



ECONOMY & POLICY

# Aurika Group Invests Rs 2.2 Bn in Uttar Pradesh Hospitality Projects

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Aurika Group has unveiled an ambitious Rs 2.2 Bn expansion plan to solidify its presence in Uttar Pradesh’s emerging Tier-II cities. This significant investment includes a 150-key serviced suites project in Ayodhya, in collaboration with Best Western Hotels, and a premium villa community in Bareilly. This move highlights the group’s commitment to growth in these rapidly developing urban centres. The group has already secured RERA approval for two projects in Bareilly and one in Ayodhya.

## Ayodhya Project: A Fusion of Spirituality and Modern Hospitality

Strategically located on the revered 14 Koshi Parikrama Marg, the Ayodhya project aims to cater to the city’s booming religious tourism sector. The property, under the Best Western brand, will feature 150 premium serviced suites, rooftop dining, wellness facilities, and curated spiritual experiences.

This project blends sustainable architecture with modern comfort, embodying Aurika’s philosophy of offering a contemporary yet culturally grounded hospitality experience for both pilgrims and tourists alike.

## Bareilly Project: Luxury Villas and Sustainable Living

In Bareilly, Aurika Group is expanding its influence as a major real estate player. The group’s portfolio already includes three major developments: The Residences, Bareilly (a sold-out plotted and villa project); Aurika Avenue (an under-construction mixed-use development on Bada Bypass); and a newly announced 5.50-acre villa community.

This upcoming gated community will offer low-density, luxury villas designed for tranquillity, connectivity, and environmentally responsible living. These developments are expected to generate over Rs 3.5 billion in revenue.

## Vision for Tier-II City Growth

Prasoon Chauhan, Founder & CEO of Aurika Group, commented on the expansion, “Our investments align with the aspirations of India’s Tier-II cities. Ayodhya’s spiritual significance and Bareilly’s urban potential represent two key pillars of growth. We are dedicated to delivering projects that strike a balance between functionality, cultural relevance, and long-term value.”

## Future Growth through Joint Ventures and Joint Development Agreements

Aurika Group is also actively pursuing Joint Ventures (JVs) and Joint Development Agreements (JDAs) with landowners and stakeholders across North India’s Tier-II markets. Focused on creating premium, thoughtfully designed residential communities, the group aims to meet the evolving needs and aspirations of modern homebuyers.