



ITC'S HOTEL GROUP



CLUB ITC


ITC HOTELS
RESPONSIBLE LUXURY


MEMENTOS
BY ITC HOTELS


WELCOMHOTEL
BY ITC HOTELS

STORII
BY ITC HOTELS


Member ITC's hotel group


Palaces • Forts • Havelis • Resorts



Table of Contents



5

ITC LIMITED



6

OUR BUSINESSES



7

LEADERS SPEAK



12

KEY HIGHLIGHTS



18

OUR HOTEL BRANDS



66

GROW WITH
ITC HOTELS



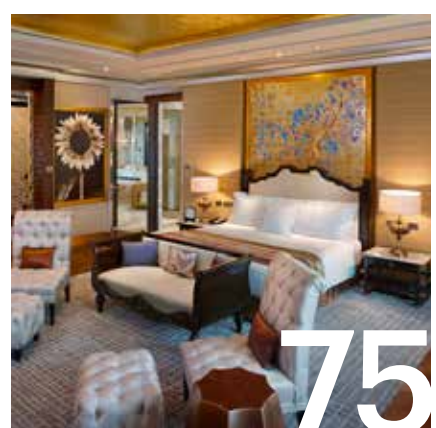
71

GROWTH AND
DEVELOPMENT TEAMS



72

SUPPORT TEAMS



75

GROWTH AND
DEVELOPMENT TEAMS



76

TERMS AND
CONDITIONS



**WELCOMGROUP GRADUATE SCHOOL
OF HOTEL ADMINISTRATION**
MANIPAL
(A constituent unit of MAHE, Manipal)



Ranked Among The Best Hospitality And Hotel Management Schools In The World For 2022 by CEOWORLD magazine

Ranked No. 1

As Supreme Hotel Management College in India by GHRDC consecutively for fifteen years



Ranked No. 2

Overall No. 2 in India and No. 1 among Private Hotel Management Colleges by India Today, THE WEEK magazine and Outlook India magazine (2022)



Awarded Silver in Hospitality Excellence: Best Hospitality Management Institute of the Year in Indian Hospitality Excellence Awards 2022

Silver Winner



July 4, 2022



Aug. 14, 2022



July 11, 2022



Courses

Bachelor of Hotel Management (BHM)	4 Years
BA (Culinary Arts)	3 Years
Master of Hotel Management (MHM)	2 Years
MA (Indian Cuisine & Food Culture)	2 Years
MSc (Dietetics and Applied Nutrition)	2 Years



Highlights

- ▶ Partnered with ITC Hotels with brand support and expertise
- ▶ College is constituent unit of Manipal Academy of Higher Education, a Deemed to be University
- ▶ Degree awarded by MAHE, an Institution of Eminence
- ▶ Annexed hotel Fortune Inn Valley View, member, ITC's Hotel Group
- ▶ International collaborations and flexible pathway options for students
- ▶ Recruiters from the top brands in India and overseas, including Fortune 500 companies
- ▶ Highest student -faculty ratio
- ▶ Cutting edge state-of-the-art facilities and infrastructure
- ▶ Wine and skill certifications
- ▶ Worldwide Alumni Network



APPROVALS AND ACCREDITATIONS



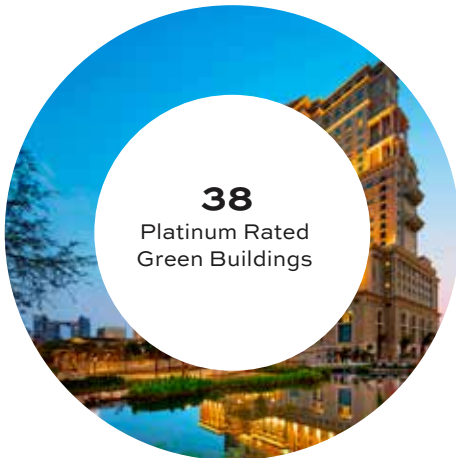
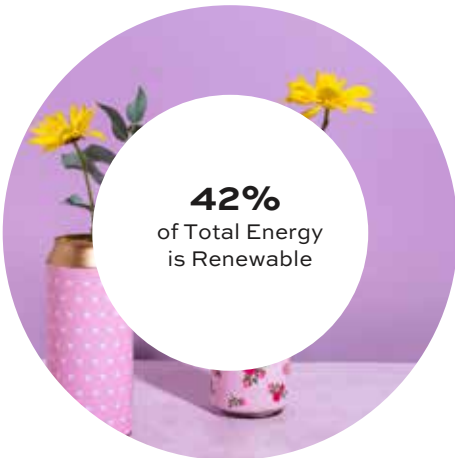
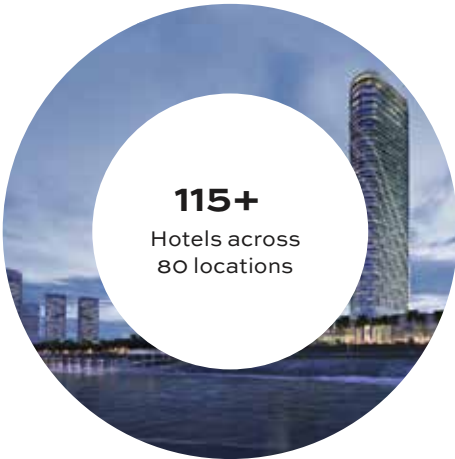
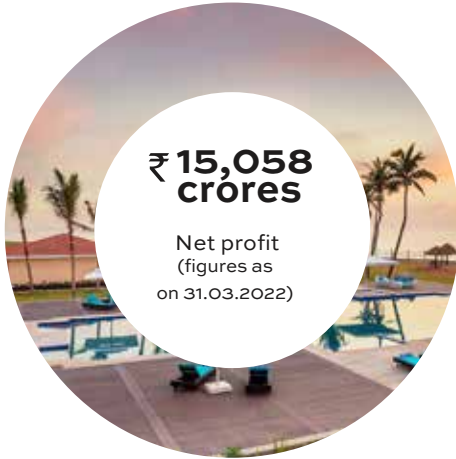
Welcomgroup Graduate School of Hotel Administration

Apply Online

Fortune Inn Valley View, Manipal - 576 104, Karnataka, India.
Ph: +91 9945670612, 7829371565
0820 2923226
admissions@manipal.edu | www.manipal.edu



ITC Limited



Our Businesses



HOTELS

Launched in 1975, ITC's Hotel Group, India's premier chain of hotels, has become synonymous with Indian hospitality.



PAPERBOARDS & SPECIALITY PAPERS

ITC's Paperboards and Specialty Papers Business is India's largest technologically advanced and most eco-friendly paper and paperboards business.



FMCG

ITC's rich FMCG portfolio is designed and customised to delight consumers in myriad ways.



PACKAGING

ITC's Packaging & Printing Business is the largest value added converter of paperboard packaging in South Asia. It converts over 70,000 tonnes of paper, paperboard and laminates per annum.



AGRI BUSINESSES

ITC is one of India's largest integrated agri business enterprises with significant presence across every node of the agri value chain.



INFORMATION TECHNOLOGY

ITC Infotech is a specialized global technology services provider, led by Business and Technology Consulting.



Nakul Anand

Executive Director, ITC Limited

“For us, Owners are our ‘partners in progress’. We look forward to collaborating and building a promising future with them that proves beneficial to all stakeholders and gives immense institutional support and guidance.**”**

From the ED's Desk

"We cannot be individually well in a world that is unwell"

With 'Namaste' as the enduring symbol of its brand experience and **'Responsible Luxury'** as the guiding premise, ITC Hotels are an archetype of the culture and ethos of each destination offering **authentic, indigenous luxury experiences** which are in harmony with the environment and society.

With a platinum grade commitment to our guests and the planet, each ITC Hotel is certified with a **LEED®** (Leadership in Energy and Environmental Design) Platinum rating for globally recognised planet positive endeavours.

Having developed 'responsible luxury' hotels and expertise in various genres of hospitality for over four decades, we are certain that the time has come for us to expand our learning and offering to our brands across segments and destinations giving asset owners the opportunity to be associated with a brand that not only offers business-results but also prioritises the environment and community in an impactful manner.

ITC Hotels remained strong and continued to lead from the front over the pandemic years despite the setbacks faced by the hospitality industry. As firm believers of **"Service before Self"**, ITC Hotels continued to place the needs of its stakeholders and guests ahead even as the pandemic caused havoc all across. We are extremely proud of our associates and front-line workers who walked the talk and took care of every guest during this time.

The way the hospitality industry in India has bounced back reinforces our belief that aggressive and inclusive growth is the way forward for ITC Hotels. We intend to actively pursue opportunities to foster meaningful relationships with hotel owners through the **"asset-right"** strategy and expand our hotel portfolio across all 6 brands by way of management contracts in the near future.

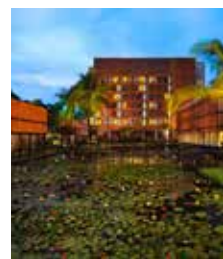
ITC Hotels has the best talent in the industry. Our varied and **skilled pool of human resource** is truly exceptional. They have the ability to curate and create memorable experiences that not only attract consumer loyalty but also enable good business results while upholding ITC Hotels standards and service quality.



Nakul Anand

Executive Director

ITC Limited



From the DCE'S Desk



Bringing Indian hospitality in its truest form to Global Leaders and Heads of State, celebrities and all our guests for over 45 years, ITC Hotels has established itself as a **competitive hotel brand** in the Indian subcontinent. Driven by our guiding premise of Responsible Luxury, ITC Hotels today showcases **6 distinct brands** across a portfolio of 115+ hotels spread over 80 unique destinations.

ITC's Hotel Group embraces various brand categories – *ITC Hotels and Mementos in the Luxury segment, Welcomhotel and Storii in the premium space, Fortune Hotels spanning the midmarket to upscale category and WelcomHeritage hotels in the heritage, nature and wildlife space.* With properties across various operating models, our teams offer extensive support from the project and pre-opening phase all the way to opening and operating the hotel.

Training is an area of high focus for ITC Hotels. We ensure that our experienced skills in hiring, grooming and learning, product management and quality of services as well as our **scientifically developed brand standards** and standard operating procedures are implemented and upheld at all the properties, whether owned or managed.

ITC Hotels' Growth and Development team has built a bridge of trust by fostering relationships beyond contracts with our Owners while the functional teams supplement this drive with their domain expertise leading to better performances and bottom-lines, thereby strengthening Owners' belief in the vast hospitality offering of ITC's Hotel Group.

