

Roop Pratap Choudhary, understands the intricacies and the profundity of the hospitality world

He is well versed with the do's and don'ts of the hospitality industry, understands the market with the in-depth knowledge of the industry. Roop Pratap Choudhary, Managing Director, Noor Mahal and Jewel Group of Hotels is an hotelier, both by profession and passion. In an exclusive interview, he shares about his journey and plans.

Sudipta Saha

Roop holds a Masters degree in hospitality from the University of Ashland, and has earned a specialisation in Asian Tourism patterns from the University of Nanyang (Singapore). He has closely worked and assisted in setting up many of the family owned ventures. Skilled in strategic planning and implementation to achieve the organisational goals, he has enhanced his practical knowledge as an entrepreneur. He has built on his proficiency of business development, brand management, people management, client nurturance, team building, cultivating teamwork, corporate sales and redefining business processes.

In the mystical land of Mahabharata, awe-inspiring Noor Mahal, the 'Incredible Indian Palace Hotel' has been built on a monumental scale. It is a five star luxury palace hotel inspired by India's rich heritage and captures royalty experience enjoyed by Indian Maharajas over the centuries. This royal abode of modern kings and queens has become an extremely preferred destination for leisure, MICE and weddings. "Started 10 years ago with about 60 rooms, in this short span of time we have achieved around 60-70 per cent occupancy. That was when we planned to increase

our room inventory to 125, at the present scenario we will be crossing 75 per cent of the occupancy. I have areas from 900 sqft to 2000 sqft and entire 3 lakh convention space, making it a preferred MICE destination. MICE contribute around 60 per cent of the revenue and the rest 40 per cent comes from leisure, staycation, etc," says Roop Pratap Choudhary.

Noor Mahal is more than just one of the country's most majestic luxury palace hotels. It is an architectural landmark that personifies

the grandiose, elegance and spirit of India's rich royal heritage. A reflection of Rajputana and Mughal architecture, it stands out as a true blend of history, culture and aesthetics. Haryana has not been able to strengthen its position in the touristic map and then Roop Pratap's father thought of creating a place which was destination in itself and where Noor Mahal came into existence. "Customer experience has evolved, as an independent hotelier. I make sure anybody walking to my doors is taking a memory with them. I believe in creating experiences in all sorts. The hotel is amidst an agricultural base and therefore we are offering them farm experiences and lot more in the kitty to experience," adds Roop Pratap Choudhary.

Roop has proved that if someone has the enthusiasm and the motivation to succeed, then it doesn't matter how young they are. A great listener and passionate to try everything, he connects to the staff with conviction and consistently motivate them with a gentle approach and a steady hand. Attentive to detail and highly service-orientated, he looks at every tiny aspect and make sure it is more than perfect to exceed customer expectations. True to ethics, Roop encourages transparency and believes in developing talent and loyalty. Customer focused, result oriented, striving for higher standards, high energy and positive attitude define him appropriately. Roop has been investing his knowledge and skills into making the Noor Mahal and other ventures of Jewel Group of Hotels a great success.

Talking on the challenges, Roop Pratap Choudhary mentions, "Brands have gone bigger and there is a big mismatch of demand and supply in the place like that. It is a capital incentive industry, I feel if you are not from the same industry it becomes bit tougher. Today, whoever wants to own a hotel, invests in the same and gives to the brands to run. It definitely impacts the independent hotelier like me when it comes to marketing strategy, the amount of money put into staff. But, yes I can compete with them when it comes to experiences, I can offer differential experiences which is for a lifetime. I can offer flexibility, a sense of exclusivity."