



THE NEST JAIPUR

Where Timeless Beauty, Thoughtful Design, and Human-Centred Hospitality Create India's Most Intimate Luxury Experiences

Shweta Singh | The CEO Magazine

With changing people's preferences, hospitality in India has changed too. Guests today want more than a luxurious room; they want to be understood, welcomed, and cared for in ways that feel genuine. They're looking for spaces where someone remembers their preferences, notices the small details, and creates moments that feel personal rather than performative. This shift toward emotional, human-centred hospitality is creating a new kind of luxury, giving rise to destinations that value connection as much as comfort. And in Jaipur, there is a place that has been built entirely around this feeling.

This evolving definition of luxury is reflected clearly in The Nest Jaipur, a boutique property that has built its identity around meaningful design and heartfelt hospitality. Leading this narrative is Sakshi Goyal, whose people-first philosophy has helped shape The Nest into a destination where emotion, aesthetics, and experience converge.

Crafting Warmth and Intimate Luxury

The journey of The Nest Jaipur began with a simple but powerful vision to build a boutique luxury space where warmth, design, and genuine hospitality come together effortlessly. Founded in 2021 by Mr. Sanchit Gupta, the idea was to create something more intimate and personal than conventional hotels, a place that celebrated meaningful experiences rather than standardised stays.

As the brand took shape, it was the trust of its guests, the success of its curated weddings, and the loyalty of its business travellers that shaped its evolution. Every celebration that felt special and every stay that offered comfort helped strengthen the identity of The Nest. Over time, these experiences reinforced one guiding intention: to build a brand that touches people, a place where every guest feels seen, and every moment feels thoughtfully crafted.

Today, the brand continues to build on its mission to create intimate, design-forward, and emotionally resonant celebrations that feel personal, seamless, and unforgettable. Guided by its vision to become one of India's most admired destinations for boutique weddings and meaningful travel, The Nest blends craftsmanship, attention to detail, and heartfelt hospitality to set new benchmarks in experiential luxury. Every chapter of its journey is driven by one intention: to create spaces that inspire connection, celebrate individuality, and make every guest feel valued.

Ms. Sakshi Goyal, Marketing Head, The Nest Jaipur

For as long as Sakshi can remember, she has been drawn to people, their stories, and meaningful connections. Her career in marketing only strengthened this instinct, revealing how naturally she connected with energy-filled spaces where creativity and human interaction came together. Over time, it became clear that hospitality was the one industry where all these parts of her personality could come together.

**Sakshi
Goyal**

Marketing Head
The Nest Jaipur



What pulled her into the sector was the chance to connect with people from different cultures, backgrounds, and walks of life. The industry allows her to meet countless individuals, build relationships that go beyond business, and immerse herself in rich human experiences every day. What keeps her inspired today is the joy of watching an idea grow into a real, living space filled with emotion and warmth. Hospitality lets her combine creativity, empathy, and leadership in a way no other field could. For Sakshi, this journey is more than a career; it reflects who she is and the happiness she finds in people, stories, and shared experiences.

The Boutique Identity That Defines The Nest

At this stage of its growth, The Nest Jaipur focuses on two primary guest segments: business travellers and the wedding market. For business guests, the property offers a space where comfort and efficiency come together, with seamless check-in processes, well-appointed rooms, and curated dining options that allow productivity and relaxation to flow side by side.

Weddings remain one of the strongest pillars of the brand. The Nest has become a preferred destination for intimate, design-led celebrations that value personalisation, aesthetic detail, and a boutique luxury experience. From curated décor to warm, thoughtful hospitality, every celebration is crafted to feel unique and emotionally memorable.

A major part of the brand's appeal lies in the identity of The Nest Jaipur itself. As a boutique luxury property, it stands out for its design-led spaces, curated menus, and intuitive

service, all delivered with an intention to make every guest experience feel meaningful. This boutique approach has become the brand's true signature.

