

SRS Group ventures into hotel industry

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SRS Group, a diversified company with business portfolio in retail, multiplex cinemas, jewellery, fashion wear and food & beverages, recently announced its venture into the hotel and tourism industry in Haridwar through a strategic tie-up with the promoters of Lakshya Hotel, four-star property in the city. The property has been re-branded as SRS Lakshya. Under the agreement, SRS will earn substantial royalty and fees for professional management, marketing and operating the property.

The hotel is supposed to be the first in Haridwar having its own central air conditioning plant and an in-house express laundry and dry cleaning service for its guests. It features 78 rooms including three presidential suites, four deluxe suites and 71 deluxe rooms.

Apart from this, plans are afoot to build marketing salience both in India and abroad to target tourists. SRS Group already has initiated plans for its five-star hotel and two motels in Faridabad by procuring land and licences for all three projects. “With our expertise across sectors including F&B and hospitality, this is a natural extension for us. We feel proud to extend the reach of our brand to a whole new segment of customers and promise to deliver the best of hospitality experience from the SRS family. With SRS Lakshya, we aim to capitalise upon the vast opportunities in the hospitality sector in India and further strengthen our growth strategy while ensuring great value to our shareholders,” said Dr Anil Jindal, Chairman, SRS Group.