

Coffee Day Group broadens the relaxed lifestyle experience Launches 'The Serai'

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Situated within 70 acres of rich coffee estates that provides a natural habitat for several genus of flora and fauna, '**The Serai**' is a haven for anyone seeking escape and seclusion from the day-to-day travails of city life. 30 designer villas with amenities such as private pools, picturesque views, and exclusive Spa facilities backed by impeccable service will send you back into city life totally refreshed and charged ready to face new challenges. Take time out to lie on your own private sun deck or call in for a massage. Indulge in a variety of exotic Oriental, Continental or Indian menus. Targeted at the connoisseurs, who appreciate the finer things in life and are unabashed about enjoying them, '**The Serai**' is a luxurious indulgence to keep aside your business suits for a few days.

Commenting on the launch of '**The Serai**', **Mr. M. Venkatesh, Director, Coffee Day Resorts**, said '*The Serai has been founded on the Coffee Day Group's philosophy of offering trendy lifestyle products and experiences. We have recognized the need for a resort such as this, and more than that, is our pleasure in creating it in out very own coffee plantations which is so close to our hearts*'.

The concept of the Serai was to create an ambience where one felt an innate alignment with nature - thereby bringing one into a state of tranquility and serenity. The resort is viewed as a contemporary response to the needs of creating luxury and to the fecundity of the nature around thereby creating a unique building typology that serves the ultimate aim of creating a seven-star world class resort.

Added **Mr. AP Nanaiah, President - Coffee Day Resorts** '*Since we are already in the service industry, this is a natural extension of offering an international experience albeit in the luxury market catering to an older target audience. We are geared to providing a comprehensive world class experience and we are very sure our patrons will enjoy this new offering*'.

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About Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL):

ABCTCL is an ISO 9002 certified company. With over 10000 acres of owned and managed estates, the Company has a rich heritage of over 135 years in the coffee business. Asia's largest integrated

coffee conglomerate, ABCTCL is present in the entire value chain of coffee consumption in India through different business that are vertically integrated under an established mother brand name 'Coffee Day'. These business groups are: Café Coffee Day (pioneer and largest Indian retail coffee café chain), Coffee Day Xpress (retail fast food and beverage outlets), Coffee Day Beverages (coffee vending) and Coffee Day Fresh 'n Ground (coffee powder), Coffee Day Exports and Coffee Day FMCG (packaged filter coffee).

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