



#### HOTEL DEVELOPMENT | ITC HOTELS



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ITC LIMITED



ITC'S HOTEL GROUP



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ITC HOTELS



STORII



GROW WITH ITC HOTELS

### ITC Limited





### Our Businesses



#### HOTELS

Launched in 1975, ITC's Hotel Group, India's premier chain of hotels, has become synonymous with Indian hospitality.



PAPERBOARDS & SPECIALITY PAPERS

ITC's Paperboards and Specialty Papers Business is India's largest technologically advanced and most eco-friendly paper and paperboards business.



#### FMCG

ITC's rich FMCG portfolio is designed and customised to delight consumers in myriad ways.



#### PACKAGING

ITC's Packaging & Printing Business is the largest value added converter of paperboard packaging in South Asia.



#### AGRI BUSINESSES

ITC is one of India's largest integrated agri business enterprises with significant presence across every node of the agri value chain.



#### INFORMATION TECHNOLOGY

ITC Infotech is a specialized global technology services provider, led by Business and Technology Consulting.

### From the DCE's Desk



Bringing Indian hospitality in its truest form to Global Leaders and Heads of State, celebrities and all our guests for over 45 years, ITC Hotels has established itself as a **competitive hotel brand** in the Indian subcontinent. Driven by our guiding premise of Responsible Luxury, ITC Hotels today showcases **6 distinct brands** across a portfolio of 130+ hotels spread over 90 unique destinations.

ITC's Hotel Group embraces various brand categories – *ITC Hotels and Mementos in the luxury segment, Welcomhotel and Storii in the premium space, Fortune Hotels spanning the midmarket to upscale category and WelcomHeritage hotels in the heritage, nature and wildlife space.* With properties across various operating models, our teams offer extensive support from the project and pre-opening phase all the way to opening and operating the hotel.

Training is an area of high focus for ITC Hotels. We ensure that our experienced skills in hiring, grooming and learning, product management and quality of services as well as our brand standards and standard operating procedures are implemented and upheld at all the properties, whether owned or managed.

ITC Hotels' Growth and Development team has built a bridge of trust by fostering relationships beyond contracts with our Owners while the functional teams supplement this drive with their domain expertise leading to better performances and bottom-lines, thereby strengthening Owners' belief in the vast hospitality offering of ITC's Hotel Group.

There couldn't be a better time to partner with ITC Hotels, as we continue to grow, adding properties and creating operational synergies while raising the decibels for our exemplary hotels known for their exceptional service, award-winning Food & Beverage and most importantly, best practices in sustainability.

Going forward, we endeavour to be **the preferred brand** for Owners as well as Guests, be it at business or leisure locations across the country and beyond.

Anil Chadha Divisional Chief Executive ITC Limited – Hotels Division















# ITC'S HOTEL GROUP



































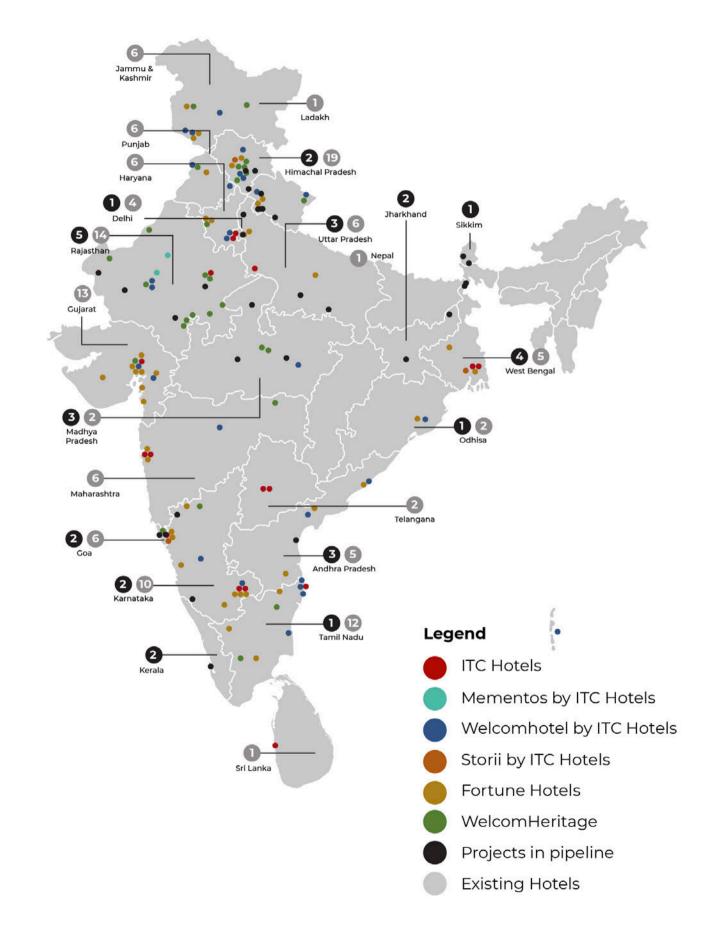








### Our Footprint



# Key Highlights

Launched in 1975, ITC Hotels, India's premier chain of luxury hotels, has become synonymous with Indian hospitality. ITC Hotels pioneered the concept of 'Responsible Luxury' in the hospitality industry, drawing on the strengths of ITC groups' exemplary sustainability practices. Responsible Luxury personifies an ethos that integrates world-class green practices with contemporary design elements to deliver the best of luxury in the greenest possible manner.





### Awards and Accolades



Leadership in Energy and Environmental Design (LEED®) World's First 12 LEED Zero Carbon Certified Hotels World's First 4 LEED Zero Water Certified Hotels Worls's largest chain of LEED Platinum Certified Hotels

\*as of May 2024







Travel + Leisure India's Best Awards

Best Luxury Hotel Chain (Domestic) for Seventh Year in a Row Best New Hotel/Resort - Mementos by ITC Hotels Ekaaya Udaipur

#### Asia's 50 Best - 2024

- Avartana, ITC Grand Chola at no. 44
- Dum Pukht, ITC Maurya at no. 87



- Todays Traveller Awards
- · Best 5 Star Hotel Resort- Mementos by ITC Hotels Ekaaya Udaipur
- Best Luxury Spa ITC Maratha, Mumbai
- · Uttarakhand's Leading Hotel 2023- Welcomhotel The Savoy Mussoorie

#### Zeezest Unlimited Awards 2024

- Best Hotel Brand of the Year ITC Hotels
- Legacy Restaurant, Luxe Bukhara, ITC Maurya
- · Best Asian Restaurant Yi Jing, ITC Kohenur

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# Chronology of ITC Hotels



#### 1975

• ITC - Welcomgroup Hotel Chola (now Welcomhotel by ITC Hotels, Cathedral Road, Chennai), 171 rooms



#### 1976-77

- ITC Mughal, Agra, 233 rooms
- ITC Maurya, Delhi, 437 rooms
- ITC Hospitality Management Institute



#### 1982

• ITC Windsor, Bengaluru, 240 rooms



- Welcomgroup enters into a Marketing Service and Reservations Agreement with Sheraton International Incorporated
- Welcomhotel Rama International, Aurangabad opens as ITC's first managed hotel, 132 rooms



**1992** • ITC Rajputana, Jaipur, 218 rooms



- 1986 • Welcomgroup Graduate School
- of Hotel Administration (WGSHA)
- Welcomhotel by ITC, Alkapuri, Vadodara, 133 rooms



**1996** • ITC Kakatiya, Hyderabad, 188 rooms



Fortune Park Hotels Limited is setup to cater to the midmarket to upscale segments



#### 1997

- Welcomhotel Grand Bay, Vishakhapatnam, 104 rooms
- A joint venture between ITC Ltd and Jodhana Heritage; WelcomHeritage is launched



2000 • ITC Maratha, Mumbai, 380 rooms





**2001** • Welcomhotel New Delhi, 220 rooms



2003 • ITC Sonar, Kolkata, 237 rooms



#### **2005** • ITC Grand Central, Mumbai, 242 rooms





#### 2012

• ITC Grand Chola, Chennai, 600 rooms

ITC Hotels' first foray into Serviced Apartments



#### 2015

 ITC Grand Bharat, Gurgaon, 104 rooms

 ITC Hotels launches members-only Club Privé



#### 2018

- ITC Kohenur, Hyderabad,
   271 rooms including
   Serviced Apartments
- ITC Grand Goa, 252 rooms



#### 2021

- Two new soft brands announced
- Mementos by ITC Hotels, Luxury
   Positioning
- Storii, Premium Boutique Experiential Hotels





#### 2022

- ITC Narmada, Ahmedabad, 291 rooms
- Welcomhotel by ITC Hotels, Jim Corbett, 62 rooms
- Storii by ITC Hotels, Shanti Morada, Goa, 20 rooms
- · Storii by ITC Hotels, Amoha Retreat, Dharamshala, 37 rooms
- Club Privé Available at 6 hotels



#### 2023

- Mementos by ITC Hotels, Ekaaya Udaipur, 117 rooms
- Welcomhotel by ITC Hotels Hamsa, Manali, 46 rooms
- Welcomhotel by ITC Hotels Ahmedabad, 130 rooms
- Storii by ITC Hotels, Reveira Moira Goa, 15 rooms



#### 2024

- ITC Ratnadipa, Colombo, 352 rooms
- Mementos by ITC Hotels, Jaipur, 64 rooms
- Storii by ITC Hotels, Urvashis Retreat, Manali, 22 rooms
- Storii by ITC Hotels, Kaba Retreat, Solan, 28 rooms
- Storii by ITC Hotels, Devasom Resort & Spa, Kolkata, 30 rooms

### Our Hotel Brands





With 'Namaste' as the enduring symbol of its brand experience and 'Responsible Luxury' as the guiding premise, ITC Hotels are an archetype of the culture and ethos of each destination offering authentic. luxury indigenous experiences that are in harmony with the environment and society. With a platinum-grade commitment to our guests and the planet, each ITC Hotel is certified with a LEED® (Leadership in Energy and Environmental Design) Platinum rating for globally recognised planet-positive endeavours.



