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TRITE

OFFICIAL MAGAZINE FROM THE HOUSE OF TRI WORLD GROUP



Tri World Capita: Transforming Kerala's Hospitality Landscape with Sustainable Luxury

As we wrap up 2024, Tri World Capita is proud to share key milestones and plans for an exciting 2025. This quarter, we've advanced hillside resort projects in Munnar and Kanthalloor, integrating luxury with eco-friendly practices that highlight Kerala's natural beauty. New partnerships with regional and international stakeholders have enhanced our service quality and expanded our network.

Our co-ownership program continues to thrive, offering exclusive opportunities to own luxury properties in prime destinations. Sustainability remains our focus, with energy-efficient technologies, eco-conscious materials, and water management systems ensuring minimal environmental impact.

Kerala's growing demand for eco-luxury tourism drives our plans to expand into high-demand beach, backwater, and other iconic locations in 2025. Upcoming investment briefings will unveil these ventures.

Thank you to our partners, clients, and stakeholders for supporting our journey to redefine luxury and sustainability in Kerala's tourism and hospitality sectors.



Melt in the World with Club Mirth

Club Mirth redefines the art of travel by blending luxury with sustainability. As a premier travel membership program, we connect you to eco-friendly destinations, exquisite resorts, and unforgettable experiences across the globe. From the historic charm of Europe to serene getaways in nature, every journey with Club Mirth is designed to inspire and protect our planet. With a commitment to responsible tourism, we ensure your adventures leave a positive impact on both the environment and local communities. Join us and embark on a smarter, greener way to explore the world!

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The heart of hospitality is about creating space for someone to feel seen, heard and loved

SHAUNA NIEQUIST



From Our Chairman's Desk

Welcome to the inaugural issue of TRITE – A Smarter Move for Real Impact! This quarterly update highlights our journey, milestones, and future goals at Tri World Capita.

We are proud to develop sustainable, luxurious tourism projects showcasing Kerala's beauty, with resorts in Munnar offering exceptional guest experiences.

At IHRL, we redefine hospitality through outstanding stays and strategic asset management. With 193 keys across 1,70,000 sq. ft., we aim to expand to 500 keys and 10 properties spanning 10,00,000 sq. ft. in three years, targeting a ₹1000 crore valuation by 2030.

Thank you for supporting our journey to redefine hospitality and create lasting impact!

Justin Raphael



Inkure Hotels & Resorts Limited Elevating Hospitality Excellence

Inkure Hotels & Resorts Ltd. (IHRL), a proud part of the Tri World Group, is redefining Kerala's hospitality landscape with its commitment to luxury, sustainability, and extraordinary guest experiences. Established in 2017, IHRL has positioned itself as a leading Hospitality Infrastructure and Asset Management Company, blending modern comfort with local charm. Strategically focused on developing world-class infrastructure in destinations like Kanthalloor, IHRL's eco-conscious properties showcase architectural brilliance and responsible tourism. With award-winning projects, IHRL creates value for stakeholders while nurturing the environment, expanding its portfolio, and setting new benchmarks in Kerala's tourism sector.



**SOON TO
RISE IN
KANTHALLOOR**

Mirth Hotels and Resorts Where Elegance Meets Nature

Recognized for excellence in hospitality management, Mirth Hotels and Resorts blends luxury with nature. Nestled in Munnar and Idukki, we offer serene getaways, wellness retreats, and workcation-friendly spaces. With eco-conscious practices and world-class amenities, every experience is crafted for comfort and rejuvenation. Discover Kerala with Mirth.

Resorts and Palaces

Enjoy the finest luxury at our resorts and palaces, with excellent service, beautiful rooms, and special experiences made just for you.

Ayurveda Retreats

Feel refreshed with genuine Ayurvedic treatments in calm, peaceful settings that bring balance to your body and mind.

Luxury Villas

Live in style with private villas that offer comfort, privacy and all the essentials for a relaxed luxurious life.

Rewarding Luxury

Welcome to Club Mirth Loyalty Program, where every stay earns rewards. With Silver, Gold and Platinum tiers, enjoy exclusive perks like room upgrades, VIP benefits and personalized offers. Stay connected through Club Mirth's loyalty app for seamless rewards and exclusive deals.

Our Properties

Mirth Village

Nestled in the serene hills of Kanthalloor, Mirth Village offers a peaceful retreat surrounded by spice gardens and lush forests. Perfect for nature lovers, the resort features studio cottages, honeymoon suites and family accommodations, providing a tranquil escape with mountain views.

Mirth Foliage

Located in Poopara among tea plantations and Western Ghats hills, Mirth Foliage is ideal for trekkers and nature enthusiasts. Guests enjoy modern comforts while immersed in pristine landscapes and abundant wildlife.

Mirth Amazona

Set against the lush greenery of the Western Ghats, Mirth Amazona located at Poopara combines tropical luxury with relaxation. With exotic flora and serene surroundings, it's the perfect destination for rejuvenation and adventure.



