

## **Araiya Hotels partners with Paras Corporation to elevate its brand narrative**

Araiya Hotels has announced a strategic alliance with Paras Corporation (India & Middle East) to enhance its public relations and brand communication efforts. This partnership marks an important step in Araiya's growth strategy, leveraging Paras Corporation's deep expertise in media relations and innovative communication to amplify Araiya's presence in key markets across India.

The collaboration will focus on strengthening the visibility of Araiya Hotels' luxury and experiential offerings, further reinforcing the brand's commitment to delivering exceptional guest experiences through thoughtfully curated stays that blend design, culture, and comfort.

Amruda Nair, Founder and CEO of Araiya Hotels & Resorts, said:

“2025 has been a transformative year for Araiya Hotels, with three exceptional new resorts launched across Rishikesh, Haridwar, and Gir. As we continue our ambitious expansion with upcoming properties in Rajasthan and Kerala, partnering with Paras Corporation brings invaluable luxury brand expertise to elevate the Araiya narrative. This collaboration perfectly aligns with our vision to redefine boutique hospitality across India's most coveted destinations.”

Saloni Mahajan Narang, Director, Paras Corporation (India & Middle East), commented:

“Having followed Amruda and Araiya's journey, I am truly honoured to be associating with such a prestigious and respected brand to further increase their awareness across India. Araiya's approach to hospitality is authentic, design-forward, and experience-driven — and we are excited to help amplify that story.”

With a distinctive portfolio spanning diverse travel segments, Araiya Hotels offers a modern interpretation of Indian hospitality through brands that cater to every traveller's sensibility:

- Essence by Araiya: Signature luxury experiences rooted in place and purpose.
- Araiya Hotels: The flagship brand combining style, comfort, and contemporary hospitality.
- Soul by Araiya: Value-conscious stays for characterful travel.
- Araiya Anthology: A curated collection of unique, experience-led properties.

By combining Araiya's expanding footprint with Paras Corporation's communication expertise, this partnership aims to position Araiya Hotels as a leading voice in India's evolving boutique and experiential hospitality landscape.