



## ROSEATE HOTELS AND RESORTS LOOKS AT EXPANSION INTO THE HOSPITALITY MARKET IN THE MIDDLE EAST

- *Scouts for acquisitions within Middle East's rapidly growing hospitality market*
- *The award-winning uber luxury brand from India offers carefully curated properties envisaging the best in design, art, hospitality and personalization centered on guest experience*

**Dubai, United Arab Emirates, April 16, 2018:** Roseate Hotels & Resorts, the uber luxury hospitality brand from India-based Bird Group today shared that it is looking for strategic acquisition opportunities to establish its footprint in the Middle East hospitality market. After establishing itself as one of India's most respected 'Indian' luxury hotel brand, Roseate Hotels and Resorts will bring its trademark hospitality to one of the leading global tourism hotspots - the middle east. The company will be participating in Arabian Travel Market (ATM), the leading global event for the Middle East travel industry, from 22nd to 25th April 2018, at booth no. HC0660, Sheikh Saeed Arena, Dubai International Convention & Exhibition Centre.

Speaking about their foray into the Middle East region, Ankur Bhatia, Executive Director, Bird Group, said: "The Middle East is an attractive business and leisure destination with tremendous growth potential; therefore, it is imperative for a company with global aspirations such as ours to have a presence here. We are excited to participate at ATM and explore business opportunities in the region."

The brand offers a collection of uber luxury hotels consisting of 5 niche hotels across India and the U.K. and more under development. The name 'Roseate' comes from a bird with pink hued plumage. Avant-garde, imaginative and contemporary in design, each Roseate hotel has a story to tell. Key focus is laid on service, aesthetics and detailing of hotels that pave way to stylized accommodation with high business efficiencies at city hotels and exquisite leisure option at resort location.

Within India, the group has presence with two properties namely The Roseate and Roseate House in New Delhi along with the third property 'The Roseate Ganges' which will be unveiled in Fall'2018. Their presence in the United Kingdom includes Roseate House London, The Roseate Reading as well as The Roseate Villa Bath. All these properties embody the brand's philosophy of showcasing a new spectrum of hospitality.

**The Roseate New Delhi** is a one-of-its-kind urban resort with eight acres of verdant green and unperturbed water bodies, which fuse seamlessly with an award-winning architecture. It is the epitome of luxury and hospitality that offers an indefectible escape from tedious city life. Known as one of the peerless resorts in Delhi, The Roseate is only a few minutes from the international airport, shopping malls, embassies and offices of Delhi and Gurgaon. The resort consists of 50 elegantly furnished and commodious rooms of which 11 pool view rooms host an additional 40 sq.mt of private pool deck. Each room is an embodiment of luxury with contemporary furnishing, rhythmic



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colors and leading-edge technology to preserve the emotion of an uninterrupted stay with a view to the lush green-scape. Apart from the singularity of the Roseate New Delhi architecture, the resort offers an exquisite spectrum of food and beverage selections such as: Kiyan, the resort's world cuisine restaurant with a European edge, both in terms of cuisine and fine dining experience; ChiNi, serving authentic Chinese cuisine par excellence lives by its philosophy of cooking "Chinese Cuisine from the Heart". IAH Bar, a connoisseur's dream destination, features delectable hors d'oeuvres, thoughtfully paired with an exquisite menu of spirits. Epitomising the meaning of escape, the resort also offers an array of treatments at the Aheli spa.

**Roseate House New Delhi** is a nifty hotel stationed in the capital's only hospitality district, Aerocity. Christened the 'Best City Hotel' Roseate House New Delhi caters to the next-generation of business and leisure travellers. Thirty minutes from the business hubs of Gurgaon and Delhi, and 10 minutes from the Indira Gandhi International Airport, New Delhi, the hotel renders a contrasting respite from the city's hustle-bustle. The 1.6-acre property houses 216 amply spacious and tastefully well furnished rooms. There are 15 specially designed suites as well. Roseate House New Delhi postures itself as a narrative of cosmopolitan hospitality that knits through every room and floor. Roseate House New Delhi offers an array of dining experiences to its guests encompassing multiple cuisines from India and across the globe. The hotel consists of a mix of bistros, alfresco dining, traditional North Indian Frontier cooking combined with Delhi street food, Japanese, as well as one of the finest teas from around the world. Roseate House New Delhi's Aheli spa offers an environment away from the fast-paced urban lifestyle. Equipped with the best amenities, the world-class Aheli spa offers exclusive treatments with pure natural products. The hotel also houses an avant-garde cinema hall, Upstage, with the latest facilities and theatre experience. Roseate House New Delhi offers a host of meeting spaces as well.

