

naumi

# NEWS RELEASE

## BE TRULY PAMPERED BY NAUMI YOUR PERSONAL LUXURY HOTEL

**SINGAPORE, 5 September 2007** – Imagine a world of pampered luxury nestled within the Central Business District, where you can enjoy a complete hospitality experience without lifting a finger. Step beyond Naumi's urban oasis facade from 12 September 2007 and discover a 40-room haven of plush designer comfort and personalised service that is second to none.

Refurbished from the former Metropole Hotel bought over by the Hind Group in April last year, the company brought in award-winning Eco-id Architecture and Design to transform it into the upscale Naumi, the first of Hind's chain of luxury boutique hotels.

“Service needs to start getting personal again. To be a leader in the hospitality industry, service has to be highly personalised to suit each individual's requirements. At Naumi, our boutique-sized establishment allows our Naumi aides to commit each guest's wants and desires to memory and respond proactively to requests in an effective and personalised manner. Opening Naumi in Singapore is the first step. To meet with the growing demand for luxury hotels offering such dedicated services, we are looking to add at least one more Naumi to our local portfolio and also establish Naumi hotels in cities such as Hong Kong, Beijing, Shanghai, Ho Chi Minh and Bangkok,” said Mr Surya JhunJhnuwala, Managing Director of the Hind Group.

To make each guest feel special, from the minute they touch down at Changi Airport to the point of departure from the hotel, they will receive undivided attention at Naumi. All guests will be picked up at the airport by their very own Naumi aide with an exclusive limousine service and checked-in within the convenience and privacy of their own room. The Naumi aide will also take care of any special requests the guests may have. Be it an intimate dinner for two prepared within the suite by a celebrity chef, a therapeutic deep-tissue massage to

soothe tensed nerves or that perfect gown for a last minute gala invitation, the Naumi team will go that extra mile to make it all happen.

Aside from personalised service, Naumi will pay attention to the smallest of details to make each stay a truly delightful one. Complimentary coffee in each Naumi room comes in the form of the industry's best Nespresso coffee machine and a choice of three unique blends (Roma, Volluto and Decaffeinato) where each cup is freshly brewed to perfection. For non-coffee drinkers, there is a range of organic Numi Teas including a detoxifying variety. And to keep guests hydrated in this hot and humid local weather, Naumi rooms are also stocked with Fiji water – the preferred drink of celebrities as well as health and beauty experts as the water is noted for its high silica content and optimal hydration properties. Completing the comprehensive hospitality set-up, each suite houses a personal kitchenette for those who would like to whip up a light meal.

For guests who need to work out of their hotel suites, Naumi will not disappoint either. As the first hotel in Singapore to have a complete Cisco Unified Communications System (CUCS) offering a secure communications network, guests at Naumi can have peace of mind when sending and receiving confidential information. The CUCS is also equipped with portable Internet Protocol (IP) enabled phones. Coupled with Wi-Fi connectivity throughout the hotel, guests will enjoy instant access to information such as weather, news, stock quotes and flight schedules at any point within the hotel.

For guests who love indulging in a relaxing soak, Naumi offers a bath menu exclusively created by international skincare brands such as Molton Brown, Dr Hauschka and Decleor. Screen lovers can also go on a cinematic adventure with the latest blockbusters screened on a state-of-the-art 50-inch plasma television which is beautifully placed in each room. For the child at heart, Naumi will also hook up the latest Xbox games or Wii sports upon request.

Naumi has also paid attention to the very special needs of the female traveller. Dedicating the entire floor on level six to cater for ladies, Naumi offers them the very best in comfort and security. Access to this floor is restricted to women only. An added security glass door at the level six lift lobby keeps out unexpected visitors, so that lady guests can truly have a space to call their own. In each room, these women will be pampered with satin room accessories, delicate and calming aromatherapy, a full range of Aesop skincare products that have attained cult-status amongst beauty enthusiasts worldwide, and the latest, hottest fashion magazines.

All guests at Naumi can look forward to a sumptuous champagne breakfast served at the Naumi breakfast bar. And thereafter, guilty fitness buffs can proceed to personalised morning workouts in one of the three exercise rooms – the cardio room, weights room and yoga room.

At sunset, the breakfast area transforms into a sensual Whiskey Bar serving up some of the finest whiskeys, wine and champagne. Boasting a wide selection of the best known and coveted labels, whiskey lovers can choose to savour the rare Macallan 30 years or sip the Glenmorangie Oloroso Cask 30 years, all served on pure ice made from purified water to preserve the original taste of each premium vintage.

So whether it's a celebration of life or indulging in some quiet time alone, Naumi has the answer to suit each and every guest. From its heavenly suites to its charming rooftop pool deck with a dazzling view of the city skyline – Naumi is truly a sensational place

For more information on the hotel, please visit [www.naumihotel.com](http://www.naumihotel.com) or contact us at 6403-6000.

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### **About The Hind Group**

The Hind Group has property developments in Hong Kong and Singapore. They own and manage three luxury service apartments in Hong Kong, namely Ovolo, Erba, Abeo, with the fourth, *Izi*, slated to open early 2008. In 2002, they launched Residences at 338a, a 46-apartment property at River Valley Road, in Singapore, and now own and manage Naumi hotel on Beach Road. The Hind Group also owns the award-winning Rang Mahal restaurant at the Pan Pacific Singapore Hotel, the Vansh restaurant at the Singapore Indoor Stadium and StarHill Gallery in Kuala Lumpur.

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