ATAL INCUBATION CENTRE

NALANDA INSTITUTE OF TECHNOLOGY FOUNDATION







the New Wayfarer

Odisha's Leading Startups in Tourism, Travel & Hospitality











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Odisha's Leading Startups in Tourism, Travel & Hospitality

Tourism is no longer defined solely by destinations, hotels, and travel services. It is increasingly being transformed by technology, culture, wellness, mobility, food, sustainability, and new forms of visitor experience. The startups featured in **The New Wayfarer** embody the spirit of Odisha's evolving landscape of tourism, travel, and hospitality.

From immersive heritage experiences and hospitality technology to wellness tourism, regional cuisine, traditional crafts, specialty coffee, sustainable hospitality products, and sensory experiences, these ventures are enriching dynamic segments of the tourism value chain. Together, they demonstrate how entrepreneurship can create new ways to experience, support, and strengthen Odisha's tourism ecosystem.

The New Wayfarer brings these ventures together as a curated showcase of emerging entrepreneurial activity in Odisha's Tourism, Travel & Hospitality landscape. It aims to highlight the diversity of ideas, products, and services being developed by startups and to offer a window into the new possibilities they are creating for the sector



Foreword



ATAL INCUBATION CENTRE
NALANDA INSTITUTE OF TECHNOLOGY FOUNDATION

Dear Stakeholders & Partners,

Every evolving sector needs entrepreneurs who are willing to look at familiar challenges differently and create new possibilities. Odisha's tourism ecosystem is witnessing this spirit through founders who are building, experimenting, and finding new pathways for growth.

The New Wayfarer is a modest effort to acknowledge these journeys and place them within a larger ecosystem narrative. We believe that visibility, connection, and collaboration can play an important role in helping promising ventures discover new opportunities and reach their potential.

At AIC-Nalanda, we are proud to support this journey and contribute to an ecosystem where ideas can find the right networks, knowledge, and opportunities to grow.

I congratulate all the startups featured in this compendium and thank our partners, mentors, and stakeholders for their continued support.

Together, let us continue to create new pathways for Odisha's tourism story.

Durga Prasad Gouda
CEO, AIC-Nalanda

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Aabhikalpa Studio

TRADITION REIMAGINED
FOR CONTEMPORARY LIVING



FOUNDER
Satish Suman Behera

YEAR ESTABLISHED
2023

SECTOR
Handicrafts & Souvenirs

Aabhikalpa Studio is a craft-based design studio that creates sustainable handcrafted products blending Odisha's traditional Pattachitra art, tribal craftsmanship, and heritage motifs with contemporary design

Founded in 2023 by industrial designer Satish Suman Behera, Aabhikalpa Studio is a visionary design firm headquartered in Patia, Bhubaneswar, Odisha.

Its range includes home décor, utility products, cultural artifacts and bespoke mementos inspired by Odisha's cultural heritage. By adapting indigenous art forms into functional and contemporary products, Aabhikalpa Studio creates distinctive expressions of Odisha's culture for modern spaces and visitors seeking meaningful regional keepsakes.







KEY OFFERINGS

Pattachitra Craft

Cultural Artifacts

Bespoke Momentos

IMPACT

Keeping Odisha's indigenous crafts relevant through contemporary design.

Aromasymphonies

SCENTS THAT SHAPE
GUEST EXPERIENCES

FOUNDER
Dr. Geetanjali Agnihotri

YEAR ESTABLISHED
2022

SECTOR
Fragrance & Sensory Branding



Aromasymphonies is a specialised fragrance company that creates ambient scent solutions to enhance guest experiences across hospitality and other commercial spaces.

Founded by Dr. Geetanjali Agnihotri and guided by Dr. Anshuman Dixit, Aroma Symphonies is an innovative fragrance tech startup headquartered in Bhubaneswar.

Recognized for pioneering sensory branding in the region, they center their groundbreaking flagship projects on crafting signature ambient aromas that profoundly elevate guest experiences in luxury hospitality. By championing sustainability and captivating scents, Aroma Symphonies masterfully transforms the Indian olfactory landscape.







