



tamarind global
BESPOKE LUXURY EXPERIENCES

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Let's Just
STAY IN



E D I T I O N



When the World Feels Far,
India Feels Just Right



WHO NEEDS A LONG-HAUL ANYWAY?

There are times when planning an international holiday begins to feel less like travel planning and more like a diplomatic exercise. There are visas to decode, flight routes that hop across continents, and lately, the occasional news alert about conflicts and geopolitical tensions that makes you pause mid-itinerary and wonder if now is really the time to be crossing half the world.

And that's usually when India gently clears its throat and says, "You know, you could just stay here."

Because when the world feels a little complicated, travel closer to home begins to make remarkable sense. India has a way of offering the comfort of familiarity while still delivering the thrill of discovery. It doesn't demand elaborate planning or heroic travel stamina. Often, it simply asks for a short flight, a scenic drive, and a willingness to see something you thought you already knew in a completely new way.

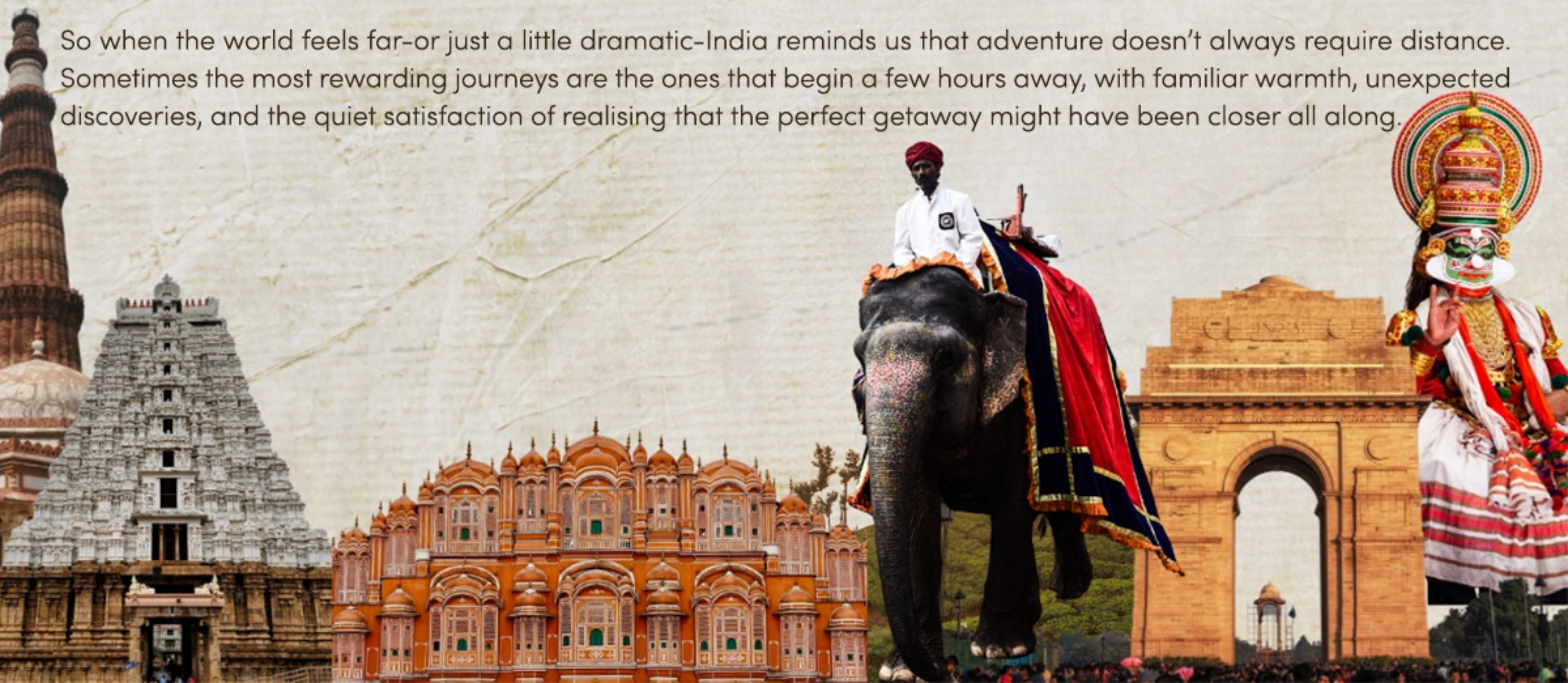
Within a matter of hours, the scenery can change dramatically. One morning you could be waking up to crisp Himalayan air, watching the sun stretch slowly across quiet mountain valleys. A few days later, you might find yourself wandering through the colourful lanes of a historic city, where palaces, cafés and the occasional overenthusiastic street vendor compete for your attention. And just when you think you've settled into one mood, the country shifts again—beaches, tea estates, forests, deserts—each with its own personality.

