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# Kaara Hotels Launches Aayra in Dehradun



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# Kaara Hotels Launches Aayra with First Hotel in Dehradun



## Aayra Brand Debuts as Kaara Hotels Expands Boutique Hospitality Portfolio

Kaara Hotels has launched 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 serve business travellers, families, groups and leisure guests seeking comfortable and personalized stays.

The launch marks Kaara Hotels' entry into the boutique hospitality segment, expanding its presence in India's mid-market hotel industry through a rooms-first urban hotel concept.

Aayra Dehradun features well-appointed guest rooms, Fluid, its rooftop bar and lounge, and flexible indoor and outdoor event spaces suitable for meetings, private celebrations and social gatherings. The hotel is conveniently located near key attractions in Dehradun and on the route to Mussoorie, making it suitable for both business and leisure travellers.

## Boutique Hospitality with a Rooms-First Approach

The property has been designed to offer a balance of comfort, convenience and personalised service while maintaining consistent hospitality standards. The brand aims to provide travellers with a welcoming stay, whether they are visiting for business, holidays, family events or weekend breaks.

*Puneet Sethi*

**Puneet Sethi, Managing Director of Kaara Hotels**, said Aayra has been created to meet the changing preferences of travellers looking for thoughtfully designed boutique hotels backed by professional hospitality management. He added

that the company plans to expand the Aayra brand across India.

## Expansion Plans

Aayra has been developed as Kaara Hotels' boutique urban hospitality brand for compact city locations. The company plans to expand the brand through an asset-light management model across multiple cities.

Founded in 2021, Kaara Hotels currently operates three properties in Gurugram and Dehradun, with a combined inventory of 178 rooms, 12 banquet spaces and approximately five acres of hospitality assets. Its portfolio now includes the Kaara brand for leisure and destination hotels alongside the new Aayra brand for boutique urban stays.

## Technology-Driven Operations

Kaara Hotels also operates HOSPINS, its in-house technology platform that integrates pricing, procurement, property management, analytics and customer engagement across its portfolio.

Looking ahead, the company plans to expand to 120 hotels and target ₹500 crore in annual revenue by FY2030-31 through its asset-light growth strategy across Tier 1, Tier 2 and Tier 3 cities.

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