

# Premier Inn Set To Open 10 Hotels In India



Released on: December 01, 2009, 1:44 pm

Author: [Premier Inn](#)

Industry: [Travel](#)

Premier Inn, the UK's biggest hotel chain, has launched its first hotel in India and announced plans to open nine further hotels in India in the next five years.



Premier Inn is expanding in India to capitalise on the country's developing business traveller market. Currently there are a limited number of budget brands providing [hotels in India](#) - and this represents an excellent opportunity for Premier Inn, with its strong budget hotel model.

Premier Inn India Managing Director, Aly Shariff, said: "Large Indian corporates, multi-national companies, SME's and small privately owned firms are the kinds of customers we are targeting - there is a huge and rapidly growing junior and middle management population that represent an excellent opportunity for us. We have planned 10 hotels in five years, with Bangalore now open, following this will be properties in Delhi (2010) and Pune (2011), as well as looking at other potential sites."

Patrick Dempsey, Managing Director of [Premier Inn UK](#), said: "India represents one of the fastest growing economies in the world today, and we are confident that Premier Inn will be successful in India. Our strong budget

hotel model of great quality combined with excellent value will no doubt be an attractive proposition for business and leisure travellers alike."

[Premier Inn Bangalore](#) will cater for its guests with 105 rooms, a multi cuisine restaurant, bar, gymnasium and a conference room.

Premier Inn's development in India comes just 18 months after Premier Inn launched its first international [hotel in Dubai](#). Premier Inn Dubai now has 2 hotels, with the third site opening in December 2009.

-Ends-

**About Premier Inn**  
Award-winning Premier Inn is the UK's largest and fastest-growing hotel brand with 580 budget hotels and more than 40,000 rooms across the UK and Ireland. Premier Inn bedrooms feature en-suite bathroom, TV with Freeview, and WiFi internet access. Premier Inn offers customers a money-back 'Good Night Guarantee' of a good quality room, comfortable surroundings and friendly service, which is unique amongst Britain's leading hotel chains.

All Premier Inns feature a bar and restaurant; situated inside the hotel or adjacent, offering a wide range of food choices.

Premier Inn was the first Britain-wide hotel group to sign up with national tourist board VisitBritain; this means Premier Inn is now part of a new quality assessment scheme, specially created for budget accommodation.

In 2008 Premier Inn launched in Dubai and in 2009 opened its first hotel in India. On a domestic front, Premier Inn is set to be the largest provider of budget hotels in London by the 2012 Olympics.

**For further information please contact:**

Lisa Rebak  
Frank PR  
20-23 Mandela Street  
London  
NW1 ODU  
0207 693 6999  
[www.premierinn.com](http://www.premierinn.com)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)