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Atelier Expressions Backs Luxury Indian Confectionery Brand Khoya

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Atelier Expressions, the premium lifestyle platform of TVS VENU, has agreed to acquire a majority stake in Lonestar Hospitality Private Limited (Khoya), the New Delhi-based luxury handcrafted mithai brand. The acquisition marks another step in Atelier Expressions' strategy of building a portfolio of artisanal businesses with strong cultural heritage and growth potential.

Atelier Expressions will acquire a majority stake in the business subject to customary closing conditions. The transaction is expected to complete at the end of August 2026.

Through its investments, Atelier Expressions helps exceptional businesses realise their full potential while preserving the authenticity, identity and distinctive character at the heart of their success. Khoya has reimagined one of India's most enduring culinary traditions for a modern audience. Its combination of cultural authenticity, exceptional quality and strong commercial foundations makes it a natural addition to Atelier Expressions' growing portfolio of premium brands. Sid Mathur, Founder of Khoya, will retain full operational and execution responsibility, supported by his existing team.

The partnership brings one of India's respected luxury food brands into the growing Atelier Expressions portfolio. The lifestyle investment platform of TVS VENU is building a curated collection of exceptional brands and experiences, including J.L. Coquet, the historic Limoges porcelain maison with over 200 years of French craftsmanship; Khadak, the acclaimed Dubai restaurant founded by chef Naved Nasir; and Hedon, the London-based luxury motorcycle helmet maker recognised for seamlessly combining engineering precision with artisanal design.

Founded in 2016 by Sid Mathur, Khoya has established itself as a distinctive luxury confectionery brand by creating Indian mithai for a contemporary audience. Combining exceptional ingredients, refined craftsmanship and thoughtful design, the brand has helped redefine a category long associated with tradition, delivering a premium offering rooted in India's rich culinary heritage.

"Sid has reimagined one of India's oldest culinary traditions for a new generation of consumers while staying true to what makes it special. That ability to respect tradition while building a contemporary brand is exactly what attracts us to businesses like Khoya," said Tara Venu, Executive Director of Atelier Expressions. "Khoya reflects the qualities we look for at Atelier Expressions, and we look forward to working together to build on its success while preserving the authenticity

and character that define the brand."