

## Ashmita Banerjee – Designing Experiences with Strategy, Soul, and Scale

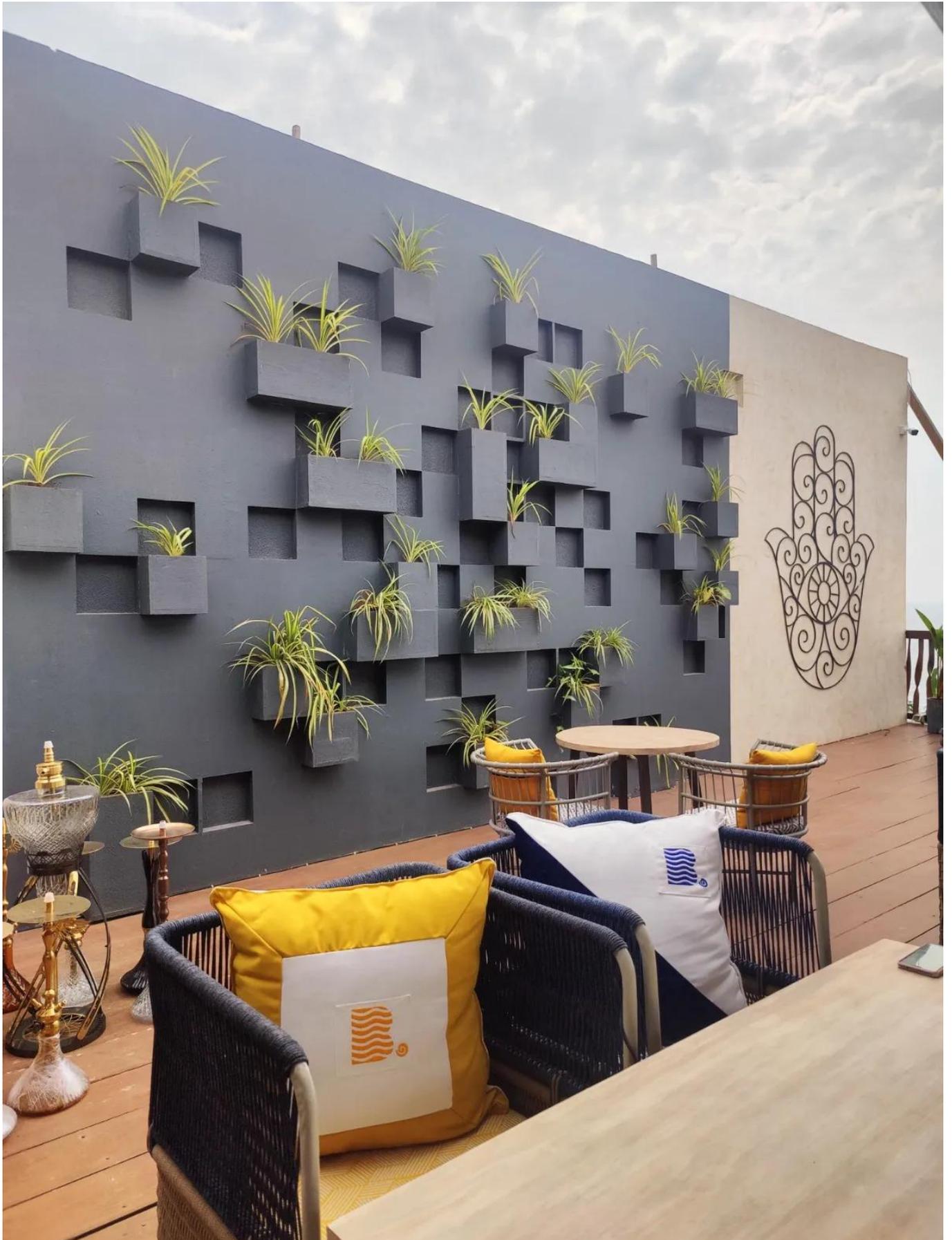


With over two decades of experience across hospitality, lifestyle environments, and large-scale developments, Ashmita Banerjee has cultivated a design journey defined by strategic clarity, executional depth, and a profound understanding of experiential spaces. Her work is rooted in the belief that environments must do more than function — they must narrate, resonate, and endure. A Foundation in Hospitality and Narrative Design

Ashmita’s professional journey began within the hospitality sector — a domain where space, service, and storytelling intersect. It was here that she developed her distinctive sensitivity toward narrative-driven environments. For her, design was never confined to aesthetics alone; it was about balancing operational functionality with emotional impact. A space had to flow efficiently, communicate subtly, and leave a lasting impression.









Over 22 years, she has contributed to a diverse portfolio spanning luxury hotels, mixed-use destinations, retail environments, and bespoke interiors. This breadth of exposure shaped her multidisciplinary approach — one that seamlessly bridges conceptual ideation, technical detailing, and business strategy. She understands that great design is not only imagined; it is executed with precision and aligned with long-term vision. Landmark Projects and Global Exposure. A defining milestone in Ashmita's career was her involvement in the design and development of large-scale destinations such as Aamby Valley City, where scale met complexity, and vision required strategic orchestration. Her role in such projects

strengthened her capacity to navigate multifaceted design ecosystems — balancing stakeholder expectations, architectural coherence, and experiential integrity. Her collaborations extend to global exporters and brands that have presented at internationally recognized platforms such as Messe Frankfurt's Ambiente and Heimtextile exhibitions. These engagements broadened her exposure to global material cultures, evolving design sensibilities, and international craftsmanship standards. They further refined her expertise in materials, finishes, and FF&E (Furniture, Fixtures & Equipment) strategy — an area where she demonstrates exceptional depth and discernment. Ashmita is known for her ability to translate ambitious visions into tangible outcomes. She has consistently led teams, consultants, and stakeholders through complex design journeys with composure and clarity, ensuring that creative intent is preserved through every phase of execution. The Birth and Growth of Dahliaa In the last five years, Ashmita embarked on an entrepreneurial chapter by founding Dahliaa, an independent design studio built from the ground up. What began as a vision has grown into a multi-crore practice delivering concept-led interiors and strategic design solutions across sectors. Under her leadership, Dahliaa has evolved through resilience, adaptability, and unwavering commitment to excellence. In a highly competitive market, the studio has maintained a strong creative identity while expanding its operational footprint. Each project reflects a balance between refined aesthetics and strategic insight — a hallmark of Ashmita's leadership. Looking Ahead: Culture, Craft, and Global Dialogue Today, Ashmita's professional direction continues to evolve toward global collaborations and luxury hospitality environments — domains where culture, craftsmanship, and storytelling converge. Her aspiration lies in creating spaces that transcend geography, spaces that embody timelessness while remaining contextually grounded. Her work reflects a designer who understands both scale and intimacy, both strategy and emotion. Whether shaping large destinations or bespoke interiors, Ashmita Banerjee approaches each project with measured intent and creative sensitivity. In an industry often driven by trends, her career stands as a testament to thoughtful evolution — building environments that are not only visually compelling, but experientially meaningful and enduring.