



















# 100+ HOTELS 85 LOCATIONS 6000+ ROOMS

Concept Hospitality Pvt Ltd, established in 1996, is a leading Hotel Management Company pioneered by India's well known Hospitality Professional – Param Kannamilly, whose name is synonymous today with Environmentally Sensitive Hotels.

The company has grown from strength to strength with 6 brands in its portfolio and over 100 hotels operational in 85 locations.

We believe that the developers of our properties are stakeholders to our success. We share common goals with a promise to protect their assets, enhance their reputation and provide them with a good return on investment.

If you are looking for a Professional company to de-risk your investment, drive financial results and ensure operational excellence, CONCEPT HOSPITALITY has just the answers for you.

## CONCEPT HOSPITALITY PVT. LTD.



Independently

**Branded Hotels** 

The Fern Habitat Hotels & Resorts

### **OUR BRANDS**

Concept Hospitality Pvt. Ltd. has an array of profitable brands specific to the markets it operates in

LIPSCALE







MIDSCALE



APART'OTEL



ECONOMY



DESTINATION WEDDINGS



<sup>\*</sup>We also manage a selection of Independently Branded Hotels



#### \* HIGHLIGHTS

 Mid-scale 3 & 4 star green hotels
 Full-service hotels with personalised service and contemporary facilities

great pricing and excellent service.



HOTELS & RESORTS
Leading environmentally sensitive apart'otels

The Fern Habitat are a collection of full-service apartment-type hotels & resorts for both short and long stays in leisure & business destinations, providing unique experiential offerings with minimal impact on the environment.

#### HIGHLIGHTS

- Leading environmentally sensitive hotels
- for the discerning traveller
   Upscale business hotels and leisure resorts
- Full-service eco-sensitive hotels
- Personalised service, contemporary facilities and responsible elegance



Zinc by The Fern is a lifestyle brand which strives to stimulate a diverse and innovative environment, enhanced by a sense of belonging and style with a splash of the local culture. These boutique full-service accommodations are known for their acclaimed high-end interiors. Oozing class and offering varied experiences, they are designed to impress. Our team strives to go above and beyond, showcasing local cultures and a delightful experience in the most unexpected ways.

#### \* HIGHLIGHTS

- Upscale 5 star urban accommodation
- High on style
- Contemporary urban design with distinctive property recognition





### LEADERSHIP TEAM

#### BINOD CHAUDHARY

#### Chairman, CG Corp | Global

- A multi-dimensional conglomerate with a portfolio of over 160 companies and 123 brands, Mr. Binod Chaudhary's CG Corp enjoys a strong presence that covers over 5 continents.
- He has been listed by Forbes as the only billionaire from the Himalayan Republic of Nepal.
- Known as the "Noodle King" he is the brainchild behind WaiWai - the iconic brand by CG which enjoys 2.6% share of the world's poodle market.
- He owns and has partnered with leading iconic global hospitality brands like Taj, Taj Safari, Vivanta, Jetwing, Radisson, Fairmont, The Farm and The Fern Hotels & Resorts, for over two decades and a current portfolio of over 135 hotels & resorts in 12 countries and 95 destinations with over 8000 keys.
- He started his own brand through Zinc Hospitality which has financial interests and manages over 78 hotels in 6 different countries with over 3700 rooms.
- He has been the Honourable Member of the Constituent Assembly in Nepal from 2008 - 2012.



#### PARAM KANNAMPILLY

#### Executive Chairman, Concept Hospitality

- He founded Concept Hospitality Pvt. Ltd. in 1996.
   Concept Hospitality owns The Fern, Zinc by The Fern and Beacon hotel brands and also manages a selection of independent hotels.
- Post Graduate Diploma in Hotel Management & Catering Technology.
- Fellow of The Institute of Hospitality, London.
- Fellow of The World Academy of Productivity Sciences.
- He has over 40 years of experience in the Hospitality industry.
- He is a Co-opted Member of The Executive Committee of FHRAI.
- Has been associated with hotel groups such as:
- \* The Spencer Group of Hotels
- \* Farivas Group
- \* Hotel Leela Venture
- \* Raheia Group of Hotels
- \* The Orchid Group



#### SUHAIL KANNAMPILLY

Managing Director, Concept Hospitality

- With a keen business acumen that stems from more than 25 years of experience in the hospitality industry.
- An alumni from IHM Mumbai, Suhail has been instrumental in the growth and development of Concept Hospitality and has fore-fronted the success of the Fern brand of hotels across India with 100+ hotels in 85 locations with 6000+ rooms.
- Driving the vision that has seen the opening of the 100<sup>th</sup> operational hotel in May 2023.
- With a strong process background, he has ensured key operating efficiency standards across the portfolio.

#### NOSHIR A MARFATIA

Senior Vice President - Sales & Marketing, Concept Hospitality

- An MBA and Hospitality professional with over 35 years of experience in hotel sales and marketing.
- Expertise in developing and managing unit and regional sales teams, online distribution channels & e-marketing, hotel advertising & marketing and PR.
- A key team member at Concept Hospitality, which has one of the fastest-growing portfolios of hotels and resorts under The Fern brand of upscale & midscale environmentally sensitive hotels.
- Previous stints at senior positions with leading hospitality brands including The Oberoi Hotels, Sarovar Hotels, The Park Hotels and Advani Hotels & Resorts (Ramada Caravela Beach Resort Goa).
- Also represented Baglioni Hotels, Italy in India.

