

## **Brij Hotels signs coastal resort project in Sindhudurg**

Brij Hotels has signed a new coastal resort project in Sindhudurg, Maharashtra, marking the brand's entry into the scenic Konkan coastline. Located just north of Goa, the upcoming resort will be accessible via Manohar International Airport and Sindhudurg Airport.

To be known as Brij Sindhudurg, the resort will be developed along an unspoilt white-sand beach and will feature private beachfront villas with direct access to the shoreline. Envisioned as a low-density retreat, the property is designed around privacy, tranquillity and nature-led living, offering guests a secluded and immersive coastal experience.

The resort will curate a range of marine and nature-driven experiences, including dolphin sighting excursions and snorkelling, alongside cultural and coastal engagements inspired by the Konkan region. Dining at Brij Sindhudurg will spotlight locally influenced coastal cuisine, presented through relaxed, informal beachside settings. Community interaction and regional storytelling will be integral to the guest journey, creating deeper connections with the destination.

Commenting on the signing, Udit Kumar, Co-Founder, Brij Hotels, said, "Sindhudurg represents everything Brij stands for today—quiet luxury, privacy and a true sense of discovery. This is a coastline that has remained beautifully untouched, and our intent is to preserve its essence while creating a deeply romantic and immersive retreat. With Brij Sindhudurg, we are not merely adding a new destination, but opening a fresh chapter in the evolution of luxury coastal travel in India."

The signing aligns with Brij Hotels' focused expansion strategy into emerging, less-commercialised destinations, reinforcing the brand's commitment to curated, experiential luxury rooted in place and authenticity.