



ROYAL ORCHID HOTELS LTD.,

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Date: May 25, 2023

**To,
The Manager,
Listing Compliance,
Department of Corporate Services,
BSE Limited,
Floor 25, P. J. Towers,
Dalal Street,
Mumbai – 400 001
BSE Scrip Code: 532699**

**To,
The Manager,
Listing Compliance,
Department of Corporate Services,
National Stock Exchange of India Limited,
Exchange Plaza, Plot no. C/1, G Block
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051
NSE Scrip Symbol: ROHLTD**

Dear Sir/Madam,

Sub: Press Release for launching of Regenta Place Phagwara

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Press Release for opening of new hotel Regenta Place Phagwara.

This is for the information and records of the exchanges.

Thanking you,

Yours sincerely,

For ROYAL ORCHID HOTELS LIMITED

**RANABIR SANYAL
COMPANY SECRETARY & COMPLIANCE OFFICER
FCS: 7814**

Encl: as above



Press Release

Royal Orchid Hotels Ltd

"Regenta Place Phagwara: Embracing Hospitality Amidst the Enchanting Landscapes of Beas & Sutlej"

BSE Code:532699
NSE Code: ROHLTD

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Bengaluru, May 25, 2023:

Royal Orchid & Regenta Hotels, India's rapidly expanding hospitality chain, proudly unveils its latest gem, Regenta Place Phagwara, nestled in the serene landscapes of the religious and agricultural land of Beas and Satluj rivers.

Regenta Place Phagwara offers a memorable experience to its esteemed guests, with its enchanting location in the heart of Phagwara. The property boasts 38 spacious and thoughtfully designed rooms, catering to the needs of both leisure and business travelers. Choose from a range of categories, including premium deluxe rooms, executive suites, and inter-connecting family rooms.

Guests at Regenta Place Phagwara can indulge in world-class hospitality services, including high-speed Internet access and exceptional in-room dining. The hotel's two exquisite dining outlets, PINXX and Terrace Side Bar Lounge, cater to diverse palates, offering a delightful array of Indian, Chinese, Oriental, and Continental cuisines. Whether it's enjoying a coffee catch-up or unwinding with exotic cocktails and fine liquor, both outlets provide an ideal setting to relax and rejuvenate.

Regenta Place Phagwara is poised to captivate visitors with its unparalleled charm and exceptional service. As a valued addition to the Royal Orchid & Regenta Hotels' portfolio, the property promises a memorable stay that will leave a lasting impression on guests.

Chander K Baljee, Chairman and Managing Director of Royal Orchid Hotels, expressed his thoughts on the recent opening, stating, "Punjab holds significant importance for us, particularly as we expand our presence in Northern India.

Recognized for its religious heritage, agricultural prominence, and significant NRI community, this new property has been meticulously designed to meet the diverse needs of our esteemed guests. The expansion and inauguration of this hotel align perfectly with our vision of fortifying our foothold in India, particularly in pivotal domestic markets."

At Regenta Place Phagwara, private functions can be hosted at the open-air rooftop restaurant, accommodating 70-80 guests.

For corporate events, Orchard Hall, a banquet room, offers facilities for business meetings, conferences, theme parties, and special gatherings. Professional staff are available to assist guests throughout the event planning process.

Centrally located, Regenta Place Phagwara enjoys proximity to Phagwara Railway Station (3.2 km) and the bus stand, both just an eight-minute drive away. The closest airport, Adampur Airport in Jalandhar, is located 27 km away, providing a convenient 38-minute drive. Other nearby airports include Ludhiana Airport (53 km) with a 114-minute drive and Amritsar Airport (116 km), reachable within a two-hour drive.

