



BWHSM | Hotels

BWHSM Hotels open its first hotel in the Karnataka region with the opening of Aiden by Best Western @ Hennur Bengaluru

This is Bengaluru's 01st & Aiden's 02nd Hotel in the country

New Delhi, India (_____, 2023) BWHSM Hotels is proud to announce the opening of Aiden by Best Western @ Hennur Bengaluru, a magnificent addition to the Group's portfolio and its first property in the picturesque city of Garden-Bengaluru. This milestone opening marks a significant step forward in the Group's mission to expand its footprint in the region.

Aiden by Best Western Hennur Bengaluru, an upper-midscale segment that offers the perfect combination of hotel and home for an enriching extended stay experience under the iconic Aiden by Best Western brand name. This is the second Aiden by Best Western in the country.

The hotel provides 38 comfortable and well-equipped rooms with modern amenities. Each room features contemporary design with aesthetically pleasing artwork inspired by Karnataka and unique staircase artwork showcasing a blend of modern and local styles. The hotel offers complimentary Wi-Fi, a multi-cuisine restaurant, a boardroom, and a partially equipped fitness center for guests to enjoy.

The hotel is situated in a strategic location on Kempegowda Road, offering easy access to Kempegowda International Airport and Yeshwanthpur Railway Station. It is also in close proximity to the prominent IT hub and technology sector in the city, including Manyata Tech Park, Indira Nagar, and Whitefield. Bengaluru is a rapidly growing metropolis in India, with a thriving IT industry and a host of conferences and seminars that attract visitors from around the world.

The Chief Operating Officer of BWH Hotels for India, Bangladesh, and Sri Lanka, Mr. Atul Jain , expressed his excitement about the new opening of Aiden by Best Western Hennur Bengaluru. He feels fulfilled to witness the hotel's opening in Bengaluru and believes that Sorrel Hospitality Pvt. Ltd and Raineo Ventures Private Limited's cooperation in culture, service offerings, and vision has resulted in this outstanding asset. Mr. Jain is confident that Aiden by Best Western Hennur Bengaluru will continue to gain customer loyalty and become their preferred choice for hospitality in Bengaluru.

The Directors of Raineo Ventures Private Limited, Ms. Akshata Rai and Mr. Sanjay Rai, are pleased to announce their partnership with BWH Hotels to introduce an exciting Aiden by Best Western in Bengaluru. The hotel will showcase the vibrancy and poise of modern India through locally inspired design and experiences while providing personalized service to meet the needs of both business and leisure travelers. With Bengaluru being one of the fastest-growing global major metropolises and the BWH brand being one of the most prestigious in India, this partnership is a perfect match for showcasing the spirit of warmth and welcome.

About BWH™ Hotels

BWH Hotels is a leading, global hospitality enterprise comprised of three hotel companies, including WorldHotels™, Best Western® Hotels & Resorts and SureStay® Hotels. The global enterprise boasts approximately 4,300 hotels in over 100 countries and territories worldwide*. With 19 brands across every chain scale segment, from economy to luxury, BWH Hotels suits the needs of developers and guests in every market.

*Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

Media Contact: Sarika Stephen
Sarika.stephen@bwhindia.in