**The Roseate Ganges** is exquisitely situated in an unfrequented sanctum on the foothills of the Garhwal Himalayas of Rishikesh. A serene, luxury retreat with a transcendent view of the sacred Ganges waterway, The Roseate Ganges glorifies the Yoga capital of the world, Rishikesh. Exclusively exquisite, the resort propounds 16 well appointed, independent cottages resting on the tranquil countryside, each possessing a private balcony looking over the sylvan hills and waterway. The rustic cottages are equipped with unabridged amenities for guests yearning for a cosy and relaxing escape. Dining options include Chidya Ghar, a first of a kind old school bar with a menu that offers treasured classics, enumerating our special brand of hospitality and Roasted by Roseate that serves the dandiest of beverages with a choice of palpable patisserie and boulangerie snacks. Personifying grace and peace is the name Aheli, a world-class spa equipped with unequalled amenities and luxuriant treatments that will redefine the meaning of escape.

**The Roseate House London** A short walk from Hyde Park with stunning views over the leafy Westbourne Terrace lies Roseate's luxury boutique hotel, The Roseate House London. The opulent auberge offers a stunning view of the street once described as the 'finest in London' facing St James Church, where Oscar Wilde espoused. The hotel features 48 luxurious rooms and suites spread across three mid-19th century, Grade-II townhouses built in 1842, restored to the original allure and charm of their rudimentary Victorian architecture. Behind the innocuous wooden doors of the



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Victorian terrace townhouses belonging to the Roseate House London lies an oasis of quintessentially British luxury and hospitality. This inner sanctum belongs to the eternal Hyde Bar. The bar features an ensemble cast of rare whiskeys, spirits from off the beaten track interspersed with premium and noteworthy names. The Roseate House London elevates the most characteristic of British dining traditions with the Afternoon Tea at the newly launched Hyde Bar.

**The Roseate Reading** Described as “the UK’s Sexiest Townhouse Hotel” by the Evening Standard, The Roseate Reading is recognized for its artful conception and luxury. The hotel prides on its attention to detail, an attitude that is realised from the hotel personnel to the facilities available to make your stay cherished and memorable. Whether it is the 86,000 Italian-glass beads in the chandelier that hangs from the top of the building or the plush fabrics and swanky wallpapers, our meticulous design sense is ubiquitous in maintaining an uplifted ambience. The property houses 55 luxury bedrooms spread over three floors. The Roseate Reading complements its early 20th century architecture with a wide variety of art, sourced from across the world, which are meant to inspire creativity and stimulate cognisance. The award-winning Cerise restaurant offers a plethora of dining options to its guests. The Cerise restaurant also offers the traditional British Afternoon Tea experience. The hotel also has three private dining rooms that can accommodate up to 50 guests. The Roseate Reading houses one of the biggest private cinema halls in Berkshire. It can cater to 30 guests in its recliners, offering the ultimate luxury cinematic experience.

**The Roseate Villa Bath** A boutique hotel positioned just five minutes away from the heart of the city, The Roseate Villa Bath occupies a tranquil spread that exemplifies the legacy of Bath. It encompasses two converted Victorian houses which have had a characterful legacy. A warm welcome with tea and cakes, immaculate hospitality, attention to detail and a genuine connect with every guest make their experience a very memorable one. A luxury boutique hotel in Bath, The Roseate Villa houses 21 individual rooms with exclusive features. The Villa also hosts an afternoon tea indulgence that endures to refresh you after a day of exploring Bath’s heritage and cultural spots. Bath, a World Heritage Site offers an array of unique experiences.

Over the past 4 years, the brand has been recognized by some of the most influential organizations in the travel and hospitality industry. Some of the key acknowledgements being: Conde Nast Traveller Middle East Reader’s Choice Award 2017 - Favourite Hotel Resort for Wellness; Outlook Traveller Boutique Awards 2017 ?Best City Hotel; Make My Trip – Customer’s Choice Award 2017; Goibibo Certificate of Excellence 2016-17 (Roseate House); Favourite International Hotel or Resort by Condé Nast Traveller Middle East Readers' Choice Awards 2015; Runner Up-Favorite Indian Boutique Hotel by Condé Nast Traveller Readers Travel Awards 2015; Luxury Design Hotel of the Year by Luxury Travel Guide Global Awards 2015; Best New Hotel by Travel + Leisure India and South Asia Awards 2014 (The Roseate); Bath Business Awards 2017 - Best Customer Service (The Roseate Villa) and recently awarded ‘The Best New Boutique Hotel Chain’ at the Pacific Asia Travel Writer’s Association awards held at ITB Berlin, Germany last month.

**For further details, please visit:** [www.roseatehotels.com](http://www.roseatehotels.com)



## About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 45+ years of experience and more than 45+ offices supported by over 9000+ well trained staff and an impressive clientele of over 500+ top corporates, Bird Group can claim to be one of the largest and most diversified group of various entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Aviation Services, Hospitality, Luxury Retail and Education.

For more information, visit the Bird Group website [www.bird.in](http://www.bird.in)

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