

**SAMHI Hotels Ltd.**

CIN:  
L55101DL2010PLC211816  
Regd. Office: Caspia Hotels  
Delhi, District Centre Crossing,  
Opp. Galaxy Toyota Outer Ring  
Road, Outer Ring Rd., Haider  
Pur, Shalimar Bagh, Delhi-  
110088.

18<sup>th</sup> July 2024

**BSE Limited**  
**Corporate Relationship Department**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai 400 001  
Maharashtra, India

**Scrip Code: 543984**

**National Stock Exchange of India Limited**  
Exchange Plaza, C-1, Block G  
Bandra Kurla Complex,  
Bandra (East)  
Mumbai – 400 051  
**Scrip Code: SAMHI**

**Sub: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulation 2015, as amended from time to time ('SEBI LODR Regulations')**

Dear Sir / Madam,

Pursuant to the provisions of Regulation 30 of the SEBI LODR Regulations, we would like to inform you that Duet India Hotels (Ahmedabad) Private Limited, Duet India Hotels (Chennai) Private Limited, Duet India Hotels (Chennai OMR) Private Limited, Duet India Hotels (Pune) Private Limited and Duet India Hotels (Hyderabad) Private Limited, subsidiaries of the Company and Duet India Hotels (Jaipur) Private Limited, a step-down subsidiary of the Company have, *inter-alia*, signed management agreements (“**Agreements**”) with Marriott Hotels India Private Limited and its affiliates (“**Marriott**”) in relation to their assets situated in Ahmedabad, Chennai OMR, Chennai Mahindra World City, Pune, Hyderabad and Jaipur, respectively (“**Assets**”). This would entail transition of the Assets from a franchise model to a hotel to be managed and operated under the supervision, direction and control of the Marriott.

Further, the assets situated in Pune and Jaipur are proposed to be rebranded in accordance with the terms of the Agreements. Given below are the brief details of the planned conversion and rebranding (*as applicable*).

S. No.	Asset	Proposed Change <sup>1</sup>
1.	Four Points by Sheraton, Jaipur	(i) Proposed rebranding of the hotel to a Tribute Portfolio branded hotel; and (ii) Transition from franchise arrangement to a management arrangement.
2.	Four Points by Sheraton, Pune	(i) Proposed rebranding of the hotel to a Courtyard by Marriott branded hotel; and (ii) Transition from franchise arrangement to a management arrangement.
3.	Fairfield by Marriott, Ahmedabad	Transition from franchise arrangement to a management arrangement
4.	Fairfield by Marriott, Hyderabad	Transition from franchise arrangement to a management arrangement

Correspondence:  
SAMHI Hotels Ltd.  
14<sup>th</sup> Floor, Building 10C,  
Cyber City, Phase II,  
Gurgaon 122002, Haryana,  
INDIA  
Tel: +91 124 4910100  
Fax: +91 124 4910199  
[www.samhi.co.in](http://www.samhi.co.in)

<sup>1</sup> Note: The dates of changeover from franchise model to management model are expected to be by or before October 2024 and the dates of rebranding for the Pune and Jaipur assets is expected by March 2026.

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5.	Fairfield by Marriott, Chennai OMR	Transition from franchise arrangement to a management arrangement
6.	Fairfield by Marriott, Chennai Mahindra World City	Transition from franchise arrangement to a management arrangement

**Please find attached herewith a copy of the press release in this regard.**

You are hereby requested to take the above information on record.

Thanking You.

Yours faithfully,

For **SAMHI Hotels Limited**

**Sanjay Jain**  
**Senior Director- Corporate Affairs,**  
**Company Secretary and Compliance Officer**

**Encl.: As above**

## Press Release

### SAMHI Executes Agreement with Marriott for Rebranding Two Hotels

**Gurugram, 18<sup>th</sup> July 2024** – SAMHI Hotels Ltd, a prominent hotel ownership and asset management platform in India, has informed exchanges about entering into agreements for the rebranding of two of its hotels acquired as part of ACIC portfolio. This follows SAMHI's core strength and proven experience of acquisition and turn-around of hotel assets.

Pursuant to the above, SAMHI has entered into a management agreement with Marriott for the rebranding of its 217 rooms hotel in Pune to a Courtyard by Marriott branded hotel. The conversion and rebranding will occur post a renovation set to conclude by the end of FY2026. The renovation and rebranding will allow the hotel to reposition itself in the Pune hotel market, which has performed well over past few years. This will be the second Courtyard by Marriott owned by SAMHI Hotels, the other being its highly successful Courtyard by Marriott at Outer Ring Road, Bengaluru.

It has also entered into a management agreement with Marriott for the rebranding of its 114 rooms hotel in Jaipur to a Tribute Portfolio branded hotel. The conversion and rebranding will occur post a renovation set to conclude by the end of FY2026. Jaipur is a key tourist and business destination in India and has over the years drawn strong interest from both domestic and international visitors. The hotel, which is located in the heart of the city, will be redeveloped to be a part of the Tribute Portfolio, which is a collection of characterful, independent hotels drawn together by their passion for captivating design and their drive to create vibrant social scenes for guests and locals alike. The rebranding will allow the hotel to significantly improve its positioning in the market.

In addition, SAMHI has also signed agreements with Marriott for the other four ACIC hotels to be converted from franchise to management agreements.

**Mr. Ashish Jakhanwala, Chairman & Managing Director of SAMHI Hotels Ltd.** says, *"We are pleased to announce a significant milestone in the integration process for the ACIC portfolio.*

*Over the years, we have demonstrated our ability to drive performance & growth through turnarounds. With the proposed rebranding and conversion to management agreements, these hotels will be repositioned for better performance and improve their contribution to SAMHI".*

#### **About SAMHI Hotels Ltd.**

SAMHI is a prominent branded hotel ownership and asset management platform in India with an institutional ownership model, experienced leadership and professional management team. SAMHI has long-term management arrangements with three of the established and well recognized global hotel operators, namely, Marriott, IHG and Hyatt. SAMHI has a portfolio of 31 operating hotels comprising 4,801 keys and has a diverse geographic presence in 13 cities across India, including National Capital Region (NCR), Bengaluru, Hyderabad, Chennai and Pune. SAMHI has 2 hotels under development with a total of 461 keys in Kolkata and Navi Mumbai.

**Forward-looking and Cautionary Statements**

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further information, please contact

**Company: SAMHI Hotels Ltd.**

Mr. Gyana Das: Executive Vice President & Head of Investments

Contact: +91 9811792699

E-mail: [compliance@samhi.co.in](mailto:compliance@samhi.co.in)

**Public Relations: Concept PR**

Ms. Aanchal Kohli / Mr. Rahul Chhabra

Contact: +91 9987918145 / +91 9654061689

E-mail: [aanchal@conceptpr.com](mailto:aanchal@conceptpr.com) / [rahul@conceptpr.com](mailto:rahul@conceptpr.com)

**Investor Relations: Strategic Growth Advisors Pvt. Ltd.**

Ms. Ami Parekh / Mr. Rahul Agarwal

Contact: +91 8082466052 / +91 9821438864

E-mail: [ami.parekh@sgapl.net](mailto:ami.parekh@sgapl.net) / [rahul.agarwal@sgapl.net](mailto:rahul.agarwal@sgapl.net)