### RAHUL CHAUDHARY

Managing Director, CG Corp Global and CG Hospitality

- Has over 20 years experience in the Hotel Industry.
- High energy Cornell Alumni, he is experienced in leading multi sector businesses.
- Excels in brand positioning, revenue growth, financial management and driving operational excellence.
- Holds directorships in many companies across different verticals.







### **CORE TEAM**



K P Das
Vice President - Projects

- A diploma holder in Mechanical Engineering, he has over 35 years of experience in Maintenance.
- Worked for TIFR, Tylos Hotel, Ritz Group & The Raheja Group. Overseas experience in
- Is responsible for the design and engineering function for all new/rebranded hotel projects.



Krishna Poojary

Chief Financial Officer (CFO)

- An experienced hotel finance & audit professional with over 20 years of experience.
- Well-versed with uniform systems of accounting, finance & taxation.
- Directs & controls the finance function of all the group hotels, ensuring a healthy cash flow in all our hotels.



Grimek Khizakhe
Chief People's Officer (CPO)

- Has been associated with Human Resource Development for the last 30 years and has worked with some of the most reputed and respectable hospitality brands.
- He has been associated in the past with brands such as the Taj Group, The Coffee Bean & Tea Leaf - UAE, Carlson Rezidor and the Intercontinental Hotel Group. He was associated with Holiday Inn, Mumbai as Director HR before joining Concept Hospitality.



Basant Sabu

Associate Vice President - Business Development

- Completed his MBA in Finance from the Faculty of Management Studies (FMS), Delhi University.
- Brings with him over 15 years of experience in Corporate Finance and Business

  Development.
- Previously, he has worked in the Corporate Finance advisory team of Grameen Capital India, UNICON Securities and CG Corp | Global.
- Has been instrumental in making Concept Hospitality one of India's fastest-growing hotel management companies in India, with over 15-20 new hotels opening year-on-year.



**Punish Sharma** 

General Manager - VP - Operations (West)

- Has over 35 years of experience in the Hospitality sector and has been attached with Concept Hospitality since 2005.
- Has created a landmark by establishing Meluha The Fern as a five-star property and a global profit centre, earning international fame for its green Ecotel positioning through CSR initiatives, green sustainability and effective strategic planning.
- Carries along a rich operational experience from brands such as the Taj Group, The Oberoi Hotels and Sofitel.



Manoi Sharma

#### Vice President - Operations (Gujarat)

- A Hotel Management Graduate from GIHM, Dehradun and holding a master's degree in
- Hotel Management from Uttarakhand Open University, Haldwani,
- Has over two decades of experience in the hospitality industry at leadership positions & has successfully facilitated the financial turnaround and growth of several
- His last assignment was entrepreneurial venture as Founder Director of Abbc Hospitality.
- Has worked with Royal Orchid Hotels Ltd, Grand Mercure Surya Palace Vadodara, Carlson Group, Babylon Hotels and Clarks Group of Hotels.



#### Saniib Mukheriee

multi-dimensional hotels.

#### General Manager - Operations (Pre-opening, South & East India)

- A hotel management graduate with over 25 years of experience in pre-opening and operational hotels.
- Prior to this assignment, worked as General Manager with The Fern Residency,
- He brings with him focused business acumen and experience of brands like the Taj
   Hotels, Orchid Hotels, Sarovar Hotels, Videocon Industries, Raheja Group of Hotels.



#### **Devrai Halder**

#### General Manager - Operations (North India)

- Has over 2 decades of extensive experience with companies like Mahindra & Mahindra (as the founder of the pre-opening team of Club Mahindra') and hotel companies like Renaissance. IHG, and Royal Orchicli in leadership roles.
- He has earned accolades in his extensive work in food & beverage and profitable & niche hotel operations.
- Sustained efforts to build and maintain synergy in the team, think-beyond-today, improvise and optimize, are certain key attributes that drive him.



Vaishali Momava

#### General Manager - Operations (Gujarat)

- She is a B.Com Graduate with Diploma in Aviation & Hospitality Management.
- Has over 20 years of rich & diverse experience, having worked with Air Hostess Academy, Hotel Sahara Star, Hotel Leela Kempinski and The Beatle Hotel.
- Is involved in the pre-opening of new hotels.
- Overseeing the operations of her portfolio of hotels in the Gujarat region of the company.



Raieev Kumar

#### Area General Manager (Goa)

- A Hotel Management graduate with more than 2 decades of rich exposure in India and Overseas.
- A hospitality professional associated with leading brands like Royal Resorts, Holiday Inn, Imperial Suites and Mahindra Holidays, with strong expertise in hotel operations and administration.
- Currently managing the Fern Hotels' flagship hotel in Goa and operationally overseeing all 6 hotels and resorts of the brand in Goa.



**Mohit Sharad** 

#### Associate Vice President - Sales & Marketing (North & East India)

- He is a Commerce Graduate with a Diploma in Web Designing & E-Commerce.
- Has over 20 years of rich & diverse experience, having worked with Alletia Remedies Pvt Ltd. and Sewara Hospitality & Development. His last employment was as General Manager - Sales & Marketing with ITC WelcomHeritage, New Delhi.
- Is responsible for the Sales & Marketing function of all the Regional Sales Offices and hotels & resorts in North, Central and Fastern India.



