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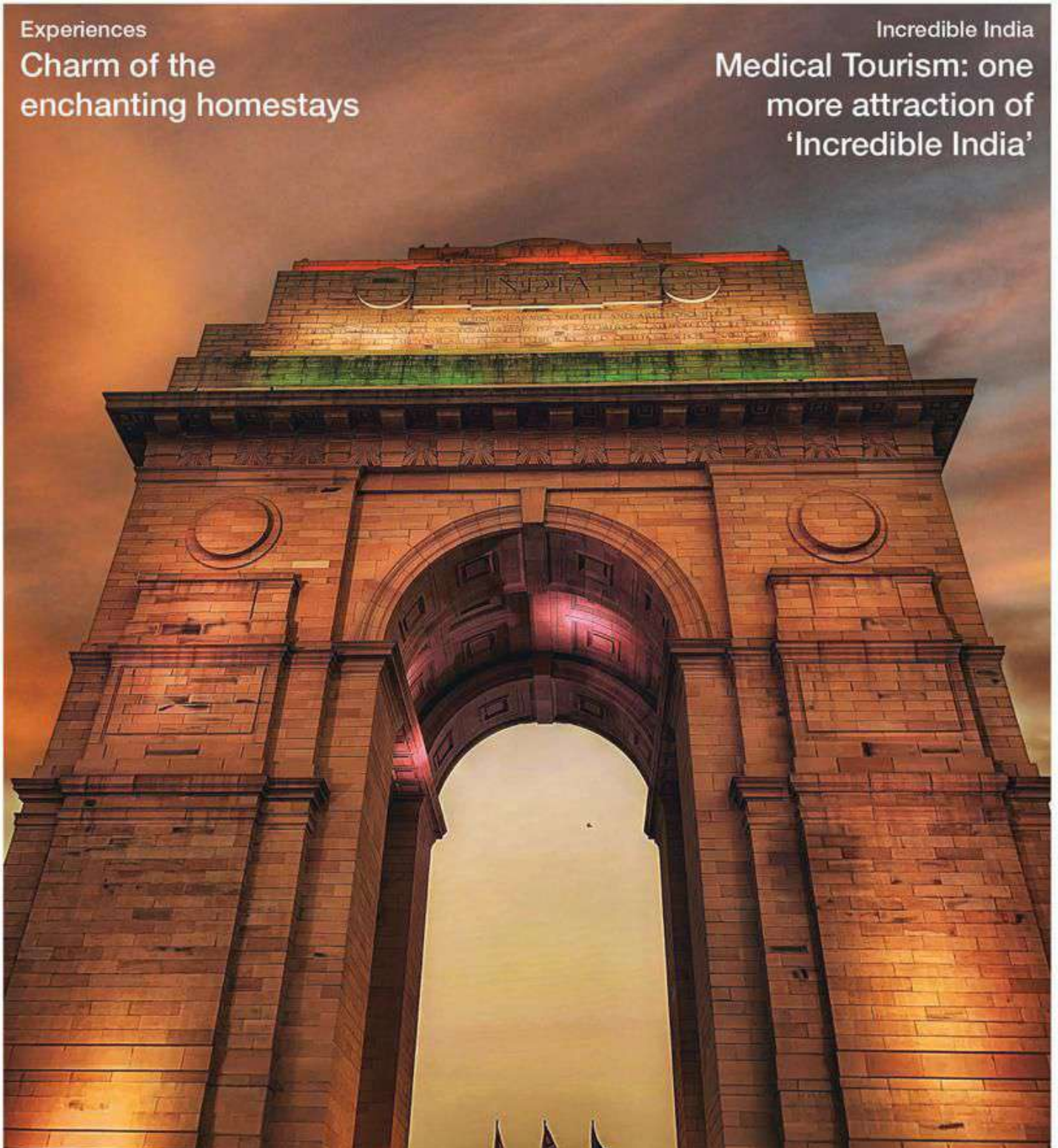
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Shahpura Hotels: Journey through an era that defines royalty and luxury

There are two distinct Shahpura hotels, the Shahpura House and the Shahpura Haveli in Rajasthan which are among India's, and indeed the world's, best hotel and travel experiences.