The real charm, though, lies in how easy it all feels. There's no need to decode unfamiliar customs or worry about getting lost in translation. The welcome is instinctive, the hospitality reassuring, and someone will inevitably recommend the "best local spot" for a meal with great confidence. Whether it's actually the best spot is another matter, but it will almost certainly be delicious.

And despite this sense of familiarity, India has an uncanny ability to keep surprising even seasoned travellers. An old haveli suddenly appears as a charming boutique retreat. A quiet hilltop property turns out to be the perfect place to rediscover the concept of doing absolutely nothing. A grand palace hotel makes you instinctively slow your walk, as though history might be watching.

Perhaps that's why India feels especially appealing at moments like this. When the wider world occasionally feels a little louder, a little busier, and slightly unpredictable, the idea of travelling somewhere diverse, welcoming and reassuringly accessible becomes even more attractive.

So when the world feels far—or just a little dramatic—India reminds us that adventure doesn't always require distance. Sometimes the most rewarding journeys are the ones that begin a few hours away, with familiar warmth, unexpected discoveries, and the quiet satisfaction of realising that the perfect getaway might have been closer all along.



NEW HOTEL OPENINGS

Broadway – An Alivaa Collection Hotel

Where? Delhi

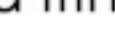


What is unique?

Broadway – An Alivaa Collection Hotel is a rare heritage stay that has been family-run since 1956, offering continuity that few city hotels can match. Its identity is shaped by decades of personal hospitality, where guests experience a sense of familiarity rather than formality. The design leans into nostalgia, with interiors that echo mid-century Delhi while remaining comfortable and functional. Each room category – from compact singles to more spacious formats – reflects this blend of history and usability, creating a stay that feels rooted yet relevant. A defining highlight is Chor Bizarre, the hotel's iconic dining space inspired by a "thieves' market." Known for its Kashmiri cuisine, it goes beyond dining to host curated cultural experiences, from food-led events to intimate literary gatherings – making it a destination in its own right.

Why Choose Broadway – An Alivaa Collection Hotel ?

Choose Broadway for an experience that delivers cultural depth over standardisation. Its location between Old and New Delhi places you within easy reach of landmarks like Chandni Chowk, Jama Masjid, Red Fort, and Connaught Place. It is particularly suited for travellers seeking authenticity – whether through food, history, or local interactions. The atmosphere is warm and unpretentious, allowing stays to feel immersive rather than transactional, making it a strong fit for culturally inclined itineraries.



Sanctuary Amaidiyana – a CGH Earth Experience

Where? Pondicherry, Tamil Nadu

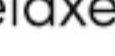


What is unique?

Sanctuary Amaidiyana – a CGH Earth Experience is built around a simple idea – peace – and delivers it through a thoughtful mix of wellness, creativity, and conscious living. Located on the quieter edge of Auroville, the setting naturally lends itself to slower, more mindful stays. The architecture is intuitive and nature-led, designed by Mona and Popo Pingel to let light, air, and open spaces shape the experience. The Heiwa Room, inspired by Japanese design, is a standout – centred around a rock garden that invites you to pause, reflect, and disconnect. A key highlight is Watsu, a rare aqua therapy where gentle movements in warm water create a deeply calming, almost weightless sensation. Dining follows a similar philosophy – fresh, locally sourced ingredients, rooted in Tamil Nadu's flavours and aligned with CGH Earth's conscious approach.

Why Choose Sanctuary Amaidiyana – a CGH Earth Experience?

Choose Sanctuary Amaidiyana if you're looking to truly slow down rather than just take a break. The experience here is not rushed – it's designed to help you reset, both physically and mentally. From guided wellness therapies to creative, hands-on experiences, everything is curated to feel personal and unforced. Its proximity to Auroville allows for cultural exploration, while still maintaining a sense of quiet seclusion. It works especially well for travellers who value wellbeing, meaningful experiences, and spaces that feel connected to their surroundings. The overall stay feels grounding without being rigid – relaxed, immersive, and quietly rejuvenating.



The Grand Retreat Resort – By seventhwave Chikmagalur

Where? Chikmagalur, Karnataka

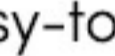


What is unique?

The Grand Retreat Resort – By seventhwave is set amidst lush coffee plantations, offering uninterrupted views of Chikmagalur's rolling hills – a setting that immediately feels immersive and unhurried. Experiences here are closely tied to the surroundings. In-house coffee plantation walks give guests a direct connection to the region's heritage, while outdoor activities like cycling and archery add a light, engaging layer to the stay. Evenings are more relaxed, often centred around group campfires with music, creating a casual, social atmosphere. Wellness is addressed through Petals Spa, offering Ayurvedic therapies, while dining remains flexible with multi-cuisine options and curated add-ons like floating breakfasts and candlelight dinners – allowing guests to personalise their experience.