### **Kevin Ashlev Martis**

#### General Manager - Sales & Marketing (Western India)

- With over 20 years of hospitality sales experience, he has worked with business & leisure hotel brands including Meluha The Fern & Rodas-An Ecotel Hotel, VITS Hotel & Lotus Resorts, Sahara Star & Bawa Group of Hotels.
- Possesses in-depth knowledge and insight across Corporate, MICE and Leisure segments, having worked in major cities in India.
- His scope of operations involves overseeing RFP's for our pan-India hotels, company profiling and accordingly targeting them to get the maximum potential out of them through team management and quiding fellow colleagues.
- Is responsible for the Sales & Marketing function of all the Regional Sales Offices and hotels & resorts in Mumbai. Guiarat and Goa.



Vinod Cougnery

#### General Manager - Sales & Marketing (Maharashtra)

- Has over 20 years of work experience having worked with The Orchid Group of Hotels, Regus Plc - Mumbai, Hotel Parc Estique - Pune, Four Points by Sheraton Hotel and Serviced Apartments and Keys Klub. Prior to rejoining Concept Hospitality, he was GM-Sales with The O Hotel, Pune.
- Is responsible for the Sales & Marketing function of the Regional Sales Offices and hotels & resorts in Pune and the rest of Maharashtra.



Malini Menon

#### General Manager - Sales & Marketing (South India)

- Has completed her B.A (Psychology) & PGDBA in Marketing & HR from SCMS Kochi.
   Over 20 years of experience with renowned brands like ITC Welcomgroup, Apeeiay
- Over 20 years or experience with renowned brands like ITC welcomgroup, Apeejay Surenndra Park Hotels, Lalit Hotels and Resorts, etc.
- Her last assignment was with Raviz Hotels and Resorts handling pan-India Regional Sales Offices.
- Is responsible for the Sales & Marketing function of the Bengaluru Regional Sales Offices and our hotels & resorts in South India.



#### Deepak Kadam

#### General Manager - Marketing

- Has over 14 years of extensive experience & an impressive track record in branding & marketing.
- An MBA graduate with certification from IIM Kozhikode in Sales & Marketing.
- Executed highly efficient media campaigns for various Indian & International FMCG brands.
- He has played a pivotal role in establishing India's largest parenting community and influencer network



Prrasad S Bal

#### Corporate General Manager - Electronic Distribution & Revenue Management

- Carries over 20 years of rich & diversified experience with Electronic Distribution,
   E-Commerce, OTA's, having worked with Elite Hospitality (Bahrain), Club Mahindra,
   Sabre Holding Corporation, Trust International (formally known as Sabre Hospitality
   Solutions) Akbar Travels & WNS Global Services.
- Has done various Six Sigma black belt projects at Club Mahindra & has also done IATA UFTAA from Montreal Canada.
- He is responsible for the electronic distribution, revenue management and all Online
  Channel revenues across all hotels under the various brands of Concept Hospitality.



**Lorraine Sharma** 

Director - Global Accounts

- Has over 25 years of experience in Sales & Marketing, Public Relations & Central Reservations.
- She has worked with reputed organizations such as Gammon India Ltd., Raheja Group of Hotels and Orchid Group of Hotels, prior to joining Concept Hospitality.
- Handles all Global RFPs and Sales MIS for the group. Also oversees the company's Central Reservations Cell.



Ritesh Sen

### General Manager - Food & Beverage

- Carries over 25 years of rich & diverse experience, having worked with Radisson Blu, Parc Estique Pune. The Leela, The Park Hotels. Carnival Cruise Line and TGIF.
- He has completed his Hotel Management from IHM.



Beena Saldanha

General Manager - Administration

 - A Commerce Graduate with a Diploma in Personal Secretary's Course, she has worked for over 35 years with Chairmen / Managing Directors / Directors & General Managers of the Spencer, Taj, Leela, Fariyas, Raheja & Orchid group of hotels, before joining Concept Hospitality from its inception.

