

Scaling Heights: From One to 150 Hotels in 25 Years, Targeting 250 in India Soon, says Ranju Alex

Over the span of 25 years, Ranju Alex has overseen an incredible journey, from establishing one hotel to expanding the portfolio to 150 properties. Now, the focus is on reaching the milestone of 250 hotels in India in the near future, marking an exceptional trajectory of growth and success.

Under Alex's leadership, this remarkable expansion has been fueled by a commitment to excellence, innovation, and strategic vision. By identifying emerging opportunities and capitalizing on market dynamics, the company has established a strong presence in the hospitality sector, catering to diverse segments and preferences.

The ambitious goal of reaching 250 hotels underscores the company's confidence in the resilience and growth potential of the Indian hospitality market. Despite the challenges posed by external factors, such as the pandemic and economic uncertainties, the company remains steadfast in its determination to achieve new heights of success.

Central to this expansion strategy is a focus on quality, sustainability, and guest satisfaction. Each new property is meticulously curated to reflect the brand's ethos of delivering memorable experiences, exceptional service, and unparalleled hospitality, ensuring that guests feel valued and cherished at every touchpoint.

Moreover, the company's commitment to responsible business practices, environmental stewardship, and community engagement underscores its dedication to creating long-term value for all stakeholders. By fostering strong partnerships, embracing innovation, and prioritizing the well-being of guests and employees, the company is poised to achieve sustainable growth and make a positive impact on society.

As Ranju Alex and the team embark on this journey towards 250 hotels in India, they remain guided by their core values of integrity, excellence, and

customer-centricity. With a relentless focus on innovation and a commitment to exceeding expectations, they are poised to write the next chapter of success in the company's remarkable story of growth and achievement.