

ABOUT LAADO

Laado is a curated hotel discovery platform built on a simple belief: travellers don't need more hotels to choose from — they need better hotels to choose from. Rather than listing every property, Laado presents a carefully curated collection of hotels that meet its standards for quality, comfort, reliability and value.

Laado launches to the public on 19 October 2026, beginning with five cities: Alwar, Jaipur, Delhi, Agra and Vrindavan. The brand's founding principle is trust before scale — earn traveller trust first, and grow carefully from there.

THE PROBLEM LAADO SOLVES

Hundreds of platforms, thousands of photographs, endless reviews — and still, uncertainty. Travellers routinely arrive at hotels that look nothing like their pictures. Laado exists to close that gap: honest representation, genuine photographs and a collection small enough to stand behind, so that if a hotel is on Laado, it is worth considering.

WHAT MAKES LAADO DIFFERENT

- **Curated** — every hotel should earn its place on Laado; fewer hotels we believe in, over thousands we don't.
- **Real** — clear information, genuine photographs and honest representation.
- **Considered** — looking beyond ratings to understand what a hotel actually does well.
- **Trusted** — a hotel on Laado should be one the team would recommend to its own families.

LAUNCH DETAILS

Launch date	19 October 2026
Launch cities	Alwar, Jaipur, Delhi, Agra, Vrindavan
Platform	laado.in (waitlist open now)
Hotel partnerships	Expression of interest open via laado.in/partner
Expansion	More cities only when the standard can travel with them

FOUNDER

Laado was founded by Harsh Maan, a hospitality entrepreneur with 11 years of hands-on experience across hotel operations, growth and guest experience. After years of seeing — from inside the industry — how wide the gap between hotel photographs and hotel reality can be, he founded Laado to make discovering a reliable, quality hotel simpler and more trustworthy.

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For interviews, founder quotes, city-level launch stories or imagery, write to hello@laado.in — a real person replies.