

Fortune Hotels continues its expansion in Gujarat

Launches its 9th property in the state with Fortune Statue of Unity Ekta Nagar

Ekta Nagar, 13 May 2024: [Fortune Hotels](#), a member of ITC's hotel group announced the launch of Fortune Statue of Unity Ekta Nagar, a shining new addition set to offer unmatched comfort and hospitality close to Gujarat's latest attraction, alongside the scenic views of river Narmada.

Just minutes away from the Ekta Nagar railway station, this 144-room all vegetarian hotel, promises an extraordinary journey into the world of fine hospitality. With comforting interiors that open into tranquil river vistas from most rooms, Fortune Statue of Unity Ekta Nagar also has lush green lawns and ample open spaces to soak in the spirit of the place.

The hotel offers an array of features to enhance the guest experience be it the wide range of premium room amenities, 24-hour room service option to satiate your midnight food cravings or the high speed complimentary wi-fi that lets you stream your favourite web-series whilst your stay with us. Additionally, guests can indulge in a vegetarian food soiree at the Rainbow Restaurant, where vegetarian cuisines from seven inspired culinary mores await you such that every meal becomes a treasure trove of flavours and memories.

Fortune Statue of Unity Ekta Nagar will also become an address to reckon with for intimate gatherings to corporate events. The hotel will soon provide versatile banquet facilities ideal for hosting weddings, birthdays, meetings, presentations, and brainstorming sessions. Fortune's dedicated team will ensure that every event is executed seamlessly, leaving a lasting impression on guests and attendees alike.

Strategically located close to the many attractions in the SOU area, like the Narmada Maha Arti ghat, the Valley of Flowers (Bharat Van), the Cactus Garden, the Butterfly Garden, the Glow Park and many more the hotel is a perfect pit stop for guests looking to experience the myriad activities on offer in Ekta Nagar.

Speaking about the launch, Samir MC, Managing Director, Fortune Hotels said, "As we venture into Ekta Nagar, we seize upon an exciting opportunity for growth in a region ripe with promise. With the support of the government and the city's burgeoning infrastructure, we are confident of the potential for expansion and business prospects this destination offers. We are excited to bring an all-vegetarian hotel besides our value centric offerings to travellers keen on exploring this up-and-coming hotspot on India's tourism radar."

Formally known as Kevadia, Ekta Nagar has transformed into a bustling metropolis, drawing visitors with its vibrant energy. Travellers have an abundance of sights to explore, from the expansive bird aviaries, boasting the title of India's largest geodesic domes, to the tranquil Vishwa-Van, a botanical haven showcasing flora from every corner of the globe. Additionally, the enchanting Valley of Flowers, nestled alongside the riverbanks, captivates visitors with its natural allure.

The Sardar Sarovar Narmada Nigam Limited (SSNNL), a vital part of Gujarat's heritage, has played a pivotal role in the development of the Statue of Unity project. As an extension of this

legacy, Fortune Hotels stands as a testament to Gujarat's rich cultural heritage and commitment to excellence.