

## Fortune Hotels goes the pilgrim way

*Inks operating agreements in Katra & Amritsar, adding over 100 rooms to its inventory*

**Gurgaon, 1<sup>st</sup> December, 2021:** Fortune Hotels, a wholly-owned subsidiary of ITC Ltd announced the signing of two individual operating agreements for hotels in Katra (Jammu & Kashmir) and Amritsar (Punjab), thereby strengthening its growth strategy in key pilgrim locations and adding over 100 new rooms to its existing inventory.

Speaking about the group's current business development strategy and new alliances, **Samir MC, Managing Director, Fortune Park Hotels Limited, said:** *"We are pleased to announce our entry into two of the most revered pilgrimage centres of India- Katra & Amritsar. These additions further strengthen our focus on pilgrimage destinations and add more depth to our existing portfolio of operational and hotels in pipeline in various locations like Tirupati, Madurai, Haridwar, Dharamshala, Deoghar, Shirdi and Ajmer."*

*"We thank our new partners for their trust in us and seek to affiliate with more such like-minded Owning Boards to bring the Fortune Advantage to their hotels and our reputed brand to their towns. Fortune Hotels today purvey a very interesting mix of business and leisure hotels, thereby offering a gamut of new experiences to guests who stay with us. We thank our Owner Partners for entrusting us with their hotels,"* he further added.

**Fortune Park The Atrium, Katra** set in the heart of Katra city home to the Holy shrine of Maa Vaishno Devi. This 58-room spacious hotel with a glass pyramid-shaped atrium roof, is poised to open in the summer of 2022 with refreshed contemporary interiors, modern facilities and impeccable services that promise to offer homelike comfort to leisure traveller looking to explore this popular tourist destination. The aesthetic property is owned by M/s Swastik Resort.

Expressing delight at the alliance, Mr Nishant Sharma of Swastik Resort said: *"This is our maiden venture with a branded hotel chain and we are delighted to bring Fortune Hotels to Katra. With the Indian-ness, efficient world-class management and culinary strength they bring, our guests are sure to delight in the renewed us. We hope for new success with the Fortune Team and are certain to become the most preferred hotel amongst business and leisure travelers in the city in our segment."*

**Fortune Inn Heritage Walk, Amritsar**, is a 50-room boutique hotel conveniently located in close proximity to Jallianwala Bagh, just off the Heritage Street and a 5-mins walk from the sacred Golden Temple. This gratifying property is undergoing a refurbishment programme and is anticipated to open towards the mid of 2022.

Highlighting the momentous signing Mr. Inder Pal Singh and Mr. Navinder Pal Singh of M/s Hotel City Park said: *"We are delighted to partner with Fortune Hotels for our onward journey. Their operational acumen, service standards and warm hospitality backed by the ITC legacy are hidden from none."*

Strategically located in their respective destinations both hotels enjoy a distinct positioning and address the growing accommodation demand for branded hotels in these high potential markets by offering quality stay options at an attractive value.

With these signings, the premier domestic chain now adds over 100 new rooms across 2 key cities of India, bringing their existing inventory to over 4000 rooms across 46 cities.

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### **About Fortune Hotels:**

About Fortune Hotels: Fortune Park Hotels Ltd is a wholly-owned subsidiary of ITC Ltd. and is India's leading chain of first class, full service business and leisure hotels, with 53 signed alliances and over 4000 rooms, across 46 cities in the country.

Fortune Hotels' brand philosophy is driven by its objective to provide contemporary accommodation to business and leisure travellers through its wide range of accommodation in pertinent destinations, with emphasis on personalized service at great value.

Convenient locations, excellence of cuisine, efficient service and competitive pricing have made the Fortune Hotels chain popular amongst discerning travellers.

Fortune, a member of ITC's hotel group has a number of clearly defined sub-brands bringing instant recall, so that guests can easily match their requirements with the chain's offers. The sub-brands under which the hotels are being operated by the chain are Fortune Select, Fortune Park, Fortune Inn and Fortune Resort.

For more information, visit: [www.fortunehotels.in](http://www.fortunehotels.in)