

Hampton by Hilton Set for India Expansion with First Five Hotel Signings in Partnership with NILE Hospitality

Hilton (NYSE: HLT) and NILE Hospitality have announced the signing of five Hampton by Hilton hotels in India, strengthening their long-term partnership to scale the brand through a strategic licensing agreement. The signings mark a significant step in capturing demand from India's rapidly expanding mid-market hospitality segment and add to Hampton by Hilton's global portfolio of over 3,000 hotels worldwide.

The first phase of development under this agreement includes two hotels in Amritsar, and one each in Vrindavan, Raipur and Lonavala, collectively offering more than 350 rooms. These properties are expected to open over the next two years, bringing Hampton by Hilton's trusted global standards to India, thoughtfully enhanced with localized design, service and amenities tailored to Indian traveller preferences.

Recognised as the #1 lodging franchise by Entrepreneur® for 16 consecutive years, Hampton by Hilton is a pioneer of the upper-midscale hotel category. Following extensive consumer research, the brand's India debut will feature adaptations that reflect local cultural nuances while remaining true to Hampton's core promise.

Key design and service enhancements will include optimised room and bathroom layouts, fitness centres at every hotel, and a strong focus on rest and sleep supported by high-quality bedding. Food and beverage offerings will also be elevated, with a regionally inspired breakfast, a 24/7 coffee station, and "Sunny Sides"—a first-of-its-kind, full-service concept restaurant serving complimentary breakfast, created exclusively for Hampton by Hilton's India expansion.

Commenting on the announcement, Clarence Tan, Senior Vice President – Development, Asia Pacific, Hilton, said:

"These signings represent a significant milestone in our partnership with NILE Hospitality and will help bring Hilton's trusted hospitality to more travellers

across India. This achievement reflects the strength of our collaboration and our shared commitment to delivering exceptional guest experiences. Hampton by Hilton has seen remarkable global growth, and we see immense potential for the brand in India as demand for quality, affordable accommodation continues to rise.”

Jenny Milos, Vice President – Brand Management, Suites & Focused Service, Asia Pacific, Hilton, added:

“Hampton by Hilton has become a global leader in the focused-service segment by staying consistent where it matters and adaptable where it counts. As we expand across Asia Pacific, our focus remains on delivering reliable, high-quality stays and friendly service—what we call ‘Hamptonality’—while allowing thoughtful regional customization that enhances the guest experience without compromising the brand’s core strengths.”

Vikram Singh Chauhan, Founder & CEO, NILE Hospitality, said:

“This partnership marks a defining chapter for NILE Hospitality. It goes beyond building hotels to co-creating a product that reflects the growing appeal of the midscale segment for both travellers and owners in India. Each destination has been selected through an insight-led approach, targeting cities where spiritual and leisure tourism, domestic business travel and infrastructure growth intersect. These markets present strong demand and a clear gap in quality branded midscale supply, offering Hampton by Hilton the opportunity to establish a leading position in India’s evolving travel economy.”

All Hampton by Hilton hotels in India will participate in Hilton Honors, Hilton’s award-winning loyalty programme encompassing 25 distinct brands. Members who book directly through Hilton’s preferred channels enjoy instant benefits, including flexible Points and cash payments, exclusive member-only discounts, free standard Wi-Fi, and access to digital tools via the Hilton Honors mobile app—allowing guests to check in, choose their room and unlock it using a Digital Key.