

ToyRoom debuts in Pune at Sheraton Grand Pune Bund Garden Hotel

ToyRoom, renowned globally for its unique blend of luxury and playful allure, has made a highly anticipated entry into Pune's nightlife scene. With an iconic presence in eight countries, including London, Dubai, Istanbul, Mykonos, Athens, São Paulo, Rome, and India, ToyRoom Pune opened its doors at the Sheraton Grand Pune Bund Garden Hotel in August 2024.

This world-famous nightclub, celebrated for its electrifying atmosphere, brings an upscale experience to Pune. Introduced to the city by Uday Patil and K.K. Singh, ToyRoom Pune combines premium hospitality with the brand's signature sense of playful naughtiness.

Designed by Tenzin Design Studio, ToyRoom Pune merges sophistication with whimsy to create an exclusive experience. The 4,500-square-foot venue, accommodating 150 guests, features high ceilings and sleek, luxurious interiors with quirky, Instagrammable touches.

The design includes metal and rose gold fixtures, reflective mirrors, and leather seating. Inspired by the London flagship, the walls are adorned with edgy, hip-hop-themed graffiti murals. ToyRoom Pune is a sought-after destination for the arts, fashion, and celebrity crowds, offering an intimate and luxurious setting. It's a playful, provocative, and sexy space, perfect for those who love to paint the town red.

Key highlights include the iconic ToyRoom mascot, Frank, crafted from approximately 2,000 teddy bears, vibrant neon graffiti, a DMX-controlled ceiling light synchronized with the music, and interactive LED screens. The venue also features unique, customized artworks by emerging Indian artists, creating an immersive and inviting atmosphere.

“Guests will enjoy a blend of art, fashion, international appeal, and curated playlists, along with exclusive reception areas for guests and artists, ensuring a night of luxurious indulgence and vibrant celebration. Launching ToyRoom in Pune is a moment of great anticipation for us. The city's vibrant culture

perfectly complements the opulence and fun that ToyRoom offers,” said Uday Patil, Partner at ToyRoom Pune.

K.K. Singh, a technology entrepreneur venturing into hospitality as a partner at ToyRoom Pune, added, “Opening ToyRoom Pune is a thrilling moment for us. Pune's dynamic energy aligns perfectly with ToyRoom's luxury and entertainment.”