

## Business

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### Auromatrix Hotels launches theme-based resorts

Corporate Reporter

CHENNAI: Auromatrix Hotels, engaged in hotel development and management with its base in Chennai, has launched Sparsa Resorts, a chain of theme-based resorts. Encouraged by the good response to its first such resort located in Tiruvannamalai and operational for the past 10 months, the company has announced the launch another resort in Kanyakumari.

Udday Kumar Krishnan, Managing Director, told *The Hindu* that both the resorts involved a total outlay of over Rs. 19 crore and the company was planning to expand its footprint across the South by establishing resorts in Kumily (Kerala) and Sakleshpur (Karnataka). The company has also plans to set up resorts in Andaman, Coorg, Pondicherry and Kufri (Himachal Pradesh) as part of expansion of operations.

While the Tiruvannamalai project is a 28 room villa style resort, the Kanyakumari project has been designed to offer the guests an enchanting view of the confluence of the three seas. For a single bedroom the company was charging Rs. 3,000 per day and for a double it would be Rs. 3,500, he said.

Sparsa has villas and rooms with facilities such as banquet hall, spa and massage centre, meditation hall, swimming pool, recreation club and library.

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