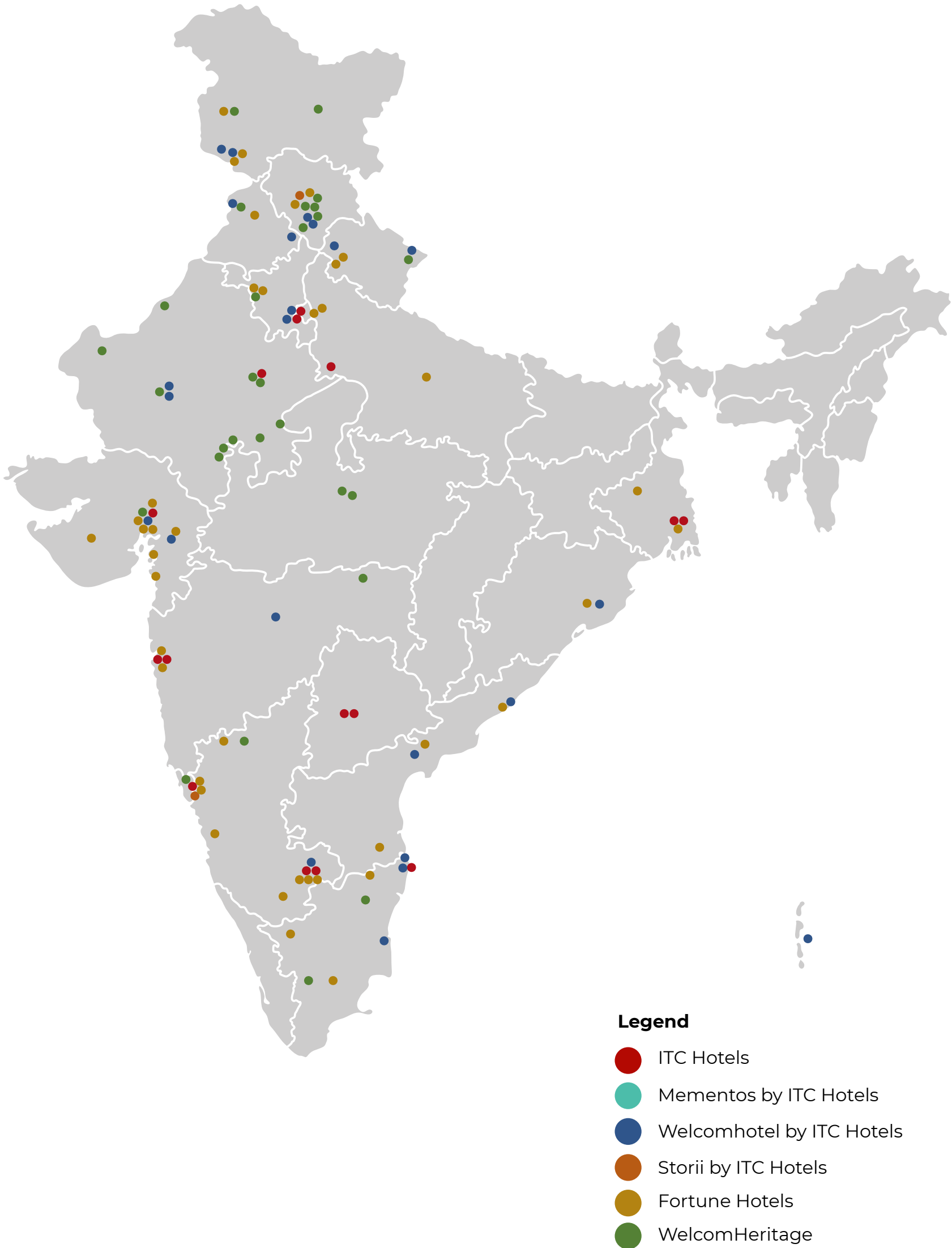
There couldn't be a better time to partner with ITC Hotels, as we continue to grow, adding properties and creating operational synergies while raising the decibels for our exemplary hotels known for their exceptional service, award-winning Food & Beverage and most importantly, **best practices in sustainability.**

Going forward, we endeavor to be **the preferred brand** for Owners as well as Guests, be it at business or leisure locations across the country and beyond.

Anil Chadha

Divisional Chief Executive
ITC Limited – Hotels Division

Our Footprint



Key Highlights

Launched in 1975, ITC Hotels, India's premier chain of luxury hotels, has become synonymous with Indian hospitality. ITC Hotels pioneered the concept of 'Responsible Luxury' in the hospitality industry, drawing on the strengths of ITC groups' exemplary sustainability practices. Responsible Luxury personifies an ethos that integrates world-class green practices with contemporary design elements to deliver the best of luxury in the greenest possible manner.



115+
HOTELS

80
DESTINATIONS

6
HOTEL BRANDS

11,000+
KEYS

30+
HOTELS
IN THE PIPELINE

2,600
KEYS UNDER
DEVELOPMENT

10
RENOWNED
F&B BRANDS

2
AWARD WINNING
SPA BRANDS

ITC HOTELS BOUTIQUE | FABELLE | MEMORABILIA | NUTMEG - THE GOURMET SHOP

Awards and Accolades

Leadership in Energy and Environmental Design (LEED®)
Zero Carbon Certification, 2022 by Green Business Certification Inc



- ITC Windsor, Bengaluru
- ITC Grand Chola, Chennai
- ITC Gardenia, Bengaluru
- Welcomhotel Bengaluru
- Welcomhotel Sheraton New Delhi
- Welcomhotel Guntur
- Welcomhotel Chennai
- ITC Mughal, Agra
- Welcomhotel Coimbatore
- ITC Grand Central, Mumbai



WELCOMHOTEL BENGALURU



ITC GRAND CHOLA, CHENNAI



ITC WINDSOR, BENGALURU

WELCOMHOTEL BY ITC HOTELS,
RICHMOND ROAD, BENGALURU

Travel + Leisure India's Best Awards 2022
Best Hotel Loyalty Programme (Domestic) category



Travel + Leisure India's Best Awards 2022

1. Best Luxury Hotel Chain (Domestic) category – ITC HOTELS
2. Best New Hotel (Domestic) category – ITC Narmada
3. Editor's Choice for Best Hotel for Weddings (Domestic) category– ITC Grand Goa
4. Best Hotel Loyalty Programme (Domestic) category– Club ITC
5. Best Tier Two Hotel (Domestic) category- Welcomhotel by ITC Hotels, Shimla



Conde Nast Traveller Choice Awards 2022:

1. Favourite Restaurant in an Indian Hotel- Bukhara
2. Favourite Indian Hotel for Food & Drink- ITC Maurya, New Delhi

ITC Hospitality Management Institute



Founded in 1976, the ITC Hospitality Management Institute (HMI) is today the most coveted institution and considered a yardstick of brilliance in hospitality and management education. Over the last four decades, ITC HMI has transformed young leaders into world-class hoteliers.



The Institute's training strategy is **to create business relevant capabilities** so that the organisation can respond quickly and creatively to current and future opportunities. It is aimed to strengthen **Leadership Capability** for our Management Executives; wherein we integrate **7 bespoke development programmes** duly monitored by ITC HMI:

1. Future Leaders Programs

(Management Training and Executive Training)

2. Functional Appreciation Program

3. Career Enhancement Program

4. Executive Elevation Program (Functional and Multi-functional)

5. Role Transition Program

6. Advanced Executive Program

Through a mix of **classroom learning, 3-stage progression** linked with evaluation, shop floor and **hotel exposure, mentorship and business projects**, ITC HMI's developmental initiatives have become an important way for ITC Hotels to not only **retain quality talent** but also to **attract talent**.




ITC HOTELS
RESPONSIBLE LUXURY



Chronology of ITC Hotels



1975

- ITC - Welcomgroup Hotel Chola (now Welcomhotel by ITC Hotels, Cathedral Road, Chennai), 171 rooms



1976-77

- ITC Mughal, Agra, 233 rooms
- ITC Maurya, Delhi, 437 rooms
- ITC Hospitality Management Institute



1982

- ITC Windsor, Bengaluru, 240 rooms



1979

- Welcomgroup enters into a Marketing Service and Reservations Agreement with Sheraton International Incorporated
- Welcomhotel Rama International, Aurangabad opens as ITC's first managed hotel, 132 rooms



1992

- ITC Rajputana, Jaipur, 218 rooms



1986

- Welcomgroup Graduate School of Hotel Administration (WGSHA)
- Welcomhotel by ITC, Alkapuri, Vadodara, 133 rooms



1996

- ITC Kakatiya, Hyderabad, 188 rooms



1995

- Fortune Park Hotels Limited is setup to cater to the midmarket to upscale segments



1997

- Welcomhotel Grand Bay, Vishakhapatnam, 104 rooms
- A joint venture between ITC Ltd and Jodhana Heritage; WelcomHeritage is launched



2000

- ITC Maratha, Mumbai, 380 rooms



2001

- Welcomhotel New Delhi, 220 rooms



2003

- ITC Sonar, Kolkata, 237 rooms

OPENING SOON

- Mementos by ITC Hotels Ekaaya, Udaipur, 134 rooms
- Welcomhotel by ITC Hotels Hukam's Lalit Mahal, Raipur, 140 rooms
- Storii by ITC Hotels, Nati Kaba Kalan, Solan, 28 rooms
- ITC Ratnadipa and Sapphire Residences, Colombo, 352 rooms

2022

- ITC Narmada, Ahmedabad, 291 rooms
- Storii by ITC Hotels, Shanti Morada, Goa, 20 rooms
- Storii by ITC Hotels, Amoha Retreat, Dharamshala, 37 rooms
- Welcomhotel by ITC Hotels, Jim Corbett, 62 rooms
- Club Privé - Available at 4 hotels; opening soon at 2 more hotels

2021

- Two new soft brands announced
- Mementos by ITC Hotels, Luxury Positioning
- Storii, Premium Boutique Experiential Hotels

2019

- ITC Royal Bengal, Kolkata, 390 rooms bringing the hotel and Serviced Apartment inventory with ITC Sonar to 692 keys as a complex

2015

- ITC Grand Bharat, Gurgaon, 104 rooms
- ITC Hotels launches members-only Club Privé

2018

- ITC Kohenur, Hyderabad, 271 rooms including Serviced Apartments
- ITC Grand Goa, 252 rooms

2012

- ITC Grand Chola, Chennai, 600 rooms
- ITC Hotels' first foray into Serviced Apartments

2005

- ITC Grand Central, Mumbai, 242 rooms

2009

- ITC Gardenia, Bengaluru, 292 rooms

Our Hotel Brands



ITC KOHENUR, HYDERABAD



MEMENTOS BY ITC HOTELS, JAIPUR



MEMENTOS BY ITC HOTELS, EKAAYA UDAIPUR



ITC HOTELS

RESPONSIBLE LUXURY



With 'Namaste' as the enduring symbol of its brand experience and 'Responsible Luxury' as the guiding premise, ITC Hotels are an archetype of the culture and ethos of each destination offering authentic, indigenous luxury experiences that are in harmony with the environment and society. With a platinum-grade commitment to our guests and the planet, each ITC Hotel is certified with a LEED® (Leadership in Energy and Environmental Design) Platinum rating for globally recognised planet-positive endeavours.

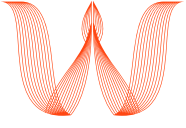


MEMENTOS

BY ITC HOTELS

Mementos by ITC hotels will bring together a collection of unique hotels, across varied destinations ranging from modern marvels, hidden retreats to historic treasures. Every hand-picked property along with a team of specialised service professionals who find joy in raising the consumer experience and making moments even more memorable, will curate distinct encounters that bring alive richer insights, unexplored flavours, different vistas and inspired backstories, thereby leaving guests with experiences and memories which become prized mementos long after their visit.

Our Hotel Brands



WELCOMHOTEL
BY ITC HOTELS

Welcomhotel is a collection of premium hotels designed for those who demand more and seek curated experiences to make the most out of their stay, optimising their travel intent. With an endeavour to provide immersive and enriching experiences, the brand is reflective of the warmth of Indian culture while upholding the benchmark service standards that ITC Hotels is known for.

