

## **Pride Hotels opens Pride Elite Gandhinagar, strengthening its Gujarat footprint**

Pride Hotels Limited, in partnership with Ekarth Group, has announced the grand opening of Pride Elite Gandhinagar, further reinforcing the Group's presence in Gujarat and the Ahmedabad–Gandhinagar region.

This launch marks Pride Hotels' second managed property in the immediate Ahmedabad region, following the successful debut of Biznotel by Pride, Motera, and represents another step in the brand's calibrated expansion across high-growth urban and emerging destinations.

### **Expanding Presence Across Gujarat**

With the opening of Pride Elite Gandhinagar, Pride Hotels Limited now operates 19 hotels across Gujarat, underscoring its focused market-penetration strategy in key business corridors and administrative centres. Strategically located in Gandhinagar, the hotel is well positioned to cater to business travellers, government officials, MICE groups, and leisure guests, offering contemporary spaces, efficient services, and easy access to major commercial and civic hubs.

### **Leadership Insight**

Commenting on the launch, Atul Upadhyay, Executive Director, Pride Hotels Limited, said:

“The opening of Pride Elite Gandhinagar is an important milestone in our growth journey. Gandhinagar is fast emerging as a significant destination, driven by governance, infrastructure development, and tourism initiatives. We see strong potential for quality hospitality in this market, and this addition reflects our strategy of deepening our presence in high-growth regions while offering guests reliable service, well-located hotels, and thoughtfully designed experiences.”

### **Rooms and Dining Experiences**

Pride Elite Gandhinagar features 72 well-appointed rooms, designed to balance functionality, comfort, and understated elegance. The hotel's culinary offerings are a key highlight, led by Casablanca, a distinctive train-themed, pure vegetarian fine-dining restaurant that brings together global favourites and regional flavours in a refined yet relaxed setting.

Complementing this is Café Pride, a vibrant all-day dining destination with an inviting rooftop ambience. Serving breakfast, lunch, and dinner through buffet and à la carte options, the restaurant places a strong emphasis on both global and regional cuisine.

### Banquet and Event Spaces

The hotel offers a range of versatile banquet and event spaces, making it an ideal venue for corporate meetings, social gatherings, and celebrations. These include a private dining room for intimate occasions and an expansive open-air rooftop venue designed for elegant evening events and wedding functions. Adding a unique experiential touch, the rooftop dining area also features a Jacuzzi with table setups, curated for candle-lit dinners, date nights, and special celebrations such as haldi ceremonies or bachelorette events.

### Leadership Perspective on the Gujarat Market

Sharing his perspective, Koustuva Mukherjee, Associate Vice President – Gujarat, Hyderabad, Goa & Telangana, said:

“Gujarat remains a priority market for Pride Hotels Limited, and Gandhinagar offers a compelling mix of administrative significance, cultural richness, and proximity to Ahmedabad. Pride Elite Gandhinagar has been thoughtfully curated to address the evolving needs of both business and leisure travellers, with strong food and beverage offerings and flexible event spaces that cater to the city's growing demand.”