

ITC Hotels Expands Goa Presence with New Storii by ITC Hotels in Assagao

ITC Hotels Limited has strengthened its presence in Goa with the signing of a management agreement with Ananda Hospitality Services Private Limited for a new 51-key hotel in Assagao, North Goa, under its Storii by ITC Hotels brand.

The upcoming Storii Assagao will feature rooms and suites, an all-day dining restaurant, and a range of dining, social and recreational experiences. Designed to reflect the distinctive character of Assagao, the property will offer guests convenient access to the region's beaches, culinary destinations, retail and other attractions.

Anil Chadha, Managing Director, ITC Hotels Limited, said Goa remains a key focus area for the company's leisure growth strategy, with Assagao emerging as an attractive micro-market. Purshottam Sharma and Dilip Sharma, Partners at Ananda Hospitality Services Private Limited, welcomed the partnership and highlighted their vision to create a hospitality offering that reflects the unique appeal of the region while delivering exceptional guest experiences. The project further supports ITC Hotels' expansion across India's growing leisure markets.

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