

# TRITE

Official Magazine from the house of Tri World Group

31<sup>st</sup> March 2026

Design is the bridge where the 'Yesterday' of our culture meets the 'Tomorrow' of our dreams. We don't just build hotels; we build time-machines.

— Inspired by Charles Correa  
(Visionary Indian Architect)

## Vision 2030: The Rise of Tri World Group Ventures

Every growing organization reaches a point where ambition meets structure, where vision transforms into a clear roadmap. For us, that moment is marked by the formation of Tri World Group Ventures Private Limited, now valued at ₹140 Crore. As the holding company for all current and future projects, this strategic move brings clarity, control, and cohesion to our expanding portfolio. More than a structural change, it reflects our commitment to build a scalable, future-ready organization with stronger financial planning, faster decision-making, and a unified brand identity.



At the core of this transformation is our Vision 2030, a goal of reaching a ₹1000 Crore valuation and becoming Kerala's first real estate company to enter the IPO space. Driven by premium developments, innovative concepts, and strong partnerships, this journey is rooted in discipline, transparency, and excellence. Tri World Group Ventures is not just a company, it is a platform for building a lasting legacy, where growth inspires confidence and every milestone sets a new industry benchmark.

## From the Chairman's Desk

As we present the fifth edition of our publication, it is inspiring to reflect on the journey we continue to build together. Each milestone achieved by our Group represents the dedication of our teams, the trust of our partners, and the vision that drives us to move forward with purpose.

Over the past months, we have witnessed encouraging progress across our ventures in real estate, hospitality, lifestyle, and sports. At the same time, we are preparing for the next phase of growth, with several strategic partnerships and collaborative opportunities currently taking shape. These initiatives will strengthen our ecosystem and open new avenues for innovation and value creation.

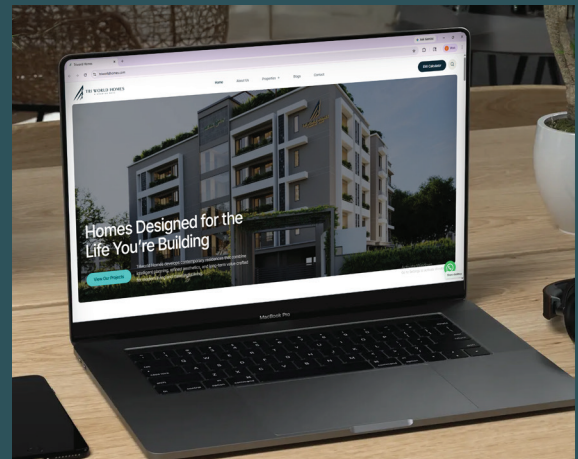
Our focus remains clear, to build destinations, experiences, and enterprises that combine excellence with responsibility. As we expand our footprint, we remain deeply committed to sustainability, community impact, and long-term growth.

The journey ahead is filled with promise, and I extend my sincere gratitude to everyone who continues to be part of this evolving story.

**Mr. Justin R. Raphael**

Founder & Chairman, Tri World Group Ventures Pvt. Ltd

## A New Beginning. A New Digital Experience.



At Tri World Homes, every milestone is a reflection of trust, commitment, and the journeys we build along the way.

Today, we stand at a defining moment. With immense pride, we celebrate the successful completion of Meluha Melody, a project that brought together vision, design, and the aspirations of our homeowners. As we prepare for the handing over, it marks not just the completion of a project, but the fulfillment of a promise.

And as one chapter closes, a new one begins. We are now gearing up to launch our most prestigious development yet, a landmark project featuring 127 premium residential units near Lakeshore, envisioned as the new address for the aspiring Kochi. A space designed not just to live, but to belong, grow, and thrive.

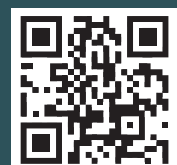
At this powerful venture, we are proud to introduce our newly reimagined Tri World Homes website. More than just a digital upgrade, this platform represents our renewed vision, our evolving design philosophy, and our commitment to creating meaningful living experiences. With a refined interface, deeper project insights, and a seamless user experience, it is built to help you explore, understand, and connect with us like never before.

This is not just a website launch. It is a statement of who we are becoming. A new beginning, crafted with purpose. Welcome to Tri World Homes. Your future begins here.

### Scan to explore Tri World Homes

your destination for premium apartments,  
real estate trends, and secure investment  
opportunities.

smart living, apartments, and future-ready  
investments.



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## Infrastructure Push Fuels Branded Hotel Growth in India

India's branded hospitality sector is poised for significant expansion in the coming years, driven by large-scale infrastructure development and rising travel demand. Improved connectivity through new highways, airports, and railway upgrades is making many destinations more accessible, encouraging hotel brands to expand beyond major metropolitan cities.



