

Fortune Hotels drives into two new leisure destinations

Inks operating agreements in popular tourist locales of Kalimpong & Kufri, Shimla

Gurgaon, 22nd March, 2022: Fortune Hotels, a wholly-owned subsidiary of ITC Ltd, has signed two new operating agreements for hotels in popular leisure destinations of Kalimpong (West Bengal) and Kufri (Himachal Pradesh). With this addition, the group enhances its brand-print in the country and further boosts its leisure portfolio and inventory.

Speaking about the group's current signings, **Samir MC, Managing Director, Fortune Park Hotels Limited, said:** *"We are pleased to foray into two fascinating leisure locales of India- Kalimpong & Kufri, Shimla. Set in the lap of Himalayas, in two different directions of this diverse country, these must-to-go destinations add more variety to our existing leisure portfolio mix- each of them bringing a gamut of experiences to the holiday seeker looking for recreation, rapture and relaxation. We thank our Owner Partners for entrusting us with their hotels."*

Fortune Resort Kalimpong is a mesmerizing resort offering enchanting views of Mount Kanchenjunga. Just a 2-hour drive from Bagdogra Airport & New Jalpaiguri Railway station the resort boasts of well-appointed rooms offering glorious views of the mountains, multiple dining options including a poolside bar, an opulent spa, an infinity swimming pool, and over 6000 sq. ft. of lush green lawns to host weddings and events. Poised to open in October, 2022 this aesthetic property is owned by Merrygold Asiayana Constructions Private Limited.

Expressing delight at the alliance, Mr. Nikhil Garg of Merrygold Asiayana Constructions Private Limited said: *"We are delighted to partner with Fortune Hotels and bring their 'Fortune Resort' brand to Kalimpong. Together with a refreshed product experience and the notable Fortune Advantage our guests are sure to bask in the brand's promise of personalized service and comfort. We hope to become the most preferred resort amongst leisure travelers looking to discover kalimpong, the ancient trade gateway between Tibet and India, set on the edge of the Teesta river."*

Fortune Park Kufri Shimla is a boutique hotel conveniently located in quaint hill station of Kufri, on NH-22. Offering panoramic views of the surrounding valley and snow-capped peaks of south-western Himalayan ranges the hotel owned by RWV Alliance Management Private Limited is anticipated to open towards the mid of 2022.

Highlighting about the selection of Management Company for its hotel, Mr. Rajeev Malik of RWV Alliance Management Private Limited said: *“Fortune Hotels was always our first choice for management partner. Backed by the ITC legacy, their understanding of domestic customer, skillful operational acumen, efficient service standards and warm hospitality are remarkable.”*

With these signings, the premier domestic chain now has 17 alliances in various leisure locations of India.

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 55 signed alliances and ~ 4100 rooms, across 48 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