

## New luxury business hotel 'VITS' launched in Belgaum

*KHIL opens second hotel in the VITS chain; VITS Aurangabad, Nagpur and Pune to open in the near future; More than 36 VITS hotels in the next five years*

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A 60-room VITS property, part of a new chain of luxury business hotels from Kamat Hotels India Limited (KHIL), opened today in Belgaum. Located at Club Road, the new hotel offers contemporary luxury business accommodation for discerning business class travellers from across India.

Belgaum is well known for its prominent medical and education facilities and tourist attractions. With a VITS hotel in Belgaum, travelers visiting the city for leisure or for medical treatment from Karnataka, Maharashtra or Goa will now have an alternate 'home away from home'.

With this launch, KHIL has taken another step in its ambitious plan to grow the VITS chain for business travellers. The first VITS hotel was launched in Mumbai in November 2007. KHIL plans to extend the VITS hospitality experience to Ahmedabad, Aurangabad, Baroda, Chinchwar, Gujarat, Hubli, Kolhapur, Nagpur, Nashik, Navi Mumbai, Pune, Solapur, Surat, Thane and twenty more locations in the next five years.

The launch of VITS Belgaum was a grand affair, with the crème-de-la-crème of Belgaum society attending the function. Corporate heads, golfers, defence personnel, doctors and renowned personalities from diverse fields were there to mark the occasion. A musical extravaganza by renowned DJ from Mumbai set the evening afire with sizzling numbers that drew the audience to the pulsating dance floor. The evening also witnessed the unveiling of the VITS logo amidst fire show and an impressive theme dance performances.

Facilities at VITS Belgaum are among the best in the category across the state. Its ideal location provides guests proximity to the domestic airport. It will offer varied

dining options like an open terrace restaurant with a contemporary ambience and a 24x7 coffee shop with a midnight buffet option. VITS offers a range of spacious and luxurious accommodation to suit the needs of guests: twin and double rooms, a Presidential Suite, service apartments and studio rooms equipped with all modern & technical facilities.

The rooms in VITS are one of a kind, they provide customers with varied options to select depending on the requirement and duration of stay. Guests visiting Belgaum for a long period e.g. business tour/medical treatment, can experience the 'home away from home' in the service apartments; while the Presidential Suite and studio rooms option can be explored by those who want to have a unique hospitality experience.

Belgaum will witness many firsts with VITS, such as a pick-up and drop facility, terrace swimming pool and a wellness club. For guests who like to combine business with pleasure, VITS has a tie up with premium golf courses and spare golf kits that golf lovers can use. These and other special facilities will give guests an exclusive VITS experience.

Speaking on the occasion, **Mr. Vithal Venkatesh Kamat, Executive Chairman & Managing**

**Director**, Kamat Hotels India Limited (KHIL), said, 'The new VITS hotel is in sync with the development envisaged for Belgaum, which is now being referred to as the second capital of Karnataka. With a Vidhan Sabha planned in the city and companies from emerging sectors such as medical tourism, EXIM houses and other public infrastructure projects setting up base here, Belgaum is a growing business destination. There is a need for top quality hospitality services in the city and VITS bridges the gap by providing best in class facilities and services.'

As an inherited principle from its flagship Orchid group, VITS will uphold the Kamat's philosophy of giving the maximum value to customers without compromising on service, quality or food. The same values are epitomized in VITS' concise motto - '**Guest. Rest. Best.**'

In the VITS chain of hotels, standardized amenities will include world-class service -- from airport pickup by luxury car to one-time registration while checking in. The 24-hour, in-room dining, contemporary ambience, banquets for specific requirements, high-tech conference centers and seamless Wi-Fi connectivity on the

premises will cater to all the needs of modern, business travellers. VITS also plans to include select facilities required by guests in specific locations.

The new VITS hotel chain will bridge the gap existing in the market by being present in all major Tier II and Tier III cities and towns in India. It will offer a complete package of top quality hospitality services for upwardly mobile business class travelers. VITS will have a trendy look which will be reflected in its logo, facilities and services and will be the best in class.

The VITS marketing plan revolves around acquisition, retaining and regaining customers. Exclusively designed customer loyalty programmes for travel agencies, guests and for corporate houses will be announced soon.

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#### **About KHIL:**

Kamat Hotels (India) Limited (KHIL) is one of the fastest growing hospitality groups in the country. KHIL was initiated on March 21st, 1986 by the late Venkatesh Krishna Kamat, a visionary in the business. His guidance and support helped Vithal Venkatesh Kamat, current Executive Chairman and Managing Director, steer the company into a successful public limited company in 1994. Kamats is today a large hospitality business group with interests in Luxury Hotels, Budget Hotels & Restaurants, Travel Business, Catering & Educational Institutions, Departmental Stores and of course, Restaurants. With a turnover of over Rs. 80 crores (2006) and approximately ten thousand shareholders, KHIL is listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE).

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**Page 2/2**

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