

Pioneering sustainable growth in India

IHG Hotels & Resorts: Expanding Leadership in India's Hospitality Sector

Over the past decade, IHG Hotels & Resorts has experienced exceptional growth in India, solidifying its position as a key player in the country's hospitality landscape. Our portfolio has expanded by over 200%, growing from 15 hotels to 46 in 2024. This success is driven by our asset-light, brand-rich strategy, which allows us to deliver diverse and high-quality hospitality experiences. Our strategic focus on expanding the Holiday Inn brand family has been particularly effective in catering to India's predominantly domestic travel market.

Strengthening Presence in Emerging Markets

IHG has been actively expanding in secondary cities, addressing the rising demand for quality, branded accommodations. The introduction of global brands like voco and Six Senses has been met with strong market interest, and investor confidence continues to grow. We are also exploring opportunities to introduce additional brands—including Staybridge Suites, Regent Hotels & Resorts, Kimpton Hotels & Restaurants, and the Vignette Collection—with the right partners at the right time.

Investing in People and Technology

A key part of our strategy is investing in talent development and innovative technology that enhances guest experiences, optimizes operations, and drives owner returns. Platforms like IHG Concerto and the IHG One Rewards loyalty program have significantly improved guest satisfaction, streamlined operations, and strengthened our value proposition for hotel owners.

Meeting the Demand for Midscale and Premium Hotels

India's growing appetite for midscale and premium hotels presents a significant opportunity, and IHG is well-positioned to capitalize on this trend. Our well-established brands, such as Holiday Inn and Holiday Inn Express, cater to the midscale segment, while Crowne Plaza and voco serve the premium market. As

we continue expanding, we aim to introduce more global brands, ensuring a diverse portfolio that appeals to both business and leisure travelers.

At the core of our success is our commitment to building brands that guests love while delivering consistent returns for our owners. Our asset-light model enables sustainable growth and long-term partnerships. Additionally, we maintain agility by adapting our offerings to local market dynamics while upholding IHG's global standards of excellence.

Localisation is also a key focus, from customising guest experiences to aligning food and beverage offerings with regional preferences, further strengthening our presence in the dynamic Indian market.

Embedding Sustainability in Our Growth Strategy

Sustainability is at the heart of IHG's growth strategy. Through our *Journey to Tomorrow* initiative, launched in 2021, we are committed to making a positive impact on people, communities, and the planet. This 10-year action plan aligns with our mission of *True Hospitality for Good* and the UN Sustainable Development Goals.

We take pride in our progress, from being recognized as a top employer to reducing carbon emissions per occupied room. Our teams actively contribute to their communities, reinforcing our commitment to responsible and sustainable hospitality.

Vision for the Future

With strong growth momentum, IHG has ambitious plans to expand across all brand segments in India. With nearly 50 hotels in the pipeline, we aim to double our operating portfolio within the next five years. Our development pipeline includes renowned brands like InterContinental Hotels & Resorts, Crowne Plaza, voco, Holiday Inn, Holiday Inn Express, and Staybridge Suites.

Beyond established markets, we are targeting high-growth secondary cities while strengthening our presence in popular tourist destinations. With a strategic focus on innovation, sustainability, and guest-centric experiences, IHG is poised to shape the future of hospitality in India.