



MEDIA INFORMATION
3rd April 2012

**STUDENTS WIN FUNDING FOR THEIR BUSINESS IDEAS FROM THE ARORA
ENTERPRISE AWARDS**



As part of their mission to support enterprise and innovation amongst students, Royal Holloway Entrepreneurs (RHE) has joined forces with their leading sponsor Surinder Arora to host the annual **Arora Awards for Enterprise**. Aspiring student entrepreneurs entered a tightly-fought competition to win up to £3350 in prizewinning to take their winning ideas and concepts to the next stage as part of the Arora sponsorship scheme to RHE which funds both **Arora's Den** and these annual awards.

Funded by Surinder Arora of **Arora Hotels**, the awards are designed to both reward students for exciting new business ideas that have real potential to succeed, and test the student driving the idea forward. Luka Blackman-Gibbs, President of RHE said "Royal Holloway Entrepreneurs work with countless students all year round to develop their ideas and this is a fantastic way of both rewarding those ambitious students, and motivating other students to get involved with the organisation. We are extremely grateful to Surinder for supporting us financially as ultimately this is one key building block for business that RHE can't offer their membership but is usually vital to its acceleration. Surinder is helping us to transform lives."

Students were asked to apply to the awards via an online basic business plan form. Applicants were then interviewed by Surinder Arora, Founder & Chief Executive of **Arora Hotels**, John Donaldson, Executive Director of **Arora Hotels**, Luka Blackman-Gibbs, President of Royal Holloway Entrepreneurs and Elizabeth Wilkinson, Head of Careers.

Surinder Arora commented: 'These awards provide an excellent opportunity for budding entrepreneurs to develop and test their ideas whilst in a study environment. The quality and range of applications was most impressive with some having definite commercial potential.'

My association with Royal Holloway College goes back many years and I am delighted to support this initiative to promote entrepreneurship which is the lifeblood of the UK economy’.

The winners were announced at an Awards Ceremony held at Royal Holloway on 21st March. They included: Henry James, Founder of Gold Leaf Fashion Label which is a luxury, British manufactured brand. They already have retailers such as ASOS.com and Harvey Nichols interested in stocking their lines. Henry was awarded £700.00.

Elena Bella, Founder of Froop Jewellery line which sells low budget gifts that ‘have a touch of luxury’ and already has a good sales record. Elena was awarded £700.00. Marianne Hughes, Founder of Exposure which seeks to become a recognised platform for student photographers to have their work showcased and sold. Marianne was awarded £700.00. Joe Shellard, Founder of Adelphi, the world’s first online system which lets students order play tickets without a credit card- a secure system that empowers parents, students and members of the community to book tickets online. Joe was awarded £200.00.

Elena Bella said ‘It was a nerve-wracking but incredibly exhilarating experience from start to finish. I still can’t quite believe it.’

Note to editors

About Arora Hotels – www.arorahotels.com

Arora Hotels is an independent hotel company owned and founded by Surinder Arora in 1999. It is the UK’s leading specialist hotelier to the airline industry and one of the fastest growing private hotel companies in the UK.

The company has made a name for itself through the design, construction and operation of luxury hotels, with exceptional levels of hospitality.

The portfolio currently comprises 6 hotels with over 2,200 bedrooms. Prime locations include the Arora Hotel Heathrow, Arora Park Heathrow, Arora Hotel Gatwick/Crawley, Arora Hotel Manchester, the flagship 605-bedroom Sofitel London Heathrow, directly connected to Terminal 5 and Sofitel London Gatwick at the North Terminal. Both Sofitel hotels are operated under a franchise agreement with Accor Hospitality.

At The Kia Oval, Arora is currently working in partnership with Surrey County Cricket Club on the development of a four-star, 168-bedroom hotel and is also preferred partner for the new 212-bedroom Royal Ascot Hotel opposite the world famous racecourse.

Each of its hotels is Investors in People accredited.

The property arm of the Arora Group – Arora Management Services – is involved in property asset management of a portfolio of landmark office buildings at key UK airports.

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