



**BWH<sup>SM</sup> | Hotels**

**BWH Hotels Unveil Its Cool, Edgy, and Chic Boutique Lifestyle Hotel in Holy city of Amritsar by Signing of - AIDEN BY BEST WESTERN @ THE MALL**

*Scheduled to open in 2025*

New DELHI [DATE]– BWH Hotels, in collaboration with TMV Projects Pvt. Ltd., is delighted to announce the signing of their newest boutique lifestyle hotel, AIDEN BY BEST WESTERN @ THE MALL AMRITSAR, underscoring their commitment towards providing unique and memorable experiences to travelers across the country. This avant-garde property, assures an immersive blend of local charm and modern style, making it a standout addition to city of Amritsar.

Adding to an existing portfolio of 3 distinctive brands in Amritsar, this latest signing will further strengthen

Best Western Hotels presence in upscale Segment within the Region. This collaboration marks the Third of its kind in India following the openings of "Aiden by Best Western Goa" and "Aiden by Best Western Bengaluru."

The hotel will boast of 51 trendy guest rooms, cutting-edge banqueting and meeting facilities suitable for both business and social events, recreational facilities, and F&B venues, including a stylish all-day dining restaurant & bar and a vibrant rooftop bar and grill offering a panoramic city view – the hotel embodies the stylish essence of the Aiden by Best Western brand.

"We are excited to introduce AIDEN BY BEST WESTERN @ THE MALL to Amritsar with a promise to offer our guests an exceptional hospitality experience in the heart of the city. Stay tuned for much anticipated grand opening in 2025." announced Mr. Atul Jain, COO, BWH Hotels - India, Sri Lanka & Bangladesh.



#### About BWH<sup>SM</sup> 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.

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