



VISION

VITS to be India's most respected brand for the business traveler by providing quality cuisine & delightful guest experience.

MISSION

To optimize returns to all stake holders, viz, our guests, business patrons, and Vitizens through our passion for work and spirit of service.

OUR GOALS 2011

**Have more than 20 Hotels
(2000 rooms under VITS brand)
Maintain 70% occ. throughout the chain.
Maintain 50% GOP across the group.#**

OUR VALUES

1. Integrity
2. Customer Focus
3. Commitment to excellence
4. Value for People
5. Accountability for results
6. Teamwork
7. Competitiveness
8. Change through continuous learning

OUR STRATEGIES

**Continuously develop our people with best HR & Training.
Increase our network of hotels across India using ownership & management.
Leverage our systems, processes, and size to deliver revenue and profits.**