India's hospitality sector is shifting from independent hotels to organized, branded segments, driven by a growing preference for standardized services and reliable booking. This transformation is fueled by a surge in domestic tourism, rising disposable incomes, and the expansion of travel for leisure, weddings, and business. To scale quickly, operators are adopting asset-light models like management contracts and franchises, encouraging independent hotels to join established brands for better technology and distribution. With a strategic focus on tier-2 and tier-3 cities, the branded hotel sector is poised to lead India's tourism growth through improved infrastructure and rising regional demand.

## Infrastructure Push Fuels Branded Hotel Growth in India

The sector is witnessing a strong infrastructure-driven transformation, led by initiatives like PM Gati Shakti and the National Infrastructure Pipeline. Improved highways and new aviation hubs are unlocking "drive-to" leisure markets, making Tier 2 and Tier 3 cities more attractive. This is reducing investment risks and shifting focus from saturated metros to emerging destinations and spiritual hubs like Ayodhya and Varanasi.



This improved connectivity is driving a projected revenue surge of 9-12% for 2026, as brands adopt asset-light management models to meet the soaring domestic demand for MICE and premium wedding venues. With occupancy rates expected to remain strong between 72-74%, this expansion is effectively democratizing luxury lodging and establishing a resilient, nationalized hospitality ecosystem that is no longer solely dependent on traditional business hubs.

## Kerala Tourism Hits Record High with 2.58 Crore Visitors in 2025

Kerala's tourism sector achieved a historic milestone in 2025, recording its highest-ever tourist arrivals. The state welcomed over 2.58 crore visitors during the year, marking a significant increase compared to 2024 and reinforcing Kerala's position as one of India's most sought-after travel destinations.



Kerala's tourism growth in 2025 was largely driven by strong domestic travel. The state recorded around 2.50 crore domestic tourists, marking a 12.46% increase from the previous year and showing a strong recovery compared to pre-pandemic levels. Improved connectivity, targeted promotions, and the growing popularity of experiential travel across India have supported this surge.

International tourism also showed positive momentum, with over 8.21 lakh foreign visitors, reflecting an 11.3% year-on-year increase, though arrivals are still gradually returning to pre-COVID levels.

Among destinations, Idukki emerged as the most visited district with 46.8 lakh domestic tourists, followed by Ernakulam, Thiruvananthapuram, and Thrissur, while northern districts also recorded notable growth.

Tourism experts credit Kerala's diverse attractions, backwaters, hill stations, beaches, and wellness tourism, along with ongoing infrastructure improvements and destination development. With rising visitor numbers and expanding tourism infrastructure, the state's tourism and hospitality sectors are expected to maintain strong growth in the coming years.

## Inclusive Tourism: The "Kerala for All" Initiative

The "Kerala for All" conclave was organized to transform the tourism sector from a "one-size-fits-all" model into a truly inclusive experience. By bringing together policymakers, designers, and travelers with live experience, the initiative aims to bridge the gap between policy intent and actual practice. The goal is to eliminate physical, digital, and attitudinal barriers, ensuring that the state's destinations are accessible to everyone, including persons with disabilities and senior citizens. Through projects like the Beypore Pilot, Kerala is setting a global standard for universal design and human-centric travel.



## Kerala Launches International Spice Route Heritage Network

Kerala has launched the International Spice Routes Heritage Network, a major initiative aimed at strengthening cultural tourism and reviving the state's historic global trade connections. The project positions Kerala as a global hub for heritage tourism by highlighting its centuries-old role in the international spice trade.



The initiative will bring together researchers, tourism stakeholders, historians, and cultural institutions from across the world to explore the historic maritime routes that connected Kerala with Europe, the Middle East, and Asia. By reviving the story of the ancient spice trade, the project aims to transform Kerala's rich heritage into a modern tourism experience.

Through cultural events, heritage circuits, research collaborations, and storytelling initiatives, the network will help attract international visitors interested in history, culture, and gastronomy. Tourism officials believe the initiative will not only boost global awareness of Kerala's heritage but also generate new opportunities for cultural exchange and tourism-driven economic growth.

## Best Destinations to Visit in India This April 2026



As summer begins in India, travellers look for destinations that offer cool weather and a refreshing escape from the heat. April is the perfect time to visit hill stations and nature retreats that provide both relaxation and scenic beauty. Munnar in Kerala is an ideal getaway, known for its lush tea plantations, misty hills, and pleasant climate. It offers a peace and refreshing atmosphere, perfect for unwinding. Visitors can also explore Eravikulam National Park and enjoy nature walks and scenic views.

