

**SAMHI Hotels Ltd.**

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- 110037, India

15<sup>th</sup> April 2026

To,

**BSE Limited**  
Department of Corporate Services  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai - 400001, India

**National Stock Exchange of India Limited**  
Listing Department  
Exchange Plaza, C/1, Block G,  
Bandra Kurla Complex, Bandra (E), Mumbai -  
400051, India

**Scrip Code: 543984**

**Trading Symbol: SAMHI**

**Subject: Business Update - SAMHI secures partnership with INGKA Centres for leasing an upscale ~162 rooms hotel in Noida**

Dear Sir/ Ma'am,

Please find attached the Company's Business Update Note on securing partnership with INGKA Centres for leasing an upscale ~162 rooms hotel with INGKA Centres' upcoming ~2.5 million sq. ft. mixed use development in Noida.

This information is also being uploaded on the website of the Company i.e. <https://www.samhi.co.in/>

You are hereby requested to take the above information on your records.

Thanking You,

**For SAMHI Hotels Limited**

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

**Correspondence:**

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# Business Update

SAMHI secures partnership with Ingka Centres for leasing an upscale ~162-room hotel within Ingka Centres' upcoming ~2.5 million sq. ft. mixed-use development in Noida



April 2026

# Executive Summary

## Transaction Summary

- SAMHI has entered into an agreement with an affiliate of Ingka Centres (**part of the Ingka Group which operates three businesses in one: IKEA Retail, Ingka Centres and Ingka Investments**) for leasing an **Upscale hotel with ~162 rooms in Sector 51, Noida**
- The hotel will be part of an **under-construction ~2.5mn sq. ft. marquee mixed-use development** forming part of Ingka Centres' mixed-use Meeting Places concept, creating a modern retail-led destination that blends shopping, leisure, and community-focused experiences while supporting local businesses and workspaces
- Ingka will lease the building with façade and all high side engineering, with SAMHI to invest in interior fit-outs
- Proposed positioning under an international upscale brand to be determined in due course

## Impact

- **Strengthens SAMHI's presence in Delhi NCR**, one of India's largest hospitality markets, through a high-quality Upscale asset
- Reinforces SAMHI's stated growth strategy of scaling through **capital-efficient lease structures**
- Enhances portfolio mix with premium inventory in **high-growth urban markets**

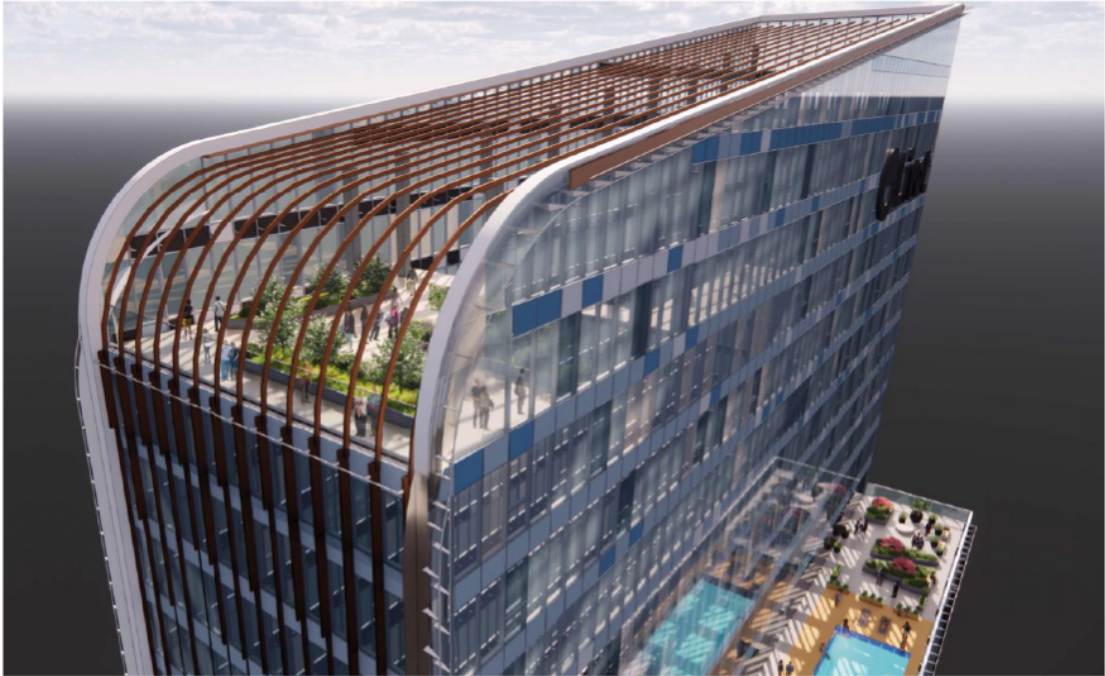
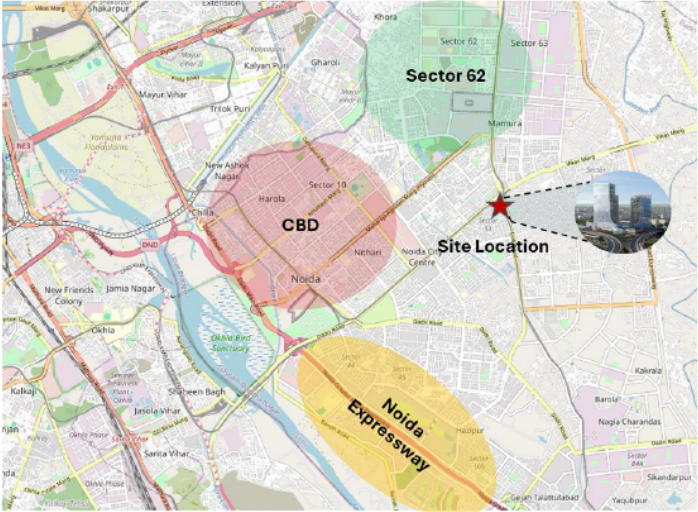
## Rationale

