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the making of ICONIQA

THE FIRST UPSCALE LIFESTYLE HOSPITALITY BRAND BY ROYAL ORCHID HOTELS LTD, ICONIQA HOTEL, MUMBAI INTERNATIONAL AIRPORT, IS DESIGNED FOR THOSE WHO SEEK MORE, BLURRING THE LINES BETWEEN WORK, PLAY AND EVERYTHING IN BETWEEN

A man with glasses and a blue blazer stands in a modern, well-lit interior space. He is leaning on a wooden table. The background shows a blurred view of a contemporary interior with large windows and indoor plants.

“OVER THE PAST YEAR, WE HAVE CHALLENGED EVERY ‘WHY’ OF TRADITIONAL HOSPITALITY TO CREATE SOMETHING THAT TRULY PUTS THE GUEST AT THE CENTRE. WITHIN THE REALITIES OF TIME AND POSSIBILITY, WE HAVE BUILT A BRAND THAT CONFIDENTLY BREAKS AWAY FROM CONVENTION... I COULDN’T BE MORE PROUD TO INTRODUCE ICONIQA HOTELS & RESORTS TO THE WORLD.”

Arjun Baljee, Founder, ICONIQA Hotels & Resorts and President, ROHL

the making of **ICONIQA**

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BY BINDU GOPAL RAO

It takes much for a hospitality project to call itself ‘The Un-Hotel’, but step into ICONIQA Hotel, Mumbai International Airport and you realise that this property is not your usual stay in more ways than one. Located just 500 metres from Mumbai International Airport, this brand-new address is designed for modern travellers seeking immersive experiences over traditional luxury.

“Built for the bold, the curious, and the experience-first, we reimagine how a hotel stay should be. ICONIQA Hotels & Resorts is deeply personal to me – not just as a new brand for our company, but as the result of months of reflection, relentless questioning, and purposeful design,” says Arjun Baljee, Founder, ICONIQA Hotels & Resorts and President, Royal Orchid Hotels Ltd (ROHL).

He adds: “Over the past year, we have challenged every ‘why’ of traditional hospitality to create something that truly puts the guest at the centre. Within the realities of time and possibility, we have built a brand that confidently breaks away from convention. With an incredibly driven team behind it, I couldn’t be more proud to introduce ICONIQA Hotels & Resorts to the world.” ➔



With 291 keys, there are seven room categories – ranging from a 250 sq. ft queen room through to a 850 sq. ft suite, complete with its own steam unit. But what sets every room apart from any that we have seen is that they all have thought through design and amenities for every traveller.

This is the world's first hotel where all rooms come with an in-room smart laundry closet – the pain point of quickly steam ironing your jacket or taking the crinkles off the salwar kameez are now a thing of the past.

Every room comes with an espresso machine with custom Iconiq blended single estate coffee pods.

Small design touches like the extra pull-out drawer for that spare suitcase, thoughtful amenities in the bathroom, or an oversized light-up mirror to ensure you shave right are part of the room's design. WhatsApp powers the entire guest experience here, from checking in to ordering a car, coffee, linen, French fries or booking a massage – it is all available seamlessly. No app downloads, no waiting. Just seamless, instant hospitality.

DESIGN DETAIL

The design-forward space has distinct Art Deco influences with a Parisian flair and hyperlocal design influences. Baccarat-inspired chandeliers dot the entrance foyer, and a black crystal chandelier near the reception are standout lighting fixtures.

The reception counter is adorned in Bisazza. The design is a pixelated version of an antique Kashmiri rug. But then instead of using a traditional rug in the lobby, the team ➔

“LOCATED JUST 500 METRES FROM MUMBAI INTERNATIONAL AIRPORT, THIS BRAND-NEW ADDRESS IS DESIGNED FOR MODERN TRAVELLERS SEEKING IMMERSIVE EXPERIENCES OVER TRADITIONAL LUXURY.”





“WHEN YOU ENTER THE HOTEL, YOU ENTER A VIBRANT BAR – AVIATOR – THAT HAS ASIAN-INSPIRED COCKTAILS, A MODERN ASIAN MENU, IS NON-MESSY ALL DAY, AND IS COOL. THIS HAS BEEN DESIGNED AS A SPACE FOR YOU TO HAVE A MEETING OR ENJOY A COCKTAIL, AS IT SEAMLESSLY BLENDS BUSINESS AND PLEASURE.”

alfresco dining, is designed into multiple zones, each with a character of its own. The art is quirky, the food is modern Indian, but it just doesn't feel like your typical Indian restaurant.

“At KADAK, we are experimenting all the time. Familiar, yet new. At the entrance is piece is designed using AI. It is a whimsical take on Maharashtrian Warli art. Think of Da Vinci's Last Supper, and you have women sitting around eating vada pao's and drinking chai, some calm among the chaos. That's Mumbai for us,” explains Arjun.

There is also a Dessert Lab by Kadak that is open 24x7. Indian-inspired short eats plus all-day coffee and tea, these spill into the real dessert section with a large cake table with an incredible array of cakes and desserts for you to dine in or take home.

KADAK serves a buffet breakfast, while lunch and dinner are à la carte. Step into the alfresco and you will



created a hand knotted version of the pixelated Bisazza tile.

All the rooms have a soothing colour palette – a blend of light pastels, soft blues and greens, and warm wood textures – spaces that instantly calm you after a journey.

