



Press Release
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AccorHotels launches Novotel Chennai Chamiers Road

First Novotel in India with a new design and F&B concept



Chennai, also popularly known as the Detroit of India, is a conglomerate of urban villages and diverse neighbourhoods and businesses. Sprawling and busy, yet steeped in deep rooted traditions and culture, Chennai welcomes its seventh AccorHotels property with the opening of Novotel Chennai Chamiers Road.

The chic Novotel Chennai Chamiers Road is ideally and conveniently situated in the heart of the city within walking distance of many clubs like Madras Club and elite neighbourhoods like Boat Club. It is a mere 10-minute drive from popular locations like the T. Nagar shopping district, Marina beach and the business districts of Nungambakkam, Egmore, Adyar, Mylapore and Alwarpet. The hotel is well located for the local and international traveller as it is less than a 30-minute drive from both the Chennai International Airport and the Chennai Central Railway Station

Novotel Chennai Chamiers Road is owned and promoted by Dr S.K.Gupta, Chairman, Gupta Group of Companies and Ashish Gupta, Managing Director, AG Hospitalities Pvt Ltd. The

promoters bring a combined total of 40 years of experience in the garment export and real estate business and have recently diversified into hospitality.

“A twenty-year dream of having an unconventional yet charming place for business travellers seems most relevant in today’s scenario where everything is changing so rapidly, couldn’t have been a better time to realize a long-standing vision. It feels very special and satisfying” said, Dr S.K. Gupta, Chairman, Gupta Group of Companies.

“Our work in the European fashion industry exposed us to several boutique and unique hotels all over continental Europe. We felt that Chennai deserved a hotel inspired by cutting edge international design combined with nouveau F&B concepts catering to the discerning, widely travelled guest. AccorHotels is a wonderful partner with their owner friendly and customer first ethos. We are extremely happy with the outcome and hope to give our guests an incredible experience” said, Ashish Gupta, Managing Director, AG hospitalities.

Novotel Chennai Chamiers Road is the first Novotel with a contemporary design and interiors. The hotel has been conceptualised by SODA, an international design firm known for creating fresh, innovative yet sustainable spaces. The hotel has been designed keeping in mind the rich, artistic and traditional culture of Chennai thus catering to today’s new-gen traveller who is in search of exciting and unique experiences. The contemporary feel starts at the entrance of Novotel Chennai Chamiers road, which has been inspired by various 20th century buildings of the city, giving it an earthy yet modern look.

The hotel features around 100 well-appointed rooms including four suites, as well as rooms designed for the specially-abled. All rooms feature colours and patterns purposely chosen to create a soothing and calm atmosphere. The tranquil atmosphere is maintained throughout the hotel right to the rooftop where guest can relax in the swimming pool or workout in the well-equipped, modern fitness centre both of which have a stunning view of the Chennai skyline. The hotel also boasts of four meeting rooms which can accommodate more than 100 guests for conferences, meetings, events and other social gatherings.

Nestled in the city centre, the Novotel Chennai Chamiers Road offers two dining options to satisfy even the most sophisticated gastronomic palate. Food Exchange, the all-day dining restaurant serves international gourmet dishes as well as local dishes with a twist. The laid-back nature of the restaurant allows for interaction with chefs to provide a complete dining experience. A perfect place to unwind and catch-up with family and friends is the Gourmet Bar. The inviting lounge atmosphere serves the finest beverages and quick bites through the day. With its vibrant coloured artworks and sunny views, it provides a fresh space for the active, urban Chennaiite as well as hotel guests.

“We are excited to partner with AG Hospitality to launch Novotel Chennai Chamiers Road and look forward to a fruitful partnership. The opening of this hotel marks our seventh hotel in Chennai and eighth property in the state of Tamil Nadu. Chennai is fast becoming a key market

fuelled by both strong business and leisure traveller growth in an improving economic climate. It forms an integral piece of our densification strategy to become leaders in the market segments we operate in. We look forward to making all our guests 'Feel Welcome'." said Jean-Michel Cassé, Chief Operating Officer, India & South Asia, AccorHotels.

Speaking at the opening of Novotel Chennai Chamiers Road, Gaurav Shiva General Manager, said, "Chennai is one the major economic, cultural and tourism centres in South India. With the launch today, we look forward to extending the brand's signature services to diverse guests travelling to the city. Our great location, world class service and best-in-class amenities, will ensure that our guests have a memorable stay at Novotel Chennai Chamiers Road."

With the launch of Novotel Chennai Chamiers Road, AccorHotels has achieved a milestone of becoming the largest international hospitality player in Chennai with the total inventory of more than 1,000 rooms. Their other hotels in the state are Novotel Chennai SIPCOT, Novotel Chennai OMR, Mercure Chennai Sriperumbudur, ibis Chennai SIPCOT, ibis Chennai OMR, ibis Chennai City Centre and ibis Coimbatore City Centre.

To celebrate its opening, avail of a special offer on bookings and enjoy INR 1000 credit every night on food & soft beverages. Rate also includes Free Buffet Breakfast & Unlimited Free Wi-Fi. Two children up to 16 years stay complimentary when sharing with parents or 50% discount on the additional room for children.

Starting from INR 6,499 plus taxes, limited period offer – valid until 31st July 2018

For reservations, please call +91 44 24302333 or email h9636-re@accor.com

Link to the high-res images:

<https://www.dropbox.com/sh/ibyyo9myyfm8hwn/AACRvAd0qQvruuwV6eHWQEGva?dl=0>

With Novotel, AccorHotels offers every guest the freedom to fully enjoy their stay.

Novotel Hotels, Suites & Resorts provide a multi-service offer for both business and leisure guests, with spacious, modular rooms, 24/7 catering offers with balanced meals, meeting rooms, attentive and proactive staff, kid areas, a multi-purpose lobby and fitness centres. Through PLANET 21, AccorHotels' sustainable development program, Novotel commits to Man and the Planet. Novotel has over 500 hotels and resorts in 58 countries, ideally located in the heart of major international cities, business districts and tourist destinations.

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,300 hotels, resorts and residences, as well as in over 10,000 of the finest private homes around the globe.

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