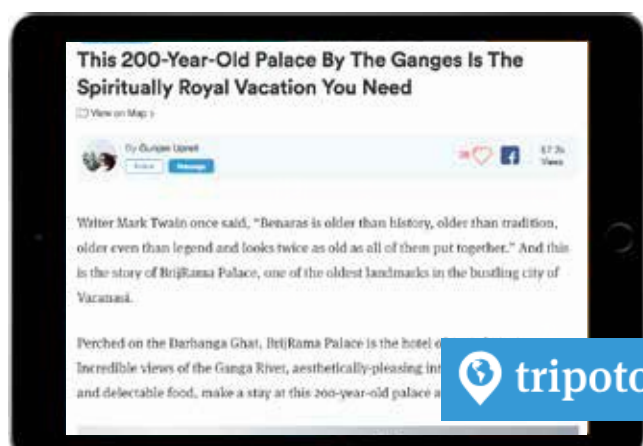


# THE 1589 POST



OUR INSPIRATION  
BABU BRIJPAL DAS JI

## IN THE MEDIA



TRIPOTO GIVES THE BRIJRAMA PALACE A THUMBS UP!



1589 HOTELS FEATURED IN TRAVEL TALK



ARCHITECTURAL DIGEST GIVES US A THUMBS UP!

## DIRECTORS NOTE

Being the first 1589 post we would like to bring to your knowledge that the company was started with an 18 room boutique guest house rented by our Founding Director Mr Arjun Kumar. It is a company carrying forward the legacy of Babu BriJPal Das ji with the vision to create an Indian hospitality business which is run in a fair and ethical manner, that can inspire and enable all stakeholders to develop, grow and serve with integrity, effort and with right intent as their core values.

1589 Hotels currently owns, leases and operates hotels across 10 states in India. 1589 Hotels is poised to post a 400% growth in revenue for the 2018-19 and 300% rise in profit. With regards to our development we are building the companies very own Clarks Resort- Desert Camp in Jaisalmer which should be ready by February 2019. Alongside this we are also conveniently building Gen X Jaipur and BriJRama Ka Bageecha Jaipur, both hotels are due to open in March 2019.

Our marketing team is making great efforts to proliferate our brands. The offers with Axis, SBI and Book My Show are yielding great results. In this past month of July we had the highest organic hits on our website 1589hotels.com. We have been featured in trav talk, Architectural Digest, Outlook Traveller and Tripoto past month.

In terms of technology we have added a central reservations key to our existing software Binix for better results. We hope all the general managers are using 1589.procsmart.in our proprietary procurement software to help with standardisation and cost efficiencies. This month we have started the use of Uber for business for the corporate offices of 1589 Hotels, this will greatly help improve the efficiency of our on field teams through data analysis. We are currently operating 36 hotels and by the end of March 2019 we are targeting to operate 50 hotels across India and Nepal. Wishing all our team members good luck for the month ahead. We look forward to suggestions on the first 1589 Post, please email them across at eamd@1589hotels.com.

All the best

**Udit and Anant Kumar**

On this first edition of 1589 Post we would like to introduce to you all our F&B driven company, 1589 core. 1589 Core is and organisation under which we are developing the Brand Airrtoast which has strong promise and a vision to become the ideal fmb quick service kiosk. Airrtoast was named after the bread used for our toasts. We call it air bread as it has large air pockets making it extremely light and perfect for toasting. It is laying its foundation and building training and systems infrastructure to build a extremely valuable brand and grow rapidly. With its presence in Jaipur, Baroda and Varanasi airports it is all set to open in T3 international departure terminal near gate 7 in Delhi. When one thinks of any of these 5 key words Airrtoast should be the first thing on their mind: Compact, Efficient, Feel (full of life), Simple & Fresh. 1589 Core also under the brands Airrtoast and Zolocrust started catering form June this year and have already conducted 4 caterings until now and have 3 booked already for August. This decision is also showing a lot of promise for future growth in our FNB business. The joining of Shuai Lei (Frank) as an executive director and partner in mid - May has been invaluable for the company. Both Frank and Arjun being good students and close friends during their MBA in hospitality leadership in Switzerland are working on making this common dream, purpose and vision a reality.

