

MBD ties up with German hospitality co

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Leading German hospitality company Steigenberger Hotels has tied up with India's MBD group to form a joint venture -MBD Steigenberger, which plans to open and manage 20 luxury hotels in India in next 15 years. The flagship hotel -to be called MBD Zephyr Bangalore -is expected to be opened in three years' time in Whitefield area of Bengaluru.

Aiming to achieve annual revenue of Rs 2,000 crore over the next 15 years, MBD Steigenberger will be managed by the MBD group. While MBD group will oversee business development, management and franchising of hotels, Steigenberger will help in international sales and marketing support, training and employing brand standards to Indian properties.