



DEEPAK OHRI EXITS LEBUA: A LUXURY LEGACY CONTINUES

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Deepak Ohri, the luminary in the world of luxury hospitality, has signalled the end of an era, confirming his exit as the CEO of lebua Hotels and Resorts. Ohri personified luxury in Southeast Asia for two decades, establishing lebua as a beacon of opulence on the global stage.

Narawadee Bualert, lebua's president, conveyed her gratitude: "Deepak's unparalleled vision steered lebua into the limelight, capturing hearts globally. His leadership saw us receive accolades, like the World's Leading All-Suite Hotel. We remain indebted to his contributions and wish him every success."

Indeed, lebua's meteoric rise under Ohri is undeniable. Its conception as Southeast Asia's pioneer luxury hospitality brand led to industry-defining moments, including the inception of the "vertical destination." Gourmands across the globe celebrate lebua for its trailblazing F&B ventures. The lauded Sirocco in Bangkok stands as a testament – the world's pinnacle rooftop luxury eatery, followed by two gastronomic establishments earning two Michelin stars each.

The lebua brand now graces five esteemed properties spanning India, Thailand, and New Zealand. Their commitment to customer satisfaction is unwavering, consistently ranking in the top 1% worldwide.

But the horizon beckons for Ohri. His next venture awaits, hinting at a unique “hybrid” luxury hospitality brand set to dazzle the US. On his journey, Ohri remarked, “These 20 years with lebua, crafting its story, has been a privilege. The team’s unwavering support has been pivotal. Now, a new chapter awaits.”

Beyond lebua, Ohri’s influence pervades the luxury hospitality sector. Recognized globally, accolades include International Hospitality Institute’s acknowledgment as a Top Inspirational Executive and one of Global Hospitality’s Most Powerful. He also shares his expertise at prestigious institutions like Harvard Business School.

Deepak Ohri’s transformative journey, originating from New Delhi’s streets to luxury’s zenith, finds voice in his book, ‘A Bridge Not Too Far – Where Creativity Meets Innovation’. Moreover, as the head of Luxury Atelier Maison Happiness (LAMH), Ohri’s foray into luxury experiences and consulting is all set to redefine luxury narratives in the US.

About lebua:

Bangkok’s lebua stands apart in the hospitality universe. Its ethos centres on forging deeper emotional bonds with its guests. With iconic establishments across Bangkok, India, and New Zealand, lebua continues its legacy of luxury, most notably through its gastronomic constellation atop its Bangkok property – The Dome at lebua.