

Auromatrix launches new global hospitality co via JV

fe Bureau

Chennai, Nov 15: Chennai-based hotel and resort management company Auromatrix Group in collaboration with a US group led by former American Hotel and Lodging Association (AHLA) chairman John Russell on Monday announced the launch of 'Advaya Hospitality', a new global company aiming to bring the next generation lifestyle hotels and related products to major cities worldwide. Advaya will develop, acquire, franchise and operate full-service and select-service hotels.

The brands will be launched simultaneously in the US and India, starting in the second quarter of 2011 and would be rolled out in cities around the world. The hotels will be located in cities namely New York, Miami, Atlanta and Phoenix in the US

and Chennai, Tuticorin, Kakinada, Vizag and Vellore in India. Later expansion is planned with an eye on China, Thailand, Malaysia, Singapore, Sri Lanka and Brazil.

Advaya will be building 10 hotels in India over a two-year period starting in the second quarter of 2011. The company also will create and manage a US fund for real estate acquisitions to accelerate brand growth in key cities, such as New York, Miami and Atlanta.

"During these next 18 months, we will see an excellent environment for acquiring hotels particularly in gateway cities," Russell said adding, "With access to capital, Advaya will aggressively leverage these outstanding opportunities for growth."

Serving as Advaya directors, the Indian group is led by Auromatrix founder, chairman and CEO, Kumar

Sitaraman, and members of his senior executive team. There are incredible synergies between the US and Indian groups, making Advaya one of the most versatile global networks our industry has seen," said Sitaraman. "This partnership creates an exceptionally knowledgeable company catering across the board to all hospitality needs, from real estate and development to hotel operations and more. I am delighted to be part of this venture," he added.

The company will acquire, franchise and build full-service and select-service sister brands. In the US, newly constructed properties will have 60-155 rooms, a restaurant, bar and lounge, meeting space, gym and business centre. The hotels promise an upbeat vibe; the latest technology and fun, unexpected design flourishes through-

out. They will cater to business and leisure travelers with a passion for music, technology, design and cuisine.

"Our hotels will be a lavish departure from others in their price category," Chris Jones, chief development officer of the new company said. "The bars and lounges will be destinations in themselves. With their rich textures, vibrant bars, and lobbies that are great places to meet friends and relax, these hotels will be a refreshing new experience and fun interjection to business travel."

Advaya also will assist, in the management and growth of hospitality-related businesses, including a mix of eco-resorts, contemporary business hotels, destination restaurants, and furniture, fixtures and equipment companies serving the lodging industry.