



APEEJAY SURRENDRA PARK HOTELS LIMITED

Date: March 14, 2024

Listing Manager, National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400051, India Symbol: PARKHOTELS ISIN No.: INE988S01028	BSE Limited Corporate Relationship Department 1 st Floor, New Trading Ring Rotunda Building, Phiroze Jeejeebhoy Towers, Dalal Street, Fort Mumbai – 400001, India Scrip Code: 544111 ISIN No.: INE988S01028
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Subject: Press Release and Intimation regarding opening of new hotel Zone by The Park Digha in West Bengal

Respected Sir/Ma'am,

We are pleased to inform about the opening of our new hotel under the brand name "Zone by The Park" located in Digha, West Bengal, India on March 11, 2024.

A press release on the captioned subject is enclosed herewith, the contents of which are self-explanatory.

This is for the information of the Exchange and the members.

Thanking You,

Yours sincerely,

For Apeejay Surrendra Park Hotels Limited

Shalini Keshan
(Company Secretary and Compliance Officer)

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Apeejay Surrendra Park Hotels launches Zone by The Park Digha in West Bengal

Fourth hotel in the state of West Bengal by ASPHL

National, 11th March 2024: Apeejay Surrendra Park Hotels introduces its latest addition, Zone by The Park nestled in the heart of Digha, a picturesque coastal resort town in Purba Medinipur, West Bengal.

Strategically positioned just 2.5 kilometres from Digha railway station and 210 kilometres from Netaji Subhash Chandra Bose International Airport in Kolkata, Zone by The Park Digha beckons travellers to experience coastal opulence. This is the 22nd hotel under Zone by The Park, a social-catalyst brand.

With 65 well-appointed rooms across four categories, the hotel offers a sanctuary of comfort and elegance. The four room categories are – Zone Room, Zone Deluxe Room, Zone Luxe, and Zone Suite. The hotel features Bazaar, an all-day dining restaurant with a live kitchen inspired by multi-hued charismatic native markets that offers local and international cuisines. The guests can take a refreshing dip in Playa – the pool, take a rejuvenating massage Vitalia Spa, or maintain fitness routine at the state-of-the-art gym. The hotel has two bars – Liquiteria, a lobby bar; and an exclusive pool bar where guests can bask in the sun's warmth while sipping on refreshing cocktails enjoying the breathtaking views.

Zone by The Park Digha is positioned as the quintessential venue for gatherings, social soirées, weddings, and corporate events, boasting three banquet venues with an expansive capacity of 1,000 guests. The adjoining Dighashree International Convention Centre (Bengal Business Conclave), also presents an ideal setting for grand celebrations and conferences with a capacity of 980 guests.

Speaking on the launch, **Mr. Vikas Ahluwalia, General Manager and National Head – Zone by The Park Hotels** said, *“We are extremely happy to launch Zone by The Park in Digha. It gives me immense pride to deliver the fourth hotel in West Bengal from the ASPHL group to price-conscious and design-conscious travellers. We look forward to meeting the growing demands of the beautiful coastal city, where Zone by The Park Digha will be one stop for guests who are seeking leisure amidst the sandy beaches of Digha as well as for corporates who are there for business and MICE. From the serene beaches of Udaypur, Talasari, and Mandarmani to the bliss and divinity of the Jagannath temple, the hotel promises to cater to every traveller's quest for adventure and tranquillity.”*

The guests can explore their Zone Social Avatars, and can choose to be any of these – Adventurer, Foodie, Shutterbug, Networker, and Party Animal, while exploring the coastal town. The expert team will help the guests create and suggest experiences based on their avatars.

Hotel address:

Zone by The Park, Digha
Dighashree, Digha Convention Centre,
Digha, West Bengal – 721428, India
Email: resv.digha@zonebythepark.com
Contact number: +91-3220-220000

Distance from Netaji Subhash Chandra Bose International Airport, Kolkata – 210 km
Distance from Digha Railway Station – 2.5 km
Distance from New Digha Bus Stand – 1.5 km

For more information, please visit www.theparkhotels.com