



BWH Hotels Partners with Aurika Developers for Landmark Hospitality Project in Ayodhya, Uttar Pradesh

The hotel is scheduled to commence operations in 2028

New DELHI [08/04/2025]– BWH Hotels is thrilled to unveil its latest expansion with the signing of a new property in Ayodhya with Aurika Developers, reinforcing its strategic growth across Uttar Pradesh. With an established presence in renowned pilgrimage destinations like Katra, Amritsar, Vrindavan, and Indore, this new addition in Ayodhya enhances BWH Hotels' commitment to serving culturally rich and spiritually significant cities across India.

Ayodhya, one of India's most revered spiritual destinations, attracts millions of pilgrims every year. Known as the birthplace of Lord Ram, the city is a hub of ancient history, rich mythology, and significant religious festivals, making it an essential stop for travelers from around the globe seeking to connect with its sacred heritage.

Set to open in 2028, this iconic development marks Best Western's dedication to delivering exceptional hospitality experiences to both domestic and international visitors to Ayodhya. The hotel will offer 150 well-appointed rooms, complemented by a wide range of guest amenities including an all-day dining restaurant, a state-of-the-art meeting and function hall, a serene swimming pool, a fully equipped gymnasium, and a rooftop dining experience with panoramic views.

Mr. Atul Jain, Chief Operating Officer, BWH Hotels – India, Bangladesh and Sri Lanka, says: “We are excited to welcome this new milestone in our expanding portfolio in India. Ayodhya, a

city that holds deep emotional and spiritual significance for millions, presents an extraordinary opportunity. Partnering with Aurika Developers, we are committed to elevating BWH Hotel's profile in this iconic destination, further tapping into Ayodhya's growing potential as a key hub for tourism."

Mr. Prason Chauhan Partners at Aurika Developers, say: "At Aurika, we are deeply committed to redefining the real estate landscape through thoughtfully curated developments that blend purpose with experience. Following the success of our flagship residential community 'The Residences' in Bareilly, this partnership with BWH Hotels marks an exciting new chapter as we bring global hospitality standards to Ayodhya. This would not be just another Real Estate Development—it's a tribute to the city's cultural heritage and a step toward creating meaningful spaces in India's emerging spiritual and tourism corridors."

About BWH™ Hotels

BWH Hotels is a leading, global hospitality enterprise comprised of three hotel companies, including WorldHotels™, Best Western® Hotels & Resorts and SureStay® Hotels. The global enterprise boasts approximately 4,300 hotels in over 100 countries and territories worldwide*. With 19 brands across every chain scale segment, from economy to luxury, BWH Hotels suits the needs of developers and guests in every market.

*Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

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