



SUMI
YASHSHREE
HOTELS & RESORTS

 www.sumiyashshreehotels.com



SCAN FOR WEBSITE

DARJEELING ❖ BIJANBARI ❖ GANGTOK ❖ YANGANG
LACHUNG ❖ LACHEN ❖ PELLING ❖ SILIGURI ❖ KOLKATA

UPSCALE

YASHSHREE

MIDSCALE

SUMITEL

ECONOMY

ecotel

PREMIUM HOMESTAYS

sumistays



About us:

Sumi Yashshree Hotels & Resorts is an elegant chain of hotels nestled amidst the backdrop of the majestic **Himalayas** surrounding the North Bengal facet. These sojourn retreats make for a rejuvenating getaway as they dwell blissfully in the lap of nature, away from the suburb clamour of the maddening crowd.

Leadership Team:



Mr. Sadip Lama

Managing Director (Sumi Yashshree Hotels & Resorts)

Mr. Sadip is the **visionary** leader of esteemed hotel chain in Darjeeling, Sikkim, and Siliguri. With an unwavering **commitment** to excellence, he has **redefined** hospitality through a blend of innovation, tradition, and guest-centric **values**. A seasoned expert in the industry, Sumi Yashshree are dedicated to delivering **exceptional** experiences, ensuring every guest feels at home while **enjoying** the **finest** comforts.

Mr. Sadip's **strategic** acumen and passion for quality have driven the **growth** and success of the brand, making it a trusted name in luxury and personalized service. Under his leadership, the chain continues to set **new benchmarks** in hospitality.

Sadip Lama



Mr.Yashkar Lama

Director (Sumi Yashshree Hotels & Resorts)

Mr. Yashkar is a visionary leader committed to delivering exceptional guest experiences and driving operational excellence. Skilled in **strategic** planning, team leadership, and **innovative** service design, he has successfully transformed organizational goals into **tangible** achievements. Their unwavering focus on customer satisfaction, sustainability, and industry trends has positioned the company as a leader in the competitive hospitality landscape. Under his direction, the organization continues to set benchmarks for **quality** and **excellence** in the sector.

Yashkar Lama



Miss Sherya Gurung

CEO *(Sumi Yashshree Hotels & Resorts)*

Miss Sherya is the **dynamic** leader and **visionary** behind our successful hotel chain in Darjeeling, Sikkim, and Siliguri. With a keen eye for detail and an unwavering **commitment** to excellence, she has transformed the brand into a symbol of hospitality, elegance, and unmatched service. Her **innovative** strategies and guest-first philosophy have set new **standards** in the industry, ensuring every stay is a memorable experience. Combining years of **expertise** with a passion for delivering **quality**, she continues to drive the growth of the chain, fostering a legacy of **trust**, **comfort**, and **excellent** hospitality.

Sherya Gurung



SUMI
YASHSHREE
HOTELS & RESORTS

MEET OUR BRAND
AMBASSADOR

Jetshen
DOHNA LAMA



**WINNER
2022**

**DARJEELING ✦ BIJANBARI ✦ GANGTOK ✦ YANGANG
LACHUNG ✦ LACHEN ✦ PELLING ✦ SILIGURI ✦ KOLKATA**

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Jetshen Dohna Lama

The Heart and Soul of Sumi Yashshree Hotels & Resorts

In the serene world of Sumi Yashshree Hotels & Resorts, where luxury meets purpose, a new star has emerged to shine even brighter. Say hello to Jetshen, the official Brand Ambassador of our brand, whose journey is as inspiring as it is remarkable.

A Symbol of Grace and Grit

Jetshen isn't just a name; she's a phenomenon. Her unwavering determination, undeniable talent, and the sheer power of her dreams resonate with everything we stand for at Sumi Yashshree. Much like our ethos of combining comfort with exceptional hospitality, Jetshen has mastered the art of balancing her down-to-earth nature with a drive to reach for the stars.



Mission & Vision:

Mission: We are dedicated to ensuring the welfare and self-worth of our coworkers, who are our top priority, by fostering an inclusive, diverse, and equal-opportunity culture. We aim to enhance this by making meaningful contributions to both our local community and India as a whole.

Our primary motivation is to satisfy our guests, prioritising their comfort, security, safety, and well-being. By rewarding our employees and earning their trust, we are inspired to achieve even greater accomplishments.

We are committed to protecting the environment and making our processes as efficient as possible, enabling us to become the most economical business while providing the utmost value to which our clients are entitled.

Vision: Sumi Yashshree Hotels aims to become the largest and most popular chain of midscale, economy, upper-midscale, and upmarket hotels and resorts in India.

Values: Core Principles

Health & Safety: Our top priority will always be to safeguard the health, safety, security, and welfare of everyone, especially the communities in which we operate.

