New hoteliers bet big on the budget traveller

These entrepreneurs are changing the game by providing all the trappings of comfort at an affordable price.

The hotel industry in India has been embroiled in recent years. In 2013, the hotel industry in India had a turnover of around 3.5 million rupees. Business Standard is an English-language daily newspaper published by Business Standard Ltd (BSL) in two languages, English and Hindi. The Newspaper primarily covers India and international business, and financial news and issues. The total circulation of Business Standard is around 3,50,000.