



# Juniper Hotels

## DEVELOPING HOSPITALITY LANDMARKS IN INDIA

Anjali Sharma | *The CEO Magazine*

In a sector defined by strong tailwinds of the industry, Juniper Hotels Limited has built its foundation on discipline, design, and long-term strategic thinking. The company brings deep experience in identifying opportunities in high-potential destinations, developing high-end luxury & upper-upscale hotels, and then patiently nurturing them through

active asset management. Their expertise lies in crafting large-scale mixed-use properties—combining rooms, serviced apartments, restaurants, event venues, and commercial spaces—to unlock multiple revenue streams from a single, thoughtfully planned asset.

With a remarkable portfolio of luxury hotels in strategic locations across the

country, Juniper's footprint today spans Grand Hyatt Mumbai, Andaz Delhi, Hyatt Delhi Residences, Hyatt Regency Ahmedabad, Hyatt Regency Lucknow, Hyatt Place Hampi, and Hyatt Raipur—together representing over 2,000 keys. The pipeline now extends this story to Bengaluru, a distinctive retreat in Kaziranga and other green-field properties, taking the portfolio to more than 4,000 keys by FY 29.



Hyatt Delhi Residences

### A Legacy of Visionary Partnership

The partnership between the Saraf Group and Hyatt began in 1981, rooted in shared values of excellence, integrity, and long-term commitment. What started with a single hotel has grown into a distinguished portfolio of seven landmark properties, each recognised for thoughtful design, operational efficiency, and world-class service standards. Juniper Hotels was founded by Mr. Arun Kumar Saraf, whose vision laid the groundwork for over four decades of sustained growth and industry prominence. Under the leadership of Mr. Varun Saraf, Chief Executive Officer of Juniper Hotels Limited, the company went public last year and is now entering an ambitious expansion phase of Juniper 2.0, further strengthening its position in the hospitality landscape.

Juniper Hotels today owns and operates properties under the Andaz, Grand Hyatt, Hyatt Regency, Hyatt Place, and Hyatt brands, offering nearly 2,000 rooms across India. Each property is not just a hotel—it's an urban landmark. Whether it's the Grand Hyatt Mumbai, India's first mixed-use development integrating hotel and residences; Andaz Delhi, a lifestyle hotel celebrating Delhi's



**AMIT SARAF**  
PRESIDENT - JUNIPER HOTELS LIMITED

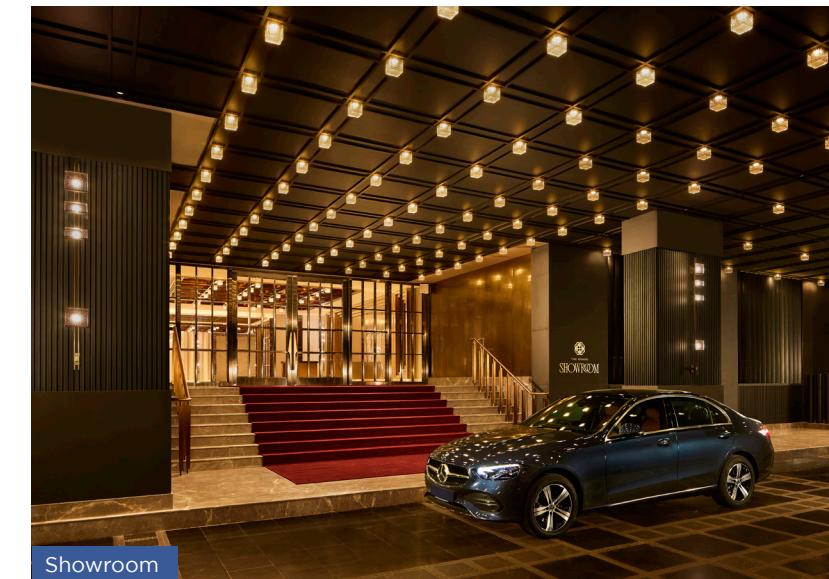


**TARUN JAITLEY**  
CHIEF FINANCIAL OFFICER  
JUNIPER HOTELS LIMITED

creative spirit; or Hyatt Regency Ahmedabad, which redefined the city's skyline—the portfolio represents the evolution of modern Indian hospitality.

### Growth with Purpose: Juniper 2.0

Juniper Hotels is building a future-ready, purpose-led portfolio by combining big-box urban assets with high-potential leisure and ecotourism destinations. The Bengaluru project will add 235 keys in Phase 1 by the end of this fiscal year and a further 273



Showroom

keys in Phase 2, creating a 508-key flagship in one of India's most dynamic markets. In the Northeast, the 111-key luxury eco-resort at Kaziranga and the 340-key Guwahati development (hotel plus apartments) anchor a first-mover strategy in a region benefiting from massive government-led infrastructure investment. Juniper Hotels is looking to strategically expand across various locations in India, all aimed at capturing growing demand in MICE, leisure, and premium corporate travel. This strong pipeline is designed to enhance geographic diversity, strengthen returns on capital, and create sustained value for stakeholders while aligning growth with emerging travel trends and environmental context.

