

# SUBA HOTELS

KHALEEJ TIMES / ADVERTISING SUPPLEMENT



## SADIQ SHABAN

Dubai is all set to welcome its latest entrant in the hospitality market. Suba, one of India's leading chains of boutique hotels specialising in bespoke service, is opening its doors in the UAE. Perched in the heart of old Dubai, one of the city's most interesting and cultural neighbourhoods, Suba Hotel Dubai is positioned to offer a new brand of hospitality experience to the country.

Conceived as a stylish and modern accommodation, the hotel offers warm Arab hospitality in Al Rigga — right in the commercial heart of Dubai. Suba Hotel Dubai has a stunning contemporary Arabic design with traditional Islamic values to delight the sophisticated global traveller. With 92 elegantly decorated rooms and suites, the hotel is striking for its variety of appetising dining outlets and a range of leisure facilities.

Speaking exclusively to *Khaleej Times*, Mansur Mehta, Managing Director, Suba Hotel Dubai, noted, "This is going to be a hi-tech hotel. Apart from other top-notch features, all the rooms at Suba will be equipped with iPad controlled room technology — an advanced step in intuitiveness, which helps guests check their bills in real time, control lightings, adjust air-conditioning, examine menu and choose from an eclectic bank of 5,000 movies and 15,000 songs. It will be a first in the 4-star boutique hotel category in Dubai."

Turning a new leaf in hospitality, all rooms and suites at Suba Hotel Dubai lend themselves to extended stays with high-speed Wi-Fi, plush bedding and down pillows. The

hotel is pushing the envelope to establish a long-term relationship with its clientele. Guests can enjoy private jacuzzis and rain showers. Suba's minibars contain a wide array of non-alcoholic beverages and treats. The hotel also offers disabled-friendly and inter-connected family rooms for easy access.

"Suba owes its existence to my father's vision, who was an ordinary street vendor in Mumbai, but undertook an extraordinary journey to lay the foundations of the parent group — MRL. Our core business includes transport, hotels and real estate. Established into a multifarious business now, Suba's portfolio includes two 3-star hotels and one 4-star hotel in Mumbai. We have one 3-star hotel in Dahej and one in Ahmedabad. A new hotel is opening in Baroda soon. At Suba, we believe in touching lives and ending comfort to our customers," Mansur said.

Suba Hotel Dubai features a range of dining options. The hotel's speciality fine dining outlet, Curry n' Wok, serves contemporary Indian, Chinese and Oriental dishes for lunch and dinner. Respectful of Islamic cultural values throughout its facilities, Suba Hotel Dubai has a no-alcohol policy on its premises.



Wajeed Bagwan

Having successfully created a strong brand presence in India with hotels in prime locations in Mumbai like Colaba and Mumbai International Airport, Suba seeks to replicate its superlative professional services in Dubai. The mild-mannered Managing Director is being ably assisted in this endeavour by his Cornell-educated son Mubeen Mehta, CEO, Suba Hotel Dubai and Wajeed Bagwan, General Manager, Suba Hotel Dubai, a pro with two decades of experience in the hospitality industry.

Suba Hotel Dubai's proximity to major tourist and shopping attractions is proving to be its USP. "The best of Dubai is easily accessible from Suba, with metro stations, taxi stands, bus stations and Dubai International Airport all less than

## SUBA OPENS ON SEPTEMBER 1, 2014

Among its latest technological features like digi-valet, the hotel offers services like airport pick-up and drop-off services, travel desk and concierge, free shuttle to nearby shopping malls, babysitting services, meeting and event rooms, secretarial services, fax and photocopy services, currency exchange and car rental.

10 minutes' drive away. The hotel will serve as a sanctuary to unwind on a business or leisure trip," Wajeed Bagwan added.

With a strong focus on returning customers, Suba has its priorities set in stone. It is looking at the cosmopolitan market that Dubai offers including customers from South Africa, Tanzania, Mozambique and other African nations, apart from catering to the Iranian, CIS and Indian markets. "I want to focus on the repeat customer. The asset of the hotel is the guest who comes again. Currently 60 per cent of the guests are repeat customers in our hotel properties in India. The association with our customer is vital and we value that above everything else," Mansur concluded.

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