

# State Capitals Become the New Hotspots for Branded Hotels

Over 60,000 keys expected to come up in 5 years, revenue per room in existing hotels up 9% in FY26

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## Anumeha Chaturvedi

**New Delhi:** The Taj City Centre and The Lemon Tree Premier are currently the only branded hotels in Patna. But a slew of hotel signings in the state capital and the largest city of Bihar have taken the pipeline of branded hotels to about 11.

State capitals of India are seeing more branded signings, with an estimated 60,253 keys expected to come up across India in approximately five years, as per data shared by hospitality consultancy Hotelivate with ET. The existing supply includes 692 hotels spanning 95,470 keys as per Hotelivate.

About 35 new branded hotels spanning 4,059 keys are proposed for Luck-

now, 19 hotels spanning 1,993 keys for Kolkata and 16 hotels spanning 1,342 keys for Shimla. Raipur is likely to see an addition of 7 new hotels spanning 772 keys. "Our estimates for the proposed numbers take about five years into account; however, there is usually a washout as well," said Manav Thadani, founder chairman of Hotelivate. "Existing hotels in state capitals would have seen an approximate growth of 9%

(FY26) in revenue per available room over the previous fiscal," he added.

In October 2025, ITC Hotels announced the signing of definitive agreements with Kumar Infra Hotel (KIHPL) to manage a new 140 rooms luxury hotel in Patna. ITC Hotels

MD Anil Chadha said in the last twelve months, new signings also include upcoming hotels in Jaipur, Raipur, Hyderabad, Lucknow, and Bhubaneswar. "Rajasthan, UP, Assam, Bihar, Telangana, Punjab and Gujarat are prominent states where the capital cities have seen a lot of new development activity in the past few months with many branded hotels being signed," said Chadha.

"Just in the past year, more activity has been seen in Gujarat, Bihar and Assam in comparison to the previous year," he added. In 2025, Radisson Hotel Group strengthened its presence across key state capitals and administrative hubs, with signings in cities such as Bengaluru, New Delhi, Lucknow, Jaipur, Bhubaneswar, Shimla, Ranchi, and Kolkata, reflecting strong demand across both established and emerging markets, said Nikhil Sharma, MD and COO of South Asia for Radisson Hotel Group.

