



CONCEPT.  
**HOSPITALITY**<sup>®</sup>  
 hospitality with responsibility

A Member of  




**THE FERN**<sup>®</sup>  
 HOTELS & RESORTS  
 Leading environmentally sensitive hotels

**THE FERN**<sup>®</sup>  
*Residency*  
 HOTELS & RESORTS  
 Leading environmentally sensitive hotels

**THE FERN**<sup>®</sup>  
*Habitat*  
 HOTELS & RESORTS  
 Leading environmentally sensitive apart'otels

**ZINC**<sup>®</sup>  
 by THE FERN  
 DO THE Unexpected

**ZINC**<sup>®</sup>  
*Journey*  
 by THE FERN  
 DO THE Unexpected

**BEACON**<sup>®</sup>  
 SMART EFFICIENT  
 HOTELS



**100+ HOTELS**  
**90+ 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 Kannampilly, 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 90+ 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.



 **The Fern  
Hotels & Resorts**

 **The Fern Residency  
Hotels & Resorts**

 **The Fern Habitat  
Hotels & Resorts**

 **Zinc Journey  
by The Fern**

 **Beacon Hotels**

 **Independently  
Branded Hotels**



\*Map not to scale

# OUR BRANDS

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

UPSCALE



MIDSCALE



APART'OTEL



EXPERIENTIAL



ECONOMY



PET FRIENDLY RESORTS



DESTINATION WEDDINGS



We also manage a selection of Independently Branded Hotels



# THE FERN®

HOTELS & RESORTS

Leading environmentally sensitive hotels

**The Fern** are a collection of upscale full-service Ecolodge 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.

★ HIGHLIGHTS

- Leading environmentally sensitive hotels for the discerning traveller
- Upscale 5 star business hotels and resorts
- Full-service eco-sensitive hotels
- Personalised service, contemporary facilities and responsible elegance

# THE FERN®

*Residency*

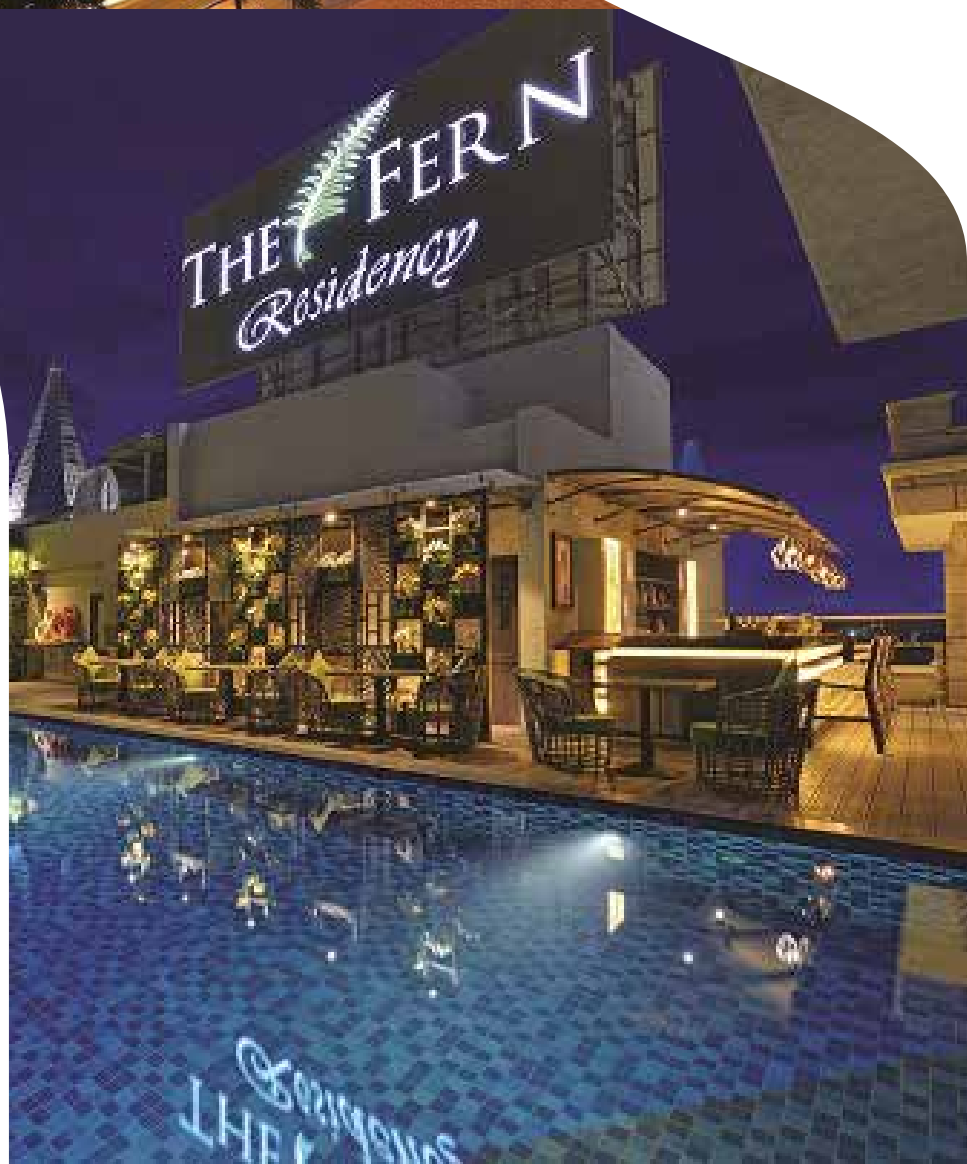
HOTELS & RESORTS

Leading environmentally sensitive hotels

**The Fern Residency** are a mid-tiered experience of business hotels & leisure resorts in the 3 & 4 star categories. It offers upmarket accommodations and service ideally suited to an emerging traveller. The Fern Residency hotels & resorts are present in key locations and offer upmarket accommodations with great pricing and excellent service.

★ HIGHLIGHTS

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



# THE FERN® Habitat

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®

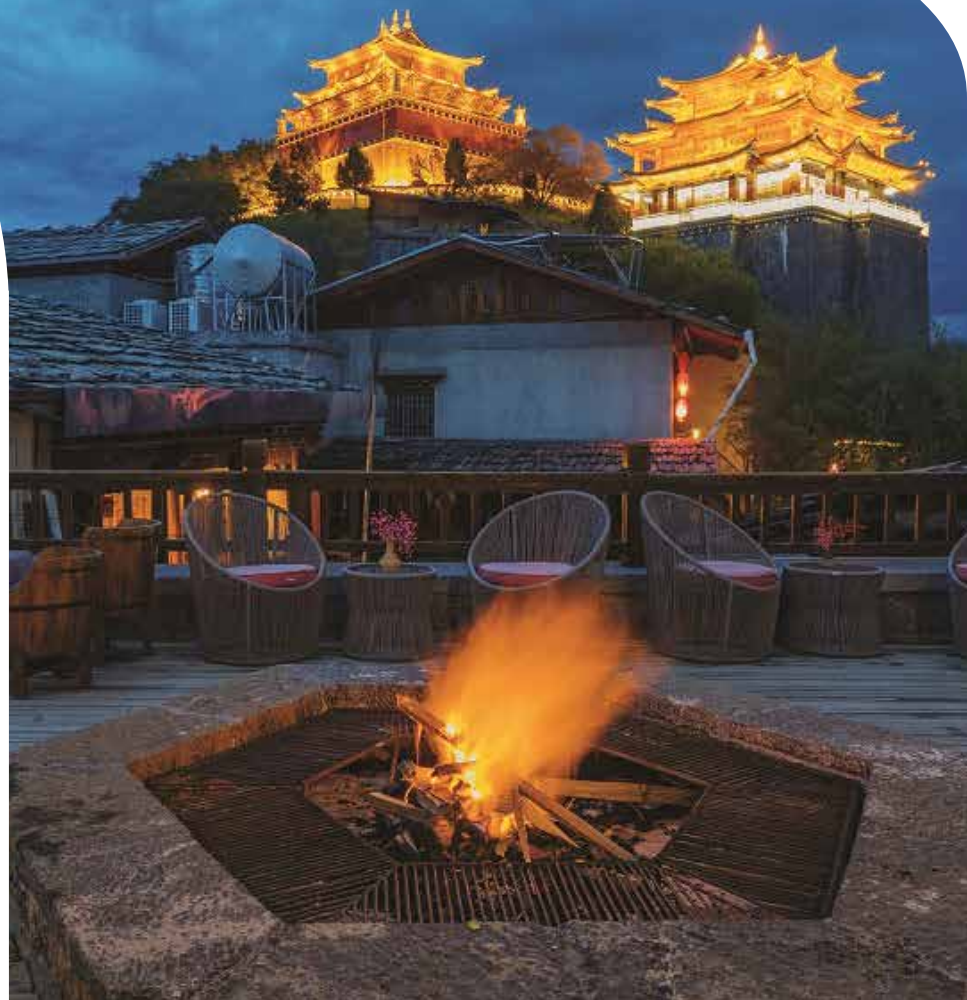
by THE FERN

DO THE Unexpected

**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





**Zinc Journey by The Fern** represents our boutique collection of lifestyle getaways. Each one comes with its own tailored set of experiences. Become a tea connoisseur, a wild life photographer, witness world heritage at your doorstep or just live like the royals did. At Zinc Journey by The Fern, you discover more than the world, you discover yourself. A stay at one of our Zinc Journey by The Fern hotels is a stay you never want to end.

