



**Apeejay Surrendra Park Hotels launches its 'design conscious, price-conscious' brand  
'Zone by The Park'**

*First property unveiled in Coimbatore with upcoming properties in Jaipur, Mahabalipuram,  
OMR Chennai and Raipur*

**Delhi, 9<sup>th</sup> January, 2014:** The Park Hotels, pioneers of luxury boutique hotels in India announces the launch of the first property of its 'design-conscious, price-conscious' brand 'Zone by The Park' in Coimbatore. A social catalyst, 'Zone by The Park' will be the starting point to enjoy the city and become a hub of social interactivity for modern business and leisure travellers.

As a part of the brand's expansion plans, the second property of 'Zone by The Park' is slated to launch in Jaipur (Rajasthan) in February 2015 and the third property in Mahabalipuram. Further, properties will open in OMR, Chennai and Raipur (Chhattisgarh) in 2015 itself.

Speaking about the launch, **Ms. Priya Paul, Chairperson, Apeejay Surrendra Park hotels Ltd. said,** "Over the years we have noticed a growing demand for a new kind of a hotel, for a new kind of traveller, someone who is moving up the ladder and is at ease with themselves. Leveraging this opportunity, we have created a mid-segment 'design-conscious, price conscious brand'.

*We are delighted to launch the first property of 'Zone by The Park' in Coimbatore, which will cater to its design conscious customers. Our vision is to have a slice of The Park in every city people travel to."*

**Mr. Vijay Dewan, Managing Director, Apeejay Surrendra Park Hotels Ltd. said,** "Zone by The Park has been created as a place that is always on the move, is quick and efficient in its service to cater to the needs of its target audience.

*A managed property, 'Zone by The Park' at Coimbatore has 56 rooms at an average tariff of Rs 3,500 – Rs 5,000 per night. Coimbatore is an emerging tourist destination attracting both modern and leisure travellers. We are confident that Zone by The Park will appeal to the consumers here and add value to their experience."*

The brand 'Zone by The Park' is envisioned as a Social catalyst and is much more than a hotel. With relaxed, un-boxy spaces, a happening bar, restaurants and buzzing nightlife, it is a place where people can make new connections, refresh and recharge themselves. There are nooks for modern gizmos, well-planned storage spaces, a lively casual lounge - Z Bar, and many extras that will have guests coming back for more. 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.

A free flowing world cuisine experience just off the lobby with multiple service points and formats and innovative multi-pricing options will give guests the *Bazaar* experience. Unusually for India the meeting zones will be like creative studios for inspiring and quirky ideas instead of formal office space. An open plan lobby that can be re-arranged for private events; a bulletin that connects the guests with the city's action; gaming consoles and the coolest 'The Zone Auto', are few attractions of this property.

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 and Jaipur.

**For more information, please contact:**

Ruchika Mehta

Corporate Director - Communications and Public Relations

T +91 124 4970 555

E [rmehta@theparkhotels.com](mailto:rmehta@theparkhotels.com)