



Hotel Association of India Participates in Nepal Tourism Promotion Program in New Delhi

New Delhi, 30th April 2026: The Hotel Association of India (HAI), the apex body of India's hospitality sector, reaffirmed its commitment to supporting tourism-led regional development and participated in the Nepal Tourism Promotion Program organised by Hotel Association Nepal (HAN) in collaboration with the embassy of Nepal in New Delhi and supported by the Nepal Tourism Board (NTB) on the 29th of April in New Delhi.

Welcoming the initiative, *KB Kachru, President, Hotel Association of India (HAI) and Chairman – South Asia, Radisson Hotel Group* said, *“This engagement marks an important step in strengthening institutional ties between India and Nepal’s hospitality sectors.”*

The association reinforces efforts to deepen tourism and hospitality cooperation between India and Nepal. HAI Members like the Sarovar Group of Hotels, Radisson Hotel Group and Lemon tree Hotels participated in the B2B sessions that brought together leading hospitality stakeholders including prominent star hotels targeting destination wedding tourism. The program showcased the country's diverse tourism offerings through a cutting-edge presentation by the NTB. HAI's participation reflects the shared commitment of both associations to strengthen tourism linkages and promote cross-border travel, with a focus on unlocking new opportunities across key segments such as leisure and weddings.

HAI was represented by its Secretary General Mr. M.P. Bezbaruah and Deputy Secretary General Mrs. Charulata Sukhija. HAI was invited to speak at the official ceremony. *Highlighting the strong ties that exist between HAI and HAN, Mr.Bezbaruah mentioned that the event reflects the resolve of Nepal to take advantage of all the development that is taking place in India including the wealth creation among the citizens who are becoming increasingly discerning travelers willing to spend for experiential travel that is rooted in sustainability*

On the sidelines of the programme, HAI and HAN also held a bilateral interaction to explore avenues for continued cooperation and industry engagement, deepening the long-standing cultural and economic ties between India and Nepal. The delegation from HAN was led by its President, Binayak Shah, along with key representatives from Nepal's hospitality industry.

About Hotel Association of India (HAI)

The Hotel Association of India is a leading industry body representing a wide network of hotels across the country, working towards policy advocacy, industry growth, and capacity building for India's hospitality sector.