

Ginger' Opens In Guwahati

Roots Corporation Limited launched its 19th Ginger Hotel in Guwahati

Mumbai, Maharashtra, June 17, 2009 /[India PRwire](#)/ -- **Shri Tarun Gogoi, Chief Minister of Assam**, today inaugurated '**Ginger**' - the GenNext Smart Basics- hotel from Roots Corporation Limited, in Guwahati. The hotel in Guwahati is **19th** hotel which Ginger has added to its fast growing national portfolio.

The **70- room** Ginger Hotel is located at IHM Campus, VIP Road, Upper Hengrabari, Borbari. Speaking on the occasion, **Mr Prabhat Pani, Chief Executive Officer & Director, Roots Corporation Ltd**, said, " *It gives us great pleasure to launch Ginger Hotel in Guwahati, gateway to the seven sisters in North-East. The commercial capital of Assam has tremendous potential for an innovative concept like Ginger and our initiatives will help in boosting the infrastructure for the domestic and international travellers. Ginger Hotel has created a niche for itself in the branded no-frills category since it launched the first hotel in Bangalore in 2004.*"

The hotel has individually air-conditioned rooms equipped with electronic locks, a work area, a 20-inch LCD television with satellite channels, direct-dial telephone including STD facility, mini-fridge, tea/coffee maker and posturepedic mattresses. Other guest facilities at the hotel include a **conference room with a capacity of 80-100people, two party lawns**, a cyber café, gymnasium, automatic check in kiosk, ATM, vending machines, digital safe deposit boxes, well as wi-fi connectivity in the public areas and individual rooms.

In spite of being a no-frills hotel, Ginger will now offer limited room service where guests can enjoy a select range of snacks in their rooms. This is another example of Ginger's attempt to understand the evolving needs of the modern-day traveller a little differently. Over the years Ginger has associated with like minded brands like **Café Coffee Day** and **Landmark** bookstore at select properties to provide value added services to the travellers.

Ginger Hotel has also expanded in other cities like New Delhi, Ahmedabad, Ludhiana, Goa, Durg, Haridwar, Bhubaneswar, Puducherry, Pune, Nashik, Thiruvananthapuram, Pantnagar (Rudrapur), Agartala, Vadodara and Durgapur. Soon Ginger Hotels will enter Chennai and Jamshedpur. These locations have been identified after detailed studies across various parameters such as potential of the market, clusters of clientele and peak periods among others. Ginger Hotels plans to increase the number of hotels to 30 by December 2010.

Notes to Editor

About Ginger Hotels

Indigenously designed and developed by Indian Hotels Company Limited, the guiding principle behind the design of Ginger Hotels was to create a unique 'space' that is conducive not only for guest comfort and relaxation but also for their work requirements. Ginger Hotels characterize freshness. The Ginger Hotels are modern, modular and scalable, providing guests with a consistent experience. These hotels have 100 / 150 well-appointed rooms, with a choice of single, twin and queen sized rooms.

About Roots Corporation Limited

Roots Corporation Limited (RCL) is a subsidiary of the Indian Hotels Company Limited (IHCL). Incorporated in December 2003, RCL operates GINGER, a first-of-its-kind category of 'Smart Basics' hotels. The first GINGER hotel was launched in Bangalore.

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