

Press Release
Mumbai, April 7 2011

SOFITEL
LUXURY HOTELS

PULLMAN
HOTELS AND RESORTS

NOVOTEL
HOTELS

Mercure

ibis
HOTEL

HOTEL
FORMULE1

Accor outlines it's comprehensive brand strategy for India

Three brands to be deployed in India during 2011

- Nine hotels in operation today 3 Novotel, 3 Mercure 3 ibis
- 62 hotels committed in India today including 21 hotels to open before the end of 2012
- Sofitel, Pullman and Formule1 brands to debut during 2011

Accor outlined today its comprehensive strategy for India which will see it operating 6 unique brands throughout the country by years end. Sofitel, Pullman and Formule1 brands will debut in India this year.

Denis Hennequin, CEO for Accor commented on this strategy during a visit to India "Accor is excited about the growth prospects in India and where we are taking a multi segment approach to the market. This will see Accor participate in the upscale and luxury segments while developing strongly in the budget and mid-scale segments. With the debut of the Sofitel, Pullman and Formule1 brands this year, Accor will be the only international hotel company in India with such a comprehensive strategy and brands covering all segments from luxury to budget."

Sofitel will debut with the opening of Sofitel Mumbai BKC (Bandra Kurla Complex) in the third quarter of 2011. This luxury hotel will feature 302 guest rooms, four dining outlets, eight meeting rooms and extensive leisure facilities including So Spa – a signature spa concept only found in Sofitel hotels and resorts. Sofitel luxury hotels and resorts around the world epitomize French elegance and today consists of a network of 121 hotels throughout 39 countries. An additional Sofitel is committed for Mumbai and scheduled to open in the Mulund area in 2015.

Pullman offers business travellers environments that are designed as comfortable, inviting spaces for meeting and interacting. Located in leading regional and international cities and exclusive resort destinations, Pullman delivers a wide range of customized services and innovative technologies and a fresh approach to meetings and events. The Pullman brand will first open in India in quarter three this year with the opening of Pullman Gurgaon. This 284 guest room upscale hotel will provide extensive meeting and event facilities with 13 meeting rooms, three restaurants and extensive leisure facilities. Three additional Pullman hotels are committed in India, including at Delhi International Airport in 2012.

Formule1 is destined to become the benchmark for budget hotels in India, following the opening of the first two hotels in Pune and Noida in the fourth quarter of this year. Formule1 offers comfortable and affordable accommodation and in India will deploy the brands recently developed new guest room concept. This contemporary, award winning and efficient guest room design promotes well being in a space that is flexible and cozy. Ten Formule1 sites have been secured throughout the country today.

Today in India, Accor operates nine hotels, the latest of which is ibis Mumbai Airport which opened last month. Between now and the end of 2012, Accor will open 21 additional hotels taking the network to 30 hotels by this time.

Accor has commitments for 62 hotels in India and remains on track to achieve it's previously announced ambitions of 90 hotels in the country by 2015.

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms.

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

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