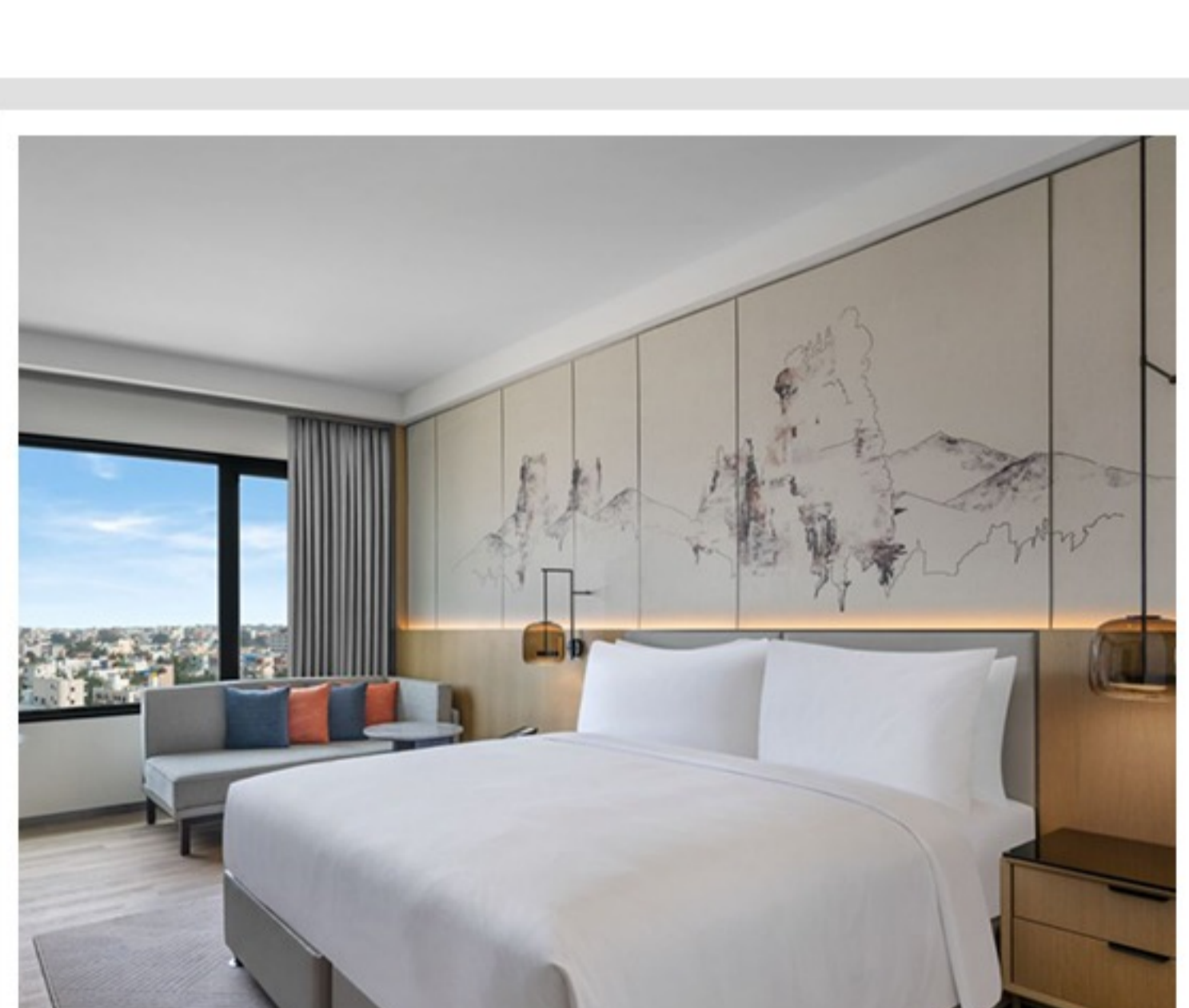
Why Choose The Grand Retreat Resort – By seventhwave Chikmagalur?

Choose The Grand Retreat Resort for a balanced getaway that combines comfort, privacy, and soft adventure. The property stands out for its villa-led accommodation, with a strong focus on space and privacy. From Jacuzzi Villas to expansive Private Pool Villas, each category is designed to enhance the sense of retreat, rather than just provide a stay. Its villa formats make it especially suitable for couples, families, and small groups looking for more exclusive spaces. The property works well for both leisure breaks and informal offsites, with enough activities to offering essential comforts. For travellers seeking a hillside escape with a mix of relaxation, outdoor experiences, and flexible stay options, it delivers a well-rounded, easy-to-enjoy experience.



