



Press release
29 August, 2024

Accor Announces the Signing of Pullman in Varanasi



180-KEY HOTEL IS SET TO OPEN IN VARANASI IN JANUARY 2029

Accor, a world-leading hospitality Group with over 1,000 properties across the Middle East, Africa, and Asia Pacific, is pleased to announce the signing of Pullman Varanasi with Venkatesh Hospitality. This highly anticipated hotel is scheduled to open in January 2029, promising to elevate the hospitality experience in Varanasi, one of the world's oldest living cities and a renowned centre of spiritualism and culture.

Situated on a prime 12,500 square metre site along the Allahabad-Varanasi Road, Pullman Varanasi will feature 180 well-appointed rooms, each meticulously designed to provide comfort and elegance. The hotel will boast three diverse food and beverage outlets, including an all-day dining restaurant, a speciality restaurant, and a bar, catering to both local and international culinary tastes.

Pullman Varanasi will offer over 1,500 square metre of state-of-the-art banqueting facilities, making it an ideal venue for conferences, weddings, and social events. Guests will also enjoy a comprehensive range of wellness and recreational amenities, including a luxurious spa, a modern fitness centre, and a swimming pool.

The Pullman brand fuses style and achievement, offering a sophisticated and contemporary experience. The brand embodies the pioneering spirit that stems from its namesake and rich heritage spanning over 150 years. Pullman is a place to host and be hosted with a vibrant social atmosphere, elevated comforts, and immersive design. Pullman's essence lies in enabling guests to excel in both their professional and leisure pursuits. It facilitates the seamless confluence of business and leisure, allowing guests to effortlessly manage their affairs, explore local culture, savour innovative cuisine and beverages.

Aniruddh Kumar, Vice President of Development, India & South Asia for Accor, stated, "Varanasi's significance as a spiritual destination makes it an ideal location to introduce the Pullman brand. Pullman Varanasi aims to redefine hospitality by seamlessly blending modern comforts with timeless tranquillity, catering to the burgeoning trend of spiritual tourism. We envision this hotel not just as a destination but as a landmark, setting unparalleled standards in hospitality for the region and beyond."

Mr Rai Ashwani Kumar from Venkatesh Hospitality Private Limited commented, "Partnering with Accor to introduce the Pullman brand to Varanasi marks a thrilling milestone. This partnership is poised to meet the escalating need for top-tier accommodation in the spiritual capital of India."

Dr.Hemant Kumar Gupta from Venkatesh Hospitality Private Limited commented , " Unveiling the Pullman brand in Varanasi through our ambitious partnership with Accor marks a landmark achievement, leveraging Accor's extensive presence in Europe and Buddhist Circuit in South East Asia. This bold initiative is poised to revolutionize the hospitality landscape, addressing the soaring demand for exceptional hospitality in the spiritual heart of India."

Accor currently operates 64 properties in India under the Raffles, Fairmont, Sofitel, Pullman, Grand Mercure, Novotel, Mercure and ibis brands. The Group has a strong pipeline of 30 properties currently under development in India.

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ABOUT PULLMAN

Pullman Hotels & Resorts sets a new tempo in global travel and living, delivering an inspiring, energizing and enriching experience to new entrepreneurs. Pullman welcomes guests with the space they need to focus, work and play. Forward-thinking, hyper-connected and with a passion for art and fitness, Pullman retains the adventurous spirit and open-minded ambition that drove it to become a pioneering travel brand over 150 years ago. Today, Pullman features more than 150 properties in vibrant and cosmopolitan destinations around the world, including flagship properties such as Pullman Paris Bercy, Pullman Suzhou Zhonghui in Greater China and Pullman Maldives Maamutaa. Pullman is part of Accor, a world leading hospitality group counting over 5,500 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

pullman.accor.com | all.accor.com | group.accor.com

ABOUT ACCOR

[Accor](#) is a world leading hospitality group offering experiences across more than 110 countries in 5,500 properties, 10,000 food & beverage venues, wellness facilities or flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. Founded in 1967, Accor SA is headquartered in France and publicly listed on Euronext Paris (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit www.group.accor.com or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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