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TRITE

OFFICIAL MAGAZINE FROM THE HOUSE OF TRI WORLD GROUP

The key is to set realistic customer expectations & then not just to meet them, but to exceed them—preferably in unexpected and helpful ways.

Richard Branson



TWC: Building a Future with Visionary Growth

Tri World Capita (TWC) is shaping the future of commercial real estate and infrastructure with a bold ₹1,000 Cr investment plan. At the Invest Kerala Global Summit 2015, key stakeholders, including industry as well as political leaders and government representatives, discussed our strategic expansion in tourism, hospitality, budget-plus housing, and MICE tourism infrastructure. With financial planning and sustainable revenue models, TWC is on track to redefine Kerala's hospitality landscape, creating premium developments and economic growth. Our roadmap ensures high ROI, strong collaborations, and a long-term vision, making TWC a powerhouse in the industry.

From Our Chairman's Desk

Welcome to another exciting edition of TRITE! The tourism and hospitality sectors are evolving, and our journey reflects that transformation. As an entrepreneur, seeing our projects thrive has been a long-standing dream. Over the past seven years and six months, challenges tested my resolve, but unwavering passion and the trust of our investors kept me going.

Now, the destination we envisioned is within reach. The first quarter of FY25-26 marks a milestone—a time to celebrate our progress. I sincerely thank those who stood by me.

With hospitality stocks rising amid market shifts, the future looks bright. Together, let's shape the next era of hospitality-driven real estate.

Thank you for being part of this journey!

Justin Raphael

[@tourismandrealtybyjmr](#)



Inkure Hotels & Resorts Ltd. Enriching Hospitality Value

Inkure Hotels & Resorts Ltd. (IHRL) is redefining Kerala's hospitality landscape with its commitment to luxury, sustainability, and unmatched guest experiences. Since its inception in 2017, IHRL has developed eco-conscious properties blending modern comfort with local charm. Strategically located in sought-after destinations like Kanthalloor, IHRL's award-winning projects showcase architectural brilliance and promote responsible tourism. As an asset management company, IHRL continues to expand its portfolio and is set to launch Mirth Village Kanthalloor in the first quarter of the financial year 2025-2026, further strengthening its position in the sector. Inkure stands as a beacon of innovation, offering unforgettable stays while nurturing the environment and communities it touches.



Mirth Hotels and Resorts Where Happiness Finds a Home

Mirth Hospitality is a premium Hospitality Management Company, seamlessly blending luxury, comfort, and sustainability. Managing upscale resorts in Munnar and Idukki, we curate wellness retreats, tranquil escapes, and seamless workcation experiences. Rooted in eco-conscious principles, Mirth ensures exceptional service, operational efficiency, and guest satisfaction. With a 4.7-star rating on Google Reviews, our commitment to refined hospitality is recognized by guests worldwide. We redefine luxury, creating world-class experiences in breathtaking destinations.

The talented team is ready for delivering world-class Hospitality



JAYACHANDRAN C R Director & CEO

Jayachandran, Director/CEO of Mirth Hotels and Resorts, has 24 years of global hospitality experience. A Hospitality Management graduate from Australia, he began with the Taj Group, contributing to properties in Rajasthan, Seychelles, and Kerala. He excelled as VP of Operations at The Raviz and Niraamaya Retreats, leading large-scale operations and brand development. His strategic vision and leadership elevate Mirth Hotels in the hospitality industry.



HIMADRI Chief General Manager



ANISHKUMAR Corporate Chef



SHAHIR Wellness Practitioner & IKIGAI Coach

Aman, Raas, Alila, Niraamaya

Himadri, CGM, has 14 years of leadership experience with brands like Aman, Raas, Alila, and Niraamaya. Her expertise and strategic vision will significantly contribute to Mirth's growth and success in the hospitality industry.

Taj, Radisson, IHG, Atmosphere Maldives

Anishkumar, Corporate Chef, has 15 years of experience with Atmosphere Maldives, Taj, Radisson, IHG, and Niraamaya. His deep expertise in global cuisines and culinary trends will shape Mirth's food philosophy, ensuring exceptional dining experiences. He will play a key role in enhancing Mirth's culinary offerings, setting new standards in hospitality.

Niraamaya, Rotana, Movenpick Hotel & Spa

Shahir, a wellness practitioner and IKIGAI coach, has extensive experience with Movenpick, Rotana, and Niraamaya. His expertise in training and process development strengthens brand identity, ensuring a holistic approach to well-being. At Mirth, he will contribute to creating transformative wellness experiences for guests.

Our Properties

Mirth Village

Located in the tranquil hills of Kanthalloor, Mirth Village is a retreat where nature and culture converge.

Mirth Foliage

Situated in Poopara amid tea plantations and the Western Ghats, Mirth Foliage is perfect for trekkers & nature lovers.

Mirth Amazona

Amid Poopara's lush Western Ghats, Mirth Amazona blends tropical luxury with tranquility.

Resorts and Palaces

Immerse yourself in world-class hospitality where elegance meets comfort. Our exquisite resorts and palaces promise unparalleled service, beautifully curated accommodations, and tailor-made experiences that leave a lasting impression.

Luxury Villas

Indulge in exclusivity with private villas offering refined comfort, utmost privacy, and all the modern luxuries required for a serene and sophisticated lifestyle.

Ayurveda Retreats

Experience authentic Ayurvedic healing in serene environments designed for deep relaxation and holistic wellness, restoring harmony between body, mind, and soul.

