

ITC Hotels plans to add 70 properties in five years: Anil Chadha

ITC Hotels has set an ambitious target to expand its portfolio from the current 130 hotels to 200 within the next five years, capitalizing on the surge in both business and leisure travel across India. Anil Chadha, the Chief Executive, revealed to ET that the company is on a trajectory of rapid growth, aiming to increase its inventory to over 18,000 keys in five years, up from the current 12,000.

In its international debut, the hotel business of ITC Ltd is launching the 352-keys ITC Ratnadipa in Colombo later this month. Chadha highlighted that the property will boast the most spacious rooms in the city. Over the past two years, ITC Hotels has introduced 25 hotels pan India.

Chadha emphasized the company's strategy of consolidating its presence in luxury markets across major metros while aggressively expanding into tier two and tier three cities. He noted the rising trend of experiential travel and highlighted the unique, immersive guest experiences offered by ITC's various brands, including Storii, Mementos, and Welcomhotel.

ITC is gearing up to introduce Club ITC Master Key, an integrated offering aimed at providing immersive experiences for guests throughout their stay, from arrival to departure. Chadha outlined a range of experiences, from culinary delights to outdoor adventures, designed to create lasting memories for guests.

The upcoming 'ultra luxury' hotel in Sri Lanka will feature a variety of accommodation options, extensive banqueting facilities, and a diverse dining scene, including renowned restaurants such as Peshawri, Yi Jing, and Avartana. Additionally, the property will house the esteemed Kaya Kalp - The Royal Spa.

Scheduled openings for the current financial year include Welcomhotels in Belagavi, Jabalpur, and Gangtok, a Mementos hotel in Jaipur, and Storii hotels in Kolkata, Sirmour, and Prayagraj.

ITC's hotel business encompasses a diverse range of brands catering to various market segments, including the luxury ITC Hotel brand, Welcomhotel in the upper upscale segment, Fortune in the mid-market to upscale range, and WelcomHeritage in the heritage leisure segment. The recent additions of Mementos and Storii further enrich the group's portfolio, catering to the luxury and premium segments, respectively.