★ **HIGHLIGHTS**

- **Upscale Experiential and adventure Properties**
- **Each hotel is distinctly differentiated, offering a slice of wilderness and a taste of the culture and tradition of the destination**



**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.

★ **HIGHLIGHTS**

- **Smart and efficient hotels**
- **Quality at affordable price**



# 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 noodle 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
  - \* Fariyas Group
  - \* Hotel Leela Venture
  - \* Raheja Group of Hotels
  - \* The Orchid Group





## **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.



## **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 90 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.



# 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 Bahrain.
- 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.



## **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.



## **Manoj 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 multi-dimensional hotels.
- 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.



## **Devraj 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 Orchid 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 Momaya**

**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.



## **Manish Naresh Deolekar**

**General Manager - Operations (Maharashtra)**

- Over two decades of extensive hospitality experience. Began his career as a Management Trainee with Taj and subsequently worked with International brands like Marriott, Starwood and Rydges Hotels & Resorts.
- Holds degrees in Hospitality from the Pacific International Hotel Management School, New Zealand, and a BBA from India.
- Throughout his career, has predominately worked in Hotel Operations. His experience working in various departments, across different brands has provided him with a rich and multidimensional of the industry.
- Currently oversees operations for select Fern hotels in Maharashtra. Previously, he served as General Manager at Grand Victoria The Fern Resort & Spa, Panchgani.



## **Amit Kumar Sharma**

**Cluster General Manager (Maharashtra)**

- A hotel management graduate with more than two decades of rich exposure in India and overseas.
- A hospitality professional associated with leading brands like Grand Hyatt, Intercontinental, Le Meridien, Movenpick Hotels and Sayaji Hotels, with strong expertise in hotel operations and administration.
- Currently managing Amanora The Fern, a leading hotel in Pune, as a General Manager and operationally overseeing 15 hotels and resorts in Maharashtra.



## **Rajeev 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 Eastern India.



## **Kevin Ashley 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 guiding fellow colleagues.
- Is responsible for the Sales & Marketing function of all the Regional Sales Offices and hotels & resorts in Mumbai, Gujarat 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.



## **Ravi Shanker**

**Director Sales & Marketing (South India)**

- Completed an MBA in Marketing & IB from Gitam School of International Business.
- Has over 17 years of work experience, having worked with ITC Fortune Park Hotels Ltd, Sterling Holiday Resorts Ltd, JÜSTA Hotels and Resorts Pvt Ltd, and The Serai Resorts. His last employment was with Indo Asia Hotels Pvt Ltd as Head of Sales.
- Possesses in-depth knowledge of Corporate, Leisure and MICE segments across South India.
- Responsible for the Sales and Marketing function of all the Regional Sales Offices and Hotels and 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.



## **Prasad 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



- ★ The Fern Hotels & Resorts awarded Best Customer Centric Business Partner in 2024, 2023 and 2022 at the Abbott Business Partners Meet.
- ★ Mr. Param Kannampilly awarded at the IHC London & IIM 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 6<sup>th</sup> Hospitality India Travel Awards 2023.
- ★ The Fern Samali Resort, Dapoli (Ratnagiri), awarded as The Top Hotel in Ratnagiri at Travelmyth Awards 2023.
- ★ The Fern Seaside Luxurious Tent Resort, Diu, awarded as The Best Wedding Destination Resort in Gujarat at the 6<sup>th</sup> 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, Vijayapura, 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 17<sup>th</sup> Hospitality India Travel Awards 2022.
- ★ 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 2022.
- ★ 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 Gujarat, at the Gujarat Tourism Excellence Awards 2020.
- ★ 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 Kannampilly was awarded Sustainability Person of the Year 2015 by Hotelier India Awards-ITP Publications in New Delhi on 9<sup>th</sup> 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<sup>th</sup> 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:

### PRE-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

## 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
- Loyalty program

### POST-OPENING

- Managing / Operating the hotel
- Cost & revenue budgeting
- Sales & marketing
- Online revenue management
- Database management & mass mailing
- Centralized reservations
- 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

### 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 the market
- Dynamics of 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.

## **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

## **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.

## **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.



# THE FERN®

HOTELS & RESORTS

Leading environmentally sensitive hotels

Agra . Alwar-Sariska . Belagavi . Bhavnagar . Dwarka . Ganpatipule . Goa . Hatgad-Saputara . Igatpuri . Jaipur . Jaisalmer . Jambughoda . Junagadh . Kochi . Kolhapur . Kolkata . Little Rann of Kutch . Lonavala . Mumbai . Palghar . Panchgani . Polo Forest . Pune . Sasan Gir . Shivamogga . Vadodara

Ahmedabad . Ajmer . Amritsar . Anjar (Kutch) . Asansol . Aurangabad (Chhatrapati Sambhaji Nagar) . Bambora-Udaipur . Bengaluru . Bhimtal (Nainital) . Bhiwandi-Pimplas . Bhopal . Bhuji . Bodhgaya . Chandigarh . Daman . Dapoli (Ratnagiri) . Dharampur (Kasauli Hills) . Dhari . Diu . Ekta Nagar (Kevadia-Statue of Unity) . Gandhinagar . Gangtok . Goa . Haridwar . Hubballi (Hubli) . Jaipur . Jamnagar . Jodhpur . Kakinada . Karad . Katra (Vaishno Devi) . Kolkata . Madhavpur . Morbi . Mumbai . Mundra . Mussoorie . Navi Mumbai . Parbhani . Porbandar . Pune . Rajkot . Sarnath (Varanasi) . Satara . Sawai Madhopur (Ranthambore) . Somnath . Udaipur . Vadodara . Vijayapura

## OPENING IN 2025

The Fern Residency, Seshadripuram, Bengaluru . The Fern Residency, Bharuch . The Fern Residency, Chandigarh-Zirakpur . UG The Fern Resort & Spa, Chikmagalur . The Fern, Jalna . Debu's The Fern Resort & Spa, Jim Corbett . The Fern Vishranta Resort, Kamrej-Surat . The Fern, Kanpur . The Fern, Kota . The Fern Residency, Dadar, Mumbai . The Fern Residency, Mira Road, Mumbai . The Fern Habitat, Mundhwa, Pune . The Fern Residency, Solapur . The Fern Tulua Forest Resort, Tadoba



# 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, personalised service and a true passion for the environment, preserving nature's essence for a sustainable tomorrow.

## OUR ECO FEATURES:

### ECO-FRIENDLY TOILETRIES



### GREEN TIME



### POTTED PLANTS



### TREE PLANTATION



### LED LIGHTING



### RAINWATER HARVESTING



### NO CUT FLOWERS



### ENERGY EFFICIENT AIR-CONDITIONING



### GARBAGE SEGREGATION



### NO PLASTIC



### RENEWABLE ENERGY



### SEWAGE TREATMENT PLANT



### COMMUNITY PROGRAMS



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

## OUR FERN BRANDS

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



UPSCALE

The Fern Residency is 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.



MIDSCALE

The Fern Habitat is 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.



MIDSCALE

## The Fern Crown Collection

Introducing experiential exclusivity, unrivaled experiences, a refined level of luxury and tailored services at a curated selection of upscale Fern hotels & resorts, crafting memories that last a lifetime. A world where luxury isn't just experienced, but also felt!





