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Daiwik Hotels to open its 3rd specialty pilgrimage property in Dwarka, Gujarat

JAMMU, JAN 29: Daiwik Hotels, India's first specialty chain of full service 4-star pilgrim hotels has announced its third property in an annual 5 million pilgrim heavy destination, Dwarka. This will be Daiwik's third property after Rameshwaram and Tirupati. Daiwik Hotels Dwarka will be a Greenfield investment of Rs 45 Cr slated to become operational by 2015. Daiwik Hotels also has plans to extend the hospitality brand to destinations like Somnath and Ambaji among others. "Pilgrim tourists are the largest travel group after 'travel for social purpose' in our country. In con-

trast there is a huge gap in the country for quality branded products. Daiwik Hotels enjoys a first-mover advantage in attempting to meet the needs of the contemporary pilgrim requirements of quality hotels and a stress-free holistic pilgrim experience, which so far is largely unorganized" said Debashis Ghosal, Managing Director and CEO, Daiwik Hotels Pvt. Ltd. The first project from the hospitality brand, Daiwik Hotels Rameshwaram, in Tamil Nadu is currently operational and their flagship project is coming up in Tirupati, Andhra Pradesh. Daiwik Hotels Dwarka

will host 120-140 keys with a mix of Superior, Deluxe and Suite accommodation options. The company has entered into a joint venture with the eminent Pabubha Manek family, known as "Bhamasha Parivar" of Okha Mandal, an eminent business house from Okha engaged in the business of Shipping and Real estate since last 4 decades. The JV partner will provide a land bank of approximately 1.20 acres and the necessary infrastructure for the upcoming properties. The full service 4-star facility will offer a multi-cuisine restaurant, fully-furnished banquets, and an activity room for kir-

tans, bhajans, discourses. There will also be a special Spa, and related retail facilities including books, music, artifacts, traditional jewellery and mementos.

Sharing his thoughts, Pabubha Manek, said, "This joint venture provided us with an exclusive opportunity to explore the potential market of pilgrimage tourism and introduce our expertise in the sector. We are very glad to form the joint venture with Daiwik Hotels, the first of its kind 'pilgrim hotel' in the country and with our respective expertise in the field we hope to make this alliance a successful one."