

## THE RE-IMAGINED GINGER, CITY CENTRE NOIDA IN DELHI NCR UNVEILED New look to reflect Lean Luxe positioning



**Mumbai, September 3, 2019:** Ginger unveils the first Lean Luxe hotel in Delhi NCR at- Ginger Noida, City Center. The new spaces reflect a completely fresh and stylish take on design.

The Re-imagined Ginger Noida presents a co-existence of contrasts through dynamic spaces, seamlessly blending the lines of work and play, bringing about a fusion of global and local sensibilities. The design creates experiences that are vibrant, quirky, intuitive and smart. The hotel also unveils **Café Et Cetera**, its signature all day diner offering comfort food with a curated menu. The cuisine is a mix of Global and Local food catering to the on-the-go traveller. It doubles up as a personal workstation.

**Deepika Rao, Managing Director and Chief Executive Officer, Ginger** said, “We are happy to introduce the Lean Luxe experience to our guests at Delhi NCR. The re-imagined Ginger Noida City Centre is anchored around the idea of seamlessness, facilitating a ‘never stop’ lifestyle.”

The service style is designed around the on-the-go lifestyle of the target audience enabling them to do more whether it is on-the-go breakfast or express laundry service. The redesigned spaces will bring together attractive public areas as well as spots designed for solitude, allowing the smooth transition from one to the other. They come alive with vivacious high energy glocal music.

Joi Design, renowned international interior designers have worked on the new design of the repositioned Ginger Brand.

### 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 61 hotels

# GINGER

An IHCL Brand

across 42 cities including 14 under development, Ginger energizes enterprising Indians in their journeys with a hospitality experience that provides comfort and convenience.

## Get in Touch

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