



INDIA'S FIRST DASAVATARAS HOTEL OPENS IN TIRUPATI

Having carved a niche for itself in the hospitality sector Sarovar Hotels & Resorts launched a new property — Marasa Sarovar Premiere at Tirupati. Conceptualised and designed around the Dasavataras of Lord Vishnu, it offers a combination of divinity inspired aesthetics that instantly connect with the soul. Launched by **Anil Madhok**, Managing Director, Sarovar Hotels & Resorts, the Marasa Sarovar Premier will offer devotees a special reason to cheer.

The aesthetically designed, Marasa Sarovar Premiere, has 121 rooms and suites cocoon visitors in lavish splendor of services. Speaking on the occasion, Anil Madhok said, "The existing demand-supply gap in this temple town offers huge opportunity for hospitality brands. Every brand which was earlier in the luxury segment now wants to have a piece of the business here. We believe that Tirupati-Yatra is no longer about an arduous journey to meet Lord Venkateshwara, it is nirvana luxe."



Sharing his thoughts on pilgrimage tourism he said, "Sarovar group is moving at fast pace and adding more properties to our tourism circuit. We already have hotels in Haridwar, Shridi, Pondicherry, Badrinath. We are now open in Tirupati and will be soon reaching out to more pilgrim cities like Vrindavan, Amritsar and Ajmer."

Yogesh Prajapati, Director, Finance, Marasa Hospitality said, "With the opening of the Marasa Sarovar Premiere the hotel sets the standard in not only accommodation but also offers choices of exemplary dining options, spa, health club, swimming pool and much more, making a trip to Tirupati an overnight destination or more."