



New Delhi, India, 2 November 2020

Radisson Hotels South Asia introduces ‘Meetha’ to celebrate memorable moments



Image: Meetha Premium Packs

Radisson Hotels South Asia launches ‘Meetha’ - a medley of special treats curated to add sweetness to festivities, celebrations and auspicious new beginnings. With this initiative, the Group aims to capture a sizeable share of the branded *mithai* (sweets) industry in India which is estimated to be worth one lakh crore, growing at 25 percent per annum.

Meetha is being rolled out at selective hotels across Delhi NCR and will subsequently be expanded to Mumbai, Bengaluru, Hyderabad and Pune.



“Developed and conceptualized by Chef Rakesh Sethi and his exceptional team of experts, *Meetha* is deeply rooted in Indian traditions and aims to connect with the discerning guests of today. This is a key initiative under our food and beverage portfolio, aimed at building deeper brand connect and incremental revenues,” said Zubin Saxena, Managing Director and Vice President Operations, South Asia, Radisson Hotel Group.

Available in two packing ranges – premium pack and the classic pack, *Meetha* comes in a variety of colour variants and sizes which make for perfect gifts for family and friends or for personal indulgence at home. Guests can choose a premium pack in either Metallic Gold, Richmond Red or Off-white colour variants with 12, 16 or 25 pieces of sweets. The classic pack of sweets is available in one-kilogram packs in Navy Blue and Richmond Red colour variants.

The delectable menu includes most popular sweets from across the country such as *Kaju Katli, Coconut Laddoo, Anjeer Roll, Pinni, Besan Laddoo, Chocolate Burfi, Kesar Peda* and many more. The special menu is priced at an attractive range of INR 695 to INR 1195 for the premium range and INR 995 and INR 1495 for classic range (taxes and delivery charges extra) depending on the selection.

Meetha is prepared and packaged in accordance with the highest standards of health and hygiene to ensure its freshness and most importantly, the safety of guests. All packs are made to order. Guests can call on 97111 64878 or 84485 93925 to place their orders or schedule home delivery through the EazyDiner app.

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ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group is one of the world's largest hotel groups with nine distinctive hotel brands, and more than 1,400 hotels in operation and under development in 120 countries. Its signature service philosophy is Every Moment Matters.

Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel, brought together under one commercial umbrella brand Radisson Hotels.

Radisson Rewards is our global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

Radisson Meetings places its guests and their needs at the heart of its offer and treats every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and our signature Yes I Can! service spirit and being uniquely 100% Carbon Neutral.

More than 100,000 team members work at Radisson Hotel Group and at the hotels licensed to operate in its systems.

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