



## Top luxury hotel brand Steigenberger to debut in India with growth plans

Steigenberger Hotel Group will make its debut in India in collaboration with MBD Group and will hold a 49 per cent stake in the joint venture company which will target to open at least 20 hotels in India over the next 15 years with projected annual revenue of Rs. 20 billion.

The flagship hotel under the MBD STEIGENBERGER brand will be MBD Zephyr Bangalore located in the heart of Bangalore city, offering 184 rooms and 118 service apartments. MBD Steigenberger brand, in-line with the international positioning of the Steigenberger brand, will be positioned to target the luxury segment in India, a segment that is expected to grow at an extremely fast pace.

Commenting on the partnership, Sonica Malhotra, managing director of the joint venture and joint managing director of the MBD Group, said: "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. We will be focusing on key cities in the country including Delhi, Mumbai, Chennai, Hyderabad, Goa, Kolkata, Pune, Indore and other cities where we want to come up with luxury hotels."

Puneet Chhatwal, ceo of Steigenberger Hotel Group, said: "We are extremely honoured to become a part of the Indian hotel landscape. This is an important milestone in our history of international growth. As a company with German roots, Steigenberger Hotel Group enjoys a good reputation worldwide. It is the "Germanness" that is associated with precision, reliability and quality all around the globe. Our brand represents excellence, perfection and a wealth of