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## Business Standard

### Zuri Group Global restructures hospitality business

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*Company to utilise multi-pronged strategy for national and international expansion*

Zuri Group Global, the multinational conglomerate having business interests spread across India, Kenya, UK, today announced restructuring of its hospitality business into three luxury collections – The Platinum, Lifestyle and Comfort.

Unveiling the brand categorisation model, Mr. Bobby Kamani, Managing Director, Zuri Group Global said, “I am proud to announce that we have taken a rather bold step to restructure our hospitality business at this early a stage. While one can argue that several brands have adopted this approach at an advanced stage of their existence in the market, we believe a restructuring at this stage will definitely help build a strong identity for our discerning guests”.

The Platinum Collection will now incorporate the luxurious Diani Reef Beach Resort and Spa, Kenya and The Zuri Kumarakom Resort & Spa, Kerala to offer world-class comfort and convenience. The Lifestyle Collection will have The Zuri Whitefield Bengaluru, The Zuri Whitesands Resort & Casino, Varca, Goa and The Liner, UK and will emulate the lifestyle of clients who are patrons of certain brands and Zuri will fit as their preferred brand of hotels and resorts. The Comfort Collection will offer comfortable rooms and amenities that are comfortable on the guests’ wallets as well. The Retreat by Zuri, Benaulim, Goa is a part of this collection.

“Considering the dynamic nature of our industry today, we are required to compete in the global marketplace which demands bolder and clearer brands. With brand restructuring, we believe we will be able to create a benchmark for others whilst we heighten brand value and achieve greater proximity to our customers,” Mr. Bobby Kamani further stated.

In a bid to further gain foothold in the Indian hospitality market, the group now plans to adopt a multi-dimensional strategy for growth.

Commenting on this development, Mr. Abhishek Kamani, Managing Director, Zuri Group Global said, “As a young brand, it is imperative for Zuri to make its presence felt across key markets in India and internationally, in a short span of time. In order to increase our footprint, we are focused on organic and inorganic growth, management contract route and are open to looking at private equity

partnerships in the next 5 years. We are already in advanced stages of talks with a few private owners in the southern and eastern markets.”

The group’s current turnover stands at Rs 250 crore.

**Message from Vice Chairman Mr. Deepak Kamani**

“As you will be aware, Zuri is a brand that is built around our guests. We are now expanding at a fast pace, but never without keeping our guests at the core of our approach. Aligning our properties under clearly defined segments is a move that will ensure that even during our rapid growth we still stay relevant to our guests’ needs. All our properties will now be classified under three collections that has been unveiled today - The Platinum Collection, The Lifestyle Collection and The Comfort Collection.”

**Message from Vice Chairman Mr. Rashmi Kamani**

“When the idea of a refreshingly different hospitality brand was born, we shared a dream to not just be the best, but to be where our guest would want us to be. Our conviction was rewarded with an overwhelming response that has seen our properties running well even during times when the industry was down. The time has now come to reach out further. It is in this direction that we will be using a multi-pronged strategy to expand faster and spread the essence of brand Zuri to more beautiful locations around the world.”

**About Zuri Group Global:**

Zuri Group Global is a multinational conglomerate promoted by a consortium of investors from the Middle East. The activities of The Zuri Group span across three continents with interests in Hospitality, Floriculture, Real Estate and Green Energy. Head-quartered in Bangalore, with the Indian Directors being Mr. Bobby Kamani & Mr. Abhishek Kamani, the Group’s India operations have been in existence since 1999.

The hotel properties under the Zuri brand in India include:

- \* The Zuri Whitefield, Bengaluru
- \* The Zuri Kumarakom Resort & Spa, Kerala
- \* The Zuri White Sands Resort & Casino, Goa
- \* The Retreat by Zuri, Goa

Group website: [www.zurigroupglobal.com](http://www.zurigroupglobal.com)

Hotel website: [www.thezurihotels.com](http://www.thezurihotels.com)