Mementos by ITC Hotels is a brand of luxury lifestyle hotels & resorts that offer the rarest of luxuries: great memories.

Every detail of the Mementos experience is designed to create exquisite moments, unique to each destination and transform them into something truly unforgettable. So that from the time you arrive, till well after you depart, every moment stays with you.

### Our Hotel Brands

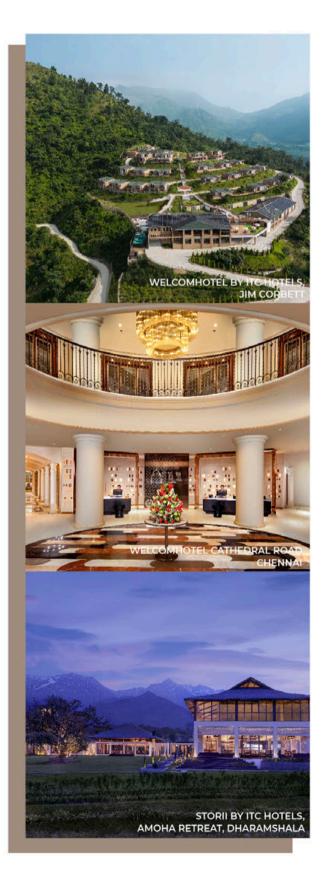


Designed for those who demand more to make the most out of their stay, Welcomhotel is the new age traveller's key to curated immersive experiences that enrich both business and leisure journeys. From curated experiences that enhance leisure trips to those that help guests maximize the efficiency of business stays, everything is designed to further their purpose. And enrich every journey that the traveller makes.

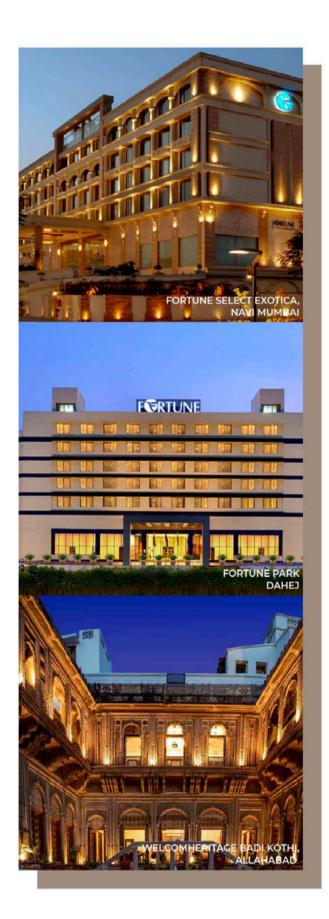
Present in locations ranging from hills to beaches, and deserts to cities, the hotels skilfully blend together local aesthetics and modern day comforts, along with ITC Hotels' renowned culinary expertise.

### STOR

Storii by ITC Hotels is a collection of handpicked properties, designed to satiate the ever-evolving needs of the discerning traveller by offering a unique, experience-led stay that is atypical, immersive, bespoke and co-exists in harmony with the environment as well as the local community. Storii will exist at diverse destinations - breath-taking locales or sites steeped in history, golden beaches or jungles thriving with adventure. Each will be unique by character, design, service or heritage and will offer a distinct experience - whether it is a date with the the surroundings, or a weekend of wellness, some quality solitude or joyous moments with family & friends with the help of these unique stays, the brand will tell a story like no other.



### Our Hotel Brands



### FGRTUNE

#### Member ITC's hotel group

Fortune Hotels' brand philosophy is driven by its objective to provide contemporary accommodation to business and leisure travellers through its four clearly defined sub-brands -Fortune Select, Fortune Park, Fortune Inn and Fortune Resort - with emphasis on personalised service at great value. Set-up in state capitals, major towns, small metros and bustling cities, Fortune Hotels' convenient locations, excellence of cuisine. efficient service and competitive pricing have made the chain popular amongst discerning travellers of all ages.



The bespoke hospitality and experiences of WelcomHeritage complete your array unforgettable memories of and discoveries of the myriad of cultures and the rich natural heritage of our country-From enchanting wildlife safaris, witnessing fine architecture of a 320-year-old temple, immersing in the age-old royal legacies and cultural stories, cruising along the lake in colourful shikaras to relishing the panoramic view of the snow-clad Himalayan peaks or lush coffee estates of Coorg, and plunging into the spectacular infinity pool. There's also the rush of adrenaline through activities such as rock climbing, turban tying, horse safaris, bird watching, trekking and hiking.

### **Our Branded** Residences

ITC Hotels enters into the Branded Residences space with the Sapphire Residences, Colombo and the adjacent ITC Ratnadipa Hotel which are the first developments in Sri Lanka under WelcomHotels Lanka (Private) Limited, a wholly owned subsidiary of ITC Limited. Sapphire Residences takes pride of place, at a prime seafront location at the heart of Colombo.



**OFFERINGS AT SAPPHIRE RESIDENCES:** 

Sapphire Residences offers an exclusive collection of

- Four and five bedroom elegant apartments
- Limited number of large two and three bedroom apartments
- 180° panoramic ocean, city and lake views
- Floor-to-ceiling windows
- A glass façade that has been designed to ensure safety, conserve energy and to keep noise, heat and glare out

# Our Branded Residences



#### **OTHER FACILITIES AND AMENITIES:**

#### Social

 Residents' Clubhouse including bar, library, lounge and private dining
 Private cinema with VIP seating
 Teens' Social Lounge
 Kids' Social Lounge

#### Sun Deck

 BBQ terrace
 Pool deck with main pool toddlers' and kids' pools
 Kids' outdoor lawn

### • Gym

 Multi-purpose court for futsal, badminton and basketball
 Squash court

- Teens' Active Lounge
- Kids' Active Lounge
   Table tennis
  - Creativity Studio
     Yoga pavilion
  - The Sapphire Spa

### Our Branded Cuisine



#### Bukhara

A globally renowned dining destination, Bukhara offers robust flavours of the North West Frontier with an authentic setting and a menu, unchanged and unmatched since 1978. A version of this menu is offered at our hotels under the award-winning Peshawri brand.



This iconic restaurant beckons you to partake in a royal experience as it recreates the 200-year-old culinary legacy from the kitchens of the majestic Awadhi Nawabs.







An exclusive luxury vegetarian restaurant that features a fine collection of signature vegetarian dishes from the erstwhile royal kitchens of India.

## Our Branded Cuisine



### avartana

An experience that exemplifies an exclusive blend of traditional and progressive renditions of Southern Indian cuisine, which is rooted to the gravitas of the unique tastes, aromas and flavours of southern Indian spices.

Dakshin Showcasing the rich diversity of South Indian tradition through specialty cuisine offerings from the states of Tamil Nadu, Kerala, Andhra Pradesh, Karnataka and Telangana, Dakshin remains a favourite.







An exclusive restaurant showcasing scrumptious heritage cuisine fine-tuned through years of research by the celebrated chefs at ITC Hotels.



A barbecue restaurant that serves a unique cuisine from the rugged Indian North-West frontier, that revives tales of roasting meat around a roaring fire and the aroma of charcoal grilled kebabs.



## Our Branded Cuisine



### Oltimo

Cucina Italiano

A traditional Italian kitchen has been recreated with an authentic array of antipasti, wood-fired oven baked pizzas, artisanal pastas and much more.

#### PESHAWRI

An award-winning restaurant brand brings alive the robust flavours of the North-West Frontier. Savour a delectable selection of signature delicacies like dal Bukhara, succulent kebabs & bread from the clay tandoor.







Enjoy a delightful spread of authentic sushi, sashimi, tempura, succulent robatayaki, tempura and artful bento meals, accompanied with exquisite beverages.



Inventive chefs at this restaurant present classic and contemporary interpretations of specialities from the diverse regions of China.





### Wellness and Rejuvenation



One of India's leading Spa brands, Kaya Kalp showcases India's ancient wellness sciences through indigenous spa therapies along with global wellness treatments for the complete rejuvenation of the mind, body and soul. Our Spas range from ~1,200 sq. ft. all the way up to ~1,00,000 sq. ft. offering a range of treatment rooms, hammam, wet areas and world-class facilities.



### Salon

A beauty salon that specialises in hair and skin treatments and offers make-up and hair-dressing services.

### Retail



### Chef Crafted Curations

A treasure trove of deliciousness, this collection features gourmet delights, embodying bountiful cheer and joy, caringly selected and mindfully prepared.