### **AWARDS**



- Mr. Param Kannampilly awarded at the IHC London & IIHM Hospitality Honours List of Inspirational Hospitality Leaders 2023, for his outstanding contribution to the Hospitality Industry.
- Iscon The Fern Resort & Spa, Bhavnagar, awarded as The Best MICE & Wedding Destination Resort in Shaurashtra Region at the 6th Hospitality India Travel Awards 2023.
- The Fern Samali Resort, Dapoli (Ratnagiri), awarded as The Top Hotel in Ratnagiri at Travelmyth Awards 2023.
- $\star$  The Fern Seaside Luxurious Tent Resort, Diu, awarded as The Best Wedding Destination Resort in Gujarat at the  $6^{th}$  Hospitality India Travel Awards 2023.
- \* The Fern Residency Rajkot, awarded as the Top 4 Star Hotel in Rajkot at Travelmyth Awards 2023.
- \* The Fern Residency, Vijaypura, won The Travellers Review Award, 2023 by Booking.com.
- Amanora The Fern-An Ecotel Hotel, Pune, won The Travellers Review Award at Make My Trip's Star Partners Meet Pune'23 edition.
- \* The Fern Seaside Luxurious Tent Resort, Diu, awarded as the Best Luxury Resort by Gujarat Industrial Development Corporation (GIDC Association)
- \* 55 Fern Hotels & Resorts won the prestigious Tripadvisor Travellers' Choice Award 2023.
- \* 8 Fern Hotels & Resorts in Daman, Haridwar, Kolkata, Morbi, Mussoorie, Udaipur & Vadodara were winners at the 17th Hospitality India Travel Awards 2022.
- ⋆ The Fern Hotels & Resorts awarded Best Customer Centric Business Partner, 2022 at the Abbott Business Partners Meet.
- The Fern Residency Yeshwanthpur, Bengaluru, awarded The Best Hotel in Hospitality and Accommodation segment at The BBHA Food Awards 2022.
- The Fern Hotels & Resorts awarded as India's Leading Business Hotel Chain 2021-22 at MICE Conference Expo & Awards.
- The Fern Hotels & Resorts awarded as The Fastest Growing Hotel Chain in India at the Shubh Business Icon Awards
- \* The Fern Seaside Luxurious Tent Resort, Daman, awarded The Best Resort in the Region by Dainik Bhaskar in 2022.
- \* The Fern Ranthambhore Forest Resort, Sawai Madhopur, Rajasthan, awarded The Best Jungle Safari Resort in Rajasthan by Shubh Business Icon Awards 2022.
- The Fern Brentwood Resort, Mussoorie, awarded the Best Wedding Resort Destination in the Hills by Shubh Business Icon Awards 2022
- Mr. Param Kannampilly awarded the HI AIM Hospitality Award for 2022 for his outstanding/proven contribution to the Hospitality Industry in April 2022 in New Delhi.
- Mr. Param Kannampilly awarded at the Mega Goa World Expo & Conference in December 2021 for his outstanding contribution to the Hospitality Industry.
- \* The Fern Hotels & Resorts awarded the prestigious HICAP 2021 Sustainable Hotel Award under the category of Positive Community Impact, in 2021.
- Mr. Param Kannampilly was awarded Best of India Biz Award for Outstanding Contribution to The Hospitality Industry.
   The Fern Gir Forest Resort. Sasan Gir awarded The Best Eco Hotel in Guiarat. at the Guiarat Tourism Excellence
- Awards 2020.

  The Fern Residency, Rajkot awarded The Best 4 Star Hotel in Gujarat, at the Gujarat Tourism Excellence Awards
- The Fern Residency, Rajkot awarded The Best 4 Star Hotel in Gujarat, at the Gujarat Tourism Excellence Awards 2020.
- The Fern-An Ecotel Hotel, Goregaon-Mumbai awarded as The Best City Hotel of the Year by ET Awards in 2019.
   Iscon The Fern Resort & Spa, Bhavnagar won The Best Hospitality and The Best 5-Star Award by Divya Bhaskar in the year 2019.
- Mr. Param Kannampilly was awarded The Lifetime Achievement Award at the Hospitality Leaders' Industry Choice Awards conducted by IDE Global in May 2019 for his outstanding contribution to sustainable hospitality.
- Mr. Param Kannampilly was awarded as the "Legend Of Indian Hospitality" by Hospitality Leaders Industry Choice Awards 2018.
- Concept Hospitality was awarded as the "Best Green Hotel Group" by Green Excellence Awards 2018 for Environment Initiatives.
- The Fern Residency, Kolkata won the Most Preferred Airport Hotel of the Year and Young Achievers Award of The Year at The Kolkata Hotel Industry Awards.
- Mr. Param Kanampilly was awarded Sustainability Person of the Year 2015 by Hotelier India Awards-ITP Publications in New Delhi on 9th December, 2015.
- Meluha The Fern-An Ecotel Hotel, Powai-Mumbai had been awarded Best 5 Star Category hotel by 'National Tourism Awards for 2013-2014'. The award was presented by The President of India, Shri Pranab Mukherjee at a function held at Vigyan Bhavan in New Delhi on 18° September, 2015.
- \* Mr. Param Kannampilly was awarded Chhatrapati Shivaji Maharaj Achievement Award 2012 People's Art.
- ⋆ Mr. Param Kannampilly was awarded Hotelier India Awards for Sustainability in Delhi, 2011.

## BRAND SERVICES

#### HOTEL MANAGEMENT & OPERATIONS

Managing and supervising day-to-day operations of hotels backed by a pool of qualified and experienced professionals. Services include:

#### PRF-OPENING

- Feasibility study
- Market survey
- Technical services
- Architect brief - Interior design brief
- Services brief
- Kitchen consultant brief
- Project planning, implementation scheduling
- Vendor selection & negotiation
- Marketing strategy

#### HOSPITALITY CONSULTANCY

- Market survey and feasibility studies
- Conceptualization of hotel projects
- Financial viability analysis

### POST-OPENING

- Managing / Operating the hotel
- Cost & revenue budgeting
- Sales & marketing
- Online revenue management - Centralized reservations
- Database management & mass mailing
- Restaurant concept designs / implementation
- Quarterly service / system audits
- Review of performance jointly with owners

#### MARKETING

- Market positioning / branding of the hotel
- Advance booking of inventory / contracts
- -Reservation network access

#### ENVIRONMENTALLY SENSITIVE HOTELS

- CG Hotels & Resorts has partnered with The Fern to promote the growth of environmental friendly hotels & resorts.

