ITC HOTELS
RESPONSIBLE LUXURY

MEDIA STATEMENT

ITC Hotels adjudged 'People's Choice – Most Trusted Hotel Brand'

New Delhi, October 13, 2011 – India's premier hospitality chain, ITC Hotels, was adjudged **'Most Trusted Hotel Brand'** at the inaugural '**Times Travel Honours'** ceremony held in Mumbai on October 12, 2011 to celebrate **'Excellence in Travel & Tourism'**. ITC Hotels was accorded this distinction in the **'Public Choice Honours'** category, that recognizes a brand considered trustworthy by the public.

The awards aimed at recognizing significant achievements in the travel and hospitality industry is validated by consultancy firm Ernst & Young. Of the 29 award spanning various categories, the **'Public Choice Honours'** were adjudged through public voting on the internet and by sms.

Commenting on the distinction, Executive Director, ITC Ltd., Nakul Anand, said, "This recognition by our guests is testimony of their endorsement of our brand as it continues to deliver on our guiding principles of ethical business practices and service excellence. It further reinforces our commitment to deliver on our brand promise of 'Responsible Luxury', he said."

ITC Hotels with its trademark Namaste symbol is synonymous with Indian hospitality, since its inception in 1975. Conceptualized as a tribute to India's diverse cultural heritage, ITC Hotels are built on the ethos of the region, blending local architecture and cultures. It has to its credit several industry firsts and benchmarks with the introduction of value based accommodation brands, branded cuisines and the 'eco easy' model of hoteliering.

Leveraging the significant learning of sustainable excellence within the organisation, ITC's hotels division pioneered the concept of **'Responsible Luxury'** in the hospitality industry; integrating world-class luxury with 'green practices' to become the **'Greenest Luxury Hotel Chain in the world'.**

For further information, please contact:

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