

FEEL THE DIFFERENCE

New Delhi, 20 February 2024

# Radisson Hotel Group strengthens footprint in Ayodhya with signing of 150-room Radisson Blu Hotel, Ayodhya

Continuing its expansion plan in India, Radisson Hotel Group is excited to announce the signing of 150-room Radisson Blu Hotel, Ayodhya. A greenfield project, the hotel is being developed by Jeewani Hospitality in partnership with EaseMyTrip and is expected to open in 2027. This is Radisson Hotel Group's second hotel in Ayodhya as it continues to invest in the potential of the city's immense historical and cultural significance. Previously, it announced the opening of Park Inn by Radisson Ayodhya in January 2024.



*The signing of Radisson Blu Hotel, Ayodhya in the presence of RHG's global leadership team and South Asia Development team with Jeewani Hospitality.*

The hotel is strategically located within two kilometers of Shri Ram Mandir, Ayodhya. It is at a convenient distance from the Maharishi Valmiki International Airport, Ayodhya Railway Station and further enjoys excellent road connectivity via National Highway-27. The hotel will boast excellent visibility while providing effortless connectivity to the region.

Guests can also explore revered religious sites within 2-5 kilometers, such as Hanuman Ghari, Kanak Bhawan, Nageshwarnath Temple, and Treta Ke Thakur. This strategic location enables the hotel to capture significant demand from devotees, pilgrims, and tourists visiting Ayodhya.

“The signing of Radisson Blu Hotel, Ayodhya marks a significant milestone in our expansion strategy for India and the country’s high-potential tier 2/3 markets. Our decision to open another hotel in Ayodhya is greatly influenced by the robust guest demand and positive feedback that underscores the attractiveness of this holy city. Ayodhya stands strong as a promising market for Radisson Hotel Group, occupying a significant position in our expansion plans in 2024 and beyond.” said **K.B. Kachru, Chairman Emeritus and Principal Advisor, South Asia, Radisson Hotel Group.**

Radisson Blu Hotel, Ayodhya, is set to redefine the hospitality landscape of the city, with its grand opening scheduled in two phases. With a total inventory of 150 rooms, the hotel will provide a seamless blend of opulence and comfort for the guests. From culinary venues to recreational facilities like a swimming pool, fitness center, spa, and expansive banquet halls, the hotel also makes an ideal choice for corporate events and social gatherings.

**Nishant Pitti, CEO & Co-Founder, EaseMyTrip and an investor in Jeewani Group, said,** “We are excited to partner with Radisson Hotel Group to open Radisson Blu Hotel, Ayodhya. This collaboration reflects our commitment to enhancing hospitality offerings in the city and providing exceptional experiences to travelers. By joining forces, we aim to set new benchmarks in the hospitality industry and create a landmark destination in Ayodhya.”

“We are delighted to collaborate with Radisson Hotel Group for the opening of Radisson Blu Hotel, Ayodhya. Through this collaboration, we aim to provide a world-class hospitality experience for guests visiting Ayodhya with a blend of our expertise in the region. As we join forces with a renowned global leader in the industry, we are confident that this property will become an iconic landmark in the city” said **Dhruv Jeewani, Director, Jeewani Hospitality.**

Radisson Hotel Group continues to command a leading presence in the Indian market and is one of the country’s largest international hotel operators with over 165 hotels in operation and development. It continues to be the largest hotel operator in tier-1 markets like Delhi NCR and at the same time, more than 50% of its portfolio is in tier-2 and 3 markets where it has benefited by being the first mover. With hotels dotted across 70+ locations in India, there is a Radisson Hotel Group hotel in every 4 hours of drivable distance across the length and breadth of the country operating under brands, including Radisson Blu, Radisson, Radisson RED, Park Inn by Radisson, Park Plaza, Park Inn & Suites by



Radisson, Country Inn & Suites by Radisson and Radisson Individuals and its extension Radisson Individuals Retreats.

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## **RADISSON HOTEL GROUP**

Radisson Hotel Group is an international hotel group, operating in EMEA and APAC with over 1,320 hotels in operation and under development in +95 countries. The international hotel group is rapidly expanding with a plan to significantly grow the portfolio. The Group's overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

The Radisson family of brands portfolio includes Radisson Collection, art'otel, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

[Radisson Rewards](#) is Radisson Hotel Group's loyalty program, which delivers an elevated experience that makes Every Moment Matter. As the most streamlined program in the sector, members enjoy exceptional advantages and can access their benefits from day one across a wide range of hotels in Europe, Middle East, Africa, and Asia Pacific.

[Radisson Meetings](#) provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and being uniquely 100% Carbon Neutral.

At Radisson Hotel Group we [care for people, communities and planet](#) and aim to be Net Zero by 2050 based on the approved near-term Science Based Targets. With unique solutions such as 100% carbon neutral Radisson Meetings, we make sustainable hotel stays easy. To facilitate sustainable travel choices, all our hotels are becoming verified on Hotel Sustainability Basics.

The health and safety of guests and team members remain a top priority for Radisson Hotel Group. All properties across the Group's portfolio are subject to health and safety requirements, ensuring we always care for our guests and team members.

For more information, visit our [corporate website](#). Or connect with Radisson Hotels on:

[LinkedIn](#) | [Instagram](#) | [Twitter](#) | [Facebook](#) | [YouTube](#)

## **ABOUT RADISSON BLU**

Radisson Blu is an upper upscale hotel brand that delivers positive and personalized service in stylish spaces. Characterized by attention to small details and the Yes I Can! service philosophy, Radisson Blu hotels are designed to make a big difference and inspire unforgettable experiences with every stay. Through personalized service and local nuances, each stay at a Radisson Blu hotel becomes a true meaningful and memorable experience. Radisson Blu hotels can be found in major cities, key airport gateways, and leisure destinations. Guests and professional



business partners can enhance their experience with Radisson Blu by participating in Radisson Rewards, an international loyalty program offering exceptional benefits and rewards.

Radisson Blu is part of the Radisson family of brands, which also includes Radisson Collection, art'otel Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

For reservations and more information, visit our [website](#). Or connect with Radisson Blu on:

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