

'Trident Hilton Hotels' in India rebranded 'Trident Hotels' Launches new GDS code "TH"

'Trident Hilton Hotels' in India have been rebranded as 'Trident Hotels'. Effective April 2008, 'Trident Hilton' hotels located in Gurgaon (Delhi National Capital Region), Agra, Jaipur, Udaipur, Cochin, Bhubaneswar and [Chennai](#) are designated as 'Trident'. 'Hilton Towers' in [Mumbai](#) is now 'Trident, Nariman Point, Mumbai'. This rebranding has been undertaken after The Oberoi Group terminated its alliance with Hilton International Co.

As a part of the rebranding, Trident Hotels also launched its own dedicated GDS Chain Code 'TH'. The new GDS code came into effect on 1st April, 2008, from which date all Trident hotels are available under the unique 'TH' designation, instead of the Hilton International code 'HL'.

Trident Hotels are available on all major GDS with 'Seamless Next Generation' connectivity and also participate in the newly launched 'Total pricing' and best available rate programs of all GDS.

In 2004, The Oberoi Group and Hilton International Co. entered into a strategic alliance for marketing and co-branding hotels in India under the 'Trident Hilton' brand. While The Oberoi Group continued to plan, staff and operate the hotels, Hilton International was responsible for the sales and marketing of the hotels. With the termination, in addition to planning, staffing and operating the hotels, The Oberoi Group also supports the sales and marketing of Trident Hotels worldwide.

P.R.S. Oberoi, Chairman, The Oberoi Group said, '*The outlook for the Trident brand in India is excellent and we are very confident that Trident Hotels will continue to expand exponentially.*'

Referring to the new brand identity Rattan Keswani, President, Trident Hotels said, '*Trident hotels are five-star hotels that are acknowledged for offering quality and value. The Trident brand stands for dependability and care. Our guests can depend upon us to make their stay enjoyable.*'

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