

Grand Luxe rebranding	
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It's now Grand Luxe Hotels Ltd

Company	Grand Luxe Hotels Ltd.
Location	Pudukottai, Coimbatore
Budget	Rs. 85 Crores
Area	3.5 acres
Capacity	27 rooms (Pudukottai), 120 rooms (Coimbatore)

ETL Hospitality services Ltd has said that the company will henceforth be known as Grand Luxe Hotels Ltd., which will operate independently as a division of Indian Green Grid Group. It will expand its operations to play a vital role in the emerging hospitality market. Heritage Madurai, which was operating under Aitken Spence as Heritance Madurai, has now become a unit of Grand Luxe Hotels. Aitken Spence will, however, continue to represent Heritage Madurai in the international market. Grand Luxe Hotels will expand its presence in Pudukottai and Coimbatore and commence operations in the current year. The old palace of the Queen spread over an area of 3.5 acres and located in the heart of Pudukottai will soon be renovated and refurbished with five star comforts. When completed, this hotel will have a complement of 27 rooms and will retain the palace's colonial elements, showcasing the rich heritage and culture of South India. The hotel at Coimbatore will be a combination of a luxurious mall displaying global brands, a multiplex and a business hotel combining the luxury, comforts and conveniences for a discerning business traveller. This 120-room hotel will be in close



proximity of the business centre and the airport. The hotel will also have a restaurant and multi-cuisine restaurant with banqueting facilities. Thiagarajan, CEO Grand Luxe Hotels, said, "Grand Luxe Hotels is all poised for growth and hence the new identity to translate the company's vision into reality. Initially, the expansion will be confined to Pudukottai and Coimbatore, but the company has major plans to expand its presence in other destinations very soon. We have invested nearly Rs 85 crore for our upcoming projects in Pudukottai and Coimbatore and in the re-branding efforts also," Thiagarajan added.

—Team Expresso