



ITC Hotels

Responsible Luxury': Greenest Luxury Hotel Chain in the World

CASE STUDY

Summary

Embodying ITC Hotels' credo of 'Responsible Luxury', all ITC luxury hotels are an archetype of the culture and ethos of the region they are located in, offering unique indigenous experiences; internationally acclaimed cuisines and spa; with globally benchmarked standards in accommodation, environment, and guest safety. With a LEED® Platinum rating for all its luxury hotels (certification is in progress for the super-premium ITC Grand Bharat that opened recently), ITC Hotels is the 'Greenest Luxury Hotel Chain in the World'.¹

Objective of Intervention

As one of India's premier corporations, ITC Hotels' seeks to fulfill a larger role by enlarging its contribution to the society of which it is a part. The trusteeship role related to social and environmental resources, aligned to the pursuit of economic objectives, is the cornerstone of its Environment, Health & Safety philosophy for which it has won many awards and accolades.

Type of Intervention and Location

Implementation of energy conservation measures to comply with GRIHA five-star certification and LEED Platinum rating at ITC Grand Chola, Chennai.

¹ <http://www.itcportal.com/sustainability/sustainability-report-2015/sustainability-report-2015.pdf>, PP 19



Description of Intervention

The details of one of five-star segment hotel “ITC Grand Chola Hotels Limited,” which is GRIHA five-star certified and LEED Platinum rated is given below. The energy conservation measures implemented are as explained below:²

Passive architectural design strategies adopted in the building:

- Thick stone and autoclaved aerated concrete block walls to reduce solar heat gain
- Recessed windows to cut direct sun rays and glare inside the building
- Ninety-nine per cent of living areas are day-lit and window to wall ratio restricted to 25 per cent to reduce solar heat gain inside the building
- EE lighting fixtures
- Occupancy sensors in rooms to reduce energy consumption
- All electrical fixtures (lights, space conditioners, appliances) controlled by i-pad to reduce energy consumption
- External shading and efficient glazing to reduce solar heat gain and have glare-free daylight have been installed.
- Building envelope is ECBC compliant, which helps reduce cooling loads in AC spaces and meets thermal comfort levels in non-AC spaces.
- EE all variable air conditioning plant.
- Facility of control each indoor unit centrally as well as individually based on occupancy sensor is provided.

Intangible or Tangible Benefit

- Overall 42 per cent reduction in energy consumption with reference to GRIHA benchmark of 450kWh/sqm/year has been achieved
- The energy requirement shall be met through installed capacity of wind energy: 12,600 KWp, which is having an electricity generation potential of around 27,900,000 KWh/year

About ITC Hotels

ITC Forayed into the Hotels business to support the national priority of developing new avenues of foreign exchange earnings and boosting tourism. Beginning with the Sheraton Chola, Chennai in 1975, ITC’s journey in this business has redefined the face of Indian hospitality.

Today, ITC Hotels is one of largest hotel chains in the Country with over 100 hotels across 70 destinations. Symbolised by its distinctive ‘Namaste’ logo, ITC Hotels integrated India’s fine tradition of hospitality with globally benchmarked services.

² GRIHA case study card