

The Advent of Marasa Sarovar Premiere



Being the pioneers of the mid-market hotel segment, Sarovar Hotels & Resorts are on a steady inclination spree since its first venture into the Indian hospitality scenario back in 1994. Being the fastest growing hotel management company in India, with 70+ hotels under brands - Sarovar Premiere, Sarovar Portico, Hometel, etc. With Marasa Sarovar Premiere Hotel at Tirupati being the latest milestone in their belt, the brand is all set to amend and explore the market in full notions.



Speaking more about the property, Mr. Yogesh B Prajapati, Director Finance Marasa Hospitality, recites more about the property's periphery and insight in a crisp

conversation with Kushagra.

Q- Situated amidst the land of temples, how well did the Marasa Sarovar premier? How have the responses been?

A- The Marasa Sarovar Premiere Hotel at Tirupati has now been open for slightly more than two months and the response has been extremely positive and encouraging. All those who have visited have been enthralled by the architecture and design based upon Dasavatar theme, with the open spaces centred around the main waterbody. We have also received compliments for the cuisine at both our vegetarian and non-vegetarian restaurants.

Q- The property dons a unique architecture stature. Elucidate a bit about the same

A- The Marasa Sarovar Premiere Hotel at Tirupati is uniquely conceptualized and designed around the Dasavataras (Incarnations) of Lord Vishnu, it offers a perfect combination of divinity inspired aesthetics that instantly resonate

with one's spiritual self. This unique and inspirational Dasavatar theme for the hotel breaks the mould from other hotels as it embraces the very raison d'être for visiting Tirupati and makes one's pilgrimage all-encompassing by bringing in religion into one's stay. The Dasavataras of Lord Vishnu: Kurma (Tortoise); Ram; Krishna; Matsya (Fish); Narasimha; Varaha (Boar); Vamana (Intellectual dwarf); Parasurama; Buddha and Kalki await your arrival. You have to see it to believe it...

Q- Why do you think that the scope for destination hotels such as Marasa Sarovar premier is never ending?

A- Religion is core to our belief and existence and a way of life to many of us. As we travel to visit the temples that underpin our lives, to date we have had to compromise when it comes to the quality and standard of the accommodation offered in many such destinations. The Marasa Sarovar Premiere Hotel at Tirupati addresses all these shortcomings and additionally we have an inspirational and innovative concept that is also underpinned by true value for money. A religious visit with unique and world class accommodation and dining doesn't mean an expensive proposition. These factors ensure the growing scope for destination hotels. Our operators – Sarovar Hotels and Resorts have been delighting travelers for the past 20 years and have carved a distinct niche for themselves in the hospitality sector and the fact that we take great pride in it being one of the fastest growing chains of hotels

in India, offering innovative and refreshing concepts for modern day travelers, ensures a never ending scope in terms of growth.

Q- What was the initial vision and idea behind the inception of the property? Has it been able to boost up the local travel market?

A- The initial idea from the promotor, Marasa, which is part of the East Africa based Madhvani Group, was from the experience of travelling to India on religious pilgrimages and finding the offerings in terms of accommodation at many locations were either inferior or substandard. At a few locations, there were

5 star options but these were costly and not something that was affordable. Additionally, all the properties were "match box" type; tall, soulless buildings that were functional and utilitarian but lacked something unique. Finally at many properties the food was simply not up to standard. We believe that all these issues have been addressed at the Marasa Sarovar Premiere Hotel at Tirupati.

Q- Define a bit about the periphery of the hotel, including the rooms, restaurants and banquets.

A- The design of the hotel embodies the classical introverted Hindu temple plan in order to optimize on land space and context. The central open courtyard with the lotus restaurant and the all-pervading water body form the core of the hotel, spatially and experientially. The guest block with