

ITC Hotels entrusted with legacy of ‘Lunera Ki Sarai’ in Mandu, Madhya Pradesh

ITC Hotels signed a management agreement with Bhopal-based Lunera Castle Resort & Spa for a landmark property under the brand Welcomhotel in Mandu, Madhya Pradesh. Welcomhotel Mandu—the refreshed avatar of the heritage destination ‘Lunera ki Sarai’ pays tribute to the ancient fort city of Mandu celebrated for its architecture.

With this signing, ITC’s Hotel Group will have nearly 540 keys in Madhya Pradesh. This includes two operating WelcomHeritage properties in Pench, Pachmarhi and three Welcomhotels in the pipeline at Jabalpur, Gwalior, and Bhopal. Welcomhotel Mandu will feature 94 rooms, an all-day dining restaurant, a speciality restaurant, meeting spaces, a spa, and a swimming pool.

Mandu, also known as Mandav, is an ancient fort city in the central Indian state of Madhya Pradesh. Surrounded by stone walls dotted with *darwazas* (gateways), Mandu is known for its rich history, architectural marvels, and romantic legends, making it a popular destination for tourists, history buffs, and art and design enthusiasts. A short two-hour drive from Indore, the erstwhile Lunera ki Sarai is set to emerge as a popular tourist destination. Speaking on the occasion, Anil Chadha, Chief Executive of ITC Hotels said, “We are honoured to have been entrusted with the legacy of Lunera ki Sarai. Historical context dates this ‘Sarai’ located along the trade routes in the 16th and 17th centuries back to 400 years. It is indeed a very special project. Brand Welcomhotel looks forward to reviving the glory of Lunera ki Sarai by enabling memorable experiences at this heritage resort.” Pankaj Phulwani, Director of Lunera Castle Resort & Spa, said, “ITC Hotels expertise in hospitality is well established. We have no doubt that through their acclaimed service standards upheld by their competitive talent, this resort will shine brighter and will elevate Mandu to one of Madhya Pradesh’s favourite tourist destinations. Given the enriching experiences that the brand Welcomhotel is known for, we are sure that this fort-style resort against Sarai’s heritage backdrop will be a big draw for travellers.”