KEY OFFERINGS

- Aroma Oils and Blends
- Diffuser Systems
- Customised Scent

IMPACT

Creating memorable hospitality spacesthrough carefully crafted scent.

AR-o-VR

IMMERSIVE EXPERIENCES
FOR TOMORROW

FOUNDERS
Abhilash Jha
Hitesh Kumar Pasa

YEAR ESTABLISHED
2022

SECTOR
AR-VR Technology



AR-o-VR Innovations is a travel and tourism technology startup that uses Augmented and Virtual Reality to create immersive experiences for exploring heritage and cultural destinations.

Founded by Abhilash Jha and Hitesh Kumar Pasa, AR-o-VR Innovations is a pioneering travel and tourism technology startup based in Odisha, India.

Their groundbreaking flagship project, the immersive Konark Sun Temple AR/VR walking tour, allows users to experience the architectural marvel through dynamic digital overlays. By redefining interactive tourism, AR-o-VR makes rich cultural narratives vividly accessible for modern explorers.





KEY OFFERINGS

- Virtual Experiences
- Augmented Experiences
- Interactive Heritage Tours

IMPACT

Making heritage more accessible, engaging, and relevant for a new generation of travelers.

Assava Coffee

BREWING EASTERN INDIA'S
COFFEE STORY

FOUNDERS
Bibhu Bahalia
Nihar Das

YEAR ESTABLISHED
2022

SECTOR
Speciality Coffee



Assava Coffee is a specialty coffee roaster based in Bhubaneswar that sources coffee from the Eastern Ghats, particularly Koraput, and crafts roasted coffee for diverse taste preferences.

Founded in 2022 by Bibhu Bahalia and Nihar Das, Assava Coffee is one of Odisha's pioneering homegrown specialty roasters & radically redefining the region's brewing culture.

Operating with a strict "farm-to-cup" philosophy, Assava partners directly with prominent coffee estates across the Eastern and Western Ghats to ensure premium quality and transparent vertical integration. Showcased at the prestigious World Coffee Conference and supported by the Coffee Board of India, Assava successfully delivers consciously crafted, world-class coffee experiences.



KEY OFFERINGS

- Single-origin Coffee
- Distinct Flavour Profiles
- Small-batch Roasting





IMPACT

Bringing Odisha's coffee regions to new tastes and experiences.

Dahibara Express

ODISHA'S ICONIC FLAVOUR
ON THE MOVE

FOUNDERS
Sourabh Khandelwal
Sanjeeb Kumar

YEAR ESTABLISHED
2023

SECTOR
Culinary Tourism



Dahibara Express is a QSR brand that brings Odisha's iconic Dahibara Aloo Dum and regional delicacies to a hygienic, scalable dining experience for audiences.

Founded in 2023 by Sourabh Khandelwal and Sanjeeb Kumar, Dahibara Express is a rapidly expanding food and beverage startup from Bhubaneswar, Odisha.

Their groundbreaking initiative centers on elevating the iconic Cuttack Dahibara Aloodum into a premium, hygienic, and highly scalable quick-service chain. The brand utilizes an innovative "chef-less" operational model and eco-friendly packaging. By championing rich culinary heritage alongside sustainable practices, Dahibara Express successfully transforms cherished hometown flavors into a modern, pan-Indian movement.





KEY OFFERINGS

- Authentic Aloo Dam Dahibara
- 50+ Regional Delicacies
- Sustainabilty Packaging

IMPACT

Taking Odisha's regional flavours to PAN India.

Eco Saathi

SUSTAINABLE CHOICES
FOR EVERYDAY HOSPITALITY

FOUNDERS
Ajit Kumar Pallai &
Kshirod Kumar Rout

YEAR ESTABLISHED
2022

SECTOR
Sustainability
Products



Eco Saathi is a social impact e-commerce startup that provides sustainable, plastic-free alternatives for everyday consumers and hospitality needs.

