

Press Release

Fortune Hotels expands its footprint in Uttar Pradesh

*Inks a brownfield project deal in Aligarh
This is Fortune's fourth hotel in Uttar Pradesh*

New Delhi, 08 December 2022: Fortune Hotels, a member of ITC's hotel group today announced the signing of a new property in Aligarh, Uttar Pradesh. Furthering the national footprint, this new property will be Fortune's fourth hotel in UP.

Fortune Park Aligarh, set to open in the winter of 2023, is strategically located on the Grand Trunk Road just off the RTO office and well connected with the upcoming Noida International Airport via Aligarh - Palwal Road offering easy access to the university town. The hotel is also in close proximity to prominent tourist attractions like Jama Masjid, Aligarh Clock Tower, Aligarh Muslim University, and Khereshwar Mandir.

Highlighting Fortune Hotels' India expansion spree **Samir MC, Managing Director, Fortune Hotels** said, *"Our focus on building the brand footprint in tier 2/3/4 markets continues as we forge another new partnership to enter Aligarh, the heartland of Uttar Pradesh. The state has always been a strong growth market for us and is poised to develop even more speedily in the next few years. Aligarh will be our fourth property here and we thank the owners for recognizing the Fortune Advantage and showing their trust in us."*

The modern hotel offers spacious rooms, complemented by a multi-cuisine all-day diner, large multifaceted banquet spaces and a rooftop restaurant with a trendy bar making it a perfect option for city residents and the upbeat business and leisure travellers to celebrate, engage and unwind.

Aligarh is an important business centre of Uttar Pradesh, well connected to Lucknow, the state capital and at a drivable distance from Delhi and Agra. Famous for its lock industry it is home to a number of manufacturers, exporters, and suppliers of Brass, Bronze, and Aluminium. Aligarh is also an agricultural trade centre with umpteen agricultural product processing & manufacturing units besides being a famous educational hub and place of historical importance.

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