Collaboration: We recognise that exceptional achievements are always the result of collaboration.

Ownership: We take full accountability for everything we do.

Empathy & Respect: We consistently demonstrate consideration and respect for our partners, coworkers, and guests.

Integrity: We uphold the highest standards of fairness and transparency in all our dealings.

Spirited Fun: We cultivate a lively and stimulating work environment that encourages our coworkers to think creatively.

Excellence: We strive for excellence in everything we do.

Learning & Development: To fulfil its brand promise, the company has implemented a comprehensive learning and development plan. It has also developed training procedures and content that meet the highest industry standards.

A Step Towards a Beautiful Tomorrow

CREATING OPPORTUNITIES BEYOND BARRIERS:

At Sumi Yashshree Hotels & Resorts, we believe that true progress lies in creating opportunities for everyone, especially those facing unique challenges. Our commitment to inclusivity began by welcoming a **Speech and Hearing Impaired (SHI)** individual into our culinary team as a Commi-I. This milestone reflects our belief that talent transcends physical limitations and that determination and passion are the true measures of ability.

By the end of 2024, we aim to have 10% of our workforce comprised of Employees Specially Abled (ESA) under our "**YS WE CAN**" mission, integrating individuals with diverse disabilities into our team. This initiative underscores our dedication to fostering a workplace where diversity is celebrated, and everyone's unique strengths contribute to shared success.



Categories:



YASHSHREE

Yashshree, the upscale brand of Sumi Yashshree Hotels & Resorts, epitomizes luxury and sophistication. Designed for discerning travelers, Yashshree offers an elevated hospitality experience with exquisite accommodations, exceptional service, and bespoke amenities.

SUMITEL

Sumitel, the midscale brand of Sumi Yashshree Hotels & Resorts, offers an ideal combination of comfort, convenience, and affordability. Catering to both business and leisure travelers, Sumitel properties feature well-appointed accommodations, modern amenities, and warm hospitality.



Ecotel, the economy brand of Sumi Yashshree Hotels & Resorts, caters to budget-conscious travelers with quality accommodations at an affordable price. By combining essential comforts with practical amenities, It ensures a convenient and pleasant stay that doesn't break the bank.



Sumistays, the premium homestay brand of Sumi Yashshree Hotels & Resorts, offers a luxurious home-away-from-home experience. Designed for travelers seeking the comfort and privacy of a homestay with the added benefits of premium hospitality.

Our Development Module :

We operate hotels in three different ways :

1. Hotel Management Module
2. Franchise Module
3. Strategic Lease Module

Hotel Management Module :

The hotel management module is defined when there is an agreement between a management company (operator) and a property owner, whereby the operator assumes responsibility for the managing the property by providing directions, supervision, and expertise.

The Operator runs the hotel, on behalf of the owner, for a fee, according to specified, terms negotiated with the owner.

1

Franchise Module :

The franchise module allows the franchisee (owner or developer) to perform the management function and operation of the hotel independently through gaining leverage from the standards and know-how of the franchisor (brand owner)

2

Strategic Lease Module :

The strategic lease module is an interest in the land and the tenant takes over the property for a certain term. As such, under the lease structure, the hotel company holds the entire financial burden.

The hotel company in this case is a tenant and assumes all operating responsibilities together with all the financial obligations.

3



SUMI
YASHSHREE
HOTELS & RESORTS

Destinations Pan India :

500+
ROOM KEYS

9+
LOCATIONS

20+
PROPERTIES (PAN INDIA)



8+ YEARS EXPERIENCE
IN HOSPITALITY BUSINESS

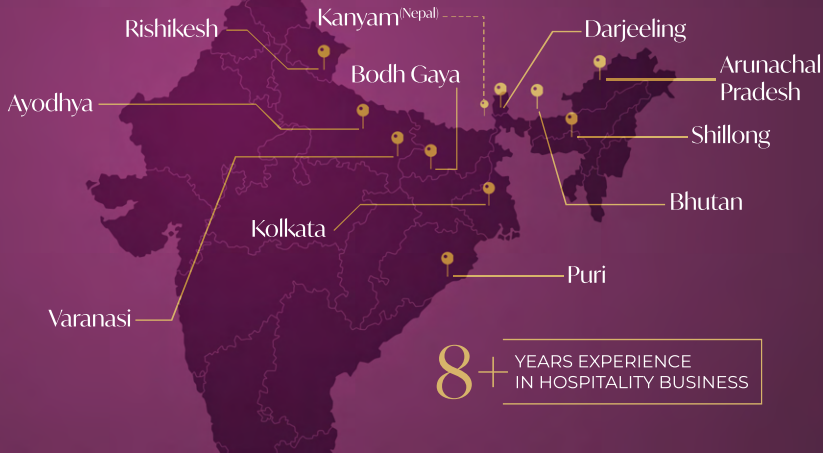
Upcoming Expansion:

