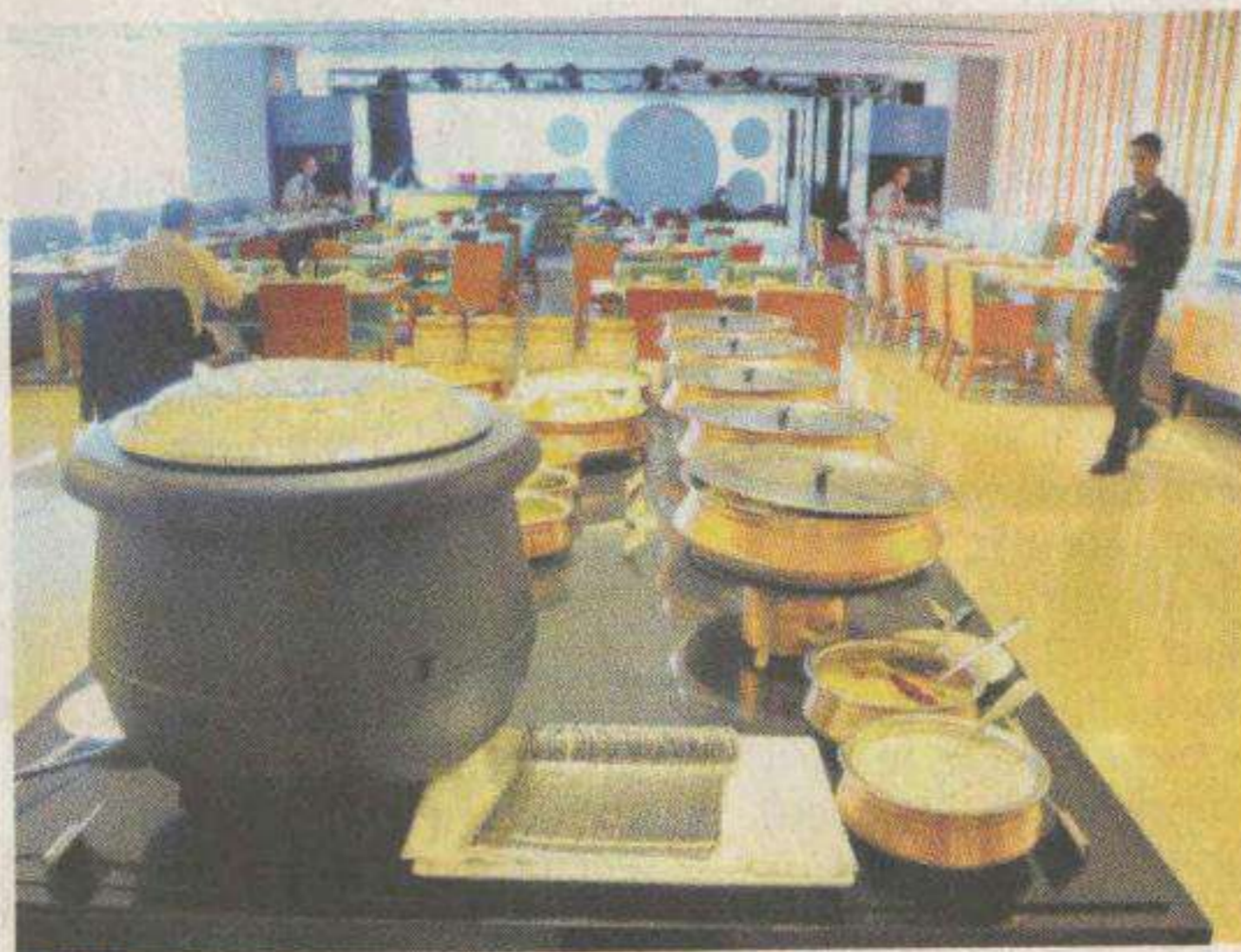


Luxury at an affordable price

Introducing a format that combines affordability, quality and innovation, is the first Fairfield Marriott that was launched in the City recently.

The newly-launched Hotel Fairfield Bengaluru Rajajinagar, the first in Asia, has 148 rooms and a three-meal-a-day restaurant *Kawa* along with other features like a functional lobby with a bar lounge, banquet and meeting room space with up-to-date technology, rooftop pool and a fitness centre. The rooms are split into deluxe, twin and fairfield categories. "Today's consumers are young and dynamic and want value for money," says Shruthi Buckley, vice president and global brand manager. She adds, "We spent time trying to get inputs from professionals working in the IT Parks to



CLEAN *Kawa*, the restaurant at the hotel.

understand what their expectations are from the place they wish to stay. We were excited to find that apart from their taste in gadgets and fashion, these

professionals and youngsters also wanted a classy option, varying from fabric to features within an affordable budget."

Shruthi vouches that now

that Bangalore has turned into a business hub, the guest experience offered in this hotel, will enthrall them. "We've taken extra care to maintain a high standard in decor and 'bath necessities'. All this comes under an 'easy price' tag," she adds. Talking about the customer needs, Don Cleary, chief operating officer of Asia Pacific Marriott International, says, "I used to visit the City, once every six to eight weeks to understand whether this brand would resonate well with the food and beverage demands as well as comfort level of the people. All this at a reasonable price." The hotel also features a business centre and a unique 'The Market', which has 24/7 food and beverage offering at the market price.

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