

PRESS RELEASE

Brigade Hotel Venture Limited's (BHVL) Grand Mercure Celebrates 10 years of Operations in Mysuru

BHVL to invest ₹1,000 Crore over the next five years in Karnataka

Mysuru, 09th May 2026: On the occasion of Brigade Hotel Ventures Limited (BHVL) owned Grand Mercure Mysuru's 10th anniversary, BHVL has outlined an ambitious roadmap for the next five years, in Karnataka with an investment outlay of around ₹1,000 crores. The plan includes significant investment in new projects, along with modernization of existing assets to align with the dynamic nature of experiential tourism.

By prioritizing the development of the local micro-economy and investing in cutting-edge sustainable infrastructure, the company ensures that Mysuru remains firmly on the radar as a top-tier global tourism destination.

Speaking to media persons in Mysuru, Nirupa Shankar, Managing Director, BHVL said, "Mysuru has transitioned from a weekend getaway destination into a robust business and heritage hub. The city has been a key pillar in our strategy to redefine the hospitality experience in South India. Our decade in Mysuru has served as a powerful proof of concept for our strategic vision. We viewed Mysuru as the ultimate testing ground for how international hospitality standards could be seamlessly integrated into a heritage-rich, Tier-II environment. The success we've achieved here has provided us with the operational confidence and the financial blueprint to aggressively scale our footprint across Karnataka."

BHVL's decadal anniversary also marks the 10th anniversary of its flagship property, the Grand Mercure Mysuru. Since inauguration in 2016, Grand Mercure has established a robust economic footprint that includes direct and indirect jobs and pioneered sustainability as a Green Key certified establishment. Over the past ten years, this 146-key cultural landmark has seamlessly blended French elegance with Karnataka's royal heritage, becoming the definitive destination for the world-famous Dasara festivities while driving exceptional growth. Grand Mercure Mysuru has proven the immense viability of luxury leisure segments in Tier-II cities, setting a gold standard for upscale hospitality and serving as the strategic catalyst for BHVL's future regional expansion.

In his address, Vineet Verma, Director, BHVL said, "Our growth in Mysuru is built on a foundation of sustainability and community integration. We believe that strategic growth is not only about increasing room keys, but also about choosing the right markets at the right time. Grand Mercure Mysuru was our first major step in proving that the 'Brigade Way' of hospitality could thrive outside of Bengaluru. This city has been a vital engine for our growth, allowing us to build a robust talent pipeline and a sustainable vendor ecosystem that we are now mobilizing for our upcoming projects in South India. "

Brigade Hotel Ventures Limited (BHVL) has launched an aggressive "Vision 2031" strategy to double its room inventory, with plans to add approximately 1,700 new keys over the next five years backed by a capital investment of ₹3,600 crore.

The market outlook for Mysuru remains exceptionally bright, with the hospitality sector projected to grow at a CAGR of 8-10%. As tourism trends shift toward hyper-personalization and wellness, BHVL is strategically positioned to capitalize on these changes and the increasing influx of international travellers. With the government's continued push for developing iconic tourist destinations, BHVL remains dedicated to fostering a thriving ecosystem in Mysuru that benefits guests, employees, and the local community alike.

About Brigade Hotel Ventures Limited:

Brigade Hotel Ventures Limited (BHVL) is an owner and developer of hotels in key cities in India primarily across South India. The Company is the second largest owner of chain-affiliated hotels and rooms in South India 2025. BHVL is a subsidiary of Brigade Enterprise Limited (BEL) which is one of the leading Indian real estate developers in India. The Company has a portfolio of nine operating hotels across Bengaluru (Karnataka), Chennai (Tamil Nadu), Kochi (Kerala), Mysuru (Karnataka) and the GIFT City (Gujarat) with 1,604 keys. The hotels are operated by global marquee hospitality companies such as Marriott, Accor and InterContinental Hotels Group, and fall into the upper upscale, upscale, upper-midscale, and midscale segments. The hotels provide a comprehensive customer experience including fine dining and specialty restaurants, venues for meetings, incentives, conferences, and exhibitions ("MICE"), lounges, swimming pools, outdoor spaces, spas, and gymnasiums.

For information on Brigade Group, please visit BrigadeGroup.com or contact us at investors@brigadegroup.com