"Before our IPO, our portfolio stood at just over 1,400 keys; today it is approximately 1,900 keys. We are now poised to double our inventory to around 4,000 keys across key metros and leisure destinations, with a clear focus on luxury assets in both major cities and leisure markets. Our Bengaluru project is progressing well and is on track to open in the first half of 2026. Planning for Phase 2 of this project is also underway, and we expect to

commence construction in the second half of 2026. Groundbreaking for our Kaziranga project began in October 2025, and the approval process is currently underway for the Guwahati development,” affirms Mr. Amit Saraf, President, Juniper Hotels Limited. Tarun Jaitly, Chief Financial Officer of Juniper Hotels Limited, also adds, “As we expand into new markets, our focus is on creating assets that are not only operationally strong but also financially resilient, so that every new key is value accretive and strengthens our ability to invest for the long term.”

The disciplined growth philosophy is reinforced by Juniper Hotels’ robust financial performance. In Q2 FY26, the company delivered its highest-ever quarterly income of ₹235 crore, with RevPAR rising 9% year-on-year across its luxury and upper-upscale portfolio. EBITDA for the quarter surged 28% year-on-year to ₹82.6 crore. The balance sheet remains strong, with net bank debt-to-EBITDA at 1.4x, providing ample headroom to fund the company’s ₹1,800–1,900 crore development pipeline without strain.

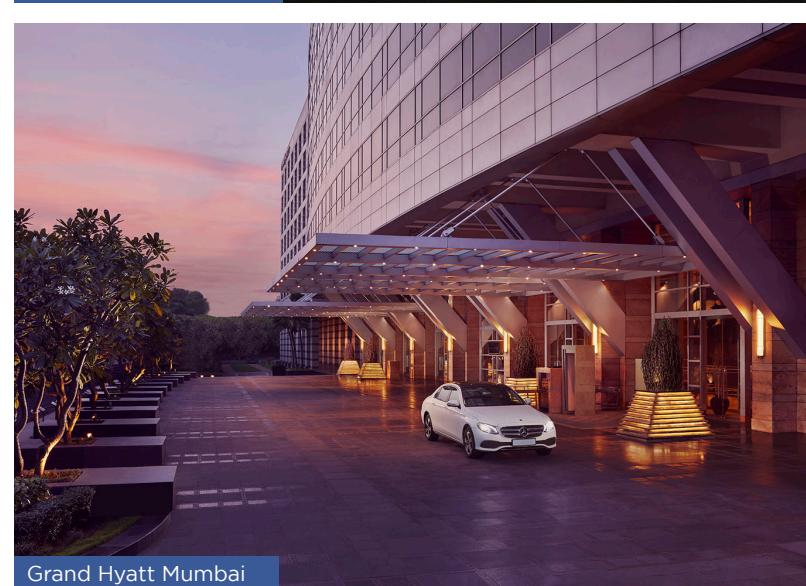
### Sustainability at the Core

For Juniper Hotels, sustainability isn’t an afterthought—it’s built into the DNA of every property. Across its hotels, measurable environmental and social practices have been integrated into daily operations, setting benchmarks in responsible hospitality.

All Juniper Hotels have received ‘EarthCheck’ certification, one of the world’s leading sustainability credentials for the travel and tourism industry. This certification validates efforts across energy efficiency, waste management, carbon reduction, and community engagement. Among the company’s most impactful initiatives are:

#### **Effective Waste Management:**

Advanced waste segregation and composting systems operate across properties, particularly at Grand Hyatt



Celini - Grand Hyatt Mumbai



Art Installation at Grand Hyatt Mumbai

Mumbai and Andaz Delhi, ensuring minimal landfill contribution.

**In-House Bottling Plants:** Each hotel now operates its own bottling plant, eliminating single-use plastic bottles and saving thousands of kilograms of plastic annually.

**Bulk Amenity Dispensers:** All plastic bathroom amenities have been replaced with bulk dispensers, drastically reducing the hotels’ carbon footprint while maintaining luxury standards.

**Energy Management Systems:** The installation of energy meters and smart controls across all properties enables real-time monitoring and optimisation of energy use.

Beyond environmental stewardship, Juniper Hotels continues to drive social sustainability through CSR initiatives – upskilling youth and eliminating unemployment in Bihar. Since

its inception in November 2017, the Bodhgaya Hotel School has trained young students from underprivileged communities for careers in hospitality & beyond.

### Where Art Meets Hospitality

At Juniper Hotels, art is not an ornament—it is a philosophy. Every property expresses its identity through a distinct artistic lens, celebrating India’s creative diversity and cultural richness. From the curated sculptures at Grand Hyatt Mumbai to the vibrant installations at Andaz Delhi, art becomes a bridge that connects guests to a profound sense of place and purpose, transforming our hotels into living galleries that evoke reflection and conversations.

At all our hotels art is integrated as part of the interior design, carefully curated with concepts that link the hotel to the local culture and heritage of that place. The artwork at these hotels is some of the largest displays

of contemporary art in public spaces, creating immersive environments where creativity elevates every guest experience.

### Legacy. Growth. Responsibility.

Juniper Hotels’ story is not just about building luxury hotels—it’s about shaping a responsible, artful, and enduring brand of hospitality for modern India.

As the company steps into its next decade, its foundation remains rooted in the timeless principles that have guided it for over 40 years: a commitment to quality, a respect for culture, and a belief in sustainable growth. In an era where travellers seek meaning in every journey, Juniper Hotels offers more than a stay—it offers a story. A story of India’s evolution told through architecture, people, sustainability, and art. A story that continues to unfold with every guest who walks through its doors.