

Bird Hospitality Acquires the Royal Park Hotel in London

New Delhi, April 7th, 2011: Bird Hospitality Services (BHS), a wholly owned subsidiary and the hospitality arm of Bird Group recently acquired the Royal Park Hotel in London.

Located in the heart of London, next to the famous Hyde Park, the hotel is a five star boutique property offering 48 exquisitely appointed rooms and suites. The hotel comprises of three carefully restored, mid-19th century townhouses and is perfect for both business and leisure travellers. The hotel, with its chic classism, will appeal to the romantic travellers. The rooms and suites, at the hotel, offer lovely views over leafy Westbourne Terrace and the historic buildings of the area. The Royal Park Hotel is within easy walking distance of London attractions such as Kensington Palace, The Royal Albert Hall, High Street Kensington and Portobello Road.

The hotel will continue to enjoy its boutique hospitality charm under the ownership of Bird Hospitality. Interstate Hotels and Resorts will be responsible for the overall management, operations, sales & distribution for the hotel. Interstate Hotels and Resorts is the United States' largest independent hotel management company. The company and its affiliates manage and /or have ownership interests in 311 hotels with 58,824 rooms in 39 states.

Commenting on the acquisition, Ankur Bhatia, Executive Director, Bird Group, said, "Bird Group is a highly esteemed and recognized name in the travel industry and has come a long way in diversifying into the hospitality arena. Bird Hospitality has already tied-up with a leading Thai international hotel operator and plans to manage the five hotel properties, which it is developing across India. With over 40 years of experience in India, we wanted to expand and set up our business overseas. The Royal Park Hotel will provide the group a suitable prospect and enable it to establish its footprints across the hospitality sector in markets beyond India and APAC region. The fabulous location, above average room sizes (as compared to London standards) and the typically British character of The Royal Park Hotel, offers great potential for future development and expansion."

The Royal Park Hotel was constructed from shell, in the year 2004. The Bird Group will further enhance the look and feel of the property by May 2011. The company will also add a star restaurant to the hotel property by the third quarter of this year.

About Bird Hospitality Services (BHS)

Bird Hospitality Services is a 100% owned subsidiary of The Bird Group. In March 2007, it formed a strategic alliance with Thailand's premier hotel brand, Dusit International. The partnership, Dusit Bird Hotels (DBH) is a joint management venture between Bird Hospitality services and Dusit International. The company is all set to operate its first hotel, Dusit Devarana, New Delhi by the end of 2011. The Bird Group will be introducing other Dusit properties in Rishikesh, Jaipur and Goa, shortly. In addition, a dusitD2 will be opened in New Delhi in 2012.

About Bird Group

As one of the largest diversified groups in the travel technology, aviation services, retail, hospitality and education, The Bird Group, a conglomerate of independent companies, is committed to the cause of automation of the travel industry. It seeks to provide solutions to upcoming challenges in the competitive business environment of today.

For more details please visit: www.bird.in

About The Royal Park Hotel

The Royal Park Hotel is an intimate, luxury London hotel offering 48 exquisitely appointed rooms and suites. Ideally located on Westbourne Terrace, this hotel lies very near Hyde Park, London's largest royal park.

This luxury boutique hotel comprises three carefully restored, mid-19th-century Grade II listed townhouses and is perfect for business, leisure or romantic trysts; all rooms offer handmade Bellestrata beds, antique furniture and period features with 24 hour room service, complimentary Wi-Fi or cable broadband and a well-connected Concierge.

The Royal Park central London boutique hotel is a haven of elegance amidst the hustle and bustle of central London. The rooms feature period furniture and original oil paintings. Handmade beds with silk details and limestone bathrooms create an atmosphere of exclusivity. The Royal Park rooms and suites offer lovely views over leafy Westbourne Terrace and the historic buildings of the area. The Royal Park is within easy walking distance of London attractions such as Kensington Palace, The Royal Albert Hall, High Street Kensington and Portobello Road.

Paddington Station is a short walk from The Royal Park and offers underground access to the rest of London and the Heathrow Express connection to Heathrow Airport. For more details please visit: www.theroyalpark.com.

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