HOWARD PLAZA  
**THE FERN**  
 AN ECOTEL HOTEL  
 AGRA  
 A leading environmentally sensitive hotel



Rooms  
86



Dining  
3



Meeting &  
Banquet Facilities  
3



Capacity  
350



AGRA



**THE FERN**  
*Residency*  
 ELLIS BRIDGE, AHMEDABAD  
 A leading environmentally sensitive hotel



Rooms  
83



Dining  
2



Meeting &  
Banquet Facilities  
6



Capacity  
400



AHMEDABAD



**THE FERN**  
*Residency*  
 SUBHASH BRIDGE, AHMEDABAD  
 A leading environmentally sensitive hotel



Rooms  
69



Dining  
3



Meeting &  
Banquet Facilities  
8



Capacity  
400



AHMEDABAD



**THE FERN**  
*Residency*  
 AJMER  
 A leading environmentally sensitive hotel



Rooms  
31



Dining  
1



Meeting &  
Banquet Facilities  
2



Capacity  
300



AJMER



**THE FERN**  
 AN ECOTEL HOTEL  
 ALWAR-SARISKA  
 A leading environmentally sensitive hotel



Rooms  
57



Dining  
3



Meeting &  
Banquet Facilities  
4



Capacity  
3000



ALWAR-SARISKA



**THE FERN**  
 Residency  
 AMRITSAR  
 A leading environmentally sensitive hotel



Rooms  
48



Dining  
2



Meeting &  
Banquet Facilities  
2



Capacity  
125



AMRITSAR



**THE FERN**  
 Royal Farm Resort  
 ANJAR, KUTCH  
 A leading environmentally sensitive hotel



Rooms  
88



Dining  
1



Meeting &  
Banquet Facilities  
4



Capacity  
350



ANJAR (KUTCH)



**THE FERN**  
 Residency  
 galaxy mall | ASANSOL  
 A leading environmentally sensitive hotel



Rooms  
42



Dining  
3



Meeting &  
Banquet Facilities  
3



Capacity  
375



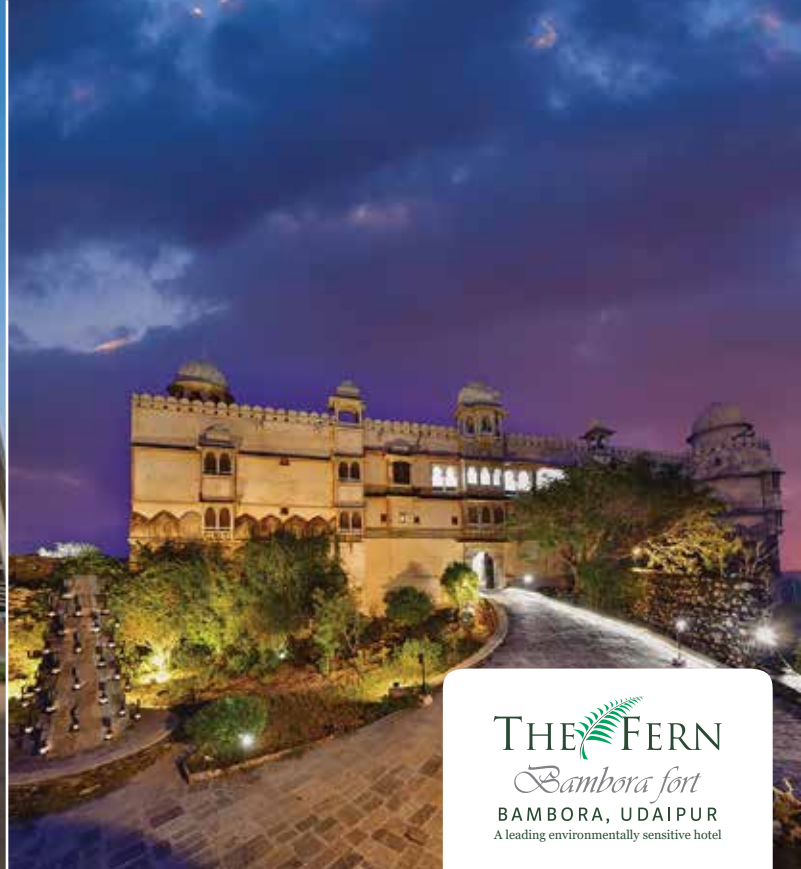
ASANSOL



  
**THE FERN**  
*Residency*  
**AURANGABAD**  
 A leading environmentally sensitive hotel

-   
Rooms  
120
-   
Dining  
2
-   
Meeting & Banquet Facilities  
6
-   
Capacity  
400
- 

AURANGABAD (CHHATRAPATI SAMBHAJI NAGAR)



  
**THE FERN**  
*Bambora fort*  
**BAMBORA, UDAIPUR**  
 A leading environmentally sensitive hotel

-   
Rooms  
32
-   
Dining  
2
-   
Meeting & Banquet Facilities  
4
-   
Capacity  
400
- 

BAMBORA (UDAIPUR)



  
**UK 27**  
  
**THE FERN**  
 AN ECOTEL HOTEL  
**BELAGAVI, KARNATAKA**  
 A leading environmentally sensitive hotel

-   
Rooms  
90
-   
Dining  
5
-   
Meeting & Banquet Facilities  
5
-   
Capacity  
150
- 

BELAGAVI



  
**THE FERN**  
*Residency*  
**YESHWANTHPUR, BENGALURU**  
 A leading environmentally sensitive hotel

-   
Rooms  
66
-   
Dining  
2
-   
Meeting & Banquet Facilities  
5
-   
Capacity  
200
- 






BENGALURU







ISCON  
**THE FERN**  
*Resort & Spa*  
 BHAVNAGAR  
 A leading environmentally sensitive hotel