Similarly, Coorg in Karnataka is a great choice for a calm and rejuvenating trip. Famous for its coffee estates and serene landscapes, Coorg offers a peaceful environment along with attractions like Abbey Falls. To ensure a smooth travel experience, it is advisable to plan ahead, check weather updates, and book accommodations in advance. Both Munnar and Coorg provide the perfect blend of comfort, beauty, and relaxation, making them top choices for an April summer getaway.

## Kerala's Beaches Get a Major Tourism Boost



Kerala is enhancing its coastal tourism with major initiatives to transform its scenic shoreline into world-class beach destinations. A key project is the Vypeen Beach Corridor, a 26-kilometre stretch that will upgrade popular beaches such as Cherai, Kuzhuppilly, and Munambam. The development will introduce improved walkways, view points, food kiosks, recreational facilities, and modern visitor amenities to create a vibrant yet eco-friendly beach experience.

Kerala's beaches are also gaining global recognition, with Kappad Beach and Chal Beach receiving the prestigious Blue Flag Certification for meeting high standards of cleanliness, safety, and environmental sustainability. With improved infrastructure and growing international recognition, the state's coastline is set to attract more leisure travellers, adventure seekers, and eco-tourism enthusiasts.

## Best Family Holiday Destinations in South India



Coorg, Ooty, Munnar, Pondicherry, and Hampi together offer a diverse mix of travel experiences for families, including peaceful hill stations, scenic landscapes, colonial charm, relaxing beaches, and fascinating historical sites, ensuring something enjoyable for every age group during holidays.

Munnar stands out as one of the finest family destinations in South India, known for its sprawling tea plantations, cool and refreshing climate, mist-covered hills, and rich biodiversity, offering activities like nature walks, sightseeing, and eco-tourism experiences that create a perfect balance of relaxation and exploration for families seeking a memorable holiday.



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## Kerala's New Infinity Marvel: Mirth Village Kanthalo



High above the rolling landscapes of Kanthalo, a new 32-meter infinity pool, one of Kerala's largest, this redefining mountain luxury. Sitting at an altitude of 5,300 feet, the pool is designed to blend seamlessly with the hilltop's natural contours. As you step into the water, the boundaries between the pool and the endless horizon disappear, leaving you suspended between earth and sky in the crisp, cool mountain air.

Mirth Village Kanthalo serves as Munnar's quieter, more untouched counterpart, offering a raw beauty that remains the centerpiece of this experience. The region's unique low-humidity climate provides a refreshing contrast to Kerala's typical tropical warmth. Here, every swim feels crisp and every breath lighter, providing a front-row seat to nature's finest performances, from morning mists to crimson sunsets.

This architectural marvel is more than just a visual spectacle; it is a space designed for pause and reflection. It invites travelers to slow down and reconnect with the landscape in a way that blends luxury with deep serenity. Whether it's for quiet conversation or solitary reflection, the environment encourages you to linger and truly absorb the untouched beauty surrounding you.

The pool acts as a gateway to the region's agricultural charm, overlooking the lush fruit orchards and terraced farms that make Kanthalo famous. By integrating modern design with the rugged charm of the Western Ghats, the experience honors the local ecosystem while providing a sophisticated retreat. It is an intersection of comfort and wilderness that celebrates the quiet side of the mountains.

Ultimately, this hilltop escape introduces a new dimension to the Munnar experience, where elevation meets emotion and design meets the wild. It is an invitation to escape the noise of the world and find peace in the heights. Because here in Mirth village Kanthalo, you aren't just swimming, you are floating above the clouds.

### Stay Ahead in the Tourism Industry!

Get daily tourism news, trends & industry updates directly on WhatsApp. If you're in hospitality, travel or investment, this channel is for you!

Scan the QR code & join our WhatsApp Channel. Be the first to know. Be the first to grow.



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## Investing in Women's Health for a Healthier World

According to WHO, investing in women's health enhances not only the wellbeing of women but also positively impacts the health of children, families, and the wider community. It plays a vital role in promoting health equity, supporting economic growth, and building sustainable healthcare systems worldwide.



## Cool Summer Escapes with Club Mirth!

This summer, take a break from the heat and discover the refreshing beauty of Kerala's nature resorts and peaceful hotels with Club Mirth. Surrounded by lush greenery, misty hills, cool mountain air, and serene landscapes, our handpicked destinations are perfect for a relaxing summer getaway.

Whether you're planning a quiet retreat, a family vacation, or a short escape with friends, we make sure your stay is comfortable, refreshing, and filled with beautiful moments.



Let the cool breeze of the hills, the calm of nature, and the beauty of Kerala refresh your mind this season.

Step away from the summer heat and unwind in nature. With Club Mirth, every stay becomes a refreshing summer experience.

