

ITC's Fortune Hotels Targets Opening a New Hotel Monthly in the Current Fiscal Year

ITC's Fortune Hotels sets an ambitious goal of unveiling a new hotel every month throughout the current fiscal year. This initiative underscores the brand's robust expansion strategy and commitment to enhancing its presence in key markets across the country.

With a focus on strategic growth and market penetration, Fortune Hotels aims to capitalize on emerging opportunities and consumer demand for quality hospitality experiences. By leveraging its diverse portfolio of brands and leveraging synergies within the ITC Group, the company seeks to establish a strong foothold in both urban and emerging destinations.

The rapid expansion plan reflects Fortune Hotels' confidence in the long-term growth prospects of the hospitality sector, despite the challenges posed by the ongoing pandemic and evolving market dynamics. By investing in new properties and leveraging its expertise in operations and brand management, the company aims to cater to the evolving needs and preferences of travelers.

Furthermore, Fortune Hotels remains committed to upholding its reputation for excellence in hospitality and delivering exceptional guest experiences across its expanding network of hotels. Each new property is meticulously curated to reflect the brand's signature blend of comfort, convenience, and personalized service, ensuring memorable stays for guests.

As Fortune Hotels embarks on this ambitious journey of growth and expansion, it remains cognizant of the importance of sustainability and responsible business practices. By integrating environmental stewardship and community engagement into its operations, the company strives to create value for all stakeholders while minimizing its ecological footprint.

With its aggressive expansion plans and unwavering commitment to excellence, Fortune Hotels is poised to emerge as a leading player in the Indian hospitality landscape, setting new benchmarks for quality, innovation, and guest

satisfaction. As the brand continues to evolve and grow, it remains dedicated to delivering memorable experiences that inspire and delight guests across the country.