Courtyard by Marriot Tirupati

Where? Tirupati, Andhra Pradesh

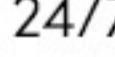


What is unique?

Courtyard by Marriot Tirupati marks the brand's first entry into Andhra Pradesh, bringing its signature approach of intuitive, well-structured hospitality to one of India's most significant pilgrimage destinations. Set in a city that sees constant spiritual movement, the hotel creates a calm, well-managed environment that feels both reassuring and refined. The 130 rooms and suites are designed for the modern traveller – functional yet comfortable, with natural light, ergonomic workspaces, and high-speed connectivity. Dining adds depth to the experience: The Kitchen Collective showcases Andhra flavours alongside global options, while The Spirit Society offers a relaxed lounge setting. Deck 9 introduces a rooftop, poolside dimension with locally inspired bites, creating a more open, social atmosphere. The hotel also stands out for its versatile event infrastructure, including a large pillarless ballroom, making it equally relevant for weddings, corporate gatherings, and social occasions.

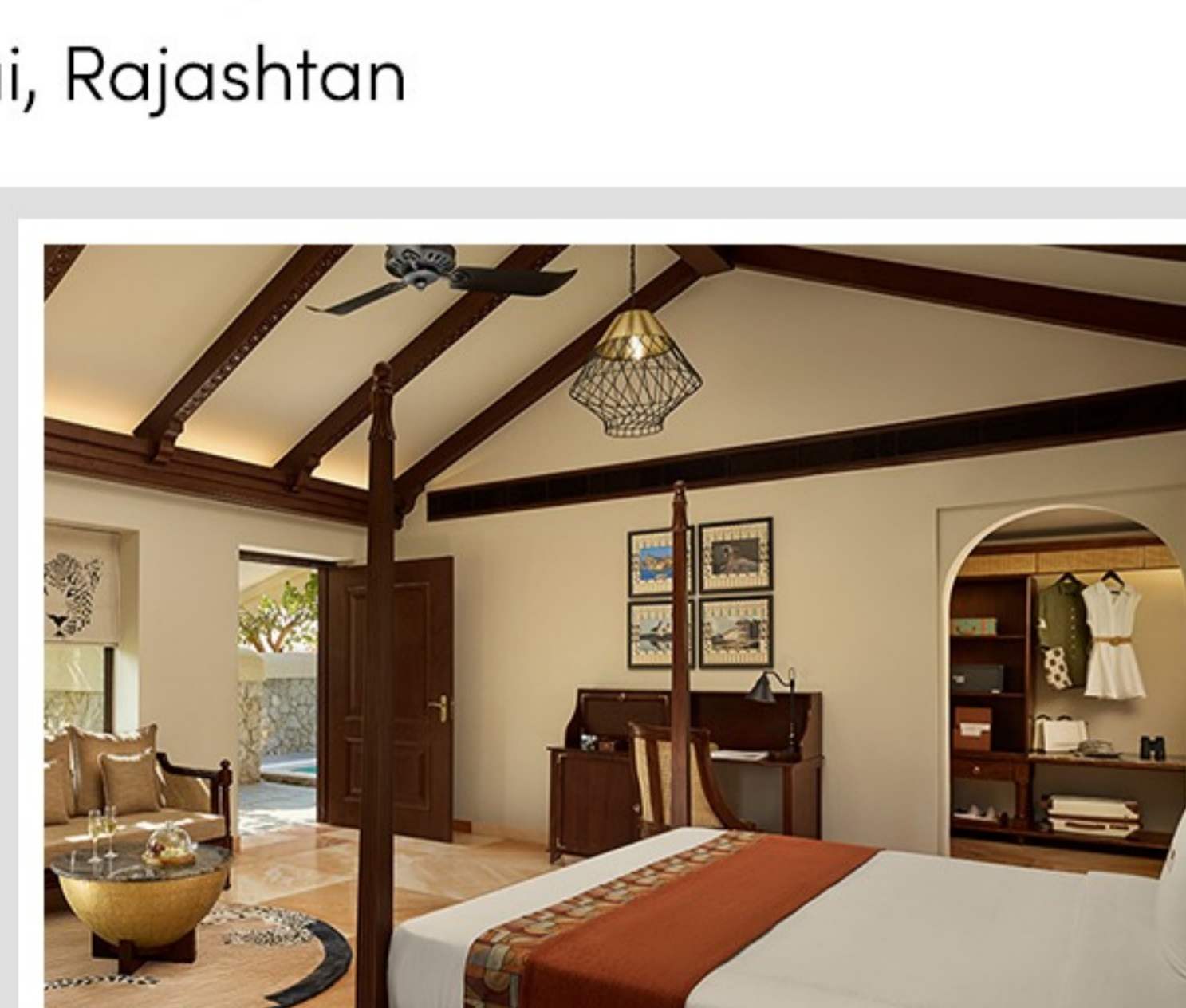
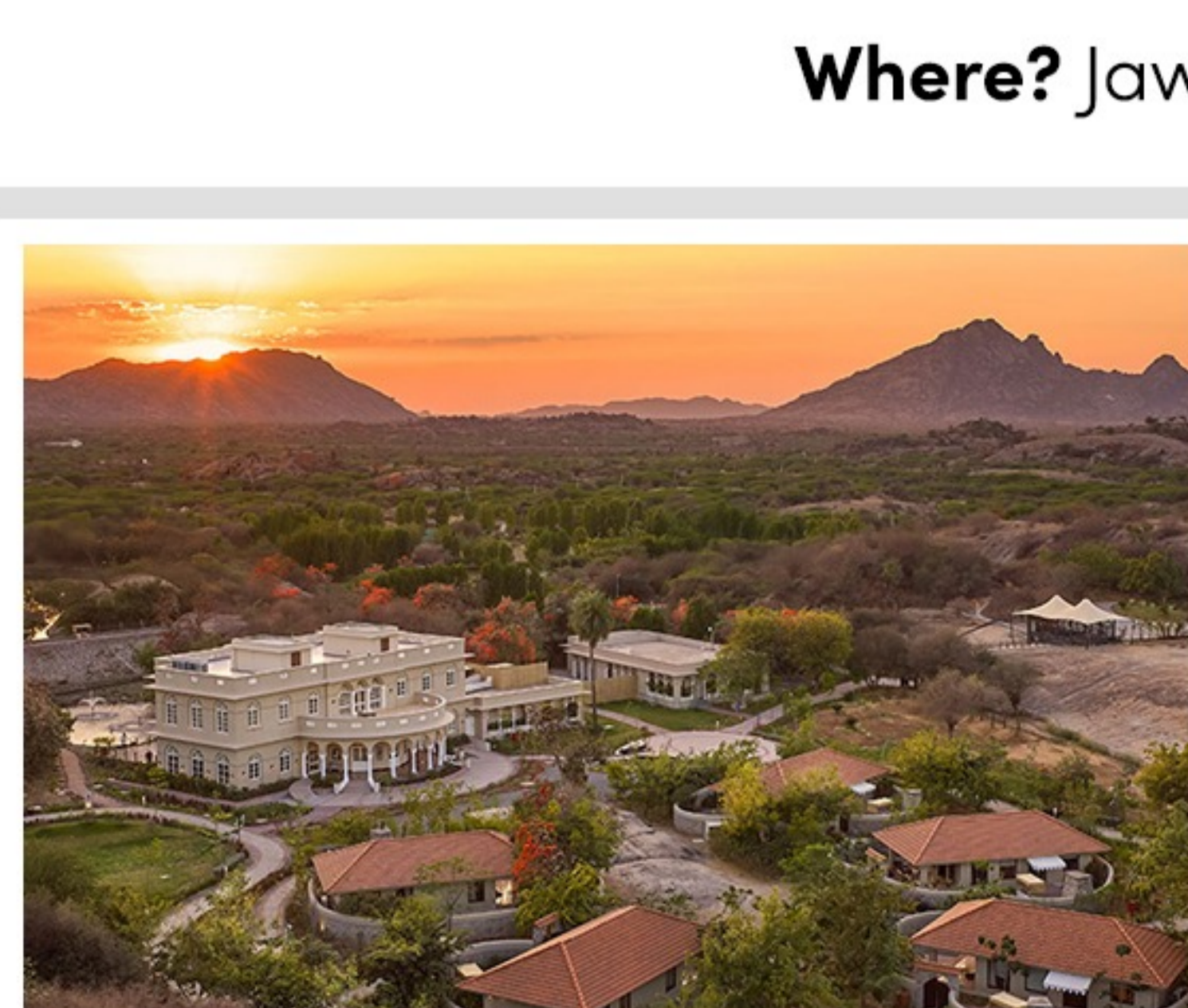
Why Choose Courtyard by Marriot Tirupati?

Choose this hotel for a stay that is seamless from arrival to departure. Its proximity – just 15 minutes from the railway station and 20 minutes from the airport – ensures easy access, especially for short or purpose-driven visits. It works well across segments: pilgrims seeking comfort after temple visits, corporate travellers needing efficiency, and families attending celebrations. The predictable layout, dependable service, and well-planned amenities make the experience smooth and structured in a high-footfall destination. Wellness is also thoughtfully integrated, with a spa, outdoor pool, and 24/7 fitness centre offering balance to busy itineraries. Overall, it delivers a stay that is practical, comfortable, and quietly polished – ideal for Tirupati's dynamic travel mix.