These regal inheritances, carefully restored to its original magnificence, have created must-visit properties that are managed by the descendants of the royal family of Shahpura. Carrying on with the legacy and their success in hospitality industry, Digraj Singh Shahpura talks to TTJ on the groups plan on venturing across India with a wider growth strategy of the brand, under three categories – palaces, boutiques and residencies.

Prashant Nayak

As the primary flagship property of the Shahpura Hotels, Jaipur's Shahpura House is a member of Preferred Hotels & Resorts and is one of the best luxury heritage hotels of Jaipur. With a mix of Mughal, Rajasthani and Indian styles of architecture, this property offers amalgam of old Rajputana hospitality and new-age conveniences. Just 4 km from the city centre, this heritage hotel has luxurious interiors as well as exteriors. The guest rooms and suites are well-equipped. The stay is comfortable while you get to savour sumptuous Indian and world delicacies.

The Shahpura Haveli is an experiential heritage getaway located in Shahpura on Jaipur-New Delhi highway. Shahpura Haveli is where you experience Rajasthani heritage and culture in a quiet rural setting. The hotel is an exquisite example of Indo-Saracenic architecture, and offers a living experience that underlines contemporary luxury and royal hospitality as its prime essence. Over the years of its existence, the Haveli has been a perfect abode to a number of royalties, travellers, celebrities and artists. This Palatial Hotel is included in the top 100 design and art places in Architectural Digest issue.

One more property, the Kumbhal Villas is one of the finest hotels of the chain in Kumbhalgarh. Offering suites overlooking the Aravali ranges, Infinity pool to relax, trekking and jeep safaris to Kumbhalgarh Fort (UNESCO World Heritage Site), the

place has the best scenery with amazing sunset and a great view of Kumbhalgarh town.

Thus, Shahpura Hotels are an exceptional achievement in restoration of royal and valuable heritage to its splendid glory. Running luxury heritage hotels for over two decades, the brand offers world class contemporary luxury and comfort to the modern-day traveller and is a known brand in luxury and heritage travel in India. Shahpura Hotels is committed to improving the ecological and carbon footprint by developing a sustainable environment through incorporating traditional eco-friendly Indian practices with modern hotel practices to provide their guests a superior hospitality experience while generating employment.

"Heritage hotels are architectural masterpieces, adorned with exquisite décor and loyal sophistication. They are doing exceptionally well in the state of Rajasthan and we as a heritage hotel chain are increasing in numbers and it is an exceptional achievement adding new hotels every year. We are authentic in our marketing strategy and promotions and we deliver what we say. Domestic and foreign tourist wanting the real heritage feel can be assured at our properties because along with splendour and local hospitality, we give distinct experiences. Being into leisure hospitality, 80 per cent of our clientele are foreign tourists from across the globe while earlier it was largely from Europe" tells Digraj Singh.

Presently, Shahpura Hotels has signed seven Hotels in Rajasthan with Jai Bagh- Jaipur, Amar Garh- Udaipur, Udai bagh- Udaipur, Kumbha Bagh- Kumbhalgarh, Hadi Rani- Udaipur along with Rathambore Resort (Opening October 2019) and the Jaipur Business Hotel (Opening June 2019) while looking forward to other majestic hotels expansion pan India by 2022. They currently operate 12 hotels in Rajasthan.

Recently, there has been a great hotel inventory boom in India in every space but according to Digraj Singh, the segments are different and there is growth for every kind of hotel. So there is not much real competition to their luxury segments in palaces, boutiques and residencies which as per their present hotels, cater to an exclusive sense of style, substance and soul of Rajasthan royalty.

The milestones and achievement in the Shahpura Group list are that Shahpura House was awarded as 'Luxury Heritage Hotel' by World Luxury Hotel Awards 2018 and is a member of Historic Hotels of the World. Shahpura Hotels was also included as 'Lifestyle Member' of 'Preferred Hotels and Resorts' and has partnered with them in their Global Sales Alliance. The Shahpura Hotels has always been in the limelight by getting featured in luxury magazines such as GQ, Cosmopolitan, Harper Bazaar etc, while the hotel group was also covered in 'Forbes India' featuring Digraj Singh.

