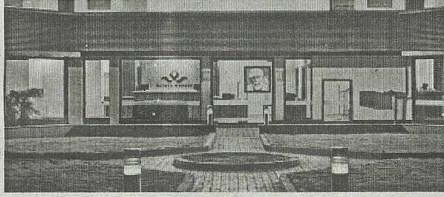


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Daiwik Hotels expands footprint in pilgrimage hospitality with its second specialty hotel



Bhubaneswar/ Kolkata, 23.04 : After debuting with a unique concept of speciality pilgrimage hospitality with the launch of its first property in Rameswaram, Tamil Nadu, Daiwik Hotels Private Limited, launched its second property in Shirdi. Continuing with the international quality hotel infrastructure and services, Daiwik Hotels Shirdi aims to provide a holistic pilgrimage experience to the consumers. Daiwik Hotels enjoys a first-mover advantage by identifying the need-gap for pilgrimage hospitality. With the growing

influx of middle income and high income group pilgrims, there is a huge unmet demand in the contemporary pilgrim requirements of quality hotels and a stress-free holistic pilgrim experience, which so far is largely unorganized although it is estimated that 60% of this travel is for religious travel in India. Daiwik Hotels' focus in Shirdi as its second destination is impelled by the recent trend of repeat visitors to the pilgrim destination. It is estimated that Shirdi receives around 6-7 million visitors every year. Daiwik Hotels Shirdi has 56 well

appointed rooms. The 4 categories of rooms are Standard, Superior, Family Deluxe and Junior Suite. It also comes equipped with a banquet hall, activity room, spa, conference room and business centre facility, unique Pilgrim Assist Desk offering detailed information about temple rituals, their timing and amenities apart from world class hospitality standards. Giving a warmer feel to the hospitality is, Ahaan, the multi cuisine vegetarian restaurant which offers special food requirements like Jain food and also pure vegan cuisine on request. Tariffs are very flexible depending on the type of room and season of visit, starting with a minimum rate of Rs. 2375/- including breakfast. Commenting on the announcement Mr. Debashis Ghosal, Managing Director and CEO, Daiwik Hotels Pvt. Ltd. said, "We chose to enter

pilgrimage hospitality because of the huge demand and supply gap in the country for quality branded products which are standardized in the mid-segment market. With our second hotel in Shirdi we are trying to fill in the gap. Our focus will continue in the pilgrimage sector and we are looking for opportunities across the country." The hotel is a 5 minute walk from the Sai Baba Mandir making it a very convenient place to stay for pilgrims. The property is centrally located, right in the heart of Shirdi, yet in a quiet lane away from the hustle bustle of the town. The full service Daiwik Hotels Shirdi will also provide a host of knowledge-based services like guided tours, historical information about the place, an area for religious discourses and recreational activities, spa, etc. to cater to every essential necessity of a modern day pilgrim.