



## **Apeejay Surrendra Park Hotels launches 'Zone by The Park' in Jaipur**

*Embarks the launch of second property of its 'social catalyst' brand within three months*

**Jaipur / New Delhi, April 15, 2015:** The Park Hotels, pioneers of luxury boutique hotels in India, launches the second property of its *Social Catalyst* brand 'Zone by The Park' in Jaipur, Rajasthan. Unveiled within three months of the first property launch in Coimbatore, the brand will expand to other cities such as Mahabalipuram, Chennai and Raipur in 2015 itself.

*Zone by The Park, envisioned as a Social Catalyst* is a much more than a hotel. With relaxed, un-boxy spaces, a happening bar, restaurant and buzzing nightlife, it is a place where people can make new connections, refresh and recharge themselves.

In Jaipur, Zone by The Park, is a 47 room property centrally located at Madho Singh Road, Bani Park, easily accessible from key points in the city. The brand exemplifies smart services equipped with unconventional features. Drawing from The Park's design spirit, the concept envisions an interactive series of buzzing spaces using the best of contemporary design, with creative and playful interiors, multifunctional spaces, great restaurants, bars and vibrant nightlife.

The hotel offers an all day dining restaurant, *Bazaar* -a free flowing world cuisine experience just off the lobby with multiple service points and innovative multi-pricing options. Creative elements such as the cool Zone Auto, a Street Cart, a Smoothie BAR and an outdoor terrace, are among the few attractions of *Bazaar*. *Playa by Zone*, a vibrantly hued poolside play area for adults, serves quirky cocktails and delicious small plates in a relaxed ambience.

The hotel will be the hub of social interactivity and a preferred choice of stay for contemporary, business, MICE and leisure travelers. The property encompasses a 2500 sq. ft. *banquet hall* for weddings, conferences and events and a 500 sq. ft. *business centre*, perfect for those high-powered meetings. The customizable hotel rooms let guests choose from four categories - Zone Room, Zone Trio, Zone Quad and Zone Suite and offers complimentary Wi-Fi in all its areas for all residents and non-resident guests. *Vitalia*, the gym and spa enables the quest for wellness and fitness.

Speaking at the launch, **Mr. Vijay Dewan, Managing Director, Apeejay Surrendra Park hotels Ltd.** said, “Zone by The Park has been envisioned to cater to the needs of design conscious customers. With an aim to have a slice of The Park in every city people travel to, we are expanding ‘Zone by The Park’ and are delighted to announce the launch of the second property in Jaipur. This launch also marks our entry into the market and we are confident ‘Zone by The Park’ will appeal to the growing ‘design- conscious, price- conscious’ Indian and international travellers in Jaipur.”

**Mr. Santhosh Kutty, General Manager, Operations & Development, Zone by The Park Hotels,** said, “Jaipur is a major tourist hub and offers immense potential for growth. The launch of ‘Zone by The Park’ in Jaipur will certainly play a key role in strengthening our new brand. A managed property, ‘Zone by The Park’ in Jaipur has 47 rooms in four categories at an average tariff of Rs. 3,000 – Rs 4,500 per night. We are confident that Zone by The Park will appeal to consumers here.”

For more information, please visit <http://www.zonebythepark.com> / [www.theparkhotels.com](http://www.theparkhotels.com)

#### **About The Park Hotels:**

The Park Hotels, pioneers of luxury boutique hotels in India are present in the major cities & leisure destinations. Situated in prime locations, we house some of India’s most inventive restaurants, liveliest bars & nightclubs, award winning spa and health club. Our state-of-the-art business aids, edgy art & stylish spaces, all make us a natural choice for the corporate & leisure traveler.

The Park is present in Bangalore\*, Chennai\*, Hyderabad\*, Kolkata\*, Navi Mumbai, New Delhi\* and Visakhapatnam. The Park Collection is The Park Calangute\* (Goa) and The Park Pod (Chennai). New Hotels are under development in Kolkata, Pune , Jaipur, Wayanad and Corbett National Park.

#### **For more information, please contact:**

Genesis Burson Marsteller

Yamini Thapa / Tahmeen Mehtab

[yamini.thapa@bm.com](mailto:yamini.thapa@bm.com) / [tahmeen.mehtab@bm.com](mailto:tahmeen.mehtab@bm.com)

9999-067-127 / 9999-380-157