



## **Roseate Hotels & Resorts introduces "Care by Roseate" - Touchless Hospitality, a revolutionary smart technology**

New Delhi, May 05, 2020 - Hospitality will never be the same again post Covid 19. These uncertain times call out loudly for trusted associates and Roseate Hotels & Resorts has discovered new nuances in hospitality to give to their valued guests, unparalleled experience & utmost satisfaction keeping all the hygiene and safety standards in place.

In a bid to minimise physical contact with guests at their hotels, Roseate Hotels and Resorts has launched 'Care by Roseate'; believably a novel approach towards instilling confidence among its customers about their safety while staying and dining at restaurants across their six properties in India and UK.

The Coronavirus Pandemic is far from over and "Touchless Hospitality" is the new future which is here to stay with us. Roseate Hotels & Resorts have completely remodelled their standard operating procedures towards providing greater care and ensuring a safe environment for their cherished guests.

Dr Ankur Bhatia, Executive Director, Bird Group says, "Roseate Hotels & Resorts firmly believes that in the hospitality industry, we need to constantly reinvent ourselves according to the need of our guests and stay ahead of the game. I am proud of the fact that Roseate Hotels & Resorts is the first hotel chain in India to implement across its six hotels in partnership with its sister company Bird Apps, this initiative to make guests feel more comfortable with availing hospitality services in the new normal, post lockdown scenario.'

Care by Roseate involves stringent procedures in place to ensure no contamination enters via any route. The measures involve thermal screening at entry gates of all passenger vehicles. Display of "Safe" status in Arogya Setu app for staff & guests and wearing of masks that be a must to enter the hotel premises. All hotel vehicles would be disinfected at entry points and after every use. Sanitizers would be kept in all prominent locations within the hotel. Guest luggage would be disinfected from outside on arrival. To enable seamless, remote check ins, Touchless Check ins would be facilitated via app, in which all information would already be pre-registered. After check out, the same room would be allocated only after 24 hours post being thoroughly disinfected. Roseate Hotels & Resorts would also follow an alternate room occupancy policy to maintain social distancing. Housekeeping staff would wear Personal protection Equipment(PPE). Delivery and clearance of Room Service orders would be just outside the hotel room entrance. To ensure touchless usage of elevators, a staff member in PPE would be present to operate them with not more than 3 members at a time.



Also, under this new initiative " Care By Roseate " , touchless dining is going to be paramount. Here for dining, the guest while booking a table can see the menu and order from it. The guest shares their location with the hotel so that the kitchen staff start preparing the meal when the guest is enroute to the hotel restaurant. Guests also have an option to add more items while they are enjoying their meal. In addition the app would allow guests to see food being prepared live in the kitchen. At the end, the bill comes on the App on which it can be paid via credit cards. There would be no Buffet services for the time being.

The tables in the restaurant will be placed at a minimum two metre distance and kitchen and service staff will wear PPE (masks, gloves & other protective gear)at all times. Moreover, regular temperature checks of staff will continue to be a part of the new normal. Personnel from areas designated as hot spots will be discouraged in the hotel premises.

For their delivery services all meals will come in double layered packaging and delivered with utmost hygiene, as will be for laundry care services.

Care by Roseate would ensure that while utmost care is taken, guests will not be deprived of availing luxe fine dining and stay services. Roseate Hotels & Resorts is treating the COVID-19 with the utmost gravity and is taking every precaution to keep the guests safe.

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

## ABOUT ROSEATE HOTELS & RESORTS

Roseate Hotels and Resorts is a collection of uber luxury hotels consisting of 6 niche hotels across India and the U.K with 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 the 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.

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

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