#### KEY HIGHLIGHTS

- Personalized supervision
- Operational expertise
- Mystery audits
- Attention to upkeep and maintenance
- Cost effective solutions

#### **SALES & MARKETING**

Our strategy is to generate strong brand preference through key differentiators like:

- Efficient and robust distribution system
- Strong customer knowledge and relationships
- Innovative strategies and programs
- Extended sales reach throughout the region
- Marketing partnerships and tie-ups - Brand advertising and promotions
- Lovalty program

- Ongoing training programs Cost efficient brand standards
- Industry best practices
- Green initiatives
- Attract and retain manpower

### **BUILDING BRAND PREFERENCE** AND DRIVING REVENUE

Our pan-India Sales and Marketing teams strive to build brand preference and drive revenues through strategies based on:

- A comprehensive understanding of
- Dynamics of market

the market

- Customer segments
- The most effective use of new technology and evolving social media platforms

#### SALES

- Our sales strategy continues to focus on maximizing the ability to grow top-line revenue.
- Concept Hospitality Pvt. Ltd. has a seamless direct connection to functionality, researching availability and booking business at all properties.
- The dedicated Corporate and Leisure Travel Sales Force focuses on corporate, wholesale and leisure accounts

#### **DATA & ANALYTICS**

Maximizing marketing effectiveness via the use of strategic analysis and consumer insights by:

- Targeting Customer Segments by supporting needs of the hotels through analysis and application
- Marketing Approach by Data and Analytics.
- Expanding the number of new guests and maximizing potential revenue of existing customers.
- Identifying Profitable Customers and various facets of marketing through strategic analytics and predictive modelling.

### **CENTRAL RESERVATIONS SYSTEM**

- We work closely with our distribution partners to ensure maximum market share across channels.
- These include traditional travel agencies, online travel agencies, opaque agencies and multiple user-generated sites.

# ANALYTICS & MARKETING STRATEGY

The Concept Hospitality Marketing Strategy is designed to secure brand value through:

- Building demand and awareness
- Meeting business needs of hotel operations
- Brand positioning
- Rating premium and related business imperatives

### LOYALTY PROGRAMMES

### Green Cover - Your Insurance for a Greener Tomorrow

- Green Cover provides an opportunity to earn Reward Points on any amount spent at any of our participating hotels & resorts.
- Guests can enjoy the infinite benefits of the loyalty program and feel proud of their contribution to the Greener World by donating Reward Points to Green causes (WWF, Sanctuary Asia).
- Each enrolment will have one tree planted that in turn will help the environment.
- Guests can simply notify the number of points to donate to our NGO, an acknowledgement of the benefit provided to the NGO will be sent to the guest.

The programme is currently undergoing a total revamp and will be relaunched shortly in a new, upgraded version.



### OUR STRONG ECO COMMITMENT

The Fern Hotels & Resorts is India's leading environmentally sensitive hotel chain, emphasizing on Hospitality with Responsibility in all our operations. Our promise is a premium standard of amenities and services, offering luxury with elegance, personalized service and a true passion for the environment.

#### OUR ECO FEATURES:



Our hotels adopt initiatives in 5 different spheres of environmentalism - Sustainability Commitment, Water Management, Energy Management, Waste Management and Employee Education & Community Involvement.

- Sustainability Commitment: we demonstrate a formalized commitment towards the preservation and
  enhancement of the natural environment. All our hotels have Green Teams that ensure all
  departments are working in consonance with the hotel's mission of environmental responsibility.
- Energy Management: we strive to optimize and conserve every unit of energy at all our hotels
  through a formalized framework and standard operating procedures. Some of the practices
  employed include energy efficient lighting, use of natural lighting, intelligent key tag systems and use
  of unique energy-saving buttons.
- Water Management: to effectively conserve water in all departments of our hotels, using water
  efficient and low-flow faucets, shower heads and flushes. Further, water is recycled and utilized.
  All employees are trained, well-versed and conscious of the water management practices employed
  at our hotels.
- Waste Management: to reduce the use of natural resources at source, the waste generated is effectively segregated and recycled in all departments.
- Employee Education & Community Involvement: in our endeavour to conserve our planetary resources through sustainability, we try to deliver significant societal value through environmental education programs and community activities.

### **OUR FERN BRANDS**

The Fern are a collection of upscale full-service Ecotel hotels & resorts, delivering authentic and enriching experiences with minimal impact on the environment. Luxury, elegance, personalized service and all contemporary facilities are combined together to provide an environmentally friendly hotel.

The Fern Residency are a mid-tiered experience of business hotels & leisure resorts in the 3 & 4 star categories. These hotels & resorts are present in key locations and offer upmarket accommodations with value-pricing and excellent service.

The Fern Habitat are a collection of full-service apartment-type hotels & resorts for both short and long stays in leisure & business destinations, providing unique experiential offerings with minimal impact on the environment.