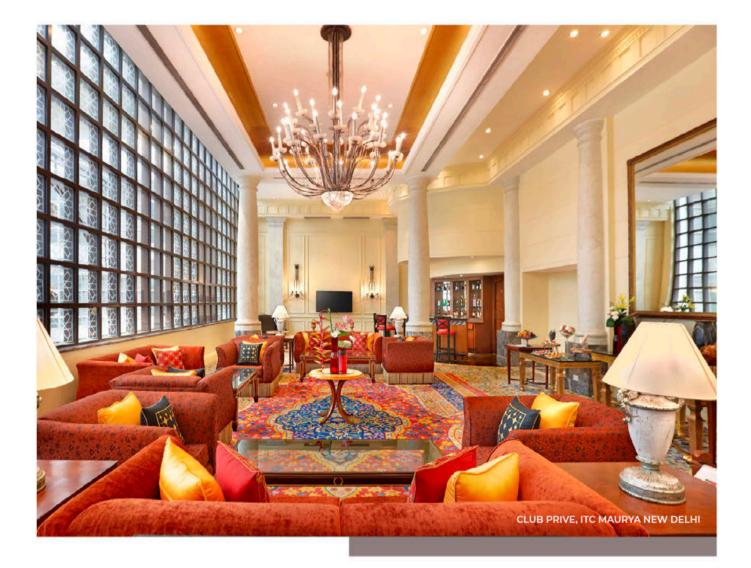






A selection of bed linen, pillows and embroidered duvets, especially made for ITC Hotels, now available for your home.

# Club ITC

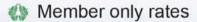


Club ITC is one of India's most transparent, flexible and easy-to-use loyalty programme for over three decades. Club ITC Members gain access to a wide range of exclusive member benefits across 80+ hotels pan India with acknowledged award winning restaurants and rejuvenating wellness centres for memorable experiences and contactless redemption for hotel experiences like reward nights, spa, laundry, dining and more.

In the Middle East & Asia / Oceania region at the 32nd Freddie awards ceremony held in April 2023 in New Orleans, USA, Club ITC was adjudged the Best Promotion.



### LOYAL TO PEOPLE AND THE PLANET



- I Green Point = ₹1
- Cardless earning
   & redemption
- Reward nights at 8500+ hotels worldwide\*

Value vouchers on tier upgrade and roll over nights\*\*



ENROL NOW



# **Club ITC Benefits & Privileges**

#### Simplicity and Transparency

Earn 2%-5% of the eligible spends as Green Points 1 Green Point = INR 1

#### Reward Nights

Unlock exceptional experiences at your favourite hotels using your Green Points

#### International Getaways

Redeem Club ITC Green points for award nights at more than 6500 Marriott Hotels and Resorts worldwide

#### **Rollover Nights**

Carry forward excess room nights & eligible spends to the next year to enable upgrades to the next tier faster

#### Points Never Expire

Green Points never expire for active members





















#### Member Only Rates

Upto 10% additional savings for all bookings made through ITC Hotels Website and App

#### Contactless Redemption

Redeem Green Points for holidays, staycations, dining experiences, spa and more using your mobile phone

#### E-Vouchers

Receive a bouquet of e-vouchers on achieving/retaining higher tier status

#### Gift Points

Transfer/ gift Green Points to other Club ITC membership accounts

#### Free Wi-Fi

Receive complementary Wi-Fi for your stays at participating hotels

LUXU

# Responsible Luxury







#### LOCAL SOURCING



• Over 50% of the food consumables are sourced locally ensuring reduced carbon footprint

• Over 70% of paper, stationery and wood used at ITC Hotels is either FSC certified, sourced locally or recycled

#### RENEWABLE ENERGY



Low-carbon growth strategy focussing on use of renewable energy sources
More than 99% of the solid waste generated in our hotels is either recycled or reused
Organic waste is converted

into manure



The toiletries at ITC Hotels are made with biodegradable materials in environment-friendly packaging.



ITC Hotels has reduced its fresh water consumption significantly over the last few years.



Amongst the first, largest and greenest hotel chains in the world to achieve LEED Platinum certification for all its luxury properties



Purified drinking water using a state-of-the-art filtration technology that meets stringent global standards













Each ITC Hotel is an archetype of the culture and ethos of the region that it is located in. Each hotel's concept weaves in the strongest elements of the culture of the region – harking back through architecture, interiors, art and artifacts to the major dynasties that have ruled in India.



#### HOTEL DEVELOPMENT | ITC HOTELS



























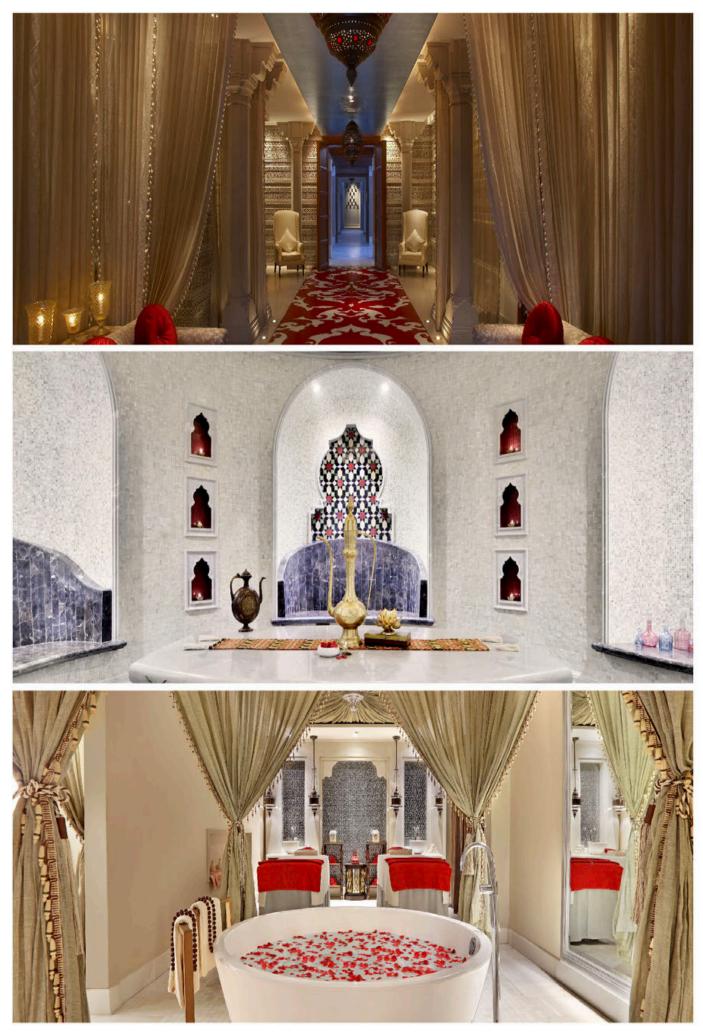








#### HOTEL DEVELOPMENT HITC HOTELS

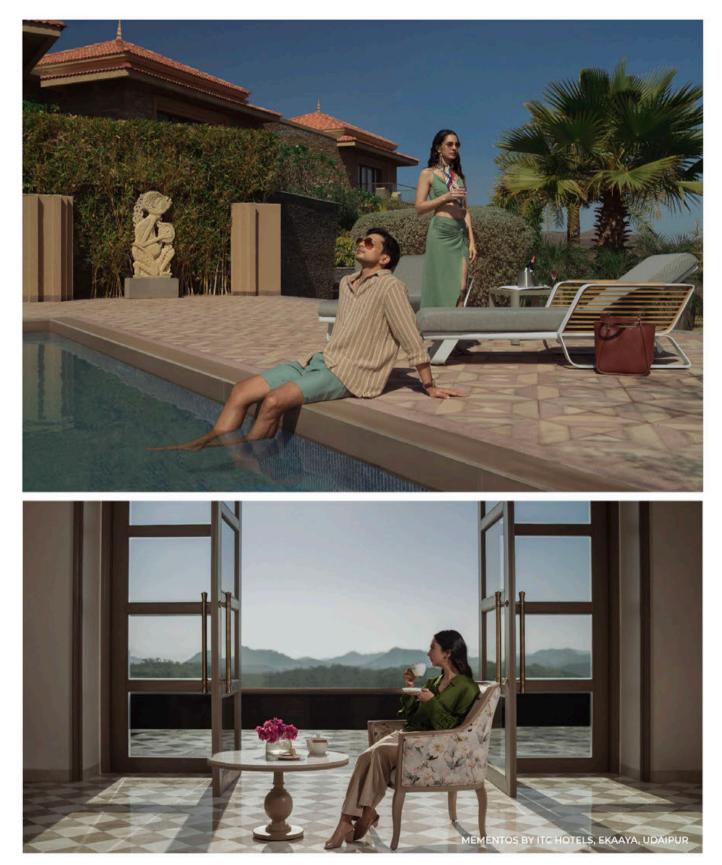


# **Development** Specifications



BRAND STATEMENT	ITC HOTELS
Brand Character	Responsible Luxury, Authentic Indigenous Experiences, Eternal
Positioning	Luxury
Design Approach	Authentic, indigenous luxury experiences focusing on the culture and ethos of each destination; in harmony with the environment and society
Typical Clientele	Business and Leisure Travellers, High-end MICE and Social events
FACILITIES MIX	
Min. Room Size Min. Inventory	City Location - 45 sq.m; Leisure location - 50 sq. m. 150 rooms
Bathroom Fixtures	4+
F&B Outlets	<ul> <li>All Day Dining Restaurant</li> <li>2 Specialty Restaurants</li> <li>Bar</li> <li>Fabelle</li> </ul>
Meeting Facilities	Market driven
Wellness and Recreation Areas	• Swimming Pool • Kaya Kalp Spa • Gymnasium • Salon • Ollie's Club
DEVELOPMENT REQUIREMENTS	
Min. Land Area	City Location - 4 acres Leisure location - 8 acres
LEED Platinum Certification	Mandatory
Architecture and Interior Design Consultants	Recommended by the Brand
Consideration Cost	INR 2.0 crore+ per key (2023, India, excl. land cost)







Mementos by ITC Hotels is a brand of luxury lifestyle hotels & resorts that offer the rarest of luxuries: great memories. Every detail of the Mementos experience is designed to create exquisite moments, unique to each destination and transform them into something truly unforgettable. From the time you arrive, till well after you depart, every moment stays with you.