STORII
— BY ITC HOTELS —

Storii by ITC Hotels is a collection of handpicked properties, designed to satiate the ever-evolving needs of the discerning traveller by offering a unique, experience-led stay that is atypical, immersive, bespoke and co-exists in harmony with the environment as well as the local community. Consisting of intimate-sized properties in the premium segment, Storii will exist at diverse destinations - breath-taking locales or sites steeped in history, golden beaches or jungles thriving with adventure. Each will be unique by character, design, service or heritage and will offer a distinct experience - whether it is a date with the surroundings, or a weekend of wellness, some quality me-time or joyous moments with family and friends.



WELCOMHOTEL BY ITC HOTELS, RAJA SANSI, AMRITSAR



WELCOMHOTEL BY ITC HOTELS, RAJA SANSI, AMRITSAR



STORII BY ITC HOTELS, AMOHA RETREAT, DHARAMSHALA

Our Hotel Brands



FORTUNE SELECT EXOTICA, NAVI MUMBAI



FORTUNE PARK DAHEJ



WELCOMHERITAGE BADI KOTHI, ALLAHABAD

FORTUNE

Member ITC's hotel group

Fortune Hotels' brand philosophy is driven by its objective to provide contemporary accommodation to business and leisure travellers through its four clearly defined sub-brands – Fortune Select, Fortune Park, Fortune Inn and Fortune Resort - with emphasis on personalised service at great value. Set-up in state capitals, major towns, small metros and bustling cities, Fortune Hotels' convenient locations, excellence of cuisine, efficient service and competitive pricing have made the chain popular amongst discerning travellers of all ages.



WelcomHeritage

Palaces • Forts • Havelis • Resorts

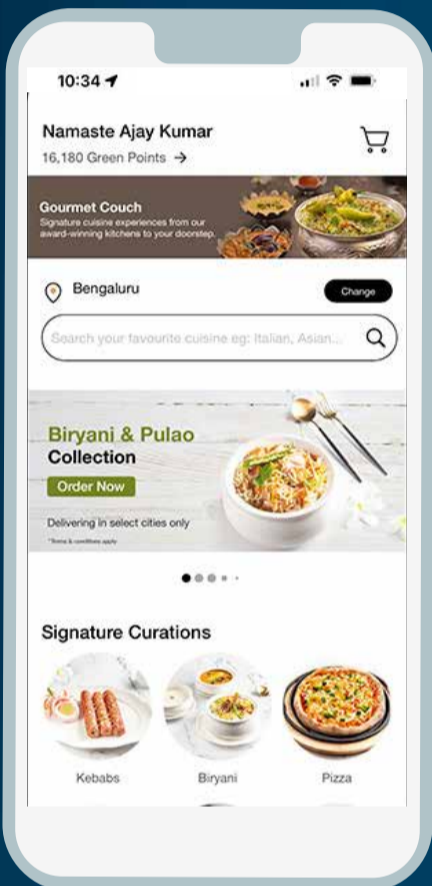
A joint venture between ITC Ltd. and Jodhana Heritage, established in the year 1997, WelcomHeritage represents the finest traditions of heritage hospitality and tourism in India with a unique portfolio of Palaces, Forts, Havelis and Resorts spread across 34 scenic and tranquil destinations. Our endeavor is to create a special balance between local traditions and modern-day requirements thus creating best-in-class authentic experience without losing the Heritage ethos in some of the country's most inspiring settings.

ALL YOU NEED IS

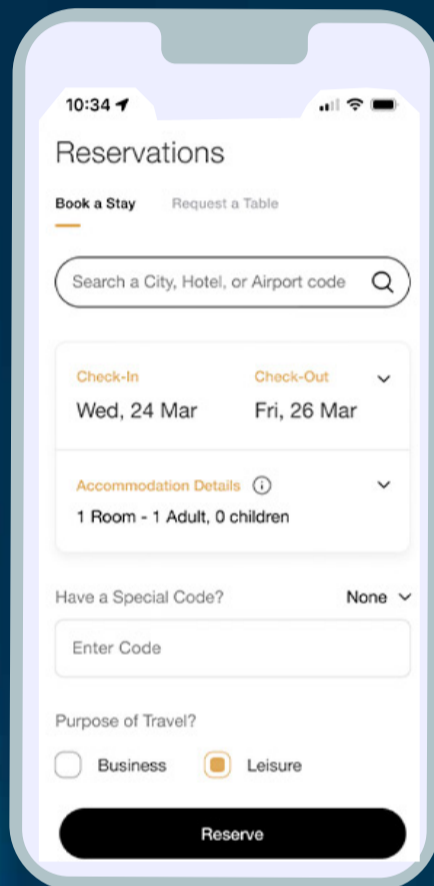


THE ITC HOTELS APP

Food Delivery Gourmet Couch



Room Reservations – Quick & Simple



Loyalty Benefits

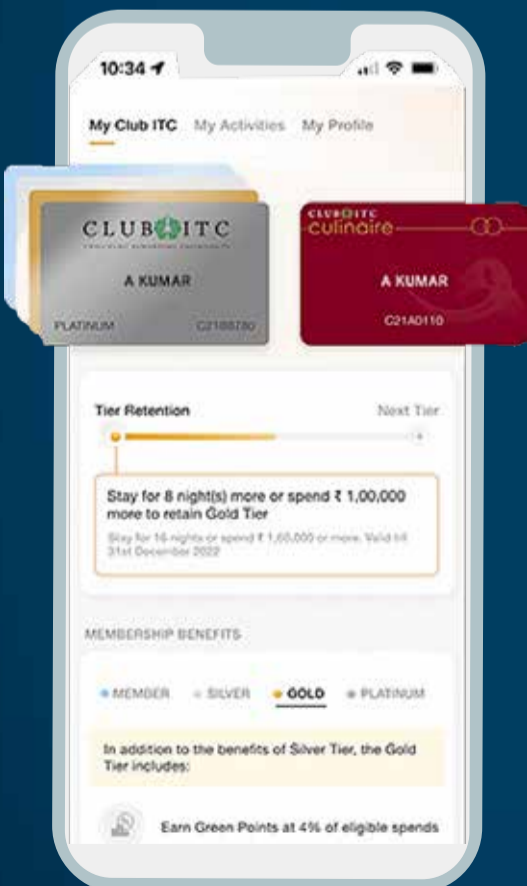
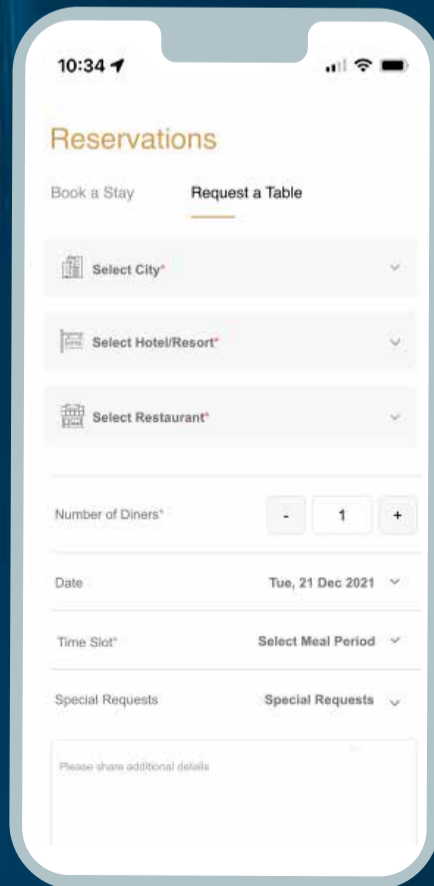


Table Reservations



Our Branded Residences

ITC Hotels enters into the Branded Residences space with the Sapphire Residences, Colombo and the adjacent ITC Ratnadipa Hotel which are the first developments in Sri Lanka under WelcomHotels Lanka (Private) Limited, a wholly owned subsidiary of ITC Limited. Sapphire Residences takes pride of place, at a prime seafront location at the heart of Colombo.



OFFERINGS AT SAPPHIRE RESIDENCES:

Sapphire Residences offers an exclusive collection of

- Four and five bedroom elegant apartments
- Limited number of large two and three bedroom apartments
- 180° panoramic ocean, city and lake views
- Floor-to-ceiling windows
- A glass façade that has been designed to ensure safety, conserve energy and to keep noise, heat and glare out

Our Branded Residences



SAPPHIRE RESIDENCES COLOMBO

OTHER FACILITIES AND AMENITIES:

Social

- Residents' Clubhouse including bar, library, lounge and private dining
- Private cinema with VIP seating
- Teens' Social Lounge
- Kids' Social Lounge

Active

- Gym
- Multi-purpose court for futsal, badminton and basketball
 - Squash court
- Teens' Active Lounge
- Kids' Active Lounge
 - Table tennis
- Creativity Studio
- Yoga pavilion
- The Sapphire Spa

Sun Deck

- BBQ terrace
- Pool deck with main pool toddlers' and kids' pools
- Kids' outdoor lawn

Our Branded Cuisine



BUKHARA

A globally renowned dining destination, Bukhara offers robust flavours of the North West Frontier with an authentic setting and a menu, unchanged and unmatched since 1978. A version of this menu is offered at our hotels under the award-winning Peshawri brand.



This iconic restaurant beckons you to partake in a royal experience as it recreates the 200-year-old culinary legacy from the kitchens of the majestic Awadhi Nawabs.



Royal Vega

Luxury Vegetarian Cuisine of India

An exclusive luxury vegetarian restaurant that features a fine collection of signature vegetarian dishes from the erstwhile royal kitchens of India.

Our Branded Cuisine



An experience that exemplifies an exclusive blend of traditional and progressive renditions of Southern Indian cuisine, which is rooted to the gravitas of the unique tastes, aromas and flavours of southern Indian spices.



Showcasing the rich diversity of South Indian tradition through specialty cuisine offerings from the states of Tamil Nadu, Kerala, Andhra Pradesh, Karnataka and Telangana, Dakshin remains a favourite.



An exclusive restaurant showcasing scrumptious heritage cuisine fine-tuned through years of research by the celebrated chefs at ITC Hotels.



The Royal Afghan
Robust flavours of the North-West Frontier

A barbecue restaurant that serves a unique cuisine from the rugged Indian North-West frontier, that revives tales of roasting meat around a roaring fire and the aroma of charcoal grilled kebabs.



Our Branded Cuisine



Ottimo

Cucina Italiana

A traditional Italian kitchen has been recreated with an authentic array of antipasti, wood-fired oven baked pizzas, artisanal pastas and much more.

PAN ASIAN

From the subtle delights of sushi to the fiery peppercorns of Sichuan and many more, Pan Asian regales with tales from the Near and Far East.



edo

居酒屋
japanese bar and restaurant

Enjoy a delightful spread of authentic sushi, sashimi, tempura, succulent robatayaki, tempura and artful bento meals, accompanied with exquisite beverages.

易经 YI JING

Inventive chefs at this restaurant present classic and contemporary interpretations of specialities from the diverse regions of China.



