

Chalet Hotels launch ATHIVA®, a new-age premium lifestyle hospitality brand

Chalet Hotels Limited (CHL) has announced the launch of ATHIVA Hotels & Resorts, a premium lifestyle hospitality brand debuting with over 900 keys across six hotels. Derived from the Sanskrit word for “abundance” and “to a great extent”, ATHIVA, a proprietary brand of CHL, is built on the ethos of joy, sustainability, and wellness, delivering the assurance of the expected, and the joy of the unexpected.

The brand makes its debut with the transformation of the iconic The Dukes Retreat in Khandala, now reimagined as ATHIVA Resort & Spa, Khandala. Featuring 147 rooms, including 11 elegant suites, this property embodies refined luxury, authentic local experiences, and responsible practices, positioning itself as a sanctuary of premium living.

Alongside this hotel, Chalet has identified five additional properties to transition to ATHIVA, over a period of time. These include a fully renovated business hotel in Navi Mumbai, The Resort at Aksa Beach, a K Raheja Corp Group Hotel and three greenfield projects under development - two in Goa and one in Thiruvananthapuram. With more than 900 keys committed at launch with plans to double capacity within three years, ATHIVA represents a strategic lifestyle hospitality rollout in India, leveraging the brand strength of Chalet Hotels with a bold, experience-first vision for the future of travel.

“With ATHIVA, we bring the trust, credibility and operational excellence of Chalet Hotels to a brand built for today’s India - welcoming business, leisure, bleisure and MICE guests with one consistent promise: abundant joy, wellness and care,” said Dr Sanjay Sethi, MD & CEO of Chalet Hotels Ltd. “Starting with our first ATHIVA Resort & Spa, Khandala, we will scale with discipline and heart - delivering experiences that are joyful, wellness-first and sustainably curated.”

Designed for the millennial & Gen Z mindset, ATHIVA introduces signature differentiators that redefine the guest journey, including Breakfast@Anytime - freedom from rigid dining schedules; Binge Box - a wholesome, complimentary

snack offering that replaces calorie-heavy minibars; Dollops of Joy - surprise treats thoughtfully woven across the stay; and Local Immersions - authentic cultural connections.

Sustainability and wellness are intrinsic to ATHIVA. Each property will integrate energy-efficient design, waste-conscious operations, local sourcing, and meaningful community partnerships. Anchored in Chalet's Parivartan initiative, ATHIVA advances a circular, inclusive, and regenerative hospitality model that aligns environmental stewardship with social equity and economic growth.

The launch marks a new chapter in Indian hospitality, at a time when young travellers - empowered by rising incomes and a desire for authentic, shareable experiences - are reshaping the market. ATHIVA is purpose-built for this demand, offering connection, creativity, and care over traditional service models. More than just a hotel brand, ATHIVA is a movement towards abundant, joyful, and sustainable hospitality for India and the world.