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Ashiana Housing ties up with Hyatt Hotel for Jamshedpur property

BS REPORTER

Kolkata. 15 September

ASHIANA Housing Ltd, the Delhi based realty company promoted by Vishal Gupta has tied up with Hyatt Hotels to launch its hotel property called Marine Plaza in the steel city, Jamshedpur.

Vishal Gupta, managing director, of the company said, "We have tied up with Hyatt Hotel to build a four star business class property. It will be a 120 keys property built with an investment of Rs 50 crores. It is a hotel cum retail project."

The company expects to break even in the project in next five years.

The construction on the property will begin soon and the property is expected to complete in next 30 months.

Gupta says, "There are a lot of business travelers who come to this city for work at Tata steel and other ancillary units and there is enough demand for business hotels."

The company is also looking at acquiring land for a group housing project in Jamshedpur.

Property prices in the city is approximately Rs 3000-3750 per sft.

Ashiana is a middle housing focused realty player they also cater to senior citizen resort projects.

Other projects include Ashiana Brahmananada, a group housing project in Jamshedpur, a group housing project in Jodhpur and Jaipur each.

Its senior citizen retirement resorts in Jaipur and Lavasa under the Utsav brand.



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आशियाना ने रखी मरीन प्लाजा की आधारशिला



भास्कर न्यूज | जमशेदपुर

जमशेदपुर में आशियाना हाउसिंग लिमिटेड के 25 साल पूरा होने पर गुरुवार को मरीन प्लाजा नामक नई परियोजना की आधारशिला रखी गई। मौके पर आशियाना हाउसिंग लिमिटेड के प्रबंध निदेशक विशाल गुप्ता ने बताया कि मरीन प्लाजा एक रिटेल कम हॉस्पिटैलिटी प्रोजेक्ट है, जो एक लाख अस्सी हजार वर्ग फीट में विस्तारित स्वर्णरेखा, सोनारी के तट पर मरीन ड्राइव के प्राइम लोकेशन पर स्थित है। यहां एक ही स्थान पर

शॉपिंग और हॉस्पिटैलिटी की सुविधा उपलब्ध होगी।

इसमें पहले और दूसरे फ्लोर पर रिटेल स्पेस और अन्य पांच फ्लोर पर फोर स्टार होटल हयात पैलेस होगा। इस बिजनेस होटल में 120 कमरे होंगे। मरीन प्लाजा में एक ही छत के नीचे सभी प्रकार के ब्रांड होंगे, जिससे लोगों को खरीदारी में आसानी होगी। उन्होंने बताया कि इस प्रोजेक्ट पर 50 करोड़ रुपए का निवेश होगा। इसे 30 माह के अंदर पूरा करने का लक्ष्य रखा गया है। कंपनी की कई प्रोजेक्ट चल रही है।

रिटेल व हॉस्पिटैलिटी अब एक छत के नीचे



मीडिया से बात करते आशियाना हाउसिंग लिमिटेड के प्रबंध निदेशक विशाल गुप्ता और उपाध्यक्ष शांतनु झा.

▶ आशियाना हाउसिंग के मेरिन प्लाजा का भूमि पूजन

जमशेदपुर : शहर में यह पहली बार होगा कि एक छत के नीचे रिटेल (दुकानें) और हॉस्पिटैलिटी (कमरा व अन्य) मिल जायेगा. इसे

लेकर आया है आशियाना हाउसिंग लिमिटेड. विश्वस्तरीय हयात पैलेस होटल के साथ मिलकर मेरिन प्लाजा की स्थापना की जायेगी. इसका आज भूमि पूजन किया गया. आशियाना हाउसिंग लिमिटेड के प्रबंध निदेशक विशाल गुप्ता और उपाध्यक्ष शांतनु झा ने भूमि पूजन किया. 1 लाख 80 हजार वर्ग फीट में विस्तारित यह परियोजना सोनारी के नदी के तट पर बने मेरिन ड्राइव के किनारे पर बनने वाली है. भूमि पूजन के बाद प्रेस कॉन्फ्रेंस कर विशाल गुप्ता और शांतनु झा ने बताया कि इस होटल का संचालन और मेंटेनेंस पूरी तरह हयात होटल करेगा. उन्होंने कहा कि हयात गुप से जुड़ना गौरव की बात है. आशियाना की प्रगति में यह मील का पत्थर साबित होगा. यह अपने तरह का फोर स्टार होटल सह रिटेल होगा, जिसका लाभ शहर के अलावा बाहर से आने वाले लोग भी उठा सकेंगे.

स्वीमिंग पुल से लेकर तमाम सुविधाएं उपलब्ध होंगी : स्वीमिंग पुल से लेकर तमाम सुविधा उपलब्ध करायी जायेगी. सभी ब्रांड एक छत के नीचे उपलब्ध होंगे. इसके अलावा होटल के सभी कमरे पूरी तरह लक्जरियस होंगे. दूसरी मंजिल पर स्विमिंग पूल होगा. इस होटल का भवन कुल आठ मंजिलों का होगा.

Ashiana ties with Hyatt Regency to set up hotel in Jamshedpur

Mail News Service

Jamshedpur : Vishal Gupta, managing director, Ashiana Housing Ltd. today announced its strategic tie up with global luxury hotel chain "Hyatt Regency" for its first 4 Star hotel property "Marine Plaza" coming up in Jamshedpur. The property will be solely maintained and run by Hotel Chain.

While addressing to the Jamshedpur Media, he said, "It is a proud moment for us to be associated with one of the globally renowned luxury hotel chain. This is a big milestone in the growth of Ashiana, which has always endeavored to offer quality projects to its customers."

