

HOSPITALITY *h*ORIZON

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Luxurious stays that are best-kept secrets in exotic locations

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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 THOUGHT LEADER IN THE EVER-EVOLVING HOSPITALITY SPACE, CHANDER BALJEE HAS TO HIS CREDIT MANY ACHIEVEMENTS, INCLUDING THE RAPID SETUP AND EXPANSION OF ONE OF INDIA’S FOREMOST CHAIN HOTEL BRANDS, ROYAL ORCHID AND REGENTA HOTELS.”

Royal march

THE FIFTH LARGEST HOTEL CHAIN IN THE COUNTRY, ROYAL ORCHID HOTELS LTD, IS MAKING QUIET WAVES IN THE INDUSTRY WITH PROPERTIES THAT ARE ALL ABOUT AUTHENTICITY, LOCALISATION AND SCALE

BY BINDU GOPAL RAO

Founded in 2001 by Chander K. Baljee, Royal Orchid Hotels Ltd (ROHL) has grown from a single hotel in Bengaluru to 116 hotels, making it one of India’s leading hospitality companies.

Built on a strong foundation of service excellence, innovation and a deep understanding of Indian hospitality, the group has continually evolved to meet the needs of modern travellers while maintaining the warmth of traditional Indian hospitality.

The journey began with Hotel Royal Orchid, Bengaluru, which quickly gained acclaim for its exceptional service and business-centric offerings. Recognising the growing demand for quality hotels across India’s emerging cities and travel destinations, the group embarked on a strategic expansion, one that prioritised not just scale but diversity in offerings and markets.

Over the past two decades, Royal Orchid Hotels has steadily expanded across India and into neighbouring countries like Nepal and Sri Lanka. With a balanced mix of owned, managed, and franchised hotels, ROHL has emerged as a preferred partner for hotel owners and developers seeking to tap into a credible, fast-growing hospitality platform.

Royal Orchid Hotels is one of India’s fastest-growing hotel chains operating in the four- and five-star category, and what makes the company different is its warm service and efficient product offering. Little wonder then that the company has become the country’s preferred hospitality partner in its segment.

The in-house loyalty programme Regenta Rewards is one of the fastest-growing rewards platforms in India, with 3.5 lakh active members. The chain offers immediate savings on booking channels ➔

HOTELS

that exceed your management fees. A streamlined tech stack ensures that there is effortless management, and the national sales offices with significant presence boost revenue. With direct bulk purchases at zero commission, the group is making partnerships effective and efficient.

In a bid to do its bit for education and skilling, Royal Orchid's Skill Development and Training Institute at Presidency College of Hotel Management is making the next generation of hoteliers job ready.

NUMBER CRUNCHING

As of today, ROHL operates 116 hotels across 65-plus destinations and has 6,946-plus keys in India, Nepal, and Sri Lanka. This includes 15 JLO (owned) hotels (1,326 keys), 75 managed hotels (4,025 keys) and 26 franchised hotels (1,495 keys).

ROHL is on track to launch 30 new hotels with 2,300-plus keys in the next phase of growth, reinforcing its position as one of the most dynamic hotel companies in the region. The Royal Orchid Group has built a well-defined multi-brand strategy to cater to



Regenta Resort MARS Valley View, Shoghi, Shimla



Regenta Resort Tropical Villages, Mysore

various segments of travellers and hotel partners through its sub-brands – Iconiqa (hotels and resorts that redefine upscale luxury), Crestoria (boutique hospitality with local experiences), Regenta (warm, familiar midscale hotels), Regenta Place (youthful, energetic, value-priced modern hospitality), and Regenta Z (the everywhere budget hotel brand to explore every neighbourhood).

ROHL's hospitality offerings span a wide array of travel experiences and segments, including business hubs, leisure destinations, heritage cities, religious pilgrimages, wildlife getaways, beachfront resorts, hill stations, and large-format wedding venues. The group has created a formidable presence in the destination wedding segment, with 22-plus dedicated wedding hotels and resorts across India, Nepal, and Sri Lanka – making it one of the most trusted brands for curated celebrations.

PEOPLE FIRST

The group is headed by Chander Baljee, Chairman & Managing Director of ROHL, who has over 50 years of

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experience in the hospitality industry. A thought leader in the ever-evolving hospitality space, Chander Baljee has to his credit many achievements, including the rapid setup and expansion of one of India's foremost chain hotel brands, Royal Orchid and Regenta Hotels.

He is ably supported by his son Arjun Baljee, President of ROHL, the co-promoter who played a crucial role in developing the first Royal Orchid Hotel in 2001. Under Arjun's visionary leadership, Royal Orchid Hotels is ➡



Regenta Resort and Spa Chitwan



Regenta Arie Lagoon, Thalahaena, Sri Lanka