

ROSEATE HOTELS AND RESORTS SHOWCASES AN IMPRESSIVE RANGE OF LUXURIOUS PROPERTIES AT ATM DUBAI 2019

- Launch marks the sixth hotel for the Indian boutique luxury hotel brand, which continues to build portfolio of hotels targeted at affluent regional and international travellers
- Roseate Hotel and Resorts will use knowledge of Middle East travelers' preferences to "fuel plans to enter the Middle East market imminently"

Dubai, April 29, 2019: Roseate Hotels & Resorts, a global collection of boutique luxury hotels by Bird Hospitality, announces the launch of its sixth hotel: The Roseate Ganges, Rishikesh, at ATM Dubai 2019 from 28 April – 1 May 2019.

The Indian luxury hospitality brand which announced its plans to extend its footprint into the Middle East at last year's event, continues to build its portfolio of hotels targeted at affluent regional and international travellers.

Dr. Ankur Bhatia, Executive Director, Bird Group said, "Our resorts are synonymous with luxury and The Roseate Ganges is a true embodiment of this. We welcome a large number of visitors from the Middle East at our properties in India and the UK, giving us insight into what travellers from the region are looking for when it comes to a seamless, luxurious stay experience. We are looking forward to using this knowledge to fuel our plans to enter the Middle East market imminently."

The brand's portfolio comprises six niche hotels across India and the UK with more currently being developed. Avant-garde, imaginative and contemporary in design, each Roseate hotel has a story to tell. A key focus is laid on service, aesthetics and detailing of hotels that pave the way to stylised accommodation, with both city hotels and resorts catering to business and leisure travellers alike.

Within India, the group has two properties situated in Delhi - The Roseate New Delhi and Roseate House New Delhi and a recently unveiled luxury retreat in Rishikesh - The Roseate Ganges. The group's presence in the United Kingdom includes Roseate House London, The Roseate Reading and The Roseate Villa Bath.

Participating at ATM for the fifth consecutive year, Roseate Hotels & Resorts will showcase its offerings and services to industry professionals and discerning travellers from around the world.

The Roseate New Delhi: The Roseate New Delhi is a one of a kind urban resort with eight acres of verdant green and untouched water bodies which fuse seamlessly with award-winning architecture. It is the epitome of luxury and hospitality that offers an indefectible escape from tedious city life. Known as one of the peerless resorts in Delhi, The Roseate is only a few minutes' drive from the international airport, shopping malls, embassies and offices in Delhi and Gurugram. The Roseate conserves its eternal tranquil environment for its guests. Inspired by the five elements of Hindu philosophy - air, water, fire, earth and sky, internationally acclaimed architect Khun Lek Bunnag designed The Roseate New Delhi. The Roseate New Delhi's regally columned verandahs that are a mnemonic of the royal lineage of Delhi and the ornate greens enveloping more than 2000

matured trees and 3 acres of water bodies are not the only reason for it to be considered an architectural beauty. The resort possesses intricate bronze meshwork in the guest areas, over 20 ft high doors, high dome ceilings and Isfahan pillars fused with a five century old Moghul architecture personifying the monumental ambience that exuberates aristocracy. The Roseate New Delhi consists of 65 elegantly furnished and well-appointed rooms and suites. The Roseate New Delhi offers an exquisite spectrum of food and beverage selections such as: Kiyani, the resort's world cuisine restaurant with a European edge, both in terms of cuisine and fine dining experience; inspired by the liberated art of cooking at Kai Mayfair, Chi Ni's Specialty Chef Lau Ah Ban trained at Michelin restaurants, specializes in modern Chinese, szechuan, Hong Kong Cantonese, local Malaysian and Singapore Chinese cuisine. IAH BAR is an architectural marvel and a beverage connoisseur's destination for fun filled and relaxed evenings. The resort also offers an array of wellness and meeting spaces.

