

## **BIRD GROUP BECOMES A 'MONUMENT MITRA' AND LAUNCHES ITS MULTILINGUAL APP 'AUDIO ODIGOS' AT PARYATAN PARV**

- *Resbird Technologies (Bird Group) becomes a 'Monument Mitra' by adopting Gol Gumbad, Delhi*
- *Resbird Technologies (Bird Group) under 'Adopt a Heritage' project of Government of India developed 'Audio Odigos', an app offering audio guided tours*
- *Content for the Audio Odigos app has been curated by renowned historian – Rana Safvi*

**New Delhi, 03, October 2019:** India has a tremendous cultural heritage potential, and in a bid to live up to its commitment to promote heritage tourism in India, Resbird Technologies Private Limited (part of Bird Group) has developed 'Audio Odigos' - a mobile audio guide app for visitors, under the 'Adopt a Heritage' project by the Ministry of Tourism (Government of India). Resbird Technologies (Bird Group) also became a 'Monument Mitra' under 'Adopt a Heritage' project by signing MOU with Ministry of Tourism & Govt. of Delhi for providing tourism amenities at Gol Gumbad, Lodhi Road, New Delhi-03.

The application was jointly launched today by Mr. Yogendra Tripathi, Secretary, Ministry of Tourism and Ms. Usha Sharma, Director General, ASI at the 'Paryatan Parv'. The application is a part of the MOU signed between the Ministry of Tourism, Archaeological Survey of India and Resbird Technologies Pvt. Ltd. Dr. Ankur Bhatia, Executive Director – Bird Group, Mrs. Smriti Bhatia, Consultant – Bird Group, Mr. Himanshu Kumar, Business Head - BirdApps and Ms. Geetanjali Nanda, Senior Executive Assistant – Business & Projects were present from Bird Group for the app launch. At the ceremony, Resbird Technologies Private Limited (Bird Group) also received from the Ministry of Tourism and Delhi Government the 'Memorandum of Understanding' for the adoption of the heritage site Gol Gumbad, Lodhi Road, Delhi.

As a 'Monument Mitra', Bird Group will be responsible for providing the basic & advanced amenities at Gol Gumbad as well as for the operations and maintenance of the site amenities. Audio Odigos, created by BirdApps (Resbird Technologies), enables visitors to discover the rich heritage culture of the Indian iconic sites through immersive audio guided tours. It offers ministry verified content, with visuals & voice over support in a variety of

languages including English, Hindi, Japanese, Korean and vernacular languages where required.

Speaking on the occasion, Mrs. Radha Bhatia said “Working with the Ministry of Tourism for the progress of the sector has been the vision of the organization. With Audio Odigos, we believe that tourists will now enjoy a more enriching experience and take back historical insights of the Indian culture and heritage.”

The Audio Odigos app contains an inbuilt map of the site for a smooth navigation during the tour. Listeners will be offered various versions of history like Synopsis, Detailed History and Podcasts. The audio can be chosen in their preferred language & version of the history.

Audio Odigos is now available for download on all Android and iOS supported mobile phone

## **About ‘Adopt a Heritage’**

The ‘Adopt a Heritage: Apni Dharohar, Apni Pehchan’ project is a collaborative effort between the Ministry of Tourism, Ministry of Culture and Archaeological Survey of India (ASI), and State/UTs Governments. It aims to involve public sector companies, private sector companies and corporate citizens/individuals to take up the responsibility for making our heritage and tourism more sustainable through development, operation and maintenance of world-class tourist infrastructure and amenities at ASI/ State heritage sites and other important tourist sites in India.

## **About BirdApps**

Established in 2017, BirdApps is a venture and Innovation lab at Bird Group. BirdApps incubates a portfolio of SaaS (software as a service), Web and App products in the sectors Bird Group operates in. BirdApps curates and builds products on demand that cater to the evolving travel, hospitality and lifestyle segment. The team at BirdApps comprises of qualified professionals that include software engineers, designers, marketers and finance executives with exemplary training and experience.

## About Bird Group

Founded in 1971 in India, Bird Group is amongst the largest and most diversified group of various entities within the industry. With businesses as diverse as pioneering back-office processing to be the representative for many of the world 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. Today Bird Group core business includes Travel Technology, Aviation Services, Hospitality, Retail and Education.

For further details, please visit: [www.bird.in](http://www.bird.in)

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