

The Suri siblings on leading The Lalit into a new era of luxury hospitality

At the helm of one of India's most distinctive luxury hospitality brands stands a leadership duo shaped equally by legacy and conviction. Keshav Suri and Deeksha Suri, siblings and Executive Directors of The Lalit Suri Hospitality Group, represent a new generation of leadership in Indian hospitality—one that balances purpose with strategy, and heritage with forward-looking growth.

Founded by the late Lalit Suri and later steered with resilience and clarity by Dr Jyotsna Suri, The Lalit has always represented more than luxury. It has stood for courage, discipline, empathy and inclusion. Today, the Suri siblings are carrying that legacy forward while redefining what modern hospitality leadership looks like in India.

Under Keshav Suri's stewardship, The Lalit has become globally recognised for championing inclusive luxury. Through initiatives supporting LGBTQ+ inclusion, progressive workplace practices and experiential hospitality, the brand has carved a distinctive identity within the industry.

For Keshav, leadership is deeply rooted in the values instilled by his parents.

“I inherited far more than a portfolio of hotels,” he says. “I inherited a philosophy. My father believed hospitality required courage—the courage to dream big and stand firm in one's convictions. My mother taught me discipline, consistency and the importance of relationships.”

These principles have shaped his belief that hospitality must create spaces that feel authentic and meaningful. To him, luxury is not just about aesthetics or service standards—it must be purposeful and deeply connected to people.

While Keshav's leadership has helped position The Lalit as a global voice for inclusive hospitality, Deeksha Suri's operational focus and strategic discipline have been equally instrumental in strengthening the group's foundations.

Joining the organisation in 2009 after gaining consulting experience, Deeksha was determined to earn credibility through performance rather than designation.

“I was clear that credibility would come from delivery,” she recalls. “I spent time understanding operations in detail—sales funnels, revenue optimisation, audit controls and HR processes. I listened more than I spoke.”

Over time, this approach helped her build trust within the organisation while driving operational efficiencies across properties. Her leadership has also been central to The Lalit’s expansion strategy, particularly in emerging hospitality markets across Tier II and Tier III cities.

For Deeksha, building strong internal culture has been just as critical as expanding the brand’s footprint.

“A strong Employee Value Proposition means creating an ecosystem where people can build meaningful careers,” she explains. “It involves clear growth pathways, transparent performance systems and continuous learning opportunities.”

The Lalit’s focus on team member wellbeing, inclusive policies, leadership development and engagement platforms has helped position the group among the most respected employers in Indian hospitality.

Inclusion, however, remains the defining thread in The Lalit’s contemporary brand identity.

Under Keshav’s leadership, the group became the first global hotel chain to receive accreditation from the International LGBTQ+ Travel Association (IGLTA). Yet the journey toward inclusive hospitality began much earlier.

One of the most visible expressions of this commitment has been Kitty Su, The Lalit’s nightlife platform that evolved into a cultural space celebrating diversity and creative expression. Over time, the venue gained international recognition, including a place in DJ Mag’s Top 100 Clubs list for three consecutive years, while providing a stage for both global and Indian performers.

“Kitty Su was envisioned as more than a nightclub,” Keshav explains. “It became a platform where art, individuality and community could come together.”

This philosophy of inclusion also extended beyond hospitality. Keshav's advocacy through the #PureLove initiative and his legal challenge to Section 377 contributed to broader conversations about dignity and equal rights in India.

For him, inclusion is not simply a moral stance—it is integral to how hospitality should function.

“Luxury should make people feel seen and valued. If a brand excludes, it cannot claim to be truly luxurious.”

While inclusion remains a core pillar, the group's future growth strategy is equally rooted in sustainability and destination development.

“We develop destinations, not just hotels,” says Keshav. “Our investments in places like Srinagar during challenging times or culturally rich destinations like Khajuraho and Bekal reflect our belief in unlocking long-term regional potential.”

Evaluating new locations involves three key considerations: strategic fit, cultural resonance and long-term sustainability.

For Deeksha, responsible business practices are increasingly intertwined with commercial success.

“Sustainability strengthens resilience,” she notes. “Energy efficiency, water conservation, local sourcing and heritage preservation are not just responsible choices—they are strategic investments.”

These practices also align with evolving consumer expectations, making sustainability a key driver of both competitiveness and long-term profitability.

Working together as siblings within a legacy organisation presents its own unique dynamic, but both leaders view collaboration as a strength.

“We treat disagreements as constructive,” Keshav says. “We rely on data, debate and mutual respect.”

Each sibling leads specific verticals, yet major strategic decisions are approached collectively—guided by the shared values instilled by their parents.

Looking ahead, both leaders see themselves less as successors and more as custodians of an evolving institution.

“Continuity does not mean replication,” Deeksha reflects. “It means preserving core values while evolving with time.”

Their shared ambition is clear: to build a future-ready hospitality institution defined by authenticity, inclusivity and cultural relevance.

“My vision is to create an organisation where inclusion is instinctive and authenticity is celebrated,” says Keshav.

“And where excellence, fairness and opportunity are embedded in the DNA of the brand,” adds Deeksha.

Together, they are ensuring that The Lalit’s legacy continues—not as a static inheritance, but as a dynamic institution shaped by purpose, people and progress.