



Press release

3 JULY 2023

Accor continues expansion in India with the signing of Mercure Bhubaneswar



THE 98-KEY PROPERTY IS SET TO OPEN IN 2025

Accor, a world-leading hospitality group with over 1,000 properties located across the Middle East, Africa and Asia Pacific, is pleased to announce the expansion of its Mercure portfolio in India with the signing of Mercure Bhubaneswar.

Featuring 98 rooms and suites, upon its debut in 2025 guests will be invited to enjoy a range of facilities including two food and beverage options, a banquet facility spanning over 300 square metres, a rejuvenating swimming pool and a state-of-the-art fitness centre.



The property is being developed by Specbru Hotels Private Limited, part of the Spectrum Group, which has a diversified interest in real estate, construction, and hospitality businesses in Odisha, already owning and managing multiple boutique hotels in Berhampur, Odisha, and a branded beach property in Gopalpur, Odisha.

Aniruddh Kumar, Accor's – Vice President of Development, India & South Asia, said *"We are very excited to expand our presence in India with the addition of our first Mercure in Bhubaneswar city. This expansion emphasises our dedication to delivering exceptional hospitality and introducing unique experiences to our guests, while upholding the esteemed legacy of our existing properties."*

Director of Specbru Hotels Private Limited, PK Rajeev, said *"We are delighted to announce our partnership with Accor to bring the Mercure brand to Bhubaneswar. Bhubaneswar, a vibrant city renowned for its rich cultural heritage and thriving business hub, provides the perfect backdrop for our collaboration. This venture exemplifies our shared vision to foster the growth and advancement of the hospitality sector in Bhubaneswar, catering to the diverse needs of both business and leisure travellers."*

Additional Director of Specbru Hotels Private Limited, RK Panigrahi, said *"By partnering with Accor, a globally recognized hospitality company, we aim to elevate the hospitality experience in Bhubaneswar by offering top-notch services, modern amenities, and a unique blend of local culture and international standards. The Mercure brand, known for its contemporary design, warm hospitality, and personalized guest experiences, is an ideal fit for the dynamic city of Bhubaneswar."*

Mercure is a rare midscale brand that brings the strength of an international network with the promise of a genuinely local experience. Mercure hotels not only provide a guarantee of quality, but they also offer an immersive local experience, featuring unique interiors reflective of their regional culture, and filled with the personality, character, and individuality of the destinations in which each hotel resides. With locations in more than sixty countries around the world, Mercure is the ultimate place to discover, taste and share a truly enriching travel experience.

Accor currently operates 58 properties in India, under the Raffles, Fairmont, Sofitel, Pullman, Grand Mercure, Novotel, Mercure and ibis brands. The Group has a strong pipeline of 25 properties currently under development in India.



ABOUT ACCOR

[Accor](#) is a world leading hospitality group offering experiences across more than 110 countries in 5 400 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 40 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 [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

Contacts media relations

Nidhi Verma

Director of Marketing Communications
India & South Asia
T. +91 9717596100
Nidhi.verma@accor.com

Shruti Gautam

Image Manager
T. +91 9560308038
shruti@crosshairscommunication.com



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