



ROSEATE HOTELS & RESORTS

ROSEATE HOTELS AND RESORTS ANNOUNCES ITS 3rd ACQUISITION IN UNITED KINGDOM - VILLA AT HANRIETTA PARK, BATH

New Delhi, July 26th, 2017: Roseate Hotels and Resorts, a global collection of unique and independent stay experiences by Bird Hospitality has announced its acquisition of Villa at Henrietta Park (formerly known as Villa Magdala) in Bath, United Kingdom.

Acquired from the independently owned Kaleidoscope Collection, Villa at Henrietta Park is Roseate Hotels and Resort's third property in the UK. The two existing properties being The Royal Park London –a Roseate House hotel, and - The Forbury Roseate in Reading.

Tucked away in a quiet corner in the heart of Bath, the boutique property offers 21 spacious and exquisitely appointed rooms. Set in two carefully restored Victorian houses with individual gardens, Villa at Henrietta Park features a quirky yet elegant personality. The unique and picturesque property echoes chic classism blended with a buoyant yet relaxed ambience..

Dr. Ankur Bhatia, Director, Bird Hospitality Services said, "We are proud to put our flag on one of the most iconic properties in Bath. Bath is an important market for us as it is one of the most visited cities and is amongst the major UNESCO World Heritage sites. Villa would be branded as **The Roseate Villa Bath.**"

Commenting on the acquisition, **Ravi Birdy, Executive Director, Roseate Hotels & Resorts** said, "Roseate Hotels and Resorts offers a portfolio of new and existing ultrachic luxury hotels carefully curated envisaging the best in design, art, hospitality, and personalization centered around guest experience. As one of the fastest growing 'Indian' luxury brand in hospitality, our focus continues to be on quality and customer service. Ranked well on Tripadvisor for hotels in Bath, Villa at Henrietta Park with its location and unique Victorian character complements our existing collection of luxury hotels in the UK."

About Roseate Hotels and Resorts

Roseate hotels and Resorts is a collection of uber luxury hotels presently consisting of 4 niche hotels in the UK and across India with more under development in Rishikesh, Jaipur and Goa. 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 – branded as Roseate House, and, exquisite leisure options at resort locations – branded as The Roseate.

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 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.



ROSEATE HOTELS & RESORTS

For media queries, please contact:

Ritu Bararia

Head - Corporate Communication

Bird Group

+91 9818866199

rib@bird.in

Ranjita Shaw

PR Manager- Roseate Hotels & Resorts

+91 9999028724

ranjita.shaw@roseatehotels.com

Deepika Bansal/ Nandini Sharma

Tanya Singh/ Revaa Anand

Alphabet Consulting

+91 9811292247/ +91 8800230230

+91 9990919558/ +91 9810085379

deepikab@alphabetconsulting.com

nandinis@alphabetconsulting.com

tanyas@alphabetconsulting.com

revaaa@alphabetconsulting.com