**THE FERN**  
*Hillside Resort*  
 BHIMTAL  
 A leading environmentally sensitive hotel

 Rooms 55  
 Dining 2  
 Meeting & Banquet Facilities 4  
 Capacity 600  


**BHAVNAGAR**

 Rooms 35  
 Dining 1  
 Meeting & Banquet Facilities 2  
 Capacity 80  







**BHIMTAL (NAINITAL)**




**THE FERN**  
*Residency*  
 BHIWANDI-PIMPLAS, MAHARASHTRA  
 A leading environmentally sensitive hotel



**THE FERN**  
*Residency*  
 BHOPAL  
 A leading environmentally sensitive hotel

 Rooms 79  
 Dining 3  
 Meeting & Banquet Facilities 4  
 Capacity 150  


**BHIWANDI-PIMPLAS**

 Rooms 58  
 Dining 2  
 Meeting & Banquet Facilities 4  
 Capacity 120  


**BHOPAL**



**THE FERN**  
*Residency*  
**BHUJ**  
 A leading environmentally sensitive hotel



Rooms  
46



Dining  
1



Meeting &  
Banquet Facilities  
3



Capacity  
220



**BHUJ**



**THE FERN**  
*Residency*  
**BODHGAYA**  
 A leading environmentally sensitive hotel



Rooms  
63



Dining  
1



Meeting &  
Banquet Facilities  
4



Capacity  
500



**BODHGAYA**



**THE FERN**  
*Residency*  
**CHANDIGARH**  
 A leading environmentally sensitive hotel



Rooms  
34



Dining  
3



Meeting &  
Banquet Facilities  
4



Capacity  
100



**CHANDIGARH**



**THE FERN**  
*Seaside Luxurious Tent Resort*  
**DAMAN**  
 A leading environmentally sensitive hotel



Rooms  
84



Dining  
5



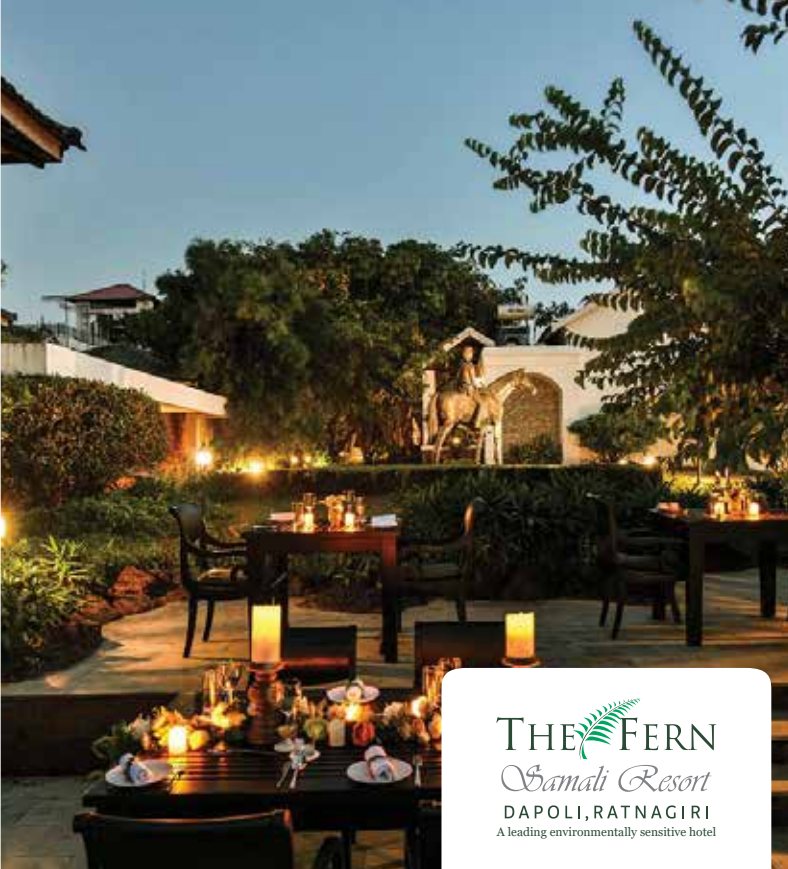
Meeting &  
Banquet Facilities  
3



Capacity  
800



**DAMAN**



**THE FERN**  
*Samali Resort*  
 DAPOLI, RATNAGIRI  
 A leading environmentally sensitive hotel



Rooms  
38



Dining  
2



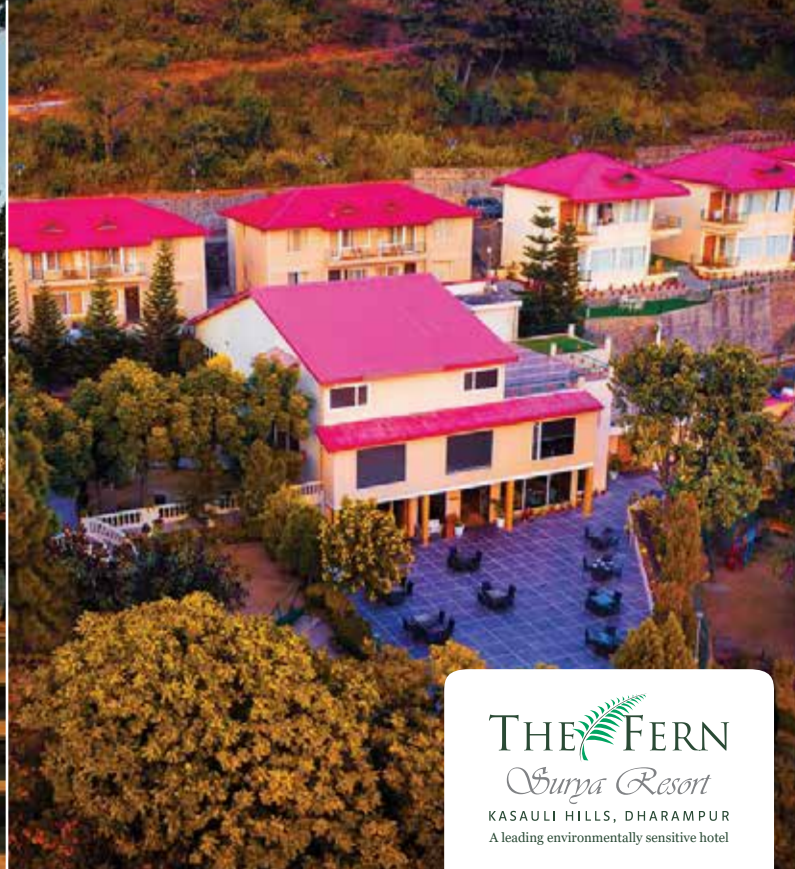
Meeting &  
Banquet Facilities  
2



Capacity  
150



DAPOLI (RATNAGIRI)



**THE FERN**  
*Surya Resort*  
 KASAULI HILLS, DHARAMPUR  
 A leading environmentally sensitive hotel



Rooms  
41



Dining  
2



Meeting &  
Banquet Facilities  
2



Capacity  
80



DHARAMPUR (KASAULI HILLS)



**THE FERN**  
*Wisteria Resort*  
 DHARI, GUJARAT  
 A leading environmentally sensitive hotel



Rooms  
55



Dining  
2



Meeting &  
Banquet Facilities  
2



Capacity  
150



DHARI



**THE FERN**  
*Seaside Luxurious Tent Resort*  
 DIU  
 A leading environmentally sensitive hotel



Rooms  
63



Dining  
5



Meeting &  
Banquet Facilities  
2



Capacity  
600



DIU





**THE FERN**  
*Satva Resort*  
 DWARKA  
 A leading environmentally sensitive hotel



**THE FERN**  
*Sardar Sarovar Resort*  
 EKTA NAGAR (KEVADIA)  
 GUJARAT  
 A leading environmentally sensitive hotel

-   
Rooms  
81
-   
Dining  
3
-   
Meeting &  
Banquet Facilities  
4
-   
Capacity  
200
- 

DWARKA

-   
Rooms  
250
-   
Dining  
2
-   
Meeting &  
Banquet Facilities  
7
-   
Capacity  
250
- 

EKTA NAGAR (KEVADIA-STATUE OF UNITY)



**THE FERN**  
*Residency*  
 GANDHINAGAR  
 A leading environmentally sensitive hotel



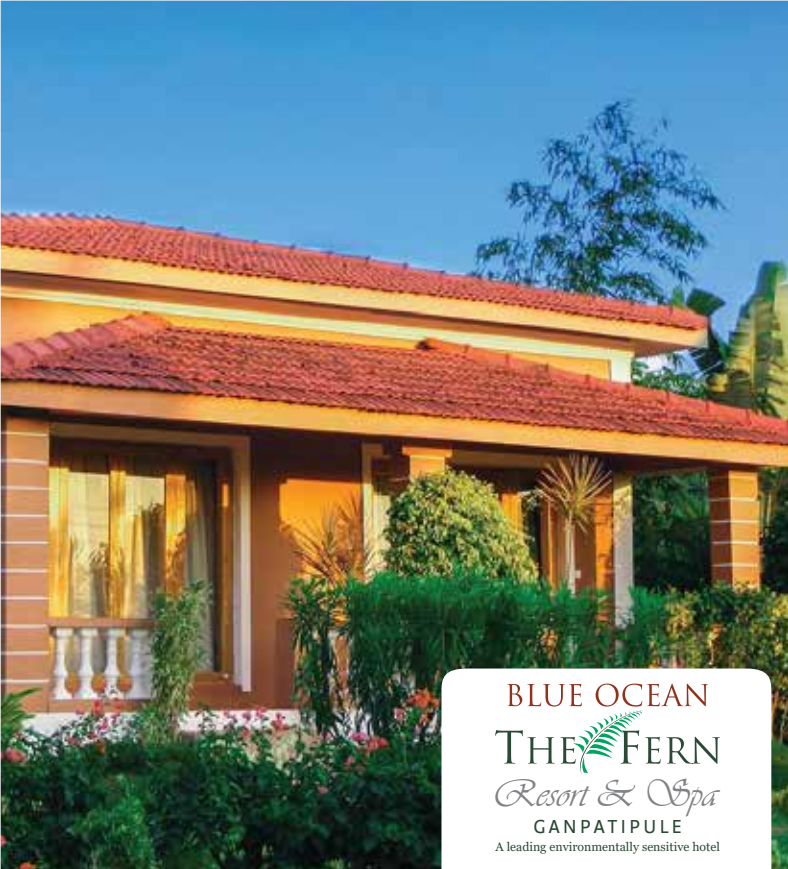
**THE FERN**  
*Denzong Hotel & Spa*  
 GANGTOK, SIKKIM  
 A leading environmentally sensitive hotel

-   
Rooms  
75
-   
Dining  
1
-   
Meeting &  
Banquet Facilities  
3
-   
Capacity  
200
- 

GANDHINAGAR

-   
Rooms  
70
-   
Dining  
3
-   
Meeting &  
Banquet Facilities  
2
-   
Capacity  
600
- 

GANGTOK



BLUE OCEAN  
**THE FERN**  
*Resort & Spa*  
 GANPATIPULE  
 A leading environmentally sensitive hotel



Rooms  
58



Dining  
2



Meeting &  
Banquet Facilities  
1



Capacity  
150



GANPATIPULE



**THE FERN KADAMBA**  
*Hotel & Spa*  
 KADAMBA, GOA  
 A leading environmentally sensitive hotel



Rooms  
48



Dining  
2



Meeting &  
Banquet Facilities  
6



Capacity  
200



GOA (KADAMBA)



