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Newstrack

Auromatrix Hotels plans selective expansion

EH Staff - Chennai

Chennai-based Auromatrix Hotels, the master licensee of Days Inn, has always been selective in expanding the group hotels segment in the country.

Days Inn Deccan Plaza, its latest hotel in Chennai, is located in the heart of the city and has been enjoying high percentage of occupancies - almost 80 to 90 per cent. The group is now planning to expand its operations by adding atleast four more hotels by the end of this year. This synchronises with the growing demand for rooms in the mid market segment where Days Inn and Days Hotel have established themselves.

Inder Thapa, the group's vice president (operations), states that all hotels of Days Inn are doing well. "All our hotels are competitively priced offering high quality facilities. We undoubtedly provide true value for money and are equally strong in the resorts as well as in the city hotel segments," he says.

The Days Inn hotel, K K Royal Days in Jaipur has 70 rooms and is spread over eight acres of beautifully-landscaped land with a breathtaking view of the Aravalli Hills and Amer Fort. It has become a popular destination for the travel agents, tour operators and the corporate sector. It now has plans to develop an additional 40 rooms taking the total to 110. Three more hotels, at Madurai, Kakinada and Trichy, are under construction and will open in the second quarter of 2007. There are more hotels in the pipeline for the group, which is looking at Lucknow, Indore, Haridwar and Ahmedabad.

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