



“SureStay Plus by Best Western” – BWH Hotels signs its Midscale Segment Brand in Jalandhar

Designating the third establishment in the city of Jalandhar, by January 2027

New Delhi, India (DATE) - BWH Hotels expands its portfolio by signing its quality & value Brand - “SureStay Plus by Best Western” in Jalandhar further strengthening the Brands presence in its Punjab bastion. This expansion aims to empower guests in finding the perfect product tailored to their specific needs.

SureStay Hotels is a hotel franchise collection that gives value-oriented travelers an exceptional experience at an affordable price. With an existing global portfolio of approximately 500 hotels, including seven in India, SureStay Hotel Group® has achieved remarkable success since its inception just seven years ago. The SureStay Hotels umbrella encompasses "SureStay," "SureStay Plus," "SureStay Studio," and "SureStay Collection," offering a versatile array of options for both travelers and investors.

Upon completion of SureStay Plus by Best Western Jalandhar, the hotel will offer 45 well- appointed rooms, Banquet space to host business meets & social events, all-day dining restaurant, bar, fully equipped fitness center as well as a swimming pool, fulfilling the Brand standard to deliver unique experience comfortable stay, characterized by unmatched service.

Mr. Atul Jain, Chief Operating Officer, BWH Hotels – India, Bangladesh and Sri Lanka, says: “We are extremely delighted at the expansion of our “SureStay” Brand in Jalandhar. This expansion signifies a commitment to providing exceptional experiences catering to the diverse needs of both business and leisure traveler and further solidifying the brand's reputation for quality and guest satisfaction.”

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.

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