

GINGER STEPS INTO COIMBATORE WITH THE SIGNING OF A NEW HOTEL

MUMBAI, NOVEMBER 16, 2021: [Ginger](#) strengthens its footprint in southern India with the signing of a new hotel in Coimbatore. The hotel will be designed around the brand's lean luxe design and service philosophy of offering a vibrant, contemporary, and seamless hospitality experience to its guests.

Commenting on the signing, **Ms. Deepika Rao, Managing Director & Chief Executive Officer, Ginger Hotels**, said, "This development is in line with the brand's growth strategy of expanding its presence in metros and key commercial hubs across India. Coimbatore is the second largest city of Tamil Nadu and a major industrial centre. We are delighted to partner with Geetha Kumar's Hospitality & Healthcare Private Limited for the hotel."

[Ginger Coimbatore](#) will be located on Avinashi Road with convenient access to the Coimbatore International Airport and commercial centre of the city. The 72-key hotel will feature [Ginger's](#) newly designed signature rooms, Café Etcetera – the all-day diner, a bar, fitness centre, banquet facility, and a meeting room.

Coimbatore is a hub for the textile industry in South India. Other major industries are manufacturing, education and healthcare.

With the addition of this hotel, [Indian Hotels Company \(IHCL\)](#) will have 17 hotels in Tamil Nadu, including four under development.

About Ginger Hotels

[GINGER](#) is operated by Roots Corporation Limited which is a subsidiary of [The Indian Hotels Company Limited \(IHCL\)](#). A revolutionary concept in hospitality, [Ginger](#) prides itself in its ability to enable its guests to switch seamlessly between work and play. Fortified with a pan India presence of 82 hotels across 52 cities, including 27 under development, [Ginger](#) energizes enterprising Indians in their journeys with a hospitality experience that provides comfort and convenience.

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