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A retreat for holistic wellbeing

Away from the bustling Bengaluru is Shreyas Retreat which follows a policy of no smoking and no alcohol – a concept which has found many takers in guests looking to take time out to rejuvenate and de-stress. **Nidhi Sood**, VP, Marketing & Business Development speaks about the retreat's offerings

The past

Shreyas Retreat was conceptualised as a yoga retreat, providing guests the authentic spiritual practice of yoga based on the ancient scriptures. While yoga still remains the core of Shreyas, we have over the years evolved our services to offer a complete bouquet of wellbeing and de-stress techniques, as well as time-tested practices that help guests to introspect and connect with their inner selves, enabling a greater understanding of themselves, their goals and priorities. Yoga at Shreyas is not just physical asanas but a wide range of yoga techniques that include Pranayama, sound and silent meditations, yoga nidra, chakra suddhi, karma yoga, etc. We also offer wide ranges of ayurvedic treatments that heal the body and relax the mind. We have also introduced packages like The Joy of Giving, Silent Retreat and community service/corporate social responsibility exercises.

Nidhi Sood
Vice President
Mktg. & Business
Development



The present

Shreyas is getting increasingly popular all over the world, with 40 per cent visitors comprising repeat guests, many of whom chose to visit Shreyas every year. About 70 per cent of the guests chose to stay for more than seven nights and visit Shreyas as a singular destination. Shreyas is the only member of Relais & Chateaux that operates on a no-alcohol and all vegetarian cuisine policy. We have, since our inception, supported the local villages around Shreyas by providing employment to the villagers and by helping them such as building water harvesting systems, toilets, bore wells, boundary walls for schools and other infrastructure facilities. Our current and largest project is the construction of a two-storied permanent building for an orphanage at Hesaragatta village, eight kilometres from Shreyas.



At Shreyas, we aim to demonstrate that yoga can be learnt and practiced by all, irrespective of age, health and faith. We also believe that you do not have to compromise on your creature comforts to get access to authentic teachers and teachings from this eternal, vibrant and universally applicable philosophy. 'Athithi devo bhava' is the defining philosophy at Shreyas. We imbibe this



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philosophy broadly in that 'all are essentially divine' and our relationships with each other should reflect this. Shreyas is a niche, specialised retreat that offers holistic wellbeing, detox and de-stress techniques to enable guests to rejuvenate and restore balance in their often over-worked lifestyles where we push our bodies to the limit. For promoting our resort, we focus on expanding awareness about Shreyas through PR representatives in India, UK, USA and Germany. We also work actively to promote our website through Search Engine Optimisation so that guests looking for yoga/wellness retreats and holidays in India can find us easily. Our guests have also been a very important PR and marketing tool for us, leading to a very high rate of referral and repeat guests. With the Golden Triangle circuit becoming saturated, south India is the next upcoming market for tourists, offering myriad attractions and sights.

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The future

At Shreyas, we have gradually increased the number of packages offered. In the coming months, we will be introducing two more packages - Shreyas Detox Package and Culinary Experiences. We also have plans to expand our Rejuvenation Spa and offer Panchakarma treatments and increase our number of cottages from 12 to 20. However, we will always maintain the exclusivity and unparalleled levels of personalised service and privacy that we offer our guests.

As told to Gayatri Vinayak

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