



Starwood, Urbanedge tie-up to develop 'aloft' brand hotels in India

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MUMBAI (Thomson Financial) - US-based global [hospitality](#) chain Starwood Hotels & Resorts Worldwide Inc has entered into a partnership with Urbanedge Hotels Pvt Ltd (UHPL) to develop the 'aloft' brand of [hotels](#) across India, local [financial](#) daily DNA Money reported quoting company officials.

Urbanedge -- a joint venture company between Citigroup Property Investors and Auromatrix Hotels Pvt Ltd --

will launch the first two 'aloft' hotels in the southern Indian cities of Bangalore and Chennai, the report said.

According to the report, company officials said Starwood has tailored 'aloft' to meet the needs of the Indian market by including an all-day dining restaurant and more space for meetings.

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