

## **AVANI Hotels & Resorts Unveils Rebranding of Two Hotels, Spearheading Expansion**

**Bangkok, 30 June 2016:** Minor Hotels, a wholly owned subsidiary of Minor International PCL. (MINT), announced today the signing of two new management agreements to grow its AVANI portfolio.

In Thailand, Minor Hotels signed a management agreement to manage a hotel in Khon Kaen. The property will be rebranded from Centara Hotel & Convention Centre Khon Kaen to AVANI Khon Kaen Hotel & Convention Centre effective July 2016, marking Minor Hotels' third AVANI in Thailand. Situated in the city centre of Khon Kaen, a major commercial hub of the Northeastern region of Thailand, AVANI Khon Kaen Hotel & Convention Centre will offer 196 guest rooms, blending a modern décor with a distinctive Northeastern Thai style. Ideal for both leisure and business travellers, the hotel provides easy access to Khon Kaen's largest shopping centre and Khon Kaen Airport.

The debut of AVANI in the United Arab Emirates marks another important milestone for the brand. Minor Hotels entered into an agreement to manage the current Mövenpick Hotel Deira, Dubai, which will be rebranded to AVANI Deira Dubai Hotel effective July 2016. Located in one of the most vibrant parts of the city, AVANI Deira Dubai Hotel will offer 216 stylish and modern designed guest rooms. The hotel is conveniently located within proximity of Dubai International Airport and the world-famous Gold and Spice Souks. Guests can explore Deira's vibrant streets and the historic town surrounding the creek.

Launched by Minor Hotels in 2011, AVANI Hotels & Resorts is a vibrant upscale hotel brand that offers relaxed comfort and contemporary style in city and resort destinations to guests who value the details that matter. AVANI Khon Kaen Hotel & Convention Centre and AVANI Deira Dubai Hotel will bring the AVANI portfolio to 16 properties across 11 countries. Minor Hotels has plans to rapidly grow the brand across Asia, the Indian Ocean and the Middle East.

With ambitious plans to grow the hotel group to over 200 properties in the next five years, Minor Hotels continues to expand its Anantara and AVANI brands. Later this year, Minor Hotels will launch Anantara Kalutara Resort in Sri Lanka, Anantara Guiyang Resort in China and both Anantara Al Jabal Al Akhdar Resort and Al Baleed Resort Salalah by Anantara in Oman.

Dillip Rajakarier, CEO of Minor Hotels, commented, "We are very excited to be flying the AVANI flag in two new cities – truly exemplifying the strength and momentum of the brand and the strong relationship that we have with our existing partners. The signing of AVANI Khon Kaen Hotel & Convention Centre follows the success of our management of Anantara Chiang Mai Resort, which is part of U City Public Co., Ltd.'s portfolio, whilst the ownership of AVANI Deira Dubai Hotel is the same as Anantara The Palm Dubai Resort in the UAE. In addition, the reputation of Minor Hotels has reinforced our strength in the Middle East with additional business opportunities. We are proud to be growing our long-standing partnerships and look forward to providing exceptional service and management to bring these hotels to new levels of success."

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**About Minor International:**

Minor International (MINT) is a global company focused on three core businesses: restaurants, hospitality and lifestyle brands distribution. MINT is one of Asia's largest restaurant companies with over 1,800 outlets operating system-wide in 19 countries under The Pizza Company, Swensen's, Sizzler, Dairy Queen, Burger King, Thai Express, The Coffee Club, Ribs and Rumps, BreadTalk (Thailand) and Riverside brands. MINT is also a hotel owner, operator and investor with a portfolio of 149 hotels and serviced suites under the Anantara, AVANI, Oaks, PER AQUUM, Tivoli, Elewana, Marriott, Four Seasons, St. Regis, Radisson Blu and Minor International brands in 22 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe and South America. MINT is one of Thailand's largest distributors of lifestyle brands focusing primarily on fashion, cosmetics and contract manufacturing. Its brands include Gap, Banana Republic, Brooks Brothers, Kojima Jeans, Esprit, Bossini, Charles & Keith, Pedro, Red Earth, Zwilling J.A. Henckels and ETL Learning. For more information, please visit [www.minorinternational.com](http://www.minorinternational.com).

**About AVANI Hotels & Resorts:**

AVANI Hotels & Resorts offer all the meaningful details that matter for a great stay anywhere, from city to resort destinations. Blending genuine hospitality and modern lifestyle features with a passion for design and contemporary style, every AVANI experience aims to be smooth and effortless, leaving a great lasting impression. For more information, please visit [www.avanihotels.com](http://www.avanihotels.com).

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