



JÜSTA  
HOTELS & RESORTS

## C O R P O R A T E   P R E S E N T A T I O N

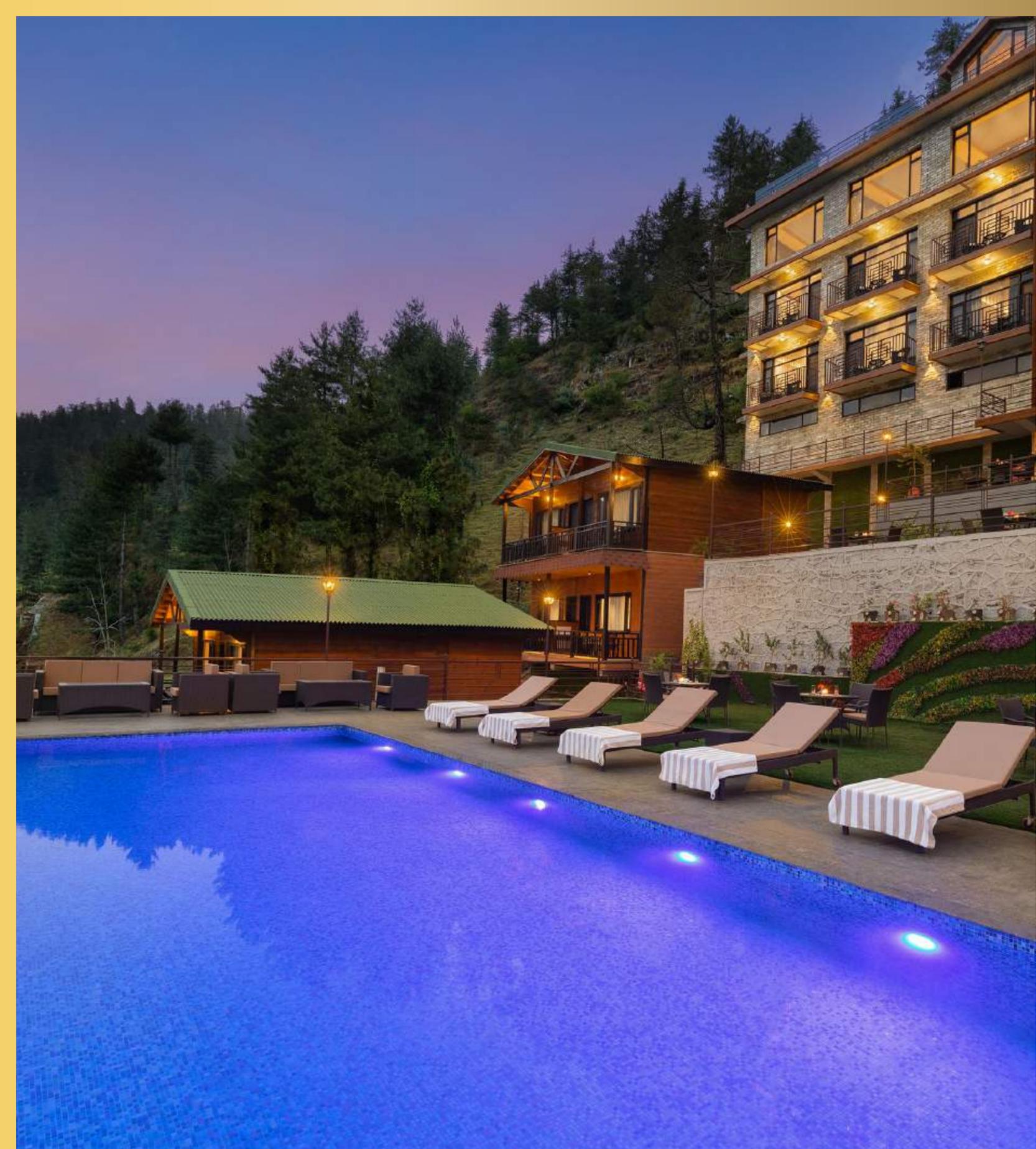
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# BRAND INTRODUCTION

jüSTa Hotels and Resorts is a boutique hospitality brand that offers unique and personalized experiences for travellers seeking to explore the culture and traditions of the destinations we are located in. We are dedicated to providing modern amenities, exceptional service, and comfortable accommodations while maintaining a strong focus on local culture and community involvement.

The jüSTa brand stands for a new experience in hospitality.  
jüSTa: A Sanskrit name with an International Stature and a sound of exotic, as well as luxury.  
The Sanskrit meaning is “Welcome”, extended meaning is Welcome to your Home.  
Enhanced by the design this name becomes an experience and adventure.





## VISION

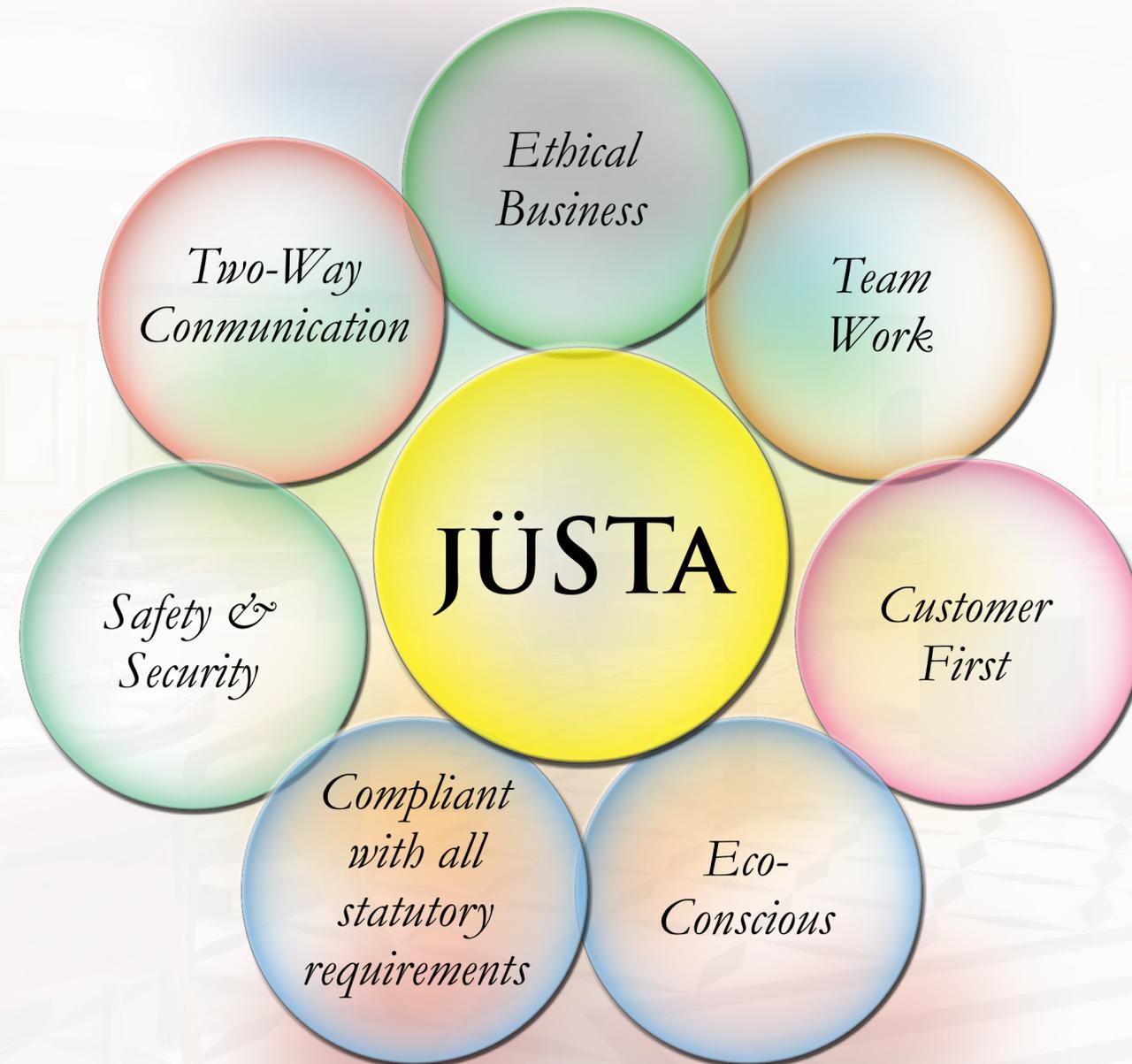
- To provide an upscale luxury hotels & resorts brand which appeals to both business and leisure travelers.
- A First-Class International hotel chain epitomizing elegant living in a residential setting.
- To be a hospitality company, with 50+ hotels in our portfolio by 2025.
- To become leading “Boutique Luxury Hotels & Resorts” company in India.
- To be the preferred employer for smart, passionate, young & talented individuals.

## CORPORATE VALUES

At jüSTa Hotels & Resorts, corporate values are much more than a program or a policy – they define who we are and inform the decisions we make.

The company’s guiding principle is the Golden Rule – to treat others as we wish to be treated ourselves. Strive for an environment, which has a positive influence & has a long-lasting impact on both the sphere of operations & our people. This is integral to our success as a company. We act in a manner consistent with our corporate values, jüSTa Hotels & Resorts, will continue to seek opportunities to enrich and contribute positively.

# OUR KEY ATTRIBUTES





# JÜSTA LOGO

A Sanskrit name with an International stature and a sound of exotic, as well as luxury. The Sanskrit meaning is “Welcome”, extended meaning is Welcome to your Home. Enhanced by the design this name becomes an experience and adventure.

Made by a young talented painter named Mrinal Dey from Shantiniketan, the tree stands for life, eternity and shelter giving our brand the value green.

The colours of the rainbow depict the various hues in the form of art and fabrics we have used.

# ABOUT JÜSTA



The chain was founded by Mr. Ashish Vohra (CEO & Founder) in the year August 2005.

The Group was earlier called The Residence Group of Hotels which is now re-branded to jüSTa Hotels & Resorts.

We currently operate 27+ hotels in 10+ states which are Rajasthan, Himachal Pradesh, Uttarakhand, Maharashtra, Goa, Karnataka, Tamil Nadu, Gujarat, Haryana, Delhi & Uttar Pradesh with 1000+ keys and comprising of over 1000+ workforce across the country.

He is supported by a management team comprising of young professionals who have worked in India's finest hotels, namely The Oberoi Group, The Hyatt, Shangrila, etc. They have a collective experience of over 200+ years.

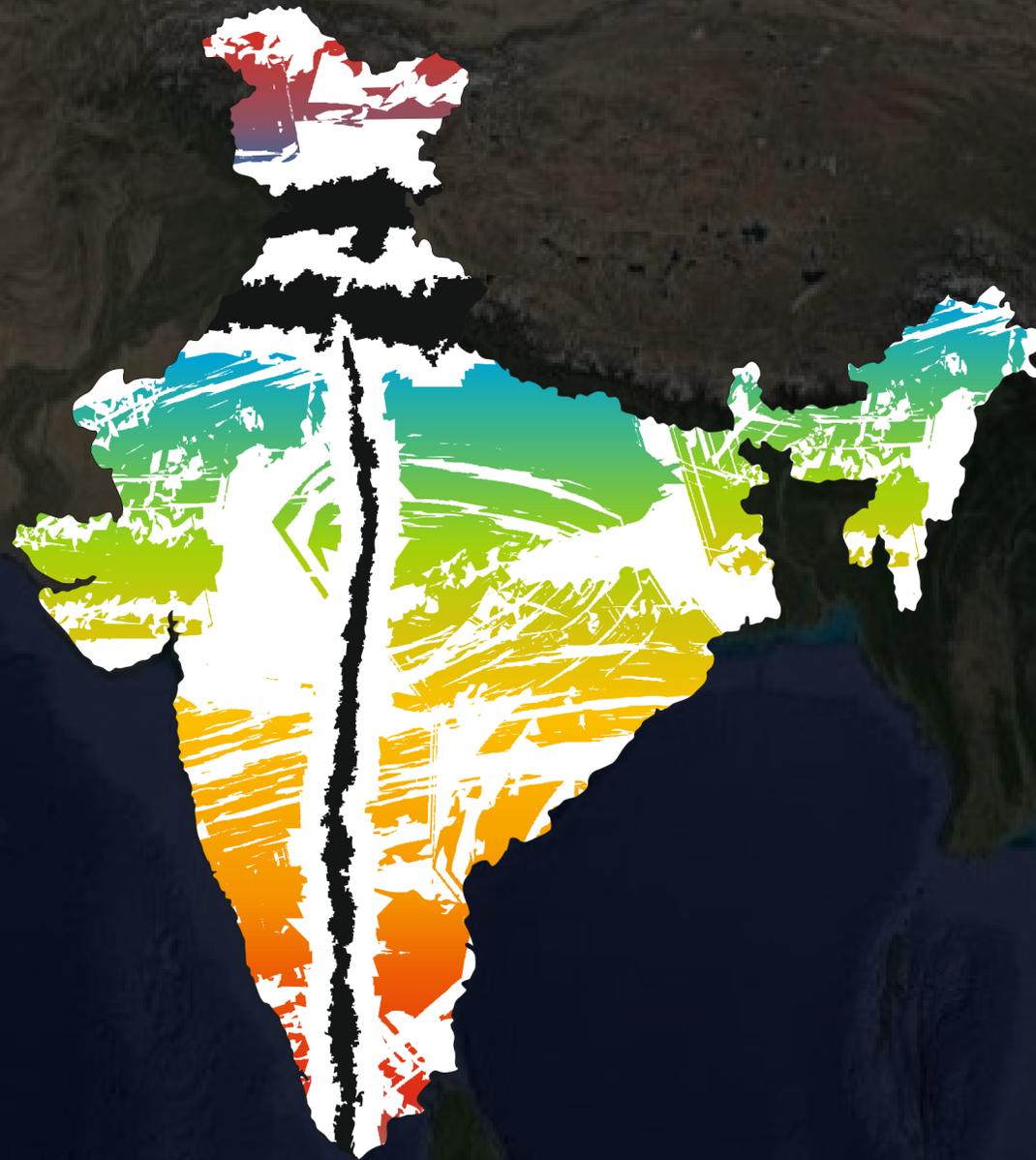
# OUR PRESENCE

10+  
STATES

27+  
HOTELS

1000+  
KEYS

20+  
DESTINATIONS



7+

UPCOMING  
HOTELS

300+  
UPCOMING  
KEYS

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VARANASI  
RISHIKESH  
PUDUCHERRY  
AYODHYA  
INDORE  
CHAIL  
UJJAIN  
AMRITSAR  
LONAVALA

Delhi • Goa • Gujarat • Haryana • Himachal Pradesh • Karnataka  
Maharashtra • Rajasthan • Tamil Nadu • Uttarakhand • Uttar Pradesh

# JÜSTa HOTELS & RESORTS

## ★ RAJASTHAN

- jüSTa Sajjangarh Resort & Spa, Udaipur
- jüSTa Rajputana Resort & Convention Centre, Udaipur
- jüSTa Ssatva Resort, Udaipur
- jüSTa Lake Nahargarh Palace, Chittorgarh
- jüSTa Brij Bhoomi Resort, Nathdwara
- jüSTa Alwar Bagh Resort & Convention Centre, Sariska
- jüSTa Luxé – Highpoint Jawai

## ★ HIMACHAL PRADESH

- jüSTa Grand View Resort & Spa, Manali
- jüSTa Cliffend Resort & Spa, Mashobra
- jüSTa Birding Resort & Spa, Dharamshala
- jüSTa Palampur Resort & Convention Centre

## ★ UTTARAKHAND

- jüSTa Hollow Oak, Mussoorie
- jüSTa Rasa Retreat & Spa, Rishikesh
- jüSTa Mukteshwar Retreat & Spa
- jüSTa Lazy Haven Corbett
- jüSTa Lake View Residences, Nainital

## ★ GOA

- jüSTa Morjim Beach Resort, Goa

## ★ MAHARASHTRA

- jüSTa Rudra Resort & Spa, Kolad

## ★ KARNATAKA

- jüSTa Indiranagar, Bangalore
- jüSTa MG Road, Bangalore
- jüSTa Off MG Road, Bangalore