## NEW APPOINTMENTS



Balam Sahu  
Director of Sales  
Regional Office-Mumbai



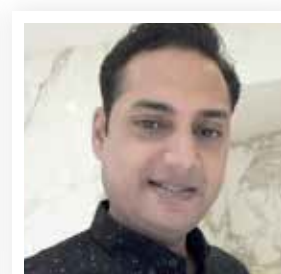
Sameer Srivastav  
Assistant HR Manager  
Gurgaon



Gangadhar  
Area General Manager  
Corporate Office-Gurgaon



Neeru Shrivastava  
HR Associate  
Corporate Office-Gurgaon



Ashok Yadav  
Sales Manager  
Gurgaon

## OPEN NOW



tripadvisor®  
**STAR OF TRIP ADVISOR**  
#BeingNumber2Sucks.



Rajeev Manhar  
Vice President  
Brijrama



Vivek Dubey  
General Manager  
Genx Vadodara



Rajesh Kumar Ranjan  
General Manager  
GenX Mughalsara

## AWARDS & RECOGNITION

CLARKS RESORT  
BHOPAL

**SANJAY UPRETI**  
CAPTAIN

SULTANBAGH  
RANTHAMBORE

**DHARAMRAJ MEENA**  
DRIVER

GEN X  
GREAT HIMALAYAN  
RESORT MCLOADGANJ

**ATMA RAM**  
SR. STEWARD

1589 ROYAL HERITAGE  
KISHANGARH

**SHANKAR LAL VERMA**  
SR. STEWARD

RNB  
BHOPAL

**VIKAS KAROSIYA**  
STEWART

NIRVANA RESIDENCIES  
MUMBAI

**AKASH PATWA**  
ROOM BOY

GENX  
VADODARA

**AMIT**  
DCDP

BRIJRAMA  
VARANASI

**RAHUL SINGH**  
ROOM ATTENDANT

GEN X  
BHAVNAGAR

**MANMOHAN SAHOO**  
FRONT OFFICE SUPERVISOR

GEN X, ALWAR

**RAVINDER VERMA**  
ROOM ATTENDANT

CORBETT  
TIGER DEN

**KESHAV DUTT**  
KITCHEN HELPER

RNB  
R.K PALACE

**RAMJI LAL YOGI**  
CAPTAIN

RNB  
CITY CENTER

**PANKAJ SHARMA**  
FRONT OFFICE ASSISTANT

## SPECIAL OFFERS

AMAZING OFFERS FOR  
SBI CREDIT CARD HOLDERS

BOOK & STAY FOR 2 NIGHTS  
AND GET THE 3RD NIGHT  
COMPLIMENTARY

\*except BrijRama Palace, Varanasi  
Terms & Conditions apply

**AXIS BANK  
CARDHOLDERS, REJOICE!**

ENJOY 26% OFF ACROSS ALL  
OUR PROPERTIES IN INDIA AND  
GET A COMPLIMENTARY  
MEAL UPGRADE.

\*except BrijRama Palace, Varanasi  
Terms & Conditions apply

GET ₹ 100 OFF ON  
YOUR FIRST MOVIE

book my show

Terms & Conditions apply

## DID YOU KNOW

1589 hotels objective of being  
the number 1 reviewed hotel  
chain in India.

The 1589 Corporate Office staff  
start their day with 10 mins of  
Anapan (Meditation)

## BRK SATURDAY

### A HUMBLE EFFORT TO SERVE SOCIETY.

The initiative has been named after the late beloved Sri Birendra Kumar (BRK), one of the key founding contributors to 1589 Hotels, Clarks Inn and Clarks Group of Hotels. BRK Saturdays are organized on the last Saturday of every month, where we as a team go and devote our time to a cause, chosen by one of our team members. These causes range from planting trees, to visiting an orphanage or feeding the poor. This initiative helps us fulfilling 1589's endeavour in creating a socially responsible organization as well as in educating people about our responsibilities towards the society we live in.

#### BRK SATURDAY - JULY

Soumya Rajan organized CSR of the July month at Rashtrahit Vidyalaya, Gurugram.



## IN THE SPOTLIGHT

Ms. **Shristy Haryson** is our Marketing Associate. She has achieved state level awards in singing, in addition to that her favorite thing to do is cooking and she loves experimenting in the kitchen. She also loves travelling and has already explored half of India.



36 HOTELS | 24 CITIES

