

Announcing the go-live of its 26th property at Naif Road, Deira, Dubai



Strategically located on Naif Road, Deira, in the heart of Dubai, **Grand Continent Hotel, Naif-Deira** is the 26th property of GCH and marks the group's first presence in Dubai, further strengthening our international footprint in the region.

Located on Naif Road opposite to Al Futtaim Masjid, with very close proximity to shopping malls and the trading district of Bur Dubai & Deira; The hotel offers **122 tastefully designed and furnished rooms**, ranging from **16 sq. mts** to **20 sq. mts**, the hotel presents three distinct room categories - each outfitted with modern amenities that ensure a seamless stay. Apart from an all-day-dining F&B outlet "**Flavours**" the hotel has another 10 Food and Beverage outlets representing entertainment zones for various global communities.





Launching the property on the auspicious day of Chirstmas'25 (**Friday: 25th December 2025**), **Ramesh Siva – Founder & Managing Director, Grand Continent Hotels Limited** said, “We are delighted to launch our **26th** hotel and **1st** Hotel in the vibrant heart of Dubai. This is also our **1st** property on a franchise management, thus enabling a new business vertical within Grand Continent Hotels”. “Dubai is evolving rapidly, and with it, the expectations of travelers,” added Mr Ramesh Siva “With **Grand Continent Hotel, Naif-Deira** we’re filling the gap in the mid-market segment—offering both sophistication and accessibility in one of the city’s most energetic locations.” **Grand Continent, Naif-Deira** is now welcoming guests and is poised to become the preferred address for value-conscious travelers looking for style, service, and substance.

About Grand Continent Hotels Ltd

GCH was established in 2011 by Mr Ramesh Siva (a hotel professional with more than 2 decades of experience in the hotel and hospitality industry). GCH operates in the mid-scale hotel sector, consisting of the upper-mid priced, mid-priced and economy hotel segments. GCH seeks to cater to Indian middle-class guests and business travelers and to deliver differentiated yet comfortable service offerings, with a value-for-money proposition.

Strategically located in prime urban areas, each hotel is designed to meet the diverse needs of both business and leisure travelers. The brand prides itself on creating a harmonious blend of comfort, convenience, and sophistication. By continuously raising the bar in hospitality, the group remains dedicated to redefining what mid-market hotels can offer in India’s vibrant tourism and business landscape.

GCH, along with the JV Partner Entities, now has 26 operational hotel properties and operates (directly/franchised) about 1400 hotel keys across states of Karnataka (Bengaluru / Mysuru), Tamil Nadu (Mahabalipuram, Chennai, Hosur), Goa (Anjuna, Morjim), Andhra Pradesh (Tirupati) and Telangana (Hyderabad/Secunderabad), Gujarat (Dwaraka), Rajasthan (Udaipur) in India and Dubai, UAE.