

Fortune Hotels expands its presence in Ahmedabad with Fortune Select

- **Situated at SG highway, this is the group's third property in Ahmedabad**

New Delhi, April 29, 2022: Fortune Hotels, a member of ITC's hotel group today announced the opening of its third hotel on the vibrant side of Ahmedabad, in the heart of the city's booming business district. Branded as Fortune Select SG Highway Ahmedabad, the upscale hotel is set to further strengthen Fortune Hotels' robust portfolio in Gujarat. This modern hotel will be the chain's eighth hotel in the state of Gujarat, and the first under the 'Fortune Select' brand.

Positioned right on the SG highway, the hotel offers seamless connectivity to all important business landmarks and key destinations in and around Ahmedabad. It is an existing property that has been swiftly styled up to the Fortune brand standards and is all set to welcome guests with its impeccable services and warm hospitality.

Fortune Select SG Highway Ahmedabad offers 91 well-appointed, spacious, and well-appointed rooms and suites with premium amenities and tasteful décor. All rooms offer vast views of the transcendent highway and come with hi-speed WiFi, satellite LED TV, and other comfort amenities for the modern-day business and leisure traveller.

Showcasing Fortune hotels' skilled expertise in food, Fortune Select SG Highway Ahmedabad features multiple F&B outlets including **Zodiac**- the all-day dining multi-cuisine restaurant with alfresco seating, **Dravida**-a South Indian delectable restaurant and **Fortune Deli**, a confectionery outlet known for its delightful coffees and snacks.

To uplift the moods and spirit of the guests, the hotel will soon have a new wellness wing which will feature a new fully equipped fitness center and a restful spa. Together with an outdoor swimming pool these new facilities are sure to bring bliss and comfort to guest stays.

Addressing the needs of social and business events, the hotel also has multiple banquet halls, a business center and a meeting room to facilitate uninterrupted business on the go.

Speaking on the occasion, **Mr. Samir MC, Managing Director, Fortune Park Hotels Limited**, said, *"We are delighted to add a third hotel to our growing portfolio in Ahmedabad. A very demand-driven market with immense business potential, Ahmedabad not only attracts because of its vibrant culture but also is an urban center of importance for us. We hold seven other strategic alliances in the state, indicative of our deep-rooted imprint, brand popularity, and commitment to the State of Gujarat. Ahmedabad continues to attract business and*

leisure travellers throughout the year, and we are all set to welcome guests to experience the Fortune Select Advantage we bring with us."

Further expressing his gratitude to the Owning Partners, he said -"We thank the investors for showing confidence in brand Fortune and for trusting us with their second property in the city. With the Fortune Advantage by our side, we look forward to many such fruitful associations in the future."

Fortune Select SG Highway Ahmedabad stands 14 kms away from the airport, 10 kms from the railway station, and just 3 kms from the Gujarat High Court; offering easy access to important business landmarks, hospitals, commercial establishments and key destinations in and around Ahmedabad. It is ideal for both business travellers and leisure travellers alike.

With this new opening, Fortune Hotels now holds 8 hotels with a cumulative inventory of ~700 rooms in Gujarat.

About Fortune Park Hotels Ltd

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 57 signed alliances and over 4300 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