

BUSINESS

Auromatrix, G6 of U.S. ink hotels pact

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City-based Auromatrix Holdings inked an area development agreement with G6 Hospitality, a U.S.-based firm in the economy lodging space. The pact will facilitate G6's entry into India and entail the introduction of the Motel 6, Studio 6 and Hotel 6 brands in the local market.

Founded in 1990, Auromatrix is a commercial hotel developer. The pact with G6 provides for the development of 40 properties under these three brands by 2022. "Motel 6, Studio 6 and Hotel 6 operations in India are designed to suit the specific needs of travellers in the area. With the expertise of Auromatrix, we are uniquely positioned to successfully launch a compelling new lodging option to both leisure and business travellers," Jim Amorosia, President and CEO of G6 Hospitality, said in a statement.

Kumar Sitaraman, CEO of Auromatrix, said the alliance with G6 Hospitality would provide exciting growth opportunities.

A spokesperson of Auromatrix said the proposed properties would come up in tier-I, tier-II and tier-III cities. To a question, he said the funding options were still being finalised. Land identification process was already on, he added.

These branded rooms would offer unique amenities to respond to the needs of the diverse market, the company said.

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