

# INDIA FRANCHISE BLOG

INDIA'S FINEST NEWS, INFORMATION, ARTICLES, RESOURCES ON FRANCHISING, ENTREPRENEURSHIP AND SMALL BUSINESS. FIND EVERYTHING THAT YOU WANTED TO KNOW ON FRANCHISING AND SMALL BUSINESSES IN INDIA AND THE LATEST UPDATES FROM THE FRANCHISING WORLD. REACH OUT TO THE EXPERTS IF YOU ARE SEEKING ANYTHING SPECIFIC ON BUYING A FRANCHISE, INFORMATION ON ANY PARTICULAR FRANCHISE, OR EXPANDING YOUR EXISTING BUSINESS THROUGH FRANCHISING.

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## **India's Most Unique Hotel Award Goes To Le Sutra, which is expanding using the franchise route for all its associated brands along with the art hotel.**

Le Sutra wins India's Most Unique Hotel Award

Le Sutra in Mumbai, the only hotel based on philosophy and the first Indian Art Hotel in the world, was declared India's Most Unique Hotel at a glittering night by the IHEA (Indian Hospitality and Excellence Awards) hosted by India's Hospitality and Travel industry. The award was for excellence and in recognition of its spirit of innovation.

"Our uniqueness lies in the hotel being a virtual art installation where every element narrates a story from Indian ethos. Here you could live in the rooms of Ravana, Karna or Buddha as comfortable and plush as any five star. Truly as one of our taglines goes, it is a place for the body, mind and soul and the award has justified it", says Mitali Bajaj, head, Dr Art + Design, the design studio that created Le Sutra

Conceptualisation and detailing has gone into every aspect of this hotel where the arty interiors, wood work, tapestry, art works, inlays and sculpture had been researched, themed and specially commissioned in contemporary style, according to a press statement from the hotel.

Le Sutra Hospitality Pvt. Ltd. with its portfolio of hotels and restaurants including Out of the Blue, Indian Art Café, Masalah Mafia and Dusk is looking to take the company pan-India. "The brand gives any property a certain significance in the city of its placement with the talking point of art and local culture attracting a niche clientele. The concept is scalable where regional art will form the creative plinth leading to additional ARR's. The restaurants as part of the hotel or individually with their art and event concept lead to increasing footfalls", says Ranjan Gupta, head operations, Le Sutra, who received the award.