

Pride Hotels opens 40th hotel with Pride Plaza Indore

Pride Hotels & Resorts has opened Pride Plaza Indore, a 141-room upscale property on AB Bypass near Rau, marking the group's 40th operational hotel and its second property in Indore. The launch also marks the first entry of the Pride Plaza brand into the city.

The property features 141 rooms, six event venues, three restaurants, a poolside lounge and bar, a swimming pool and banquet and lawn spaces designed to cater to business travel, MICE, weddings and social events.

With the opening, Indore becomes the only city in Madhya Pradesh with two Pride properties, alongside Pride Premier Indore. The group also operates hotels in Bhopal, Ujjain and Jabalpur, taking its presence in the state to five hotels.

Founded in 1987, Pride Hotels & Resorts now operates 40 hotels with 3,204 keys and has 33 confirmed hotels in its pipeline, adding 2,367 keys. On completion, its portfolio is expected to exceed 70 hotels and 5,500 keys, alongside more than 50 F&B outlets and 3.5 lakh sq. ft. of banquet space.

"This property holds a special place for us; it is the 8th hotel owned by the group, and to have it here in Madhya Pradesh, the state I call home, makes this moment truly personal for me and for all of us at Pride Hotels". said S.P Jain, Chairman & Managing Director, Pride Hotels Limited.

Pride Hotels said 67 per cent of its existing keys are in business markets, 18 per cent in leisure cities and 15 per cent in pilgrimage destinations.

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