

Radisson Hotel Group's luxury lifestyle brand Radisson Collection debuts in India

Radisson Hotel Group proudly announces the grand inauguration of its esteemed luxury lifestyle brand, Radisson Collection, in India, marked by the unveiling of Radisson Collection Hotel & Spa, Riverfront Srinagar. Nestled serenely along the banks of the picturesque River Jhelum, this hotel draws its design inspiration from the rich tapestry of Kashmir's heritage, culture, and artistry. It epitomizes the essence of Kashmir, seamlessly blending landmark architecture, refined interiors, exquisite gastronomic and cultural encounters, personalized service, and opulent amenities.

Strategically positioned, the hotel enjoys close proximity to prominent tourist attractions including Dal Lake, Mughal Gardens, Tulip Garden, Shalimar Garden, Cheshmashahi Garden, Pari Mahal, Shankaracharya Temple, historical Lal Chowk, and downtown Srinagar. Easily accessible by car or taxi from Srinagar International Airport and local bus and train stations, it offers convenience to travelers.

"We take immense pride in introducing the first Radisson Collection hotel in India, nestled in the captivating city of Srinagar. Boasting an impressive inventory of 212 rooms, the largest in the Jammu and Kashmir region, Radisson Collection Hotel & Spa, Riverfront Srinagar promises an unparalleled experience for our esteemed guests. With this milestone, we eagerly anticipate further collaborations with suitable partners to curate a distinctive collection of iconic properties under the Radisson Collection brand across the country," remarked Nikhil Sharma, Managing Director and Area Senior Vice President of South Asia, Radisson Hotel Group.

Radisson Collection Hotel & Spa, Riverfront Srinagar offers 212 spacious and meticulously appointed rooms across various categories, including premium, executive, suite, executive suite, and presidential suite. Reflecting Kashmir's authentic motifs and the iconic geometrical star-patterned 'jali,' the hotel's design elements pay homage to the region's rich heritage. Adorned with

artworks depicting the intricate embroidery process of Kashmiri shawls and carpets, the hotel's corridors resonate with the melodious sounds of live Rabab music every morning, offering guests a culturally immersive experience.

The hotel presents an extraordinary culinary voyage, blending diverse cuisines within a fusion of contemporary and traditional architecture. Firdaus, one of its two F&B outlets, showcases the traditional Kashmiri Wazwaan, a multi-course meal celebrated for its elaborate preparation, alongside local specialties crafted using age-old Kashmiri culinary techniques. Adorned with traditional interiors, Firdaus seamlessly merges past and present through regional culinary delights.

Sapphire Lounge, a modern tea and coffee lounge, offers an array of French pastries, cakes, and a selection of teas in an elegant setting. Guests can savor aromatic coffee and French delicacies amidst lush green lawns while enjoying Kashmiri Kahwa, Noon Tea, and a variety of Kashmiri bread. Mehfil, an elegant bar space, invites guests to indulge in a curated selection of premium spirits within a sophisticated setting, reminiscent of a cozy residential living room, with transparent glass walls and colorful leather furniture.

The hotel boasts Mumtaz, one of the largest pillar-less banquet halls in the Kashmir valley, spanning an area of 5,000 sq. ft. Adorned with diverse Kashmiri art forms such as 'Mehrab,' its walls are embellished with intricate geometric patterns, calligraphy, and floral motifs. Surrounded by majestic Chinar trees and the charming colonial architecture of Srinagar city, Mumtaz Lawns provide an idyllic backdrop for weddings and corporate gatherings. For smaller meetings, Zewar offers the perfect venue.

"We are delighted to collaborate with Radisson Hotel Group as we proudly unveil the first Radisson Collection in India - Radisson Collection Hotel & Spa, Riverfront Srinagar, reaffirming our belief in the Group. Our partnership underscores our unwavering commitment to delivering exceptional luxury experiences. Together, we aim to redefine grandeur, contribute to the local hospitality sector, and establish new industry benchmarks," remarked Wasim Chaya and Naseem Chaya, Managing Directors of Mushtaq Group of Hotels.

Guests can also explore the Artisan Shop within the hotel premises, showcasing local artisanal products, and participate in expert-led experiences unveiling the region's rich heritage and adventures. Additionally, they can indulge in handpicked treatments focused on beauty, regeneration, balance, and detoxification at the in-house L'Occitane Spa, designed with a blend of traditional and contemporary elements.