



tamarind global  
BESPOKE LUXURY EXPERIENCES

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# tang

## FESTIVAL *Travel Vibes*



GUJARAT | MYSORE | VARANASI

## FESTIVE TRAVEL VIBES: A SYMPHONY OF TRADITIONS

As the monsoon clouds drift away and September's clear skies return, India begins to hum with a rhythm that is both ancient and ever-renewing. This is the month when celebrations rise like a crescendo, each festival adding its own note to a cultural symphony. Traditions come alive in song, dance, lights, and devotion — inviting travellers to witness a season where journeys and celebrations blend seamlessly.

In this edition, TANG journeys into three movements of this symphony. The first is Navratri in Gujarat, where the dhol's thrum and swirling ghagras create a joyous dance of colour and community. Streets become stages, pandals rise like sculpted chords, and nights are alive with garba and dandiya, echoing centuries of festivity.

The tempo then shifts to Dussehra in Mysore, where tradition marches in regal procession beneath the illuminated Mysore Palace. The spectacle of elephants, music, and royal pageantry resounds like a majestic anthem, carrying forward the legacy of the Wadiyar kings.

Finally, the symphony crescendos in the ethereal glow of Dev Deepawali in Varanasi. Millions of lamps flicker along the ghats of the Ganga, their flames like notes of light on the sacred river. In that moment, the earthly and the divine merge, and the city itself becomes a hymn of devotion — shimmering, timeless, unforgettable.

Festivals in India are more than occasions; they are harmonies woven into the nation's identity. They are felt in temple bells, festive feasts, rhythmic dances, and the glow of lamps that guide the spirit. This September, experience this symphony of traditions — a season where every journey is illuminated, every celebration resonates, and culture sings in radiant unison.





## jüSTa Kashi Parampara – Varanasi

**Where?** Near Assi Ghat, Varanasi, Uttar Pradesh



### What is unique?

Just 800 meters from the sacred Assi Ghat, jüSTa Kashi Parampara is a boutique hotel that honours the heritage of Varanasi while embracing modern comforts. Built within an 80-year-old ancestral home, it preserves carved wooden pillars, latticed balconies, and tranquil courtyards, blending them with refined touches for today's traveller. Here, culture is lived, not curated. The name "Parampara" – tradition – reflects its ethos: a seamless blend of ritual, history, and hospitality. From morning aartis to the cadence of conch shells at twilight, the spirit of Varanasi infuses every corner.

### Why Choose jüSTa Kashi Parampara?

Rooms balance old-world charm with contemporary convenience – air conditioning, private bathrooms, WiFi, and attentive service – within an intimate boutique setting. The restaurant offers Varanasi's culinary heritage alongside global favourites. Its greatest strength is location: within walking distance of Assi Ghat, sunrise boat rides, and evening aartis, while major landmarks like Kashi Vishwanath Temple and weaving workshops are a short drive away. Courtyards and shaded nooks offer contemplative retreats, while warm hospitality ensures every guest feels cared for.

*jüSTa Kashi Parampara is more than a hotel; it is an invitation to experience Kashi's living heartbeat, where heritage and comfort coalesce in soulful harmony.*



## Ayur on the Beach – Nattika, Kerala

**Where?** Nattika Beach, Thrissur, Kerala



### What is unique?

The newest jewel in Abad Hotels & Resorts, Ayur on the Beach is a serene retreat dedicated to Ayurveda, yoga, and mindful living. Along Nattika Beach, 20 elegant villas and treatment rooms harmonize with the coastal landscape. Its philosophy goes beyond therapy – offering an authentic Ayurvedic lifestyle where daily routines, cuisine, and design foster balance.

### Why Choose Ayur on the Beach?

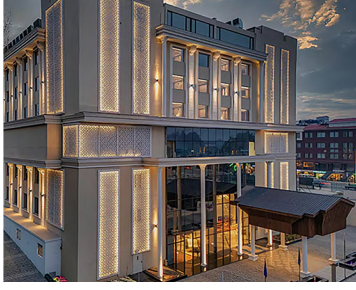
Guests begin with consultations by Ayurvedic doctors who create bespoke programs. Treatments range from rejuvenating massages to detox therapies, complemented by yoga sessions led by expert masters. Plant forward meals heal from within while delivering Kerala's rich flavours. Meditation workshops, lifestyle sessions, and village visits deepen cultural connection. The eco-sensitive villas, designed with natural materials and modern amenities, amplify stillness and comfort.

