

Bring Steigenberger hotels to

ified edu-
ty major
nounced
property
lore', un-
with Ger-
el chain
, in 2019,
20 hotels
e next 15
f annual
der man-
chise of

51:49 JV
June 17,
Steigenberger'.
JV, MBD
ing Direc-
told Dec-
as of the
n India,
els, sales
ssistance
the pre-



SONICA MALHOTRA:
We are looking at
3,000-3,500 rooms
under management,
in the next 15 years,
catering to luxury
business and leisure
guests.

opening phase will be provided by MBD, while our partner will be supporting the JV through international sales and marketing, its international online reservation system, its loyalty programme, and training and development."

With the Bengaluru property, which will offer 184 rooms and 118 service apartments, the MBD Steigenberger brand, in line with the international po-

sitioning of the Steigenberger chain, is positioned to target the luxury segment in India.

"We are also planning hotels in all gateway locations such as Delhi, Mumbai, Chennai, Hyderabad, Goa, Kolkata, Pune, and Indore, among others. Normally, luxury hotels must have between 150-175 keys, so we are looking at 3,000-3,500 rooms under management, in the next 15 years, catering to

luxury business guests," Malhotra said.

While discussing the JV, she said that while there are many hotels, it's a big realty market with many historical properties and businesses owned by the government.

"We have seen a lot of construction which does not meet our property requirements. Our hotels are asset-light and we are actually scoring better than other players in the market," she said.

Malhotra said that Steigenberger has two budget brands, InterCity and City, and could also explore a partnership with the two brands. **DH News**