



PRESS RELEASE

For immediate release

Naumi Acquires a Second Hotel in Singapore

7 September 2011 –

The multi award-winning boutique hotel, Naumi, is set to open its second hotel in 2012. This announcement follows the sale of The Saff by The Royal Peacock Hotel Pte Ltd to the Hind Group for slightly under \$42.1 million.

Similar to Naumi Hotel at Seah Street which was retrofitted from the former Metropole Hotel in 2007, the second hotel at Keong Saik Road will also be refurbished to a trendy, upper class development with 79 designer rooms. The hotel, which has yet to be named, will borrow its modern concept from Naumi; but unlike its luxurious and contemporary counterpart, it will offer a trendier vibe to the well-heeled traveler seeking a quality hotel in a quaint location and at affordable rates.

"The Naumi brand appeals to business travellers, couples, families, and various groups across the market; and Chinatown is an immensely popular destination with a rich heritage that appeals to a wide range of market segments. This new addition gives guests the option between our luxury and value brands, providing two distinct and attractive choices within prime locations. We are very pleased to be adding this development to our portfolio," says Mr Gaurang Jhunjnuwala, Director of Naumi Hotels Pte Ltd.

The total refurbishment is targeted to be finalized in the first quarter of 2012, after legal completion of the acquisition. This will add to the existing number of 40 rooms under Naumi Hotel's management, bringing it to a total of 119. The group has further expansion plans for more hotels in Singapore and in the region, with key countries such as Australia and Vietnam targeted as the next growth phase.

-End-

Media Contact:

Stephanie Heng
Marketing Executive

Corporate Office: 333 North Bridge Road, #03-00 Singapore 188721

Tel: (65)6333 0050 Extension 224

E-mail: stephanie@naumihotel.com

Website: www.naumihotel.com

Notes to editors:**About Naumi Hotel**

Naumi Hotel is an urban oasis in the heart of the city that boasts personal luxury. Established in September 2007, the luxury boutique hotel is located in the center of Singapore's business district. It has 40 oversized rooms and suites solely designed with the business traveler in mind and with the finest touches. Priding itself on highly personalized service, the Naumi Aide, a service ambassador equivalent ensures guests are well pampered and every need attended to. With 6 categories of rooms and a dedicated ladies floor, Naumi Hotel is a choice hotel for a smorgasbord of people namely, the jet-setter, uber chic types, corporate bigwigs, small families and even women travelers.

About The Hind Group

The Hind Group has property developments in Hong Kong and Singapore. They own and manage three luxury service apartments, a hotel and a serviced office building in Hong Kong. In 2002, they launched Residences at 338a, a 46-apartment residential property at River Valley Road, in Singapore.

The Hind Group also owns the award-winning Rang Mahal restaurant at the Pan Pacific Singapore Hotel, Pavillion at Resorts World Sentosa and Vansh restaurant at the Singapore Indoor Stadium.

Website: www.hindgroup.com

Some of Our Awards & Accolades

- The Best Boutique Hotel 2008 - 2011 by Singapore Tatler
- Conde Nast Hot List 2008 : One of The Best Places To Stay In The World
- The Best Boutique Hotel 2010 by Time Out Singapore
- The Best Independent Hotel in Singapore 2009- Voted by Monocle Magazine 2009
- The Best Small Hotel- Singapore by CNBC Asia Pacific Property Awards 2009
- The President's Design of The Year Award 2008/2009
- Singapore Institute of Architects- National Parks Skyrise Greenery Awards 2008