



ROYAL ORCHID HOTELS LTD.,

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Date: October 08, 2024

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

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Press Release for 'Regenta Place' in Jaipur.

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**

Encl: as above



ROHL reimagines the mid-market hotel with 'Regenta Place', its 5th property in Jaipur



Bengaluru, 08th October 2024

Leading hospitality chain Royal Orchid Hotels Ltd. (ROHL) today announced its 5th property in Jaipur and 10th in Rajasthan while debuting its reimagined midscale brand-**Regenta Place**. Donning a fresh identity and design language, **Regenta Place Jaipur** aims to disrupt the value-driven mid market space through a dynamic combination of vivacious social spaces, cutting-edge technology, and quirky décor.

Arjun Baljee, President of ROHL said, "We are delighted to create a distinct visual identity for "Regenta Place". This will help us further create a clear distinction in our portfolio of properties, both for our owners and for our guests. By focussing on a modern aesthetic to local design, we hope to create a brand that is relevant to the micro-market it operates in. Over a period of time, we hope to roll this out across the platform of Regenta Places, so that they are consistent with the broader vision of providing fresh and vibrant spaces to young and modern travellers.

"The new property serves as a testament to our ongoing dedication to consistently innovating and remaining relevant in the industry. In the near future, the travel and hospitality industry will be significantly influenced by the increasing emphasis on experience-driven travel by Gen Z and Millennials. However, the moderate-tier segment of the Indian hospitality industry is distinguished by a visible service gap. The rebranding of Regenta Place is a step in the direction of creating a niche brand that can align the aspirations and budget considerations of young Indian travellers without compromising on the quality of their stays", **Mr. Baljee added.**

Accommodation at the 40-key hotel is thoughtfully furnished with functional amenities and decorated to reflect a contemporary yet quirky look. To meet the discerning needs of younger and more enthusiastic clientele, the hotel has further curated its services and amenities. The signature all-day Pinxx Café has been designed to be the third space for guests, with small fun bites round the clock and spaces to work and dine at the same time. The vibrant rooftop bar, **Kat's Bar**, provides guests with an ideal environment to relax and unwind in the land of Kings, with a panoramic view of the city on the golden horizon. The space transitions into the most spectacular sundowner venue assuming an entirely new character at dusk, making it an inviting hub for socialising and immersing against a stunning backdrop. In addition, the hotel offers a state-of-the-art wellness centre and a gymnasium.

Of course, ROHL's new Regents Rewards program is well integrated into this hotel, with a slew of amazing benefits for members, like member only rates, free experiences thrown in during the day, among other value-additions.

Jaipur is celebrated for its mesmerising culture and historical architecture and has seen significant growth in both tourism and infrastructure over recent years. This city is a quintessential tourist destination in India due to its architectural magnificence, intricate handicrafts, and scenic splendour, and a flourishing economy that is driven by industries such as textiles, gems, and tourism. The imposing Monsoon Palace, the tranquil Man Sagar Lake, the detailed Jagdish Temple, and the vibrant markets in the historic old city are amongst some of the most famous tourist attractions. Rajasthan as the largest state in the country has also become a prominent wedding destination in recent years for its different landscapes and architecture royalty.

Strategically located near prominent transportation hubs and Jaipur International Airport, Regenta Place Jaipur offers guests convenient access to some of the city's most renowned landmarks and attractions including City Palace of Jaipur and Hawa Mahal. The new property launch is part of ROHL's expansion strategy of being present in all significant markets of this promising state.

About Royal Orchid & Regenta Hotels (BSE:532699, NSE: ROHLTD)

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 travellers. It currently operates 107+ 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.

Our vision is to become the preferred hotel chain for discerning global travellers. The 'Regenta' brand is an extension of the Royal Orchid Hotel Group, designed to cater to travellers who value both convenience and affordability. It encompasses various categories, including Regenta, Regenta Central, Regenta Resort, Regenta Place, and Regenta Inn.

For further information, please contact Consocia Advisory

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