

Recording steady growth

1589 Hotels opened 16 hotels in 2017, and is targeting to take this number to 24 by next year, reveals **Pankaj Giroti**, CHA—VP Development & PR of the company.



1589 Hotels saw an unprecedented growth in the last one year. "We added 16 hotels and resorts, and 828 rooms to our multi brand portfolio between April 2017 to March 2018. It has been a very successful and aggressive growth year for 1589 Hotels," said Pankaj Giroti. The new hotels have been added in different states, namely Greater Noida, Vrindavan, Udaipur, Bhopal, Alwar, Jim Corbett, Bhavna-



Pankaj Giroti
CHA—VP Development & PR
1589 Hotels

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gar, Mirzapur, Ambaji, Jaipur, Goa, Dalhousie and Dharamshala. The different brands of the company consist of Brij, Clarks Resort, Arte', Gen X, RnB Select and Rnb, offering a unique mix of uber luxury heritage experience, to a five-star resort, contemporary four-star and three-star offerings, to even boutique BnB operations.

With the new additions, the total inventory of rooms for the brand has increased to 1710 rooms between 36 operational properties and nine under project stage. The company has big growth plans in the next financial year as well. "Our target for April 2018 to March 2019 is to add on 24 hotels and resorts to our kitty under ownership module, management contract module, and revenue share and MG modules."

Set up in 2014, 1589 Hotels draws its legacy from the prestigious Clarks Hotels Group and was created to service within the upscale and economy hotel segment. The company has fully developed technical cell which provides technical support to all hotels, both at

the pre-opening and post-opening stages. They also offer management services for other properties. Giroti said that their core team is fully equipped to undertake complete project management from concept to commissioning, on a turnkey basis.

Centrum reaches new heights

Adding another feather to its cap, CentrumDirect has crossed the coveted benchmark of `10,000 crore forex transactions. The company believes that this rarified achievement in the foreign exchange business was achieved through its technological innovation, digital presence, penetration in Tier-II markets and expansion at airports. Recently, the company had also launched Great Forex Offer 2018 through an event—Centrum Connect 18 in Chennai. In line with the upcoming leisure travel season in April, May and June, the gathering of travel agents and other partners was appraised of the latest consumer and partner offers. Centrum also launched a channel partner contest for the season where travel agents and other channel partners can win 100 grams of gold and other exciting gifts on forex card sales. Through Great Forex Offer 2018, travellers can win free holidays to Europe and other exciting prizes on every transaction.





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