

Lords Hotels & Resorts Appoints Swaroop George as lead National Sales

With a distinguished career spanning over a decade, Swaroop George brings extensive expertise in strategic account management, sales leadership, and market expansion. Prior to joining Lords Hotels & Resorts, he held senior roles with leading hospitality brands, where he played a key role in scaling sales operations and strengthening brand visibility across highly competitive markets.

His appointment comes at a pivotal time as Lords Hotels & Resorts accelerates its expansion strategy, with a sharp focus on deepening its presence across Tier II and Tier III cities.

Commenting on the appointment, Pushpendra Bansal, COO – Lords Hotels & Resorts, said,

“We are pleased to welcome Swaroop George to our leadership team. His strong grasp of the hospitality ecosystem and results-driven approach will be instrumental as we advance towards our ambitious goal of surpassing 100 properties. We are confident that his expertise will create meaningful value for our stakeholders while enhancing guest experiences across the portfolio.”

Expressing his enthusiasm, Swaroop George said,

“I am honoured to join the Lords family at such an exciting phase of growth. My focus will be on driving strategic sales initiatives, strengthening key client partnerships, and unlocking new market opportunities. By nurturing a culture of excellence and innovation, I look forward to contributing to the brand’s continued momentum and achieving new milestones together.”