Founded in 2022 by Ajit Kumar Pallai and Kshirod Kumar Rout, Eco Saathi is a purpose-driven sustainability startup headquartered in Bhubaneswar, Odisha. The company is at the forefront of the plastic-free movement, specializing in eco-friendly everyday alternatives crafted from bamboo and agricultural waste.

Eco Saathi features wide range of sustainability products helping replace single-use plastics in Indian households. Its hospitality solutions include shaving and oral hygiene kits, which hotel chains procure as sustainable alternatives to conventional plastic-based amenities.



KEY OFFERINGS

- Bamboo Made Products
- Kits for Hotels
- Wide range of Products



IMPACT

Replacing conventional amenities with more sustainable alternatives.

Homerah

HERITAGE, SCENTED
FOR MODERN LIVING

FOUNDERS
Pralisha Sahu
Jai Debata

YEAR ESTABLISHED
2024

SECTOR
Luxury
Lifestyle



Homerah is an Indian luxury lifestyle brand that brings traditional Indian art, heritage, and storytelling into contemporary living through candles, room fragrances, and curated gifts.

Founded by Pralisha Sahu and Jai Debata, Homerah is a premium lifestyle and home décor brand from Bhubaneswar, Odisha. Driven by a mission to elevate Indian heritage into everyday contemporary design, the startup masterfully blends traditional artistry with modern utility. Their bold vision is to make Indian visual aesthetics as globally recognizable as Scandinavian minimalism.

Homerah is celebrated for its luxurious, eco-friendly soy wax candles and fine room perfumes, notably the "Capital Cities of India" and "Light & Legacy" collections, which beautifully feature intricate motifs like Kalamkari.



KEY OFFERINGS

- Soy Wax Candles
- Room Fragrances
- Curated Gifting



IMPACT

Turning Indian heritage into contemporary, sensory keepsakes.

Maavni Designs

CRAFTING STORIES
THROUGH HERITAGE



FOUNDERS
Smaranika Mohapatra

YEAR ESTABLISHED
2019

SECTOR
Crafts and
E-commerce

Maavni Designs is an ethical craft brand that brings Odisha's traditional Pattachitra art, cultural stories and craftsmanship into contemporary home décor and collectibles.

Driven by a profound passion for the region's rich cultural heritage, Maavni champions indigenous art forms, most notably Pattachitra, through bespoke hand-painted home decor, apparel, and ethnic accessories.

It also serves as a vital bridge between traditional Odia artisans and the global market, empowering local craftsmen and women with sustainable livelihoods, consistent income, and inclusive workspaces. By seamlessly blending modern, customizable aesthetics with ancient artistry, Maavni successfully brings Odisha's creative legacy into homes worldwide.



