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## Newstrack

### Auromatrix to launch eco-sensitive brand of hotels in South India

Preeti Kannan - Chennai

Auromatrix, the master licensee of Days Inn international, is planning to launch its own brand of eco-sensitive, environment-friendly, high-end hotels and resorts by the year-end in both cities and second line metros. At a time when Ecotels have created a niche across the country, Kumar Sitaraman, chairman of Days Inn India, is careful to assert that these hotels will go far beyond the concept of an Ecotel. Speaking to Express Hospitality, he said, "Our brand of hotels will be extremely environment sensitive. While it would adhere to the normal criterions required of an Ecotel, they will be distinctly different from the resorts in India." He also added that while these properties are targeting the high-end travellers, they would be four-star properties.

The hotels and resorts will not be a part of the budget brand Days Inn, but will be evolved as an Auromatrix brand. "In the first phase, we will focus on the South, as we have a strong presence there, and after that are looking at an all India presence," he said. The group has identified 20 locations and zeroed in on about nine places including Kanniyakumari, Thiruvannamalai and Chidambaram. These places have been chosen because of the domestic and international tourists visiting the religiously important place, explains Sitaraman. Chennai, Karnataka, Andhra Pradesh and Kerala are also in the pipeline and will only be finalised by 2007. Currently in India, leading hotels have taken concrete steps to ensure that ecofriendly practices form an integral part of their operations. Kamats with their Ecotel certification, Taj Hotels with Eco Taj and Leela with environmentally sensitive endeavours. Auromatrix is another enlistment to the list of eco-crusaders in the Indian hospitality industry.



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