

The Pride Group of Hotels announced the launch of The Pride Hotel, Chennai

The Pride Group of Hotels is planning to invest Rs.300 crores in 11 cities pan India and is also planning for an IPO of Rs.125 crores end 2007 or early 2008.

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The Pride Group of Hotels announced the launch of The Pride Hotel, Chennai at a press conference today. The Pride Group has its 5 star hotels in Pune, Nagpur and Ahmedabad.

The Pride Hotel, Chennai is first of the premium boutique hotels by the group. Located on Ponamalle high road in the heart of Chennai, it is just 30 minutes drive from the airport. A hotel, where comfort and luxury warmly embraces its discerning patrons. With unparallel sophistication and poise; it has the finest amenities, multi-cuisine restaurant and recreational facilities. Blending sophisticated urban flamboyance with a relaxed attitude, it is ideal for an enthused business trip and social events.

Speaking on the occasion, **Mr. S.P. Jain, Chairman of The Pride Group of Hotels** said that, **'The Pride Group has plans to develop hotels in 11 cities such as Mumbai, Hyderabad and Cochin. Its 5th hotel is under construction in Bangalore and would be operational by the end of 2007, while the 6th Hotel, in Goa is currently in the planning stage'**.

About The Pride Hotel, Chennai

Comfort and expediency are evident in all 115 guestrooms and suites of The Pride Hotel in Chennai. All the rooms and suites have a host of amenities including LCD with in-room movies, telephone lines, high speed internet connectivity, has fully equipped business centre, conference room and much more. Special care has also been taken for the physically challenged in rooms and all accessible guest areas.

It offers scrumptious dining options, be it **Casablanca** - the trendy fine dining multi-cuisine restaurant or **Puran-Da-Dhaba**; that offers the north Indian delicacies. Whereas **Treat** the 24 hours coffee shop offers tantalizing variety of options from breakfast to light snacks; lunch and dinner buffets to refreshing beverages. **Fuel** - the bar is the perfect place to unwind with those special cocktails, mocktails and beverages. The Pride Hotel offers a unique blend of timeless grace, erudition and impeccable service. It is a quintessence of hospitality and a place where discerning travellers can rejuvenate after a tiring day.

Mr. Satyan Jain, CEO - The Pride Group of Hotels further elaborated on the Group's future plans and said that, **'While 5 Star Hotels in India are at par with their global competitors, there is a near absence of internationally acceptable 3 Star and 4 Star Hotels. This gap will now be filled by the Pride Biznotel chain - moderately priced, upscale, full service, business and leisure hotels - the perfect choice for today's value conscious traveller. We plan to invest Rs.300 crores in the next 2 years. Constructing 11 more hotels by 2011, with a total number of 1,150 rooms is the Group's long term plan'**.

Our management team which comprises of Mr. Arun Nayyar-Director Operations, who has worked

with Peninsula Hotel in Dubai and Atria in Bangalore. Mr. Vivek Pathiyan-Vice President-Operations, has worked with some of the finest hotel chains like Marriott, Leela, Ramada and The Orchid, have brought their rich experience and are instrumental in working towards our vision.

The Pride Biznotel

The Pride Biznotel will have about 60 to 125 smartly furnished rooms with facilities designed for a comfortable and secure stay. Business travellers will find a complete infrastructure available for them, including conference and interview rooms. Those seeking to unwind will find everything from a health club to various recreational facilities.

The guest rooms offer serene and peaceful environment for tourists and professional business services like a printer / copier / fax machine and Internet / e-mail. Other innovative services include the most flexible check-in / check-out program in the industry and 'Body Clock Cuisine' to combat the effects of jet lag.

The facilities are geared to match the needs of discerning patrons. The comfortable environment introduces our guests to a luxurious life-style, right from the moment of check-in till their stay. Service at Pride Hotel; Biznotel is unparalleled in standards of sophistication and convenience.

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