

Fortune Hotels enters Tiruppur

This is the upscale hotel chain's sixth alliance in Tamil Nadu

Tiruppur, 24th November 2023: Fortune Hotels, a member of ITC's hotel group, announced the launch of Fortune Park Tiruppur, its newest property in the historic city of Tiruppur, Tamil Nadu. Strategically located in the heart of the textile and knitwear hub of India, the hotel opening marks a significant step forward in Fortune Hotels' expansion into South India.

Stylish, welcoming, and opulent, the hotel promises a perfect blend of modern conveniences and warm hospitality, catering to the discerning needs of its travellers. It features well-appointed guest rooms and suites, all of which are equipped with modern amenities.

Announcing the addition of the Fortune Park, Tiruppur to the company's 64 alliances -strong portfolio **Samir MC, Managing Director, Fortune Hotels said,** *"The Fortune Park Tiruppur is our sixth milestone in Tamil Nadu. It is exciting to continue our successful stride into tier 2 and 3 markets aptly capturing the allure of cities like Tiruppur for travellers, especially in the business segment. The unique charm of Tiruppur, as a thriving industrial and commercial hub allows us to address diverse needs of our guests in a region that seamlessly blends history and commerce in its confines."*

The hotel promises to delight its guests with diverse dining options – the **Zodiac**, an all-day dining restaurant with an unbelievable array of world cuisine; the **Neptune Bar** that beckons with an eclectic ambiance and refreshing cocktails; **Fortune Deli** dishes-up sweet nibbles and savouries over coffee and conversations; and soon-to-open **Nakshatra** the roof-top fine-dine offering a romantic setting under the blue skies with a menu that complements its ambiance and design.

Guests coming to the Fortune Park Tiruppur will also be able to indulge in a holistic wellness experience, with a symphony of facilities ranging from a well-equipped gym a restful spa, and a soon-to-open stunning rooftop swimming pool.

Additionally, the hotel features versatile banqueting and meeting spaces with a dedicated pre-function area to host business events and social gatherings. With state-of-the-art facilities, a dedicated team, gourmet options, and tailor-made services, the hotel promises to make every event a resounding success.

On the occasion of the launch of Fortune Park, Tiruppur, **Mr. KPK Selvaraj, Managing Director, KPK Hotels Private Limited** said, *"We are thrilled to join hands with Fortune Hotels and bring their exceptional hospitality to the city of Tiruppur. We eagerly look forward to offering our esteemed guests a warm and memorable stay experience along with an unparalleled culinary journey by way of our multiple food and beverage outlets. Our association with Fortune Hotels has been a positive one, and we together aim to carve a distinctive presence in the city"*

A major industrial city in Tamil Nadu, Tiruppur is just 55 Kms from Coimbatore and in close proximity to key industrial parks, manufacturing hubs, and eminent temples in this region.

Besides Fortune Park Tiruppur, Fortune Hotels has five other alliances in Tamil Nadu, one each in Vellore, Ooty, Madurai, Chennai, and Hosur.