



This fiscal year, The Fern Hotels & Resorts will expand by 1,000 rooms across 13 hotels, the majority of which will be built in the Eastern and Northeastern areas as part of the company's efforts to geographically diversify.

The city-based hotel company has already added seven hotels this year, bringing their total assets to 100 buildings in 85 locations, predominantly in Maharashtra and Gujarat. The chain operates under an asset-light model, focusing primarily on operations and maintenance. Concept Hospitality, the holding company was founded by the veteran hotel management professional Param Kannampilly in 1996.

Concept Hospitality runs five brands, which straddles from 5-star hotels under the Fern brand (27 hotels), the 4-star Fern Residency (26 properties), the Beacon brand of 23 economy hotels, the Zinc Journey by the Fern — an upscale lifestyle brand (two operations) and the Fern Habitat (two properties offering upscale service apartments).

"We have already opened seven hotels this year, the latest in Palghar near Mumbai with 81 keys. We will be opening 13 more offering 1,000 keys. Most of these new additions will be in the Eastern and Northeastern markets," Suhail Kannampilly, the managing director of The Fern Hotels & Resorts and the son of the founder.

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