**THE FERN KESARVAL**  
*Hotel & Spa*  
 VERNA PLATEAU, GOA  
 A leading environmentally sensitive hotel



Rooms  
81



Dining  
1



Meeting &  
Banquet Facilities  
3



Capacity  
220



GOA (VERNA)



**THE FERN Habitat**  
 CANDOLIM, GOA  
 A leading environmentally sensitive apart'otel



Rooms  
72



Dining  
2



Meeting &  
Banquet Facilities  
1



Capacity  
60



GOA (CANDOLIM)



**THE FERN**  
*Residency*  
 CALANGUTE-BAGA, GOA  
 A leading environmentally sensitive hotel



Rooms  
67



Dining  
2



Meeting &  
Banquet Facilities  
2



Capacity  
60



GOA (CALANGUTE)



**THE FERN**  
*Residency*  
 MIRAMAR, GOA  
 A leading environmentally sensitive hotel



Rooms  
26



Dining  
1



Meeting &  
Banquet Facilities  
1



Capacity  
50



GOA (MIRAMAR)



**THE FERN**  
*Residency*  
 HARIDWAR  
 A leading environmentally sensitive hotel



Rooms  
55



Dining  
1



Meeting &  
Banquet Facilities  
4



Capacity  
150



HARIDWAR



**THE FERN**  
*Heaven on The Hills*  
 HATGAD-SAPUTARA  
 A leading environmentally sensitive hotel



Rooms  
68



Dining  
2



Meeting &  
Banquet Facilities  
3



Capacity  
150



HATGAD-SAPUTARA



**THE FERN**  
*Residency*  
**HUBBALLI**  
 A leading environmentally sensitive hotel



Rooms  
52



Dining  
2



Meeting &  
Banquet Facilities  
3



Capacity  
136



HUBBALLI (HUBLI)



**RAKABI**  
**THE FERN**  
 AN ECOTEL HOTEL  
**IGATPURI**  
 A leading environmentally sensitive hotel



Rooms  
76



Dining  
3



Meeting &  
Banquet Facilities  
4



Capacity  
400



IGATPURI



**THE FERN**  
 AN ECOTEL HOTEL  
**JAIPUR**  
 A leading environmentally sensitive hotel



Rooms  
85



Dining  
3



Meeting &  
Banquet Facilities  
6



Capacity  
150



JAIPUR



**THE FERN**  
*Residency*  
**JAIPUR**  
 A leading environmentally sensitive hotel



Rooms  
85



Dining  
2



Meeting &  
Banquet Facilities  
2



Capacity  
100



JAIPUR



**THE FERN**  
*Habitat*  
**JAIPUR**  
 A leading environmentally sensitive apart'otel

-   
Rooms  
202
-   
Dining  
1
-   
Meeting &  
Banquet Facilities  
6
-   
Capacity  
500
- 

JAIPUR



**SKK**  
**THE FERN**  
 AN ECOTEL HOTEL  
**JAISALMER**  
 A leading environmentally sensitive hotel

-   
Rooms  
104
-   
Dining  
3
-   
Meeting &  
Banquet Facilities  
4
-   
Capacity  
300
- 

JAISALMER



**BHANU**  
**THE FERN**  
*Forest Resort & Spa*  
**JAMBUGHODA, GUJARAT**  
 A leading environmentally sensitive hotel

-   
Rooms  
91
-   
Dining  
1
-   
Meeting &  
Banquet Facilities  
6
-   
Capacity  
180
- 

JAMBUGHODA



**THE FERN**  
*Residency*  
**JAMNAGAR**  
 A leading environmentally sensitive hotel

-   
Rooms  
49
-   
Dining  
2
-   
Meeting &  
Banquet Facilities  
5
-   
Capacity  
500
- 

JAMNAGAR



**THE FERN**  
*Residency*  
**JODHPUR**  
 A leading environmentally sensitive hotel



Rooms  
55



Dining  
3



Meeting &  
Banquet Facilities  
3



Capacity  
150



JODHPUR



**THE FERN**  
*Leo Resort & Club*  
**JUNAGADH, GUJARAT**  
 A leading environmentally sensitive hotel



Rooms  
105



Dining  
2



Meeting &  
Banquet Facilities  
3



Capacity  
550



JUNAGADH



**THE FERN**  
*Residency*  
**KAKINADA**  
 A leading environmentally sensitive hotel



Rooms  
55



Dining  
1



Meeting &  
Banquet Facilities  
2



Capacity  
80



KAKINADA



**THE FERN**  
*Residency*  
**KARAD, MAHARASHTRA**  
 A leading environmentally sensitive hotel



Rooms  
42



Dining  
3



Meeting &  
Banquet Facilities  
4



Capacity  
1200



KARAD



  
**THE FERN**  
*Residency*  
 KATRA (VAISHNO DEVI)  
 A leading environmentally sensitive hotel



  
**THE FERN**  
 AN ECOTEL HOTEL  
 KOCHI  
 A leading environmentally sensitive hotel

 Rooms 68  
 Dining 1  
 Meeting & Banquet Facilities 1  
 Capacity 35  


KATRA

 Rooms 85  
 Dining 3  
 Meeting & Banquet Facilities 2  
 Capacity 80  


KOCHI



  
**THE FERN**  
 AN ECOTEL HOTEL  
 KOLHAPUR  
 A leading environmentally sensitive hotel



IBIZA  
  
**THE FERN**  
*Resort & Spa*  
 KOLKATA  
 A leading environmentally sensitive hotel

 Rooms 93  
 Dining 4  
 Meeting & Banquet Facilities 6  
 Capacity 500  


KOLHAPUR

 Rooms 110  
 Dining 2  
 Meeting & Banquet Facilities 5  
 Capacity 450  


KOLKATA



  
**THE FERN**  
*Residency*  
 RAJARHAT, KOLKATA  
 A leading environmentally sensitive hotel

-   
Rooms  
48
-   
Dining  
1
-   
Meeting & Banquet Facilities  
4
-   
Capacity  
350
- 

KOLKATA



  
**THE FERN**  
*Sattrra Resort*  
 LITTLE RANN OF KUTCH  
 A leading environmentally sensitive hotel

-   
Rooms  
47
-   
Dining  
2
-   
Meeting & Banquet Facilities  
7
-   
Capacity  
450
- 



LITTLE RANN OF KUTCH



  
**THE FERN**  
 AN ECOTEL HOTEL  
 LONAVALA  
 A leading environmentally sensitive hotel

-   
Rooms  
81
-   
Dining  
2
-   
Meeting & Banquet Facilities  
4
-   
Capacity  
400
- 

LONAVALA



  
**THE FERN**  
*Leo Beach Resort*  
 MADHAVPUR, GUJARAT  
 A leading environmentally sensitive hotel

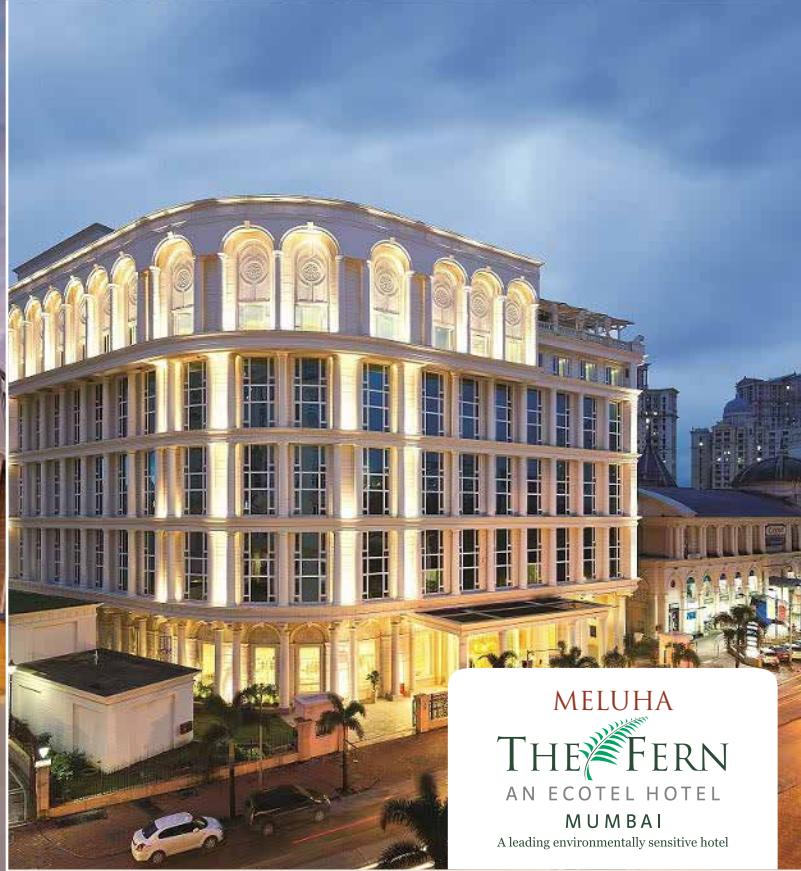
-   
Rooms  
10
-   
Dining  
2
- 

MADHAVPUR





**THE FERN**  
*Residency*  
**MORBI**  
 A leading environmentally sensitive hotel



**MELUHA**  
**THE FERN**  
 AN ECOTEL HOTEL  
**MUMBAI**  
 A leading environmentally sensitive hotel

-   
Rooms  
51
-   
Dining  
2
-   
Meeting & Banquet Facilities  
3
-   
Capacity  
300
- 

