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STARWOOD UNVEILS 2 BRANDS IN GUJARAT

US based hospitality major Starwood Hotels & Resorts Ltd Inc on Tuesday announced debut of its two hotel brands — 'Aloft' and 'Four Points by Sheraton'. The opening marks fifth Aloft hotel of the company in India, which are developed with the Urbanedge Hotels, a special purpose vehicle (SPV) of Auromatrix Holdings Private Ltd, an anchor partner of Starwood. "Aloft's international expansion so early in the brand's life cycle is unprecedented. The brand is quickly gaining traction in India, and we look forward to continued momentum to grow the brand," senior Vice-President, speciality select brands for Starwood, Brian McGuinness told reporters on Tuesday —Agencies