



Sarovar Hotels takes regional cuisines across its hotel network

Sudhanshu Rai inaugurates Nayvedyam, Bengaluru's new South Indian restaurant

Novotel Goa Resort & Spa and I welcome back Resha Naik as M



Home > Appointments > Kaara Hotels appoints Honey Kumar as Head – Marketing & Communications

APPOINTMENTS

Kaara Hotels appoints Honey Kumar as Head – Marketing & Communications

The marketing leader brings over 18 years of experience across hospitality, retail, staffing, media, and consumer marketing.

June 15, 2026

SHARE



Kaara Hotels has announced the appointment of Honey Kumar as its Head – Marketing & Communications. Bringing over 18 years of experience across **hospitality**, retail, staffing, media, and consumer marketing, Honey will lead the company's brand strategy, marketing communications, guest engagement initiatives, partnerships, and integrated marketing efforts as Kaara accelerates its expansion across India.

Professional experience

Honey 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 conceptualized and executed high-impact marketing campaigns across traditional and digital channels, delivering measurable business outcomes and enhanced customer engagement.

Key achievement

Among her notable achievements, Honey 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.

New role and responsibilities

In her new role, Honey 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.

Leadership comments

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."

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."

Previous

[Marriott promotes Dilpreet Singh to Vice President, Operations, South Asia & Franchise Operations](#)

Next

[Wyndham is bringing the Ramada brand to Panipat](#)

APPOINTMENTS