



Roseate Hotels & Resorts Co-hosts an iconic 150 k.m. Cyclothon

New Delhi – August 6, 2024: Roseate Hotels & Resorts, in collaboration with the International Institute of Hotel Management (IIHM), Dr. Chef Parvinder Singh Bali — Director of the School for European Pastry & Culinary Arts—and CCC Cycling Club, recently organized a monumental cyclothon to create awareness about the critical need for skilled talent in the hospitality industry. The cyclothon attracted 150 participants, a diverse group including students, renowned celebrity chefs, industry professionals, and enthusiastic community members, all united by a common goal - to attract more talent and to encourage students to join the hospitality industry. As shared in the recent Budget, The hospitality industry is likely to add around 1 million jobs in the next few years as the sector is grappling with a huge talent shortage amid rapid expansion after the COVID-19 pandemic, say experts. The event, which kicked off on 28th July 2024 at 4 AM from Green Park, New Delhi, saw an enthusiastic group of participants embark on a challenging 150-kilometer journey to Mathura and back. This cyclothon was not only a test of endurance but also a vibrant campaign designed to draw attention to the immense career prospects within the hospitality sector and address the industry's talent crunch.

Roseate Hotels & Resorts played a pivotal role in orchestrating this campaign, demonstrating its commitment to fostering new talent and enhancing the industry's future. Throughout the journey, Team Roseate also ensured that participants were well-supported with water and amenities. By spearheading this initiative, Roseate Hotels & Resorts underscored its commitment to not only working towards the welfare of its own teams, with a series of initiatives including online learning with Roseate Learning Centre, Resiliency Program, language training, educational advancement, personality development, practical training such as visits to tea gardens and vineyards, culinary exposure through collaborations with renowned Chefs, cross functional exposure or providing exceptional guest experiences but also shaping the future of hospitality through skill development and job creation. This is one of the many forthcoming steps towards attracting a larger, more skilled workforce into the hospitality workforce.

Mr. Kush Kapoor, CEO, Roseate Hotels & Resorts said "The promising new Budget, which includes initiatives aimed at creating 1 million jobs, unprecedented benefits to interns and first-time job seekers, is a significant step forward for the hospitality industry and promises growth and opportunities for many. Roseate Hotels & Resorts is delighted to partner with IIHM, CCC, and SEP, for the 150 km Cyclothon to create awareness, promote career opportunities and celebrate this milestone, which is critical for the future of Indian hospitality."

Roseate Hotels & Resorts extends heartfelt gratitude to all participants, supporters, and collaborators who made this event a remarkable success. Together, we can drive the future of hospitality and create a world of opportunities for the next generation!

Towards a stronger industry and nation!



About Roseate Hotels and Resorts:

The name 'Roseate' comes from a bird with a pink hued plumage. Roseate Hotels and Resorts is a collection of seven luxury hotels across India and the United Kingdom, characterised by their unique charm, immaculate hospitality, highest standards of service and attention to the finest detail. Whether a leisure or a business hotel, each of the Roseate Hotels & Resorts redefines unparalleled luxury. Every hotels proffers exemplary, award winning dining concepts amidst contemporary architecture and bespoke design. Each, a unique narrative. The luxury brand is also renowned for its distinct wellness, recreational and co-working concepts in addition to a signature gourmet collection. Roseate Hotels & Resorts a brand of Bird Hospitality, Bird Group, India is committed towards sustainability and best environmental and ecological practices.

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