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Hotels 3 Min Read

Kaara Hotels appoints Honey Kumar as head – marketing & communications

In her new role, Kumar will be responsible for strengthening Kaara Hotels' brand presence, driving integrated marketing and communications strategies, enhancing guest engagement, building strategic partnerships, overseeing digital and offline campaigns, and supporting the company's business growth objectives across its portfolio. She will also play a key role in shaping brand narratives that resonate with modern travellers while reinforcing Kaara's positioning as a trusted hospitality brand offering experience-led stays at accessible price points.



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Kaara Hotels announced the appointment of Honey Kumar as its head – marketing & communications. Bringing over 18 years of experience



Honey Kumar, head - marketing and communications,
Kaara Hotels.

across hospitality, retail, staffing, media, and consumer marketing, Kumar will lead the company's brand strategy, marketing communications, guest engagement initiatives, partnerships, and integrated marketing efforts as Kaara

accelerates its expansion across India.

Kumar joins Kaara Hotels with an extensive track record of building brands and driving business growth through strategic marketing. Her career spans leading organizations across India and the UAE in staffing, security services, retail, and radio broadcasting. Over the course of her career, she has successfully conceptualised and executed high-impact marketing campaigns across traditional and digital channels, delivering measurable business outcomes and enhanced customer engagement.

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Among her notable achievements, Kumar led the launch of the first-ever VIP loyalty shopping card for electronics customers in the UAE. Supported by a comprehensive ATL, BTL, and social media marketing strategy, the initiative significantly strengthened customer loyalty and contributed to driving sales in the segment to nearly 40 percent, establishing a benchmark in customer engagement and retail marketing.

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Commenting on her appointment, Honey Kumar, head – marketing & communications, Kaara Hotels, said, "I am excited to join Kaara Hotels at a time when the company is building a distinctive presence in India's hospitality landscape. What drew me to Kaara is its commitment to creating experiences that feel genuinely personal and welcoming. My focus will be on fostering a culture where marketing is viewed not as a standalone function but as a key driver of business growth. Every campaign, partnership, guest engagement initiative, and brand communication will be designed to reflect the spirit of 'Apna Sa' hospitality while strengthening customer connections and supporting the company's expansion journey."

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Welcoming Honey to the leadership team, Puneet Sethi, managing director of Kaara Hotels, said, "Hospitality is about creating memorable

experiences, and marketing is central to that journey. Honey brings deep expertise in strategy, brand building, customer engagement, and execution across diverse industries and international markets. We are confident her leadership will strengthen Kaara's brand as we expand our footprint and continue to elevate the guest experience."

The appointment comes at a significant phase of growth for Kaara Hotels, following the recent launch of its Dehradun property and the company's continued focus on expanding its presence across Tier 1, Tier 2, and Tier 3 cities. Through its dual-brand strategy comprising Kaara Hotels and [Aayra Hotels](#), along with its proprietary hospitality technology platform HOSPINS, the company is building a scalable, asset-light hospitality network designed to serve India's evolving travel and accommodation needs, added the release.

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