

Fortune Hotels inks a new alliance at Statue of Unity, Kevadia, Gujarat

This is the upscale chain's ninth hotel in the state

Kevadia, 14 September 2023: [Fortune Hotels](#), a member of ITC's hotel group announced the signing of a management agreement with Arete Services Private Limited for an upscale hotel in Kevadia (Ekta Nagar), Gujarat. This upscale 144-room hotel located in the heart of the city that is situated on the banks of the sacred Narmada River, is expected to open its doors to guests by the end of this year.

Once renowned for its tranquil picnic spots, Kevadia today is a prominent, hustling-bustling city that houses the Statue of Unity, the awe-inspiring and grand tribute to the Iron Man of India, Sardar Vallabhbhai Patel. Tourists also have an array of attractions to sightsee like the two enchanting bird aviaries that are the largest geodesic domes in India; the serene Vishwa-Van- home to plantations brought from all seven continents, and the captivating Valley of Flowers beset along the banks of the river.

Speaking about the development, **Samir MC, Managing Director, Fortune Hotels** said, *"We stay steadfast in growing our footprint across strategic locations in line with our business development vision. Kevadia is our sixth signing of the year and our second alliance with the owning company in Gujarat. We hope to continue our efforts towards expanding our business and leisure portfolio as we aim to bring the Fortune Advantage to more hotel owners across India."*

He further added, *"Gujarat has always been very special to us. The Kevadia hotel will be our ninth alliance in the state and we look forward to delivering an impeccable stay experience and great value to our guests travelling to this emerging tourist destination of India."*

The premier hotel holds a distinctive place in Kevadia's landscape. Owned by Sardar Sarovar Narmada Nigam Limited (SSNNL), a 100% subsidiary of the government of Gujarat.

Overlooking the Sardar Sarovar Dam, Kevadia is nestled between the lofty mountains of Satpura and Vindhyachal, offering blissful views of the greenery and landscape around it beckoning travellers seeking both tranquillity and adventure.