

# India's Most Unique Hotel Award for Le Sutra

**L**e Sutra is the only hotel based on philosophy and the first Indian Art Hotel in the world. At a glittering function, the IHEA (Indian Hospitality Excellence Awards) felicitated the best from the India's Hospitality and Travel industry where Le Sutra was declared 'India's Most Unique Hotel'. The award celebrated excellence and recognised the spirit of innovation.

"Our uniqueness lies in the hotel being a virtual art installation, where every element narrates a story from the 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 have gone into every aspect of this hotel, where the chic interiors, wood work, tapestry, art works, inlays and sculpture have been researched, themed and specially commissioned in contemporary style. Le Sutra Hospitality Pvt Ltd, with its portfolio of hotels and restaurants, including Out of the Blue, Indian Art Café, Masala 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 ARRs. 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.