- **Marquee partnership** with Ingka Centres in a landmark mixed-use destination with **strong long-term demand drivers**
- Located at a **strategic junction** with proximity to CBD, Sector 62 and Noida Expressway office hubs
- Noida hospitality market characterized by strong occupancy and rate profile, creating **opportunity for premium positioning**
- **Embedded captive demand** from office and retail ecosystem within the development aligns with SAMHI's focus on high-barrier-to-entry assets in core office markets

# Asset Description

**29<sup>th</sup> to 37<sup>th</sup> floors of Tower 1 within a landmark dual-tower development**

Brand / Segment	Upscale
Rooms	162
Room Size	32-68 sq.mt.
Meeting Space	~3,800 sq. ft.
F&B Outlets	2
Amenities:	Gym, Pool, Spa



# Portfolio Impact

(# of Rooms)

	Existing Portfolio	Post Transaction	Grand Total
Upper Upscale & Upscale	2,363 Bengaluru (3) Delhi NCR Hyderabad (2) Pune (2) Mumbai Others (2)	+162 Delhi NCR	2,525
Upper Mid-scale	2,010 Bengaluru (3) Hyderabad Chennai (2) Pune Mumbai Others (4)		2,010
Mid-scale	1,989 Bengaluru (2) Delhi NCR (2) Hyderabad (3) Chennai Pune (2) Others (4)		1,989
<b>Grand Total</b>	<b>6,362</b> Including 1,436 under development & 473 under re-branding	<b>+162</b>	<b>6,524</b>

**+7%**  
increase in Upper  
Upscale & Upscale  
inventory

**+3%**  
impact on total  
inventory

# Delhi NCR Market Presence

(# of Rooms)

	Existing Portfolio	Post Transaction	Grand Total
Upper Upscale & Upscale	176 Hyatt Place Gurugram (Udyog Vihar)	+162 Upscale Asset, Noida (Sector 51)	338
Upper Mid-scale	-		-
Mid-scale	338 Holiday Inn Express, Gurugram (Sohna Road) Holiday Inn Express, Greater Noida		338
<b>Grand Total</b>	<b>514</b>	<b>+162</b>	<b>676</b>

**+32%**  
increase in Delhi  
NCR inventory

# Key Features

## Core Office & Consumption Market

- Located in Sector 51 / 52, an emerging micro-market within Noida's commercial ecosystem
- Proximity to CBD, Sector 62 and Noida Expressway enables capture of incremental demand from established office corridors

## Integrated Mixed-Use Ecosystem

- Part of a ~2.5 mn sq. ft. landmark development by Ingka Centres
- Direct access to retail, office and high-footfall experiential ecosystem
- Creates a self-sustaining demand engine within the complex

## Premium Positioning in Undersupplied Market

- Noida hospitality market characterized by strong demand and high RevPARs for existing base of hotels
- Opportunity to introduce a new-build, internationally branded Upscale product
- Positioned for premium pricing and above-market performance

## Capital Efficient Growth Model

- Structured as a long-term lease aligned with SAMHI's capital-efficient strategy
- Limited upfront capital deployment during development phase, shortening capex-to-revenue cycle and enhancing return profile

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