

## Fortune Hotels appoints a new Head-Finance

*The new Head-Finance to take lead on driving financial strategy in the midst of an aggressive, nationwide hotel expansion spree*

**New Delhi, 24 July 2023:** [Fortune Hotels](#), a member of ITC's hotel group, is pleased to announce the appointment of Sidharth Shah as the company's new Head-Finance

Sidharth, a Chartered Accountant with over 17 years of extensive experience in Finance, brings a diverse skill-set to Fortune Hotels. His experience spans across operational and business finance, corporate finance, corporate planning, corporate audit, and management of information systems. With a solid background in financial management, he has successfully led various IT & planning process transformations and digitization initiatives during his tenure at ITC Infotech India Limited, a 100% subsidiary of ITC Limited.

Sidharth has also served as the Head of the Eastern District of Trade Marketing & Distribution (TM&D) Division at ITC Limited, where he supervised supply chain, distribution, and warehouse operations for East India.

Prior to joining Fortune Park Hotels Ltd, he headed Finance for ITC's flagship hotel, ITC Maurya, where the Unit achieved the highest-ever revenue and profit during his tenure. He has also been commended for his exceptional negotiation skills and employee relations expertise.

Speaking on the appointment, **Samir MC, Managing Director, Fortune Hotels**, said, *"We are delighted to welcome Sidharth as the new Head-Finance. His wealth of experience and strong financial acumen makes him an exceptional addition to our leadership team. We believe Sidharth's strategic insights and expertise will contribute significantly in strengthening the company's financial operations and take our brand forward."*

As Head-Finance, Sidharth will oversee all aspects of financial management, including budgeting, forecasting, financial reporting, and risk management. They will work closely with the executive team to develop and execute strategic initiatives that enhance profitability, streamline operations, and support the overall growth of Fortune Hotels.

**Sidharth Shah, Head-Finance**, said, *"I have had a satisfying journey at ITC, and Fortune Hotels is a brand that I have always admired as a part of the system. I look forward to working closely with the leadership team to drive financial excellence, optimize operational efficiencies, and deliver outstanding value to our guests and stakeholders."*