

Sarovar Hotels launches 2025 edition of Sales initiative

Sarovar Hotels has officially launched the 2025 edition of its flagship sales campaign, ‘Sarovar Source Sales Calling’, aimed at strengthening its presence across key regional markets and enhancing engagement with trade and corporate partners throughout India.

Now in its fourth edition since its 2022 debut, the initiative began this year’s journey in Mumbai and is scheduled to continue in Bangalore, Ahmedabad, and Delhi, reinforcing its place as a cornerstone of Sarovar’s commercial outreach strategy.

“Sarovar Source Sales Calling is our way of staying connected with the markets that matter most,” said Akshay Thusoo, Senior Vice President – Commercial, Sarovar Hotels. “It’s a focused effort to bring our expanding portfolio into sharper focus—especially in new and promising destinations like Goa, Sindhudurg, Philibhit, Ajmer, Kerala, and popular hill stations. The enthusiastic response from our Mumbai roadshow is a strong indicator of market optimism.”

Each leg of the campaign runs for two to three days per city, bringing together General Managers from Sarovar’s properties to engage in direct, in-person meetings with top B2B travel agents, PCOs, series operators, and corporate clients from key sectors including pharmaceuticals, banking, NBFCs, FMCG, and large conglomerates.

The 2025 edition places strong emphasis on highlighting Sarovar’s growing footprint, showcasing recent openings and strategic developments in both established and emerging destinations. The campaign is held quarterly, ensuring year-round visibility and consistent partner engagement.

By facilitating face-to-face dialogue with decision-makers, Sarovar Source Sales Calling serves as both a demand generation tool and a relationship-building platform. It not only enables the group to pursue immediate business leads but also fosters long-term strategic partnerships, reinforcing Sarovar’s commitment to relationship-led growth, market agility, and commercial excellence in India’s highly competitive hospitality landscape.