

Bajaj Hotels to take Le Sutra pan India

GAYATRI VINAYAK - Mumbai

Bajaj Hotels, the owners of Le Sutra The Indian Art Hotel, is looking to take the brand across the metros and different cities in India. The group is looking at setting up around four to five hotels in the next couple of years. The first hotel under the brand, is the 16 room boutique property, Le Sutra in Mumbai, which has been conceptualised as an Indian art hotel. The group is currently in the process of setting up its second property under the Le Sutra brand in Dehradun, which is scheduled to be completed by the end of 2012. Upon completion, the property will consist of 117 rooms and an office galleria.

The group is looking to take its portfolio of hotels



Ranjan Gupta

and restaurants, which also includes restaurants such as Out of the Blue, Indian Art Cafe, Masalah Mafia and Dusk, into cities such as Ahmedabad, Ludhiana, Udaipur, Chandigarh, Kolkata and Nagpur. "We will be looking at expanding



Mitali Bajaj

via three models - designing existing hotels through our design management studio, Dr Art + Design; designing and operating our own hotels and through the franchise route. Aesthetics, mindspace and hospitality is what we are offering our guests," said

Mitali Bajaj, head Dr Art + Design. She added that the group will use the concept of art and design for both small hotels and large scale hotels and the design element will take into factor the local environment.

"The concept of Le Sutra is an example of how a boutique design hotel can be scaled into a full scale hotel using art and design," explained Ranjan Gupta, head of operations, Le Sutra. The group also recently opened the Indian Art Cafe in Hyderabad which focuses on providing south Indian cuisine in a modern contemporary atmosphere. "We have received a lot of enquiries for the franchise of Indian Art Cafe and based on these, we are short-listing suitable players," Bajaj said. ■