Dr. Sanjay Sethi

Non-Executive Director, Chalet Hotels Limited
Founder, SS Advisory, Mumbai

Dr. Sanjay Sethi is a Non-Executive Director on the Board of Chalet Hotels Limited and the founder of SS Advisory, an independent practice in Mumbai working with boards, owners, developers and investors across hospitality and real estate.

He has spent over 37 years in the industry. He began at the Taj Group, where he spent 14 years and held General Manager and Area Director roles across Jaipur, Goa, Kolkata and Hyderabad. In 2006 he founded Keys Hotels & Resorts for Berggruen Holdings. In 2015 he joined Chalet Hotels as Managing Director & CEO, took the company through its initial public offering in 2019, and led it to a market capitalisation of close to USD 2 billion before stepping down from the executive role in January 2026.

Alongside hotels, he has overseen 3.2 million square feet of commercial office space and a luxury residential development in Bengaluru. He advises ZettaRMS.ai on the application of artificial intelligence to hotel revenue management, and has served on the CII National Tourism Committee, as Chairman of the CII Western India Tourism Sub-Committee, and as Honorary Treasurer of the Hotel Association of India.

He holds a Ph.D (Honoris Causa) from Manav Rachna University, is a Certified Hotel Administrator, and is an alumnus of IHM Pusa, IIM Bangalore and Cornell University.

BRIEF INTRODUCTION

Dr. Sanjay Sethi is a Non-Executive Director of Chalet Hotels Limited, which he led as Managing Director & CEO through its 2019 initial public offering and to a market capitalisation of nearly USD 2 billion. Over 37 years he has been with the Taj Group, founded Keys Hotels & Resorts, and now advises boards and investors through SS Advisory in Mumbai. He is an alumnus of IHM Pusa, IIM Bangalore and Cornell University.