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MEDIA RELEASE-- FOR REVIEW

Contact: Bob Hayes, BHN

Phone: +1.714.540.9300 ext. 104

bhayes@burba.com

HIFI Announces the Aatithya Ratna Award Winner

Mumbai, India – The Hosts of the Hotel Investment Forum India (HIFI) are pleased to announce that Priya Paul, *Chairperson*, Apeejay Surrendra Park Hotels will be awarded the HIFI Aatithya Ratna Award. HIFI is scheduled for January 11-13, 2012, at the Renaissance Mumbai Hotel and Convention Centre, Mumbai, India. HIFI is hosted by Burba Hotel Network (BHN) and Horwath HTL.

Aatithya Ratna means, “Gem of Hospitality.” The Aatithya Ratna award was established by HIFI to honor an individual who exemplifies the extraordinary spirit of hospitality. Last year’s winner was Edwin Fuller, President and Managing Director, International Lodging, Marriott International, Inc.

Priya Paul is a prominent entrepreneur in India. Her contributions to industry and commerce, particularly in the field of hospitality, are widely respected and recognized. She transformed and expanded The Park hotels into boutique properties with excellent touches of luxury quality and service. She has received several awards and citations, including: The Federation of Hotels and Restaurants Association of India’s Young Entrepreneur of the Year award (1999-2000) and The Economic Times’s Businessperson of the Year (2002-2003). The United Kingdom’s *Tatler magazine* rated The Park Bangalore, India, as one of the 101 Best Hotels Worldwide in 2003.

“We are very pleased to be honoring Priya Paul with this Award. She is the perfect example of that rare individual who has the vision but also the courage and self-belief to do things differently “ said Vijay Thacker, Director of Horwath HTL, Mumbai India.

About HIFI

HIFI will focus on hotel and tourism investment opportunities in India, which has seen a rapidly growing economy and expansion of its hotel and tourism industry. Investment interest in the Indian hotel sector has increased significantly over the past several years, recognizing the potential for investment and operations in a large rapidly growing economy.

About BHN

With more than two decades of experience, over 90 events completed or in production to-date, and more than 66,000 international delegates, BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. BHN conferences have become “must attend” events for industry leaders who come together to network, conduct business, and to learn about the latest trends.

BHN events include: the Americas Lodging Investment Summit (ALIS) in Los Angeles; the ALIS Summer Update in Dallas; the Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP UPDATE in Singapore; HICAP JAPAN in Tokyo; the Hotel Investment Forum India (HIFI) in Mumbai, the Hotel Opportunities Latin America (HOLA) conference in Miami; and the new Hotel Investment Conference Europe (Hot.E) in London.

The BHN website at www.Burba.com is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world.

About Horwath HTL

Horwath HTL is the world's largest hotel industry specialized consulting organization, currently with 50 offices in 39 countries. In the Asia Pacific region, Horwath HTL has been involved with over 2,000 projects in all phases of the property lifecycle for clients ranging from individually owned businesses to the world's most prominent hotel companies, developers, lenders, investors, and industrial corporations. Within Asia Pacific, Horwath HTL currently operates out of regional offices in Tokyo, Beijing, Shanghai, Hong Kong, Singapore, Jakarta, Kuala Lumpur, Mumbai, Sydney, and Auckland.