Storii by ITC Hotels, Jawai

Where? Jawai, Rajasthan

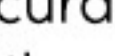


What is unique?

Storii by ITC Hotels, Jawai is designed for travellers who value stillness over spectacle. Set within Jawai's rugged, arid landscape, the retreat draws its character from the surrounding granite hills, open skies, and thriving wildlife. The experience is intentionally intimate, with safari-inspired accommodations – from Garden Cottages to Safari Villas – that blend into the terrain through nature-led design and understated interiors. What sets it apart is its strong connection to place. Experiences go beyond sightseeing to include guided leopard safaris, birdwatching around Jawai Dam, and immersive visits to Rabari villages – offering insight into the region's indigenous culture. Even moments within the property feel curated, from twilight tea under the stars (Ketli Kahani) to regionally rooted dining like the Storii Box thali.

Why Choose Storii by ITC Hotels, Jawai?

Choose Storii Jawai for a stay that is immersive, slow, and deeply connected to its surroundings. It is ideal for travellers seeking wildlife experiences without the usual safari lodges, paired with a more personal, design-led environment. The experience flows effortlessly between exploration and relaxation – mornings in the wild, afternoons by the open-to-sky pool overlooking the lake, and evenings shaped around storytelling and local flavours. Dining, wellness at Kaya Kalp Spa, and curated activities all work together to create a cohesive, unhurried rhythm. For those looking to experience Rajasthan beyond forts and cities, this offers a distinctive alternative – raw, rooted, and quietly engaging.



TAMARIND SUGGESTS

The Lotus Palace, Chettinad



THE Lotus Palace Chettinad, a luxury heritage hotel in Tamil Nadu, is part of THE Park Collection by Apeejay Surrendra Park Hotels Limited (ASPHL). Located in Kanadukathan, the famed Town of Palaces near Karaikudi, this architectural marvel has been carefully conserved and restored by ASPHL. Believed to have been built in the late 17th century, the palace stands deeply rooted in the legacy of the Chettiar community.

The design of THE Lotus Palace follows a maximalist approach, preserving the spirit of traditional Chettinad homes while seamlessly integrating Indian and modern design elements. Original intricately carved Burmese teak entry doors have been retained, opening into expansive open air courtyards framed by wooden and stone carved pillars. The main courtyard draws inspiration from the Sahasradala Padma—the thousand petalled lotus—paying homage to traditional kolam (rangoli) patterns that are integral to Chettinad and Tamil Nadu homes.

The 15 room palace showcases an eclectic mix of antique pieces and furniture, complemented by flooring in turquoise green with hints of black, referencing traditional Athangudi tiles. The palace unfolds into a layered experience, beginning with 86 Pillars, a fine dining Chettinad Thali restaurant designed to evoke a lush tropical forest, brimming with foliage and adorned with Raja Ravi Verma-inspired Ramayan stained glass panels.

In contrast to the palace's vibrant interiors, the bar offers a serene space styled in pale greys and rattan furniture, accented by subtle lotus motifs and contemporary lighting. 1795, named after the palace's reputed year of construction is a space that comes alive after dawn. Flowing seamlessly from here is Aqua, THE Park's signature poolside lounge, centred around a pristine blue pool with a pergola shaded deck and relaxed seating ideal for post swim unwinding.

The Red Room, drenched in deep red Burmese lacquer once prized by Chettiar families, offers an intimate high tea experience complemented by books and board games for in house guests, leading into The Library, a gallery with slatted windows overlooking village life. Completing the experience is Aura Spa, featuring couple and individual treatment rooms with steam showers and a curated menu of signature therapies.

Beyond its spaces, THE Lotus Palace curates immersive cultural experiences—from kolam art sessions and village explorations to cycling trails, parrot astrology, and a distinctive high tea hosted within an ancient fort—allowing guests to connect deeply with Chettinad's living heritage.



Contact Your Relationship Manager For Bookings!

A FIRST FOR TAMARIND GLOBAL

B2B Vertical Launches Its First Flagship International Departure to Japan

In a landmark achievement, Tamarind Global has successfully delivered its **first-ever Fixed Departure (FD) under the B2B Vertical**, marking a significant milestone in the company's growth journey.

Bringing together **36 clients from across India and the United States**, the program was executed in collaboration with multiple travel agency partners, reflecting strong network synergy and expanding global reach. This diverse group embarked on a carefully curated **7-night journey across Japan**, covering iconic destinations including Tokyo, Kyoto, Hiroshima, and Osaka.