## ★ TAMIL NADU

- jüSTa Sarang, Rameswaram

## ★ GUJARAT

- jüSTa Diwans Bungalow

## ★ HARYANA

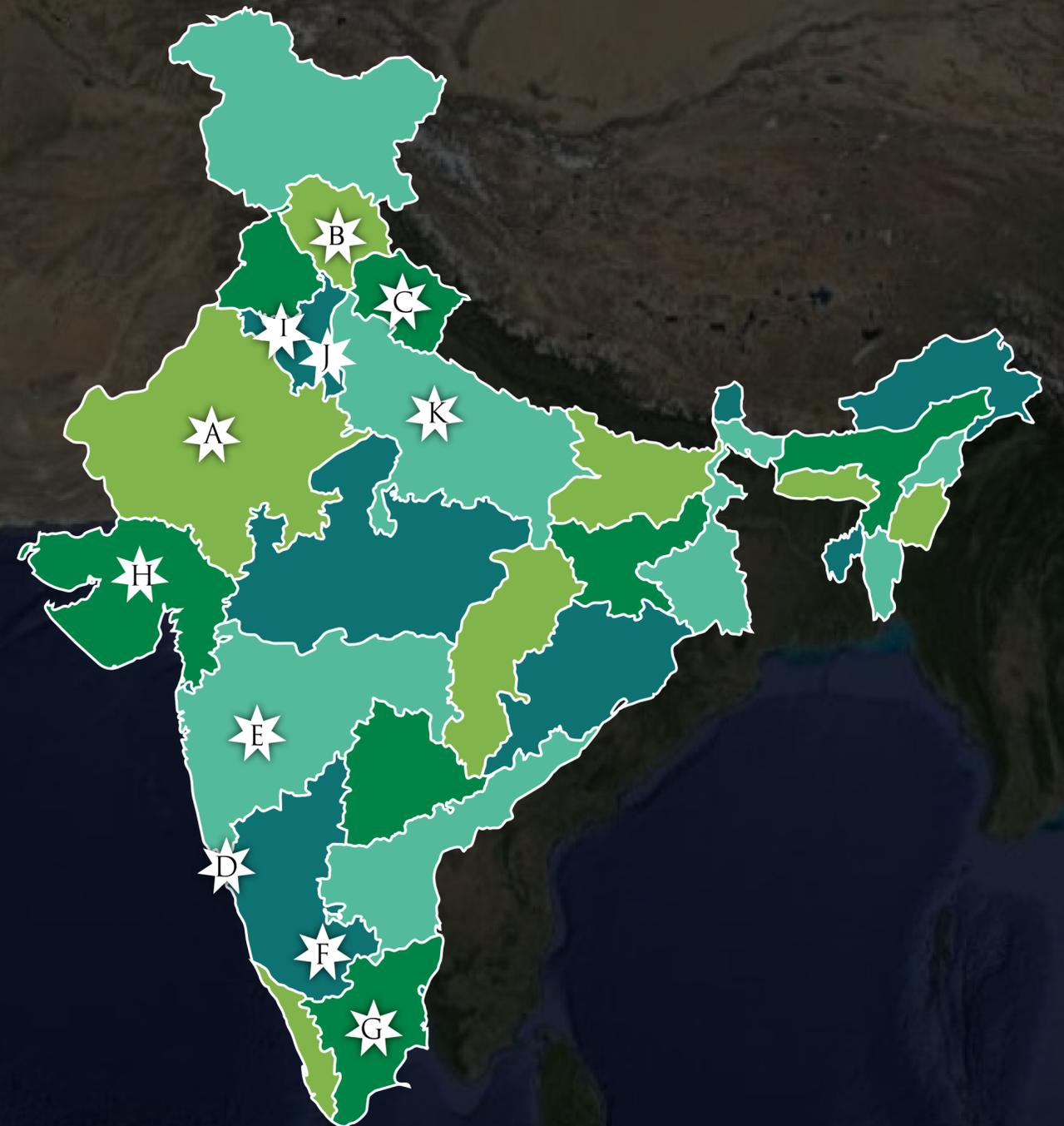
- jüSTa Gurgaon
- jüSTa Residences - AIPL Joy Street, Gurgaon

## ★ DELHI

- NUO by jüSTa

## ★ UTTAR PRADESH

- jüSTa Kashi Parampara, Varanasi



## BOOKMARK RESORTS

### ★ RAJASTHAN

Bookmark Resorts, Jogi Mahal, Ranthambore

### ★ HIMACHAL PRADESH

Bookmark Resorts, Manali

# MANAGEMENT TEAM



**ASHISH VOHRA**

*Founder & CEO*

- With over 25 years of enriching experience with The Oberoi Hotels & Resorts, he has handled key position like Regional Director – Northern Region, Director of Marketing and Brand Development where during his tenure were launched the Uday Vilas, Raj Vilas, Amar Vilas & Vanya Vilas, which are now the top-rated hotels in the world according to Conde Nast.
- He specializes in the field of Marketing, Sales, Strategy and Finance. He has also served as the Resident Director in India for The Leading Hotels of The World.
- The company has grown organically with a mix of own hotels, Revenue share and Management contract model and the portfolio is set to expand to newer cities in the coming years.



**DEEPIKA GOVIND**

*Co-founder & Head of Interiors, Design*

- A leading Fashion designer, whose signature can be seen across the Hotel Interiors for jüSTa Hotels & Resorts.
- All the fabrics are woven and only natural materials.
- Most of the hotel product like lamps, furniture, bed-throw, cushion covers, curtains, upholstery are curated especially for the chain.
- All the Art, which is an intrinsic part of the signature is selected by her.
- All the hotels have their own signature design concepts for differentiation - [www.deepikagovind.com](http://www.deepikagovind.com)

# BRAND PILLARS



## INDIAN ART & CULTURE

jüSTa believes that “Art,” is the ultimate expression of India’s culture & gives it center-stage, thus positioning it at the core of the jüSTa experience.

## JÜSTA GOES GREEN

It isolates you from the busy outside world. It creates a luxurious haven. Green is the thread throughout the experience of jüSTa.

## LUXURY

jüSTa delivers an luxurious and personalized cultured environment treated with an aesthetics sense, transcending functionality, transforming the daily experience into something extremely pleasurable.

## CONTEMPORARY

At jüSTa everything is seamless and efficient yet immensely comfortable, reflecting a dimension of the contemporary Indian touch & warmth.

## BRAND PLATFORM

- jüSTa delivers an outstanding, luxurious and personalized experience for the new generation of business travelers who are proud of their culture and busy in building the future of India.
- jüSTa believes that “Art,” is the ultimate expression of India’s culture & gives it center-stage, thus positioning it at the core of the jüSTa experience.
- jüSTa redefines the traditional luxury codes with the grand atmosphere, personalized service and exquisite its fabrics across spaces, interspersed with Art.
- The path of this new India, is in the hand of the current generation reiterating their pasts & taking it forward to levels, hitherto unimagined.

## JÜSTA EXPERIENCE

- jüSTa offers a variety of rich moments, alternating the standard experience of the public spaces with the indulgent comfort of the intimate areas. jüSTa subtly balances the grand and the intimate to deliver a true luxury experience.
- In public areas, it's about “how it looks & feels“: intimate spaces, outstanding pieces of art... Whereas in the private areas, the emphasis is on “how it feels & looks“: lavish materials, exquisite smells...

## DESIGN PHILOSOPHY

- Art inspired and focused, jüSTa believes that Art is the unifier of Traditional and Modern India.
- Individualistic, crafted gradation of colours, luminous, environment friendly.
- The design philosophy has been all about balance - Colour, Form, Proportion, Scale, Light, Art and the jüSTa position of the old and the new.
- Our effort is to use materials and techniques that illustrate the concept of layering, textures, mystery, unveiling etc.,
- The Textiles used have a sense of contemporary yet ornate, opulent yet intensive. An adherence to classic styles, (hence, timeless), with an unexpected twist or surprise detailing.

## DESIGN CONCEPT

- Straight lines
- Clean
- Comfortable
- Accent on colour, form and light to be the focal point
- Minimalist
- Modern and Contemporary
- Uniform and fabrics reflect this philosophy
- Earthy, muted colours
- Indo (Indian Warmth) Western (Efficiencies)
- Delivering a multi design experience
- Understated in general
- Created our own signature style in our class
- Energy efficient and Easy to maintain

# ART IS THE VOICE OF THESE CHANGING TIMES

INDIA is living in intense, creative times of change & energy. Where is the brand which would fully reflect these rich times? What is LUXURY in India today? Could it be a new type of luxury with roots in both yesterday and tomorrow? What if the ultimate luxury was about Connection to the Soul?

We believe a new star is born in India, which expresses its spirit through ART, as a bridge between cultures, regions and times. Aspiring to provide new experiences through which art is found not only within the hotelier's craft but also through REINTERPRETATIONS of classic designs by modern artists.

The new Brand seeks to offer international five-star standards infused with 'SPIRIT of India' expressed by Indian Art as well as the reinterpretations of rituals as 'Art of hospitality'.

The changing time is magnified as an 'Artist-Hotelier's' evolving vision, thanks to the talent & voices of seasonally showcased local artists. We aspire to offer a feeling of 'home to the soul' thanks to NEW PERSPECTIVES on Indian art and beauty and perpetual reinventions of traditions in a kind of 'bridge' through time.

# PRODUCT SPECIFICATION - ACROSS THE GROUP

- Wi-Fi Internet connectivity
- World Class Mattresses – Snoozer brand of Mattresses
- Large rooms – 300 sq. ft. to 1150 sq. ft.
- Writing tables with Table Lamp
- Comfort Sofa and a reading chair mostly cotton Linen or Silk Linen, Curtains are all silk
- LCD Television wherever possible with digital Satellite TV connections
- Wardrobes with Electronic Safes
- Multi-cuisine Restaurant
- Board Room, Meeting & Conference Rooms with A/V Equipment
- Laundry Service - Same day express delivery service also available
- Auto Power Back up and 24 hours hot water supply
- Central or Split Air-conditioning
- Medium Size Lobby with sit down check in 24-hour check in check out facility
- Concierge Services, Transport with Car Rentals & own drivers
- Mini Bar, Bathroom slippers, TCMF, Wooden and Satin Hangers, Shoe Mallet, Shoehorn
- 350-500 thread count linen for Bed sheets; Jacquard Duvets cover 400 thread count
- High quality bath linen, face/bath/hand towels - 400 GSM and above
- Kama toiletries bath amenities
- Seated Reception Counters with Lobby Furniture/Lounge facility
- Round the clock room Service; American Buffet breakfast with live eggs & dosa counter

# OUR BRANDS

JÜSTA  
*LUXÉ*



JÜSTA  
HOTELS & RESORTS

NUO  
BY JÜSTA

BOOKMARK  
— RESORTS —

JÜSTA *LUXÉ*

# JÜSTA SAJJANGARH RESORT & SPA, UDAIPUR



# JÜSTA SAJJANGARH RESORT & SPA, UDAIPUR



# JÜSTA CLIFFEND RESORT & SPA, MASHOBRA



# JÜSTA CLIFFEND RESORT & SPA, MASHOBRA



# JÜSTA BIRDING RESORT & SPA, DHARAMSHALA



# JÜSTA BIRDING RESORT & SPA, DHARAMSHALA



# JÜSTA HOLLOW OAK, MUSSOORIE



# JÜSTA HOLLOW OAK, MUSSOORIE



# JÜSTA RASA RETREAT & SPA, RISHIKESH



# JÜSTA RASA RETREAT & SPA, RISHIKESH



# JÜSTA MUKTESHWAR RETREAT & SPA



# JÜSTA DIWANS BUNGALOW



# JÜSTA KASHI PARAMPARA



# JÜSTA KASHI PARAMPARA



# JÜSTA LUXÉ – HIGHPOINT JAWAI



# JÜSTA LUXÉ – HIGHPOINT JAWAI





# JÜSTA

HOTELS & RESORTS

DELHI • GOA • GUJARAT • HARYANA • HIMACHAL PRADESH • KARNATAKA  
MAHARASHTRA • RAJASTHAN • TAMIL NADU • UTTARAKHAND • UTTAR PRADESH