Rewarding Luxury

Step into the Club Mirth Loyalty Program, where every stay is a journey towards exclusive benefits. With Silver, Gold, and Platinum tiers, enjoy privileges like premium room upgrades, VIP services, and bespoke offers. Access rewards seamlessly with the Club Mirth loyalty app, designed to enhance every experience with tailored deals and privileges.

Redefining Urban Living with Tri World Homes

See a new era of urban living with Tri World Homes, designed for those who seek style, comfort, and convenience at an affordable price. With modern, budget-friendly apartments starting at 1000 sq. ft. Strategically located near Kochi's thriving IT hubs, including Info Park, these homes offer unparalleled convenience, thoughtful design, and a perfect blend of accessibility, quality, and style. Experience the future of urban living with Tri World Homes, where sustainable design meets modern comfort, catering to both families and professionals in Kochi.



H16 Sports Shaping the Future of Football Talent

H16 Sports, led by football legend Hassan Ali Ibrahim, is shaping the next generation of footballers through expert coaching, modern training methods, and global exposure. With a focus on holistic development, H16 Sports ensures players excel in skill, strength, and mindset. The H16-BFC Soccer Schools Grassroots Level Program has successfully completed two batches, training young talents and strengthening grassroots football development.

Build-Up your strength with H16 WOW

H16 WOW Gym doing fitness is as a routine, and it's a journey of empowerment, confidence, and transformation. Designed exclusively for women, our Kochi-based gym offers a supportive space where every woman can focus on her wellness goals with expert guidance and personalized care. This Women's Day 2025, we took our commitment beyond the gym by organizing a special women Walkathon, bringing women together to celebrate strength, resilience, and community. From personal training and group sessions to physiotherapy assistance and diet counseling, we provide solutions for PCOD, obesity, posture correction, and more. With top-notch facilities and a welcoming atmosphere, H16 WOW Gym ensures that every woman feels motivated, supported, and unstoppable on her fitness journey.



**Explore the World,
Sustainably & Smartly**

Travel isn't just about destinations-it's about experiencing the world in a way that's meaningful and sustainable. Club Mirth bring you a seamless blend of luxury and responsible tourism, connecting you to eco-friendly destinations, world-class resorts, and unforgettable journeys. Whether you're exploring the historic charm of Europe or unwinding in nature's tranquility, every trip with Club Mirth is designed to inspire while ensuring a positive impact on the environment and local communities.

Your adventure starts here-travel smarter, greener, & with a purpose!



Now
Make your Journey
Even More **EXCITING**



with our exclusive travel packages

Dubai to Kochi	₹ 8,399
Doha to Kochi	₹ 24,899
Abu Dhabi to Kochi	₹ 9,199
Riyadh to Kochi	₹ 24,399

Rates may vary-check the latest price at the time of booking!

Industry Highlights Second Most welcoming Region in India

Kerala has been recognized as the second 'Most Welcoming Region' in India in Booking.com's 13th annual Traveller Review Awards, based on over 360 million customer reviews. This accolade highlights the state's exceptional hospitality and diverse attractions. Notably, Mararikulam, Thekkady, & Alappuzha have secured spots among India's top 10 'Most Welcoming Cities,' with Mararikulam ranking second. Other destinations like Munnar & Varkala also received recognition, showcasing Kerala's rich cultural heritage, serene backwaters, and lush landscapes that continue to captivate travellers worldwide.

Tourism Minister P.A. Mohamed Riyas remarked that this recognition reaffirms Kerala's position as a unique and sought-after travel destination, reflecting the state's commitment to providing outstanding guest experiences. Such honors are expected to further boost Kerala's tourism industry, attracting more visitors to experience its unparalleled beauty and hospitality.



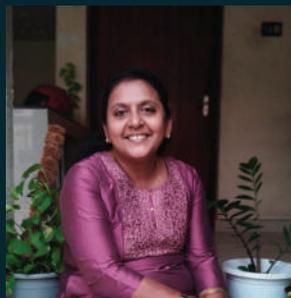
Company Achievements

Mirth Hotels & Resorts has emerged as a globally acclaimed premium hospitality brand, renowned for its luxurious accommodations and exceptional guest experiences. The upcoming Mirth Resort Kanthalloor, set to commence operations in the first quarter of the 2025-2026 financial year, exemplifies this commitment to excellence. Kanthalloor, often referred to as the "Kashmir of Kerala," is celebrated for its unique microclimate, lush landscapes, and abundant orchards. The resort will feature 18 double bedrooms and 40 studio cottages, making it the second-largest of its kind in Idukki district. Guests can anticipate opulent amenities, including a multi-cuisine restaurant, open barbecue area, and premium furnishings. This strategic expansion underscores Mirth's dedication to delivering unparalleled hospitality experiences in some of India's most enchanting locales.



Star Performer
Rahul U.G
Senior Business
Development Manager

The rising star of Tri World Homes, Rahul U.G, our Senior Business Development Manager! With great dedication and strategic expertise, Rahul has achieved record-breaking sales this quarter, driving Tri World Homes to new heights. His ability to connect with clients, understand their needs, and deliver exceptional solutions sets him apart. A true game-changer in our success story, his passion and commitment continue to inspire the team. Here's to more milestones ahead!



Welcoming Our New AGM-Investor Relations

We are excited to welcome Sheethal George as our Assistant General Manager – Investor Relations. With 28 years of experience in the real estate industry, she brings invaluable expertise in stakeholder engagement and financial strategy. Her leadership will strengthen investor relations and fuel growth. We look forward to achieving new milestones together and enhancing our commitment to excellence!