Wellness and Rejuvenation



One of India's leading Spa brands, Kaya Kalp showcases India's ancient wellness sciences through indigenous spa therapies along with global wellness treatments for the complete rejuvenation of the mind, body and soul. With the name originating from Sanskrit, meaning rejuvenation of body, mind and soul, our Spas range from ~1,200 sq. ft. all the way up to ~1,00,000 sq. ft. offering a range of treatment rooms, hammam, wet areas and world-class facilities.



Salon

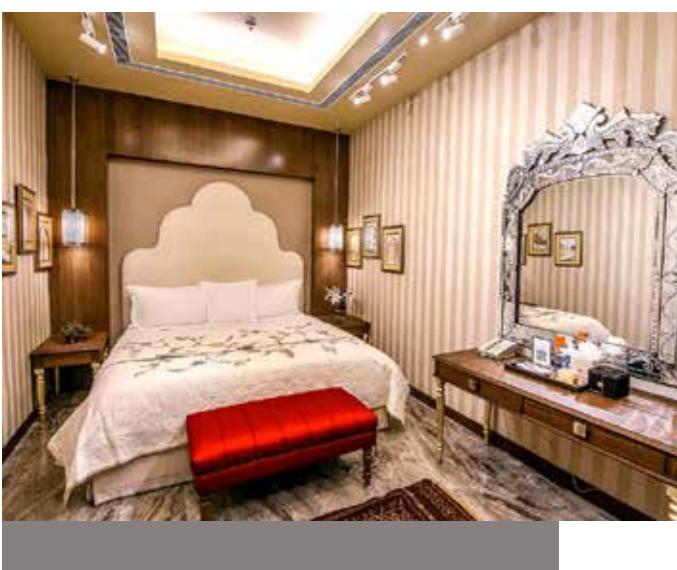
A beauty salon that specialises in hair and skin treatments and offers make-up and hair-dressing services.

Retail



Chef Crafted Curations

A treasure trove of deliciousness, this collection features gourmet delights, embodying bountiful cheer and joy, caringly selected and mindfully prepared.



sleep
BY ITC HOTELS

A selection of bed linen, pillows and embroidered duvets, especially made for ITC Hotels, now available for your home.



WeAssure

ITC Hotels' commitment towards health, hygiene
& a safe environment



From adopting eco-friendly measures in day-to-day activities to making sustainable lifestyle choices, the Covid-19 pandemic has brought about a paradigm shift in people's attitudes. But at a time like this, when privacy and security rank high on everyone's list, ITC Hotels has implemented WeAssure—a programme that looks after the health, well-being and safety of the hotels' guests and associates.

Designed in collaboration with medical professionals and disinfection experts, ITC Hotels is the first hotel chain in the world to receive a Platinum level certification from DNV for its WeAssure program.

Encapsulating all touchpoints of a guest's experience at our hotels.

ARRIVAL		STAY		DINING	OUR PEOPLE	
Arrival Protocol	Re-engineered Processes	Sanitised Rooms	Laundry Services	Re-engineered Service Design	Heart of the House	Associate Journey

Club ITC



CLUB PRIVE, ITC MAURYA NEW DELHI



Club ITC is one of India's most transparent, flexible and easy-to-use loyalty programme for over three decades. Club ITC Members gain access to a wide range of exclusive member benefits across 65+ hotels pan India with acknowledged award winning restaurants and rejuvenating wellness centres for memorable experiences and contactless redemption for hotel experiences like reward nights, spa, laundry, dining and more.

In the Middle East & Asia / Oceania region at the 31st Freddie awards ceremony held on April 21st, 2022 in New Orleans, USA. Club ITC was adjudged the:

- ✦ Program of the Year
- ✦ Best Elite Program
- ✦ Best Promotion
- ✦ Best Redemption Ability

Club ITC Benefits & Privileges

Simplicity and Transparency

- Earn 2%-5% of the eligible spends as Green Points
- 1 Green Point = INR 1



Member Only Rates

Upto 10% additional savings for all bookings made through itshotels.com



Reward Nights

Unlock exceptional experiences at your favourite hotels using your Green Points



Contactless Redemption

Redeem your Green Points for impromptu holidays, staycations, fine dining experiences, spa sojourns and more using your mobile phone



International Getaways

Redeem your Club ITC Green points for award nights at more than 6500 Marriott Hotels and Resorts worldwide



E-Vouchers

Receive a bouquet of e-vouchers on achieving/retaining higher tier status



Rollover Nights

Carry forward excess room nights and eligible spends to the next calendar year to enable upgrades to the next tier faster



Gift Points

Transfer/ gift Green Points to other Club ITC membership accounts



Points Never Expire

Green Points never expire for active members



Free Wi-Fi

Receive complimentary Wi-Fi for your stays at participating hotels



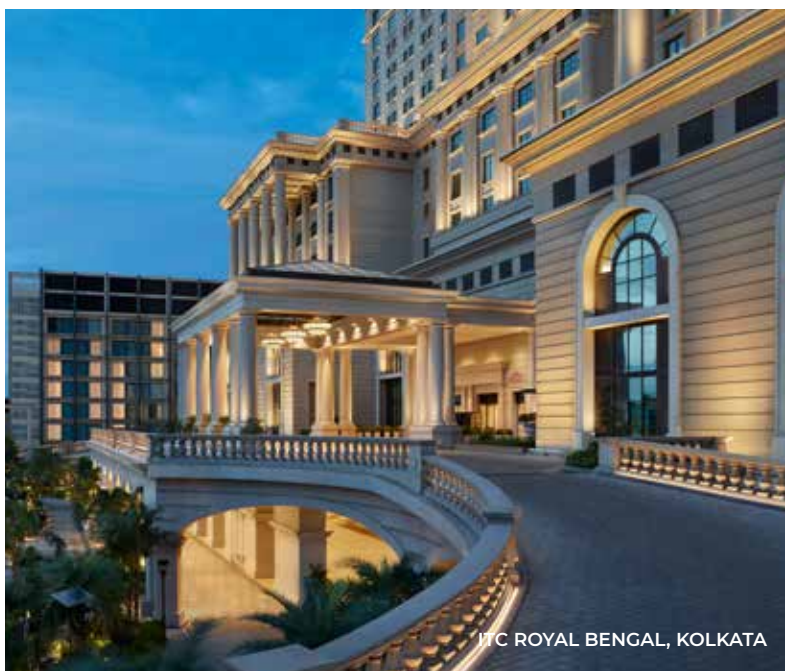
Responsible Luxury



ITC GRAND CHOLA, CHENNAI



ITC KOHENUR, HYDERABAD



ITC ROYAL BENGAL, KOLKATA



ITC RAJPUTANA, JAIPUR



Local Sourcing

- Over 50% of the food consumables are sourced locally ensuring reduced carbon footprint
 - Over 70% of paper, stationery and wood used at ITC Hotels is either FSC certified, sourced locally or recycled
-



Renewable Energy

- Low-carbon growth strategy focussing on use of renewable energy sources
 - More than 99% of the solid waste generated in our hotels is either recycled or reused
 - Organic waste is converted into manure
-



Mitigation of Single-Use Plastic

The toiletries at ITC Hotels are made with biodegradable materials in environment-friendly packaging.



Water Conservation

ITC Hotels has reduced its fresh water consumption significantly over last few years



Design and Architecture

Amongst the first, largest and greenest hotel chains in the world to achieve LEED Platinum certification for all its luxury properties



SunyaAqua

Purified drinking water using a state-of-the-art filtration technology that meets stringent global standards


ITC HOTELS
RESPONSIBLE LUXURY



Each ITC Hotel is an archetype of the culture and ethos of the region that it is located in. Each hotel's concept weaves in the strongest elements of the culture of the region – harking back through architecture, interiors, art and artefacts to the major dynasties that have ruled in India.





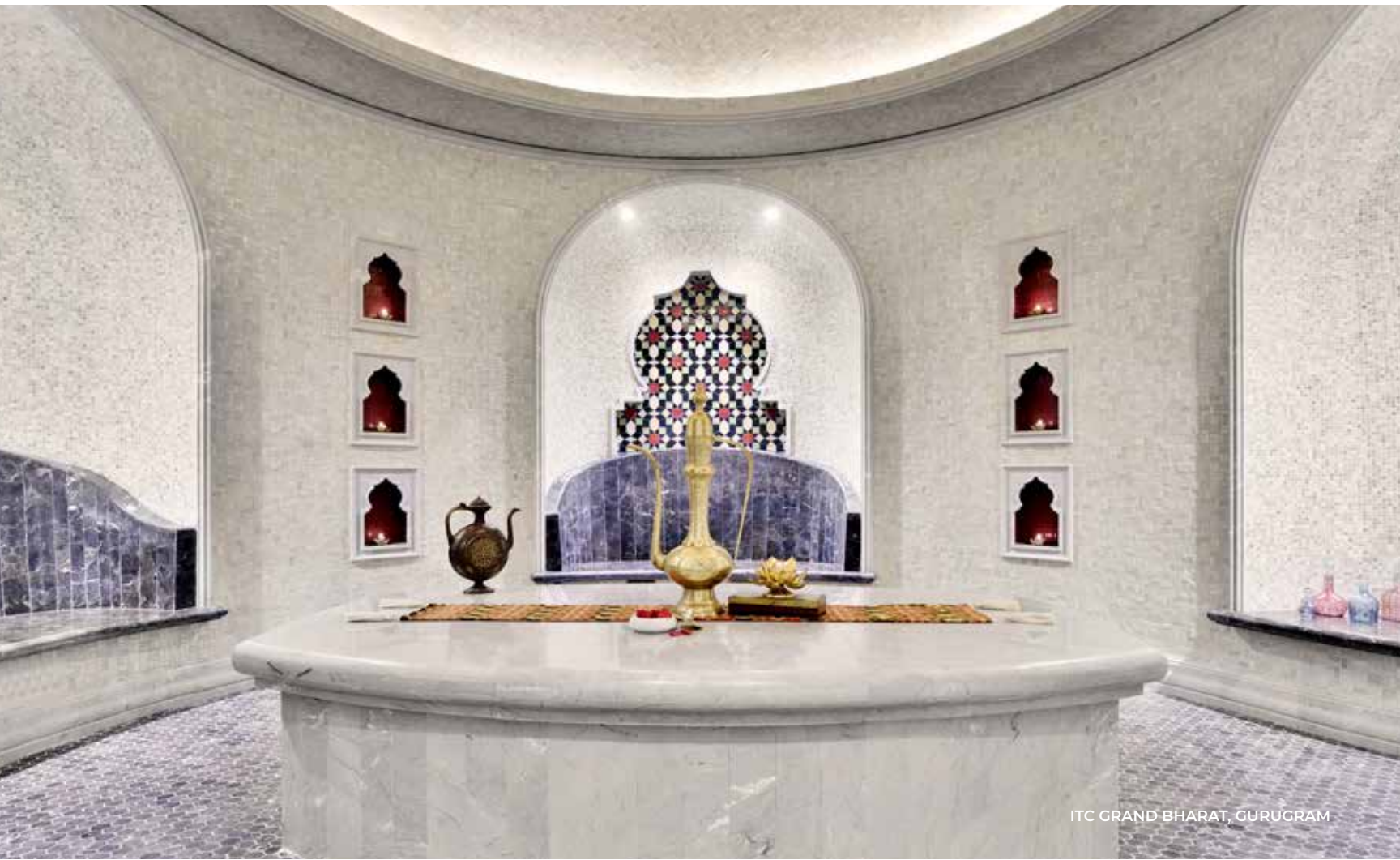
ITC KOHENUR, HYDERABAD



ITC MUGHAL RESORT & SPA, AGRA



ITC MUGHAL RESORT & SPA, AGRA



ITC GRAND BHARAT, GURUGRAM



ITC MARATHA, MUMBAI



Development Specifications



BRAND STATEMENT

ITC HOTELS

Brand Character
Positioning
Design Approach
Typical Clientele

Responsible Luxury, Authentic Indigenous Experiences, Eternal Luxury
Authentic, indigenous luxury experiences focusing on the culture and ethos of each destination; in harmony with the environment and society
Business and Leisure Travellers, High-end MICE and Weddings

