APEEJAY SURRENDRA PARK HOTELS

Date: November 10, 2026

Listing Manager, **National Stock Exchange of India Limited** Exchange Plaza, 5th Floor Plot No. C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400051, India Symbol: PARKHOTELS ISIN No.: INE988S01028	**BSE Limited** **Corporate Relationship Department** 1st Floor, New Trading Ring Rotunda Building, Phiroze Jeejeebhoy Towers, Dalal Street, Fort Mumbai – 400001, India Scrip Code: 544111 ISIN No.: INE988S01028

Subject: Press Release on the launch of Zone Connect by The Park Mathura

Respected Sir/Ma'am,

We are pleased to announce the launch of **Zone Connect by The Park Mathura**, marking the brand's entry into Brij Bhoomi, the sacred land associated with the life and legends of Lord Krishna.

Strategically located on Masani–Delhi Link Road, the hotel features 42 well-appointed rooms across three categories, thereby further strengthening the brand's presence in emerging leisure, cultural and pilgrimage markets.

A press release on the captioned subject is enclosed herewith, the contents of which are self-explanatory.

This is for the information of the Exchange and the members.

Thanking you.

Yours sincerely,
For **Apeejay Surrendra Park Hotels Limited**

SHALINI KESHAN
Digitally signed by SHALINI KESHAN
Date: 2026.11.10 16:18:00 +05'30'

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Zone Connect by The Park enters Brij Bhoomi with the launch of its new hotel in Mathura

Apeejay Surrendra Park Hotels Limited strengthens its presence in India's key religious destinations with the launch of Zone Connect by The Park Mathura.

National, 10 November 2026: Apeejay Surrendra Park Hotels Limited (ASPHL) proudly announces the opening of **Zone Connect by The Park Mathura**, marking the brand's entry into Brij Bhoomi, the sacred land associated with the life and legends of Lord Krishna.

The newly launched hotel features 42 well-appointed rooms across three categories, complemented by *Café C*, the hotel's all-day dining restaurant, and *Town Hall*, a dedicated indoor events space with a capacity to host up to 150 guests.

Strategically located on Masani Delhi Link Road, Zone Connect by The Park Mathura offers convenient connectivity to the region's prominent religious and cultural destinations. Shri Krishna Janmabhoomi is approximately 3.6 km (15 minutes) away, while Mathura Junction Railway Station is just 4 km (15–20 minutes) from the hotel. The iconic temples of Vrindavan are also easily accessible, with Chardham Temple approximately 7.9 km (15–20 minutes), Banke Bihari Temple around 9.9 km (30–40 minutes) away, and Noida International Airport 1 hrs 20 minutes (93 km).

The hotel also offers convenient access to several other prominent religious landmarks, including:

1. Vishram Ghat
2. ISKCON Temple, Vrindavan
3. Other important pilgrimage and cultural attractions across Mathura and Vrindavan.

Speaking on the occasion, **Mr Vikas Ahluwalia, Associate Vice President & National Head, Zone by The Park**, said, "*We feel truly blessed to be opening this lovely hotel in Mathura, the birthplace of Lord Krishna. Brij Bhoomi holds immense spiritual and cultural significance, and we are delighted to welcome travellers and pilgrims seeking a comfortable and contemporary hospitality experience. We also look forward to further strengthening our presence in the region with the upcoming opening of Zone by The Park in Vrindavan.*"

This opening reinforces Apeejay Surrendra Park Hotels Limited's strategy of expanding its hospitality footprint across India's prominent religious and pilgrimage destinations. With operational hotels in Katra and Prayagraj, and upcoming properties in Ujjain and Ayodhya, the company continues to build a strong presence in destinations witnessing sustained religious tourism and travel demand.

The launch of Zone Connect by The Park Mathura further strengthens the brand's presence in emerging leisure, cultural and pilgrimage markets, offering travellers the assurance of contemporary hospitality backed by the Apeejay Surrendra Group's legacy.

About Apeejay Surrendra Park Hotels Limited:

Apeejay Surrendra Park Hotels Limited (ASPHL) is a leading player in the hospitality sector renowned for its upscale properties and diverse F&B offerings. Since its inception in 1967, with the opening of its first property in Kolkata under the renowned brand "THE PARK," the Company has expanded its pan-India presence, operating 42 hotels and a growing portfolio of owned, leased, and managed properties under five distinct brands: THE PARK, THE PARK Collection, Zone by The Park, Zone Connect by The Park, and Stop by Zone. These brands are known for their upscale and upper mid-scale categories, symbolizing excellence in hospitality.

Alongside its core hospitality offerings, ASPHL has a diverse portfolio in food and beverage (F&B) and entertainment, with restaurants, nightclubs, and bars. The Company also has a well-established footprint in the retail food and beverage sector through its iconic retail brand 'Flurys,' which includes a broad network of outlets featuring various formats including kiosks, cafes, and restaurants. Moreover, the Company's portfolio includes nightclubs and entertainment options, enhancing its brand positioning and enabling synergistic cross-selling opportunities.

ASPHL is listed on the BSE Ltd (BSE) (Code: PARKHOTELS/544111) and National Stock Exchange of India Ltd. (NSE) (Symbol: PARKHOTELS) in India.

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For more information about us, please visit** www.theparkhotels.com **or contact:

DISCLAIMER:

Certain statements made in the press release may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like significant changes in economic environment in India and overseas, tax laws, import duties, litigation, labour relations etc. Actual results might differ substantially from those expressed or implied. Apeejay Surrendra Park Hotels Limited will not be in any way responsible for any action taken based on such statements and discussions; and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.