management, transportation and local vendor ecosystems.

Funding the expansion

The expansion will be financed through a combination of internal accruals, institutional debt, equity capital and strategic partner co-investments across 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 operate. The experience, operational excellence and brand equity we build across North India will serve as the blueprint for our future expansion across the country.”

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