MORBI

-   
Rooms  
140
-   
Dining  
2
-   
Meeting & Banquet Facilities  
6
-   
Capacity  
350
- 

MUMBAI



**THE FERN**  
 AN ECOTEL HOTEL  
**GOREGAON, MUMBAI**  
 A leading environmentally sensitive hotel



**THE FERN**  
*Residency*  
**The Acres | MUMBAI**  
 A leading environmentally sensitive hotel

-   
Rooms  
94
-   
Dining  
2
-   
Meeting & Banquet Facilities  
5
-   
Capacity  
175
- 

MUMBAI

-   
Rooms  
84
-   
Dining  
2
-   
Meeting & Banquet Facilities  
7
-   
Capacity  
300
- 

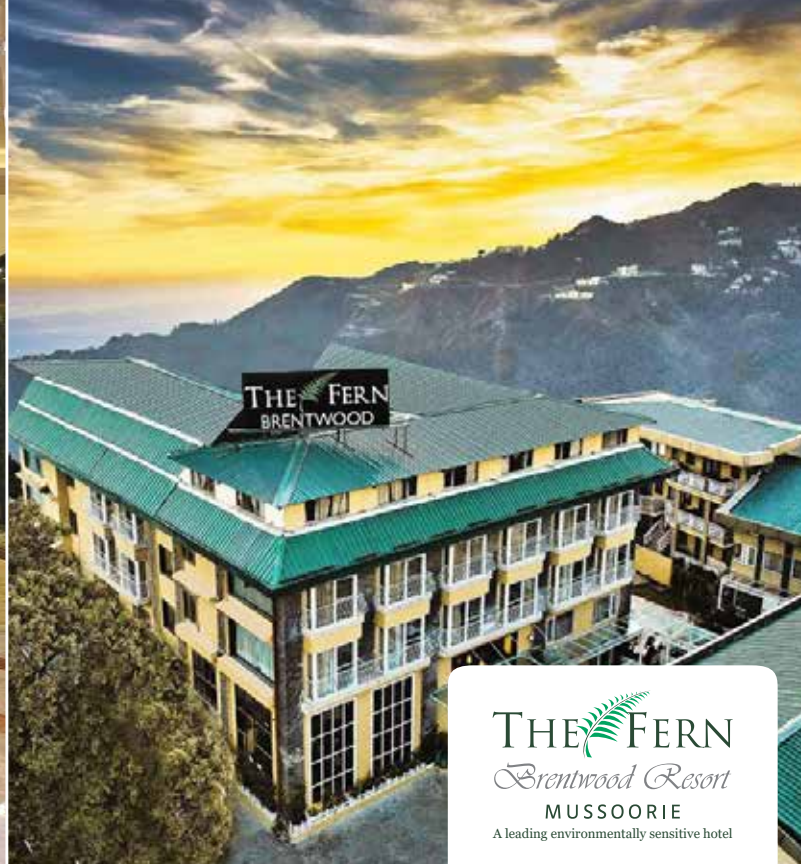
MUMBAI



**THE FERN**  
*Residency*  
**MUNDRA**  
 A leading environmentally sensitive hotel

-   
Rooms  
74
-   
Dining  
2
-   
Meeting & Banquet Facilities  
3
-   
Capacity  
300
- 

MUNDRA



**THE FERN**  
*Brentwood Resort*  
**MUSSOORIE**  
 A leading environmentally sensitive hotel

-   
Rooms  
72
-   
Dining  
2
-   
Meeting & Banquet Facilities  
2
-   
Capacity  
150
- 

MUSSOORIE



**THE FERN**  
*Residency*  
**TURBHE, NAVI MUMBAI**  
 A leading environmentally sensitive hotel

-   
Rooms  
76
-   
Dining  
2
-   
Meeting & Banquet Facilities  
2
-   
Capacity  
300
- 

NAVI MUMBAI



**THE FERN**  
*Shelter Resort*  
**PALGHAR**  
 A leading environmentally sensitive hotel

-   
Rooms  
81
-   
Dining  
4
-   
Meeting & Banquet Facilities  
7
-   
Capacity  
900
- 

PALGHAR



GRAND VICTORIA  
**THE FERN**  
*Resort & Spa*  
 PANCHGANI  
 A leading environmentally sensitive hotel



Rooms  
81



Dining  
1



Meeting &  
Banquet Facilities  
3



Capacity  
200



PANCHGANI



**THE FERN**  
*Residency*  
 PARBHANI  
 A leading environmentally sensitive hotel



Rooms  
35



Dining  
2



Meeting &  
Banquet Facilities  
2



Capacity  
300



PARBHANI



**THE FERN**  
*Sattva Resort*  
 POLO FOREST  
 A leading environmentally sensitive hotel



Rooms  
30



Dining  
2



Meeting &  
Banquet Facilities  
2



Capacity  
150



POLO FOREST



**THE FERN**  
*Residency*  
 PORBANDAR  
 A leading environmentally sensitive hotel



Rooms  
45



Dining  
1



Meeting &  
Banquet Facilities  
1



Capacity  
150



PORBANDAR








AMANORA  
**THE FERN**  
 AN ECOTEL HOTEL  
 PUNE  
 A leading environmentally sensitive hotel



E-SQUARE  
**THE FERN**  
 AN ECOTEL HOTEL  
 PUNE  
 A leading environmentally sensitive hotel

 Rooms 48  
 Dining 2  
 Meeting & Banquet Facilities 4  
 Capacity 600  


PUNE

 Rooms 55  
 Dining 2  
 Meeting & Banquet Facilities 3  
 Capacity 150  







PUNE







**THE FERN**  
*Residency*  
 Woodland | PUNE  
 A leading environmentally sensitive hotel



**THE FERN**  
*Residency*  
 MIDC, PUNE  
 A leading environmentally sensitive hotel

 Rooms 87  
 Dining 1  
 Meeting & Banquet Facilities 1  
 Capacity 30  


PUNE

 Rooms 40  
 Dining 2  
 Meeting & Banquet Facilities 3  
 Capacity 300  


PUNE



**THE FERN**  
*Residency*  
 VADGAON-TALEGAON, PUNE  
 A leading environmentally sensitive hotel

- Rooms 110
- Dining 3
- Meeting & Banquet Facilities 5
- Capacity 500
- 

PUNE



**THE FERN**  
*Residency*  
 RAJKOT  
 A leading environmentally sensitive hotel

- Rooms 69
- Dining 1
- Meeting & Banquet Facilities 5
- Capacity 500
- 

RAJKOT



**THE FERN**  
*Residency*  
 GBD REALTY | SARNATH, VARANASI  
 A leading environmentally sensitive hotel

- Rooms 44
- Dining 4
- Meeting & Banquet Facilities 3
- Capacity 600
- 

SARNATH (VARANASI)



**THE FERN**  
**Gir Forest Resort**  
 SASAN GIR  
 A leading environmentally sensitive hotel

- Rooms 44
- Dining 3
- Meeting & Banquet Facilities 2
- Capacity 150
- 
- 

SASAN GIR



  
**THE FERN**  
*Residency*  
 SATARA, MAHARASHTRA  
 A leading environmentally sensitive hotel

-   
Rooms  
60
-   
Dining  
2
-   
Meeting & Banquet Facilities  
2
-   
Capacity  
200
- 