Regenta Place benefits from its strategic location in the well-connected city of Phagwara, offering easy access to renowned museums, temples, and attractions. Visitors can explore the Sardar Bhagat Singh Museum, Punjab Agriculture Museum, Gurudwara Talhan Sahib Ji, Devi Talab Mandir Temple, Maharaja Ranjit Singh War Museum, Tulsi Mandir Temple, and Sodal Mandir. Additionally, fun places like Wonderland Theme Park, The Fun Factory, and Surjit Hockey Stadium are nearby for entertainment.

About Royal Orchid & Regenta Hotels:

Regenta & Royal Orchid Hotels is one of India's fastest-growing hotel chains. It primarily operates 5-star, 4-star, and resorts, enabling it to target discerning business and leisure travelers. It currently operates 80+ hotels across India. Promoted by Chander K Baljee, Royal Orchid Hotels has become one of India's most well-known names in hospitality. Royal Orchid is listed on the Bombay & National Stock Exchanges (BSE & NSE) and is governed by an independent board of eminent directors.

The group has bagged many awards including The National Tourism Award 2008-09 organized by the Ministry of Tourism, Top 50 Brands for 2014 and 2015 by Paul Writer and most recently, the following:

- Mr Chander Baljee awarded Best Contribution to the Hospitality Industry by the South India Hotel and Restaurant Association (SIHRA) at Annual Convention 2022 in South India.

- Mr Chander Baljee was featured into the India Today's 10 successful business leaders from India to look out for in 2022.
- Mr Chander Baljee has been honored Super Star of the Hospitality Industry by AHPWI at Indian Hospitality Leadership Award 2022.
- Jeff's awarded the Best Pub 2022 by Time Food & Nightlife awards 2022.
- Hotel Royal Orchid, Bangalore and Royal Orchid Central Manipal Central, MG Road have been awarded Best Business Hotel 2021 by Yatra.
- Mr. Chander Baljee, was inducted into Hotelier India's CEO Powerlist, 2021.
- Hotelier India conferred Mr. Chander K Baljee, CMD of Royal Orchid & Regenta Hotels with Hall of Fame Award in 2021.
- 'Lifetime Achievement Award' conferred by International Hospitality Council in Association with IIBM Bangalore, 2019.
- The brand Royal Orchid Hotels was recognized as one of the Top 50 Hot Brands by Paul Writer, 2019.
- Regenta Place Bangalore (erstwhile Ramada Bangalore) won the award for the 'Best Budget Hotel' at the India Travel Awards, 2017.
- Royal Orchid Metropole, Mysore was awarded 'The Best Heritage Hotel' at the Tourism Awards 2016 by the Federation of Karnataka Chambers of Commerce & Industry (FKCCI), Karnataka.
- Nominee and Finalist for the CNBC Travel 'Business Leader Awards', Asia Pacific in 2015 (the only hotelier from India to be part of the nomination).
- The brand Royal Orchid was recognized as one of the top 50 Hot brands in Bangalore, by Paul Writer, in association with Hindustan Times at the Bangalore Brand Summit, 2014 and 2015.

Our vision is to be the Preferred Hotel Chain for the discerning global traveler. The brand 'Regenta' is an extension of the Royal Orchid Hotel Group. It is designed for travelers whose watchword is value and convenience. It is categorized into Regenta, Regenta Central, Regenta Resort, Regenta Place and Regenta Inn.

Forward looking statement

We have disclosed forward-looking information so that investors can comprehend the Company's prospects and make informed investment decisions. This release and other written and oral statements that we make periodically contain such forward-looking statements that set out anticipated results based on the Management's plans and assumptions. We have tried, wherever possible, to qualify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words and terms of similar substance in connection with any discussion of future operating or financial performance.

We do not guarantee that any forward-looking statement will be realized, although we believe we have been diligent and prudent in our plan and assumptions. The achievement of future results is subject to risk, uncertainties, and validity of inaccurate assumptions. Should known or unknown risks or uncertainties materialize, or should underlying assumptions prove inaccurate, our actual results could vary materially from those anticipated, estimated, or projected. Investors should bear this in mind as they consider forward-looking statements. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events, or otherwise.