

# MBD GROUP TO BRING STEIGENBERGER HOTEL TO INDIA

**M**BD Group and Steigenberger Hotel Group (SHG) have announced a joint venture to manage and franchise hotels under the brand MBD STEIGENBERGER for the Indian territory. MBD Group will have a 51 per cent stake while Steigenberger Hotel Group will hold a 49 per cent 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, 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 traveller.

The flagship hotel under the JV will be the MBD Zephyr Bangalore—an MBD Steigenberger Hotel located in the heart



of Whitefield Bangalore—the silicon city of India offering 184 rooms and 118 service apartments.

**Sonica Malhotra**, Managing Director of the Joint venture and Joint Managing Director of the MBD Group, said, "The association will ensure that German excellence joins hands with the warmth of Indian hospitality. 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."