Japan Fixed Departure



The itinerary was designed to offer a comprehensive blend of culture, history, and modern experiences, ensuring a seamless and engaging travel experience across multiple cities.

What makes this achievement particularly noteworthy is the scale of collaboration behind it. This Fixed Departure was a joint effort by the Sales teams across India, showcasing alignment, coordination, and a shared vision to drive the B2B vertical forward. The initiative set in motion by **Chetan Sangle** was further strengthened by the dedicated support of **Rohit Singh, Niral Bhatt, Priyank Dand, Jayachandran Lakshman** who played a key role across sourcing & execution, ensuring smooth delivery from start to finish.

This successful departure is not just an operational milestone, it represents Tamarind Global's growing capability in structuring and delivering large-scale, multi-origin international programs within the B2B space.

A proud moment for the entire team, this achievement sets the stage for many more such departures already in the pipeline, signaling strong momentum and exciting opportunities ahead.



From a first-of-its-kind initiative to a benchmark for the future, this is just the beginning.

LEADER LENS

Before building one of India's most respected hotel management companies, Mr. Ajay Bakaya never quite planned on entering hospitality at all. What began as a chance opportunity gradually evolved into a nearly three-decade journey shaping Sarovar Hotels into a leading force in India's mid-market hotel space. In this candid account, he reflects on unlikely beginnings, defining decisions, and the philosophy that continues to guide Sarovar's growth today.



Mr. Ajay Bakaya

Chairman, Sarovar Hotels & Director,
Louvre Hotels India

THE ACCIDENTAL HOTELIER

When I joined Sarovar in January 1996, there was not much to speak of. A shared office, two telephones, and a conviction that India's mid-market hospitality segment was an opportunity nobody had yet taken seriously. Nearly three decades later, we are 150 hotels across 87 destinations in India, Nepal and Africa. And one of the colleagues from that very first office is still with us today. That is not a coincidence. It says something about how we have always chosen to build.

My own entry into this business was entirely unplanned. I grew up in Shimla, the youngest of four siblings, raised by a single mother with very little money and no formal education. After college in Delhi I became a medical representative, spending two years traversing villages in Rajasthan and Punjab, knocking on doors. It had nothing to do with hotels. But it taught me a great deal about people and about this country from the ground up.

The turning point came on a Sunday morning in Jalandhar. I was reading the Tribune when a full-page advertisement caught my eye. Oberoi Hotels was looking for management trainees. I had barely been inside a hotel at that point. I applied regardless, and out of 6,000 applicants that year, was among the 20 selected.

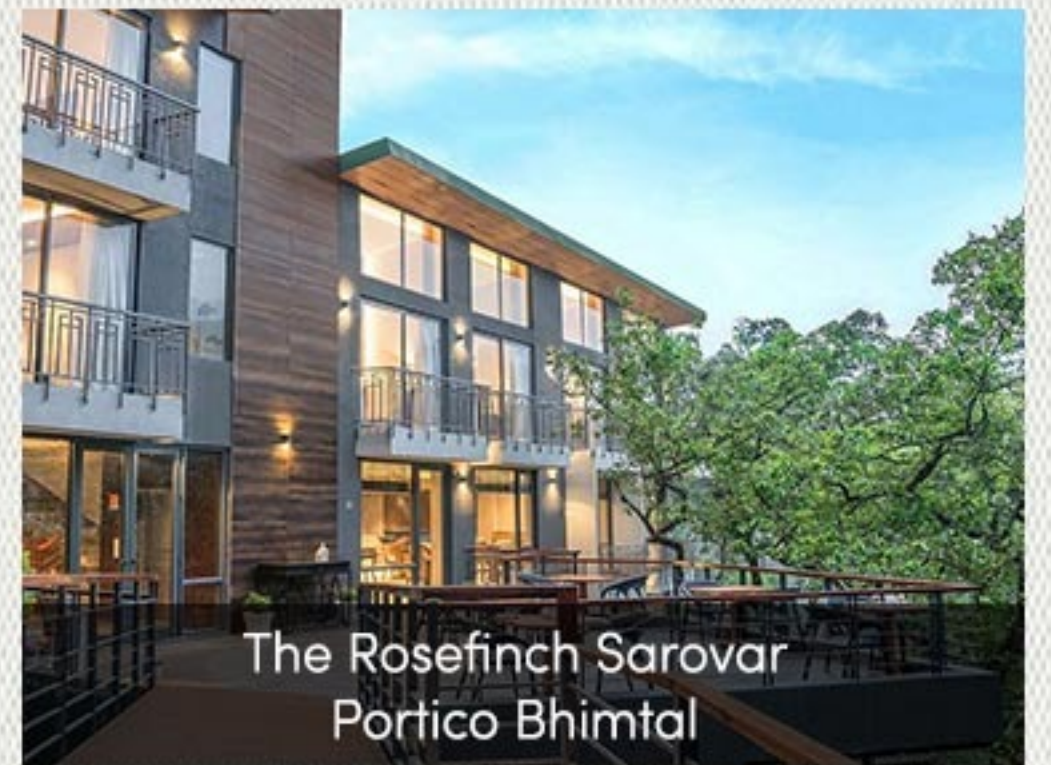
Thirteen years with the Oberois followed and I rose to General Manager by 28. What came after was less straightforward. I worked in Liberia, moved to Australia with my wife and two young children without a confirmed job, and eventually stepped away from hospitality altogether to pursue a trading venture in Amsterdam. That business failed. I had given up a great deal to pursue it.

