



# RENDEZVOUS

HOTELS & RESORTS INTERNATIONAL

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For release 12 September 2008

## ***Rendezvous Enters Indian Market With Exciting Joint Venture Company***

Rendezvous Hotels & Resorts International ("RHI"), a subsidiary of the listed Singapore company, The Straits Trading Company Limited, has entered an exciting new phase of its rapid international expansion, with the announcement of a joint venture agreement with Chennai based Indian developer XS Real Properties, pioneer of bungalow apartments in Chennai. The joint venture company (JVCO) which will be called **Rendezvous India Hospitality Private Limited** will manage hotels and resorts in the dynamic Indian market, where the government estimates an additional 150,000 additional hotel rooms are required to meet demand in areas such as Mumbai, Delhi and Chennai.

Rendezvous India will act as a substantial catalyst in RHI's growth, facilitated by XS Real Properties established and impressive track record in the Indian market. XS Real has been a prominent property developer in this region since 1995, and has won numerous building awards.

RHI will own 51% of the JVCO, undertaking the day to day responsibility for the JVCO, opening and operating the hotels under its management and brands: **Rendezvous Hotels & Resorts** and **Marque Hotels**. Meanwhile, XS Real Properties will use its terrain, local market and network expertise to introduce new business opportunities to the JVCO. In addition, they will support RHI in understanding local market conditions, developing contacts, business and brand building strategies, and will help to ensure a secure and prosperous entry for RHI into this exciting market.

**Chief Executive of Rendezvous Hotels & Resorts International, Mr Alan Featherby, says,** "This JVCO presents a great opportunity for Rendezvous to enter one of the region's fastest growing hotel markets with a reputable local partner. We are thrilled to be working with entrepreneurs of the calibre of Mr Prabhakaran and his executive team and understand their considerable expertise will mean mutual benefits for both companies. This complements our recently announced move into the Middle East and supports our already strong growth in other regional areas, particularly China, South East Asia and Australia".

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TELEPHONE: (+61 2) 9251 4722 FAX: (+61 2) 9251 2890 [www.rendezvoushotels.com](http://www.rendezvoushotels.com)  
ABN 65 081 207 838 Rendezvous Hotels (Australia) Pty Ltd

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**Mr. S.G. Prabhakaran, Vice Chairman, XS Real Properties** informed the media that XS Real will use its local knowledge and expertise to support the JVCO with infrastructure and opportunities to sign up hotels under the JVCO. “XS Real will also support Rendezvous Hotels & Resorts International in understanding local market conditions, developing contacts, and business and brand building strategies, and will help to ensure a secure and prosperous entry for Rendezvous Hotels International into this exciting market,” he said.

Mr. S.G. Prabhakaran further added that with an acute shortage of hotel rooms in India across the mid and luxury segment the JVCO brings in two brands, Rendezvous and Marque which can address the needs of this segment. XS Real is a premium real estate developer that has set high standards of quality and character to its constructions. The tie up with Rendezvous will give XS Real the partner it required to enter the hospitality field. The entry into this field will see XS Real move up the value chain and to use its expertise in building and construction for asset management. While explaining the marketing strategy Mr. Prabhakaran said, “Stand alone hotels which are not able to retain their market share for the lack of a brand, international expertise, network would be the ideal partners to enter management contracts”.

RHI’s sales network and representation at all major international and regional trade shows and events, ensures access to significant leisure and corporate accommodation programs. Via its partners, they also offer connectivity to more than 600,000 travel agents worldwide, with seamless display to Global Distribution Systems, plus online booking with all of the global and regional online travel sites, as well as [www.rendezvoushotels.com](http://www.rendezvoushotels.com) or [www.marquehotels.com](http://www.marquehotels.com)

A Joint Venture agreement was signed today in Chennai.

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*Rendezvous Hotels International Pte Ltd is part of the Singapore listed company, The Straits Trading Company Limited. The Rendezvous Hotels & Resorts International group operates a total of 19 hotels, existing or under construction, in the Asia Pacific and Middle East:*

- *Rendezvous Observation City Hotel Perth*
- *Rendezvous Sanctuary Resort Broome*
- *Rendezvous Allegra Hotel Adelaide*
- *Rendezvous Hotel Melbourne*
- *Rendezvous Stafford Hotel Sydney*
- *Rendezvous Hotel Brisbane*
- *Rendezvous Reef Resort Port Douglas*
- *Rendezvous Hotel Singapore*
- *Rendezvous Merry Hotel Shanghai*
- *Rendezvous Hotel Auckland*
- *Rendezvous Hotel Christchurch (opening 2008)*
- *Rendezvous Hotel Kuala Lumpur (opening 2009)*
- *Rendezvous Hotel Fujairah (opening 2009)*
- *The Marque Hotel Brisbane*
- *The Marque Hotel Sydney*
- *The Marque Hotel Canberra*
- *The Marque Hotel Perth*
- *The Marque Hotel Guilin (opening 2009)*
- *The Marque Hotel Yu Garden Shanghai (opening 2009)*

For all media enquiries and hi-res images contact Michael Meade, RHI's Senior Vice President Sales & Marketing – [michaelmeade@rend.com.au](mailto:michaelmeade@rend.com.au) or +61 2 9016 5909.

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