

Bird Group acquires Beechfield House, Wiltshire (United Kingdom)

April 3rd, 2025: New Delhi, India: Bird Group, the promoter and operator of Roseate Hotels & Resorts, a collection of luxury hotels in India and the United Kingdom, announces the acquisition of Beechfield House, Wiltshire, a fascinating new addition to its distinguished hospitality vertical.

Set in 8 acres of landscaped gardens & woodlands, Beechfield, a grade II listed property, inspired by the 16th century Italian Renaissance, was built in the year 1878, owned by a gentleman named Richard Keevil. It remained an impressive family home for 90 years until it was converted into a hotel in the late 1960s with the word 'House' added to its name.

Beechfield House is nestled in Wiltshire, a charming county peppered with farms, local pubs and pretty former wool towns and villages such as Bradford-on-Avon, Castle Combe, Corsham, Devizes and the National Trust village of Lacock, that dates back to the 13th century and has an abbey. It is 30 minutes away from the heritage city of Bath, a city known for its distinct heritage, art, literature & culture, and the picturesque Cotswolds. Iconic attractions like the Longleat Safari Park and the legendary Stonehenge, too are within easy reach.

Statuesque and yet intimately congenial, Beechfield House is a boutique hotel that proffers 24 luxurious rooms with breathtaking views of the verdant outdoors, majestic late Victorian architecture, high ceilings, striking antique fireplaces, large windows, an Arboretum and a charming Orangery. Quite resplendent with a sprawling terrace, a heartwarming walled garden, bejewelled with a heated, 40 feet outdoor swimming pool, Beechfield House is an enchanting destination with a bouquet of versatile and utterly charming dining, meetings & events spaces, perfect for private gatherings and bespoke weddings.

In addition to Trip Advisor's Certificate of Excellence award, Beechfield House was awarded the AA Inspectors' Choice Country House Hotel 2024-25, a AA Breakfast Award 2024-25 and prestigious 2 AA Rosettes for culinary excellence 2024-25. With sustainability at its core, Beechfield House has retained its 4 AA Red Stars, in recognition of its world class hospitality, placing it amongst the top 200 UK hotels in the country.

Gaurav Bhatia, Executive Director, Bird Group said, *"We are beyond delighted to welcome Beechfield House and its exceptionally talented team into the Bird family. Keeping aligned with the vision behind our existing portfolio of distinguished hotels & resorts, we look forward to delivering immaculate hospitality and exemplary guest experiences at Beechfield House!"*

About Bird Group:

A conglomerate with over 50 years of excellence in diverse businesses across India, UK and the Middle East, Bird Group is amongst the largest and most diversified group of various entities in the industry. Bird Group's core business includes Information Technology, Travel & Aviation Services, Hospitality, Luxury Retail and Education.

www.bird.in

About Roseate Hotels and Resorts:

Roseate Hotels & Resorts is a collection of eight luxury hotels across India and the United Kingdom, characterized by their unique charm, immaculate hospitality, impeccable 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 hotel besides being known for its unique architecture & design is quite a dining destination in its own right. The luxury brand, committed towards sustainability in every possible way, is also renowned for its distinct wellness, recreational and co-working concepts, in addition to a signature gourmet collection. Roseate Hotels & Resorts is a brand of Bird Hospitality (Bird Group, India).

www.roseatehotels.com