

Enrise by Sayaji, Latur Opens in MIDC Hub, Strengthening Marathwada's Hospitality Infrastructure

Enrise by Sayaji, Latur has officially opened in the city's Old MIDC Area, marking a significant addition to the hospitality infrastructure of Maharashtra's Marathwada region.

The 30-room hotel is strategically positioned to serve Latur's expanding industrial and business corridor, reinforcing the city's emergence as one of India's fast-growing tier-2 markets.

Strengthening Marathwada's Business Hospitality

Located in Latur, a city with a population of over 24 lakh (Census 2011), the hotel taps into a strong agro-industrial ecosystem. Latur is widely recognised as a major soyabean trading hub and is home to 11 cooperative sugar factories, earning it the title "Sugar Belt of Maharashtra." This economic base continues to drive steady demand for quality business hospitality in the region.

Accommodation & Facilities

The property features 30 keys across three categories:

- 18 Deluxe Rooms
- 9 Executive Rooms
- 3 Premium Executive Rooms

Designed to cater to both business and leisure travellers, the hotel also offers extensive MICE and event infrastructure with four dedicated banquet venues:

- Jewel – accommodating up to 700 guests in theatre-style format
- Solitaire – suited for mid-sized gatherings
- Crystal – ideal for corporate meetings
- Connect – an intimate boardroom space

The dining portfolio includes two multi-cuisine restaurants — Momentt and Horizon — serving resident guests, business travellers and the local community.

Strategic Expansion

Ajay Kanojia, Associate General Manager, Sayaji Hotels Ltd, noted that Latur aligns with the group's expansion strategy into high-potential growth markets, bringing its signature "Yours Truly" service philosophy to the region.

Mayur Garje, Managing Director, Garje Unit, highlighted that the partnership will help elevate hospitality standards within the district while supporting the region's growing corporate requirements.

Connectivity Advantage

The hotel is conveniently located:

- 3 km from Latur Railway Station
- 120 km from Solapur Airport

The launch reflects Sayaji Hotels' ongoing focus on expanding into emerging business destinations across India, strengthening its footprint in fast-growing industrial centres.