

## **The Oberoi Group unveils ASMI by Oberoi: A transformative, integrated wellness experience**

The Oberoi Group has announced the launch of ASMI by Oberoi, a deeply thoughtful and holistic wellness offering that embodies the brand's commitment to creating experiences that are luxurious, meaningful, restorative, and authentic.

Derived from timeless Indian wisdom and supported by contemporary science, ASMI by Oberoi is a comprehensive lifestyle framework built around five key pillars: movement, nutrition, bodywork, breath work, and mindfulness. Together, these guide guests toward greater balance, vitality, and inner alignment.

The name ASMI, Sanskrit for "I am," reflects a personal journey of reconnection and alignment with one's best self. Guided by the philosophy "I am my choices," ASMI encourages mindful living through everyday decisions that nurture wellbeing. It brings together the depth of Indian philosophy with scientific rigour to help guests rediscover equilibrium — a conscious return to who they truly are.

Rooted in the ancient Pancha Kosha framework, which views human wellbeing through five layers of existence, ASMI by Oberoi offers a personalised, non-prescriptive experience. Guests are invited to begin from where they are — whether taking first steps or seeking deeper immersion. The journey progresses naturally: supporting physiology through movement and nutrition; ensuring recovery and rest; cultivating presence through breath and mindfulness; and, over time, engaging with deeper meaning and purpose.

The ASMI cuisine concept echoes this philosophy — approachable, tiered, and designed to help guests make better choices more often, blending nourishment with pleasure.

Bringing together a combined expertise of over six decades, Dr. Anuradha Mathad and Bryan Hoare have co-created ASMI by Oberoi. Their backgrounds in clinical wellness, traditional medicine, human performance, and luxury

hospitality ensure that ASMI remains both scientifically grounded and experientially rich.

Vikram Oberoi, Chief Executive Officer, The Oberoi Group, said:

“ASMI by Oberoi is a living philosophy. It reflects our belief that true luxury lies in experiences that create a lasting impact on body, mind, and spirit. With ASMI, wellness becomes personal and transformative — deeply rooted in India’s authenticity while resonating globally.”

Mohit Nirula, Chief Operating Officer, The Oberoi Group, added:

“Every element of ASMI is intentional. From arrival to departure, guests follow a journey of alignment and restoration. This is wellness elevated — an experience that connects guests to themselves in tangible, memorable, and enduring ways.”

Dr. Anuradha Mathad, AVP Spa, The Oberoi Group, shared:

“ASMI integrates Ayurveda, mindfulness, yoga, and breath work with science-backed practices. Each element is designed to deliver meaningful benefit, allowing guests to begin at any point in their lifestyle journey and progress at their own pace.”

Bryan Hoare, Wellness Consultant, The Oberoi Group, said:

“ASMI is built on five simple foundations for living well — movement, nutrition, bodywork, breath, and mindfulness. It’s integrated, personal, and designed for real life — helping guests strengthen their physiology, restore rest, and rediscover meaning.”

Each ASMI journey begins with I am Aware, a reflective wellness assessment tool that helps guests understand their current state and define their personal direction. Based on this, a bespoke programme is curated across movement, bodywork, breath, mindfulness, and nutrition — supported by ASMI cuisine that enhances energy, recovery, and clarity.

Extending beyond individual sessions, ASMI by Oberoi transforms the entire guest experience through curated nutrition, in-room wellness cues, personalised

rituals, and guided practices. Guests also receive thoughtful home-care tools and guidance to sustain their wellness journey beyond the hotel.

ASMI by Oberoi will be introduced across Oberoi Hotels & Resorts in India, with plans for international expansion in 2026. By harmonising India's timeless traditions with globally relevant, science-based practices, ASMI by Oberoi offers an authentic and elevated pathway to living well.