FACILITIES MIX

Min. Room Size
Ideal Inventory
Bathroom Fixtures
F&B Outlets

45 Sqm
150 rooms
4 plus

- All Day Dining Restaurant
- 2 Specialty Restaurants
- Bar
- Fabelle

Meeting Facilities

Market driven

Wellness and Recreation Areas

- Swimming Pool
- Kaya Kalp Spa
- Gymnasium
- Salon
- Ollie's Club

DEVELOPMENT REQUIREMENTS

Min. Land Area

City Location: ~4 acres and Leisure location: 8 acres

LEED Platinum Certification

Mandatory

Architecture and Interior Design Consultants

Recommended by the Brand

Consideration Cost

INR 250 Lakhs+ / key (2021, India, excl. land)

M
MEMENTOS
BY ITC HOTELS





Mementos by ITC hotels will bring together a collection of unique hotels, across varied destinations ranging from modern marvels and hidden retreats to historic treasures. Every hand-picked property along with a team of specialised service professionals who find joy in raising the consumer experience and making moments even more memorable, will curate distinct encounters that bring alive richer insights, unexplored flavours, different vistas and inspired backstories, thereby leaving guests with experiences and memories which become prized mementos long after their visit.

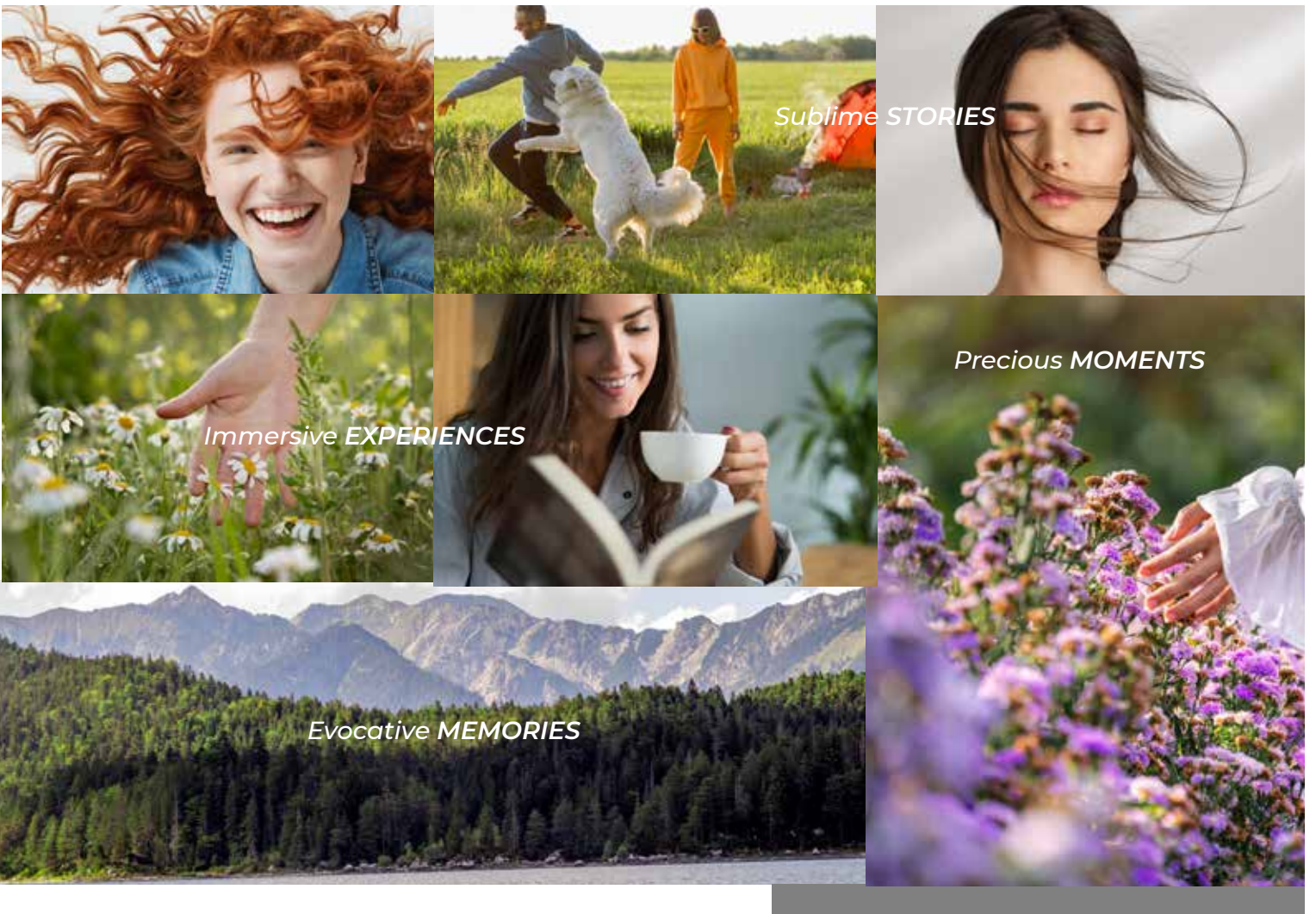


M
MEMENTOS
BY ITC HOTELS

A memento is a keepsake, a souvenir that brings back a flood of happy memories of journeys, holidays and leisure. It could be the sight of a tiger in the wild, the sound of hypnotic drumbeats, the fragrance of woodsmoke, the touch of morning dew under one's feet or the taste of a rare mushroom. Each experience becomes a treasured memory that you can go back to and relive.

Mementos Hotels is conceptualised and planned to create unusual and memorable experiences that will build an abiding emotional bond with the guest.

Each Mementos Hotel will offer the true experience of the destination, celebrating the traditions, arts, crafts and cuisines of the region it belongs to. Luxuriously.



Sublime STORIES

Immersive EXPERIENCES

Precious MOMENTS

Evocative MEMORIES

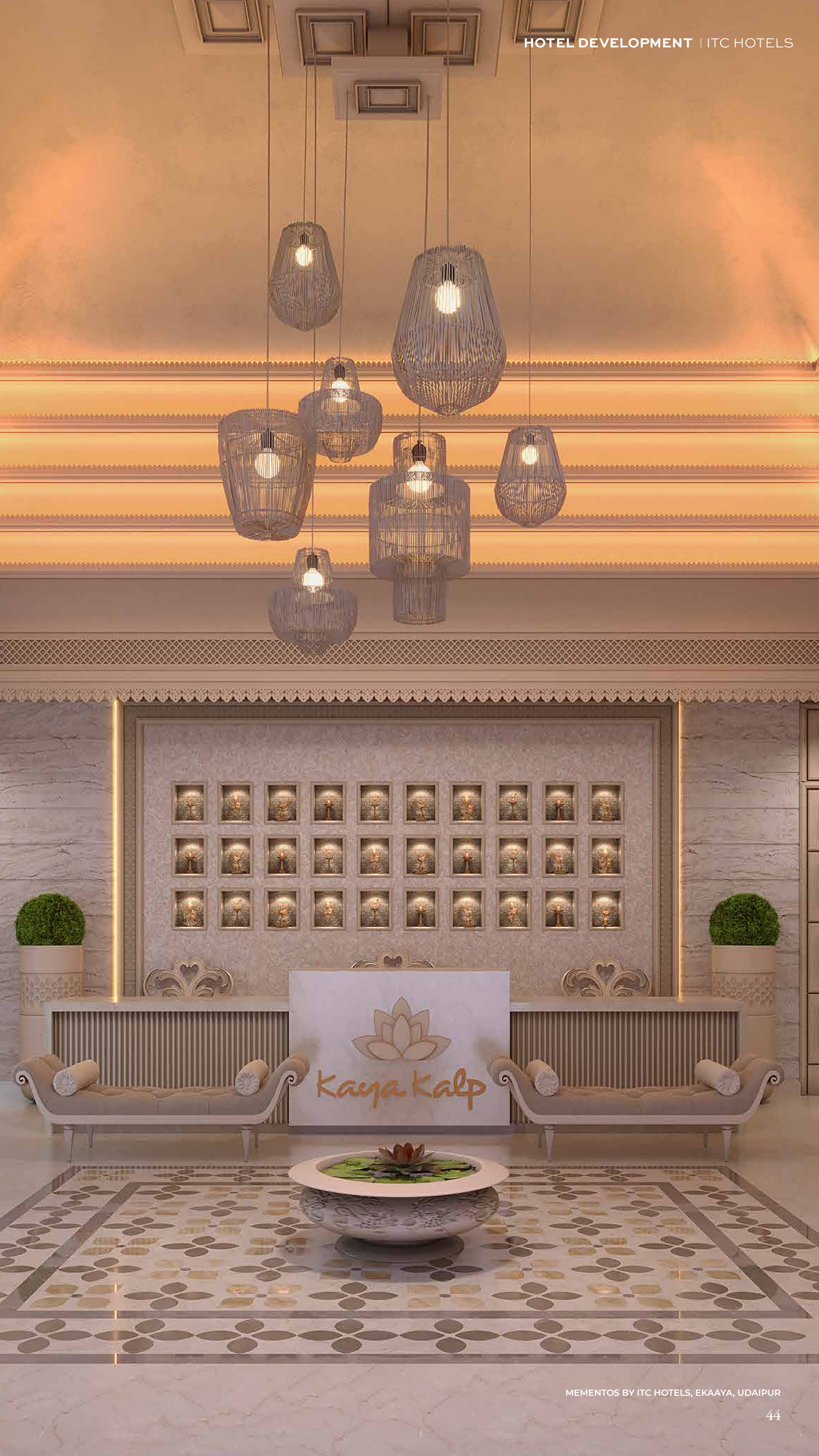


Close encounters OF THE NEW KIND

Mementos Hotels are designed to attract the discerning and adventurous traveller, looking for a holiday experience beyond the usual. They seek sensory stimulation, intellectual excitement and emotional fulfilment. They are eager to explore new experiences and add to their album of memories.

As their host, Mementos Hotels will be resourceful, knowledgeable and imaginative enough to meet these needs. The fountainhead of the ideas and services will be the location of the hotel, the region and its cultural wealth. Yet, the destination is only the first word in this diary of memories; fresh new thoughts and discoveries will be added to it continually.





