

PRESS RELEASE**Ambuja Neotia Group and Indian Hotels Company (IHCL)
Forge Strategic Alliance**

Kolkata, India – 18th, February, 2024

Ambuja Neotia today announced a new strategic alliance with Indian Hotels Company (IHCL), India's largest hospitality enterprise. Under this partnership, IHCL will extend its extensive marketing and distribution network to Tree of Life Resorts & Hotels chain, recently acquired by the Ambuja Neotia Group, comprising 14 resorts spanning across the nation.

Mr. Harshavardhan Neotia, Chairman, Ambuja Neotia Group, expressed his satisfaction with the growing partnership, stating, "We are pleased to grow our partnership with IHCL and leverage their vast marketing and distribution network to draw domestic and inbound travellers to these destinations. Tree of Life Resorts & Hotels addresses the niche trend of experiential stays, which is a fast-emerging travel trend."

He added, "Given India's evolving tourism landscape, the target is to achieve 100 properties by 2030 under the umbrella of Tree of Life."

Mr. Puneet Chhatwal, Managing Director & Chief Executive Officer, IHCL, expressed his enthusiasm about the collaboration, stating, "With the rising trend of experiential travel, Tree of Life Resorts & Hotels offers our discerning guests unique travel experiences in offbeat destinations, including tier II and III cities. This partnership is in line with our vision to expand our brandscape to newer formats which cater to the ever-evolving travel needs."

Tree of Life, launched in 2009, operates boutique hotels in 14 destinations, including Mussoorie, Dared, Naggur, Udaipurwati, Kumaon, Binsar, among others. These resorts, located outside city centres, provide an escape into luxury and exclusivity, with opportunities to immerse in nature and local culture.

The Tree of Life Resorts & Hotels will be available for room bookings on IHCL's distribution network starting March 1, 2024.

About the Ambuja Neotia Group

Ambuja Neotia is a prominent corporate house headquartered in Kolkata, with its forte in real estate and subsequent forays into hospitality, healthcare, and education. Led by Harshavardhan Neotia, the group has been responsible for landmark projects in the Eastern Region, particularly in and around Kolkata. For more information, please visit: www.ambujaneotia.com.

AMBUJA NEOTIA HOTEL VENTURES LIMITED
(Formerly known as G G L HOTEL & RESORT COMPANY LIMITED)

Registered Office - Ecospace Business Park | Block 4B | 6th Floor | Premises No. IIF/11 | Action Area III |
New Town | Kolkata 700 160 P+033 4040 6060 | F +033 4040 6161

CIN : U55101WB1988PLC044475

About The Indian Hotels Company Limited (IHCL)

The Indian Hotels Company Limited (IHCL) and its subsidiaries bring together a group of brands and businesses that offer a fusion of warm Indian hospitality and world-class service. These include Taj, SeleQtions, Vivanta, and Ginger. For more information, please visit: www.ihcltata.com.

For media inquiries, please contact: vijayshankar.dwivedi@ambujaneotia.com

AMBUJA NEOTIA HOTEL VENTURES LIMITED
(Formerly known as G G L HOTEL & RESORT COMPANY LIMITED)

Registered Office - Ecospace Business Park | Block 4B | 6th Floor | Premises No. IIF/11 | Action Area III |
New Town | Kolkata 700 160 **P**+033 4040 6060 | **F** +033 4040 6161

CIN : U55101WB1988PLC044475