



Date: 29.10.2025

To,

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

Subject: Submission of Press Release – Opening of Quality Inn Rama, Ayodhya

Dear Sir / Madam,

Pursuant to the provisions of **Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**, we are enclosing herewith a **press release** titled “*Suba Hotels Limited Expands Presence in Ayodhya with the Opening of Quality Inn Rama*” for your information and records.

The aforesaid press release is being issued by the Company to announce the opening of its new property under the **Quality Inn** brand in **Ayodhya, Uttar Pradesh**, further strengthening the Company’s presence in key pilgrimage destinations.

You are requested to kindly take the same on record and acknowledge receipt.

Thanking you,
Yours faithfully,

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

SONAM

AGGARWAL

Sonam Aggarwal

Company Secretary

Email Id: compliance@subahotels.com

Tel No: 022-24825101

Encl.: Press Release – “*Suba Hotels Limited Expands Presence in Ayodhya with the Opening of Quality Inn Rama*”



Registered Office : Judges Bungalow Road, Near Akash Tower, Bodakdev, Opp. Premchand Nagar, Ahmedabad - 380 015.

T: +91 79 66 04 9777 / W: www.subahotels.com **CIN No. :** U99999GJ1997PLC120713

Correspondence Office : B2-1004, Marathon Nextgen Innova, Off Ganpat Rao Kadam Marg, Lower Parel, Mumbai - 400 013, Maharashtra, India.

T: +91 22 66820707 / W: www.subahotels.com



Suba Hotels Limited Brings Global Hospitality to the Sacred City of Ayodhya with the Launch of Quality Inn Rama

Mumbai, October 29, 2025 - Suba Hotels Limited one of India's leading domestic hotel chains in the hospitality segment, proudly announces the opening of Quality Inn Rama, Ayodhya, a landmark property that beautifully unites Ayodhya's spiritual legacy with the global hospitality excellence of the Quality Inn brand, one of the world's largest hotel chains.

This marks Suba Hotel's second property in Ayodhya, following the success of its Click Hotel, and underscores the company's continued expansion across India's key pilgrimage and cultural destinations. By bringing the Quality Inn brand to Ayodhya, Suba Hotels has created a destination where faith, comfort, and international hospitality converge. The property offers travellers — from pilgrims to families and business guests — a sanctuary of calm and modernity amid one of India's most revered cities.

The launch of Quality Inn Rama is part of Suba Hotels broader strategy to strengthen its presence in Northern India's pilgrimage and heritage circuit, offering travellers a unified brand experience across key destinations.

Key Highlights of the Property

• Brand: Quality Inn
• Managed by: Suba Hotels Limited
• Operated by: Suba Hotels Limited
• Location: Ayodhya, Uttar Pradesh
• Category: Mid-scale segment hotel
• Total Rooms: 44 well-appointed guest rooms
• Dining: SATVIK – 90-cover Jain specialty restaurant offering Indian, Continental, and Chinese cuisines
• Accessibility: Fully equipped for differently abled guests with wheelchair-friendly design and Braille-assisted elevators
• Spiritual Touch: In-house temple with resident priest offering aarti and prasad to guests
• Banqueting's Events: Elegant indoor spaces for business, social, and spiritual gatherings
• Connectivity: - o Maharishi Valmiki International Airport – 10 km - o Ayodhya Dham Junction – 2 km - o Ayodhya Cantt Railway Station – 8 km

This addition further strengthens Suba Group's presence in Northern India, aligning with its vision to provide high-quality hospitality experiences in emerging pilgrimage and tourism hubs across the country.

Management Perspective

Commenting on the launch, Mr. Mansur Mehta, Managing Director, Suba Hotels Limited, said:



“Ayodhya is not merely a city - it’s a symbol of faith and heritage that connects millions of devotees. With the opening of Quality Inn Rama, we are proud to bring international hospitality standards to this sacred destination, blending spiritual warmth with modern comfort.”

Adding further, Mr. Mubeen Mehta, CEO, Suba Hotels Limited, stated:

“We are creating a spiritual circuit across Uttar Pradesh with our presence in Varanasi, Vrindavan, Ayodhya, and Prayagraj. Soon, we will introduce a unified travel package that allows pilgrims to journey across these holy cities while experiencing our signature hospitality at every stop.”

About Quality Inn Rama, Ayodhya

Quality Inn Rama is the closest international hotel brand to the Shri Ram Temple, designed to deliver a harmonious blend of spirituality, culture, and comfort. Each guest room features modern amenities including complimentary Wi-Fi, bottled water, a tea/coffee maker, electronic safe, and a range of premium toiletries. The hotel’s design emphasizes serenity and accessibility, creating a welcoming atmosphere for pilgrims, families, and corporate guests alike.

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 a major milestone by becoming the 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.

The company’s growth journey has been fuelled by rapid execution, distressed asset turnarounds, and international expansion, including the launch of Click Hotel in Dubai in 2024. Its flexible business model—comprising owned, managed, revenue-share, leased, and franchised properties—ensures scalability, operational efficiency, and profitability.

As of August 31, 2025, Suba operates 88 hotels with 4,158 keys across 50+ cities, along with 40 pre-opening hotels and an additional 1,831 rooms in the pipeline. The company has achieved an impressive ~81% presence in Tier 2 and Tier 3 cities, underlining its focus on high-growth regional markets.

In FY25, the company achieved a Revenue of ₹7,924.32 lakhs, EBITDA of ₹2,327.12 lakhs with an EBITDA Margin of 29.09% and PAT of ₹1,515.14 lakhs with a PAT Margin of 18.94%.

**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.

For more information, visit <https://www.subahotels.com/quality-inn-rama-ayodhya/overview>