

Madhubhan Resort to set up serviced apartments

By Rashmi Pradhan | Anand, Gujarat

MADHUBHAN Resort & Spa, Anand, owned by Elecon Engineering Company Ltd plans to roll out serviced apartments in the next two years during its second phase of development. The resort, spread across 20 acres, was recently launched at Anand in Gujarat with an investment of Rs 100 crore. Besides, a theme restaurant and a discotheque will also be launched.

Presently, the property has 81 keys (including a deluxe suite, a bridal suite and a presidential suite), conference halls, a coffee shop '24 Seven', a multi-cuisine restaurant 'The Banyan Tree', Sohum Spa, health club, Jawed Habib Salon, two swimming pools and kids zone.

Speaking about the future developments, Prayasvin Patel, Chairman and Managing Director,

Elecon Engineering Company Ltd said, "The blue print of serviced apartments, a theme restaurant and a discotheque are ready. But it will take another two years for it to become operational. The serviced apartments will have three different formats — a week long stay, a month and six months stay. Each format will have 12 units each. The theme restaurant will have 75 to 100 covers."

Patel said, "We will focus on Non Resident Indians (NRI) for the serviced apartments, who come with their family and look for a deluxe accommodation near Ahmedabad and Vadodara. We will position the resort as theme wedding destination. In addition to the wedding rituals, we would offer certain activities as part of the package." The resort has tied up with travel agents, advertising agencies to promote and market the property. ■