# JÜSTA RAJPUTANA RESORT & CONVENTION CENTRE, UDAIPUR



# JÜSTA SSATVA RESORT, UDAIPUR



# JÜSTA LAKE NAHARGARH PALACE



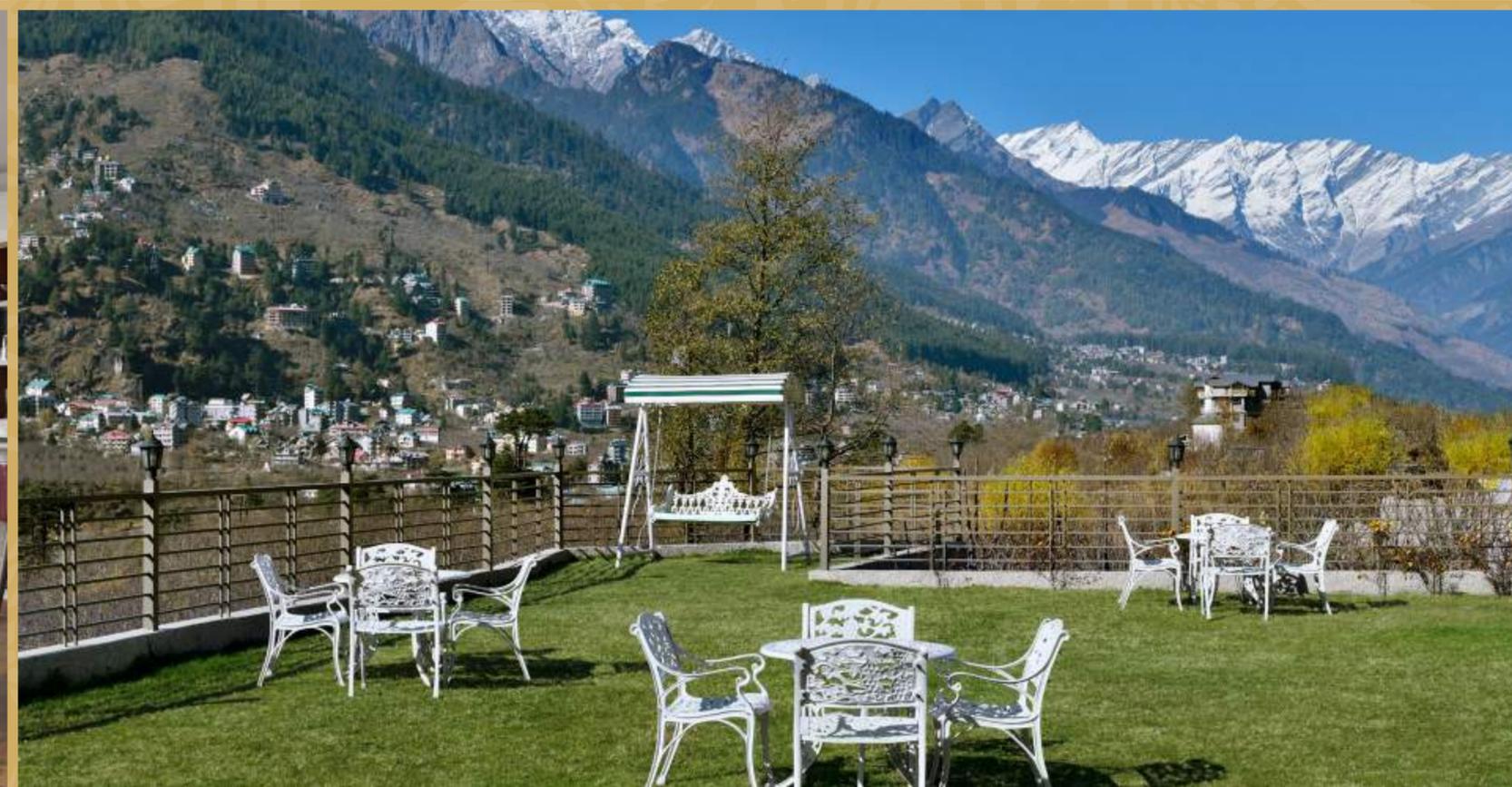
# JÜSTA BRIJ BHOOMI RESORT, NATHDWARA



# JÜSTA ALWAR BAGH RESORT & CONVENTION CENTRE, SARISKA



# JÜSTA GRAND VIEW RESORT & SPA, MANALI



# JÜSTA PALAMPUR RESORT & CONVENTION CENTRE



# JÜSTA LAZY HAVEN CORBETT



# JÜSTA LAKE VIEW RESIDENCES, NAINITAL



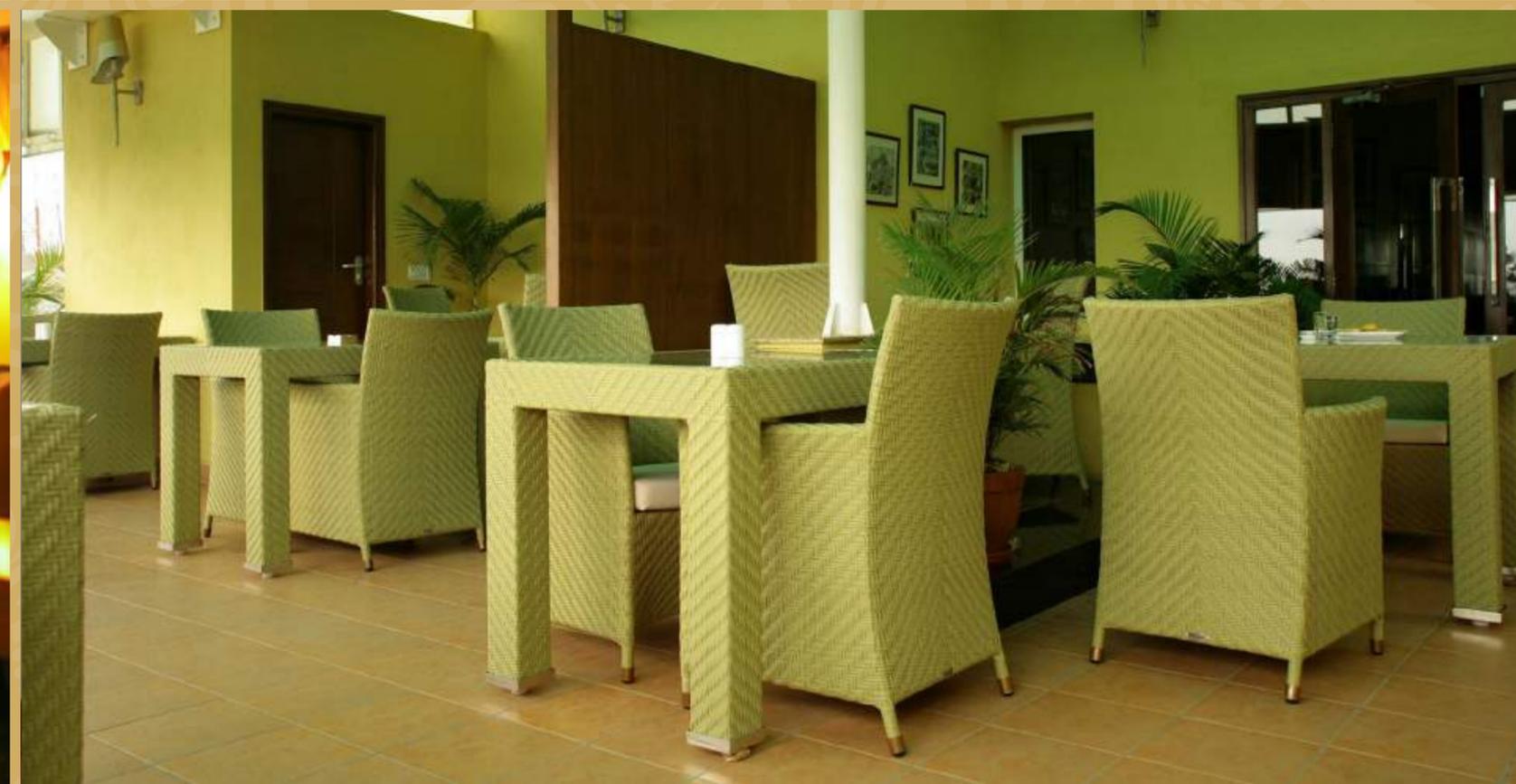
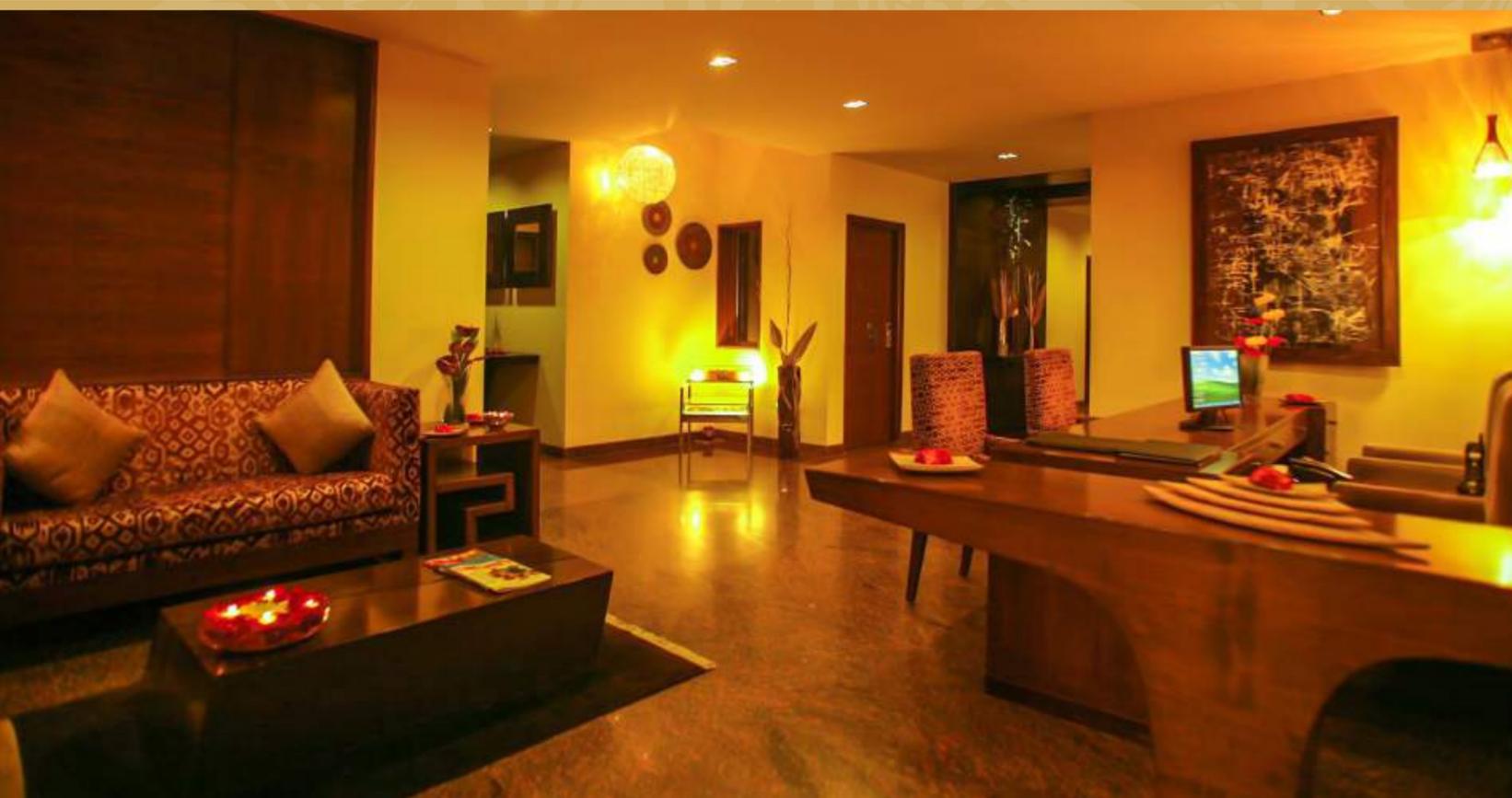
# JÜSTA RUDRA RESORT & SPA, KOLAD



# JÜSTA MORJIM BEACH RESORT, GOA



# JÜSTA INDIRANAGAR, BANGALORE



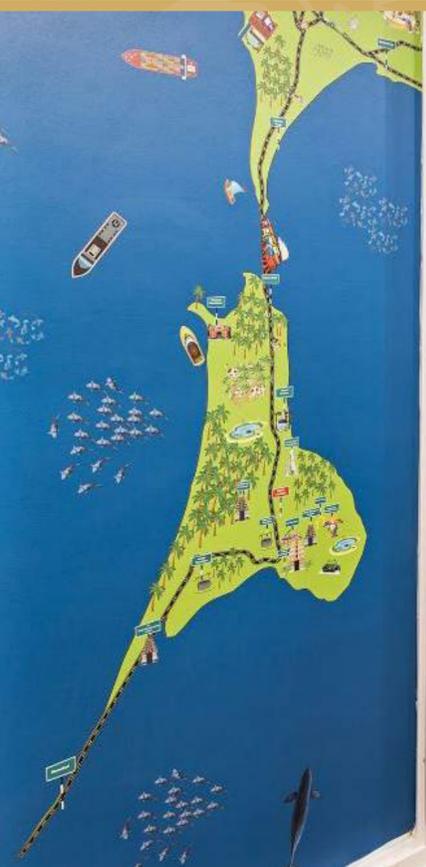
# JÜSTA MG ROAD, BANGALORE



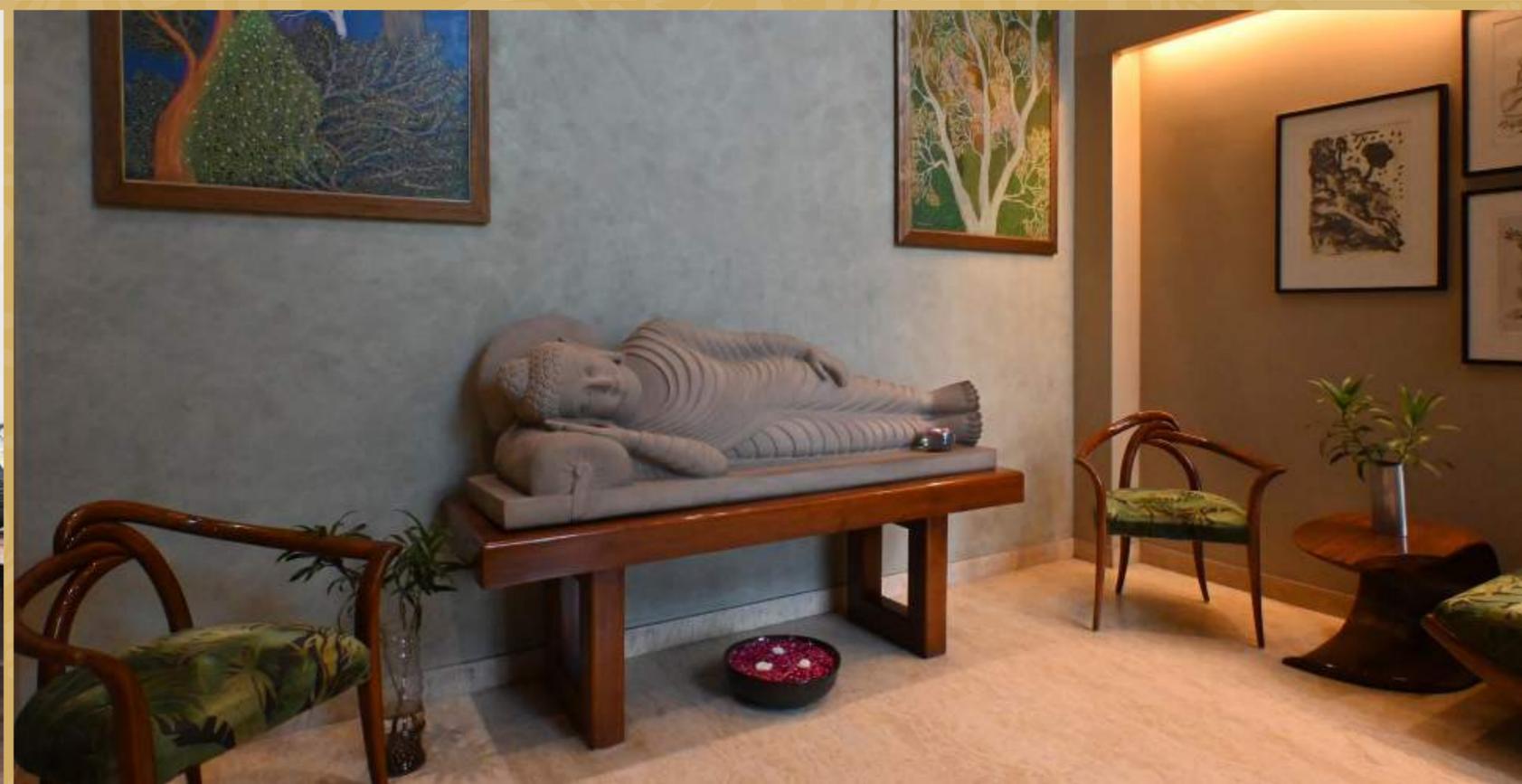
# JÜSTA OFF MG ROAD, BANGALORE



# JÜSTA SARANG, RAMESWARAM



# JÜSTA GURGAON



# JÜSTA RESIDENCES - AIPL JOY STREET, GURGAON



NUJO

BY JÜSTA

# NUO By JÜSTA



# NUO By JÜSTA



# CHITRASHAALA

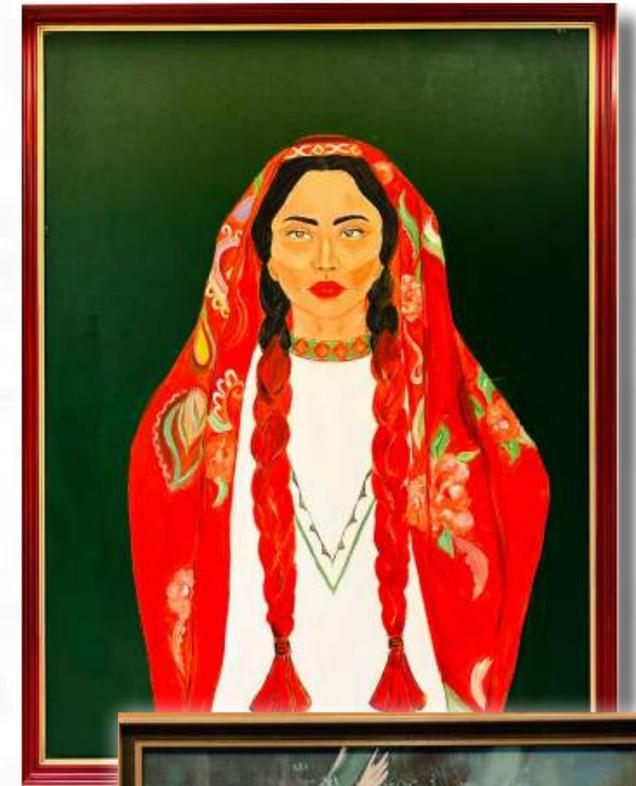
## - A JÜSTA ART INITIATIVE

Chitrashaala is an annual endeavour jointly hosted by jüSTa Hotels & Fashion Designer Deepika Govind where artists from across India and the world come together. It is usually hosted at Lake Nahargarh Palace in Chittorgarh for a few days and marks the start of the season.

Chitrashaala believes that artists, with their creativity, energy, focus and freedom, can make contribute to making this world a better place.

It plays an essential role in providing the local and international artists with an exposure to a capacious array of art works, styles and forms, hence enabling them to express their fondness for art freely and creatively. The mufti-disciplinary environment of this art residency encourages the artists to assess their work from a new and contrasting perspective. The program is an attempt to build a credible cultural dialog among the artists from diverse socio-cultural backgrounds through an enriching reciprocation of artistic ideas.

At jüSTa, we believe that everything comes to life through art, a complete visual expression of one's thoughts and feelings without having to describe it in words. Chitrashaala is an earnest endeavour of jüSTa Hotels in that direction step in providing a platform to connoisseurs' of art who share similar beliefs.