MEMENTOS BY ITC HOTELS, JAIPUR

We need great memories, because they make life worth living.

The funny ones tell the best stories and the sad ones give the best advice.

The naughty ones make our eyes twinkle and the scary ones keep us on our toes.

They're the glue that holds friendships together, and a light on our darkest days.

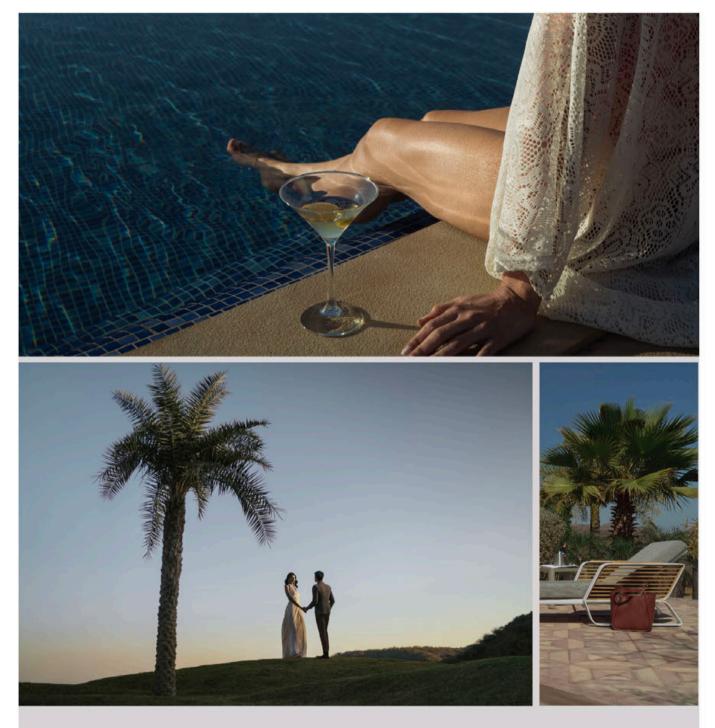
> They show us how far we've come. And inspire us to go further.

We need great memories, because they make life worth living And we're here to help you make more.



MEMORIES AVAILABLE

#### HOTEL DEVELOPMENT | ITC HOTELS



## UNIQUE EXPERIENCES FOR ALL THEIR SENSES SENSORIAL

TAILORED TO CREATE SIGNATURE MEMORIES

SENSORIAL -

Sensorial living in an audio-visual overdosed world

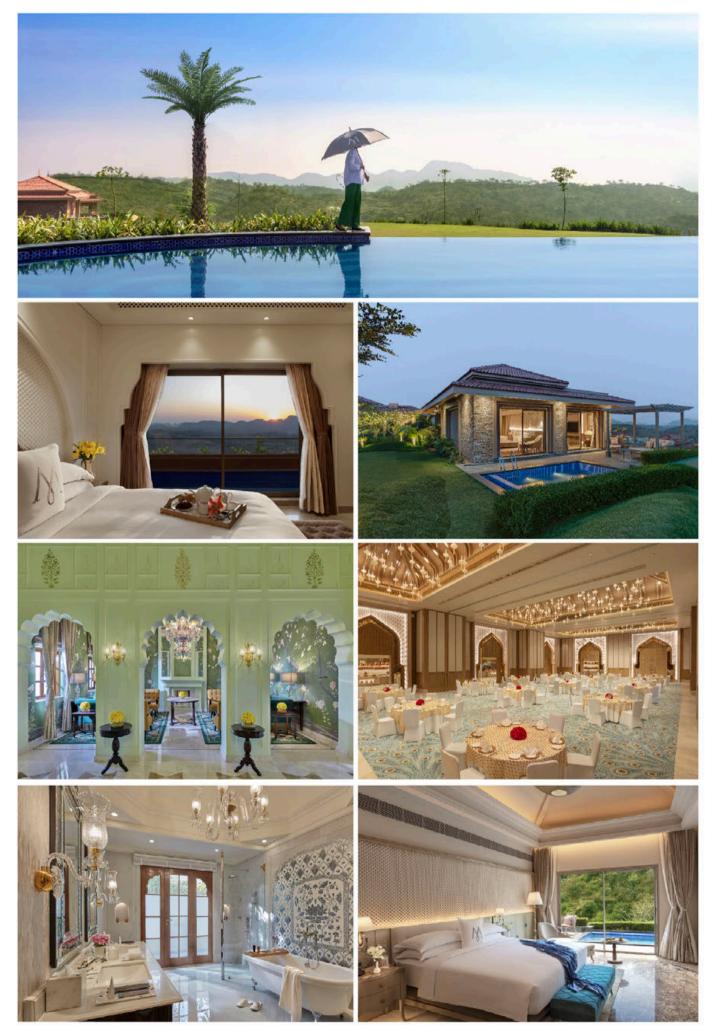
Activate your senses to make sense of the world

- MEMORIES-

Memories as an investment

Designing memories / tailor made memories

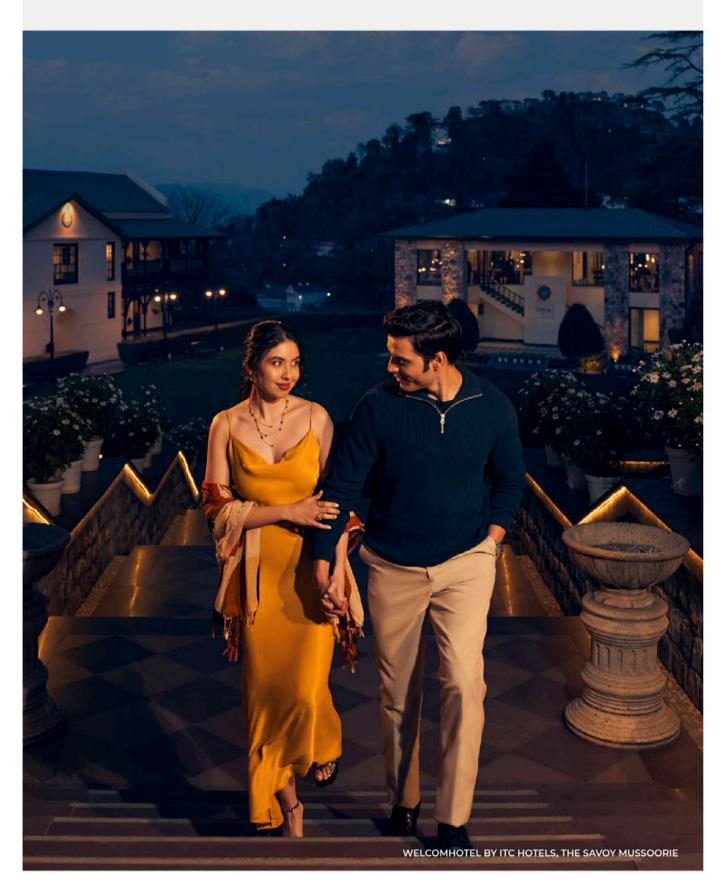
HOTEL DEVELOPMENT | ITC HOTELS



# **Development** Specifications

	DEMENTOS BY ITC. HOTELS, EKAAYA, UDAIPDR
BRAND STATEMENT	MEMENTOS BY ITC HOTELS
Brand Character	Immersive, Sensorial, Evocative, Sublime
Positioning	Luxury Lifestyle
Design Approach	Business and Leisure Travellers, High-end MICE and Social Events; Discerning and Adventurous travellers seeking experiential travel
Typical Clientele	A brand of unique hotels, across varied destinations focussing on remaining true to their location
FACILITIES MIX Min. Room Size Min. Inventory Bathroom Fixtures F&B Outlets	City Location - 40 sq. m; Leisure location - 45 sq. m. 100 rooms 4 • All Day Dining Restaurant
	• 2 Specialty Restaurants • Bar • Fabelle (Preferable)
Meeting Facilities	Market driven
Wellness and Recreation Areas	<ul> <li>Swimming Pool</li> <li>Kaya Kalp Spa</li> <li>Gymnasium</li> <li>Salon</li> <li>Fitness Centre</li> <li>Ollie's Club</li> <li>Signature Library (Preferable)</li> </ul>
DEVELOPMENT REQUIREMENTS	
Min. Land Area	City Location - 5 acres Leisure location - 25 acres
LEED Certification	Mandatory
Architecture and Interior Design Consultants	Recommended by the Brand
Consideration Cost	INR 2.0 crore+ per key (2023, India, excl. land cost)





Welcomhotel is a brand of premium hotels designed for those who demand more to make the most out of their stay. It is the new age traveller's key to curated experiences that enrich both business and leisure journeys.

Present in locations ranging from hills to beaches, and deserts to cities, our hotels skilfully blend together local aesthetics and modern day comforts along with the renowned culinary expertise. It is reflective of the warmth of Indian culture and upholds the benchmark service standards that ITC Hotels is known for.







### **Brand** Manifesto

Business or leisure, a dose of calm or the rush of adrenaline, at Welcomhotel we ensure that you make the most of every trip. From curated experiences that enhance your leisure trip to those that help you maximise the efficiency of business stays, everything is designed to further your purpose and enrich every journey you make.

