

## State-owned Ashok Hotel to share brand name with private firms

The 'Ashok' brand of premium hotels, owned by the state-run hospitality major India Tourism Development Corp (ITDC), will now be prefixed or suffixed on properties owned by six private firms.

Pacts have been signed with the six hotels in as many cities ranging from five-star deluxe to three-star properties, to share its brand name on a revenue-sharing basis.

'The concept of owning hotels is out,' said ITDC chairman and managing director Pervez Dewan while announcing the new concept before reporters at the Ashok Hotel here. 'We have launched this project under what we are calling Ashok Alliance.'

The six hotels are in Kolkata, Malout in Punjab, Nagpur, Jodhpur and Manesar and Bhiwadi in Haryana. While launching the scheme in August, ITDC had signed pacts with two hotels - in Chandigarh and Surat.

The state-run company Thursday also announced an agreement with the Indian Institute of Learning and Advanced Development (Inlead), Gurgaon to jointly launch 'Ashok Inlead School of Hospitality'.

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