

GINGER



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Ginger. The word evokes images of being rooted in the country's cultural heritage, of no-frills simplicity and utility. These are the very characteristics that the brand Ginger epitomises.

Based on the Smart Basics philosophy of providing intelligent, thought-out facilities and services at value pricing, Ginger is a revolutionary concept in hospitality. It targets the mid-market segment offering convenience, informality, style, warmth, modernity and affordability to travellers who value the virtues of simplicity and self-service.

The Ginger hotels are located in metros, smaller cities and pilgrimage spots. They are modern, modular and scalable, providing guests with a consistent and friendly experience. Ginger also has tie-ups with partners to provide a range of offerings that enhance the customer experience.

Ginger has carved a place for itself in the itinerary of the corporate traveller. The appeal of the brand lies in its freshness and warmth. Value for money is a key plank in its offering. The brand imagery is contemporary, progressive and customer-oriented and its greatest strength is the promise of a sophisticated and elegant hotel stay at an affordable price.

A Tata enterprise, Ginger is driven by respect for people and nature and by the passion of its stakeholders. The association of its brand equity with that of the Tata group assures consumers of the quality of its services.