*chitrashaala*  
EXPERIENCE COMES TO LIFE THROUGH ART  
**ANASTASIA MUKHINA**  
Krasnoyarsk, Russia



*chitrashaala*  
EXPERIENCE COMES TO LIFE THROUGH ART  
**ARUNAVA MONDAL**  
Haltu, Kolkata



*chitrashaala*  
EXPERIENCE COMES TO LIFE THROUGH ART  
**CHANDAN BHOWMICK**  
Baranagar, Kolkata



*chitrashaala*  
EXPERIENCE COMES TO LIFE THROUGH ART  
**ELHAM HUQ KHUKU**  
Bangladesh



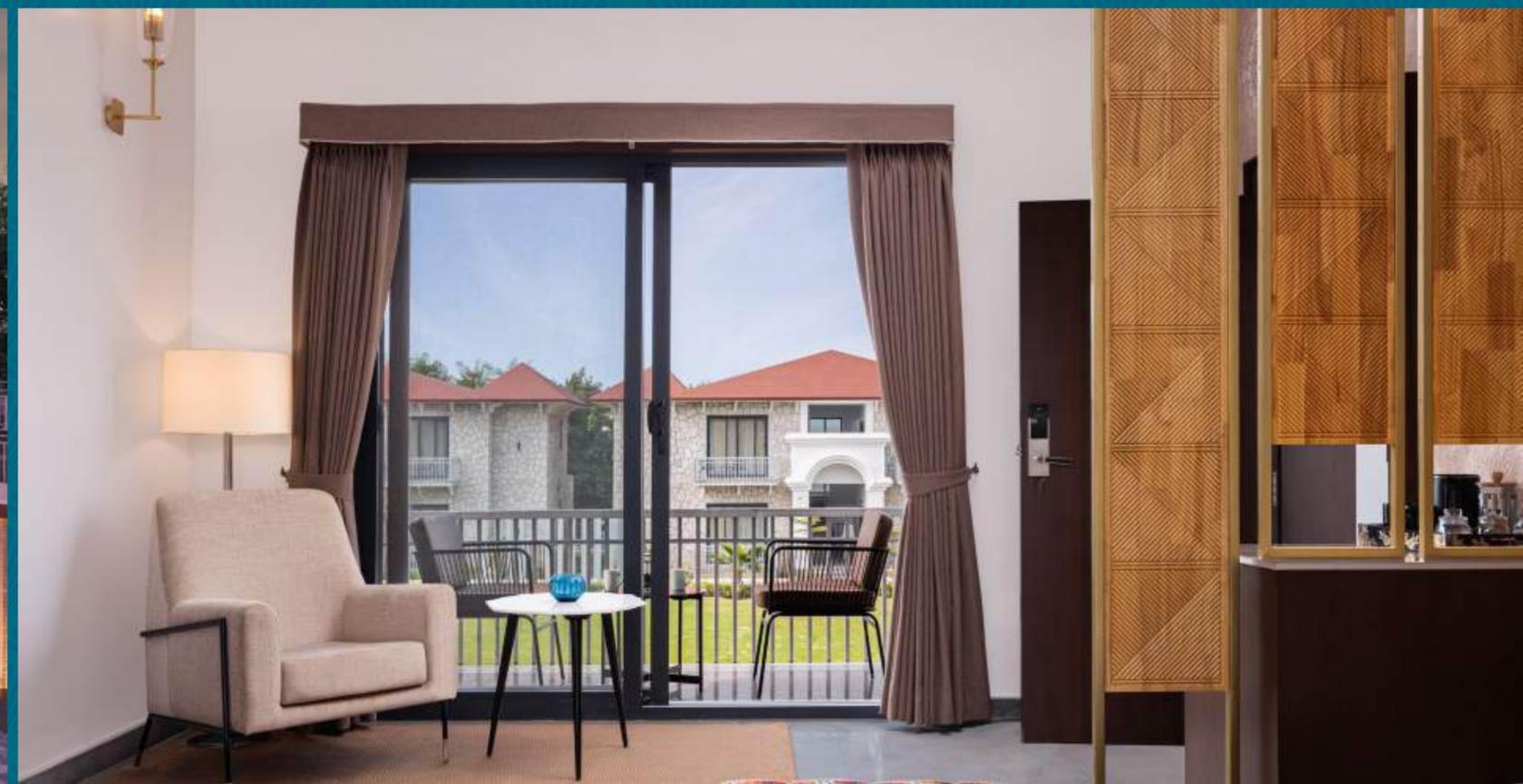
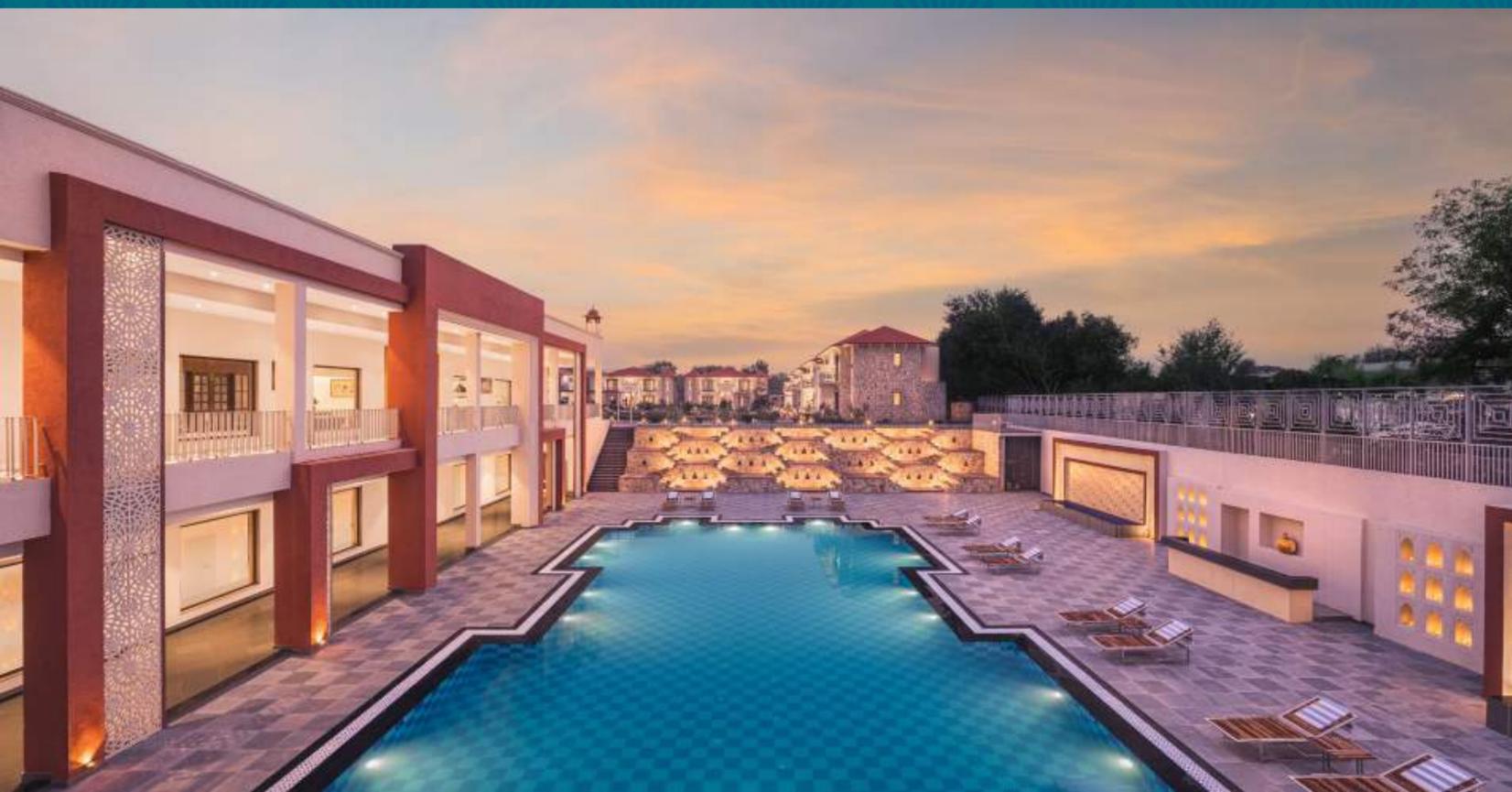




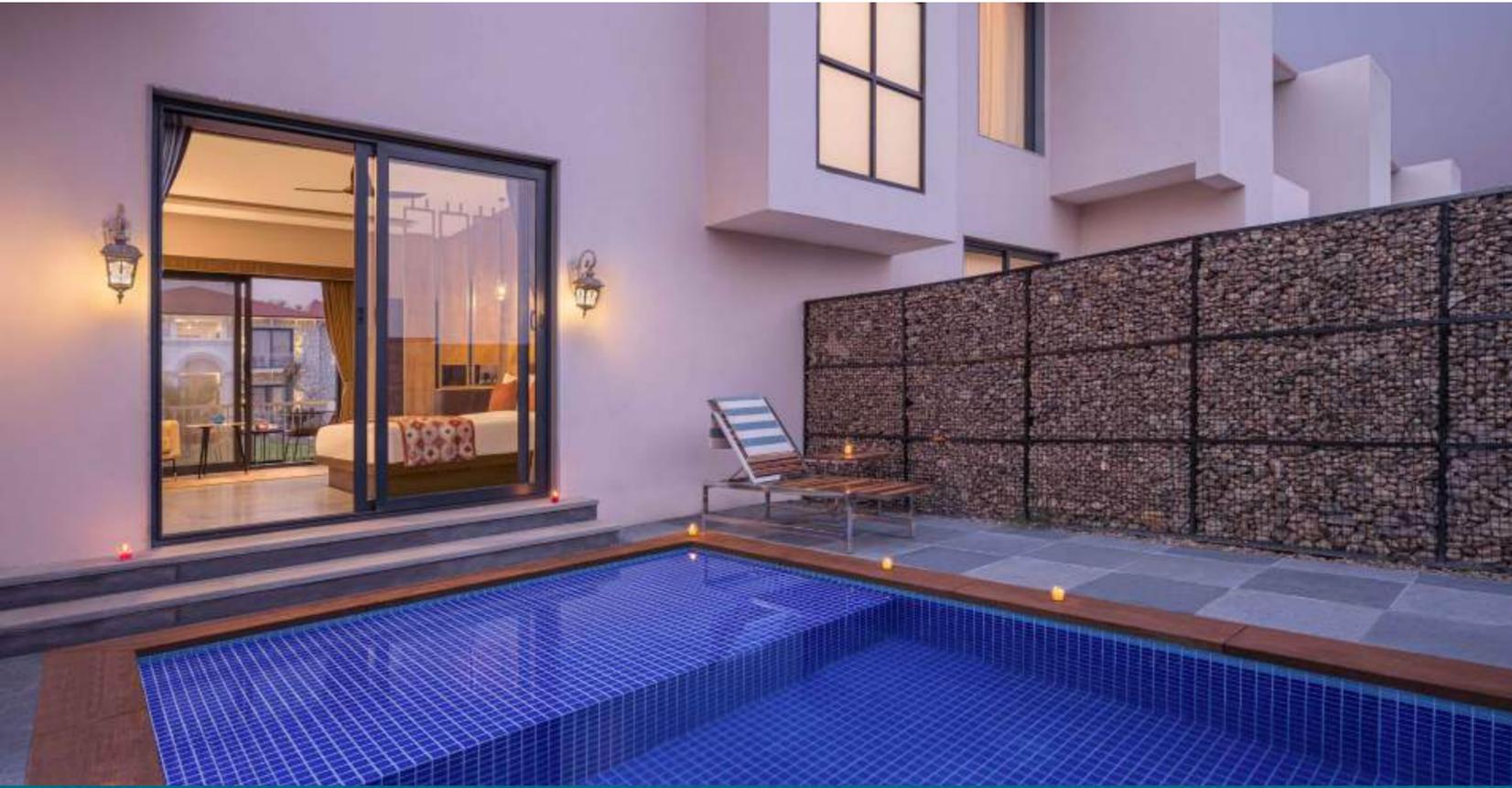
BOOKMARK

— RESORTS —

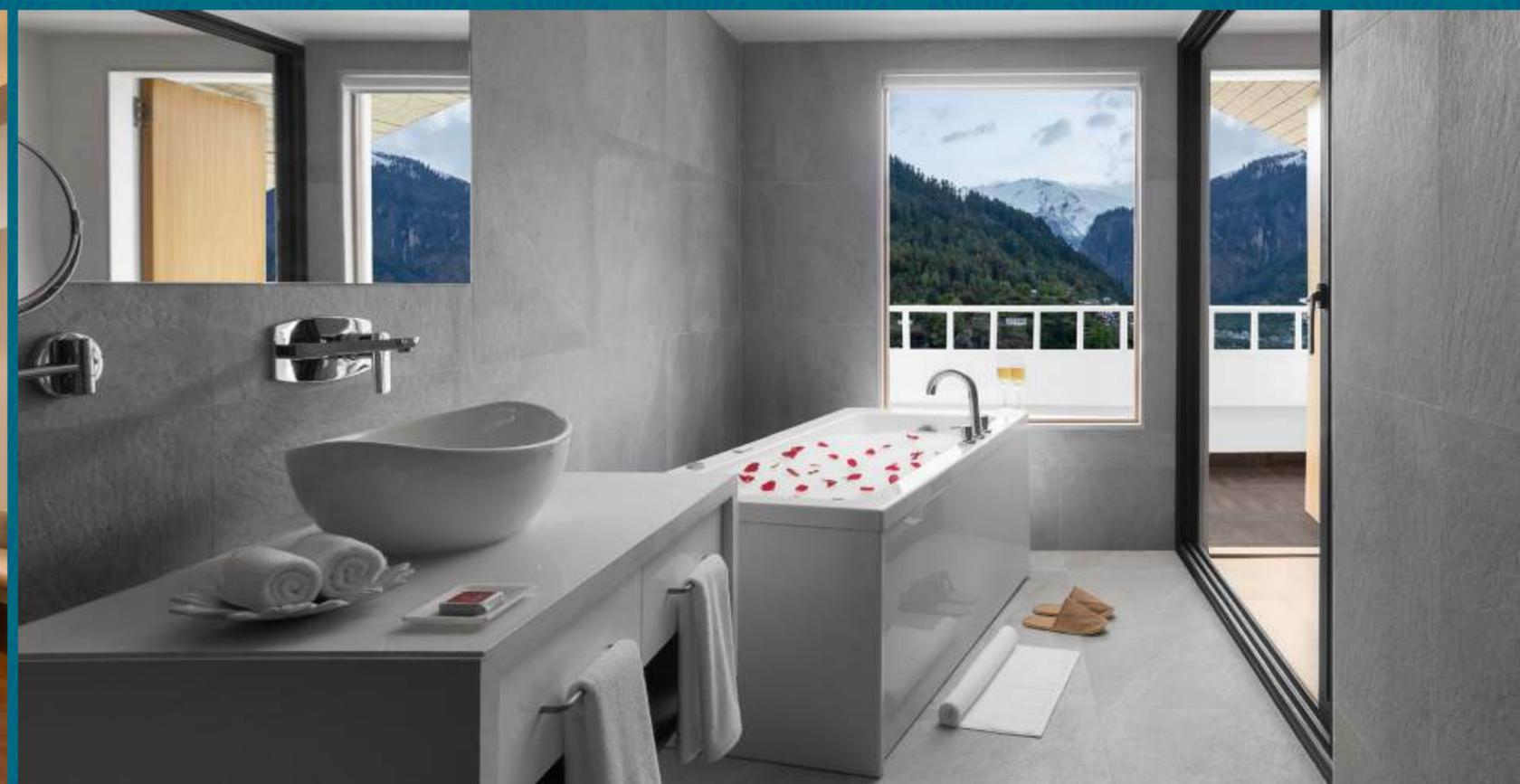
# BOOKMARK RESORTS, JOGI MAHAL, RANTHAMBORE



# BOOKMARK RESORTS, JOGI MAHAL, RANTHAMBORE



# BOOKMARK RESORTS, MANALI



# BOOKMARK RESORTS, MANALI





BOOKMARK  
— RESORTS —

PRESS COVERAGE

[www.bookmarkresorts.com/media](http://www.bookmarkresorts.com/media)

## A Rendezvous With The Wild: A Journey To Ranthambore

Embark on a journey to Ranthambore where wilderness meets heritage. From tiger safaris, ancient forts to the compelling story of Tigress Machli, explore nature's raw beauty, luxury at Jogi Mahal and reflections on humanity's coexistence with the wild



A wild female Bengal tiger or panthera tigris snarls with her cub Shutterstock

Waquar Habib

Updated on: 07 Dec 2024, 7:15 pm · 7 min read

The journey to Ranthambore began with an early morning drive from Delhi, as the city's chaos gradually gave way to the countryside. After only a single stop along the way, we arrived at the stunning Bookmark Resorts Jogi Mahal, nestled at just a stone's throw from the Ranthambore Tiger Reserve. The property presented us with its mock-vernacular architecture—an experimental blend of [Rajasthani](#) heritage and contemporary [luxury](#).

### Related Stories



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DT Staff · 27 Nov 2024



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From stays with private plunge pools to rooms with fireplaces, these hotels are a cosy base for your next adventure in the wild

BY CONDÉ NAST TRAVELLER  
15 March 2024

### Bookmark Resorts, Jogi Mahal, Ranthambore



Named after the erstwhile hunting palace of the Maharaja of Jaipur, Jogi Mahal is a new 40-key boutique property by Bookmark Resorts in Ranthambore's Khilchipur village. While the original Jogi Mahal in the forest is sadly out of bounds, a life-sized mural of the palace awaits you in the lobby and the resort aims to recreate the lives of the erstwhile maharajas. The design of the place is a mix of Rajasthani architectural influences with

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HOTELS & HOMESTAYS

## Where to stay in Ranthambore

Go for the tiger, stay for the food, spas and oodles of luxury

BY JASREEN MAYAL KHANNA  
14 March 2024

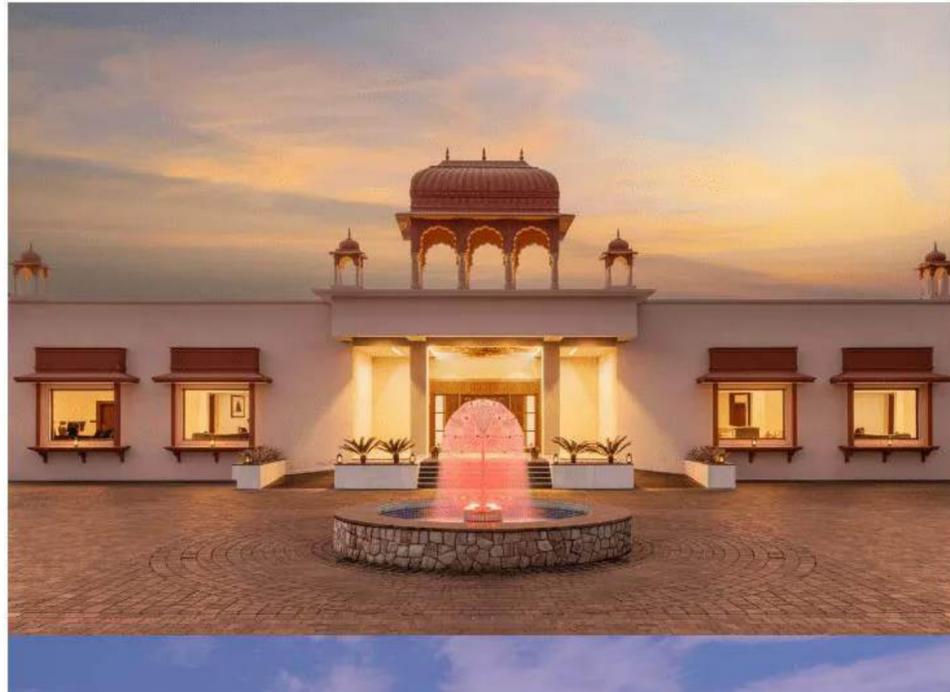


### Bookmark Resorts, Jogi Mahal, Ranthambore

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### Famous felines

After a refreshing meal back at our hotel, the newly-opened Bookmark Resorts Jogi Mahal in Sawai Madhopur, about 5 kilometres from the national park, we head out for the afternoon safari in a six-seater jeep. The previous day, there were news reports of tourists having sighted tigress Riddhi (T-124) (every tiger in India is given a number) splashing about with her cubs at one of the watering holes inside the forest. And just as our vehicle makes its way inside, we hear of yet another sighting. Riddhi again? It leads to a mini traffic jam as tourist vehicles stall indefinitely in hopes of a glimpse of the tiger.



