

ibis Chennai SIPCOT Opens, Chennai's First Branded Economy Hotel

ibis Chennai SIPCOT is the newest international economy hotel to open in Chennai. Promoting the launch, the hotel offers an introductory price to customers.

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/EINPresswire.com/ -- ibis, the international hotel brand of [Accor](#) and the worldwide reference in the economy sector, has opened its [first hotel in Chennai](#) – ibis Chennai SIPCOT. Located amongst the IT and ITES companies in the OMR and SIPCOT region, ibis Chennai SIPCOT establishes a new benchmark for economy hotels in the city as well as for the fast-growing micro market of OMR.



Ibis Chennai SIPCOT

The hotel opens with an introductory offer of Rs. 3,750/- inclusive of breakfast, with 25% discount on a two night stay and Rs. 500/- credit for F&B.

To highlight the ultimate comfort offered by the global hotel brand, ibis Chennai SIPCOT has launched a unique campaign for experiencing quality sleep: 'Sweet Bed™ by ibis'. Sweet Bed™ by ibis has been rigorously engineered, designed, tested and developed by Accor's international Design and Innovation team. To mark the hotel opening, the marketing campaign emphasises this essential part of hotel's unique services and places a happy sleep at the center of its offering.

Speaking on the rapid development of the ibis brand in India, J.B. Singh, President & CEO, InterGlobe Hotels, said, "Chennai today is regarded as one of the growing hotspots for corporates. We are delighted to launch our very first ibis in Chennai at Sipcot. The property is reflective of the growing needs of corporate travelers as well as catering to the needs of tourists. The economy category has evolved in a big way, where it's about providing service excellence at an affordable cost."

Expressing his excitement Rajesh Gopalakrishnan, General Manager, ibis Chennai SIPCOT said, "The comfort, modernity and simplicity that we have injected into the hotel will transform the guests' experience so that they really experience style, space and service at a great price. At ibis hotels, a happy sleep is more than a promise: it's the brand's expertise. The campaign of Sweet

Bed will also be a key differentiator for the hotel during the opening."

ibis Chennai SIPCOT – Key highlights

ibis Chennai SIPCOT remains dedicated to providing 'well-being at the best price'. The hotel offers 180 comfortable, well-designed, fully equipped guest rooms with modular bathrooms, in a contemporary fit-out including LED TV in all rooms and free Wi-Fi. ibis Chennai SIPCOT ensures all its guests a happy sleep at the center of its offering with the Sweet Bed™ by ibis, which includes high-tech mattresses, a luxury mattress topper and an engineered box spring bed. The hotel also boasts a fitness centre for guests who want to stay in shape while travelling.

Spice It presents a spirited and casual dining space with the best of world cuisine, offering a choice of buffet or a la carte. With the "You Create, We Cook" concept, guests can explore their culinary skills whilst dining in an interactive kitchen environment. Spice It will offer the signature Great Indian Breakfast, an eight-hour breakfast which runs from 4am to 12pm. The restaurant also offers guests a pleasant al fresco dining experience in a comfortable and lively environment. The Hub, with its energetic ambience, wide selection of refreshing beverages and free Wi-Fi, serves as a socialising place throughout the day.

The hotel has three meeting rooms at the upper lobby level, which can accommodate meetings for up to 25 guests in each room. All meeting rooms have a contemporary ambience with the latest audio-visual capabilities and themed set-up available on demand.

The ibis Chennai SIPCOT, like all [ibis hotels in India](#), will provide guests the reassurance of quality from one of the world's largest and most respected economy hotel brands. The brand's consistency on the '15-minute satisfaction contract' set ibis apart in the Indian economy hotel environment.

Address: Plot no 34, Opposite to SIPCOT IT park Entrance, Old Mahabalipuram Road, Egattur, Chennai 603103.

For reservations, please contact the hotel at +91 44 67444 777 or visit www.accorhotels.com, www.ibis.com

ABOUT IBIS

As one of the economy brands of Accor, the world's leading hotel operator active in 92 countries with more than 3,600 hotels, ibis now has more than 1,000 hotels and 124,000 rooms in 59 countries. The brand innovates constantly to illustrate its values of modernity, comfort and availability. For example, it has created the revolutionary bedding concept Sweet Bed™ by ibis; new common areas; the Ibis Kitchen modern food and beverage offer. It also cultivates a spirit of service that drives each of its employees. Ibis is the first hotel brand to have obtained ISO 9001 certification – 86% of the network certified – for its professionalism and reliability. In addition, 58% of the ibis network is ISO 14001-certified, concrete proof of the brand's environmental

commitment. Created in 1974, today ibis is European leader in economy hotels and in 4th place in its category worldwide. For more information visit www.ibis.com.

About InterGlobe Hotels

InterGlobe Hotels is a joint venture between InterGlobe Enterprises and Accor. This was established in 2004, to develop a network of the ibis branded hotels throughout India, Nepal, Sri Lanka and Bangladesh. This represents the most significant financial commitment made in the economy-hotel sector in the region by an Indian corporate entity in a joint venture with an international hotel chain.

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