Development Specifications



BRAND STATEMENT

MEMENTOS BY ITC HOTELS

Brand Character

Immersive, Sensorial, Evocative, Sublime

Positioning

Luxury

Design Approach

A collection of unique hotels, across varied destinations focussing on remaining true to their location

Typical Clientele

Business and Leisure travellers, High-end MICE and Weddings, Discerning and Adventurous travellers seeking experiential travel

FACILITIES MIX

Min. Room Size

40 Sqm

Ideal Inventory

150 rooms

Bathroom Fixtures

4

F&B Outlets

- All Day Dining Restaurant
- 2 Specialty Restaurants
- Bar
- Fabelle (Preferable)

Meeting Facilities

Market Driven

Wellness and Recreation Areas

- Swimming Pool
- Kaya Kalp Spa
- Gymnasium
- Salon
- Ollie's Club
- Signature Library (Preferable)

DEVELOPMENT REQUIREMENTS

Min. Land Area

City Location: 2.5 acres and Leisure location: 5 acres

LEED Platinum Certification

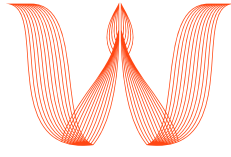
Preferable

Architecture and Interior Design Consultants

Acclaimed Hospitality Architect / Interior designer recommended by the Brand

Consideration Cost

INR 150 Lakhs+ / key (2021, India, excl. land)



WELCOMHOTEL
BY ITC HOTELS



WELCOMHOTEL BY ITC HOTELS, BHUBANESHWAR



WELCOMHOTEL BY ITC HOTELS, RAJA SANSI, AMRITSAR



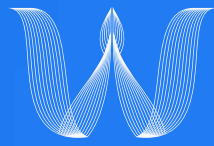
WELCOMHOTEL BY ITC HOTELS, RAJA SANSI, AMRITSAR



WELCOMHOTEL BY ITC HOTELS, BHUBANESHWAR



WELCOMHOTEL BY ITC HOTELS, KENCES PALM BEACH, MAMALLAPURAM-CHENNAI



WELCOMHOTEL
BY ITC HOTELS

Welcomhotel is a collection of premium hotels designed for those who demand more and seek curated experiences to make the most out of their stay, optimising their travel intent. The brand enables the maximiser millennial mind-set to add value through their travels and maximise their travel objective. It is reflective of the warmth of Indian culture while upholding the benchmark service standards that ITC Hotels is known for.



Brand Manifesto

Business or pleasure, a dose of calm or the rush of adrenaline, at Welcomhotel we make sure you make the most of every trip. From curated experiences that enhance your leisure trip to those that help you maximise the efficiency of business stays, everything is designed to further your purpose and enrich every journey you make



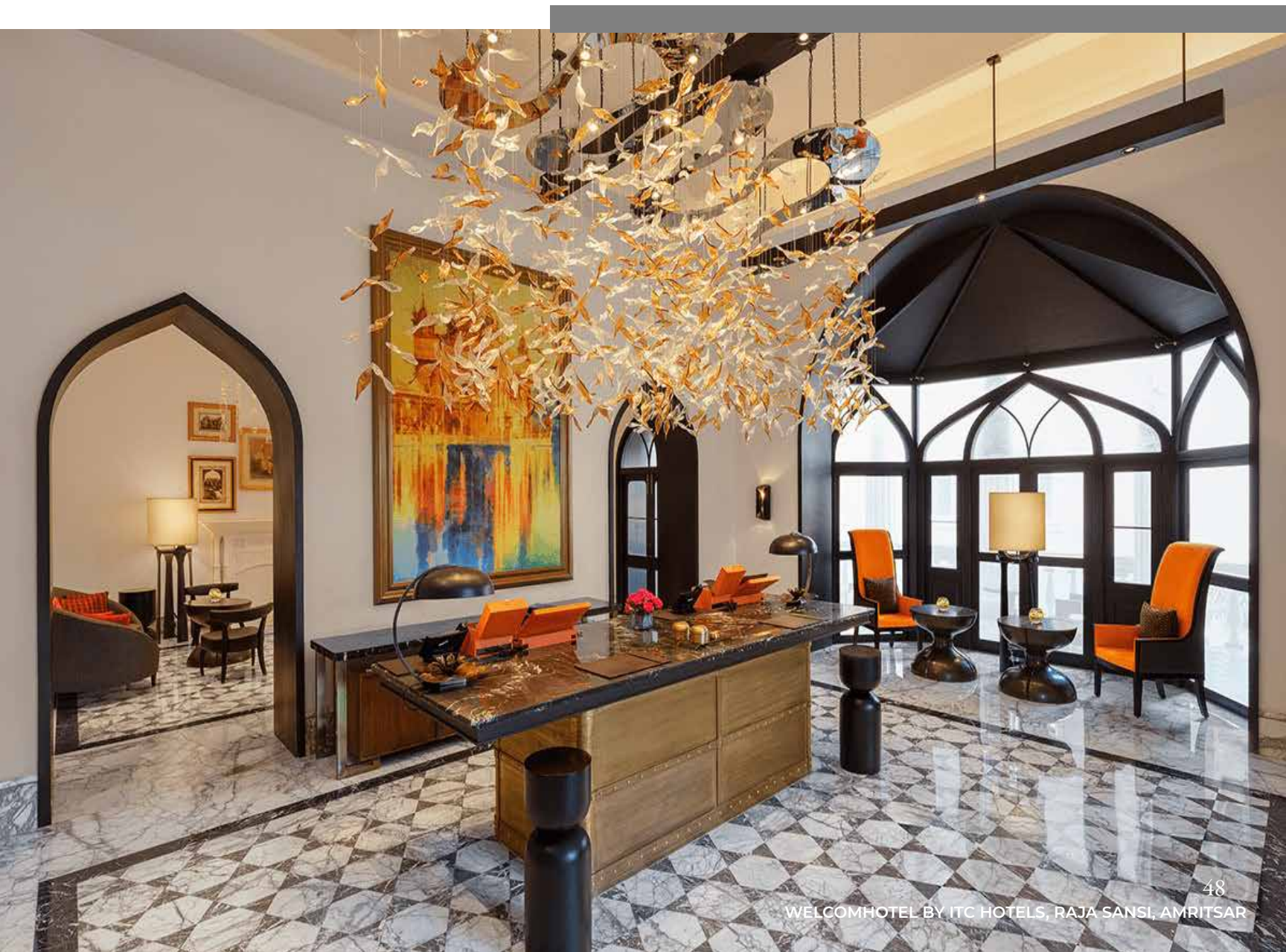
WELCOMHOTEL BY ITC HOTELS, BAY ISLAND, PORT BLAIR

Consumer's Need

The need to maximise the travel objective across Business and Leisure Travel along with getting more value from the travel spend is currently a high priority amongst audience



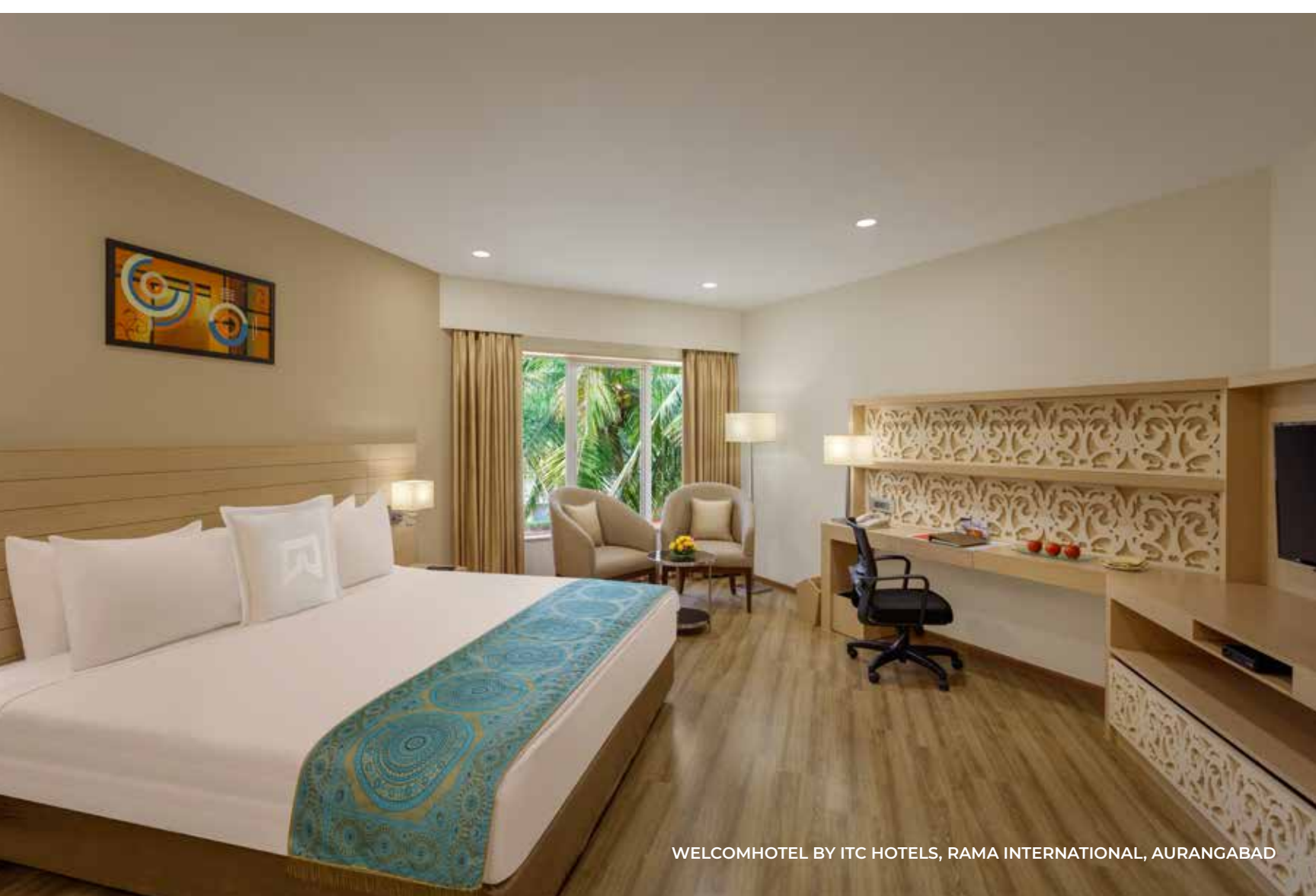
WELCOMHOTEL BY ITC HOTELS, KENCES PALM BEACH, MAMALLAPURAM-CHENNAI







WELCOMHOTEL BY ITC HOTELS, THE SAVOY, MUSSOORIE



WELCOMHOTEL BY ITC HOTELS, RAMA INTERNATIONAL, AURANGABAD

Development Specifications



WELCOMHOTEL BY ITC HOTELS, TAVLEEN, CHAIL

BRAND STATEMENT	WELCOMHOTEL BY ITC HOTELS
<p>Brand Character</p> <p>Positioning</p> <p>Design Approach</p> <p>Typical Clientele</p>	<p>Enterprising, Driven, Modern, Vivacious</p> <p>Upper Upscale</p> <p>Flexible with local Flavour</p> <p>Business Traveler, Leisure and Smart Traveler, Enrichment Seeker, Millennial Mindset</p>
<p>FACILITIES MIX</p> <p>Min. Room Size</p> <p>Ideal Inventory</p> <p>Bathroom Fixtures</p> <p>F&B Outlets</p> <p>Meeting Facilities</p> <p>Wellness and Recreation Areas</p>	<p>City Location - 32 Sqm Leisure Location - 36 Sqm</p> <p>150 rooms</p> <p>3+</p> <ul style="list-style-type: none"> • All Day Dining Restaurant • 1 Specialty Restaurant • Bar • Fabelle (Preferable) <p>Market Driven</p> <ul style="list-style-type: none"> • Swimming Pool • K by Kaya Kalp Spa • Gymnasium • Salon • Ollie's Club in Leisure locations (Preferable)
<p>DEVELOPMENT REQUIREMENTS</p> <p>Min. Land Area</p> <p>LEED Gold Certification</p> <p>Architecture and Interior Design Consultants</p> <p>Consideration Cost</p>	<p>City Location: ~1 acre and Leisure location: ~ 5 acre</p> <p>Preferable</p> <p>Acclaimed Hospitality Architecture and Interior Design Consultants</p> <p>INR 90 Lakhs+ / key (2021, India, excl. land)</p>

STORII

— BY ITC HOTELS —



LIVE
YOUR
STORII



STORII BY ITC HOTELS, SIRMOUR



STORII BY ITC HOTELS, SHANTI MORADA, GOA



STORII BY ITC HOTELS, SHANTI MORADA, GOA



STORII BY ITC HOTELS, AMOHA RETREAT, DHARAMSHALA

Welcome to the world of a thousand stories. Each handpicked to give a bespoke experience. ITC Hotels brings a whole new way to holiday for the discerning traveller with the latest brand under its portfolio - Storii. A brand that invites them to imagine, explore.

