

Press release

Fortune Hotels to enter Puri Soon

Inks an operating agreement for a sea-facing hotel in the coveted pilgrim destination of Odisha

New Delhi, 22 November 2024: [Fortune Hotels](#), a member of ITC's hotel group, Fortune Hotels is pleased to announce the signing of Fortune Beachfront Puri, an expansive sea-facing hotel, perfectly placed in the heart of Odisha's spiritual centre, and the upscale chain's second hotel in the state.

Expressing delight at the new signing, Samir MC, Managing Director, Fortune Hotels, remarked, "We are keen to expand our presence at cherished cultural and spiritual epicenters across India. Puri, with its unique blend of spirituality and leisure, aligns perfectly with our vision to offer enriching experiences to our guests. We believe this property will soon become a favourite amongst travellers, looking to experience the uniqueness and cultural diversity of the region replete through the rich cuisine and vibrant hospitality backed by our impeccable services."

Renowned as Jagannath Puri, the city is one of the four sacred **dhams** that are elemental to Hindu pilgrimage. Visitors are drawn to the iconic Jagannath temple and the golden sands of Puri Beach, making it an ideal destination for both spiritual and leisure experiences.

The upscale hotel, pegged to open doors to guests next month, will feature well-appointed sea-facing rooms alongside multifaceted food & beverage outlets and spacious banquets and lawns, perfect for weddings and events, which will open in due course.

Guests at Fortune Beachfront Puri will also be able to delight in the upscale recreational facilities curated at the hotel including a stunning swimming pool, a restful spa, and a well-equipped gym.

Beyond its spiritual allure, Puri offers a captivating mix of natural beauty, cultural richness, and adventure, with a stunning coastline, vibrant markets, and diverse culinary traditions that immerse visitors in its unique charm. Together with the hotel's convenient location, impeccable services, and warm hospitality guests are sure to get more.