600+
ROOM KEYS

11+
LOCATIONS

11+
PROPERTIES^(PAN INDIA)

Page 15



8+ YEARS EXPERIENCE
IN HOSPITALITY BUSINESS

Recognition:

Most Varied & Diverse Hospitality Brand in Eastern Himalayas **2024**
-BTM **2024**

The Himalayan Paryatan Mitra Award for Tourism & Peace **2024**
-HHTDN **2024**

Entrepreneur of the year for Northeast & Sikkim **2024**
-Dainik Jagran **2024**

The Luxury Hotel Chain in the Eastern Himalayas **2023**
-BTM **2023**

Best Hotel Chain in the Eastern Himalayas **2021**
-HHTDN **2021**



Active Participation Travel Mart:

8th EDITION
BtmTM 20
24
Bengal Travel Mart

The Leading Travel Show in Asia

OTM[®]

India's Biggest Travel Show Network

TTF
TRAVEL & TOURISM FAIR



Other Units:



Yashshree Institute of Hotel Management (YIHM), located in the scenic hubs of Darjeeling and Gangtok, is a premier institution dedicated to nurturing future hospitality professionals. As part of the Sumi Yashshree Hotels & Resorts family, YIHM upholds the brand's values of Service Excellence, Inclusivity, Sustainability, and Integrity, offering a holistic learning experience that blends passion with precision.





YASHSHREE FOUNDATION

Initiation by Sumi Yashshree Hotels & Resorts

At Yashshree Foundation, we are dedicated to making a difference. Established with a vision to bring hope and positive change, our charity foundation is committed to empowering lives, fostering community well-being, and creating a sustainable future.

At the heart of our foundation are compassionate individuals, volunteers, and supporters who share our passion for change. Together, we work towards building a world where everyone has the opportunity to lead a life of dignity, purpose, and happiness.





Chief Minister of Sikkim
Shree Prem Singh Tamang

Meeting and Conversion with Significant Well Known Figures



Spiritual Guru
Shree Satpal Maharaj



Spiritual Mentor (Brahma Kumaris)
Sister Shivani



Dali Monastery Darjeeling
Rimpoche



Governor of Sikkim / MP Darjeeling
Shree L.P. Acharya / Shree Raju Bista



Create

Formidable Partnership
With Sumi Yashshree

Are you ready?



A steam locomotive is the central focus, emitting a thick plume of white steam against a dark night sky. The locomotive is dark-colored with a prominent headlight and a large circular front door. To the right, a person in a blue jacket stands near the locomotive. In the background, another locomotive is partially visible. On the left, a building with a traditional roof and string lights is partially seen. The overall scene is illuminated by the locomotive's lights and the ambient night light.

“Discover heritage
You have heard
Before

The logo consists of a stylized 'YS' monogram inside a dark circle, with a small 'TM' trademark symbol to its upper right.

SUMI
YASHSHREE
HOTELS & RESORTS



SUMI
YASHSHREE
HOTELS & RESORTS

“Discover new altitude
You have never been
Before”

