

Relax in a Spiritual Getaway at Subuthi Spa in Sterling Puri

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Words | Bindu Gopal Rao



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Seaside story

At Sterling SUBUTHI Wellness, Puri, wellness is inspired by the elemental rhythm of the coast—where sea, salt, and breeze come together to create an immersive and restorative experience. Rooted in holistic living, the spa blends Indian healing traditions with curated international therapies to deliver treatments that are both intuitive and transformative.

Drawing from its beachside setting, the spa incorporates mineral-rich ingredients, sea salt scrubs, and fluid, rhythmic techniques that mirror the calming cadence of the ocean—designed to detoxify, energise, and restore balance. Set within a light-filled, open sanctuary, the space evokes a sense of shuddhi or purification and renewal, while personalised therapies seamlessly combine Ayurvedic principles with contemporary approaches.

Holistic wellness

At Sterling the idea is to create wellness experiences that feel authentic to the region while remaining accessible to today's

traveller. "By doing so, we are not only making wellness more inclusive, but also aligning it with more sustainable and mindful ways of holidaying, where guests don't just visit a place but return from it feeling more balanced, restored, and connected," says Vikram Lalvani, CEO and Managing Director of Sterling Holiday Resorts.

Guided by expert therapists, SUBUTHI Wellness in Puri offers a sensory, destination-inspired journey that encourages guests to reconnect, recharge, and rediscover balance. Among the products used for the various treatments are Ayurvedic oil formulations like Dhanvantaram for the body, Kumkumadi for the face and Bhringraj oil for the hair.

The spa also places much importance on therapy training by Ayurvedic doctors and other SOP training by specialists. Looking ahead the plan is to introduce new short-duration packages for today's fast-paced world, keeping in mind a holistic approach towards an uplifted lifestyle. The best part is that all of this is supported by properly trained staff.



The session

I tried their Swedish massage (you can opt for 60 or 90 minutes) that is a medium- to light-pressure relaxation treatment. Considering I had already walked through the day with feet that were hurting, this came like a God send. After filling a basic health assessment form indicating areas to focus on and pressure level, my therapist Jenny from Mizoram led me to the treatment room.

Once I changed and settled on the spa bed, she first wiped my feet clean with a warm towel. Then using a signature Swedish massage oil blend, she started with the back massage. The interesting part of the session was the signature long-stroke techniques she used – first using her palms, then her fingers and then her arms to stimulate circulation and ease tight muscles. The result was instant – I felt a clear relief from stiffness and removing blocks and knots in the body. Using similar strokes for the legs and hands, the massage session felt very connected and relaxing. I also opted for a head massage with oil. Once done, I had a steam session in the attached bathroom and a shower. At the end of the session, I felt ready for my next session on my exploration of Puri.



Fact File

- **Name of The Spa:** T Sterling SUBUT HI, Ayuramritam Wellness
- **Established:** 2022
- **Architect:** In-house
- **Area/size:** Approx. 1600 sq. ft.
- **Treatment rooms:** 2
- **Number of therapists:** 2
- **Signature Treatment:** Abhiyanga
- **Timings:** 8:00 a.m. to 8:00 p.m.
- **Contact:** 8599004607
- **Address:** Sterling Holiday Resorts, Puri 255/2, 255/3, Sipasarubali village, Balia-panda, Puri, Odisha-752001.
- **Website:** www.sterlingholidays.com