It was from that point that I called Anil Madhok, my former senior at the Oberois who had since founded Sarovar Hotels. His reading of the market was clear. Luxury already had its place. The mid-market, the heart of India, was almost entirely unoccupied. He said if the two of us could not build something worthwhile in this country, nobody could. I did not need much convincing.

What we built was shaped by three convictions that have not changed since. That the owner is paramount. He carries the financial risk and we are there to bring expertise and accountability to the table, not the other way around. That a management company which cannot generate business for its hotels has little to offer, which is why we built our own sales network from three offices at inception to sixteen across the country today. And that every owner deserves access to capabilities in finance, engineering and operations that no individual property could sustain on its own. Those capabilities, funded entirely by Sarovar, became the foundation of relationships that have endured for decades.

The Marine Plaza on Marine Drive in Mumbai, our very first hotel, kept us going in the early years. We still manage it today. That continuity, to me, is the real measure of what we have built.

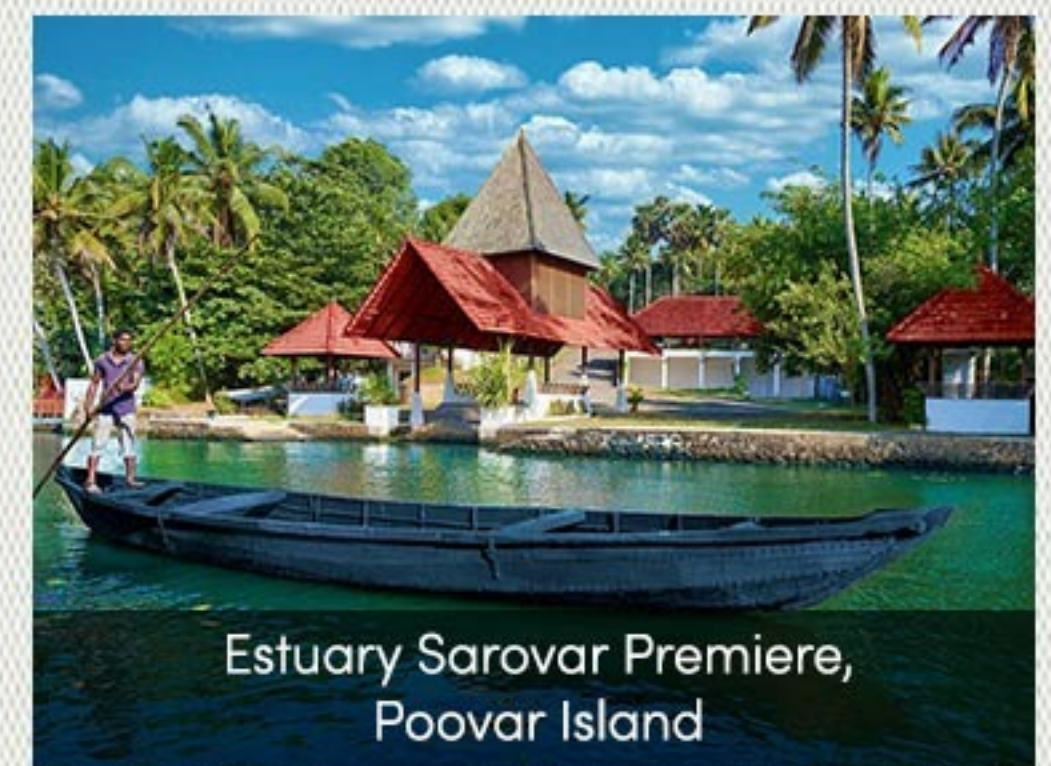
I call myself an accidental hotelier. But I have always believed that sincerity and hard work will give results. Thirty years of Sarovar suggest that is true.



The Rosefinch Sarovar
Portico Bhimtal



MountNoor Sarovar Premiere
Pahalgam



Estuary Sarovar Premiere,
Poovar Island

Contact Your Relationship Manager For Bookings!