

Royal Orchid partners with Paisa4Plates to fight hunger and support communities across India

Royal Orchid Hotels has announced a partnership with Paisa4Plates, a charity movement spearheaded by Aryaveer Baljee, Youth MP for Hampshire, to introduce a voluntary giving model across its properties in India. The initiative debuts at ICONIQA Mumbai, the group's upscale lifestyle hotel, before expanding across Royal Orchid's nationwide portfolio.

The program empowers guests to make a difference through micro-contributions that support causes such as feeding the homeless, providing mid-day meals for children, and supplying food to vulnerable communities.

Inspired by Global Success

Paisa4Plates is inspired by the acclaimed Pounds4Plates initiative in London, where participating restaurants add an optional 0.25% service charge to support food charities. Building on its success, Aryaveer Baljee has reimaged this model for India, infusing it with local relevance and purpose.

“Hospitality is about more than just service—it’s about building bridges and uplifting communities,” said Aryaveer Baljee, Founder of Paisa4Plates. “After the success of Pounds4Plates in the UK, I felt compelled to bring this model to India, where the need is immense. Partnering with ICONIQA and Royal Orchid Hotels, brands with a strong and growing presence in India, allows us to scale this initiative and make a tangible difference in the lives of the hungry and homeless.”

Voluntary Giving Across Royal Orchid Hotels

Through the Paisa4Plates initiative, guests at over 120 Royal Orchid and Regenta hotels across India will have the option to contribute 0.5% of their bill to a cause chosen by each participating hotel. All contributions will directly support local NGOs and food charities working to combat hunger and food insecurity.

Guests will be informed through table tents, in-room communication, and digital messaging, ensuring full transparency and voluntary participation.

“We are thrilled to partner with Paisa4Plates to bring this meaningful initiative to our guests in India,” said Shibani Malhotra, General Manager, ICONIQA Mumbai. “This aligns with our core mission to make travel impactful for all. By offering our guests the opportunity to contribute to such a worthy cause, we hope to create a ripple effect of positive change in communities across India.”

Sustainable Impact and Future Plans

Designed to be sustainable and low-barrier, the Paisa4Plates program enables hotels to serve as facilitators of social good while fostering a sense of purpose and engagement among guests. The initiative will roll out across Royal Orchid’s Indian portfolio in late 2025, with plans to expand its impact through partnerships with regional NGOs and food banks.

By bridging hospitality and humanity, Royal Orchid Hotels and Paisa4Plates aim to create a movement that transforms everyday stays into opportunities for collective compassion and sustainable impact.