### Consumer's Need

The need to maximise the travel objective across business and leisure travel along with getting more value from the travel spend is currently a high priority amongst the audience.



#### HOTEL DEVELOPMENT | ITC HOTELS



# Brand Values

#### ENRICHING

The brand constantly strives to enrich the lives of those around who engage – adding value, every step of the way





#### KNOWLEDGEABLE

Welcomhotel continually endeavours to garner significant current knowledge about the city, and other integral matters which are of interest to the guests

#### RESOURCEFUL

The resourcefulness and effective collaborations allows the brand to achieve operational excellence and deliver enhanced customer value

#### CONTEMPORARY

It is imperative to evolve with time and therefore we are focused on staying relevant and updated at all times

#### SOCIABLE

A team of spirited brand custodians who like to engage in meaningful conversations that have the potential of becoming memorable

# Service Design

- Warmth of Service
- Relaxed Ambience
- Local Experiences
- Vibrant Interiors
- High On Tech

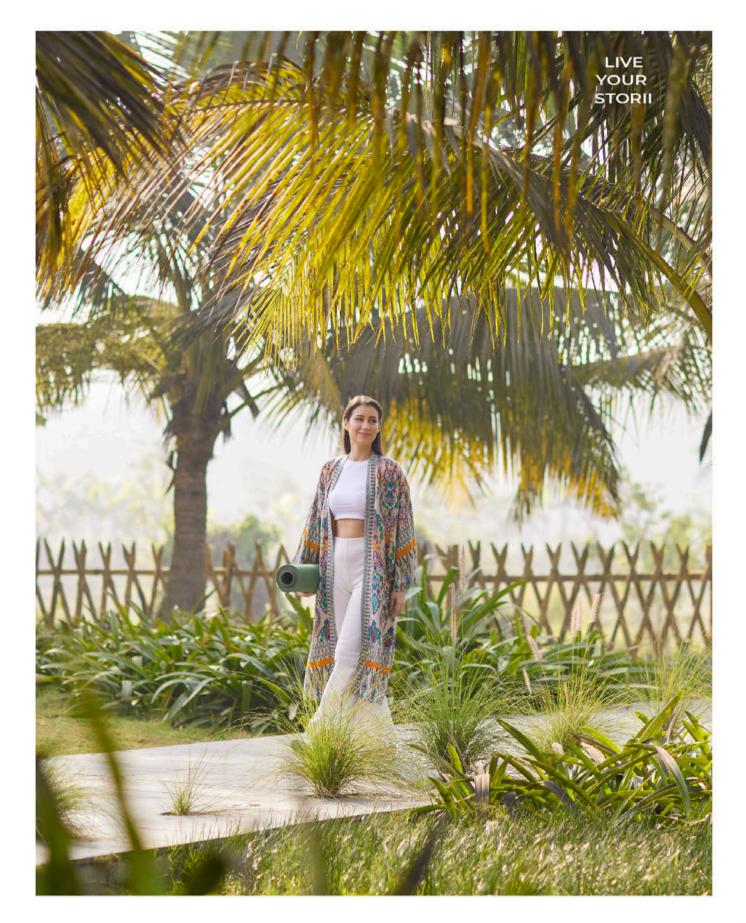


# **Development** Specifications



BRAND STATEMENT	WELCOMHOTEL BY ITC HOTELS		
Brand Character	Enterprising, Driven, Modern, Vivacious		
Positioning	Upscale		
Design Approach	Flexible with local Flavour		
Typical Clientele	Business Traveler, Leisure and Smart Traveler, Enrichment Seeker, Millennial Mindset		
FACILITIES MIX Min. Room Size Min. Inventory	City Location - 32 Sqm: Leisure Location - 36 Sqm 100 rooms		
Bathroom Fixtures	3+		
F&B Outlets	<ul> <li>All Day Dining Restaurant</li> <li>1 Specialty Restaurant</li> <li>Bar</li> <li>Fabelle (Preferable)</li> </ul>		
Meeting Facilities	Market Driven		
Wellness and Recreation Areas	<ul> <li>Swimming Pool</li> <li>K by Kaya Kalp Spa</li> <li>Gymnasium</li> <li>Salon</li> <li>Ollie's Corner (preferable in leisure locations)</li> </ul>		
<b>DEVELOPMENT REQUIREMENTS</b> Min. Land Area	City Location - 1.0 acres Leisure location - 5.0 acres		
LEED Gold Certification	Preferable		
Architecture and Interior Design Consultants	Acclaimed Hospitality Architecture and Interior Design Consultants		
Consideration Cost	INR 90 Lakhs+ / key (2023, India, excl. land cost)		



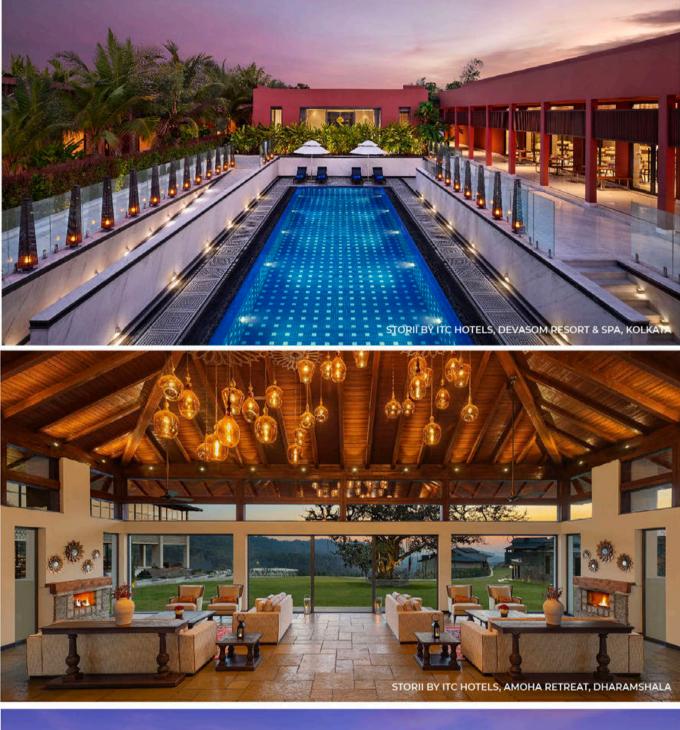


Storii is a collection of handpicked boutique properties, designed to satiate the ever evolving needs of the global traveller.

Consisting of intimate sized properties in the premium segment, you will find Storii at both expected and unexpected destinations. Breathtaking locales or sites steeped in history, golden untouched beaches or jungles thriving with adventure, quiet scenic valleys or deserts buzzing with folklore- each offers a distinct experience, so that no two stays are the same. The hospitality is warm, inviting and unassuming, it will give its guests the comfort of their home by engulfing them with curated & bespoke engagements.

S, MOIRA, RIVIERA, GOA

#### HOTEL DEVELOPMENT | ITC HOTELS



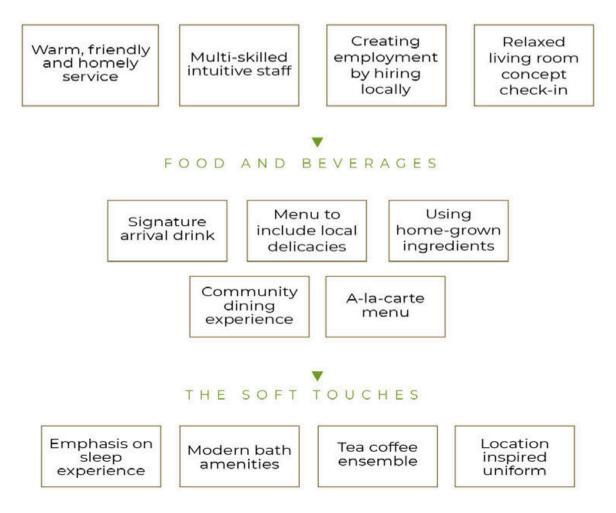


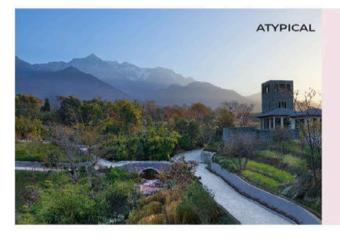
# Every stay is a new story



At Storii, every experience will be truly created, bespoke and harmonious with the local environment, making each holiday special and unique in its own way. The overall service design will strive to provide consumer delight and fresh holiday experiences.

### SERVICE AND STAFF





Storii will never be your typical hotel. It will create its own niche with free flowing spaces and warm friendly service.

Each property will bring its own distinct character into the brand and distinct experiences will be woven around it.



Theme resorts at handpicked locations with a unique narrative that provides an imaginative experience to the guests. Engaging and thoughtful, we will offer intriguing experiences that will make everlasting memories.



We will always mould ourselves around you. Family oriented, arty, eco friendly, adventure heavy or minimalistic. We will always offer curated 'on-demand' engagements aimed to please.



The Storii will always strive to give back more than it takes. Whether it is the planet or the local community, we know it's important to co-exist in harmony with the environment as well as with the community.

