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# Starwood Hotels plans luxury 5 star brands Sheraton, Westin in A'bad

**VINAY UMARJI**  
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Having launched its second hospitality brand in Ahmedabad - Aloft, Starwood Hotels & Resorts Worldwide, Inc. is now planning to open its luxury five star brands Sheraton and Westin, along with Le Meridien in the city. "We are looking for opportunities for Westin, Sheraton and Le Meridien in Ahmedabad. We are talking to many people for these brands. For every one actual deal, we

have to talk to 20 different partners. Hence, it will take some time to fructify," said Dilip Puri, Managing Director India and Regional Vice President South Asia, Starwood Asia Pacific Hotels & Resorts Pte Ltd.

Apart from the three premium brands, the hospitality player is also looking at bringing in its four star business-cum-leisure eco-friendly brand of 'Elements' hotel. According to Brian McGuinness, Senior Vice President, Specialty Select Brands for Starwood, the company is exploring possibilities



for opening up an Elements hotel in Ahmedabad.

Earlier, Starwood had taken over the management of hotel property in Ahmedabad and launched its 'Four Points by Sheraton' brand. However, now the company has

launched its another four star brand 'Aloft' in Ahmedabad.

Located on SG Highway that connects Ahmedabad to Gandhinagar, the capital city of Gujarat, the 176-room Aloft hotel will look to attract business and leisure travelers. "Aloft's emphasis on design, combined with its tech-savvy features and vibrant social atmosphere all at an affordable price point, translates globally and it is attracting a growing group of loyal travelers," said McGuinness.

The Aloft hotel property has

been developed by Auromatrix Hotels Private Limited at an investment of ₹ 120 crore.

Talking about its hotel development plans in Gujarat, Udday Kumar Krishnan, managing director of Auromatrix Hotels Pvt Ltd. said, "While we have built the property and are using Starwood's Aloft brand, we are also exploring possibilities of setting up our own brand of resorts in Gujarat. One of the regions being explored is Daman-Diu union territories for our 'Sparsa' brand of resorts."