SATARA



  
**THE FERN**  
*Ranthambore Forest Resort*  
 SAWAI MADHOPUR, RAJASTHAN  
 A leading environmentally sensitive hotel

-   
Rooms  
46
-   
Dining  
2
-   
Meeting & Banquet Facilities  
3
-   
Capacity  
150
- 

SAWAI MADHOPUR (RANTHAMBORE)







HARSHA  
  
**THE FERN**  
 AN ECOTEL HOTEL  
 SHIVAMOGGA  
 A leading environmentally sensitive hotel

-   
Rooms  
88
-   
Dining  
2
-   
Meeting & Banquet Facilities  
6
-   
Capacity  
600
- 

SHIVAMOGGA



  
**THE FERN**  
*Residency*  
 SOMNATH  
 A leading environmentally sensitive hotel

-   
Rooms  
56
-   
Dining  
1
-   
Meeting & Banquet Facilities  
2
-   
Capacity  
250
- 

SOMNATH



  
**THE FERN**  
*Residency*  
**UDAIPUR**  
 A leading environmentally sensitive hotel



  
**THE FERN**  
 AN ECOTEL HOTEL  
**VADODARA**  
 A leading environmentally sensitive hotel

-   
Rooms  
55
-   
Dining  
3
-   
Meeting & Banquet Facilities  
3
-   
Capacity  
250
- 

UDAIPUR

-   
Rooms  
72
-   
Dining  
1
-   
Meeting & Banquet Facilities  
3
-   
Capacity  
350
- 

VADODARA



  
**THE FERN**  
*Residency*  
**VADODARA**  
 A leading environmentally sensitive hotel



  
**THE FERN**  
*Residency*  
**VIJAYAPURA**  
 A leading environmentally sensitive hotel

-   
Rooms  
34
-   
Dining  
1
-   
Meeting & Banquet Facilities  
3
-   
Capacity  
75
- 

VADODARA

-   
Rooms  
67
-   
Dining  
1
-   
Meeting & Banquet Facilities  
3
-   
Capacity  
150
- 

VIJAYAPURA

# ZINC

by THE FERN

DO THE *Unexpected*

Kamnath Zinc Journey by The Fern, Diu . Jawai Zinc Journey by The Fern, Jawai . Villament Zinc Journey by The Fern, Karjat  
Arova Woods Zinc Journey by The Fern, Lonavala . MYSA Zinc Journey by The Fern (A Glade One Golf Resort), Nani Devati  
Koolwal Kothi Zinc Journey by The Fern, Nawalgarh

The Zinc Journey, Lijiang (China) . The Zinc Journey, Shangri-La (China)

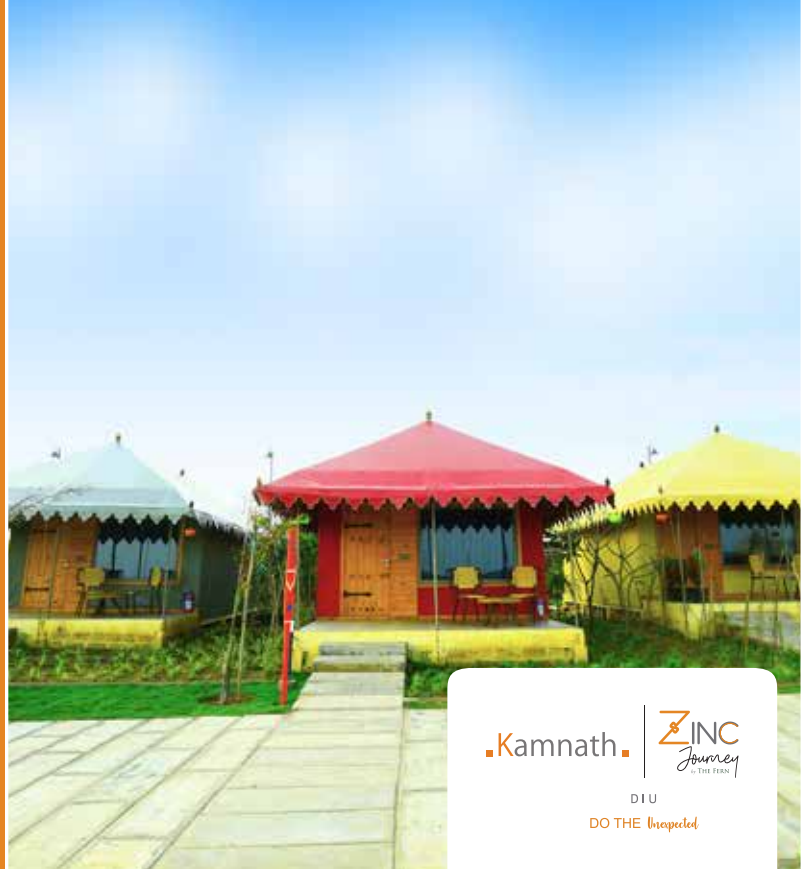
Ekho The Zinc Journey, Ella (Sri Lanka) . Ekho The Zinc Journey, Sigiriya (Sri Lanka) . Ekho The Zinc Journey, Weligama (Sri Lanka)

**OPENING IN 2025**

Alokik Sharanam Zinc Journey by The Fern, Mahabaleshwar



**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.





  
 DIU  
 DO THE Unexpected



Rooms  
18



Dining  
2



Meeting &  
Banquet Facilities  
1



Capacity  
500

DIU





  
 JAWAI, RAJASTHAN  
 DO THE Unexpected



Rooms  
18



Dining  
4



Meeting &  
Banquet Facilities  
3



Capacity  
500

JAWAI





  
 KARJAT  
 DO THE Unexpected



Rooms  
20



Dining  
2



Meeting &  
Banquet Facilities  
4



Capacity  
120

KARJAT



 |   
 AROVA WOODS | ZINC Journey  
 by THE FERN  
**LONAVALA**  
 DO THE Unexpected



Rooms  
23



Dining  
1

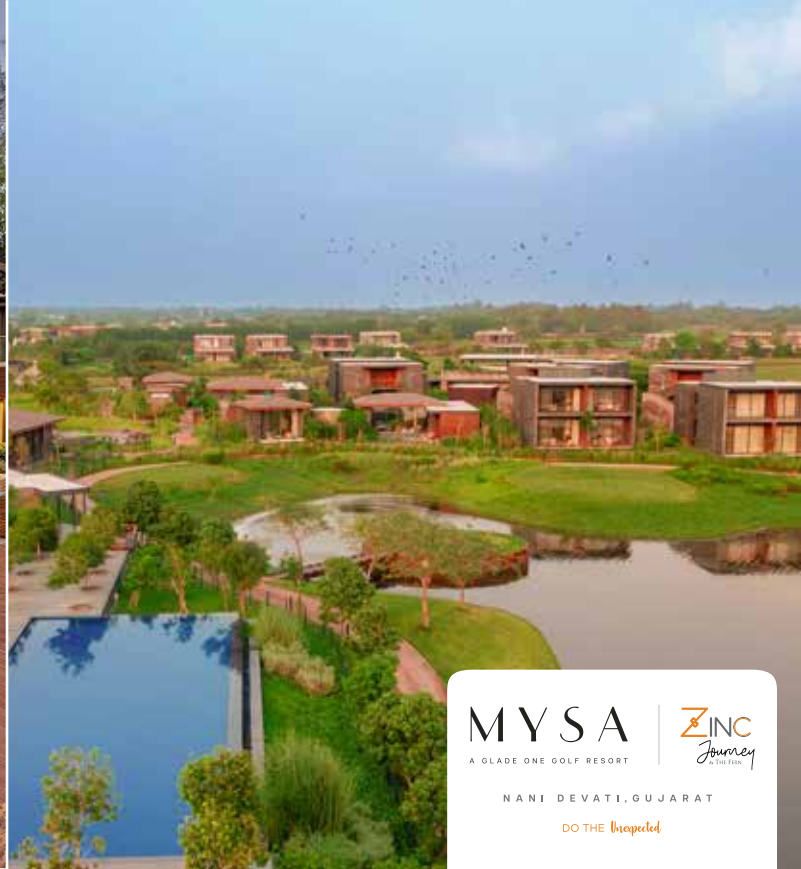


Meeting &  
Banquet Facilities  
1



Capacity  
50

LONAVALA



 |   
 A GLADE ONE GOLF RESORT | ZINC Journey  
 by THE FERN  
**NANI DEVATI, GUJARAT**  
 DO THE Unexpected



