



Steigenberger to launch in India following joint venture

New MBD Steigenberger targets 20 Indian hotels over next 15 years



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Steigenberger, the German hotel group, will launch its first properties in India following the formation of a new joint venture.

The company has teamed up with MBD Group for the formation of 'MBD Steigenberger', which is now targeting approximately 20 hotels in India over the next 15 years. MBD will own a 51% stake in the joint venture and Steigenberger will hold the remaining 49%.

MBD Group will be in charge of the management side of the business, including hotel operations, marketing, pre-opening and post-opening assistance, while Steigenberger will provide international sales and marketing support, training and brand standards.

The initial flagship hotel under the joint venture will be the MBD Zephyr Bangalore, an MBD Steigenberger Hotel, which will offer 184 rooms and 118 serviced apartments. Future properties are expected to rise in Delhi, Mumbai, Chennai, Hyderabad, Goa, Kolkata, Pune and Indore.

"We are extremely proud to announce our association with Steigenberger Hotel Group. The association will ensure that German excellence joins hands with the warmth of Indian hospitality providing the next level experience to our guests across the country," said Sonica Malhotra, managing director of MBD Steigenberger and joint MD of the MBD Group.



Photo by Bastian Klenitz