



## **Kr. Roop Pratap Choudhary**

### **Managing Director, Noor Mahal and Jewel Group of Hotels**

Roop Pratap Choudhary is a second generation hotelier heading the **Noor Mahal**, a luxury palace hotel in Karnal and the Executive Director of **Jewel Classic Hotels Private Limited, Karnal, Delhi NCR** (parent organization of Noor Mahal Palace Hotel). One of the country's most majestic palace hotels, Noor Mahal is a royal abode of modern kings and queens has become an extremely preferred destination for Leisure, MICE and Weddings. Representing the second generation of a famous hotelier family, he firmly believes in carrying on the rich tradition of the **Jewel Classic Hotels Private Limited, Karnal, Delhi NCR** dynasty. This Hotel group has made a strong impact in the field of luxury hospitality and continues to do so.



Roop is an hotelier both by profession and passion. Before embracing the family legacy of heritage hospitality, he gained in-depth knowledge of the industry. He has experience of working with some of the most esteemed hospitality brands in the country such as ITC Maurya, Kingdom of Dreams and Galaxy Hotel. His tenure with these organisations has helped in understanding the intricacies and the profundity of the hospitality world. It was his time with various leading hospitality brands that fuelled his original desire to take an Indian Luxury Hospitality Brand to newer heights on the global hospitality map.

He has earned a specialization in **Asian Tourism** patterns from the **University of Nanyang (Singapore)**. Also, he has closely worked on and assisted in setting up many of the family owned ventures.

Skilled in strategic planning and implementation to achieve the organizational goals, he has enhanced his practical knowledge as an Entrepreneur. He has built on his proficiency of business development, brand management, people management, client nurturance, team building, cultivating teamwork, corporate sales and redefining business processes.

Roop has proved that if someone has the enthusiasm and the motivation to succeed, then it doesn't matter how young they are. A great listener and passionate to try everything, he connects to the staff with conviction and consistently motivate them with a gentle approach and a steady hand. Attentive to detail and highly service-orientated, he looks at every tiny aspect and make sure it is more than perfect to exceed customer expectations. True to ethics, Roop encourages transparency and believes in developing talent and loyalty. Customer focused, result oriented, striving for higher standards, high energy and positive attitude define him appropriately. Roop has been investing his knowledge and skills into making the Noor Mahal and other ventures of **Jewel Classic Hotels Private Limited, Karnal, Delhi NCR** a great success.



His journey for achieving excellence has been recognized in **30 under 30 Awards by Travel India Awards**, one of the youngest hoteliers to receive the accolade. Under his leadership, Noor Mahal has won the award for **Best upcoming 5 Star Resort** at the **Indian Hospitality Awards** in 2014 and **Best 5 Star Heritage Resort** in 2017. ( kindly add one more award in this , best destination wedding hotel north India 2018).

Today, Roop considers Noor Mahal his passion, home and family heritage. His commitment, dedication and personal touch are what have led the hotel to achieve its position as one of India's top luxury palace hotels for Leisure, Weddings and MICE.

Proud son of an Army officer father and Heritage Conservationist mother, Roop has been instilled with compassion for the society. He is actively involved in taking up social causes and supports social organization such as MD Bal Bhawan (a social initiate for the orphans). He is a keen advocate for woman empowerment and elderly citizen's rights and care. Roop is passionately inspiring youth and has become a role model of bringing in employment to thousands of youngsters in Karnal through his sheer hard work and forward looking approach. He is extensively engaged in mentoring the underprivileged kids in the region to help them shaping a bright career in today's booming hospitality segment.

An agriculturist as heart, Roop enjoys *(please share personal interests such as travelling, reading, sports, etc.)*

With a remarkable beginning of a great story, the future for him is centred on one aspect: "I just want to make Noor Mahal a hit destination for Leisure, MICE and Weddings across the globe and give something back to the nation and society."

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