H16 Sports Shaping the Future of Football Talent

H16 Sports, founded by football legend Hassan Ali Ibrahim, leads in nurturing young talent with world-class coaching and innovative training. Using its unique ADAPT methodology, it focuses on holistic development, blending strength conditioning, sports science, and mental resilience. With inclusive programs for girls and global exposure through high-performance camps, H16 Sports is a launch pad for future football stars.



Find the Power of H16 WOW Gym

H16 WOW Gym in Kochi is a dedicated fitness haven exclusively for women, designed to empower and inspire. With a focus on personalized care, we address unique wellness needs, including solutions for PCOD, obesity, posture correction, and more. Offering services like physiotherapy assistance, personal training, group sessions, and diet counselling, H16 WOW Gym creates an inclusive environment that supports every woman's journey to strength and confidence. With expert trainers and modern facilities, we ensure that fitness becomes an enjoyable and transformative part of your life.



TRI WORLD HOMES
A SMARTER MOVE

Budget+

Tri World Homes: A Lifestyle Upgrade

Tri World Homes redefines urban living with modern, budget-friendly apartments starting at 1000 sq. ft. Located near Kochi's IT hubs like Info Park, these homes offer unbeatable convenience and thoughtful design. With amenities such as party halls, 24/7 security, and covered parking, they cater to both families and professionals. Strategically situated near metro stations, schools, and hospitals, Tri World Homes combines accessibility with quality, creating sustainable, stylish living spaces.



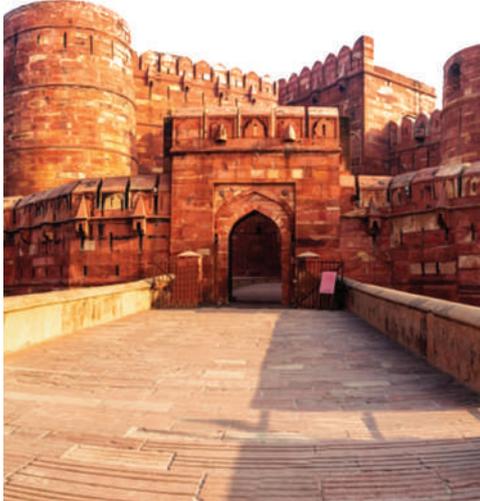
Elo Cakes: Where Every Bite is a Masterpiece!

Elo Cakes, based in Thrissur, is a premier destination for customized cakes, cupcakes, and pastries, known for their exceptional quality and creativity. Specializing in themed birthday cakes, wedding cakes, and classic designs, Elo Cakes is dedicated to delivering unique and flavorful experiences. Their menu includes a variety of options, such as chocolate truffle, blueberry white chocolate, and butterscotch delights, catering to both casual celebrations and grand events. Available through convenient online ordering and delivery, Elo Cakes combines artistry with taste, making every occasion memorable.

Industry Highlights

Kerala's Destination Challenge Project Gains Momentum

Kerala Tourism has announced the addition of 39 new tourist destinations under the "Destination Challenge" project to diversify and expand its tourism offerings. This initiative seeks to distribute tourism traffic across less-explored regions, reducing strain on popular spots. The state tourism department will fund 60% of the development costs, while local bodies contribute the rest. Key districts like Idukki and Ernakulam benefit significantly, with eight and six projects, respectively. The aim is to develop at least one destination per local body, ensuring sustainable growth and supporting local economies. By the end of the state government's second term, over 100 destinations are planned for development. This strategy promotes environmentally friendly tourism while enhancing Kerala's reputation as a global tourist hotspot.



India Tourism Growth Boosted by Enhanced Global Rankings and Initiatives

India's tourism sector has shown significant progress in 2024, climbing to the 39th position on the Travel and Tourism Development Index by the World Economic Forum, up from 54th in 2021. This improvement reflects advancements in safety, health and tourism prioritization. The Ministry of Tourism continues to promote India's diverse destinations through integrated marketing, partnerships and global events like G20-related tourism programs. Key initiatives include "Dekho Apna Desh" and the Champion Service Sector Scheme, which supports connectivity via the UDAN scheme, opening 53 operational tourism routes.

India welcomed over 14 million international tourists in 2023, contributing \$178 billion to GDP and generating 32 million jobs in the sector. Domestic tourism also surged, with 1.8 billion visits recorded in 2019. With projections of \$125 billion in travel market revenue by 2027, India remains a global hotspot for culture, heritage and adventure tourism.

Company Achievements



We're excited to announce that H16 Sports has officially signed a partnership with JSW Group's Bengaluru FC Soccer Academy to establish football academies across the UAE! This collaboration marks a huge step in our mission to develop football talent in the region and provide world-class training opportunities.



Achieved 90% sell-out of all available unit cottages across all three of our prestigious projects, demonstrating exceptional market demand and the strength of our offerings in the hospitality sector.



Star Performer

The bright star of our company, Akhil, our Senior Graphic Designer!!! He is the visionary behind our most captivating marketing, blending innovation and artistry to engage clients. His talent shines brightly, consistently uplifting our brand to new heights in a highly competitive market.