# **Development** Specifications



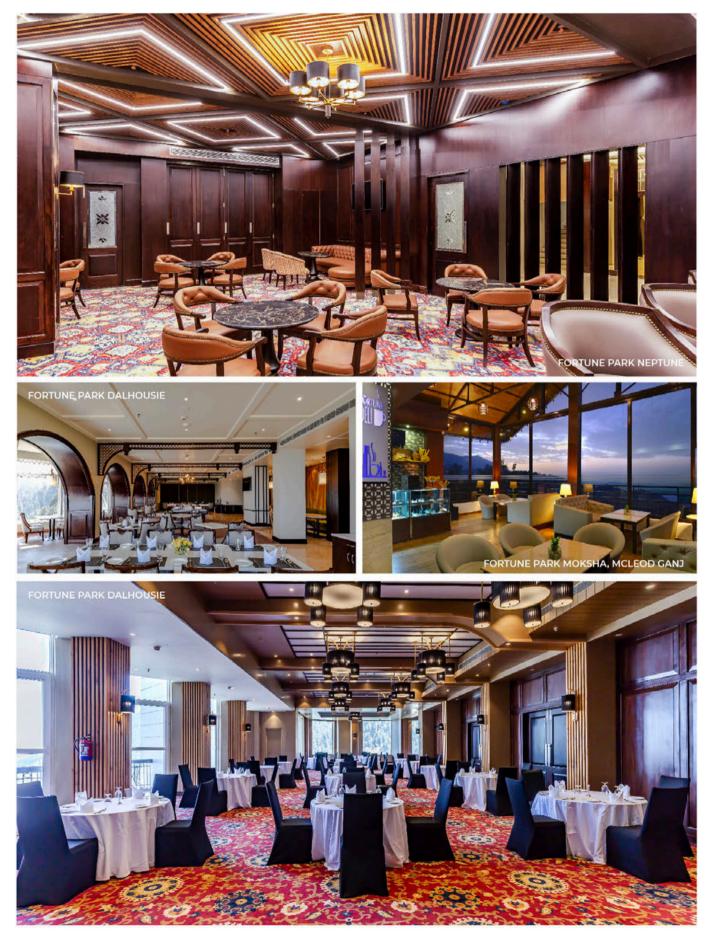
BRAND STATEMENT	STORII BY ITC HOTELS		
Brand Character	Atypical, Bespoke, Harmonious, Immersive		
Positioning	Boutique Resorts		
Design Approach	Story based architecture, Legacy, Unique theme, authentic and reflective of local culture		
Typical Clientele	Immersive Experience Seeker		
<b>FACILITIES MIX</b> Min. Room Size Min. Inventory	40 Sq.m 40 rooms		
Bathroom Fixtures	3+		
F&B Outlets	• All Day Dining Restaurant • Lounge/Bar		
Meeting Facilities	Market Driven		
Wellness and Recreation Areas	<ul> <li>Swimming Pool</li> <li>K by Kaya Kalp Spa (Optional)</li> <li>Salon (Optional)</li> <li>Fitness Centre (Optional)</li> <li>Ollie's Corner (preferable)</li> </ul>		
DEVELOPMENT REQUIREMENTS			
Min. Land Area	Flexible		
LEED Gold Certification	Flexible		
Architecture and Interior Design Consultants	Property should have a unique design character		
Consideration Cost	INR 75 Lakhs+ / key (2023, India, excl. land cost)		



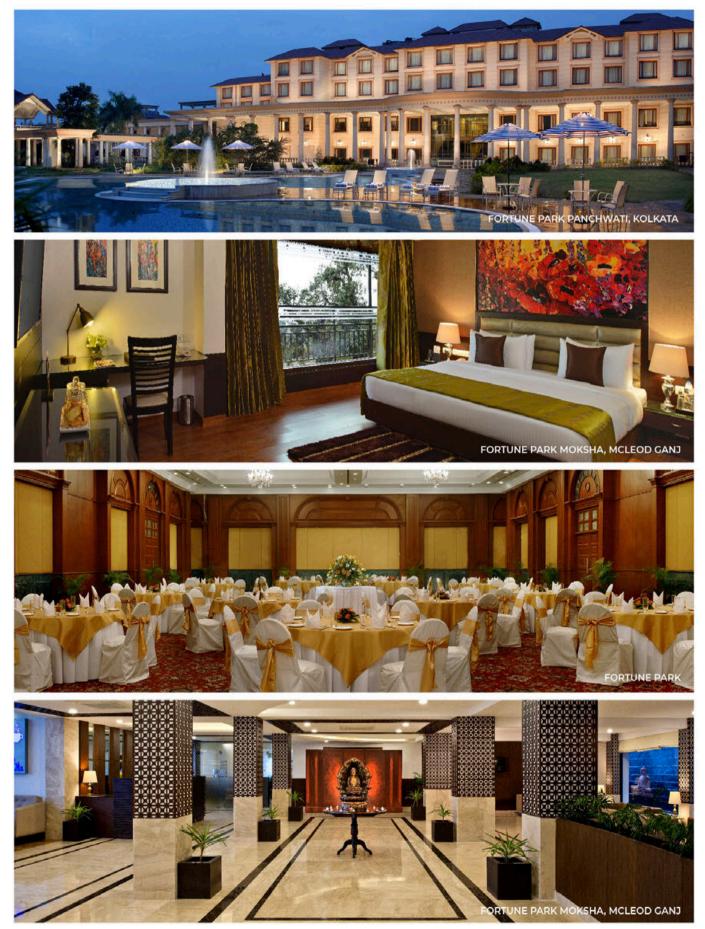
Member ITC's hotel group











# **Development** Specifications

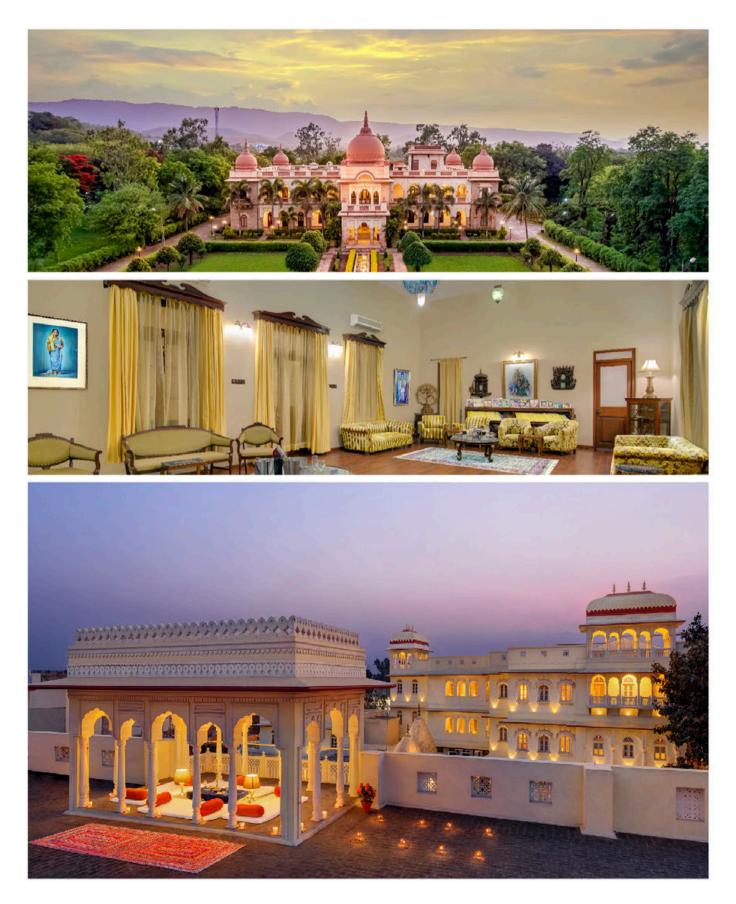


BRAND STATEMENT	FORTUNE SELECT	FORTUNE PARK	FORTUNE INN	FORTUNE RESORT
Brand Character	Upscale Hotels offering contemporary products and services	Midscale Business and Leisure Hotels	Midscale Hotels offering guests full service at a great value	Resort offering exciting family-friendly holiday packages
Positioning	Upscale	Mid-scale	Mid-scale	Mid-scale
Preferred Locations	Metros, tier I and II cities, key leisure locations (city centre or suburban)	Metros, tier I and II cities, popular holiday destinations (city centre or suburban)	Tier I, tier II, tier III cities (city centre or suburban)	Popular holiday and leisure destinations
FACILITIES MIX				
Room Size	27 - 30 Sqm	23 - 26 Sqm	20 - 22 Sqm	25 + Sqm
Min. Inventory	75	60	50	50
Bathroom Fixtures	Flexible	Flexible	Flexible	Flexible
F&B Outlets	1 ADD + 1 Specialty + Bar	1 ADD + Bar	1 ADD	1 ADD + Bar
Meeting Facilities	Market Driven	Market Driven	Market Driven	Market Driven
Wellness Areas	Swimming Pool + Gymnasium + Spa	Gymnasium Swimming Pool + Spa (optional)	Gymnasium	Swimming Pool + Gymnasium + Spa
DEVELOPMENT REQUIREMENTS				
Built-up Area	60,000 Sq. Ft.	50,000 Sq. Ft.	40,000 Sq. Ft.	50,000 Sq. Ft.
Consideration Cost	INR 60+ Lakhs/Key (India, excl. Land)	INR 50+ Lakhs/key (India, excl. Land)	INR 40+ Lakhs/key (India, excl. Land)	INR 50+ Lakhs/key (India, excl. Land)

