



APEEJAY SURRENDRA PARK HOTELS LIMITED

Date: July 24, 2024

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| Listing Manager, National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400051, India Symbol: PARKHOTELS ISIN No.: INE988S01028 | BSE Limited Corporate Relationship Department 1 st Floor, New Trading Ring Rotunda Building, Phiroze Jeejeebhoy Towers, Dalal Street, Fort Mumbai – 400001, India Scrip Code: 544111 ISIN No.: INE988S01028 |
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Subject: Press Release and Intimation regarding opening of first tearoom in Mumbai by Flury, iconic bakery & confectionary brand of Apeejay Surrendra Park Hotels

Respected Sir/Ma'am,

We are pleased to inform that Apeejay Surrendra Park Hotels' iconic bakery & confectionary brand "Flurys" is launching its first tearoom in Mumbai, near the Gateway of India on July 24, 2024.

A press release on the captioned subject is enclosed herewith, the contents of which are self-explanatory. This is for the information of the Exchange and the members.

Please take the above intimation on record.

Thanking You

Yours Sincerely,

For Apeejay Surrendra Park Hotels Limited

Shalini Keshan
(Company Secretary and Compliance Officer)
Membership No.: ACS-014897

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CIN - L85110WB1987PLC222139

ASPHL'S ICONIC FLURYS OPENS ITS FIRST TEAROOM IN MUMBAI

National, 24th July 2024: Apeejay Surrendra Park Hotels' iconic bakery & confectionary brand Flurys is launching its first tearoom in Mumbai, near the Gateway of India. It will feature its all-time favourite signature breakfasts including the legendary **Flurys full English Breakfast, Egg Benedict**, the famous **Flurys Sandwiches, Rum Balls, Heritage Coupes and Sundaes, Chocolate & Strawberry Cube Pastries, Classic & Flurys Special Cocktails**, and **Heritage Coffees** to the city's most vibrant neighbourhood. This marks the opening of Flurys' 84th outlet in India.

Since its inception in 1927 in Kolkata, Flurys has captured the hearts of many with its exceptional quality and timeless charm. This new Flurys tearoom in Mumbai has a seating capacity of about 100 covers, featuring both indoor and outdoor areas to cater to various dining preferences. Inside, the plush seating, ambient lighting, walls adorned with Flurys memorabilia evoke a nostalgic yet contemporary ambience. While the outdoor seating enables one to catch scenic views of the Arabian Sea dotted with boats and ships of all types.

Speaking at the launch, **Ms Priya Paul, Chairperson, Apeejay Surrendra Park Hotels** said, *"We are absolutely thrilled to announce the grand debut of Flurys' first tearoom outside Kolkata, set near the legendary Gateway of India. Known for five generations of fine confections, Flurys has been embedded in the hearts of Kolkatans and travellers to Kolkata. Our beloved brand is committed to delivering the same unparalleled quality, timeless elegance, and deep-rooted heritage that has made Flurys an icon for generations."*

Mr Vijay Dewan, Managing Director, Apeejay Surrendra Park Hotels remarked, *"Mumbai is one of the most important markets for us. We saw the immense potential - and decided to grow from two kiosks in the city, to the first-ever tearoom outside Kolkata. Flurys' business has grown by approximately 25% since last year and has a track-record of industry-leading margins of 18%. We are planning to take Flurys to about 100 outlets by the end of H1, and then take it to 120 by the end of this financial year."*

Address: 26 Apollo Bunder, near Gateway of India, Colaba, Mumbai – 400001

Timings: from 7 am to 12 am, 7 days a week

Website: <https://www.flurys.com/>

Instagram: [@flurys_mumbai](https://www.instagram.com/flurys_mumbai)

About Apeejay Surrendra Park Hotels Limited:

Apeejay Surrendra Park Hotels Limited (ASPHL) is a leading player in the hospitality sector renowned for its upscale properties and diverse F&B offerings. Since its inception in 1967, with the opening of its first property in Kolkata under the renowned brand "THE PARK," the Company has expanded its presence to 20 cities across India. At present, ASPHL operates 30 hotels, including properties owned, leased, and managed, under five distinct brands: THE PARK, THE PARK Collection, Zone Connect by The Park, Zone by The Park, and Stop by Zone. These brands are known for their upscale and upper mid-scale categories, symbolizing excellence in hospitality.

Alongside its core hospitality offerings, ASPHL has a diverse portfolio in food and beverage (F&B) and entertainment, with restaurants, nightclubs, and bars. The Company also has a well-established footprint in the retail food and beverage sector through its iconic retail brand 'Flurys,' comprising a network of 83 outlets featuring various formats including kiosks, cafes, and restaurants. Moreover, the Company's portfolio includes nightclubs and entertainment options, enhancing its brand positioning and enabling synergistic cross-selling opportunities.

For Media Enquires:

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For more information about us, please visit www.theparkhotels.com

DISCLAIMER:

Certain statements made in the press release may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like significant changes in economic environment in India and overseas, tax laws, import duties, litigation, labour relations etc. Actual results might differ substantially from those expressed or implied. Apeejay Surrendra Park Hotels Limited will not be in any way responsible for any action taken based on such statements and discussions; and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances