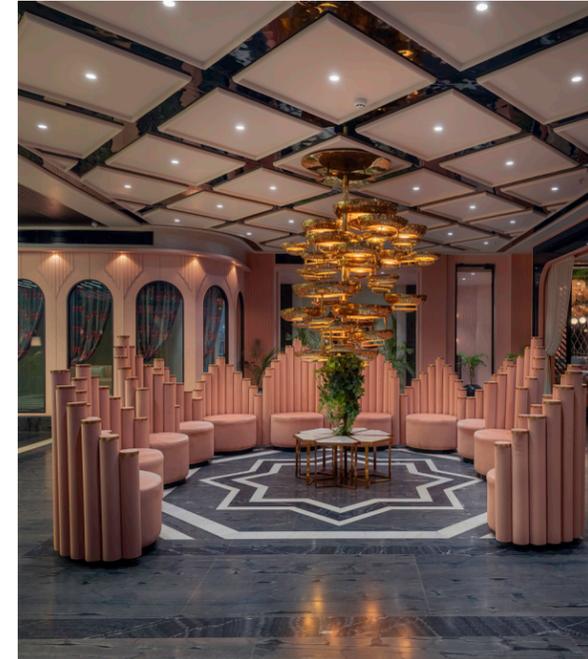
Building long-term relationships is also central to the way The Nest operates. The team believes that relationships aren't created only during a guest's stay but before and long after it. Through personalised engagement, attentive listening, and a commitment to meaningful experiences, The Nest ensures that guests, partners, and stakeholders feel valued well beyond their time at the property.

Crafting Moments That Stay

The Nest Jaipur is known for creating experiences rather than transactions. Whether it is an intimate wedding, a business stay, or a special celebration, the team focuses on adding customised touches and thoughtful details that make every moment feel personal. Curated collaborations, design-led choices, and a careful blend of technology with warm, attentive service help shape experiences that stay with guests long after they leave.

What sets The Nest apart is its belief that luxury is not about grandeur but about intention and emotion. Every element, from the décor to the smallest service gesture, is designed to feel meaningful and memorable. This approach creates a genuine connection with guests, one that builds loyalty and makes each visit feel uniquely "Nest".

Sakshi shares, "We are committed to redefining boutique hospitality by blending thoughtful aesthetics, warm service, and curated experiences, making every wedding and stay a



story worth remembering." Through this balance of design, detail, and heartfelt hospitality, the brand continues to stand out in a crowded market.

Turning Challenges Into Identity

India's hospitality landscape has changed quickly, bringing challenges that require constant adaptation. One of the biggest hurdles for The Nest Jaipur has been operating in a highly competitive and cost-sensitive market. With rising overheads, shifting demand cycles, and an oversupply of options, standing out has become essential. The brand met this challenge by developing a strong design identity and focusing on niche segments such as intimate weddings and upscale business travel, areas where it could offer exceptional value and build lasting loyalty.

Another major challenge has been talent retention, a common concern across the industry due to the demanding nature of hospitality. The Nest addressed this by fostering a culture built on respect, ownership, and continuous growth. The team is encouraged, supported, and inspired to deliver excellence every day. Sakshi believes that strong leadership begins with empowering people. As she explains, "Exceptional hospitality starts with a team that feels valued, heard, and trusted." This belief shapes the environment at The Nest, where individuals are encouraged to take ownership and contribute to a culture that prioritises genuine human connection.

A Legacy in the Making

Over the years, The Nest has reached several milestones that have shaped its identity and strengthened its place in the hospitality landscape. One of its most meaningful



achievements has been becoming one of Jaipur's most sought-after destinations for intimate luxury weddings, a recognition earned through guest trust, design excellence, and steady word-of-mouth appreciation. The brand's ability to curate personalised celebrations, combined with its strong aesthetic sensibility, has helped it stand out in an increasingly competitive market.