Curly Tales

### 12 Best, Newly-Opened Hotels & Resorts In India In 2024 For Unforgettable Stays

Tejashee Kashyap 3 days ago



As India continues to attract global travellers, the demand for unique and luxurious accommodations has skyrocketed. The hospitality industry has witnessed a surge of innovative hotels and resorts that redefine the concept of travel. A new chapter of luxury and sophistication continues to unfold with the launch of an array of hotels and resorts opened this year. From the sun-kissed beaches of Goa to the serene hills of Tamil Nadu, these newly launched hotels and resorts offer an exquisite blend of modern amenities and traditional charm. Here are the best new hotels and resorts for all discerning travellers seeking a memorable escape:

### The Telegraph online

Tuesday 26 August 2024

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### Ranthambhore's hidden treasures - fort, musical show, stargazing, soot art & black pottery

Chasing the elusive big cat on the trail of his pugmarks, author discovers some gems in Rajasthan forest

Sugato Mukherjee | Rajasthan | Published 05.06.24, 01:27 PM



Travel

### Fort runner

Situated just a few kilometres away from the luxurious Bookmark Resort Jogi Mahal, the Ranthambore fort beckons with its spectacular views

Ranthambore fort

Deepali Singh

Published on 21 Jul 2024, 5:00 am

Scampering around a makeshift temple in interior Rajasthan, squirrels share a fort wall with langurs. Jungle babblers raise quite a din. The Ranthambore fort seems to have been taken over by a variety of wild creatures, big and small. Nestled inside the popular Ranthambore National Park, the magnificent structure stands near the city of Sawai Madhopur and is a UNESCO World Heritage Site. It is said to have been constructed by Maharaja Jayanta in the 5th century AD. One of the state's largest forts, it covers almost seven square kilometers and is perched atop a 700-ft-high hill. The grand walls and corridors, nooks and crannies, which once stood tall and proud are weathered with time, but look carefully and you can see the shadow of the past.

From a vantage point on the fort, the dense dhok tree-laden forest below resembles a carpet in different hues of green. In the distance, the sun's rays ripple on the Padam Talao, the lotus lake. The former hunting lodge Jogi Mahal, which was once a favourite of the Maharajas of Jaipur, is situated on the banks of the lake. Nadeem, the park naturalist, shares that the resident tigress Riddhi loves to bring her three cubs to the ruins of the Mahal, especially during summers. On the road leading to the fort, or while returning, you could spot a tiger if you are lucky.



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Home / Life / Life / The steps of time : How ancient stepwells are inspiring modern structures and design

## The steps of time : How ancient stepwells are inspiring modern structures and design

From educational institutions and resorts to rugs and art, baoris are having a moment of revival

Decades later, true to their word, they have combined the functional, social and spiritual aspects of a stepwell for the students of Sanskriti Vihara building at the KJ Somaiya Educational Trust campus in Mumbai. "It was a latent memory that instantly came to the fore in our minds," Panjabi says of the invitational competition to design the building about 10 years ago. Currently under construction, it should be ready in time before the new academic year begins in May 2025, and "students will be able to walk the actual facade of the building instead of being inside".

From a minimalistic utilitarian character during the Indus Valley Civilisation to post-seventh-century plunging ornate structures that still elicit awe, stepwells have always been a part of Indian architectural consciousness. And right now they seem to be having a revival moment, not just in architecture but also in design and art.

### Ancient wisdom, modern leisure

Amid the neutral and monochromatic canvas of Bookmark Resort Jogi Mahal in Ranthambore, that started operations in January 2024, the wall near the swimming pool provides a dreamy backdrop. The wall, inspired from Abhaneri's Chand Baori in Rajasthan, one of the most famous, deepest, largest, and oldest stepwells in India, not only displays a fine game of shadows with every passing moment but also brings guests together in the evenings by becoming a stage for folk artists.



The poolside wall at Bookmark Resort Jogi Mahal, Ranthambore, adds a lot of character to the area. Image: Gurima Verma



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## At Bookmark Resorts, Manali, Experience Sustainable Luxury With Heated Outdoor Pools, Private Yoga Sessions, & Artful Serenity

*This resort promises an unforgettable escape to rejuvenate your mind, body, and spirit.*

by [Mallika Khurana](#) Updated: July 5, 2024



Hotels · 2 Min Read

# Onora Hospitality enters wellbeing space with Bookmark Resorts

The company presently operates 20 boutique hotels and resorts with over 500 rooms in 8 states under its brands 'jüSTa Hotels and Resorts' and 'NUO'. It's first Bookmark Resort is scheduled to open in Manali soon.



[ETHospitalityWorld](#)

Published On Jun 13, 2023 at 05:00 PM IST

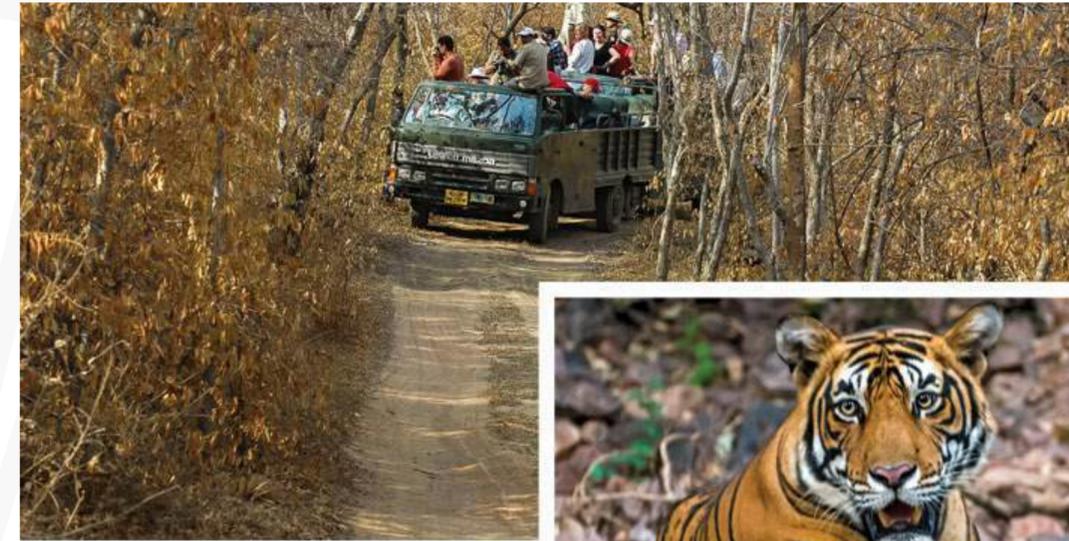
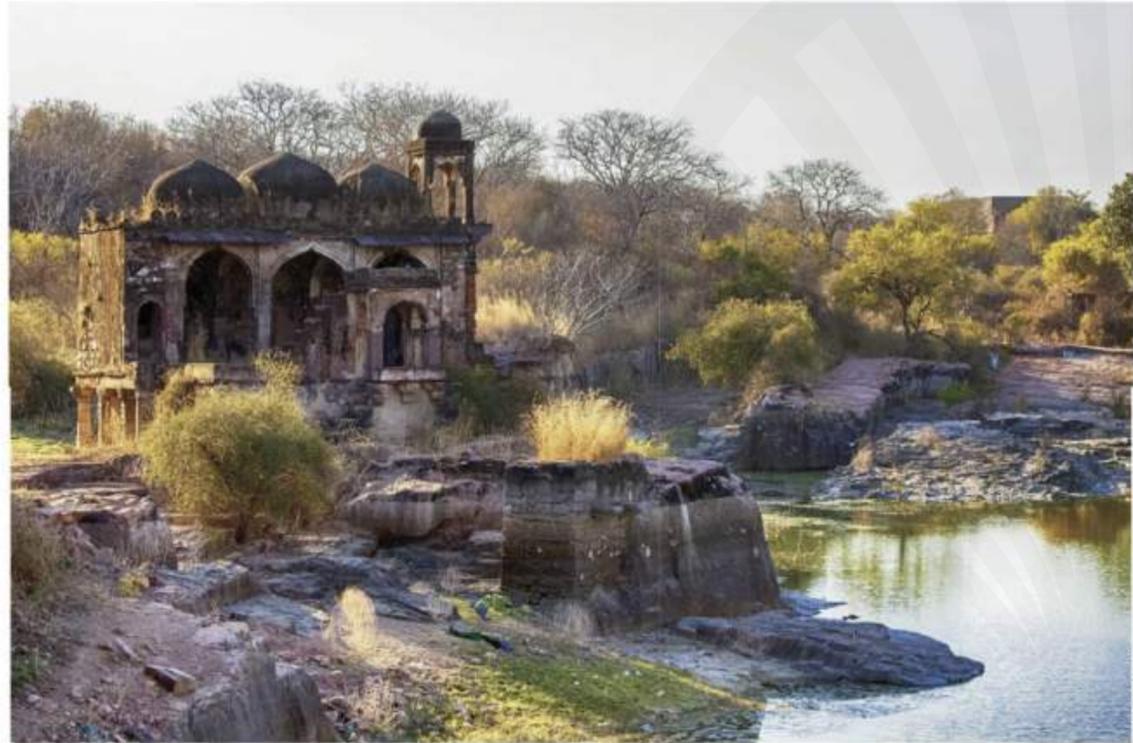
[Onora Hospitality Pvt Ltd](#) has announced its first wellbeing resort under its newly launched brand '[Bookmark Resorts](#)'. The company presently operates 20 boutique hotels and resorts with over 500 rooms in eight states under its brands [jüSTa Hotels and Resorts](#) and [NUO](#).

The first [Bookmark Resort](#) is scheduled to open in [Manali](#) in [Himachal Pradesh](#) soon. This wellbeing resort will have 39 rooms and suites with all modern facilities. The company plans to open 10 Bookmark Resorts across India over the next 3 years.

TRAVELLERS' TALES.  
FROM NEAR + FAR

# EXPERIENCES

Clockwise from here: Ranthambore is home to the endangered gharial; the famous tiger queen Machli once ruled over Ranthambore Fort; Jogi Mahal, Ranthambore, is adorned with wilderness-inspired artworks on its walls.



Clockwise: A safari vehicle at a tiger sighting; Sultan—the tiger poses at the exit to the Ranthambore Fort; The Rajasthani style facade of Bookmark Resorts Jogi Mahal

- naturalists, wildlife buffs and photographers unfurled their long lenses and there was a flurry of clicks. Two more cubs strolled in, followed by a graceful tigress. Suddenly, all around us, jeeps were jockeying into position, engines starting and revving, disturbing the big cats who slowly vanished into the thicker.

Continuing our safari, we passed a glassy water body with the remnants of a royal pavilion. Here, chital milled around with high-stepping grace while a serpent eagle obligingly posed for our cameras. However, it was at Raj Bagh Talab that Ranthambore treated us to its most jaw-dropping cameos. As the setting sun slowly bled into the limpid waters, it softly illuminated the arches of a forgotten pavilion. A herd of sambar wallowed in the water, their magnificent antlers draped with weeds. The lake glowed with hues of red and green algae and above, birds flitted in joyful abandon. The scene resembled a painting by a divine artist.

Back at our hotel, Bookmark Resorts Jogi Mahal, the jungle theme continued with lush murals adorning the public areas and the artworks embellishing the rooms and suites. As we slumbered in our plush environs that night, we imagined Machli, the legendary tigress of Ranthambore, striding insouciantly across the lawns, and wildlife tableaux unspooling within

Ranthambore National Park, located in the Sawai Madhopur district of Rajasthan, is approximately 145 km from the nearest airport in Jaipur. The park offers wildlife sightings and is best visited from November to March, although some zones are open during the monsoon season as well. April-May, despite being hot, presents excellent opportunities for wildlife sightings around remaining waterholes.

Visitors must book safaris in advance either in a private jeep or a canter through the park's website or by phone. Bookmark Resorts Jogi Mahal offers luxury accommodation with villas featuring private plunge pools, outdoor showers, and mountain views. Other high-end options include Sawai Madhopur Lodge, The Oberoi Vanyavilas, Sher Bagh, and Aman-i-Khas. More information can be found on the park's website.

Located in close proximity to the national park, yet enclosed in a quiet charmed space of its own, the 40 rooms (including suites) are located in a cluster of 10 villas, some come with heated private plunge pools and



Nature

## On The Tiger Trail: Exploring The Untamed Beauty Of Ranthambore

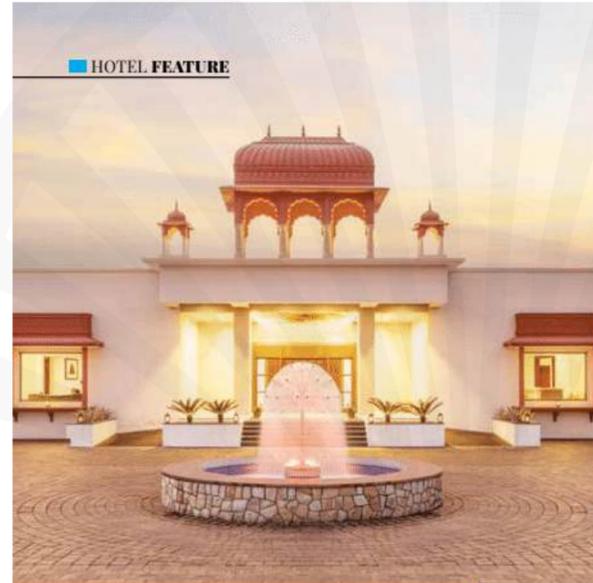
Amidst Ranthambore's wondrous beauty, legendary tigress Machli's tales echo, reminding visitors of her remarkable reign and the enduring allure of the wild



Sultan is a male tiger from Ranthambore National Park known for his aggressive behaviour Shutterstock

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### HOTEL FEATURE



## DISCOVER THE QUIET MAGNIFICENCE OF WILDERNESS AT BOOKMARK RESORT JOGI MAHAL, RANTHAMBORE

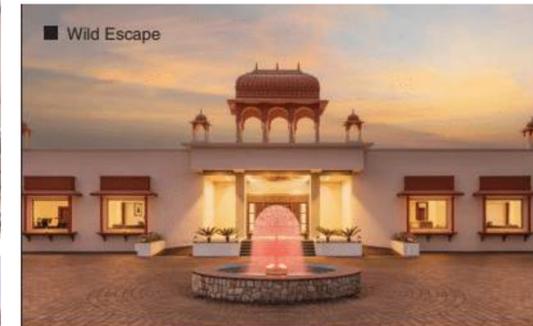
As one of the major travel destinations for wildlife enthusiasts, naturalists, and city dwellers seeking an escape from the humdrum of city life - Ranthambore stands tall in the Sawai Madhopur district of Rajasthan. Known for its national tiger reserve, Ranthambore offers a thrilling wilderness getaway to escape your exhausting life routine. The sprawling property of Bookmark Resort Jogi Mahal, Ranthambore, is located amidst the lush green environment of the Khilchipur village, providing a unique blend of traditional and modern aesthetics with rustic wilderness. Named after the hunting palace of the Maharaja of Jaipur,

### A PERFECT BLEND OF CULTURAL OPULENCE

Sprawled over an area of 3.74 acres, Bookmark Resort Jogi Mahal, Ranthambore, is a newly constructed boutique property by Bangalore-based Onora Hospitality Private Limited, the owner of JUSTA Hotels & Resorts. Painting a canvas of Rajasthan-inspired architecture and opulent tranquility, this resort boasts a beautiful stonework that Rajasthan is famous for. The property ensures easy connectivity as it is conveniently located 8.6 km away from Sawai Madhopur Railway Station and 11 km away from the Sawai Madhopur Bus Stand.

