

# Park Hotels to add 800 rooms in 4-5 years

## Our Bureau

*New Delhi, March 19*

The Park Hotels, part of the Apeejay Surrendra Group, plans to invest Rs 1,200 crore in the next 4-5 years to set up four new properties to add over 800 rooms in India. It is also keen on entering international markets.

The company on Tuesday launched a new brand identity. Priya Paul, Chairperson, Apeejay Surrendra Park Hotels, said, "As we continue to grow, we realised the need to communicate boldly the strength of the brand and the fresh design language strongly reflects contemporary India and our ethos. It is strikingly bold and captures our personality perfectly."

The company has spent about Rs 12 crore on the re-branding exercise, which was on for the last two years. The new branding roll-out will be-



**Priya Paul, Chairperson, Apeejay Surrendra Park Hotels.**

gin from April. At present, the company runs 12 hotels with 1,200 rooms.

On expansion plans, she said, "Our property at Cochin will be operational by mid-year. We have other hotels in the pipeline in Jaipur, Kolkata (second hotel) and in Pune," she said. Asked about entry into interna-

tional markets, Paul said that the hotel chain will be actively looking at international foray in the next 4-5 years.

On the company's plans to enter the mid-market hotel segment, she said it is working on it but refused to give any specifics.

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