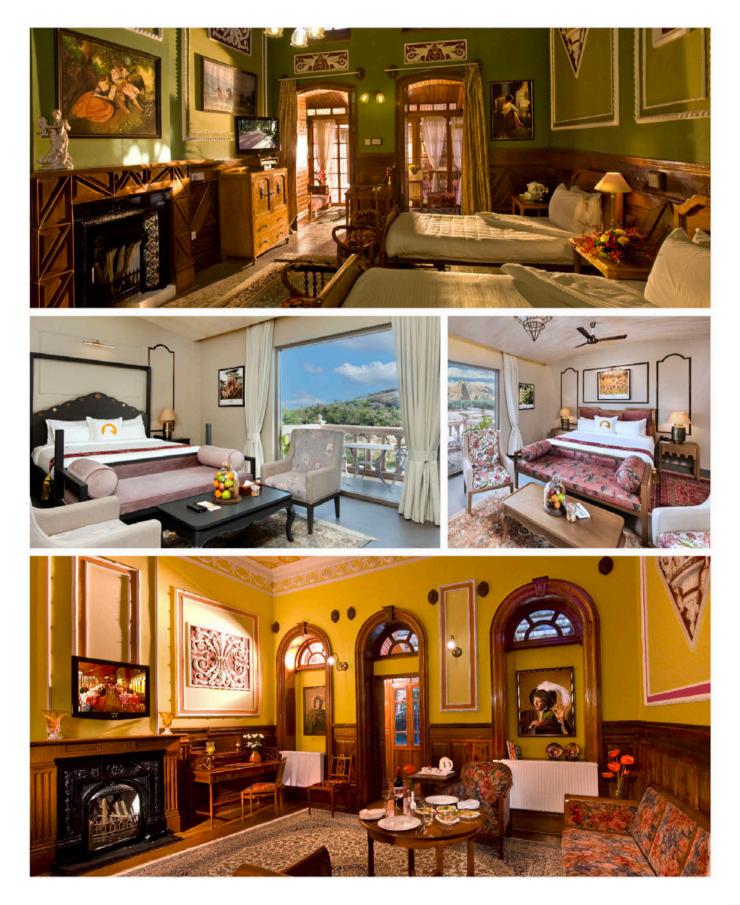












# **Development** Specifications



BRAND STATEMENT	WELCOMHERITAGE		
Brand Character	Forts, Palaces, Havelis, Nature Resorts		
Positioning	Flexible		
Preferred Locations	Heritage, Nature, Wildlife		
<b>FACILITIES MIX</b> Min. Room Size Min. Inventory	32-42 Sqm 25 rooms		
Bathroom Fixtures	Flexible		
F&B Outlets	<ul> <li>All Day Dining Restaurant</li> <li>1 Specialty Restaurant</li> <li>Bar</li> </ul>		
Meeting Facilities	Market Driven		
Wellness and Recreation Areas	• Swimming Pool • Gymnasium • Spa		
DEVELOPMENT REQUIREMENTS Min. Land Area	Flexible		
Consideration Cost	INR 50 Lakhs - INR 100 Lakhs / Key (2023, India, excl. land)		

No two WelcomHeritage Hotels are the same, because of the varied nature of the brand. However, an attempt has been made to standardise the services and offer certain characteristics, which are common across the chain. The above standards are indicative in nature.

The brand's focus is in offering unique heritage, nature, wildlife and wellness experiences.

# Grow with ITC Hotels

MEMENTOS

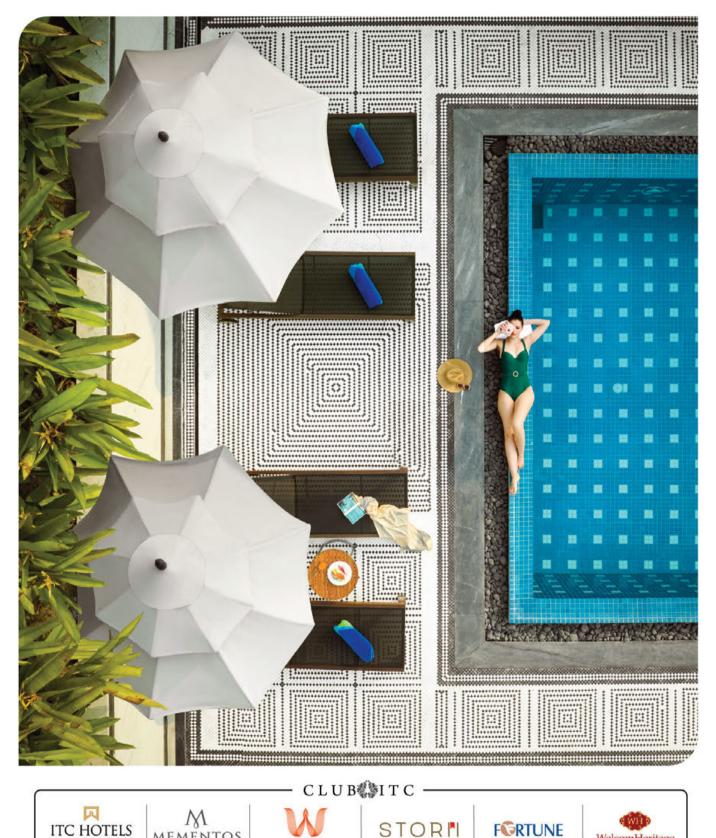
BY ITC HOTELS

WELCOMHOTEL

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Member ITC's hotel group

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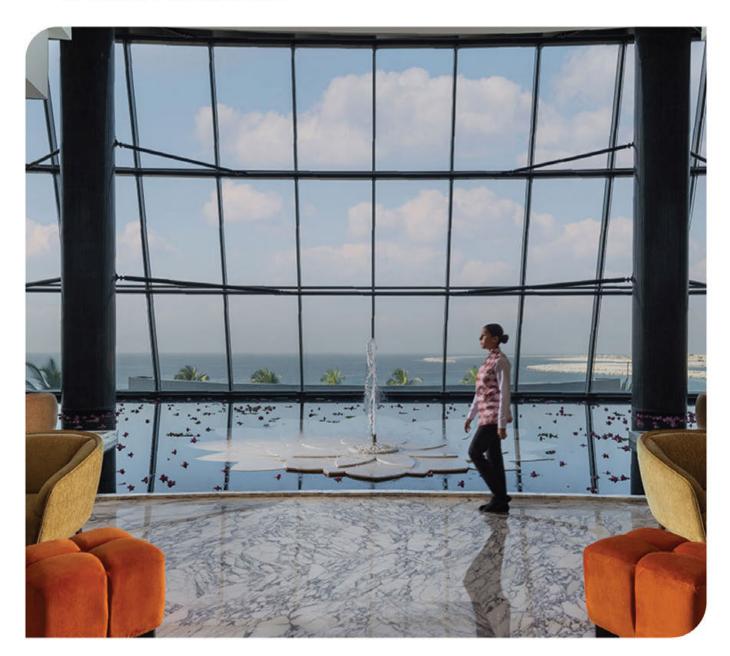


WelcomHeritage

# Grow with ITC Hotels

Support to Owners / Developers

- 1. Owner-Operator Experience
- 2. Technical Services and Pre-opening Support
- 3. Proven F&B and Operating Expertise
- 4. Loyalty Program
- 5. Sales Network and Brand.com
- 6. Holistic Marketing Support
- 7. Talent Management
- 8. Supply Management





## **1. OWNER-OPERATOR EXPERIENCE**

ITC's Hotel Group, by virtue of owning a substantial number of keys in its portfolio, has experience and unique ability to provide guidance in all aspects of hotel development and operations.

- We think like Owners of Hotels and have learnt hospitality on the back of our own capital.
- With centuries worth of collective hospitality experience, 130+ Hotels across the length and breadth of India, we are amongst the leading hotel companies in India with robust SOPs and known for hardcore Hotel Operations. Given the Group's strong processes and knowledge pool, we streamline operations and deliver superior guest experiences.
- We also have a strong internal Asset Management team to ensure higher efficiencies and improved hotel performance stemming from synergies in operations.
- Our managed hotels benefit from Hub-and-Spoke support with respect to facilities and services from ITC hotels in the region.
- Our multi-functional Dedicated Pre-Opening support system with the mix of corporate, regional & on-site staff facilitate hotel openings.



## 2. TECHNICAL SERVICES

Through our project teams we have opened about 3,000 keys in the past decade across managed and owned projects ranging from greenfield assets to conversions. Owners get advisory support on:

- Efficiency in design
- Know-how on use of modern materials and building technologies
- Hotel Design that is competitive in its segment and market
- Green & Smart Buildings and IOT Intelligence Programs
- Globally benchmarked project best practices



### 3. F&B HERITAGE

- F&B is our core strength and we are the market leader
- · Established specialty restaurants and cuisines
- 10+ F&B brands, our Chefs get involved in cuisines from across the world and engineer menus that are guaranteed to succeed
- Creating profitable and impressive banqueting solutions that drive consumer pull and loyalty
- The ability to manage large-scale F&B events and to mobilise resources from our network of hotels to any location is an added advantage.





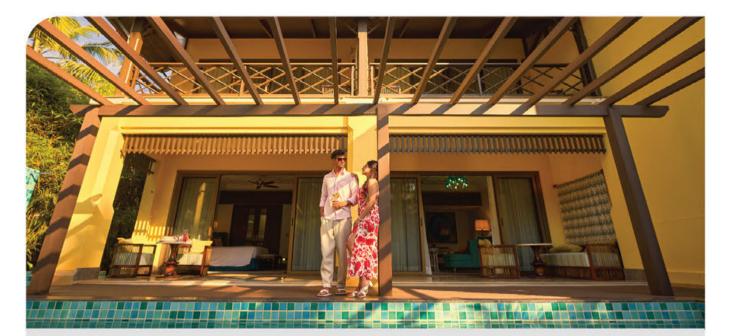
## 4. LOYALTY PROGRAM

Club ITC is one of India's most transparent, flexible and easy-to-use loyalty programmes for over three decades. Club ITC Members gain access to a wide range of exclusive member benefits across hotels pan India with acknowledged award-winning restaurants and rejuvenating wellness centres for memorable experiences and contactless redemption for hotel experiences such as reward nights, spa, laundry, dining and more.

