

PRESS RELEASE

AMRAPALI GROUP'S EMERGING SUCCESS IN THE HOSPITALITY SECTOR

- **Developer Amrapali Forte integrates with Inter Continental Hotels Group over six new hotels**
 - **Invests Rupees 1000 Cr. in this embellished series of contract**

New Delhi: The **Amrapali Group's forte**, after setting a benchmark in luxurious residential complexes, townships, family entertainment centres, offices and commercial complexes with its unmatched expertise in residential development, takes a lot of pride in announcing its incredible venture of amalgamation with the globally acclaimed brand in the hospitality sphere, the **Inter Continental Hotels Group launching six explicit Holiday Inn Express Hotels in India.**

Strategically located amidst the metropolis, Holiday Inn Express Noida Extension , Holiday Inn Express Indore Pithampur , Holiday Inn Express Jaipur Hitech City, Holiday Inn Express Kochi Aluva Junction , Holiday Inn Patna, Holiday Inn Suites Noida Sector 76 , luxurious hotels of its kind are all scheduled for the coming years , are a perfect answer to experience the best of hospitality along with extraordinary combination of an historic aura and contemporary facilities to create an unrivalled luxury hotel experience . For this upcoming project, the real estate behemoth is investing Rupees 10 Crores and strengthening its hold by tying up with international choice of the hospitality arena, the Inter Continental Hotels Group.

The hotel's vision to excel itself as an undisputed brand ambassador for its leadership in outstanding service, inspiring architecture, majestic ambience and the best of opulence. To usher up any festivity it provides an array of variety starting from uniquely-designed suites, available in a bouquet of room categories, inclusive of standard, executive, deluxe, imperial and presidential suites, multi-cuisine restaurant offering wide choices of Indian, Chinese Continental delicacies which are tempting to look at and brought to you by highly skilled chefs, impressive coffee shop and an upscale bar serving extensive range of cocktails. In their true spirit of hospitality and personalised attention, Amrapali Group as well as the Intercontinental Hotels Group awaits the discerning traveller, keeping in mind a deep understanding of the needs of every global visitor.

Anil Kumar Sharma, Chairman and Managing Director, Amrapali Group on this gallantry occasion said, "India's need for world-class hotels consistent with rapid economic growth make this an opportune time for us to expand our hospitality portfolio. IHG, with its well-recognised and profitable brands, offers us a strong foundation to deepen our focus in hotel development. We look forward to introducing the fast-growing Holiday Inn Express brand that offers an ideal mix of convenience, comfort and value."

AMRAPALI GROUP : AN OVERVIEW

Pioneer's of the fastest growing real estate development, Amrapali group distinctly stands out for its steadfast dedication to quality and efficient service. Established by Mr. Anil Sharma, a civil engineer from IIT Kharagpur and a former government employee, Amrapali is run by a group of highly competent engineers and over 50 professional and 150 supervisory-grade employees. Amrapali understands the importance of quality and ensures the best of technology, planning, design and construction for all of its projects. Amrapali , an ISO 9001-2000 company is one of the fastest growing real estate development firms in Delhi and the National Capital Region . In a short span of time, Amrapali has developed luxurious residential complexes, townships, family entertainment centres, offices and commercial complexes. With its unmatched expertise in residential development, the group takes a lot of pride in announcing its 22 cities, 43 projects achievement.

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