There is also a local Mumbai reference that is unmissable – a little dabba, a Bombay cab, some Art Deco motifs that doff their hats to the city they belong to.

FOOD MATTERS

With five vibrant destinations that include four (yes, you read that right) bars and two restaurants, the food and beverage policy here is built around a simple mantra – ‘no boring bites.’

ICONIQA is where flavour breaks free, as do notions of F&B spaces. Like, for instance, when you enter the hotel, you enter a vibrant bar – Aviator – that has Asian-inspired

cocktails, a modern Asian menu, is non-messy all day, and is cool. This has been designed as a space for you to have a meeting or enjoy a cocktail, as it seamlessly blends business and pleasure.

Make no mistake, this is not your usual lobby lounge but the heart of the ground floor!

Morning coffee, post-meeting cocktails, late-night wind-downs – it's whatever you want it to be. This is where you will want to hang out. And it has a décor to match with kinetic sculptures, incredible AI-generated digital art and a beautiful Japanese hand-crushed paper sculpture.

“We decided to do away with the idea of the regular coffee shop. This is our take on what a hotel restaurant should be,” Arjun points out.

KADAK, their modern bazaar-inspired Progressive Pan-Indian restaurant offering a blend of indoor and



“KADAK, THEIR MODERN BAZAAR-INSPIRED PROGRESSIVE PAN-INDIAN RESTAURANT OFFERING A BLEND OF INDOOR AND ALFRESCO DINING, IS DESIGNED INTO MULTIPLE ZONES, EACH WITH A CHARACTER OF ITS OWN. THE ART IS QUIRKY, THE FOOD IS MODERN INDIAN, BUT IT JUST DOESN'T FEEL LIKE YOUR TYPICAL INDIAN RESTAURANT OR A TYPICAL HOTEL COFFEE SHOP.”

find three bars – a tandoor bar, a cocktail bar and a chaat bar, all live and all that you can sit around and eat or drink fresh. To elevate the experience, there is a curated KADAK playlist on Spotify and handcrafted crockery with custom presentation.

Instead of the usual executive lounge, the hotel has a cigar and whisky bar – Scarlett. A space that is by invitation only (you can snag one by staying in a suite), it is unapologetically bold and apt for exclusive gatherings and after-parties.

WELLNESS

One of the fundamental pillars of the property is its wellness offerings that are designed keeping the guest's well-being in mind. From the state-of-the-art fitness centre to the only rooftop Jacuzzi along with infinity pool in the





“WHAT SETS THE ROOMS APART IS THAT THEY HAVE THE WORLD’S FIRST IN-ROOM SMART LAUNDRY CLOSET – A QUICK IRON TO A FULL-ON DRY CLEAN. BUT THAT’S NOT ALL. THERE’S AN ESPRESSO COFFEE MACHINE IN EVERY ROOM WITH ICONIQA’S UNIQUE COFFEE BLENDS, AN INCLUDED NON-ALCOHOLIC MINIBAR AND HYPOALLERGENIC LINEN AIMED FOR GUEST COMFORT ARE ALL PART OF IN-ROOM AMENITIES.”

city, this is not your average ‘me time’, but much more.

Think rooftop infinity Jacuzzi and splash pools, spa, nail and beauty bar, and yoga and Pilates studio. Located on the tenth floor are the blow dry bar and functional massage rooms, as well as the studio, which allows for group classes, and the connected gym equipment allows you to train with a virtual trainer at any time.

So, while you may be out of office, this space ensures you are always in your element in a fun, healthy way. While swimming pools are usually reserved for hotel guests, the lap, laze, and lounge pools are designed for guests of the Bombay Swim Club. ➔





“WITH VERSATILE MEETING ROOMS AND EVENT SPACES, THE HOTEL IS ALSO A GO-TO DESTINATION FOR BUSINESS MEETINGS, PRODUCT LAUNCHES, AND SOCIAL GATHERINGS. WHETHER IT IS A PERFECT SPACE FOR INTIMATE MEETINGS, A BRAINSTORMING SESSION, OR WORKSHOPS, THESE SPACES ARE EQUIPPED WITH STATE-OF-THE-ART TECHNOLOGY AND PROFESSIONAL SUPPORT.”

Soon this space will also be home to an exciting Japanese-Mexican kitchen – where sushi meets tacos, served with uninterrupted skyline views. With music and incredible cocktails, you can experience a Mediterranean vibe in Mumbai when you sit in the pool with a bottle of rosé.

DO MORE

With versatile meeting rooms and event spaces, ICONIQA Hotel, Mumbai International Airport is also a go-to destination for business meetings, product launches, and social gatherings. “We could easily do a social for 300-plus people and a sit-down dinner for 150 with space for a dance floor. It is fully kitted out, with its own sound system, mood lighting, projection systems and the like. Adaptable layouts, elevated aesthetics, and a setting that speaks volumes – without saying a word,” says Chander Baljee, Chairman &

Managing Director, ROHL.

Whether it is a perfect space for intimate meetings, a brainstorming session, or workshops, these spaces are equipped with state-of-the-art technology and professional support.

“At ICONIQA, it’s not about ticking boxes – it’s about tuning into how you feel. Whether it’s a quick pitstop, a rooftop escape, or a sweet moment at midnight – you will always find a space that fits your vibe,” signs off Arjun.

So, mark your calendar for a sensory journey that satiates your mind, body and soul. [📍](#)

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