KEY OFFERINGS

- Pattachitra Crafts
- Cultural Collectibles
- Gifting & Lifestyle

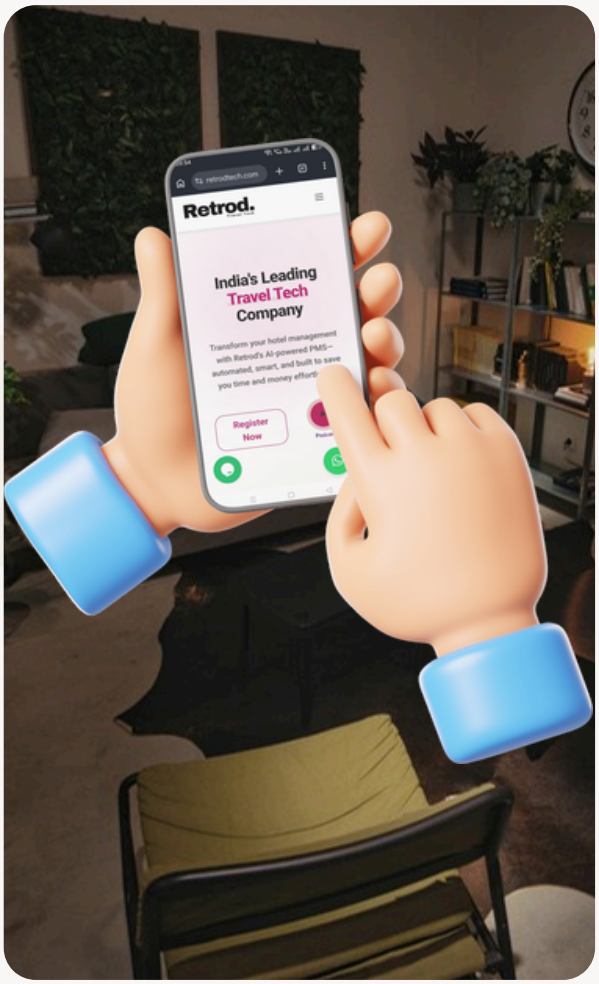


IMPACT

Keeping Odisha's traditional craftsmanship visible in contemporary life.

Retrod Technologies

BUILDING SMARTER DESTINATIONS
THROUGH TECHNOLOGY



FOUNDERS
Pravat Kumar Panda
Subhasandhya Panda

YEAR ESTABLISHED
2021

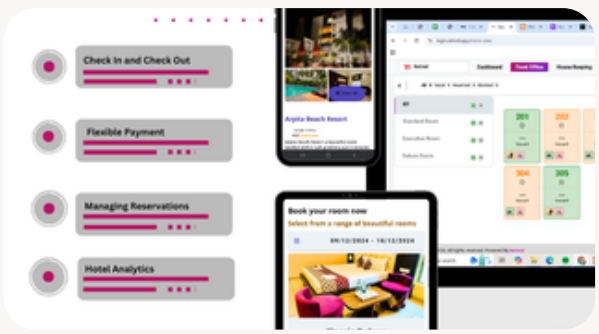
SECTOR
Tourism
Technology

Retrod Technologies Pvt. Ltd. is a Tourism-tech startup that builds CRM and technology solutions for hotels to manage operations, data, bookings, revenue, and guest experiences.

Founded in 2021, Retrod Technologies is a pioneering hospitality SaaS startup based in the "City of Temples," Bhubaneswar, Odisha. Operating out of the Esplanade One tech hub, the company provides game-changing digital solutions tailored for mid- to low-segment hoteliers.

Their groundbreaking flagship Booking Engine actively shifts power back to independent hoteliers by driving direct reservations and optimizing operational costs. By democratizing hotel technology, Retrod seamlessly enhances guest experiences while making budget travel more accessible worldwide.





KEY OFFERINGS

- All-in-one Platform
- Data Driven Insights
- Manage Operation

IMPACT

Enabling smarter, single window platform for hotels

Welstays

WELLNESS STAYS
FOR MEANINGFUL TRAVEL

FOUNDERS
Dr. Kamakshya Prasad Nayak

YEAR ESTABLISHED
2017

SECTOR
Wellness Tourism



Welstays is a wellness tourism platform that aggregates wellness resorts and care homes, connecting travelers with suitable stays and wellness-oriented experiences.

Founded in 2017 by Dr. Kamakshya Prasad Nayak, Negotrip Private Limited is a premier travel startup headquartered in Bhubaneswar, Odisha.

Welstays stands as a pioneering wellness tourism ecosystem, curating bespoke experiences ranging from serene Ayurvedic retreats to thrilling self-drive expeditions. Backed by VentureLab, the platform has successfully facilitated over 40,000 bookings across 300 destinations. By seamlessly blending customizable travel packages with holistic rejuvenation, Welstays by Negotrip is dynamically redefining mindful, experiential travel across India.



KEY OFFERINGS

- Wellness Resorts
- Care & Support Stays
- Wellness & Rejuvenation



IMPACT

Connecting accommodation with wellness and meaningful travel.

Gallery


ODISHA
STARTUP
CARNIVAL
2023




Exploring ODISHA
An Emerging Hub of Opportunities for Startups
MEET | CONNECT | EXPLORE



Odisha Tourism Acceleration Program

Odisha Tourism Acceleration Program (OTAP) is a one-of-its-kind initiative of **AIC-Nalanda** designed for startups working in Tourism and allied sectors to help them scale their businesses across regions. The 2025 cohort supported 8 startups through expert-led group sessions, multiple one-on-one mentoring sessions, pitch refinement, marketing and outreach support and investor engagement. The intervention strengthened their business models, market readiness, investor communication, and access to growth opportunities.