Rooms  
24



Dining  
1



Meeting &  
Banquet Facilities  
5



Capacity  
750

NANI DEVATI



 |   
 Kofwat Kofhi | ZINC Journey  
 by THE FERN  
**NAWALGARH, RAJASTHAN**  
 DO THE Unexpected



Rooms  
24



Dining  
1



Meeting &  
Banquet Facilities  
3



Capacity  
100

NAWALGARH



 |   
 阿若康巴 ARROKHAMBA | ZINC Journey  
 by THE FERN  
**LIJIANG**



Rooms  
17



Dining  
2

LIJIANG (CHINA)



-   
 Rooms  
17
-   
 Dining  
4
-   
 Meeting &  
Banquet Facilities  
1
-   
 Capacity  
50

SHANGRI-LA (CHINA)



-   
 Rooms  
14
-   
 Dining  
1

ELLA (SRI LANKA)



-   
 Rooms  
20
-   
 Dining  
1

SIGIRIYA (SRI LANKA)



-   
 Rooms  
9
-   
 Dining  
1

WELIGAMA (SRI LANKA)



# BEACON<sup>®</sup>

S M A R T E F F I C I E N T  
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Ahmedabad . Ajmer . Bhopal . Daman . Dwarka . Goa . Ichalkaranji . Jaipur . Jamnagar . Jodhpur . Lonavala  
Mahabaleshwar . Mumbai . New Delhi . Panchgani . Rajkot . Surat . Udaipur . Vadodara . Visakhapatnam

*OPENING IN 2025*

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**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.




  
**KANAK BEACON**
  
 HOTEL - ASHRAM ROAD
   
 AHMEDABAD




  
**THE ROYAL MELANGE BEACON**
  
 HOTEL - AJMER



Rooms  
40



Dining  
1

AHMEDABAD



Rooms  
24



Dining  
1



Meeting &  
Banquet Facilities  
3



Capacity  
85

AJMER



GRAND ASHIRWAD  
**BEACON**  
HOTEL - BHOPAL



Rooms  
20



Dining  
1



Meeting &  
Banquet Facilities  
2



Capacity  
80

BHOPAL



NEST  
**BEACON**  
RESORT - DAMAN



Rooms  
26



Dining  
1



Meeting &  
Banquet Facilities  
1



Capacity  
30

DAMAN



GURU PRERNA  
**BEACON**  
RESORT - DWARKA



Rooms  
57



Dining  
1

DWARKA



LA-PAZ GARDENS  
**BEACON**  
HOTEL - VASCO da GAMA  
GOA



Rooms  
74



Dining  
1



Meeting &  
Banquet Facilities  
2



Capacity  
250

GOA



GRAND FORTUNE  
**BEACON**  
HOTEL - ICHALKARANJI



THE WALL STREET  
**BEACON**  
HOTEL - JAIPUR



Rooms  
34



Dining  
1



Meeting &  
Banquet Facilities  
2



Capacity  
150

ICHALKARANJI



Rooms  
32



Dining  
1



Meeting &  
Banquet Facilities  
1



Capacity  
150

JAIPUR



ANAYA  
**BEACON**  
HOTEL - JAMNAGAR



THE PREM  
**BEACON**  
HOTEL - JODHPUR



Rooms  
40



Dining  
1

JAMNAGAR



Rooms  
14



Dining  
1

JODHPUR



VIOLA  
**BEACON**  
RESORT - LONAVALA



Rooms  
40



Dining  
1



Meeting &  
Banquet Facilities  
2



Capacity  
100

LONAVALA



VALLEY'S VIEW  
**BEACON**  
RESORT - MAHABALESHWAR



Rooms  
77



Dining  
1



Meeting &  
Banquet Facilities  
2



Capacity  
150

MAHABALESHWAR



T2  
**BEACON**  
HOTEL - ANDHERI  
MUMBAI



Rooms  
27



Dining  
1



Meeting &  
Banquet Facilities  
1



Capacity  
15

MUMBAI



ADIVA RESIDENCY  
**BEACON**  
HOTEL - GRAND ROAD  
MUMBAI



Rooms  
80







Dining  
1



MUMBAI






 Rooms 27  
 Dining 1  
 Meeting & Banquet Facilities 1  
 Capacity 15

MUMBAI

 Rooms 24  
 Dining 1

NEW DELHI



 Rooms 35  
 Dining 1

PANCHGANI

 Rooms 24  
 Dining 1  
 Capacity 70

RAJKOT



Rooms  
48



Dining  
1

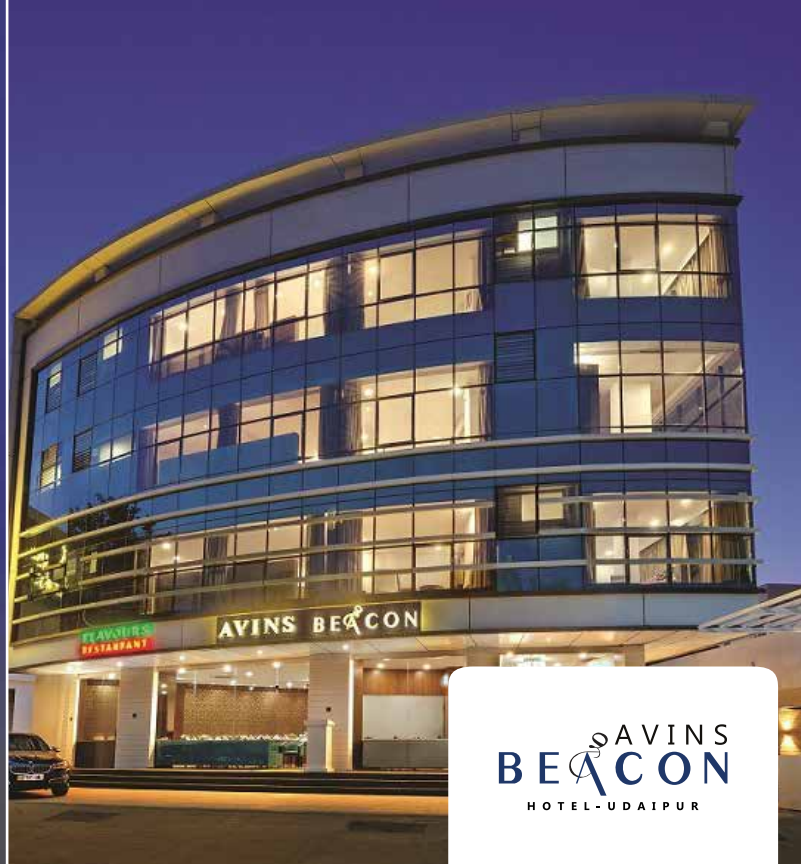


Meeting &  
Banquet Facilities  
2



Capacity  
85

SURAT



Rooms  
22



Dining  
1



Meeting &  
Banquet Facilities  
1



Capacity  
50

UDAIPUR



Rooms  
40



Dining  
1

VADODARA



Rooms  
37



Dining  
1



Meeting &  
Banquet Facilities  
1



Capacity  
50

VISAKHAPATNAM

CONCEPT.  
HOSPITALITY®  
hospitality with responsibility

INDEPENDENTLY BRANDED HOTELS:  
Mumbai . Udupi . Seychelles (Mahe . Praslin . La Digue)



**RODAS**  
AN ECOTEL HOTEL  
Ecotel® The Hallmark of Environmentally Sensitive Hotels



Rooms  
36



Dining  
1



Meeting &  
Banquet Facilities  
5



Capacity  
300

MUMBAI



**SAMANVAY**  
Luxury Boutique Hotel  
AN ECOTEL UDUPI



Rooms  
48



Dining  
3



Meeting &  
Banquet Facilities  
3



Capacity  
120

UDUPI



**SEYCHELLES HOTELS**  
Mahe - Praslin - La Digue  
Seychelles  
Serving Since 1979



Rooms  
15



Dining  
1

SEYCHELLES (MAHE)



**SEYCHELLES HOTELS**  
Mahe - Praslin - La Digue  
Seychelles  
Serving Since 1979



Rooms  
12



Dining  
1



Meeting &  
Banquet Facilities  
3



Capacity  
150

SEYCHELLES (PRASLIN)



Rooms  
7



Dining  
1

SEYCHELLES (LA DIGUE)



Rooms  
6



Dining  
1

SEYCHELLES (LA DIGUE)





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CG|BREWERY

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CG|CEMENT

CG|FINCO

CG|DEVELOPERS

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CG|BIOTECH

CG|TEL

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CG|BEVERAGE

CHAUDHARY|FOUNDATION

CG Hotels & Resorts





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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.





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