"Jamshedpur is an important market for us and this deliberate tie up with Hyatt Hotels, for management and marketing of our 4-star hotel is to serve customers with the

best. And, Hyatt's knowledge of the Indian market and its global reputation is consistent with our pursuit of delivering quality and satisfaction to our customers", added Gupta.

Referring to the business potential and the booming necessity in the steel city intrigued Ashiana Housing to come up with this exquisite benchmark hotel in Jamshedpur. This strategic tie-up will not only help strengthen Ashiana Housing foray in hospitality but also will bring the much needed sophistication and value to the great city of Jamshedpur.

This project is strategically located at a most prime and exclusive location on Marine Drive that some of the prime residential and commercial areas like circuit house, Mango, Bistupur and

Sonari; and Educational institutions like XLRI are just a stone's throw distance which will help in gathering quality footholds.

Ashiana Housing is not an unknown name in the city of Jamshedpur as they have been nurturing smiles on the faces of its customers by providing best infrastructure and quality for the last 25 years. In the last 25 years, Ashiana has prided itself on its heritage of putting as much care and dedication as possible into their projects. The success seeds Ashiana Housing were sown in the year 1985 in Jamshedpur and Ashiana Center was the first fledgling housing project in Jamshedpur. Since then, Ashiana have been a leader in the dramatic transition of housing in the steel city as they have served people with their world class projects.

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Ashiana ties with Hyatt Regency in Jamshedpur

PNS ■ JAMSHEDPUR

Managing director of Ashiana Housing Ltd. on Thursday announced its strategic tie up with global luxury hotel chain 'Hyatt Regency' for its first 4-Star hotel property 'Marine Plaza' coming up in Jamshedpur. The property will be solely maintained and run by the hotel chain.

Addressing the Jamshedpur media, Vishal Gupta said, "It is a proud moment for us to be associated with a globally renowned luxury hotel chain. This is a big milestone in the growth of Ashiana, which has always endeavoured to offer quality projects to its customers."

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Four-star hotel at upcoming Marine Plaza

Hyatt on board for luxe project

PINAKI MAJUMDAR

Dining-in-style will get a new meaning in the summer of 2014.

It's official now. Ashiana Housing Limited, a leading realty player in the region, has roped in Hyatt Hotels Corporation for setting up a four-star hotel in Marine Plaza, an ambitious shopping-cum-hospitality project that will debut in April, 2014.

On Friday, Tata Steel managing director H.M. Nerurkar will lay the foundation stone of the much-awaited Rs 50-crore luxe address that will come up on the banks of Subernarekha on Marine Drive, Sonari.

Speaking to **The Telegraph** on Thursday, managing director of Ashiana Housing Limited Vishal Gupta confirmed they had entered into an agreement with Hyatt Hotels Corporation for setting up Hyatt Place Hotel.

"Jamshedpur is an important market for us. This tie-up with Hyatt Hotels for management and marketing of our four-star business hotel is aimed at offering the best dining experience to customers. The brand of Hyatt will further help us create a niche for Marine Plaza," said Gupta.

A seven-storey building spread over 1.80 lakh square feet will go by the name of Marine Plaza. While over 80 outlets of premium brands will take up the ground and first floor, the remaining five floors will be dedicated to Hyatt Place, which will have 120 rooms. It will also boast a swimming pool, gym, business centre, conference and meeting rooms.



Bookings have already begun for the retail shops.

"Marine Plaza's location is its advantage. The retail-cum-hotel destination is strategically situated at a prime and most exclusive location on Marine Drive. Several residential and commercial areas like Circuit House, Mango, Bistupur and Sonari, along with educational institutions like XLRI, are a stone's throw away. Naturally, we hope that there will be a huge footfall," Gupta said.

Ashiana Housing Limited is well known in the steel city. Since its inception in 1985, it has come up with several well-designed housing projects in Jamshedpur and its adjoining areas.

The group first entered the



The site of Marine Plaza in Sonari on Thursday; and (above) a model of the retail-cum-hotel address. (Bhola Prasad)

hospitality market with The Treehouse Hotel & Club at Bhiwadi in Delhi NCR. How-

ever, Marine Plaza will be its first retail-cum-hotel project in the steel city.

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Steel City awaits Hyatt debut

TIMES NEWS NETWORK

Jamshedpur: The city that boasts of having a quality three-star hotel so far would soon have a four-star hospitality destination at the picturesque Marine Drive on the Subernarekha in Sonari.

The Hyatt group's Rs 50-crore Marine Plaza is likely to get operational in around two years. The project — spread over 18,000 sq ft — will be a seven-storied building with 120 rooms. "The top five floors will serve as Hotel Hyatt. The ground and first floor will be used as retail space," said Vishal Gupta, MD, Ashiana Housing Pvt Ltd.

Hyatt Hotels Corporation and Ashiana Housing Ltd have entered into an agreement for the operation of Hyatt Place hotel in Marine Plaza.

Once completed, the property will be the first Hyatt Place hotel to open in the city and will mark the introduction of Hyatt's select service brands to the elite business travellers here.

Marine Plaza is a destination for shopping and hospitality — all under one roof. Hyatt Place will be designed for the 24x7 lifestyle of today's multi-tasking business traveller and features casual hospitality in a well-designed, technology-enabled, contemporary environment.

"At Marine Plaza, retail brands will assemble under one roof providing ease shopping to the shopper. Open areas and aesthetic architecture will definitely make shopping a great pleasure," Gupta told reporters on the sidelines of the ground-breaking ceremony for the project.



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