Cohort 1.0

rooftop® Where India Inspires Creativity

furbago

YANA

ASTRO HILLSTAY
A Community Led Astro-Tourism Initiative

aynthram

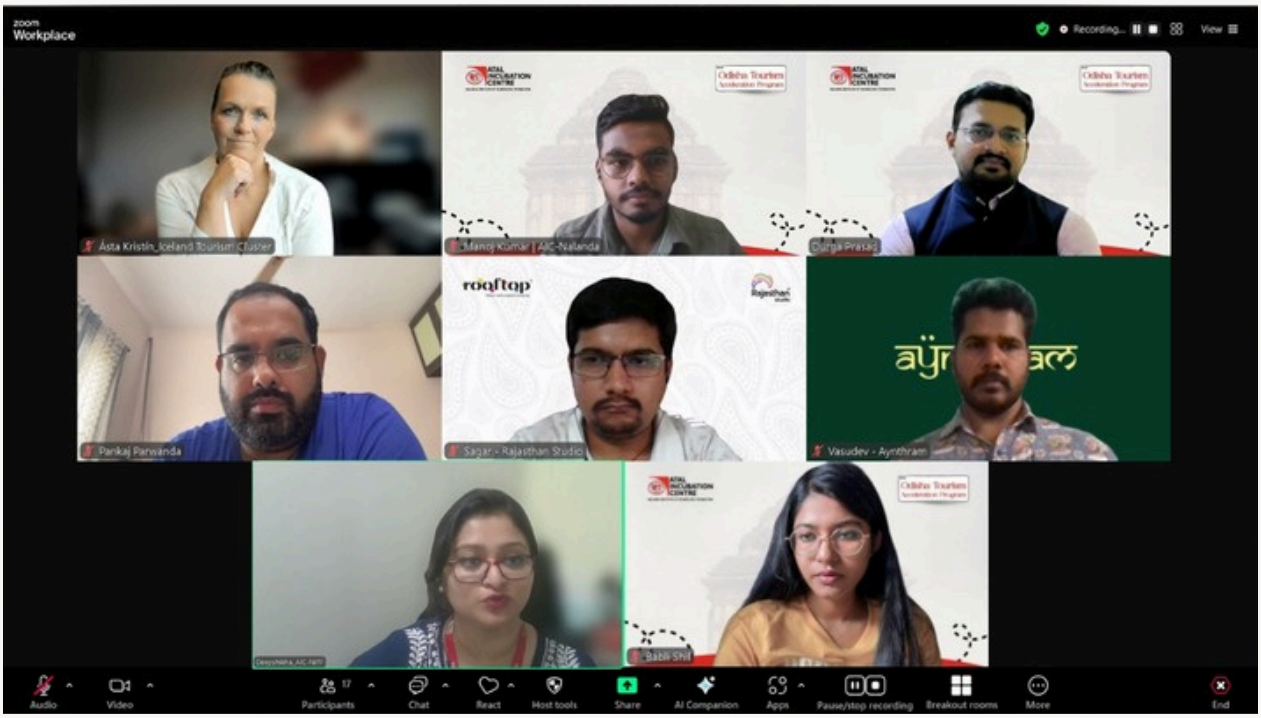
welstays

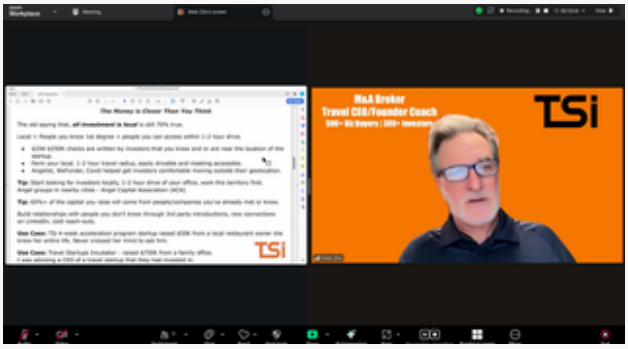
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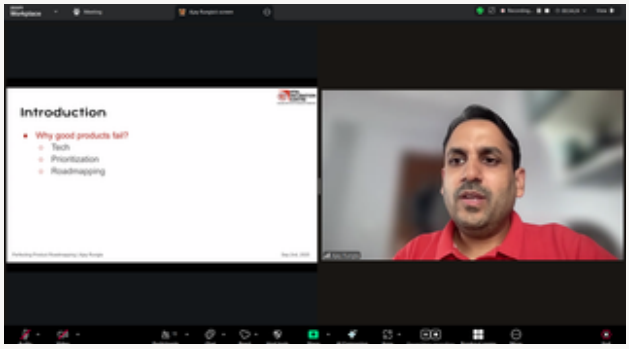


