

Soul by Araiya Paithalmala is Opening Soon, Expanding Araiya's Presence in Kerala

Category: Business

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Araiya Hotels & Resorts announced the opening of Soul by Araiya Paithalmala – A Vihaara Resort, the latest addition to its growing portfolio of boutique hotels and retreats across India. Owned by Subhakaran K V and family, managed by Araiya Hotels and Resort, this new property reinforces Araiya's commitment to bringing thoughtfully curated hospitality experiences to emerging leisure destinations that celebrate authenticity, wellness and a deep connection with their surroundings.



A new retreat in Kerala's Western Ghats Araiya Paithalmala designed for slow living and immersive escapes

Surrounded by the breathtaking landscapes of the Western Ghats, the resort is envisioned as a sanctuary where nature sets the pace inviting guests to slow down, reconnect and experience the restorative beauty of one of Kerala's most serene mountain destinations. With cool mountain air, panoramic valley views and lush forests forming its backdrop, the property embodies a sense of quiet luxury that is increasingly sought after by today's discerning traveller.

The resort features 18 thoughtfully designed rooms and suites, including 17 Deluxe Rooms and 1 Honeymoon Suite, each offering expansive views of the surrounding hills and designed to create an atmosphere of privacy and comfort. Warm interiors, contemporary amenities and nature-inspired design come together to provide guests with an experience that is both luxurious and deeply relaxing.

True to Araiya's philosophy of destination-led hospitality, Soul by Araiya encourages guests to experience Paithalmala beyond its scenic beauty. Carefully curated experiences such as guided nature walks, sunrise and sunset trails, stargazing sessions and mindfulness programmes invite travellers to immerse themselves in the rhythms of the landscape. For those looking to explore further, nearby mountain treks, coffee estate visits and the region's rich biodiversity offer memorable opportunities to discover northern Kerala through a slower, more meaningful lens.

Speaking on the collaboration, **AMRUDA NAIR, Founder and Director – Araiya Hotels and Resorts** said *“Soul by Araiya began with a simple observation: Indian travellers are done paying for ceremony. Soul promise is quality without theatre good rooms, honest food, and places worth the journey. Most of India discovers Kerala from the backwaters up; we wanted to introduce it from the hills down.*

Paithalmala is one of the state’s most cherished highland escapes shola forests, rolling coffee estates, mornings that arrive through mist and it deserves hospitality at its own scale: eighteen rooms, a spa, and trails in every direction. We are pleased to partner with the Shubakaran family to bring Soul by Araiya to Kerala. The best properties come from owners with deep roots in their destination, and Vihaara’s commitment to Paithalmala matched with Araiya’s operating discipline is exactly that pairing. There was no better address for Soul’s debut, and no better way to bring Araiya to Kerala.”

Speaking on the collaboration, **Subhakaran KV, Director, from Vihaara Resort** said *“Paithalmala is one of the most extraordinary yet undiscovered corners of South India, and Soul by Araiya, Paithalmala, A Vihaara Resort was built to honour that – its landscapes, its culture, and the sense of calm that defines this hill retreat.*

Our vision has always been to create a retreat where guests can reconnect with nature without compromising on comfort, wellness, and thoughtful service. We are delighted to announce that this property will be managed exclusively by Araiya Hotels & Resorts, whose expertise and commitment to exceptional hospitality will bring this vision to life. We look forward to welcoming guests to experience the unique charm of

Paithalmala and the warm hospitality that defines Soul by Araiya, Paithalmala, A Vihaara Resort."

Conveniently located just 90 minutes from Kannur International Airport, the resort serves as an ideal gateway for travellers seeking a peaceful mountain retreat, a wellness-focused holiday or an immersive nature escape. Whether visiting for adventure, relaxation or celebration, guests can expect an experience that balances comfort with the timeless beauty of Kerala's misty highlands.

About Araiya Hotels & Resorts

Araiya Hotels & Resorts is India's conscious hospitality collection – boutique hotels where the stay gives back: to the communities around each property, the landscapes they sit in, and the guest's own stillness. Founded and led by third-generation hotelier Amruda Nair, the portfolio spans the Himalayan foothills, the forests of Gir and Rajaji, and the hills of northern Kerala, across its Araiya, Araiya Anthology, Soul by Araiya and Essence by Araiya collections. Working in partnership with property owners, Araiya combines investor-grade operating discipline with a simple philosophy: small by design, rooted in place, and giving more than it takes. Upcoming openings include Vanin, Araiya Anthology in Ranthambore. Stay. Give. Return.

