

## **Non-Hospitality Firms Drive Fresh Investments in Hotels**

Strong travel demand and favourable market dynamics attract investors from diverse industries

India's hospitality sector is witnessing growing interest from companies outside the traditional hotel industry, as businesses seek to diversify their portfolios and capitalise on the country's expanding travel and tourism market. Investors from sectors such as education, consumer goods, pharmaceuticals and real estate are increasingly entering hospitality, drawn by strong demand, limited quality hotel supply and long-term growth potential.

### Rising Investor Interest

Industry experts note that robust growth in domestic tourism, corporate travel, MICE events and destination weddings is driving confidence in the sector. Companies including DS Group, MBD Group and Adani Group have expanded their hospitality interests through investments, partnerships and hotel development projects.

### Growth Outlook

According to industry stakeholders, favourable demand-supply dynamics and rising consumer spending on travel continue to make hospitality an attractive investment avenue. As domestic tourism grows and international travel rebounds, the sector is expected to remain a key destination for long-term investment and diversification strategies.

