



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

*Fourth property of the 'social-catalyst' brand with upcoming hotels in Mahabalipuram, Bhubaneswar and Jodhpur this year*

**Raipur, June 29, 2016:** The Park Hotels, pioneers of luxury boutique hotels in India, enters Raipur (Chhattisgarh) with the fourth property of its *Social-Catalyst* brand 'Zone by The Park' today. **Mr. Vijay Dewan**, Managing Director, Apeejay Surrendra Park Hotels Ltd. inaugurated the hotel along with **Mr. Ramesh Kalash**, Group Chairman of Gurusukh Vintrade Services Pvt. Ltd. and its three Directors- **Mr. Dharampal Kalash**, **Mr. Prakash Kalash** and **Mr. Ankit Kalash**. The hotel will be operational from 1<sup>st</sup> July, 2016.

Zone by The Park Raipur, the **72 room hotel** is strategically located at VIP Junction which is minutes away from Central Business District of Raipur and Swami Vivekanada Airport. Zone Raipur will offer great food and beverage options to its guests. It boasts of city's largest banquet space of **13,000 sq. ft.** making it ideal for weddings, conferences, events and high-powered meetings. The hotel will also have three restaurants and city's first discotheque.

**Bazaar**, the signature restaurant inspired by multi-hued charismatic native markets is located just off the lobby area. Interactive service formats and live cooking stations such as **Pizzeria** and the **Wokerie** will give guests an unrivaled experience. **Urban Spice Box**, the exclusive Indian grill and kebab restaurant at the terrace and **Playa by Zone**, the rooftop pool framed by scenic views will be opened in the second phase. The newly-launched hotel also has the city's only discotheque, **Z Disc**, which will give Raipur the much-awaited pulsating nightlife option.

Speaking at the launch, **Mr. Vijay Dewan, Managing Director, Apeejay Surrendra Park Hotels Ltd. said**, "Raipur is an emerging city that is enthusiastic about having a trendy lifestyle. There is a tremendous demand for exciting and glamorous options to indulge in and thus it open avenues for brands like us. Zone Raipur will fill in that gap. This is our fourth property and we are planning to expand its footprint in South, North and West India. The hotel is designed to meet the requirements of the price-conscious, design-conscious urban traveller. Most of Raipur's major attractions are just a short distance away. It is set to lead a social shift in hospitality; Taking hospitality to a whole new level making the hotel a social hotspot."

**Mr. Ramesh Kalash, Group Chairman, Gurusukh Vintrade Services Pvt. Ltd.** said, "I really look forward to the partnership and am extremely delighted to be associated with The Park Hotels. Managed by the reputed hospitality giant, Zone by The Park has been launched for the urban traveler. With Raipur becoming a major tourist and business spot we believe that this new kind of hospitality experience will meet the social as well as business needs of the people. Social by format, the hotel brings the largest banquet space and also the only discotheque in an upscale hotel to the city."

With 72 rooms in three categories, the hotel is running an inaugural offer of Rs. 3,999 + taxes till October, 2016. Zone by The Park is present in Coimbatore, Jaipur, Chennai ORR, Raipur with upcoming hotels in Mahabalipuram, Bhubaneswar, Jodhpur, Goa, Igatpuri, Pondicherry, Coorg and Kelambakkam. . The brand will have 17 properties by the year 2020; this will be about 1,500 keys in the next 4 years.

### **About Zone by The Park**

*'Zone by The Park' is an upscale social-catalyst brand, devised to cater the 'design-conscious, price-conscious' travelers. 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. With relaxed, un-boxy spaces, happening bars, restaurants and buzzing nightlife, it is a place where people can make new connections, refresh and recharge themselves. Zone is open in Chennai ORR, Raipur, Coimbatore and Jaipur with upcoming hotels in Mahabalipuram, Bhubaneswar, Jodhpur, Goa, Igatpuri, Pondicherry, Coorg and Kelambakkam.*

Website: [www.zonebythepark.com](http://www.zonebythepark.com)

### **About The Park Hotels**

*The Park Hotels, pioneers of luxury boutique hotels in India are present in the major cities and leisure destinations. Situated in prime locations, The Park Hotels house some of India's most inventive restaurants, liveliest bars and nightclubs, award-winning spa and health clubs. Our state-of-the-art business aids, edgy art and 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 intimate, personalized, and tailored to transmit an inimitable guest experience. The Park Collection consists of The Park Calangute\* (Goa). New Hotels are under development in Kolkata, Pune, Jaipur, Wayanad and Corbett National Park. Zone by The Park is an upscale social catalyst brand, with properties currently in Coimbatore, Jaipur, Chennai ORR and Raipur.*

Website: [www.theparkhotels.com](http://www.theparkhotels.com)

*\*A member of Design Hotels™*

### **For further information, please connect with:**

Tahmeen Mehtab

+91-999-999-0520 | [pr.corp@theparkhotels.com](mailto:pr.corp@theparkhotels.com)

Corporate Communications

The Park Hotels & Zone by The Park