Roseate House New Delhi is a contemporary upscale hotel stationed in the capital's only hospitality district, Aerocity. Spread across 1.6 acres, Roseate House New Delhi combines lineage and novelty in its design and services to cater to the new generation of cosmopolitan guests. 30 minutes from the business hubs of Gurugram and Delhi, 20 minutes from the Indira Gandhi International Airport, New Delhi and 2 minutes walking distance to the Aerocity metro station, the hotel renders a contrasting respite from the city's hustle-bustle. Roseate House New Delhi has 216 spacious and tastefully well-furnished rooms including 15 specially designed suites. It postures itself as a narrative of cosmopolitan hospitality that knits through every room and floor. Conceived as a book, each floor has been named a story and each room category a chapter, that embodies a perfect blend of contemporary design and functionality. Roseate House New Delhi is proud to be accredited with a Leed Gold certification. Roseate House New Delhi offers an array of dining experiences to its guests through its fine dining options: Chidiya Ghar, an old school bar; DEL an all-day bistro; Kheer offers Indian cuisine par excellence with a modern edge; Tara an open rooftop Japanese lounge; Roasted by Roseate, the hotel's in-house patisserie and boulangerie. Equipped with the best amenities, the world-class Aheli spa offers exclusive treatments with pure natural products. The hotel also houses an avant-garde cinema hall, Upstage, with the latest facilities and theatre experience. Roseate House New Delhi also offers a host of meeting spaces.

The Roseate Ganges: An unparalleled, luxury retreat on the banks of the river Ganges in Rishikesh redefines luxury, boasting of impeccable design, architecture and services that ensure an unforgettable experience in the serene, sylvan setting of the Garhwal Himalaya foothills. Located in Shivpuri, the luxury retreat overlooking the Ganges glorifies the yoga capital of the world, Rishikesh. The Roseate Ganges is a 45-minute drive from Jolly Grant Airport, Dehradun which is well connected by multiple flights to and from various cities across India. The exquisite retreat propounds 16 well-appointed villas, each opening to a private balcony looking over the Ganga valley and the forest. The villas at the retreat have been designed with classic elegance in natural colour palettes complementing the natural surroundings. Each is a fine blend of minimalism and luxury with state-of-the-art technology, luxurious beds, perfectly appointed bathrooms and private balconies that offer a spectacular panorama of the Himalayan outdoors. Signature dining options based on the local cuisine and a comprehensive menu of spa and yoga services ensure a memorable stay experience for guests seeking physical, mental and spiritual wellness. Roasted by Roseate at the poolside serves the finest selection of TWG tea and delectable from the boulangerie and patisserie. A first of its kind old school bar and dining space, Chidya Ghar has a distinct old-world charm in a contemporary young chic setting. The Roseate Ganges also has a temperature-controlled infinity

swimming pool overlooking the surrounding valley. For an unforgettably calming experience, guests can enjoy access to the private white sand beach next to the pristine waters of the Ganges, which gently flows by the retreat. We offer allurements for all our guests, from adrenaline pumping hiking, trekking, river rafting to a spiritual peregrination to pilgrimage spots, yoga, meditation, the renowned religious Arti by the river Ganges or an intimate afternoon with a book. The Roseate Ganges, Rishikesh was recently awarded the prestigious 'Best New Resort, India', at the PATWA (Pacific Asia Travel Writers Association) awards held on March 7 at ITB Berlin, Germany.

Roseate House London: A short walk from Hyde Park with stunning views over the leafy Westbourne Terrace lies Roseate Hotels & Resorts' luxury boutique hotel, Roseate House London. The opulent auberge offers a stunning view of the street once described as the 'finest in London' facing St James Church, where Oscar Wilde espoused. Roseate House London features 48 luxurious rooms and suites spread across three mid-19th century, Grade-II townhouses built in 1842, restored to the original allure and charm of their rudimentary Victorian architecture. Inside, each dwelling possesses classic Victorian furniture and original oil paintings from the era, personally handpicked and curated by Jonty Hearnden, antiques expert, appraiser and presenter of BBC's Antiques Roadshow and Cash in the Attic. Behind the innocuous wooden doors of the Victorian terrace townhouses of Roseate House London lies an oasis of quintessential British luxury and hospitality. This inner sanctum belongs to the eternal Hyde Bar. The hotel elevates the most characteristic of British dining traditions with the Afternoon Tea at the Hyde Bar. Apart from offering luxury cocktails and opulent wine-and-dines, The Hyde Bar is also a venue for hosting business meetings, conferences and private events which are managed with detail and precision.