*Ayur on the Beach is more than a resort – it is a journey into healing and self-discovery, with authentic Ayurveda at its heart and the Arabian Sea as its backdrop.*



## Ramada Encore by Wyndham Rajbagh – Srinagar

**Where?** Rajbagh, Srinagar, Jammu & Kashmir



### What is unique?

On the banks of the Jhelum River, Ramada Encore Rajbagh combines modern design with serene views of Srinagar's waterways. Newly renovated, the property offers non-smoking rooms, an indoor pool, gym, and easy access to Dal Lake, Shalimar Bagh, and Lal Chowk – striking a balance between city energy and peaceful retreat.

### Why Choose Ramada Encore?

Rooms feature flat-screen TVs, minibars, safes, and free WiFi. A complimentary breakfast introduces local and global flavours, while dining options include a multi-cuisine restaurant and 24/7 room service. Guests can enjoy Mughal gardens, shop for Kashmiri crafts, or visit monuments before returning to quiet comfort.

*Ramada Encore Rajbagh is not just about staying – it is about living Srinagar's story, blending culture, comfort, and calm.*



## Radisson Hotel – Delhi MG Road

**Where?** MG Road, New Delhi



### What is unique?

Set in a prime location, short drive away from International Airport and yet surrounded by calm, Radisson Delhi MG Road blends modern elegance with timeless charm. The hotel features 54 Rooms & Suites overlooking lush greenery or heritage landmarks, offering a contemporary stay for both leisure and business travellers. Guests can indulge at LORE, a world cuisine restaurant or savour sweet creations at Creme patisserie, or simply unwind in an ambiance that balances comfort with sophistication.

### Why Choose Radisson Delhi MG Road?

Whether it's a short city break or an extended stay, the hotel's well-appointed rooms ensure convenience and style. Wake up to lavish buffet breakfasts, enjoy serene terrace evenings, and treat yourself to light bites and desserts crafted fresh daily. With 2,500 square meters of versatile event venues – from elegant banquet halls to a charming open-air courtyard – it's a perfect setting for weddings, corporate events, or social celebrations. Located close to Qutub Minar, Humayun's Tomb, and vibrant shopping hubs, Radisson Delhi MG Road seamlessly connects you to culture, history, and urban life.

*Radisson Delhi MG Road is a smart choice for travellers seeking comfort, convenience, and access to Delhi's cultural highlights.*



## Sarovar Premiere – Alwar

**Where?** Alwar, Rajasthan



### What is unique?

Set in the Aravalli Hills, Sarovar Premiere Alwar blends contemporary elegance with heritage charm. Called the "Gateway to Rajasthan," Alwar captivates with forts, palaces, lakes, and gardens. The hotel's architecture reflects understated sophistication, offering sweeping views and easy access to Bala Quila Fort, the City Palace, and Sariska Tiger Reserve.

### Why Choose Sarovar Premiere Alwar?

The hotel features 78 rooms and suites, including accessible ones for differently-abled guests. Rooms combine warm palettes, wooden flooring, and modern amenities. Dining highlights include Raiputana (Rajasthani and global fare), Chill bar and lounge, and Jharokha rooftop grill with panoramic views. Facilities include a pool, fitness centre, and versatile event venues with capacity up to 400 guests.

*Sarovar Premiere Alwar blends heritage, hospitality, and modern luxury, mirroring the vibrant spirit of Rajasthan.*

**TAMARIND SUGGESTS**

## **Grand Mercure Mysore:** **Where Tradition Meets Regal Splendour**



Set in the heart of Mysore, Grand Mercure reflects the elegance and festive spirit of Karnataka's royal city. Inspired by the Wadiyar dynasty, it weaves cultural motifs, culinary traditions, and warm hospitality into a regal yet contemporary stay. During Mysore Dussehra, the hotel becomes a privileged vantage point, with the palace glowing under a thousand lights.

