

Home » Tech &amp; Biz » IT&amp;BT

# MBD Group all set to bring Europe's leading hospitality company to India

Bfirst Network

Jun 27, 2016, 7:31 PM IST



**New Delhi:** MBD Group, India's largest education and leading hospitality company and Steigenberger Hotel Group the largest German chain of hotels and resorts announced a joint venture to manage and franchise hotels under the brand "MBD STEIGENBERGER" for the Indian Territory.

MBD Group will have a 51 percent stake while Steigenberger Hotel Group will hold a 49 percent stake in the joint venture company.

Management of the joint venture company would be in the hands of the MBD Group looking after the India wide operations of the brand including business development, management and franchising of hotels, India marketing, pre-opening and post-opening assistance, etc wherein Steigenberger would be providing international sales and marketing support, training and brand standards to be deployed in the Indian region to suit the expectations of a luxury traveler.