UPSCALE



MIDSCALE



























HOWARD PLAZA

AGRA































+91 99099 75916

































(Chargeable)

+91 145 299 0154 / +91 99834 95572 / +91 78777 65231















15.8 km

3.3 km























res.tf.alwar@fernhotels.com























□ res.fr.amritsar@fernhotels.com













res.fr.anjar@fernhotels.com















































































□ res.fr.aurangabad@fernhotels.com

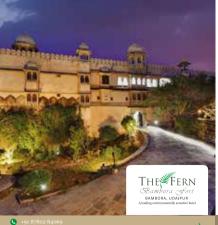




























































Chittorgarh Junction 95 km









































































TheFern Residency YESHWANTHPUR, BENGALURU A leading environmentally sensitive botal



































































THEFFERN Hillside Resort BHIMTAL















































































































▶ +91 90990 33555⊗ fom.fr.daman@fernhotels.com



DAMAN









































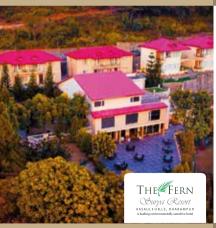


**L** 1800 210 6939

info.fr.dapoli@fernhotels.com

































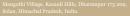
Terrace (Banquet)





0









































































































DWARKA













































□ res.fr.sardarsarovar@fernhotels.com

EKTA NAGAR (KEVADIA-STATUE OF UNITY) Vegetarian Hotel





























The Fern GANGTOK, SIKKIM











































































































































+91 832 671 272







































info.fr.calangute@fernhotels.com







































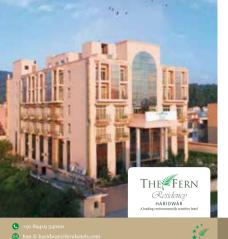


TheFern Residency MIRAMAR, GOA



































































+91 836 223 2675 / +91 836 426 8300 info.fr.hubballi@fernhotels.com











































res.tf.igatpuri@fernhotels.com







































































































































Rooms 108









Basketball





0

res.tf.jambughoda@fernhotels.com



Residency JAMNAGAR























































































+91 285 265 2844/45 / +91 63535 32085







































res.fr.kakinada@fernhotels.com





























C +91 88884 26166





























Vegetarian Hotel

























































+91 98368 01455

fom.tf.ibiza@fernhotels.com

























































































Indoor Games





































res.fr.morbi@fernhotels.com

















































































+91 22 6854 1199



































































































info.fr.turbhe@fernhotels.com

material i















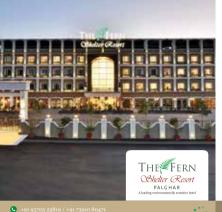


















































Rooms 81 Wi-Fi





















































































































































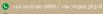














































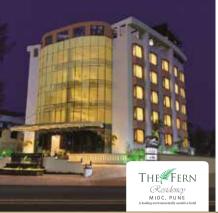














































































































































res.tf.gir@fernhotels.com





























+91 74991 60233























































































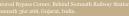


















































































































+91 265 279 2001

















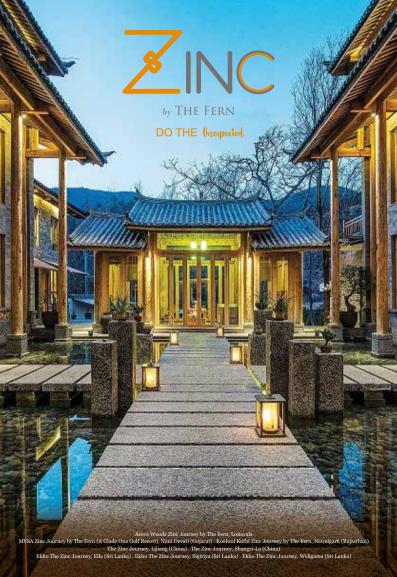


The Fern Residency VIJAYAPURA









Zinc by The Fern is a lifestyle brand which strives to stimulate a diverse and innovative environment, enhanced by a sense of belonging and style with a splash of the local culture. These boutique full-service accommodations are known for their acclaimed high-end interiors. Oozing class and offering varied experiences, they are designed to impress. Our team strives to go above and beyond, showcasing local cultures and a delightful experience in the most unexpected ways.



















experience.zj.lonavala@zinchotels.com

Arova Woods, Near HP Petrol Pump, Old Mumbai-Pune Highway, Lonavala 410, 410, Pune, Maharashtra, India.































+91 99251 70306 / +91 97232 62444

experience.zj.gladeone@zinchotels.com

Glade One, Sanand - Bavla Road, Nani Devati, Sanand 382 170 Gujarat, India.

NANI DEVATI (GUJARAT)











Koolwal Kothi NAWALGARH, RAJASTHAN DO THE Respected























40, Old Hospital Road, Nawalgarh 333 042, Dist. Jhunjhunu, Rajasthan, India. NAWALGARH (RAJASTHAN)

+91 1594 294 734 / +91 93249 27121 experience.zj.nawalgarh@zinchotels.com















No. 11, Qingyun Village, Lonhquan Community, Suhe Old Town, Lihiang, Yunnan Province 674 100, China.

#### LIJIANG (CHINA)



















Old Town Shangri-La, Jinlong Street #31, Yunnan 674 400, China.

SHANGRI-LA (CHINA)













info@zinchotels.com

EKHO Ella, Sandungama Road, Ella, Sri Lanka.

