



Date: 19 November 2025

To,
The Manager – Listing Compliance
National Stock Exchange of India Limited
Exchange Plaza, Bandra-Kurla Complex
Bandra (East), Mumbai – 400 051

Symbol: SUBA
ISIN: INE0RYR01018

Subject: Intimation under Regulation 30 of SEBI (LODR) Regulations – Press Release

Dear Sir/Madam,

The Press Release is enclosed herewith for your information and records. Pursuant to **Regulation 30** read with **Schedule III, Part A, Para A(1)** of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Company has issued a Press Release titled “**Suba Hotels Expands into Ujjain’s High-Potential Growth Corridor with a Long-Term Strategic Project.**”

The Press Release outlines the Company’s announcement regarding the execution of a long-term lease arrangement for development of a new hotel project at Ujjain- Dewas road, Madhya Pradesh, along with key strategic highlights.

A copy of the press release is enclosed herewith as **Annexure I** for your records.

You are requested to kindly take the same on record.

For and on behalf of Suba Hotels Limited
(Formerly known as Suba Hotels Private Limited and Hotel Suba Star Private Limited)

Sonam Aggarwal
Company Secretary
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Encl.: Press Release titled “Suba Hotels Expands into Ujjain’s High-Potential Growth Corridor with a Long-Term Strategic Project”



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Suba Hotels Expands into Ujjain's High-Potential Growth Corridor with a Long-Term Strategic Project

Mumbai, Nov 16, 2025 - Suba Hotels Limited one of India's leading hotel chains in the hospitality segment, proudly announces the landmark expansion in **Ujjain, Madhya Pradesh**, a city that today stands at the convergence of **spiritual tourism, industrial growth, and major upcoming infrastructure development**.

The company has secured a **land parcel on the Ujjain-Dewas Road**, strengthening its presence in the fast-evolving central Indian hospitality market. The land parcel comes with a **30-year lease, extendable by another 15 years**, and is eligible for the **Madhya Pradesh Government's subsidy scheme**, enhancing long-term viability.

At the Intersection of Tourism, Spirituality & Industrial Expansion

The Narwar location positions Suba at the heart of Ujjain's rapidly expanding ecosystem:

1. A Spiritual Powerhouse

Ujjain—home to the iconic Mahakaleshwar Temple and the revitalised Mahakal Corridor—is witnessing an unprecedented rise in domestic and international pilgrim inflow. Suba's Narwar project strengthens its presence in one of India's most visited spiritual destinations.

2. Connectivity to the Proposed Ujjain International Greenfield Airport

The property holds long-term strategic value due to its connectivity to the proposed international airport, jointly planned by the State and Central Governments.

- **Distance:** Approximately **1 km**
- **Drive time:** Approximately **5 minutes**

This corridor is expected to become one of the most significant movement routes for airport-bound passengers, tourists, and business visitors. As air connectivity develops, the Ujjain-Dewas belt is projected to benefit substantially from increased travel volumes, making Suba's early presence in Narwar a forward-looking and advantageously positioned investment.

3. Proximity to High-Growth Industrial Belts

The hotel will cater to corporate and industrial travellers from:

- The broader Dewas Ujjain Industrial belt (24.1 km)
- The Vikram Udyogpuri Industrial township (3 km)

This ensures consistent weekday demand and strengthens Suba's foothold in the corporate travel segment.

4. Access to Ujjain's Thriving Wedding s Events Market

With large event-centric land, the hotel is primed to tap into the **booming wedding tourism and social events market**—a major revenue driver in the region.

5. Ready for Kumbh Mela 2028

Ujjain is expected to witness **record-breaking domestic and global footfall** during the 2028 Kumbh Mela. Suba's project will be a timely hospitality asset, offering modern, branded accommodation in a high-demand period.

Development Blueprint - Phase-Wise Growth Plan

Phase 1:

- Development of **50 rooms** to establish early presence and meet near-term demand.

Future Expansion:

- Scalability up to **120 rooms** in subsequent phases, aligned with the region's rising tourism, spiritual travel, industrial growth, and airport-driven demand.

This structured expansion ensures Suba can rapidly upscale capacity as Ujjain enters its next growth cycle.

Management Perspective

Commenting on the launch, Mr. Mansur Mehta, Managing Director, Suba Hotels Limited, said: "Ujjain today stands at the center of a transformational shift, where spiritual tourism, industrial expansion, and major infrastructure developments are converging. Our Narwar project positions us strongly to serve a diverse mix of travellers and allows Suba to participate meaningfully in the city's long-term growth story."

Adding further, Mr. Mubeen Mehta, CEO, Suba Hotels Limited, stated: "Our phase-wise plan—from 50 rooms initially to a potential 200-room expansion—gives us flexibility to scale with demand. With the proposed airport, expanding industrial base, and the upcoming Kumbh Mela 2028, Ujjain is emerging as a high-opportunity market. Entering at this stage strengthens Suba's portfolio across Tier 2 and Tier 3 cities."

About Suba Hotels Limited

Suba Hotels Limited is one of India's largest and fastest-growing domestic hotel chains in the mid-market segment, offering a comprehensive mix of upscale, upper midscale, midscale, and economy brands. With a strong footprint across Tier 2 and Tier 3 cities, Suba has established itself through strategic market penetration, asset-light growth models, and a commitment to superior guest experiences at accessible price points.

In 2022, Suba achieved **exclusive master franchisee of Choice Hotels in India**, bringing globally recognized brands such as **Comfort, Clarion, and Quality** under its umbrella. This partnership positioned Suba as a key player in India's mid-market hospitality segment.

Disclaimer

This document contains forward-looking statements, which are not historical facts and are subject to risks and uncertainties such as government actions, local developments, and technological risks. The Company is not responsible for any actions taken based on these statements and does not commit to publicly updating them to reflect future events or circumstances.

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