



21ST IBIS HOTEL OPENS IN INDIA – IBIS BENGALURU HEBBAL

With its modern, vibrant look and use of the latest technology, the property is part of ibis' New Generation Design hotels



Bengaluru, 7th September 2022: Accor and InterGlobe Hotels launch their new hotel - **ibis Bengaluru Hebbal**. Strategically located opposite Manyata Tech Park, ibis Hebbal Bengaluru is straddled between the IT Hubs of Outer Ring Road-Whitefield and the Bengaluru Airport.

This 21st ibis hotel in India reflects vibrant interiors, lively ambience and new-generation design, making it an Instagrammable hotel for the new age travellers from across the world. The hotel is also a quick 30 mins drive from the Kempegowda International Airport Bengaluru, as well as the well-known Bengaluru CBD area.

The 8-floor ibis Bengaluru Hebbal features 154 comfortable rooms with large windows, sleek TV panels and the much loved 'Sweet Bed' by ibis. The new-age rooms are designed to ensure comfort, featuring a couch that can be used as a third bed, a lounge chair or a mini-workstation. The hotel design balances style and functionality, showcasing amenities that meet the needs of new-age travellers who prioritise both work and leisure. The colourful and trendy aesthetics reflect the vibrancy of ibis brand.

Drawing inspiration from the essence of the city, a local flavour has been specially curated for the rooms with custom destination wallpaper. The rooms depict various local elements such as **Elephants**, a tribute to the Mysore Dasara festival of Karnataka, **Hase Chittara**, a folk art form and an intricate wall painting traditionally created by the tribal women, **The Mysore Palace**, known for its impeccable roof art, tiles and intricate mosaics and paintings of the royal family and **Bidri**, a renowned metal handicraft that derives its name from Bidar and the design shows Bidriware techniques and style. Miaja, an Interior and architectural design firm from Singapore have built and designed the chic and lively public areas of the hotel, combining western aesthetics with elements of Indian folk art.

The hotel features progressive technology, including digital menus in the restaurant, mobile check-in and access to OTT entertainment channels in the rooms, making it the ideal choice for business and leisure travelers. The interactive and pleasing public spaces are sizeable and expansive with fantastic external views that the guests & visitors can enjoy all day long.

With an approach to provide a holistic experience, ibis Bengaluru Hebbal has the signature multi-cuisine restaurant – **Spice It** with an interactive fireless kitchen and delectable local flavours served 24/7, a lively bar, and a cozy corner for book lovers with an impressive mini library. Spice It, as is showcased in all ibis hotels, offers India's longest-running breakfast, from 4 am until noon. Keeping up with the needs of business travelers, the hotel also offers 24-hour operational fitness center with a beautiful view, two boardrooms and fully equipped convertible meeting rooms. The ground floor

also has a music station with an exclusive #ibisMusic playlist as part of the brand's global collaboration with Spotify.

Adding to the excitement, **Mr JB Singh, President & CEO, InterGlobe Hotels**, said, "We are delighted with the opening of our brand-new ibis hotel in Hebbal, Bengaluru. This is the fourth ibis hotel in the city and our designers have done an exceptional job of curating this unique lifestyle product to match the needs and demands of the new age travellers. With every new hotel, we strive to provide our guests with unique experiences through innovative design, best in class amenities, and our commitment to providing the highest level of service. ibis Bengaluru Hebbal has been designed with our 'New Generation' theme, which features highly dynamic, colourful and lively public areas as well as a uniquely crafted authentic dining experience. The rooms are specifically designed to reflect the history, culture and heritage of the city. With the launch of our most recent properties, ibis Bengaluru Hebbal and ibis Mumbai Vikhroli, we are elated to say that we have raised the bar for quality accommodation in the country. We will continue to further push our design boundaries by bringing in global experiences to appeal to the discerning, design-conscious youth of today."

Commenting on the opening, **Mr. Puneet Dhawan, Senior Vice President – Operations, Accor India & South Asia** said, "The 21st ibis property in India, located in Hebbal, Bengaluru, has begun operations, demonstrating the brand's robust growth and popularity in the country. With an exciting pipeline, our select service portfolio is also driving momentum for growth in the region. ibis Bengaluru Hebbal is a perfect blend of custom designs and user-friendly technology. Located in the silicon valley of India, the aim with the new ibis is to meet the evolving needs of travellers with our renewed lifestyle approach & loyalty programs. The city is known to attract both business and leisure travellers, and this launch will provide them with a comfortable stay with a dynamic atmosphere to suit a globetrotter's tastes. We are excited to offer the best in the segment option to cater to our consumers planning to visit Hebbal."

Speaking on the launch, **Mr. Irfan Khatri, General Manager, ibis Bengaluru Hebbal** said, "Bengaluru is expanding at a fast pace and with ibis Bengaluru Hebbal, we aim to cover another micro-market in the city. To cash in on this growth trend, we are pleased to announce the launch of the fourth ibis in Bangalore to attract business travellers in the area. We ensure to offer all the contemporary amenities and fascinating hospitality experiences that will make every guest's stay a memorable experience."

ibis Bengaluru Hebbal is in proximity to some popular tourist attractions and other places of interest in Bengaluru, which contains a healthy mix of metropolitanism and tradition. The city boasts of interesting historical monuments such as Tipu Sultan Palace and some of the most beautiful gardens like Cubbon Park and Lalbagh Botanical Garden, while the popular M.G. Road is only 12 km away. Transit from Bengaluru City Railway Station is only 13km away and Bengaluru International Airport is 18km away.

To celebrate the opening of the hotel, ibis Bengaluru Hebbal has introduced an attractive inaugural offer allowing customers to avail a complimentary lunch/dinner. To avail this exciting promotion, guests can book a stay through all.accor.com and is valid until 30th September 2022.

About ibis

Since 1974, ibis has been a trailblazing brand, open and welcoming to all. ibis hotels are beloved by travelers 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 passion for live music, offering guests playlists curated for every mood 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 in 65+ countries, ibis is recognized across the globe as the leading brand in economy hospitality. ibis is part of Accor, a world leading hospitality group counting over 5,300 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

In India, they are present across 13 cities: New Delhi, Gurugram, Kochi, Bangalore, Coimbatore, Chennai, Nashik, Pune, Kolkata, Jaipur, Mumbai, Goa and Hyderabad. ibis is known to be a no frills budget offering from Accor group, which provides quality service.

About InterGlobe Hotels

InterGlobe Hotels is a joint venture between InterGlobe Enterprises Private Limited and Accor Asia Pacific. It was established in 2004 to develop a network of 'ibis' hotels throughout India, Nepal, Sri Lanka, and Bangladesh. Through its constant commitment to innovation, efficiency, and collaboration, InterGlobe Hotels has built and operationalized a chain of 19 hotels in 13 cities and will have a portfolio of 23 operational hotels with more than 4,000 keys by 2024. InterGlobe Hotels has challenged conventional wisdom by rethinking and reimagining the hotel experience and implementing operational excellence to offer its guests truly exceptional services. The company currently has properties in New Delhi, Mumbai, Chennai, Kolkata, Bengaluru, Gurugram, Pune, Nashik, Jaipur, Goa, Hyderabad, Kochi, and Coimbatore. InterGlobe Hotels is recipient of many prestigious awards and accolades including Golden Peacock Award for Risk Management, IGBC Green Champion Award and the AON Commitment to Engagement award. For more information, please visit www.interglobehotels.com