As you enter the property, you are welcomed with an expansive and majestic mural of Jogi Mahal, which used to be the hunting place for Maharajas. The depiction of Ranthambore's wildlife does not end at the lobby, the wide corridors are also adorned with dramatic murals of famous Bengal tigers. The Olympic-sized swimming pool sits below the ground level which you can descend to using the Abhaneri stepwell-inspired steps. The spacious lawn, in the middle of the spread of luxury chalets, is adorned with a classic amphitheatre, where you can spend your evenings enjoying Rajasthan's cultural performances and stargazing sessions. This wilderness wonderland offers a soothing haven with beautifully designed indoors, vast traditional architecture, and jungle sounds.

### Wild Escape



## AN OASIS IN THE TIGER COUNTRY

### Bookmark Resorts, Jogi Mahal, Ranthambore

Wildlife lovers have a new luxurious address to launch their jungle escapades into the tiger lands of Ranthambore. Bookmark Resorts, Jogi Mahal, Ranthambore, now in its first season of operations, is all set to welcome guests seeking a wilderness experience blended with sophistication and comfort.

Gurjit Singh Ahuja

There is something inherently awe-inspiring about seeing a tiger in its natural habitat. It creates a sense of reverence combined with pulse-racing excitement. Whether you are with family, a partner, or solo, a chance to get away from the hustle and bustle of city life into the wilderness is a call not many can resist.

Ranthambore is an ideal wilderness getaway from Delhi-NCR, accessible easily by road via the brand new Delhi-Mumbai expressway. The 350 km drive to Sawai Madhopur from Delhi, where Ranthambore is located, is smooth and hassle-free. Further, a well-chosen accommodation can significantly enhance your wildlife

Ranthambore National Park's main entrance and 8.5 km from Sawai Madhopur Railway Station. This latest gem in the Bookmark Resorts portfolio, takes its name from an iconic lakeside hunting lodge nestled within a national park renowned for its stunning scenery. The resort's facade reflects the local essence of Rajasthan and its Rajputana architecture.

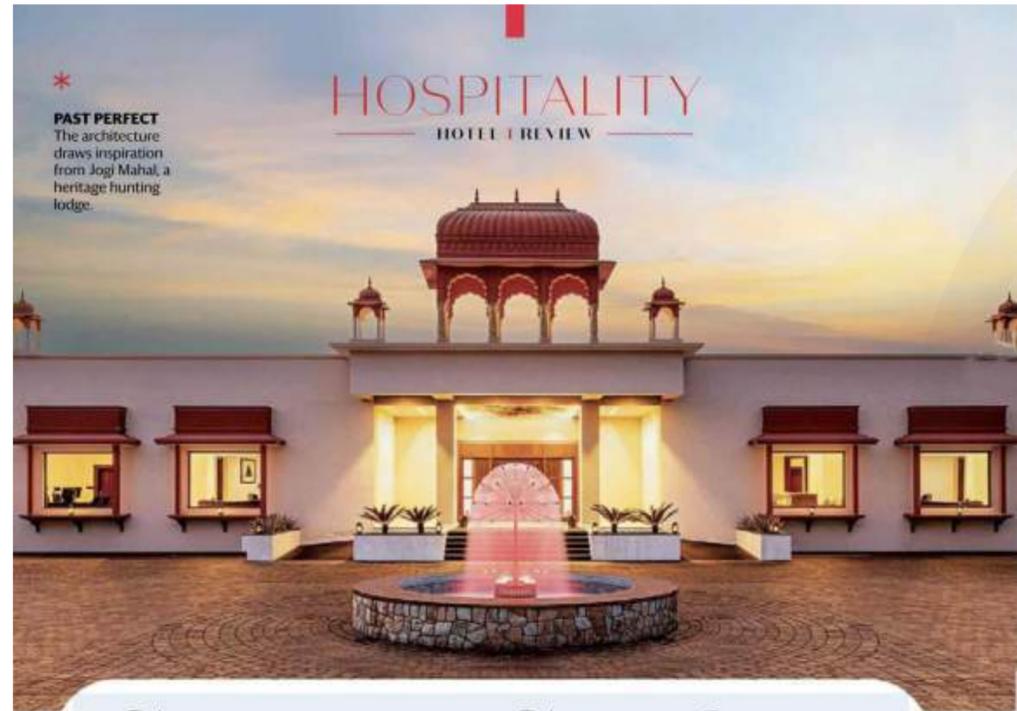
Upon my arrival in the main lobby, I was greeted with a traditional welcome that instantly set the tone for my stay. The breathtaking ambience was highlighted by a sprawling fresco of the original Jogi Mahal, complete with depictions of the jungle, lake, and majestic tigers. This captivating jungle theme extends through the resort's corridors

style, reflecting the commitment to involve, support, and promote local artisans and craftsmen.

### Accommodations

The resort is divided into two main sections: the main wing and the residential wing. The main wing housed the spacious reception area, a gift shop, an outdoor alfresco dining area, and a restaurant on its upper level. The lower level boasts a traditional Rajasthani stepwell-themed swimming pool, the luxurious Sansha Spa, and a grand banquet hall.

In the residential wing, guests can choose from 19 luxury rooms (650 sq ft), each equipped with a private, temperature-



\*  
**PAST PERFECT**  
The architecture draws inspiration from Jogi Mahal, a heritage hunting lodge.

## HOSPITALITY

HOTEL | REVIEW

# Creature Comforts

**Bookmark Resorts, Jogi Mahal, Ranthambore brings an elevated luxury experience to tiger country**

By **AMIT DIXIT**

**T**hey don't do things by halves at Ranthambore's hottest new hotel. On my first night at Bookmark Resorts, Jogi Mahal, Ranthambore, despite my weak protests, I was plied with a five-course continental meal, the highlight of which was catfish from the lake, the 'catch of the day'. This set the tone for the rest of the trip and I luxuriated in the hospitality that Rajasthan is justly famed for, from being deep-tissue pummelled at the Sansha Spa where you can choose from five different massage oils, to having thoughtful picnic hampers at hand whenever we set out in search of the elusive big cat.

Named after a Ranthambore icon—the old hunting lodge sitting on the shores of Padam Talao below Ranthambore



LUXURYfacts

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## Bookmark Resorts Jogi Mahal is Where Serenity Meets Adventure in Ranthambore



**This newly opened luxe Ranthambore resort is your next ultimate retreat and gateway to the town's wildlife spectacle.**

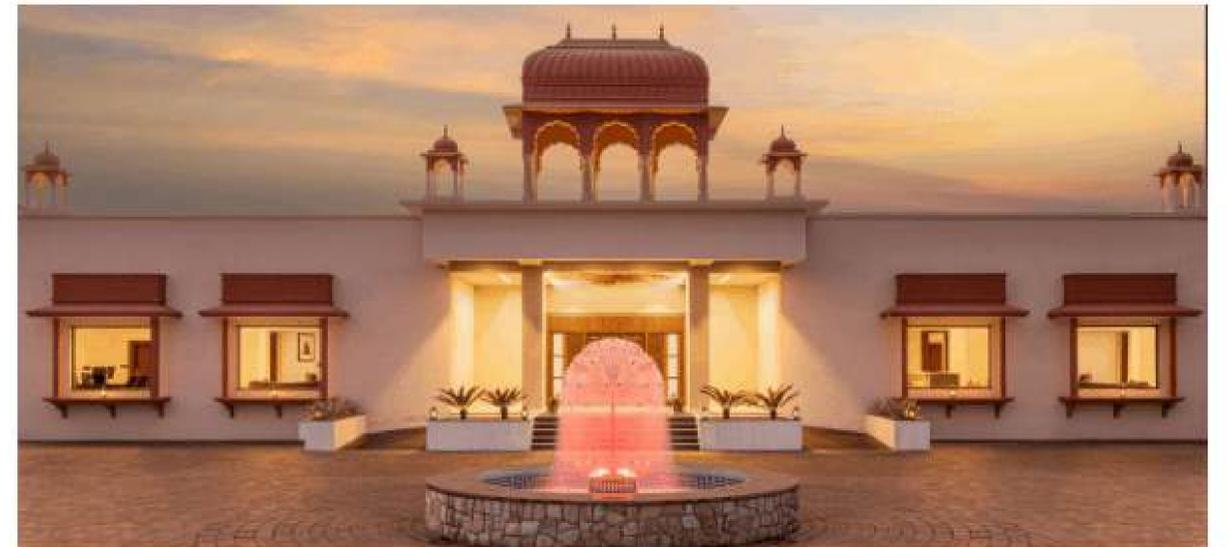


Bookmark Resort Jogi Mahal, in Rajasthan, is the perfect place to chill after an exciting game drive in tiger country in India.

## Hotel Review: Bookmark Jogi Mahal Resort, Ranthambore In India

Raul Dias enjoys a luxury stay at this tranquil haven in Rajasthan.

By [Raul Dias](#) | March 31, 2024



## Onora Hospitality forays into wellbeing resorts offering integrated holistic healing with 'Bookmark Resorts'

Home > Buzzing Now > Hotels News

14/06/2023



### *The first Bookmark Resort scheduled to open in Manali soon*

New Delhi, June 14, 2023: Onora Hospitality Pvt Ltd has announced its first wellbeing resort under its newly launched brand 'Bookmark Resorts'. The company presently operates 20 boutique hotels and



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Industry Updates Press Releases

## Onora Hospitality Makes An Entry Into Wellbeing Resorts Offering Integrated Holistic Healing With 'Bookmark Resorts'

By Dope News Correspondent · June 15, 2023

36 0



## juStA Hotels' parent Onora Hospitality launches new resorts

1 min read • 15 Jun 2023, 12:56 PM IST

[Varuni Khosla](#)

*The first Bookmark hotel will be in Manali on a revenue share model and will have 39 rooms and suites. The company plans to open 10 resorts here in the next three years*



The company operates 20 boutique hotels and resorts which have an inventory of about 500 rooms in eight states under its brands juStA and Nuo brands.

## Onora Hospitality forays into wellbeing space with Bookmark Resorts

By BRL Editor June 14, 2023

10 0



Onora Hospitality Pvt Ltd has announced its first wellbeing resort under its newly launched brand 'Bookmark Resorts'. Currently, the company has 20 boutique hotels and resorts, including more than 500 rooms, in eight states under its brands **juStA Hotels & Resorts** and NUO.

## The first Bookmark Resort scheduled to open in Manali soon

Onora Hospitality Pvt Ltd has announced its first well-being resort under its newly launched brand 'Bookmark Resorts'. The company presently operates 20 boutique hotels and resorts with over 500 rooms in 8 states under its brands 'juStA Hotels and Resorts' and 'NUO'.

June 13, 2023





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News Hotels and Resorts

# jüSTa Hotels & Resorts to host 11th edition of 'Chitrashaala' in Rishikesh

By T3 News Network February 10, 2025

403 0



Representative image

**Chitrashaala 2025 promises to be an immersive experience featuring 60 exceptional artists from 16 countries**

Home / Business / jüSTa Hotels & Resorts to host 11th edition of Chitrashaala

## jüSTa Hotels & Resorts to host 11th edition of Chitrashaala

BW Online Bureau Feb 07, 2025

# jüSTa Hotels & Resorts # Chitrashaala # 11th Edition # International Art Residency

*Launched in 2015 in collaboration with designer Deepika Govind, Chitrashaala aims to provide a platform for artists from diverse backgrounds to share ideas*

**BUSINESS**



**jüSTa Hotels & Resorts to host 11th edition of Chitrashaala**

NEWS

## jüSTa Hotels & Resorts to host the 11th edition of their international art residency 'Chitrashaala' in Rishikesh

By HBI Staff | Hyderabad – February 7, 2025 | No Comments | 4 Mins Read



Mr Ashish Vohra, Founder & CEO, Onora Hospitality Pvt Ltd

jüSTa Hotels & Resorts has announced the 11th edition of its esteemed international art residency, Chitrashaala, which will take place from February 10 to 17, 2025, at the jüSTa Rasa Retreat & Spa in

## jüSTa Hotels & Resorts to host 11th edition of 'Chitrashaala' in Rishikesh from February 10 – 17

jüSTa Hotels & Resorts has announced the 11th edition of its esteemed international art residency, Chitrashaala, which will take place from February 10 to 17, 2025, at the jüSTa Rasa Retreat & Spa in Rishikesh.

February 6, 2025



Known for its focus on fostering cultural exchange and promoting creativity, Chitrashaala 2025 promises to be an immersive experience featuring 60 exceptional artists from 16 countries.

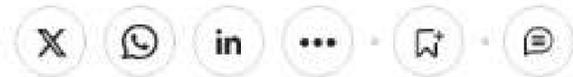
Founded in 2015 as a collaboration between jüSTa Hotels & Resorts and celebrated designer Deepika Govind, Chitrashaala provides a vibrant platform for artists from diverse socio-cultural backgrounds to exchange ideas and inspire one another.

Speaking on the significance of Chitrashaala, **Ashish Vohra, Founder & CEO of jüSTa Hotels & Resorts,** said, "Chitrashaala reflects our vision of seamlessly blending luxury hospitality with cultural vibrancy. The

Exclusive · Travel · 6 Min Read

# Mahakumbh 2025: Placing spiritual travel on top of Indian tourism!

Notwithstanding the lapses in crowd management and other irritants related logistics, Mahakumbh 2025 has attempted to place spiritual/pilgrim travel and tourism as the key driver of Indian tourism leaving all other segments of tourism inconsequential.



P Krishna Kumar · ETHospitalityWorld

Updated On Feb 13, 2025 at 10:55 AM IST



Mahakumbh 2025 has attempted to place spiritual/pilgrim travel and tourism as the key driver of Indian tourism leaving all other segments of tourism inconsequential.

There hasn't been a Mahakumbh of the scale and size of the one which is currently underway in Prayagraj in the history of the spiritual assembly in the country. Never in the past, governments have set such targets in terms of visitor footfalls, revenue targets, economic impact, etc. in

advance for such pilgrimages and worked assiduously to achieve that. Addressing the international media at the beginning of the Kumbh, the



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Interestingly, the Mutton Biryani here is made with large chunks of potatoes and horse gram. The Chicken Hussaini Kebab is pounded and spiced meat that is egg-batter coated, and deep-fried on wooden skewers. Desserts, like the Khaja, are heavy, and creamy. Rehana coaxes you to eat another bite of the *Doodhi Halwa* (bottle gourd halwa).

### JUSTA DIWANS BUNGALOW AT A GLANCE

Justa Diwans Bungalow is a 150-year-old mansion in the walled city of Ahmedabad, Gujarat that boasts of Mughlai architecture and furnishings.

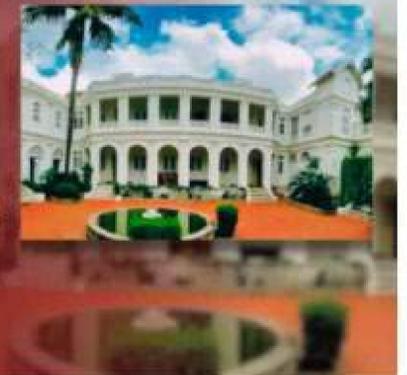
#### How to reach

**By air:** The nearest airport is Sardar Vallabhbhai Patel International Airport, nearly 8 km away, with daily flights to major cities like Bangalore, Chennai, Hyderabad, Delhi and Mumbai. Accessible by taxis and auto-rickshaws, it takes less than half an hour to reach the property.

**By rail:** Kalapur Railway Station is only 2 kms away from the property and it takes just about a few minutes to reach the hotel by taxi or auto rickshaw.

**By road:** It is nearly 2.5 km drive to the GSRTC Central Bus Depot, Ahmedabad.

**Tariff:** The property has five suites and three rooms, with a separate entry, attached washroom and view of the open courtyard. The cost of the fixed menu for lunch is Rs 450, and Rs 550 for dinner. Room tariffs are inclusive of breakfast and range from Rs 4,000 to Rs 6,000 based on the size and amenities of the room.



There is the rich *Shahi Tukda* (a milk and bread dessert), and *Mohanthal* made from gram flour. The *Phirni* (made with broken rice) is luscious and creamy, with just the right level of sweetness for you to indulge in more than one helping.

These meals can be savoured at Dalan, the hotel's restaurant, or at its dining room which is right next to the reception. Step inside and you will have a place set at the large 8-seater table and its cushion-backed

LIFESTYLE

# 2025 Prayagraj Kumbh Mela: What to do, where to stay, and how to navigate through crowds

From the spiritual to the spectacular, the ongoing festival in Prayagraj is a once-in-a-lifetime experience like none other.

By Kunal Bhatia and Shuvajit Payne  
27 January 2025



## Naga Sadhus And The Spirit Of Maha Kumbh: My Reflections From Prayagraj

Experience the Maha Kumbh Mela 2025 through the eyes of a pilgrim and know everything about attending this once-in-a-lifetime event.