Storii by ITC Hotels is a newly-launched brand under the premium segment of ITC's Hotel Group. The launch of this brand will enable the group to leverage a growing segment of travellers who are focussed on experiential holidays and stays, where they can explore regions rather than run-of-the-mill sightseeing tours, and can indulge in immersive experiences through local culture, customs, food, heritage and more.





STORII BY ITC HOTELS, AMOHA RETREAT, DHARAMSHALA



STORII BY ITC HOTELS, AMOHA RETREAT, DHARAMSHALA



STORII BY ITC HOTELS, AMOHA RETREAT, DHARAMSHALA

Bespoke holidays. Harmonious ways

At STORII, every experience will be truly created, bespoke and harmonious with the local environment, making each holiday special and unique in its own way.

The overall service design will strive to provide consumer delight, while being light on the expenses.



SERVICE AND STAFF

Warm, friendly and homely service

Multi-skilled intuitive staff

Creating employment by hiring locally

Relaxed living room concept check-in



FOOD AND BEVERAGES

Signature arrival drink

Menu to include local delicacies

Using home-grown ingredients

Community dining experience

A-la-carte menu



THE SOFT TOUCHES

Emphasis on sleep experience

Modern bath amenities

Tea coffee ensemble

Location inspired uniform





ATYPICAL

Storii will never be your typical hotel. It will create its own niche with free flowing spaces and warm friendly service. Each property will bring its own distinct character into the brand and distinct experiences will be woven around it.

We will entice the traveller into a world of unique experiences, so they can create a new story with every stay.



BESPOKE



CURATED

We will always mould ourselves around you. Adult only, pet friendly family oriented, arty, eco friendly, adventure heavy or minimalistic. We will always offer curated 'on-demand' engagements aimed to please.

Theme resorts at handpicked locations with a unique narrative that provides an imaginative experience to the guests. Engaging and thoughtful, we will offer intriguing experiences that will make everlasting memories.



IMMERSIVE



HARMONIOUS

We took form in a world that was shaken by the pandemic. Lets just say, we would rather be paranoid about our safety than be caught offguard. We are there to think about you, so you can truly let go.

The Storii will always strive to give back more than it takes. Whether it is the planet or the local community, we know it's important to co-exist in harmony with the environment as well as with the community.



SAFE HAVEN



UNIQUE

Development Specifications



STORII BY ITC HOTELS, AMOHA RETREAT, DHARAMSHALA

BRAND STATEMENT	STORII BY ITC HOTELS
<p>Brand Character</p> <p>Positioning</p> <p>Design Approach</p> <p>Typical Clientele</p>	<p>Atypical, Bespoke, Harmonious, Immersive</p> <p>Premium</p> <p>Story based architecture, Legacy, Unique theme, authentic and reflective of local culture</p> <p>Immersive Experience Seeker</p>
<p>FACILITIES MIX</p> <p>Min. Room Size</p> <p>Ideal Inventory</p> <p>Bathroom Fixtures</p> <p>F&B Outlets</p> <p>Meeting Facilities</p> <p>Wellness and Recreation Areas</p>	<p>30 Sqm</p> <p>20 to 50 rooms (Flexible)</p> <p>3+</p> <ul style="list-style-type: none"> • All Day Dining Restaurant • Lounge/Bar <p>Market Driven</p> <ul style="list-style-type: none"> • Swimming Pool • K by Kaya Kalp Spa (Optional) • Gymnasium (optional) • Salon (Optional) • Ollie's Club (Preferable)
<p>DEVELOPMENT REQUIREMENTS</p> <p>Min. Land Area</p> <p>Building</p> <p>Architecture and Interior Design</p> <p>Consideration Cost</p>	<p>Flexible</p> <p>Flexible</p> <p>Property should have a unique character</p> <p>INR 70 Lakhs+ / key (2021, India, excl. land)</p>

FORTUNE

Member ITC's hotel group



FORTUNE PARK DALHOUSIE



FORTUNE SELECT GRAND RIDGE, TIRUPATI



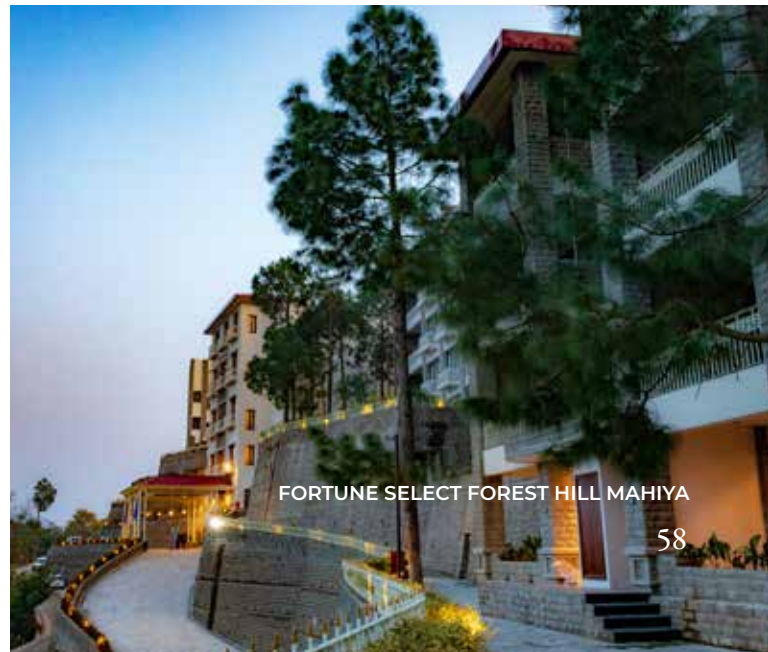
FORTUNE PARK VELLORE



FORTUNE PARK PUSHPANJALI, DURGAPUR



FORTUNE PARK HEEVAN, SRINAGAR



FORTUNE SELECT FOREST HILL MAHIYA

FORTUNE

Member ITC's hotel group



FORTUNE PARK DALHOUSIE



FORTUNE PARK ZODIAC



FORTUNE PARK MOKSHA, MCLEOD GANJ



FORTUNE PARK DALHOUSIE BANQUET

FORTUNE

Member ITC's hotel group



FORTUNE PARK DALHOUSIE



FORTUNE PARK MOKSHA, MCLEOD GANJ



FORTUNE PARK BANQUET



FORTUNE PARK MOKSHA, MCLEOD GANJ

Development Specifications



BRAND STATEMENT	FORTUNE SELECT	FORTUNE PARK	FORTUNE INN	FORTUNE RESORT
Brand Character	Upscale Hotels offering contemporary products and services	Midscale Business and Leisure Hotels	Midscale Hotels offering guests full service at a great value	Resort offering exciting family-friendly holiday packages
Positioning	Upscale	Mid-scale	Mid-scale	Mid-scale
Preferred Locations	Metros, tier I and II cities, key leisure locations (city centre or suburban)	Metros, tier I and II cities, popular holiday destinations (city centre or suburban)	Tier I, tier II, tier III cities (city centre or suburban)	Popular holiday and leisure destinations
FACILITIES MIX				
Room Size	27 - 30 Sqm	23 - 26 Sqm	20 - 22 Sqm	25 + Sqm
Min. Inventory	75	60	50	50
Bathroom Fixtures	Flexible	Flexible	Flexible	Flexible
F&B Outlets	1 ADD + 1 Specialty + Bar	1 ADD + Bar	1 ADD	1 ADD + Bar
Meeting Facilities	Market Driven	Market Driven	Market Driven	Market Driven
Wellness Areas	Swimming Pool + Gymnasium + Spa	Gymnasium Swimming Pool + Spa (optional)	Gymnasium	Swimming Pool + Gymnasium + Spa
DEVELOPMENT REQUIREMENTS				
Built-up Area	60,000 Sq. Ft.	50,000 Sq. Ft.	40,000 Sq. Ft.	50,000 Sq. Ft.
Consideration Cost	INR 60+ Lakhs/Key (India, excl. Land)	INR 50+ Lakhs/key (India, excl. Land)	INR 40+ Lakhs/key (India, excl. Land)	INR 50+ Lakhs/key (India, excl. Land)



WelcomHeritage
Palaces • Forts • Havelis • Resorts



THE OLD COURTHOUSE





WelcomHeritage
Palaces • Forts • Havelis • Resorts





WelcomHeritage
Palaces • Forts • Havelis • Resorts



Development Specifications



WELCOMHERITAGE GLENVIEW RESORT, KASAULI

BRAND STATEMENT	WELCOMHERITAGE
Brand Character	Forts, Palaces, Havelis, Nature Resorts
Positioning	Flexible
Preferred Locations	Heritage, Nature, Wildlife
FACILITIES MIX	
Room Size	32-42 Sqm
Min. Inventory	25 rooms
Bathroom Fixtures	Flexible
F&B Outlets	<ul style="list-style-type: none"> • All Day Dining Restaurant • 1 Specialty Restaurant • Bar
Meeting Facilities	Market Driven
Wellness Areas	<ul style="list-style-type: none"> • Swimming Pool • Gymnasium • Spa
DEVELOPMENT REQUIREMENTS	
Min. Land Area	Flexible
Consideration Cost	INR 50 Lakhs - INR 100 Lakhs / Key (2021, India, excl. land)

No two WelcomHeritage Hotels are the same, because of the varied nature of the brand. However, an attempt has been made to standardise the services and offer certain characteristics, which are common across the chain. The above standards are indicative in nature.

The brand's focus is in offering unique heritage, nature, wildlife and wellness experiences.

Grow with ITC Hotels

Leverage our expertise of over 40 years in building iconic hotels, creating winning brands and driving profitability and growth

The edge in partnering with ITC Hotels comes from the end-to-end relationship we build with our Owners in the following ways:



1. OWNER OPERATOR EXPERIENCE

ITC's Hotel Group, by virtue of owning a substantial number of hotels in its portfolio, has gained the experience and unique ability to mitigate hindrances in:

- design approach
- development expense
- approvals
- upgradations
- hotel operations

We also have a robust internal Asset Management team to ensure higher efficiencies and improved hotel performance stemming from synergies in operations.

