



## Announcing 'The Park Hyderabad' a modern 7 star palace to grace the 'City of Nizams'

- The Park Hyderabad is an iconic hotel in terms of design, architecture and services showcasing Indian and International design
- This is **India's first LEED GOLD certified** green hotel
- The interiors and exteriors of the hotel are a celebration of aesthetic artistry by leading Indian and international designers and artists
- Ensnconced in the heart of the city on Hussain Sagar Lake, the hotel offers thematic and trend setting restaurants and entertainment options along with Tresorie, an exclusive retail space of 3365 sq m.

**Hyderabad, April 22, 2010:** The Park Hotels, pioneers of the boutique hotel concept in India, have launched their first hotel in Hyderabad today. Located adjacent to the Hussain Sagar Lake, **The Park, Hyderabad** further extends Apeejay Surrendra Park Hotels' reputation by setting new benchmarks in fusing local culture and international design.

With a total investment of Rs 340 crore, this new 270 room flagship property is the ninth addition to the Apeejay Surrendra Park Hotels' collection of boutique hotels. The hotel's breathtaking façade references the jewelry for which Hyderabad is world-renowned.

Speaking about the launch of the brand's new flagship property in Hyderabad, **Priya Paul, Chairperson - Apeejay Surrendra Park Hotels Pvt. Ltd.** said, *"We take pride in launching what will be an iconic hotel in the heart of Hyderabad - iconic for its services, design and architecture. This 7 star Modern Palace is inspired by the Jewels of Hyderabad. Today, The Park Hotels are synonymous with creating innovative standards in the travel industry, offering guests luxurious services. Hyderabad has emerged as one of India's key metropolitan cities and a business hub and we are delighted to grow with the city".*

The Park, Hyderabad is a **LEED GOLD** certified green hotel by the US Green Building Council. The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is internationally recognized and measures how efficiently a building or community performs across all relevant metrics like energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality as well as stewardship of resources and sensitivity to their impacts. The Park, Hyderabad maintains low outdoor heat absorption, high acoustic levels, minimal emission levels, energy-efficient lighting, and utilizes natural lighting to maximum potential. In addition to sewage treatment plants and rainwater harvesting to enhance water efficiency, the

materials used in construction and interiors also constitute a significant amount of recycled matter such as glass, paper, metal, etc.

Speaking about the launch of Apeejay Surrendra Park Hotels' first property in Hyderabad, **Anurag Bajaj, General Manager, The Park, Hyderabad**, said, *"In today's era of eco-consciousness and sustainability, we are extremely proud to bring to Hyderabad, India's first LEED GOLD certified hotel. Its environment friendly design and construction ensures that power-consumption is lower by 30 percent and potable water consumption has come down by 40 percent. In December 2009, The Park Hyderabad was awarded the 'Best future hospitality project in India' by Cityscape India."*

**For more information, please refer to the annexures provided:**

1. LEED GOLD certification - measures taken by The Park, Hyderabad
2. Design notes
  - a. The Street Lobby and Hotel Lobby
  - b. Rooms and suites
  - c. The Ruby Lounge
  - d. Verandah- The Restaurant and The Sicca Bar
  - e. Others

**About The Park, Hyderabad:**

The Park, Hyderabad blends contemporary and vernacular architectural traditions with sustainable design techniques. The hotel incorporates 270 guest rooms, deluxe and presidential suites, 3 restaurants, banquet halls, 4 bars, lounges and entertainment venues. A unique 3-D horizon pool with a 125 ft infinity edge is located on the third floor of the hotel, offering guests a spectacular view over the lake and city. Bold jewel colour accents - Roby, Coral, Emerald, Peridot and Sapphire, have been used on each of the 5 floors. All rooms are like jewelry boxes and are replete with a 10" custom-made mattress, a media hub that includes a 42" LCD television, DVD player, I-pod and laptop (on request), high speed Wi-Fi internet connectivity, specially commissioned artwork, 4 fixture bathrooms with a unique deep-soak bathtub and a bath menu. The banquet halls, spread over 10,000 sq ft, provide a business and banqueting space that is spectacular for conferences, dinners and weddings. The hotel also includes an exclusive retail space, Tresorie, breathtakingly designed to create a rich sensory retailing experience and providing an exquisitely crafted setting for the world's most precious brands.