BY LAKSHMI SHARATH | PUBLISHED: JAN 19, 2025 08:00 PM IST | 14 MIN READ



# The many culinary delights of Ahmedabad

The city offers both traditional and international fare, a café culture and a street food scene that satisfies and surprises

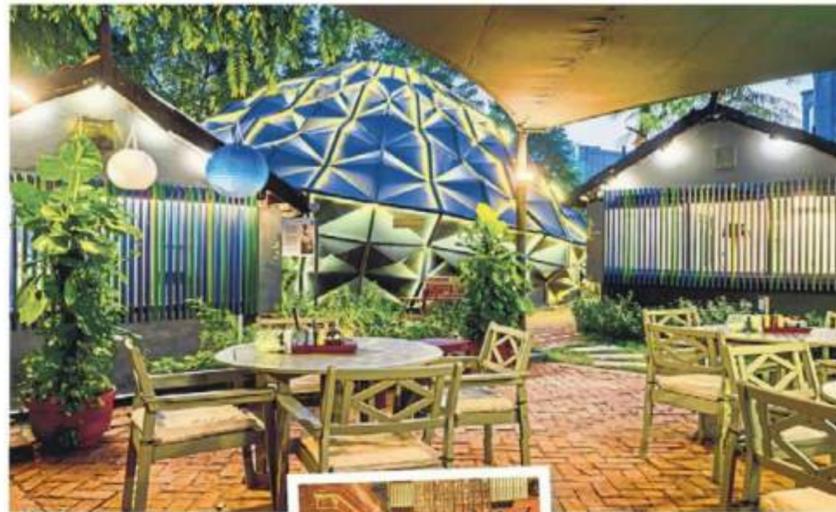
Ruth DSouza Prabhu

**T**he one thing Ahmedabad is known for, besides its incredible textiles and history, is its food culture. This weekend, the city is hosting the mega music act Coldplay at the Narendra Modi Stadium. It will be a pity to leave the city without giving a fair chance to its diverse—vegetarian and non-vegetarian—dining options.

The Gujarati *thali* is the best way to sample traditional fare—Rajwadi (Mahatma Road) and Vishalla (opposite AFMC Market Vishalla Circle) offer immersive experiences. At these restaurants, the reception is where you pay for your meal and you walk down a path that leads to multiple open-air performance areas. All around are *charpoyis* with long cushions. Sit back, and watch live performances of Bhavai (a Gujarati dance where the dancer balances several earthen pots on their head), folk songs and other acts before you are led to the dining area.

The food is served in brassware. First comes a platter of freshly cut batons of carrots, cucumbers, radishes, along with a range of pickles. This is followed by an assortment of chutneys—garlic, chilli and mint, jaggery and a small clay pot of white butter. Your clay cup is filled with buttermilk and never remains empty. A parade of servers will fill your plate with *patra* (colocasia rolls), millet *rotis*, *bhakhri*, *khichdi*, *dhan* (made of cereals), *kudhis*, stir-fried green vegetables, vegetable curries and a range of sweets. Vishalla follows a similar pattern and menu, except the meal is served on sal leaves. The highlight of Vishalla is Veechar, their utensils museum, which has over 4,000 traditional artefacts. For a high-end experience of the Gujarati *thali*, consider Agashiye, the rooftop restaurant of The House of MG (Lal Darwaja). Opt for either the Heritage Classic (served in a brass plate) or the Heritage Grand (silver plate).

For a sensory explosion, consider venturing out late night to Manek Chowk. A bustling merchant hub during the day, it morphs into a food street that is crowded till 3am. Food carts are surrounded by long tables and chairs. Everything from *paav bhaji* to chocolate *dosas*, to *farsan* counters, sandwiches, pizzas, *chaats*, Indo-Chinese, *kulfis* and more can be found—inversions you are familiar with, and in those that will have you raise an eyebrow. Imagine this: Pineapple sandwich is a creation of buttered bread slices layered with canned pineapple, pineapple ice cream and topped off with a Gujarati street food staple—grated cheese.



Less than a kilometre away is Bhatiyar Galli, which is all about meats. While *khescna samosas* and *halocm* are available throughout the day, this street comes alive with sizzling *kadlys* and deep *handis* filled with spiced meat preparations in the evenings. *Piya*, fish fries, *anda parathas*, biryanis, kebabs and more can be found here. Most of the places are generations old, with recipes handed down, like at Madina Bhatiyarkhana, which does the *bara* (2 *handis*, each having different cuts of meat, spices and grains added in).

A more regal repast of family recipes can be savoured at jStA Diwans Bungalow, now a boutique hotel with eight rooms. This 150-year-old ancestral home belongs to the Mumbai-based architect I.M. Kadri, whose grandfather was the *divan* of Radhanpur. Shaikh Rehama Abdul Hamid is the third-generation family cook. The current holder of the *divan's* recipes, she is the hand behind all the food (particularly the meat dishes) served here.

The food here is characterised by the balanced use of whole spices and slow cooking. Against prior reservations only (if you are not staying at the hotel), you can sample dishes such as mutton *pulao*, chicken biryani, *khatta ghosh*, kebabs, and round it off with desserts like *zaffrani phirni*, and *mohanthal*.

Ahmedabad has a plethora of cafes and restaurants. One that makes it to most must-try lists, for the fact that it is built around an acemetry, is Lucky Café (Lal Darwaja). There are a dozen graves within the restaurant. The café's *bun naska*, *falooda* and even *masala dosas* are sought after. At the reception, you will find a painting donated by M.F. Hussain.

Zen Café (Navrangpura), next



to Amlavad ni Gufa, the underground art gallery, is an open-air space that sees a lot of young folk from the nearby CEPT University. You can try their hummus with pita, baked sweet potatoes and grilled cheese sandwiches. They have an extensive coffee selection and their cinnamon carrot cake is one to order.

New to the Ahmedabad culinary scene is Cacaoté at Billionaire's Street that brings the Belgian chocolate experience to the city. Try their curated tasting menus of bonbons and ganaches. They have a good coffee programme and a menu with dishes like coconut tofu broth, muskmelon salad, mushroom toasties, phos and more.

Darwin Bucky Gallery and Café at Ellisbridge is another new entrant. Besides being an artistically designed space, you can savour Gujarati snacks and *chaats* like *methi na gota*, *handvo* and *chole chana*. They also offer south Indian and international dishes. Crazy Plant Lady Café, at two locations in the city, is a co-working space and a café. The menu here is a healthy take on global food, including Jain options and those for dietary restrictions like gluten and lactose-free needs.

If you happen to be near Vitthal Plaza in Naroda from 7pm onwards, look out for Desi Dhaba on Wheels. They have a limited but hearty menu with dishes like mutton curry, *dhaba*-style chicken curry and fish curries.

Ahmedabad has a culinary scene that is bursting at the seams, from traditional fare to international classics, to experimental restaurants, a burgeoning café culture and a street food scene that both satisfies and surprises.

Ruth DSouza Prabhu is a features journalist based in Bengaluru.

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## MahaKumbh: Salvation at the Sangam

Maha Kumbh 2025, the once-in-a-lifetime event draws millions to Prayagraj making it the world's largest human gathering. It is the spiritual journey of a collective humanity that believes in faith, tradition and purification of the soul.

January 17, 2025



A Peshwari in progress

MINDFULNESS AND SPIRITUALITY

## Maha Kumbh 2025: A spiritual gathering of sadhus, stories, and devotion

In the run-up to the Maha Kumbh 2025, YS Life visited Prayagraj to witness the once-in-a-lifetime event that has occurred after 144 years.

 Geetika Sachdev • 244 Stories



YS Life

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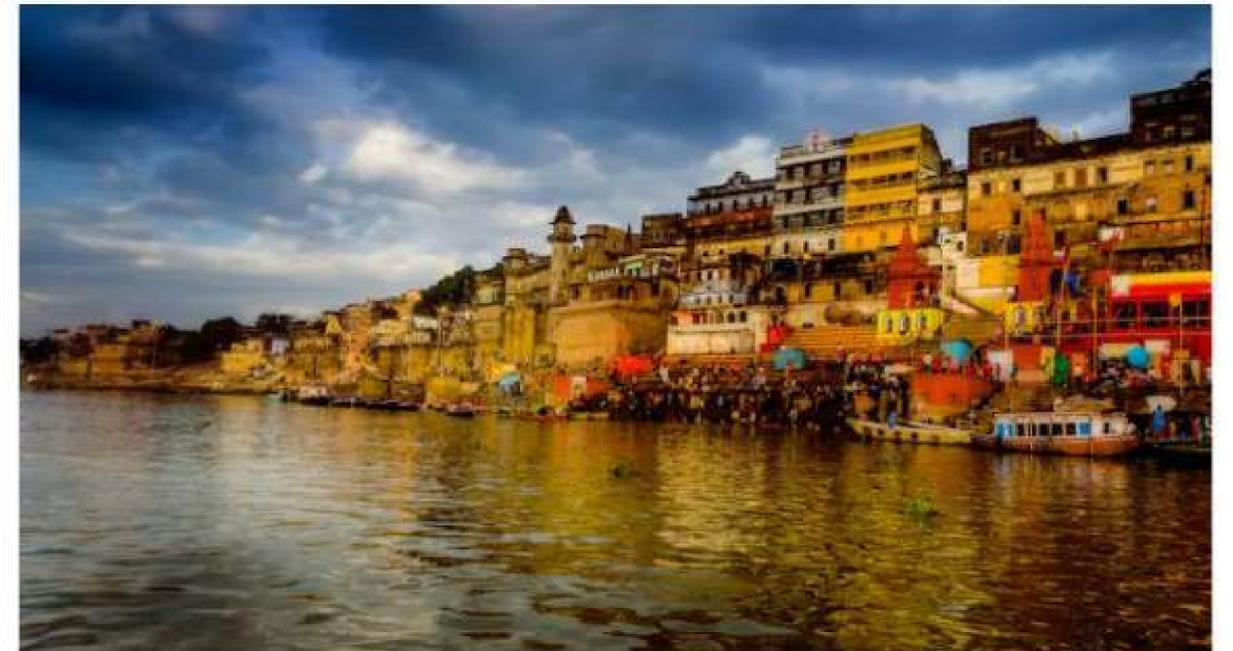
## Blog | Everything I Heard About Maha Kumbh Was True



Shubham Bhatnagar

Blog, Updated: Jan 16, 2025 19:59 pm IST

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Prayagraj. A name that echoes through the pages of history. Growing up, I'd heard countless tales about the grandeur of the Maha Kumbh, but I never thought I'd find myself in the thick of it. The 2025 Maha Kumbh, they say, is one for the ages—

HOME / DESTINATIONS / INDIA / EXPLORE AHMEDABAD'S TIMELESS CHARM WITH A JOURNEY THROUGH ITS HISTORICAL LANDMARKS

# Explore Ahmedabad's Timeless Charm With A Journey Through Its Historical Landmarks

While it may be on the cusp of being catapulted into modernity, the many historical places in Ahmedabad & beyond are still worth cherishing.

BY PRIYA PATHIVAN | PUBLISHED: NOV 23, 2024 04:00 PM IST | 16 MIN READ



Home / Spectrum / History in every corner

## History in every corner

It is night as I arrive at the 150-year-old stately Diwans Bungalow in the Raikhad locality, entering the old city gate of the walled city in Ahmedabad, and driving through the narrow lanes. I drive into the tall iron railing...

 KALPANA SUNDER  
Updated At: 10:52 AM Nov 24, 2024 IST

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Wellness

## Best Festive Stays In India To Celebrate Diwali 2024 In Style

### jüSTa Diwans Bungalow, Ahmedabad



jüSTa Diwans Bungalow

jüSTa Diwans Bungalow, a 150-year-old heritage property, is the ancestral home of celebrated Indian architect I.M. Kadri, known for iconic designs like the Taj Palace in Mumbai and Fort Aguada in Goa. Named after Saiyed Bavamiyan Kadri, the Diwan of Radhanpur, who built the house upon retiring in Ahmedabad, this bungalow showcases exquisite architecture that reflects its rich history. With intricately carved wooden pillars and expansive courtyards adorned with fountains, every corner reveals a captivating story. Lush gardens surround it and offer a tranquil escape from city life, featuring eight rooms, including six Heritage Suites and two Deluxe Twin Rooms.



jüSTa Diwans Bungalow

HOTELS & HOMESTAYS

## A 150-year-old ancestral home in Ahmedabad is now a boutique hotel

Architect IM Kadri's home in Ahmedabad is now a boutique hotel named jüSTa Diwans Bungalow

BY PRACHI JOSHI  
8 November 2024



Sanjay Sakaria

# jüSTa Mukteshwar Retreat & Spa

Stunning views of the Greater Himalayas await you at this property. Be sure to book their Himalayan View rooms, which come with a private balcony. Here, you can get a close view of peaks such as Nanda Devi, Trishul, Panchachuli, Nanda Kot and the Nanda Ghunti range. *Doubles from Rs12,000\*, including breakfast and one main meal.*



BW HOTELIER

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## Navigating the future of hospitality

by Komal K | Jul 15, 2024

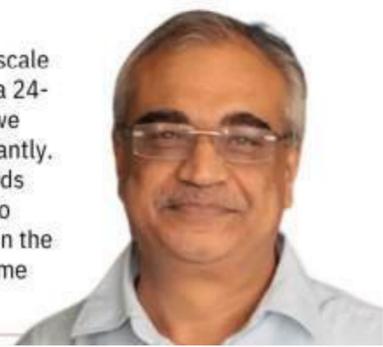
Systems, processes and people are the three pillars for ensuring consistent quality and service across all locations, says Ashish Vohra, Founder & CEO, Onora Hospitality

QUOTE UNQUOTE



In order to achieve the right scale and grow our business from a 24-resort to a 40-resort group, we need to be on our toes constantly. We have been working towards building a diversified portfolio where we have some hotels in the mountains and hills while some are in the plains

BW HOTELIER





the checklist in focus

A total of 47 artists from India and abroad participated in Chitrashaala 2024. Here, seen celebrating alongside the juSTa team in artistic triumph.

## HUES OF HAPPINESS

Chitrashaala, an annual celebration of artistry, culture, and innovation, is a realm of boundless creativity and joy

words by **Sayanti Halder**

**J**uSTa Hotels & Resorts' annual art residency, Chitrashaala, is an exclusive programme offering artists a week to hone their skills, collaborate with peers, exchange ideas, and unveil their works to a wider group of spectators.

### THE BIRTH OF A VISION

First started in 2014, Chitrashaala is a collaborative endeavour between Ashish Vohra, Founder and CEO of juSTa Hotels & Resorts, and fashion designer Deepika Govind. This international art residency fosters cultural exchange among artists hailing from diverse socio-cultural milieus, facilitating

All images courtesy juSTa Hotels & Resorts

## Outlook TRAVELLER

Luxury

### juSTa Birding Resort: A Tranquil Haven In Dharamshala

*This 5-star hotel in the stunning valley offers well-furnished rooms equipped with all facilities*



juSTa Birding Resort | juSTa hotels



Antaraa Chatterjee

Updated on : 12 Oct 2023, 4:27 pm · 3 min read

ET HOSPITALITY WORLD.com  
From The Economic Times

Hotels · 2 Min Read

## juSTa Hotels & Resorts unveils property in Mussoorie

This is the company's fourth property in Uttarakhand and is a part of the company's strategic plan of offering circuit-based itineraries in various states.

[ETHospitalityWorld](#)

Published On Apr 15, 2024 at 05:00 PM IST

Onora Hospitality's luxury brand, juSTa Hotels & Resorts, has announced the opening of its latest property, juSTa Hollow Oak, in Mussoorie. Positioned against the scenic backdrop of Mussoorie, the property blends historical aesthetics with contemporary luxury and offers mountain and valley views, thereby offering a boutique luxury getaway in the region.

This is the company's fourth property in Uttarakhand. This launch is a part of the company's strategic plan of offering circuit-based itineraries in various states. People can now make it a week-long juSTa Uttarakhand itinerary in destinations such as Corbett, Mukteshwar, Rishikesh and Mussoorie.



