



BWH | Hotels

Best Western Hotels & Resorts ventures into Greater Noida with the signing of Best Western brand at IThums Galleria, Alpha II

Best Western Hotels & Resorts, one of the world’s leading hotel chains, continues its rapid expansion in India by collaborating with the reputed SBTL Group to bring Best Western IThums in Greater Noida, Uttar Pradesh, the hub of IT, Automotive, Education, and Electronic industries.

Located at IThums Galleria in Alpha II, an upscale mixed used development consisting of the hotel, offices, retail outlets, multiplex, and dedicated food & entertainment zones. Having 165 rooms and guest facilities such as a multi-cuisine restaurant, bar, multiple meeting and function venues, and recreation facilities, Best Western IThums shall be a perfect venue for business, leisure, social gatherings, and MICE events.

“Greater Noida has seen tremendous growth in recent years and has emerged as a promising business and residential destination set on a positive growth curve. We are pleased with our collaboration with IThums World to offer a well-appointed and comfortable hospitality venue to this vibrant city”, said Atul Jain, Chief Operating Officer, BWH Hotels – India, Bangladesh and Sri Lanka. “We have been experiencing a remarkable growth and penetration into diverse markets in India, and are delighted to introduce new properties to our guests in the highest traditions of hospitality,” he added.

Divyansh Sahni, Director, IThums World, says, "The successfully concluded Global Investor Summit and G20 meetings that drew participants and visitors from 40 countries have given global legitimacy to Uttar Pradesh, opening the way for the state to become the country's largest economy. Being the financial hubs of the state, Noida and Greater Noida present a great opportunity for investment and business growth. The development of new sectors, and the upcoming Jewar International Airport are also being counted as an

advantage over other adjoining regions and will surely give an impetus to infrastructure development and demand for the real estate sector.” Speaking on the collaboration with BWH Hotels, he added, “This is our maiden venture into the hospitality space and we’re pleased to join hands with an esteemed international hotel chain to launch our first hotel at IThums Galleria, which I’m sure would gather loads of public attention as it will also host reputed retail, lifestyle, and F&B brands such as Westside, Croma, Starbucks, Zudio, KFC, Chaayos, etc. We’re on track to launch the retail and commercial areas of the facility in Phase 1, followed by the hotel and office space in Phase 2.”

Built on the foundation of Best Western Hotels & Resorts (BWHR), an iconic hotel brand that boasts of a presence and hospitality experience of over 75 years, BWH Hotels comprises three master brands – WorldHotels, Best Western Hotels & Resorts, and SureStay Hotels – offering 19 brands globally that bring a full suite of options for travelers and developers alike, creating a global network of 4,700+ hotels across every chain scale segment in over 100 countries and territories worldwide.

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