## 5. SALES NETWORK AND BRAND.COM

- Robust sales network with 15 regional offices and 250 + sales associates in India.
- 9 verticals representing niche demand segments
- · Dedicated travel industry Sales Teams in Delhi, Mumbai & Gujarat
- Proprietary Sales Software
- · High-quality Sales Collateral
- HQ Sales Support providing back-end support & lead management
- Website & App channels designed to deliver revenues at minimal distribution costs.
- Seamless distribution across all channels
- · State-of- the-art website and e-commerce channels
- 24-hour Guest Contact Centre with telemarketing facilities
- Streamlined revenue management services
- Revenue experts at HQ, Regional and Unit levels
- Negotiated OTA Commissions, Focused GDS Marketing, and Corporate Contracting





## 6. HOLISTIC MARKETING SUPPORT

Centrally-driven approach towards the brand expanding into various marketing programs and activaties including:

- High impact brand campaigns with 360-degree amplification
- High reaching e-mail marketing program
- Strategic leisure products for varying needs of consumers
- Strong social media presence, dedicated digital marketing team

### **Digital First Website**

- · Refreshed website with a mobile-first design approach
- · Booking engine with contemporary e-commerce features
- Focus on SEO and marketing to drive direct bookings
- Advanced analytics to track performance of marketing efforts

### Focused Marketing through Digital Platforms

- Social media led marketing to bring alive brand character
- Focus on attracting, engaging, converting & retaining consumers
- Social listening tools to actively track social chatter and online forums to analyse and report actionable insights
- Responsive online reputation management

## 7. TALENT MANAGEMENT

### Preferred Hospitality Employer

Talent management services are provided primarily through ITC's Hospitality Management Institute, an award-winning institution in developing new talent and retraining practice. ITC's strength in attracting and nurturing top talent is facilitated by :

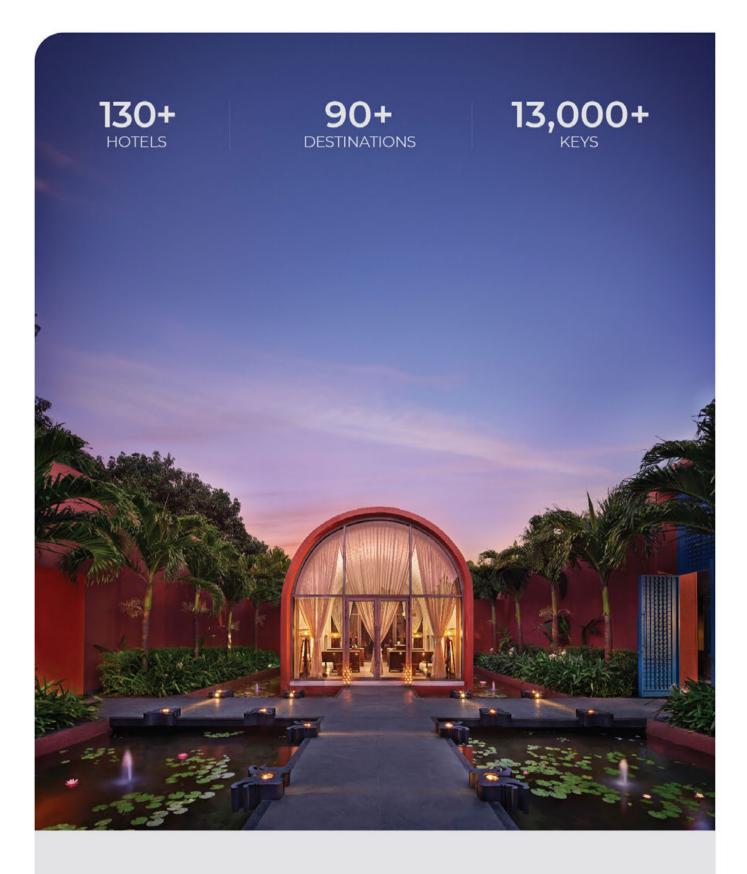
- Affiliation with Manipal University (Welcomgroup Graduate School of Hotel Administration)
- Attracting quality talent through strategic partnerships with key Vocational Training institutes
- Building talent through in-house infrastructure and facilities (ITC's Hospitality Management Institute)
- Retaining extraordinary talent
- Strong training programs for existing talent

## 8. SUPPLY MANAGEMENT

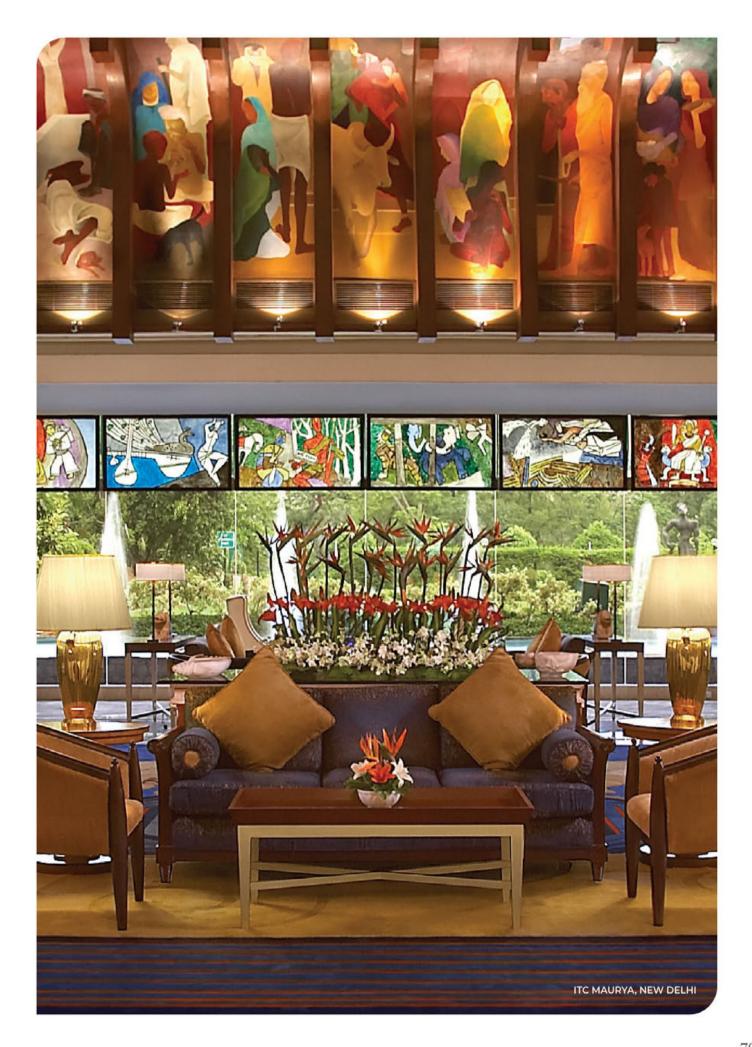
Seasoned central procurement cell that provides access to quality suppliers and best prices thereby delivering purchasing efficiencies across all areas including:

- Leveraging the power of a Centralised Resource Pool
- Access to the best quality of suppliers developed through decades of
   evaluation and partnership







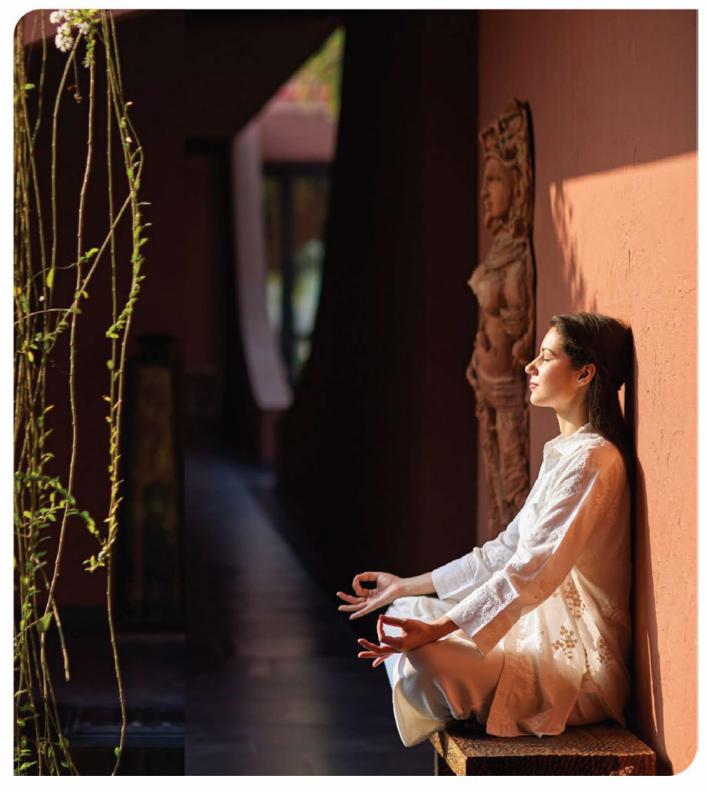




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#### CLUB



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