

Date: August 07, 2026

Listing Manager, National Stock Exchange of India Limited Exchange Plaza, 5 th 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 1 st 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 expansion of the iconic bakery and confectionery brand, Flurys, in North India with a new café in Gurugram

Respected Sir/Ma'am,

We are pleased to announce that Apeejay Surrendra Park Hotels Limited's nearly century old iconic bakery and confectionery brand, **Flurys**, expands its presence in North India with the opening of its first standalone café in Gurugram, located at Galleria Market.

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
(Company Secretary and Compliance Officer)
Membership No.: ACS-014897

Iconic Kolkata institution Flurys expands its presence in North India with a new café in Gurugram

The nearly century-old brand brings its signature confections, beloved classics and warm hospitality to Galleria Market, with more tea rooms and cafés planned across Delhi & North India

Gurugram, Haryana; 7th August 2026: Apeejay Surrendra Park Hotels' iconic bakery and confectionery brand, **Flurys**, expands its presence in North India with the opening of its first standalone café in Gurugram. Located at Galleria Market, the launch marks a significant milestone in the brand's regional growth, with additional Tea Rooms and cafés planned across Delhi and other parts of North India.

Founded in 1927 on Kolkata's Park Street by Swiss couple **Joseph and Frieda Flury**, Flurys introduced generations of Indians to the rituals of Swiss-inspired patisserie, elegant tea rooms and European café culture. As the brand approaches its centenary in 2027, it continues to evolve for a new generation while staying true to the recipes, rituals and warmth that have made it one of India's most beloved café institutions.

The classics, exactly as you remember them

At the heart of the café are the recipes that have made Flurys an institution across generations. The iconic **Rum Ball, Chicken Patty, Chocolate Boat, Buttercream Cubes** and fresh cream pastries share the counter with French classics including the **Millefeuille, Opera** and **Paris-Brest**, alongside celebration cakes crafted for every occasion. Among the highlights is the **Nolen Gur Crème Brûlée in a Bhanr**, a classic French dessert reimaged with the rich, caramel notes of Bengal's prized date-palm jaggery.

The beverage menu features espresso favourites, Flurys' signature **Viennese Coffee**, handcrafted teas, cold brews and frappes, with the **Chilled Coffee Sprüngli** offering a quiet nod to the brand's Swiss roots.

Designed as a **24-hour** neighbourhood café, the 16-seater space is warm and welcoming, accented with archival photographs celebrating Flurys' Park Street heritage. Whether it's a morning coffee, a speedy lunch, an evening dessert or a late-night bite, guests can enjoy the timeless Flurys experience at any hour of the day and night.

Speaking on the launch, **Ms. Priya Paul, Chairperson, Apeejay Surrendra Park Hotels**, said, *"The world's most enduring brands are those that become part of people's lives, and Flurys has done exactly that for nearly a century. It has always stood for simple pleasures, exceptional craftsmanship and the joy of sharing moments over good food. As Flurys enters new cities, our endeavour is not simply to grow its footprint, but to preserve the character and authenticity that have made it an enduring institution across generations."*

Mr. Vijay Dewan, Managing Director, Apeejay Surrendra Park Hotels Ltd, said, *"As Flurys approaches its centenary, we are entering a defining chapter in the brand's journey. North India has long been a target market for us, and Gurugram marks a significant milestone in our expansion plans. With additional tea rooms and cafés planned across Delhi and other parts of India, our focus remains unchanged - to preserve the heritage, craftsmanship and warm hospitality that have defined Flurys since 1927."*

Mr. Rohit Kakra, COO, Flurys, added, *"Every Flurys café is designed to feel familiar from the very first visit. Whether someone comes in for a morning coffee, their favourite Rum Ball, a celebration cake or a late-night bite, we want the experience to be warm, welcoming and unmistakably Flurys. We are excited to introduce that experience to Gurugram and become a neighbourhood destination for the city"*

About Flurys:

Founded in 1927 on Kolkata's iconic Park Street by Swiss couple Joseph and Frieda Flury, Flurys is one of India's most enduring café institutions. Rooted in Swiss heritage and nearly a century of craftsmanship, the brand is celebrated for its refined patisserie, timeless café culture and warm hospitality. Today, with over 110 Tea Rooms, cafés and kiosks across cities including Kolkata, Mumbai, Hyderabad, Indore and Gurugram, Flurys continues to grow thoughtfully while staying true to the legacy, elegance and craftsmanship that have defined it for generations.

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.

For further information, please contact:

Ruchika Pandit | +91-9910332565 | rpandit@theparkhotels.com