

New Brand Identity of Trident Hotels Announced

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New Delhi, Delhi, April 1, 2008 /[India PRwire](#)/ -- The new brand identity of Trident Hotels was launched today. 'Trident Hilton' hotels located in Gurgaon (Delhi National Capital Region), Agra, Jaipur, Udaipur, Cochin, Bhubaneswar and Chennai have been rebranded 'Trident'. 'Hilton Towers' in Mumbai is now 'Trident, Nariman Point, Mumbai'.

Addressing the press conference Mr. P.R.S. Oberoi said, "The first Trident Hotel opened in 1988. Since then Trident Hotels have established a reputation for efficiency and consistency. The Trident brand is committed to making sure that guests at all Trident Hotels continue to receive dependable and caring service.

The outlook for the Trident brand in India is excellent and we are very confident that Trident Hotels will continue to expand exponentially.

The 436 key Trident hotel at Bandra Kurla, Mumbai is scheduled to open in the last quarter of 2008. We expect Trident, Bandra Kurla to be the market leader in North Mumbai. A 320 key Trident hotel at the new International Airport in Bangalore and a 334 key Trident hotel at Cyber City, Hyderabad will be under construction soon. The construction of a 200 key Trident hotel located at Chandigarh will commence in the last quarter of 2008.

We are exploring opportunities of extending the Trident brand overseas."

Mr. Oberoi announced that Mr. Rattan Keswani has been appointed as President of the Trident brand. Mr. Keswani will be responsible for overseeing the operations of Trident Hotels. He will also seek opportunities to expand the brand.

Referring to the new brand identity Mr. Rattan Keswani, President, Trident Hotels said, "Trident hotels are five-star hotels that are acknowledged for offering quality and value. The Trident brand stands for dependability and care. Our guests can depend upon us to make their stay enjoyable. The Trident brand combines a number of elements to deliver a memorable experience for our guests – from excellent amenities to warm and friendly service. Everything comes together to deliver an experience that is larger than the sum of its parts."

Notes to Editor

Trident Hotels

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