Distinctive, Distinguished Brands

CLUB ITC



ITC GARDENIA, BENGALURU

2. SALES NETWORK AND BRAND.COM



Strong Distribution and Revenue Management Support

- Seamless distribution across all channels
- State-of-the-art website and e-commerce channel designed to deliver revenues at **minimal distribution costs**
- 24-hour centralised **Guest Contact Centre** with telemarketing facilities
- Streamlined revenue management services
- **Revenue experts** at HQ, Regional and Unit levels
- **Negotiated OTA Commissions, Focused GDS Marketing, Corporate Contracting**

A Robust Network



- **250** sales professionals
- **15 Regional Sales Offices** pan-India enabling greater depth and coverage
- 9 verticals representing niche demand segments
- Dedicated travel industry Sales Teams in Delhi, Mumbai and Gujarat
- Proprietary **Sales Software**
- High-quality Sales Collateral
- **HQ Sales Support** provides back-end support and lead management

3. TALENT MANAGEMENT

Nurturing Quality Talent



- Affiliation with Manipal University (**Welcomgroup Graduate School of Hotel Administration**)
- Attracting quality talent through strategic partnerships with Key Vocational Training institutes
- Building talent through in-house infrastructure and facilities (**ITC Hotel Management Institute**)
- Retaining extraordinary talent **through a culture of meritocracy and fair internal mobility options**





4. SUPPLY MANAGEMENT AND SHARED SERVICES

Leverage the Power of a Centralised Resource Pool

- Access to the best quality of suppliers developed through decades of evaluation and partnership
- Leverage the Group's robust process and knowledge pool for streamlining operations and delivering superior guest experiences
- Hub & Spoke support to partner hotels with respect to facilities and services from ITC hotels in the region

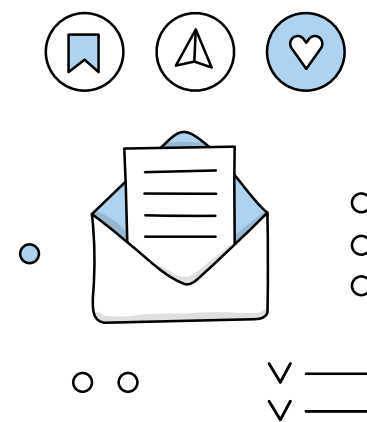


5. RENOWNED F&B AND WELLNESS BRANDS

- Established strengths across speciality restaurants and cuisines
- With 10+ F&B brands, our Chefs get involved in cuisines from across the world and engineer menus that are guaranteed to succeed
- Creating profitable and impressive banqueting solutions that drive consumer pull and loyalty
- Our ability to manage large-scale F&B events and to mobilise resources from our network of hotels to any location is an added advantage

6.HOLISTIC MARKETING SUPPORT

- A centrally-driven approach towards the brand expanding into various marketing programs and activations
- High impact **brand campaigns** with 360-degree amplification
- A high reaching E-mail Marketing Program with a **subscriber base of over 1.3 million**
- Strategic leisure products catering to the varying needs of consumers
- Strong social media presence with a dedicated digital marketing team



A digital first approach for a digital world

A new-age marketing strategy that focuses on digital platforms for consumer classification, targeting and acquisition

Digital first website

- Refreshed website with a mobile-first design approach
- State-of-the-art booking engine with contemporary e-commerce features
- Focus on search engine optimisation as well as marketing to drive direct bookings
- Advanced analytics to track performance of marketing efforts

Focussed marketing through digital platforms

- Social media led marketing to bring alive the brand's distinctive character
- Focus on attracting, engaging, converting and retaining target consumers
- Social listening tools to actively track social chatter and online forums to analyse and report actionable insights
- Responsive online reputation management

○ ○ ○

7. LOYALTY PROGRAMS

Curated loyalty programs to enhance customer acquisition and retention

Club ITC

- A program that brings exclusive benefits across 65+ hotels pan India to drive the next stay and purchase -

Club ITC Culinaire

- An F&B program enabling access to ITC Hotel's legacy brands and driving higher APCs than the average diner.

8. TECHNICAL SERVICES SUPPORT

Our Projects Team, with decades' worth of combined experience, offers end-to-end technical services support from initial stages all the way to opening across the following aspects:



- Green Building, Smart Buildings and IOT intelligence programs
- Know-how on advanced/ modern materials and building technologies
- Globally benchmarked project best practices
- Building projects for profits resulting from cost-conscious design
- Front-loaded project planning for lower execution costs, value-engineering, built-to-last and robust site infrastructure planning

9. PRE-OPENING EXPERTISE

A multi-functional dedicated pre-opening team with the mix of corporate, regional and on-site staff to facilitate the launch of the hotel

10. OWNER PRIVILEGES

Our partners receive exclusive post-opening benefits and opportunities across our portfolio as a gesture of our commitment adding value to our partnership

Growth and Development Team at ITC Hotels

ITC Hotels



Smita Thadani
Head
Growth & Development
smita.thadani@itshotels.in



Sohaila Mallapur
Area Head- South
Growth & Development
sohaila.mallapur@itshotels.in



Shirat Mathur
Senior Manager
Growth & Development
shirat.mathur@itshotels.in



Shailee Sharma
Senior Manager
Growth & Development
shailee.sharma@itshotels.in



Anku Kakkar
Executive Assistant
Growth & Development
anku.kakkar@itshotels.in

Support Teams at ITC Hotels

ITC Hotels



Mayur Agarwal
Senior Manager - Finance
Growth & Development
mayur.agarwal@itchothels.in



Divyansh Aggarwal
Manager - Finance
Growth & Development
divyansh.aggarwal@itchothels.in



M Ramesh Babu
Senior Manager- Projects
Growth & Development
mramesh.babu@itchothels.in



Mandira Goswami
General Manager - Storii
mandira.goswami@itchothels.in

Growth and Development Teams at Fortune & WelcomHeritage Hotels

Fortune Hotels



Samir MC
Managing Director
samir.mc@itshotels.in



Sharad Bhargava
Head
Development
sharad.bhargava@itshotels.in



Imran Ali
Manager
Development
imran.ali@fortunehotels.in

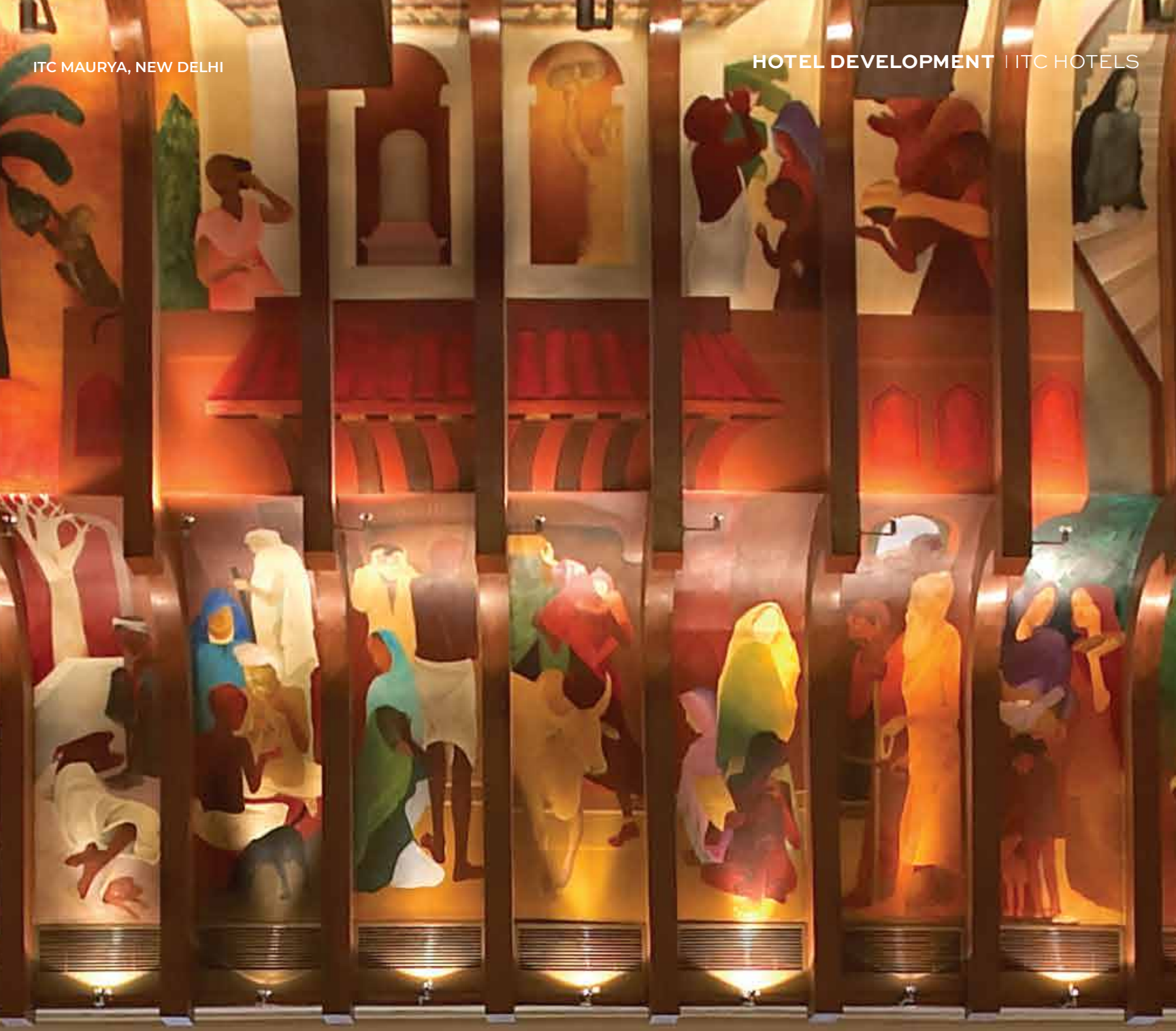


Abhishek Nair
Assistant Manager
Development
abhishek.nair@fortunehotels.in

WelcomHeritage Hotels



Abinash Manghani
Chief Executive Officer
abinash.manghani@welcomheritagehotels.in





ITC GARDENIA, BENGALURU

CONTACT US

ITC Limited (Hotels Division)

ITC Green Centre, 10 Institutional Area,
Sec 32 | Gurgaon -122001

ITC Hotels : development@itchotels.in

Fortune Hotels : samir.mc@itchotels.in | sharad.bhargava@fortunehotels.in

WelcomHeritage : abinash.manghani@welcomheritagehotels.in

Tel: 91- (0)124 4171717

CLUB ITC



*All data points and figures mentioned are until mid-2022 and are subject to change without prior notice

*All logos, brands and marks appearing in this brochure, except as otherwise noted, are properties either owned, or used under licence, by ITC Limited and / or its associate entities of ITC. The use of these properties or any other content of this Brochure, except as provided in the brochure, is strictly prohibited.

You may not sell or modify the content of this brochure or reproduce, display, publicly perform, distribute, or otherwise use the materials in any way for any public or commercial purpose without the respective organisation's or entity's written permission.