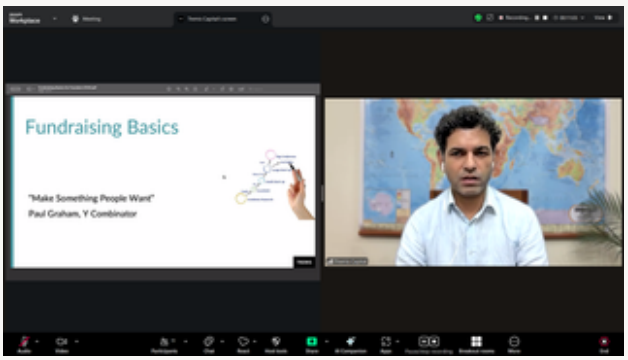
Mentos & Partners

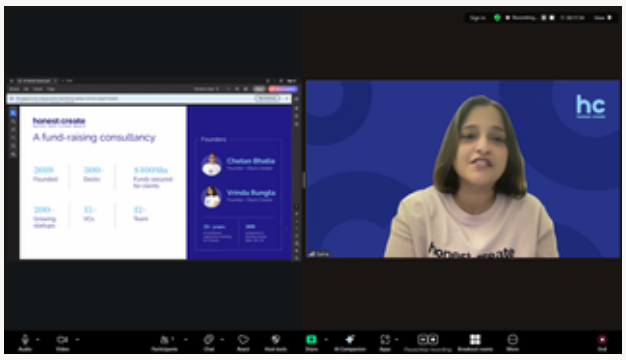
Snapshots from the Program

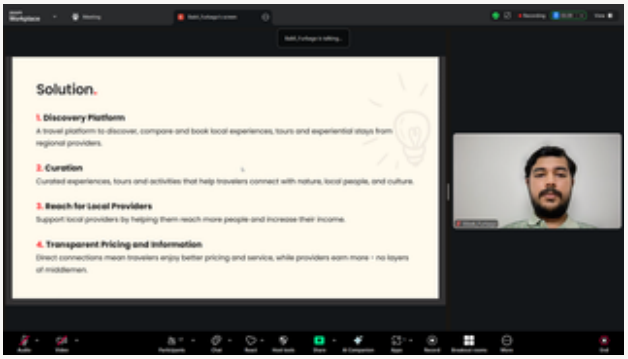


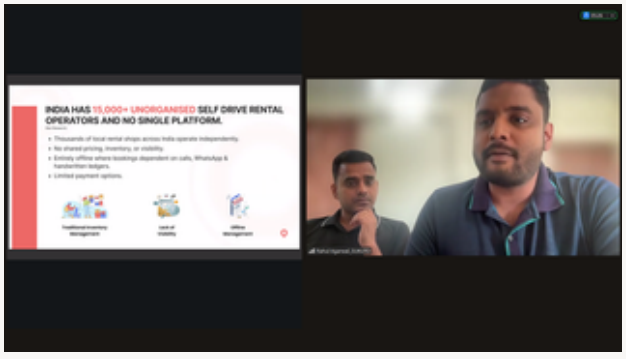












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