



ibis Vikhroli partners with Magenta for EV charging facilities

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New Delhi, 10th February 2022: ibis, one of the most beloved smart economy hospitality brands and a joint venture from Accor Hotels and InterGlobe enterprises has tied up with Magenta to install electric vehicle charging stations (EVCS) at their newly inaugurated hotel ibis Vikhroli. The new hotel is in the strategically important corporate hub of Mumbai, Lal Bahadur Shastri Marg and symbolises the 'Aamchi Mumbai' culture for the new-age traveller. With the increasing popularity of EVs in the country, an initiative of this kind will further fuel the growth of the EV segment and will help in reducing the carbon footprint. Magenta shall install, operate, and manage DC fast chargers initially at ibis Vikhroli followed by other properties across the country.

These charging solutions are a mobile-enabled application (OCCP based) and come with many other consumer-friendly features. These chargers can be accessed by EV users using the ChargeGrid system. The ChargeGrid app provides seamless information from acquiring a charger to completing an online charging session.

Commenting on this tie up, Mr JB Singh, president & CEO, InterGlobe Hotels said, *“We’re delighted to cater the need of our young and modern audience, at a time when we are seeing them gradually shifting towards EVs. This partnership will also provide us the opportunity to promote environment friendly options for our target customer segment and meet sustainability goals.”*

All charging channels to be used under this partnership will be managed and operated with the Charge Grid internal Magenta software which will enable EV customers to continuously monitor electricity consumption and track the deduction of the wallet value during charging.

About ibis

Since 1974, ibis has been a trailblazing brand, open and welcoming to all. ibis hotels are beloved by travellers and locals for their contemporary style, vibrant social hubs, rooms that feel like home, lively bars, satisfying dining options, and easy mobile check-in experience. The brand is known for its celebration of live music, offering guests curated playlists and access to exclusive gigs with up-and-coming musicians. No matter where in the world a guest may travel, ibis always feels like the right place to be. With over 1,200 hotels and more than 150,000 rooms in 65+ countries, ibis is recognized across the globe as the leading brand in economy hospitality.

About InterGlobe Hotels

InterGlobe Hotels is a joint venture between InterGlobe Enterprises Private Limited and Accor Asia Pacific, established in 2004, to develop a network of 'ibis' hotels throughout India, Nepal, Sri Lanka and Bangladesh. This represents one of the most noteworthy financial commitments made to the mid-market hotel segment in India by any Indian corporate entity and international hotel chain. With 17 hotels now open and 6 under development, the company shall have a portfolio of 23 operational hotels with room inventory of more than 4,000 rooms by 2023. InterGlobe as a brand is famous for Insight, Ingenuity and Diligence and it sustains these attributes through delivery of new perspectives, operational excellence, and generosity of spirit. By challenging conventional thinking and industry norms, IGH devises creative processes and new implementation methods to bring about operational excellence in their performance. InterGlobe imagines the future through experimentation and exploration and comes out with surprising discoveries in a different way. IGH is a two-time recipient of the Golden Peacock Award for Risk Management.

www.interglobehotels.com