MARKETS/SECTORS FEATURES ▾ TRAVEL GUIDES ▾ IWTA SERIES ▾ IWTA AWARDS

HOTELS GLOBAL INDIA

## jüSTa Hotels & Resorts enter Maharashtra with their first resort

By  Kanchan Nath — On Aug 30, 2023  
TD Editor



*jüSTa Rudra Resort \_ Spa in Kolad*

Daily travel & tourism news portal for the Asia-Pacific market since 2012

HOME NEWS COLUMNS REGIONAL NEWS SEMINARS EVENTS BUSINESS BUZZ

Home / Hotels & Lodging / jüSTa Hotels & Resorts enter Maharashtra with their first resort in the State to be opened in Kolad in September 2023

### HOTELS

## jüSTa Hotels & Resorts enter Maharashtra with their first resort in the State to be opened in Kolad in September 2023

Vicky Karantzavelou  
29.08.2023



## jüSTa Hotels & Resorts Debuts in Maharashtra with Kolad Resort



**Gurugram, August 28, 2023:** jüSTa Hotels & Resorts is set to make its foray in Maharashtra. The company will open its first property in the State in Kolad in September 2023.

jüSTa Hotels & Resorts to open jüSTa Lazy Haven Corbett on 19th October



Buzzing Now

Hotels News

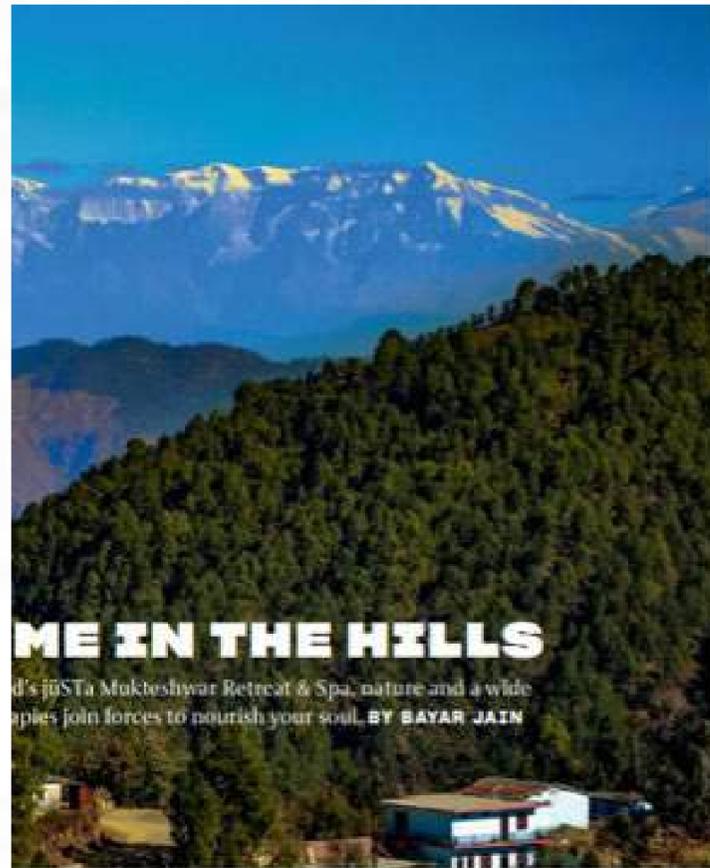
16/10/2023



*The property marks the company's foray into the wildlife resort space*

Gurugram, October 16, 2023: Homegrown luxury hospitality brand jüSTa Hotels & Resorts will open its first resort in Corbett on October 19, 2023. The jüSTa Lazy Haven Corbett is the company's 22<sup>nd</sup> hotel in the country and its third property in Uttarakhand after Mukteshwar and Rishikesh. It is also the company's first wildlife resort.

The boutique resort is located in Kyari, which is a small hamlet surrounded by forest from all sides, 6 kms away from the state highway through a pitched village road. The Bijrani Zone of the Jim Corbett National Park is located 9.5 kms away from the resort while the Sitavani Zone is 8 kms away.



## ME IN THE HILLS

World's jūSTa Mukteshwar Retreat & Spa, nature and a wide range of amenities join forces to nourish your soul. BY BAYAR JAIN

horizon. Inside the room, wooden flooring typical to mountain homes is paired with exquisite wall paintings and plush furnishings.

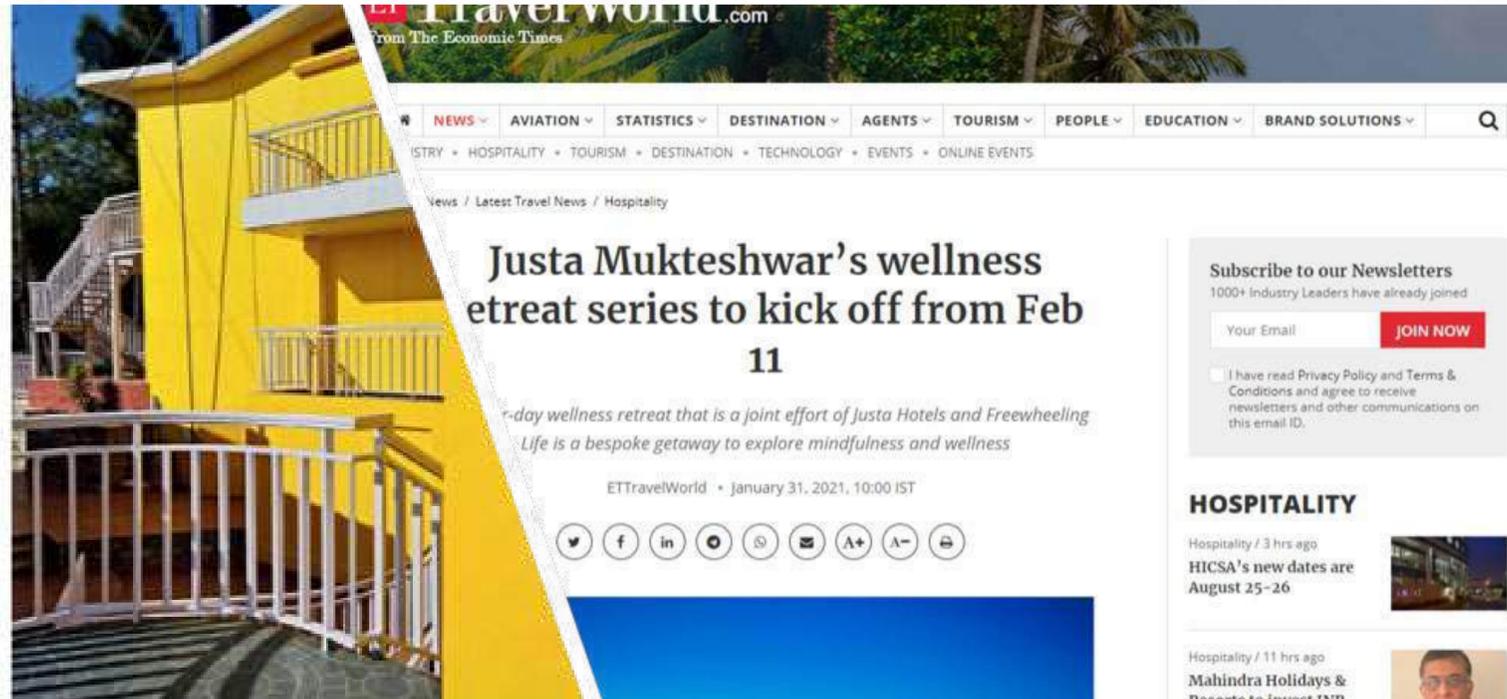
Art is integral to all jūSTa properties. The brand, I'm told, has collaborated with fashion designer Deepika Govind to set up an art collective and residency, Chitrashaala ([chitrashaala.com](http://chitrashaala.com)). The initiative aims to connect with artists across ages and geographies and spruce up all the properties. For my artist mother, Mukteshwar is already shaping up to be a muse.

Determined to elevate mum's experience further, I book us a couple's massage at the



BY OF JUSTA MUKTESHWAR RETREAT & SPA (L-R)

PHOTO: BAYAR JAIN, COURTESY OF JUSTA MUKTESHWAR RETREAT & SPA (L-R)



property's Ekam Spa. However, zeroing down on the therapy proves to be tough. The spa menu offers face treatments, skin refinements, body envelopments, and curated spa packages. "Let's get a 90-minute deep-tissue therapy," chirps mum excitedly.

The couple's room comes equipped with two beds, wooden flooring, and a heater to combat the winter chill. As we slip into our robes, we can't resist gushing at the expansive valley view visible through a window. Most of the other rooms feature floor-to-ceiling glass on three sides.

As nature-inspired tunes fill the room, the therapy begins with a tug and pull of my joints, starting with my arms, legs, and back. The masseuse kneads my aching muscles, squeezing the journey-induced pain out of my body. Complying with my request, she pays extra attention to my back, pressing down harder as she travels up the spine. Oils soon follow. Soothing herbal aroma fills the room as I flip over and lie supine. As she gently slathers the concoction onto my skin, applying pressure with each stroke, I find myself slipping into zen. By the end of the session, my body feels light as a feather. Mum simply nods in silent agreement, basking in the tranquillity.

The following morning sings similar serene notes, courtesy of a scrumptious meal at SABOR, the property's restaurant. Although dishes like spaghetti *aglio e olio*, tomato *shorba*, and ragi dosa compel us to shower compliments on the chef, it's local dishes like *mandua* roti, *aloo ke gutke*, and *bichhoo booti ka saag* that steal our hearts. Knowing all the ingredients have been sourced locally only makes the meal taste better.

## Justa Mukteshwar's wellness retreat series to kick off from Feb 11

11

7-day wellness retreat that is a joint effort of Justa Hotels and Freewheeling Life is a bespoke getaway to explore mindfulness and wellness

ETTravelWorld • January 31, 2021, 10:00 IST



### GETTING TO

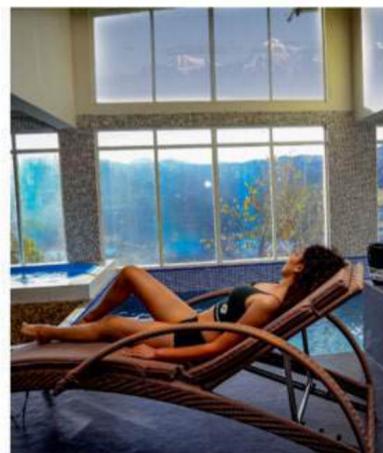
Mukteshwar at a distance of 341 km from Delhi; an 89f-hr drive from the capital. You can also fly from Delhi to Pantnagar Airport, which is approximately three hours away from the resort.



## Revive, Reboot & Reset

SPRONGED APPROACH—HEALING YOUR MIND AND BODY—SEEMS TO BE THE BEST ACTIVE MEASURE YOU CAN TAKE RIGHT NOW.

With remote working and adjusting to the new normal, we are more desperate than ever to look for an escape which refreshes from within and without. With this in mind, along with FreeWheeling Life brings effective moments and deep diving through immersive experiences, in a series called 'Getting out to go Within'. The luxurious Justa Mukteshwar's pristine surroundings next to the four day retreat from 8th to 11th brings sessions of yogic movements, meditation, exploratory pastime on journey to manifest your goals. You can also indulge yourself in exploring the gorgeous landscape with a theatre performance, engaging



These retreats are hosted by the well-known wellness

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### HOSPITALITY

Hospitality / 3 hrs ago  
HICSA's new dates are August 25-26



Hospitality / 11 hrs ago  
Mahindra Holidays & Resorts to invest INR 1,200 cr to add 1500 rooms in 3-4 years



Hospitality / 1 day ago  
Easter holidays: This is where Indians are travelling to enjoy the



### EDITOR'S PICKS

Standout dishes to try at Dubai Restaurant Week



The 7th-century 400 Fort of Rajasthan is spread over 700 acres and is listed as a UNESCO World Heritage Site

### My Kind of Place: Chittorgarh, India

Magana Sunde  
January 26, 2017 10:00 AM



### Post Event Chitrashaala 2016

Category: Label



Chittorgarh, November 11, 2016: Owing its name to the Bundi School of Art, Chitrashaala is an initiative by Justa Hotels that pays homage to the creative spirit of artists. The third edition of this prestigious art event was held from 13<sup>th</sup> to 20<sup>th</sup> October and hosted at Justa's Lake Nahargarh Palace, Chittorgarh and was attended by over 35 artists from India and across the globe.

The idea of the Chitrashaala is to encourage artists from across the spheres to come together to not only showcase their creation but to seek inspiration from one another. From being internationally renowned to those taking small steps into the light (weight and even those who have no academic background in Fine Art) are given a platform.

An endearing sight to see where an artist as young as 18 year of age seek inspiration from her international contemporaries and even

some of which included internationally renowned names such as Prof. Dr. from Germany, Gemma Vishal from Sweden, Peter Marcus from USA, Malik Jamil Waziri who is considered to be 1 of the top 100 artists of the world.

were artists from countries such as Iraq, Egypt, Syria, Iran, Lebanon who were seen on a blank canvas.

Home / Lifestyle / Art and Culture / In its fourth edition, the Chitrashaala residency affirms its commitment to art

# In its fourth edition, the Chitrashaala residency affirms its commitment to art

The seed for Chitrashaala was planted when Vohra was setting up his hotels and looking for art to hang on the walls of his properties. Govind recalls that most of the art they bought initially turned out to be worth a fraction of what was paid for them.



Written by **Pooja Pillai** | Updated: September 12, 2017 1:31:26 pm



## Chitrashaala is a platform for expressing our rich heritage: Deepika Govind

**Ahmedabad.** Fashion designer Deepika Govind, the younger woman of weavers. Her hotelier husband, Ashish Vohra might be poles apart in their professions but their passion for art remains their common binding factor. The couple have homes in Ahmedabad and Bangalore. Ashish Vohra helmed the Oberoi group for close to two decades before branching out with Justa Hotels, his very own small luxury hotel brand. Deepika works closely with weavers, handlooms and artisans across India and, together, the two of them tirelessly strive to keep the cultural fabric of the country alive. Every year, Justa hotels and Deepika come together to host Chitrashaala, an endeavour where artists from all across India and the world come together, are hosted at Ashish's Lake Nahargarh Palace hotel in the historical city of Chittorgarh, gain inspiration from neighbouring handlooms and then paint canvases 'live' at the hotel. Their artworks are an expression of



music by songstress Laxmi Santra. year we see it get better and better. Art curator, Bibek

# SALES & MARKETING

Sales	Distribution	Marketing	Communications
8 Regional Sales Offices, 22+ Personnel	Booking Engine / OTAs	Regional Promotions	Public Relations
35 Global RFP Accounts	Lanyon	Road Shows & Exhibitions	Branding & Advertising
45% Online from OTA's & TPI's	Dedicated Central Reservations	Guest Recognition - jüSTa Advantage	Social Media
10% Online from Consortia & GDC's	Strategic SEO & SEM Investments	International Travel Fairs	30% Online from 1,25,000 Unique jüSTa Website Visitors

# REVENUE MANAGEMENT TOOLS

- Associated with Sabre Hospitality (Sabre) to distribute our Public rates Globally to all the TA / Corporates via GDS Channels.
- Using world's best booking engine Simplotel at our brand website to ensure hassle free bookings.
- Subscribed to STAAH as Channel Manager to manage the rates on all OTA's ,as well as to put dynamic pricing at all OTA's in a one go to maximize revenue as per demand.
- Direct relationship with top online opaque consolidators like Egencia, Agoda, GTA , Hotwire etc.
- Preferred partnership with all key OTA's partners like GoMMT, Booking, Expedia etc.
- Preferred partner of Global Corporate consolidators i.e., CWT, HRS, Amex, BCD etc.

# CENTRAL RESERVATIONS SERVICES

## Key Functions

- Revenue Generation – Room Sales
- Up-selling – Seasonal Packages & Promotions
- Lead Management / Lead Generation – Key Sales Resource
- Database Management – Guest / Client Engagement

## Mode

- Calls – Inbound & Outbound
- Emails – Direct from Guests / Clients
- Chats – Website

## Source

- FITs / Direct
- Company / Corporate
- Tour Operators
- Travel Agents
- MICE Operators
- Wedding Organisers

# GUEST FEEDBACK MANAGEMENT

## Benefits

- Maintaining Hotels Standard – Based on Guest Expectations
- Monitoring Service Quality – Key differentiator
- Identifying Areas of Improvements – Product & Service
- Tracking Guest Preferences
- Guest Retentions – ‘Win Back Theory’
- Effective drive towards ‘Guest Reviews & Scores’
- Enhance Guest Experience
- Surveys for Internal Business Analytics / Hotel Performance Parameter

jüSTa Hotels & Resorts values guest opinion and feedbacks –  
Key to Business Success

# CEO'S OFFICE

## LOCATION BANGALORE

### Key Functions & Responsibility

- Specialised Department – Behalf of the CEO
- Liaison with all the Hotels & Resorts, Management Team & Clients
- Monitors the functions of Guest Feedback Management with responses & guest communications
- Online Reputation Management
- Database Management – Guests & Clients
- Lead Management & Conversions
- Hotel Performance Matrix & Business Stats
- Guest Engagement Programs – Email / SMS Campaigns & Broadcasts
- Centralized Sales Functions & Activities
- Internal Communications – Employee Engagement

# DIGITAL TEAM

## Key Functions & Responsibility

- Website Management
- Monitors the Brand Typography & Guidelines
- OTA Management
- Social Media Management
- Search Engine Optimization
- Online Reputation Management
- Database Management - Guests & Clients
- Lead Management & Conversions
- Hotel Performance Matrix & Business Stats
- Guest Engagement Programs - Email/SMS Campaigns & Broadcasts

# ALLIANCES & PARTNERSHIPS

## STRATEGIC PARTNERSHIPS

- Airlines
- 3rd Party Marketing Company

## TACTICAL ALLIANCES

Target closed user groups of banks and financial institutions to reach out to customers who display a certain lifestyle affinity that makes them relevant to our business (wealth, private banking and premium credit card holders). Partners include American Express, Citibank, HDFC, Axis Bank, ICICI, etc.





# JÜSTA

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