



**ROYAL ORCHID HOTELS LTD.,**

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1, Golf Avenue, Adjoining KGA Golf Course,  
HAL Airport Road, Kodihalli, Bangalore - 560 008, India.  
T +91 80 41783000, F : +91 80 252 03366  
www.royalorchidhotels.com  
CIN : L55101KA1986PLC007392  
email : investors@royalorchidshotels.com

**Date: September 17, 2025**

To,  
The Manager,  
Listing Compliance,  
Department of Corporate Services,  
**BSE Limited,**  
Floor 25, P. J. Towers,  
Dalal Street,  
Mumbai – 400 001  
**BSE Scrip Code: 532699**

To,  
The Manager,  
Listing Compliance,  
Department of Corporate Services,  
**National Stock Exchange of India Limited,**  
Exchange Plaza, Plot no. C/1, G Block  
Bandra Kurla Complex, Bandra (E)  
Mumbai – 400 051  
**NSE Scrip Symbol: ROHLTD**

Dear Sir/Madam,

**Sub: Press Release**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Press Release regarding soft launch of Iconiqa.

This is for the information and records for the exchanges.

Thanking you,

Yours sincerely,

**For ROYAL ORCHID HOTELS LIMITED**

**Amit Jaiswal**  
**Chief Financial Officer**

**Encl: as above**

## **Royal Orchid Hotels Announces the Soft Launch of Iconiqa**

Bangalore, September 17, 2025:

Royal Orchid Hotels proudly announces the soft launch of its latest brand, Iconiqa. With this launch, the Group continues to strengthen its portfolio by introducing a new-age offering that blends contemporary design, comfort, and personalized service.

Iconiqa is envisioned as a lifestyle-driven hospitality experience that caters to modern travelers seeking stylish spaces, vibrant dining options, and intuitive service. The brand is designed to resonate with today's generation of explorers and business professionals who value both functionality and aesthetics.

Speaking on the occasion, Mr. Arjun Baljee, President, Royal Orchid Hotels, said, "We are excited to introduce Iconiqa as part of our expanding portfolio. This brand represents our commitment to evolving with guest preferences and delivering experiences that are relevant, refreshing, and memorable."

The soft launch of Iconiqa marks the beginning of a phased rollout, with the first property already geared up to welcome the guest. Each Iconiqa hotel will embody a blend of contemporary style and local character, creating spaces that are both aspirational and approachable.

Royal Orchid Hotels currently operates a wide portfolio of 120+ hotels and resorts across India and select international destinations. Brand is aiming at open another 20+ hotels in this financial year.

### About Royal Orchid Hotels

Royal Orchid Hotels is one of India's fastest-growing hospitality chains, with a presence across major business and leisure destinations. The Group operates a range of brands catering to different segments, offering guests the perfect balance of comfort, convenience, and value.

For media inquiries, please contact:

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