

SAMHI Hotels Ltd.

CIN: L55101DL2010PLC211816
Regd. & Corp. Office: 5th Floor,
Unit No. Office - 11, Worldmark
4, Asset Area No. LP-1B-04,
Gateway District, Delhi Aerocity,
Near Indira Gandhi International
Airport, New Delhi - 110037,
India

05th March 2026

BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai - 400 001, Maharashtra, India

National Stock Exchange of India
Limited

Exchange Plaza, C-1, Block G, Bandra Kurla
Complex, Bandra (East), Mumbai - 400 051,
Maharashtra, India

Scrip Code: 543984

Scrip Code: SAMHI

Sub: Press Release

Dear Sir/ Madam,

Pursuant to the relevant provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015, as amended from time to time, attached is a copy of the Press Release in relation to the **Company's majority investment in RARE India**, it's first asset light & experiential leisure investment, as approved by the Board of Directors ("**Board**") of the Company at its meeting held today, i.e., Thursday, 05th March 2026.

You are hereby requested to take the above information on record.

Thanking You.

Yours faithfully,

For **SAMHI Hotels Limited**

Sanjay Jain
Senior Director - Corporate Affairs,
Company Secretary and Compliance Officer

Correspondence:

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SAMHI Announces Majority Investment in RARE India, its first asset light and experiential leisure investment

Gurugram, 5th March 2026: SAMHI Hotels Limited (BSE: 543984) (NSE: SAMHI), a prominent branded hotel ownership and asset management platform in India, today announced that its board has approved the **acquisition of majority stake of 70% in RARE India (“RARE”)**, one of India’s earliest and largest platform of heritage hotels, retreats and experiential stays. SAMHI expects to enter into definitive agreements by May 2026, marking SAMHI’s entry into the experiential leisure segment through an **asset-light platform investment**.

In parallel, SAMHI and RARE have entered into a Memorandum of Understanding for an affiliation **with Marriott International to leverage Marriott’s global distribution strength and loyalty ecosystem**. Under this affiliation, RARE would have exclusive rights to operate its portfolio of hotels under the Outdoor Collection brand by Marriott Bonvoy across India, Nepal, Bhutan and Sri Lanka, with distribution across Marriott’s worldwide channels. SAMHI expects to enter into definitive agreements with Marriott after the acquisition is complete.

Together, this relationship positions RARE to evolve from a representation platform into a fully integrated B2C distribution and experiential brand platform. RARE will continue to be operated independently by its Founder and team, who remain committed to curate and nurture its distinctive community of heritage and experiential property owners. This partnership allows SAMHI to go beyond borders and expands its portfolio to ~100 hotels in a combination of assets under ownership and affiliation model.

A Legacy Platform with Differentiation and Scale

Founded in 2003 by Shobha Rudra, RARE India (<https://www.rareindia.com/>) is one of India’s earliest curated experiential hospitality platforms. **RARE India has a portfolio of 67 hotels with 990 rooms with a presence across 15+ states in India and international presence in Nepal and Bhutan.**

Over two decades, it has built a strong reputation for:

- Deep focus on responsible tourism, local employment and authentic experiences.
- A carefully selected portfolio of heritage palaces, wildlife lodges, retreats and boutique properties
- An enviable community of hospitality entrepreneurs and travellers, who appreciate authentic and responsible tourism.

In an increasingly crowded marketplace of homestays and villa aggregators, RARE stands apart through its legacy, curation discipline, and philosophy-driven growth model. The partnership will enable RARE to accelerate growth while preserving its selective standards and community ethos. There is a very large community of owners and travellers, who are willing to pay a premium to be away from the ordinary, they will continue to prefer to be RARE. This provides a tremendous opportunity for the community to keep growing.

A Strategic, Asset-Light Adjacency for SAMHI

SAMHI’s **commitment is expected to be ~INR470mn** which includes primary infusion in RARE India and a small part towards part purchase of shares from existing holders. The primary capital contribution will be deployed towards creating value through strengthening management capabilities, technology and distribution upgrades, and expanding marketing and brand reach to support RARE’s next phase of growth.

Consistent with its time-tested strategy, SAMHI has identified value in an underappreciated operating platform with strong brand equity and growth potential. The investment represents a significant divergence from the valuation of asset-light platform investments globally and in India. This marks SAMHI's first asset-light platform investment in leisure hospitality enabling meaningful participation in a high-growth segment without altering its core balance sheet strategy of scaling its business hotel portfolio in India's key office and gateway markets.

The structure ensures a small capital exposure with asymmetrical return potential as the strategy is asset light, and significant long-term upside driven by distribution expansion, technology integration and brand strengthening.

Management Commentary

Commenting on the development, **Ashish Jakhanwala, Chairman & Managing Director, SAMHI Hotels Ltd.**, said:

"This investment in RARE India is a strategic adjacency that strengthens our platform without distracting from our core focus on business and gateway markets. RARE represents a combination of legacy, credibility and scalable asset-light potential. With a strong proven founding team, an irreplaceable community of owners and the proposed affiliation with Marriott, we believe RARE can emerge as a leading B2C brand in experience-led tourism. Importantly, this is a small financial investment but with asymmetrical return potential – consistent with our philosophy of discovering value in underappreciated opportunities."

Ms. Shobha Rudra, Founder, RARE India, added:

"RARE India has always been built on relationships, trust and a shared commitment to responsible tourism. This partnership with SAMHI allows us to remain true to our philosophy and continue to preserve and build the RARE community of hotel owners and discerning travellers. Together, we aim to strengthen the foundation of the RARE community and scale our impact."

Rajeev Menon, President, Asia Pacific excluding China, Marriott International added:

"India's experiential and heritage-led hospitality segment represents a significant long-term opportunity. RARE has built a distinctive portfolio rooted in authenticity and responsible tourism. Through this collaboration, we look forward to extending our global distribution platform and Marriott Bonvoy ecosystem to a highly curated collection of unique stays. Together with SAMHI and RARE, we aim to unlock incremental demand and broaden access to immersive travel experiences across India and the region."

About SAMHI Hotels Ltd.

SAMHI is a prominent branded hotel ownership and asset management platform in India with an institutional ownership model, experienced leadership and professional management team. SAMHI has long-term management arrangements with three established and well recognized global hotel operators, namely, Marriott, IHG and Hyatt. SAMHI has a portfolio of 31 operating hotels comprising 4,904 rooms and has a diverse geographic presence in 13 cities across India, including National Capital Region (NCR), Bengaluru, Hyderabad, Chennai and Pune.

Forward-looking and Cautionary Statements

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further information, please contact

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