The hotel offers 146 rooms and suites, blending elegance with cultural cues. Large windows frame views of Chamundi Hills or the city below. Dining at La Uppu celebrates Mysuru delicacies alongside global favourites, while the rooftop restaurant provides panoramic city views.

Guests can unwind at the rooftop pool, spa, or fitness centre. Events are supported by banquet halls and attentive staff. Sustainability is central — the hotel supports eco-conscious practices, artisans, and farmers. Curated activities include heritage walks, silk-weaving tours, and culinary trails.

*Grand Mercure Mysore is not simply a hotel — it is a living ode to a city that is both regal and vibrant, where tradition and modernity coexist in harmony.*



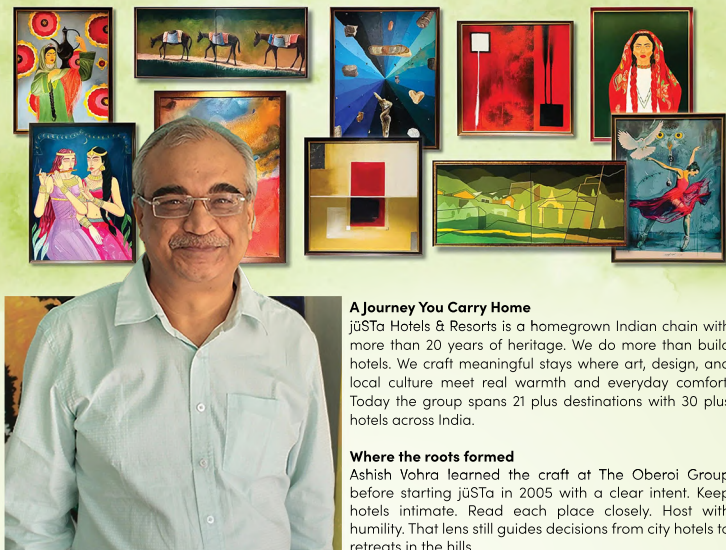
**Contact Your Relationship Manager For Bookings!**



# Mr Ashish Vohra

CEO and Founder, jüSTa Hotels & Resorts

## 20 Years. One Indian Story That Keeps Growing.



### A Journey You Carry Home

jüSTa Hotels & Resorts is a homegrown Indian chain with more than 20 years of heritage. We do more than build hotels. We craft meaningful stays where art, design, and local culture meet real warmth and everyday comfort. Today the group spans 21 plus destinations with 30 plus hotels across India.

### Where the roots formed

Ashish Vohra learned the craft at The Oberoi Group before starting jüSTa in 2005 with a clear intent. Keep hotels intimate. Read each place closely. Host with humility. That lens still guides decisions from city hotels to retreats in the hills.

### Art as a north star

Across our hotels you will find curated interiors, natural fabrics, and a living collection of original artworks. Chitrashaala, our annual international art residency co created with designer Deepika Govind, invites artists to live and paint on site. Guests do not just see India. They feel it on the walls and in the stories behind each piece.

### Built for India now

From Manali, Dharamshala, Rishikesh, Udaipur, and Mukteshwar to business hubs like Delhi NCR, Bengaluru, and Ahmedabad, we grow with intent. Each opening is chosen for its sense of place rather than a dot on the map.

### Places that remember you

Walk into any jüSTa and the rhythm feels familiar. Intimate scale. Teams that know your name. Food that reads the region. Spaces that speak softly. We call it affordable luxury with a soul. Every guest should feel at home while discovering the true spirit of India.

### Milestones that matter

- 20 plus years as a homegrown Indian hospitality group.
- 21 plus destinations and 30 plus hotels across leisure locations and city centers.
- Art woven into the guest journey with an ongoing residency that brings global artists to India.
- A clear brand architecture that serves different travel needs from luxury and wellness to smart city stays.

### The takeaway

Ashish Vohra's journey is about making small feel special at scale. The brand stays personal. The art keeps the conversation alive. The destinations do the rest. Guests come for a stay and leave with a story that pulls them back.