Sandungama Road, Ella, Sri Lar













info@zinchotels.com

EKHO Sigiriya, Sigiriya Rd, Sigiriya, Sri Lanka. SIGIRIYA (SRI LANKA)









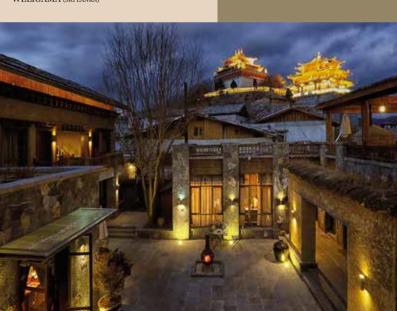




info@zinchotels.com

EKHO Weligama, Matara Road, Weligama, Sri Lanka. WELIGAMA (SRI LANKA)







Ahmedabad . Ajmer . Bhopal . Daman . Dwarka . Goa . Ichalkaranji (Maharashtra) . Jaipur . Jamnagar . Jodhpur . Lonavala Mahabaleshwar . Mumbai . New Delhi . Rajkot . Surat . Udaipur . Vadodara . Visakhapatnam

> OPENING IN 2024 Iris Beacon Hotel, Rajkot

Beacon Hotels are smart efficient properties with an emphasis on quality and value. Beacon hotels have a presence in major metros, tier 1 and tier 2 cities. Comfort and convenience are their forte and the hotels enjoy home-styled interiors to make guests feel at home.























9 +91 79 2756 0722 / +91 99095 60722



Usmanpura, Ashram Road, Ahmedabad 380 013, Gujarat, India. AHMEDABAD































Opp. City Power House, Near Mehra Building, Jaipur Road,

Ajmer 305 001, Rajashthan, India.

AJMER

Vegetarian Hotel



































91 88892 66657/58

res.bhopal@beaconhotels.com

28. ISBT Commercial Campus, Near Chetak Bridge, Bhopal 462 024, Madhya Pradesh, India.

BHOPAL

Vegetarian Hotel





















9 +91 90817 05551 / +91 99090 35555

fom.daman@beaconhotels.com

Survey No. 65/1, Jampore Beach, Daman 396 220, India.

DAMAN





















+91 79841 98898 / +91 89807 24314

res.dwarka@beaconhotels.com Opp. Bhadrakali Mandir, Devbhoomi,

Dwarka 361 335, Gujarat, India. DWARKA





































91 96997 54276/63

m fom.lapazgoa@beaconhotels.com La-Paz Gardens Beacon Hotel, Swatantra Path,

Vasco da Gama 403 802, Goa, India. GOA (VASCO DA GAMA)

























+91 83808 00060

info.ichalkaranji.grandfortune@beaconhotels.com

1st Floor, Fortune Plaza, Ichalkaranji Sangli Road, Ichalkaranji 416 115, Maharashtra, India.

ICHALKARANJI (MAHARASHTRA)





























- 9 +91 99291 66644 / +91 99291 55591
- info.jaipur.wallstreet@beaconhotels.com

C-7, New Colony, Near Panch Batti Circle, M. I. Road, Jaipur 302 001, Rajasthan, India.

## JAIPUR



























Railway Station Transfer (Chargeable)



□ res.jamnagar@beaconhotels.com

Imperial Commercial Space, Near Raj Chamber, Khodiyar Colony Main Road, Jamnagar 361 006, India.

JAMNAGAR

























9 +91 92140 00011 / +91 72300 02132

res.prem@beaconhotels.com

Bheruji Circle, Pali Road, Bhagat Ki Kothi, Jodhpur 342 001, Rajasthan, India.

### **JODHPUR**

Vegetarian Hotel





















Railway Station Transfer (Chargeable)

+91 96079 00983 / +91 87886 13144

216/2, Waksai Sadapur Road, Off Old Mumbai-Pune Highway, Waksai, Maval, Lonavala 410 405, Maharashtra, India.

LONAVALA



















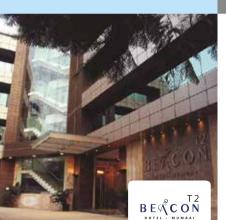
9 +91 2168 260 066/67

info.valleyview@beaconhotels.com

Valley View Road, Near Market, Mahabaleshwar 412 806, Maharashtra, India.

MAHABALESHWAR

Vegetarian Hotel









































Opp. Jari Mari Temple, Andheri Kurla Road, Mumbai 400 072, Maharashtra, India.

MUMBAI (ANDHERI)





















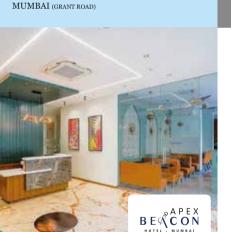




























91 99305 17388/588

info.mumbai.apex@beaconhotels.com

info.mumbai.adiva@beaconhotels.com M. S. Ali Road, Opp. Super Cinema, Grant Road 400 007, Mumbai, Maharashtra, India.

Next to Bombay Cambridge International School, Off Sahar Road, J. B. Nagar, Andheri East, Mumbai 400 099, India.

MUMBAI (ANDHERI)













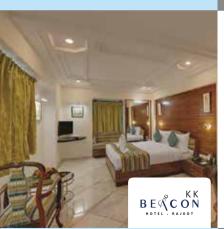


9 +91 84485 85050 / +91 72104 78339

res.delhi@beaconhotels.com

6, Vir Savarkar Block, Nirman Vihar, New Delhi 110 092, India.

#### NEW DELHI



Railway Station Transfer (chargeable basis)

























Railway Station Transfer (Chargeable)

91 95120 20483

res.rajkot@beaconhotels.com

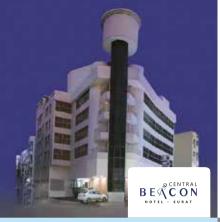
The KK Circle, Near Kotecha Chowk, Kalawad Main Road, Rajkot 360 005, Gujarat, India.

RAJKOT





























a om.surat@beaconhotels.com

Opp. Surat Railway Station, Next to ST Bus Station, Surat 395 003, Gujarat, India.