But this success is only the beginning. The Nest has no plans of slowing down. The team is now working on expanding the brand's footprint with new properties that carry forward its signature blend of design-led aesthetics, personalised service, and experiential hospitality. These upcoming destinations are being crafted to meet the growing demand for immersive travel experiences, intimate celebrations, and meaningful boutique stays. Each project reinforces The Nest's commitment to redefining modern luxury while continuing to create spaces that feel thoughtful, warm, and deeply connected to the guests they serve.

Purpose-Led Innovation

Innovation and digital transformation play a central role in how The Nest Jaipur continues to shape modern hospitality. For the brand, technology is not about replacing human interaction but enhancing it. By using digital tools for faster check-ins, smarter resource management, and integrated communication, the team can focus entirely on genuine warmth, meaningful connection, and attentive service. At The Nest, innovation is seen as a new language of luxury, helping rethink how value is delivered, how spaces are designed, and how relationships with guests are built.

Alongside innovation, sustainability has become a defining pillar of the brand's philosophy. The Nest takes a holistic approach to responsible tourism, investing in water- and energy-efficient infrastructure, eliminating single-use plastics wherever possible, and implementing waste management systems that include recycling and floral waste repurposing for décor-centric events. The brand also prioritises local sourcing, using regionally crafted materials and working closely with farmers, artisans, and small vendors to ensure its growth supports the community around it. Through this blend of innovation and intention, The Nest continues to craft a version of modern luxury that is thoughtful, responsible, and deeply connected to both people and the environment.

Leadership Mantra

Advising aspiring hoteliers, Sakshi shares, *"Treat hospitality as both an art and a responsibility. This industry is built on human connection, and the most successful professionals are those who approach every interaction with curiosity, empathy, and a genuine desire to make someone's day better. Skills can be trained, systems can be taught, but the ability to care — to truly care — is what sets exceptional hoteliers apart. Hospitality is evolving at a pace we've never experienced before. Today's guest expectations are shaped by global travel, digital experiences, and lifestyle shifts. Be a student of the industry — learn from different cultures, explore new technologies, observe trends, study design, and most importantly, understand people. Hospitality is not just a career—it's a way of life, a mind-set, and a legacy you build one experience at a time."*

What Lies Ahead for The Nest Jaipur

India's hospitality industry will undergo remarkable transformation over the next decade. Luxury will move beyond grandeur and shift toward deeply personalised and intuitive experiences, supported by quiet but powerful technology. Guests will increasingly expect seamless journeys, meaningful design, and human warmth woven together in a natural, effortless way.

India is also set to strengthen its position as a global hub for weddings, wellness, and experiential travel. Travellers will seek boutique, story-led destinations that reflect authenticity, purpose, and a strong sense of place. At the same time, sustainability will become a key differentiator, attracting guests to brands that genuinely respect nature and local communities. With this future in mind, The Nest is preparing with clarity and intention. The brand is investing in smart technology that enhances, rather than replaces, human connection. It is designing spaces that feel timeless, emotional, and rooted in thoughtful storytelling. And it is building destinations that speak to the needs of the new global traveller.

For The Nest, the goal is not just to adapt to the changing hospitality landscape but to help shape it. *"The future will belong to brands that innovate boldly, stay authentic, and put people at the centre, and The Nest is determined to lead that journey,"* asserts Sakshi.

“ THE NEST JAIPUR IS NOT JUST A RESORT; IT IS A STORY OF LOVE, DESIGN, AND CELEBRATION. THEIR VISION IS TO CREATE SPACES WHERE PEOPLE FEEL SEEN, VALUED, AND CONNECTED. AS THEY EXPAND INTO NEW DESTINATIONS, OUR PROMISE REMAINS THE SAME: LUXURY THAT FEELS PERSONAL, EXPERIENCES THAT FEEL MEANINGFUL, AND MEMORIES THAT LAST FOREVER.”