

Press Release

Fortune Hotels launches Fortune Park Kufri, Shimla

This property in the Kufri valley, surrounded by lofty mountains and apple orchards is Fortune's fourth hotel in Himachal Pradesh

Kufri, 10 November 2022: Fortune Hotels, a member of ITC's hotel group today announced the opening of its new property in Kufri, Shimla. Situated in the Kufri valley, just 3kms away from the Kufri market, this is the fourth addition to the Fortune Hotel brand in Himachal Pradesh after Dalhousie, McLeod Ganj and Kasauli.

At a distance of just 18kms from Shimla railway station, surrounded by lofty mountains, in a dense trail of coniferous trees and apple orchards, the Fortune Park Kufri boasts of a perfect, almost enviable location. It is a perfect place to unwind for guests of all tastes and preferences as nature turns a kaleidoscope of colors through the seasons here. Guests will wake up to the first blush of sunrise in summers and will watch the snow-clad winter tide turns misty mornings into a story of nostalgia and magic during winters. Paired with Fortune's signature style hospitality, impeccable services, and mesmerizing views of the valley from all corners, Fortune Park Kufri Shimla is a perfect place to unplug.

The hotel comprises of well-appointed, spacious rooms, overseeing the magnificent Himalayas. All rooms are laden with comforts and luxuries that one would expect from a Fortune Hotel apart from being equipped with hi-speed Wi-Fi and satellite LED TV.

The hotel offers an array of culinary delights and sumptuous buffets at the Zodiac- an all-day dining, multi-cuisine restaurant. There is an excellent selection of spirits, wines, and beers to be paired with a variety of finger foods in a contemporary setting at the chic bar, Neptune, which makes for an ideal venue to relax.

All those who find solace in the spa experience can indulge in calming massages and beauty therapies by trained specialists, and the fitness conscious can hit the fully equipped gymnasium. Fortune Park, Kufri has something for everyone.

Speaking about the addition of one more property to its fast-expanding presence in India, **Samir MC, Managing Director, Fortune Hotels** said *"Himachal is one of the most popular and accessible hill stations in India and Kufri with its surrounded Himalayan beauty seemed a perfect destination for our new hotel. We are excited to be launching the Fortune Park, Kufri during the festive long-weekend and be available to all those who are longing for a break but seek fresh new options. Amidst picturesque hills, loaded with modern amenities, this property is a great destination for combining business and leisure especially for everyone in and around Delhi | NCR."*

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 54 signed alliances and over 4100 rooms, across 46 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 travelers.

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