SURAT

Vegetarian Hotel



























Airport Transfer (Chargeable)







91 74120 60380

info.udaipur@beaconhotels.com

24 Ashok Nagar, Near Maharashtra Bhavan, Udaipur 313 001, Rajasthan, India.

**UDAIPUR** 



















- +91 72280 17771
- res.vadodara@beaconhotels.com

Near The Fern-An Ecotel Hotel, Behind Dinesh Mill, Off Urmi Crossroad, Akota, Vadodara 390 020, Gujarat, India.

VADODARA

Vegetarian Hotel









BE CON













res.visakhapatnam@beaconhotels.com Abid Nagar, Near Akkayapalem Highway Bus Station, Visakhapatnam 530 016, Andhra Pradesh, India.

Visakhapatnam





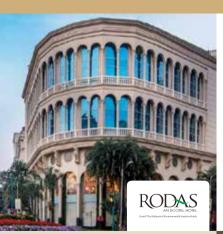


# CONCEPT. Hospitality

hospitality with responsibility

#### INDEPENDENTLY BRANDED HOTELS:

Mumbai . Udupi . Seychelles (Mahe . Praslin . La Digue)











₩i-Fi

RRI Bar

В

Busines Centre



info@rodashotel.com

Central Avenue, Hiranandani Gardens, Powai, Mumbai 400 076, Maharashtra, India.

MUMBAI (POWAI)

























info@samanvayudupi.com

Near Govinda Kalyana Mantapa, Kinnimulki Road, Udupi 576 101, Karnataka, India.

UDUPI (KARNATAKA)

Vegetarian Hotel





















+248 259 1879

gm@lerelaxhotel.com

LE RELAX HOTEL & RESTAURANT Anse Royale, Mahe, Seychelles.

SEYCHELLES (MAHE)











beachresort@lerelaxhotel.com

LE RELAX BEACH RESORT P.O. Box 4060 Grand Anse Praslin, Seychelles.

SEYCHELLES (PRASLIN)













+248 252 7353

beachhouse@lerelaxhotel.com

LE RELAX BEACH HOUSE Anse Reunion Opp. Roman Catholic Church, La Digue, Seychelles.

SEYCHELLES (LA DIGUE)













+248 252 7353

beachhouse@lerelaxhotel.com

LE RELAX LUXURY LODGE
Anse Gaulette, La Digue, Seychelles.
SEYCHELLES (LA DIGUE)











## CG Corp | Global<sup>®</sup>

From a humble family textile business started 140 years ago to a multinational conglomerate operating in five continents, Chaudhary Group ("CG") has grown to become the leading Nepalese conglomerate comprising of a diverse portfolio of sectors and industries in Nepal. In 1935, CG's founder Mr. Bhuramull Chaudhary started his textiles business importing fabrics from India. CG started Pashupati Biscuits in 1973 and currently operates under the company - CG Foods (Nepal) Pvt. Ltd. CG is also the founder of the iconic Wai Wai brand of noodles and has 2.6% share of the world's noodle market. CG has a portfolio of businesses comprising over 160 companies and 123 brands and employs more than 15,000 employees in around 27 countries.

CG in 2005 forged a joint venture with Indian Hotels Company Limited to start Taj Safaris India. Prior to this CG formed a JV with Indian Hotels Limited to setup and operate the iconic Taj Samudra Hotel Sri Lanka & the Taj Exotica in Maldives. CG has always been bullish about the hospitality space. Decades on and CG is now a leading entity with various companies in Banking & Finance, Insurance, Fast Moving Consumer Goods, Electronics & Home Appliances, Telecom, Power, Real Estate, Cement, Education, Industrial Park, CSR and Hospitality in Nepal.







zinchotel



@fernhotels



@zinchotels



beaconhotels



cghotelsandresorts



@beaconhotels



@cghotels







www.fernhotels.com

www.zinchotels.com

## **Registered Office**

CONCEPT HOSPITALITY PVT. LTD.

 $6^{th}$  Floor - 607 to 610, ACME Plaza, Andheri - Kurla Road, Andheri (East), Mumbai 400 059, India. Tel: +91 22 4263 7777 | Email: info@fernhotels.com

#### Sales Offices

Ahmedabad	: +91 85919 45316	samamd@fernhotels.com
Bengaluru	: +91 99161 20108	sambang@fernhotels.com
Delhi NCR (Gurgaon)	: +91 95826 68261	samdel@fernhotels.com
Jaipur	: +91 88000 28187	samjai@fernhotels.com
Kolkata	: +91 86575 32116	samkol@fernhotels.com
Mumbai	: +91 22 4263 7777	samum@fernhotels.com
Noida	: +91 96433 06627	samnoida@fernhotels.com
Pune	: +91 20 6604 4100	sampune@fernhotels.com
Punjab	: +91 96507 74441	sampunj@fernhotels.com
Rajkot	: +91 70455 64406	samraj@fernhotels.com
Surat	: +91 63589 50902	samsur@fernhotels.com
Vadodara	: +91 82918 44020	samvad@fernhotels.com

Central Reservations Service: +91 124 458 0651

crs@fernhotels.com | crs@zinchotels.com | crs@beaconhotels.com

www.concepthospitality.com | www.cghospitalityglobal.com | www.cgcorpglobal.com

For more details on all our hotels or to make a reservation,



#HospitalityWithResponsibility

A Member