“Discover places that
You have never been
Before

“Discover experiences
You have never felt
Before





SUMI
YASHSHREE
HOTELS & RESORTS

“Discover mysticism
that has't been unraveled
Before

“Discover new heights
that has’nt been touched
Before



Yashshree Mall Road, Darjeeling

32+ ROOM
KEYS



Close to Siliguri
Bus Stand



Multi Cuisine
Restaurant



Kunchenjunga
View Room



Walkable Distance
To Mall Road



Inhouse
Spa



Hi Speed
Internet





Yashshree Sanderling, Darjeeling

43+ ROOM
KEYS



Pick Up/Drop
Service



Multi Cuisine
Restaurant



Mountain
View Rooms



Walkable Distance
To Maha Kal Mandir



Inhouse
Spa



Hi Speed
Internet





Sumitel Darjeeling, Darjeeling

21+ ROOM
KEYS



Close to Siliguri
Bus Stand



Multi Cuisine
Restaurant



Kunchenjunga
View Rooms



Walkable Distance
To Mall Road



Inhouse
Spa



Hi Speed
Internet





Sumitel Queen'syard, Darjeeling

31+ ROOM
KEYS



Pick Up/Drop
Service



Multi Cuisine
Restaurant



Kunchenjunga
View Terrace



Walkable Distance
To Inox Rink Mall



Close to DHR
Railway Station



Hi Speed
Internet





Sumitel Vista Tv Tower, Darjeeling

28+ ROOM
KEYS



Centrally Located
Property



Multi Cuisine
Restaurant



Kunchenjunga
View Room



Walkable Distance
To Mall Road



Rooftop
Cafe



Hi Speed
Internet





Sumitel JB Park Darjeeling

24+ ROOM
KEYS



Centrally Located
Property



Multi Cuisine
Restaurant



Kunchenjunga
View Room



Walkable Distance
To Mall Road



Close to Siliguri
Bustand



Hi Speed
Internet





Yashshree Lachung, North Sikkim

36+ ROOM
KEYS



River View Point
Bridge



Multi Cuisine
Restaurant



Valley
View Room



Walkable Distance
To Monastery



30 Mins Away
Mount Katao



Rhododendron
Sanctuary





Yashshree Sikkim Blossom, Gangtok

40+ ROOM
KEYS



20 Mins away to
Siliguri Bus Stand



Multi Cuisine
Restaurant



Kunchenjunga
View Room



Walkable Distance
To MG Road



Inhouse
Spa



Hi Speed
Internet





Yashshree Karabari Resort & Spa, Yangang, Sikkim

18+ ROOM
KEYS



Inhouse
Parking Space



Multi Cuisine
Restaurant



Mountain
View Room



Outdoor
Dining Area



Inhouse
Spa



Hi Speed
Internet





Sumitel Shangrila Deorali, Gangtok

31+ ROOM
KEYS



Close to Siliguri
Bus Stand



Multi Cuisine
Restaurant



Mountain
View Rooms



Walkable Distance
To Ropeway



Inhouse
Spa



Hi Speed
Internet





Sumitel Pelling, Geyzing

24+ ROOM
KEYS



Close to Siliguri
Bus Stand



Multi Cuisine
Restaurant



Kunchenjunga
View Rooms



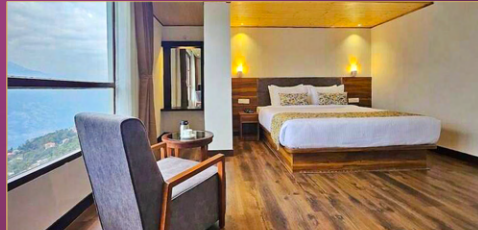
10 Mins from
Pelling Sky Walk



Prime Location
For Shopping



Hi Speed
Internet





Sumitel Oriental, Gangtok

18+ ROOM
KEYS



Close to Siliguri
Bus Stand



Multi Cuisine
Restaurant



Mountain
View Rooms



Located at
MG Marg Road



Prime Location
For Shopping



Hi Speed
Internet





Yashshree The Imperial Inn, Siliguri

28+ ROOM
KEYS



5 kms away from
NJP Station



Multi Cuisine
Restaurant



Centrally
Located



Close Distance
Bagdogra Airport



Private
Dining



Hi Speed
Internet



Ecotel Properties, Darjeeling, Lachung, Siliguri, Kolkata, Pelling



Property Name: Ecotel Tin Tin, Darjeeling
Property Category: Ecotel (Economy)
Number of Rooms: 12 (Twelve)



Property Name: Ecotel Sonam Lachung, Sikkim
Property Category: Ecotel (Economy)
Number of Rooms: 14 (Fourteen)



Property Name: Ecotel Vinayak, Siliguri
Property Category: Ecotel (Economy)
Number of Rooms: 48 (Forty Eight)
Extra Amenities: Banquet Hall, Parking Space



Property Name: Ecotel Kolkata, West Bengal
Property Category: Ecotel (Economy)
Number of Rooms: 10 (ten)



Property Name: Ecotel Chiminda, Pelling
Property Category: Ecotel (Economy)
Number of Rooms: 24 (Twenty Four)

PREMIUM
HOMESTAYS

Sumistays Bijanbari, Darjeeling

07+ ROOM
KEYS



Jacuzzi
Facility



Inhouse
Restaurant



Surrounded
by Nature



23 kms away
From Darjeeling



Mountain View
Location



Hi Speed
Internet



“Our other Brands ”



Nom Nom Bakery & Korean Cafe



Noor The Biryani House



Blue Charcoal Restaurant



Corporate Headquarter:

Sumi Yashshree Hotels & Resorts Private Limited,
corporate@sumiyashshreehotels.com
Tel : +91 87 4485 7070

Office No-G0201, Office Block Uttorayon,
City Center, Siliguri, West Bengal - 734010

Regional Sales Office(North East)
Siliguri Tel : 9775012155

Regional Sales Office(East)
Kolkata Tel : 8373062541

Preferred Sales Office:

Delhi Sales Office:
Tel : 98112071812

Mumbai Sales Office:
Tel : 7710906060 / 9820475475

Ranchi Sales Office:
Tel : 7549000001

Guwahati Sales Office:
Tel : 9818377244 / 9954023243