

Fortune Hotels expands presence in Tamil Nadu with Fortune Beach Resort ECR Chennai

This is the sixth upscale property in Tamil Nadu

Chennai, 12 July 2024: [Fortune Hotels](#), a member of ITC's hotel group, announced the launch of Fortune Beach Resort ECR Chennai. Situated in the bustling, breezy East Coast Road (ECR), the upscale resort set against the serene backdrop of the majestic sea connects the cultural richness of Chennai with the picturesque landscapes of Puducherry, Mahabalipuram and beyond.

Perched amidst beautiful landscapes and offering enthralling sea views, the Fortune Beach Resort ECR Chennai creates an ambience of pure bliss with the rhythmic lull of ocean waves caressing the sun-bleached sand crystals. This calming haven is perfect for weary travellers and those seeking an enchanting escape, offering the warm embrace of gracious Fortune hospitality and impeccable service that makes every moment a treasured experience.

It's uniquely designed rooms sketched on neo-modern architecture are adorned with modern amenities. Tasteful interiors, a warm, contemporary décor, and spectacular views of lush green gardens or the serene sea ensure a relaxing and visually pleasing stay.

Speaking on the new launch, **Samir MC, Managing Director, Fortune Hotels**, said *"Chennai, with its deep cultural roots and vibrant cosmopolitan landscape, continues to be a premier destination for travellers. With the addition of Fortune Beach Resort ECR Chennai, our sixth property in the state, we now have the strongest inventory in South India and this is our third. This expansion underscores our commitment to delivering impeccable experiences while maintaining a balanced portfolio of business and leisure properties. As we grow, we are excited to move closer to achieving a 50-50 mix in our portfolio, reflecting our dedication to meeting the diverse needs of our guests"*.

The resort offers numerous dining options to enhance the convenience and comfort of its guests. **Zodiac**, an all-day dining multi-cuisine restaurant with picturesque alfresco seating and an extensive a-la-carte menu, promises a delightful culinary experience. **Neptune**, the chic bar, is an ideal venue to relax and unwind with an excellent selection of spirits, wines, and beers, paired with scrumptious finger foods in a contemporary setting. **Fortune Deli**, a modern outlet, serves light snacks, cakes, pastries, chocolates, and breads, making it an excellent spot for endless conversations over coffee or tea. Other recreation facilities include a refreshing outdoor pool and a soon-to-open spa and a kid's play area.

Fortune Beach Resort ECR Chennai is ideal for intimate weddings and social gatherings, offering lush green lawns and a versatile banquet hall to spruce up the celebrations. The resort's expansive landscapes and proximity to the beach double up as a perfect getaway for weekends and team outings.

The property is conveniently located just 3 kms from the OMR IT Corridor, and about 40 mins drive from the airport and railway station. Additionally, its close proximity to Puducherry, Mahabalipuram, and Bangalore makes it a preferred pitstop for varied travellers and interest groups.