

Kaara Hotels Enters Boutique Hospitality With Launch Of Aayra Dehradun

The launch of Aayra Dehradun marks Kaara Hotels' entry into India's boutique urban hospitality segment, with an asset-light expansion strategy targeting high-growth city markets.



By SOH Edit Team

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Kaara Hotels has launched its new boutique hotel brand, **Aayra** with the first property in **Dehradun**. Located on Canal Road, the 18-room hotel marks Kaara Hotels' entry into India's growing boutique urban hospitality segment, catering to business travellers, families, leisure guests, and small groups.



Brand Vision & Growth Strategy

Commenting 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 increasingly seek intimate, thoughtfully designed hotels backed by the reliability of a trusted hospitality company. Aayra Dehradun embodies that vision by combining personalised hospitality with contemporary comfort, and as we expand across India, our focus will remain on delivering dependable and memorable guest experiences."

Conceived as Kaara Hotels' boutique urban hospitality brand, Aayra is designed for compact city locations serving both business and leisure travellers. The brand's rooms-first operating model emphasises comfort, convenience, and curated guest experiences while incorporating intimate spaces for small gatherings and celebrations.

Following the Dehradun debut, Kaara Hotels plans to expand Aayra across multiple Indian cities through its asset-light management model, strengthening its presence in the country's fast-growing mid-market hospitality sector.

Key Highlights:

- 18 guest rooms
- Rooftop bar and lounge
- Indoor and outdoor venues for social events



Puneet Sethi, Managing Director, Kaara Hotels

