

## **Brij Hotels Enters Sindhudurg with Signing of New Boutique Coastal Resort**

Brij Hotels has signed a new boutique coastal resort in Sindhudurg, marking its entry into one of India's least explored shoreline destinations and expanding its footprint along the western coast.

Located just north of Goa, the upcoming Brij Sindhudurg will be easily accessible from MOPA International Airport and Sindhudurg Airport, while offering guests a secluded beachfront setting away from high-density tourism zones.

Set on a pristine white-sand beach, the resort will feature private beachfront villas designed to deliver a slow-luxury experience rooted in privacy and place. The property will offer direct beach access, curated marine and coastal experiences including dolphin sightings, snorkelling, and water-led explorations, alongside intimate beachside dining focused on locally inspired Konkan cuisine.

The resort's experiential framework will also include cultural immersion through interactions with local communities, regional narratives, and traditions reflective of the Konkan coastline. Designed as a romantic, low-density retreat, Brij Sindhudurg aims to balance understated luxury with the region's unspoilt natural character.

Commenting on the signing, Udit Kumar, Co-Founder, Brij Hotels, said Sindhudurg aligns closely with the brand's philosophy of quiet luxury and discovery, adding that the project represents a conscious effort to preserve the destination's untouched essence while introducing thoughtfully crafted hospitality.

The signing underscores Brij Hotels' strategy of expanding into emerging, underexplored destinations that offer distinctive landscapes, low tourist saturation, and experience-led luxury.