The Roseate Reading: Described as 'UK's Sexiest Townhouse Hotel' by the Evening Standard, The Roseate Reading is recognized for its artful conception and luxury. The hotel prides itself on its attention to detail, an attitude that is realized from the hotel personnel to the facilities available to make your stay cherished and memorable. Whether it is the 86,000 Italian glass beads in the chandelier that hangs from the top of the building or the plush fabrics and swanky wallpapers, our meticulous design sense is ubiquitous in maintaining an uplifted ambience. The Roseate Reading was originally Shire Hall for the Berkshire County Council. The building, along with its wide hallways, vaulted ceilings, cornice moldings and the original lift shaft have all been precisely restored to their original glory. To revive the old-world charm of the Shire Hall, its council chamber, Eden along with its imposing fireplace and elaborate wood carvings on the doors and mantelpiece have all been restored to their past beauty. The Roseate Reading houses 23 well-appointed luxury rooms in the main hotel and a fine collection of 32 newly built and furnished rooms & suites in the House. All rooms and suites in the 'House' have direct access to Aheli Spa, the gym and Roasted by Roseate, the in house patisserie & boulangerie. The Roseate Reading complements its early 20th century architecture with a wide variety of art, sourced from across the world, which are meant to inspire creativity and stimulate cognisance. The award-winning Cerise restaurant offers a relaxed and modern ambience to savour traditional English cooking. The Cerise restaurant also offers the traditional British Afternoon Tea experience. The hotel also has three private dining rooms that can accommodate up to 60 guests. The Roseate Reading houses one of the biggest private cinema halls in Berkshire, Upstage Mini. It can cater to 30 guests in its recliners, offering the ultimate luxury cinematic experience.

The Roseate Villa Bath: The Roseate Villa Bath occupies a quiet corner of the city, moments' walk from the heart of the iconic Bath, a city favoured for its heritage and cultural tourism. The



Villa oversees the Henrietta Park, a 7 acre park opened to celebrate the Diamond Jubilee of Queen Victoria in 1897. The park land was donated by Captain Forrester of 3rd Kings Own Hussars, with the stipulation that it should always remain a green space and never be built on. Henrietta Park is situated within walking distance of the city centre and is an oasis of tranquility with places to sit quietly or take a relaxing stroll around the circular walk amongst many fine trees and flora that include the Purple Sycamore, Golden Elms, Caucasion Mapel and a line of Baumannii Horse Chestnuts. The Roseate Villa Bath encompasses 2 converted Victorian houses which have had a characterful legacy. The Villa offers undivided attention to its guests with everything that the city has to offer whether it is the tour of the Roman Baths and Regency Crescent or the views of Prior Park, Jane Austen Museum and the grandeur of Bath Abbey. A boutique hotel positioned just 5 minutes away from the heart of the city, The Roseate Villa Bath exudes a feeling of serenity in and around its estate and offers wholehearted assistance to its guests who are either seeking informative excursions around the city or are in the mood for a nonchalant weekend getaway. The Roseate Villa houses 21 rooms with exclusive features.

Over the years, the brand has been recognized by some of the most influential organizations in the travel and hospitality industry. Some of the key acknowledgements being: The Roseate New Delhi ranked 2nd Favourite Romantic Getaway, (International Hotels & Resorts), Conde Nast Traveller Awards (Middle East), Thames Valley Hospitality Awards 2018 - Hotel of the year, Star Awards 2018 - Best Engagement Venue (The Roseate Reading); Tripadvisor 'Hall of Fame' 2018 (The Roseate Villa Bath); 'The Best New Boutique Hotel Chain' at the Pacific Asia Travel Writer's Association awards held at ITB Berlin, Germany in March 2018; Travel + Leisure - Best Hotel For Women Travellers - Domestic 2018 (Roseate House New Delhi), Conde Nast Traveller Middle East Reader's Choice Award 2017 - Favourite Hotel Resort for Wellness; Outlook Traveller Boutique Awards 2017 – 'Best City Hotel'; Make My Trip - Customer's Choice Award 2017; Goibibo Certificate of Excellence 2016-17 (Roseate House); Bath Business Awards 2017 - Best Customer Service (The Roseate Villa); Favourite International Hotel or Resort by Condé Nast Traveller Middle East Readers' Choice Awards 2015; Runner Up-Favorite Indian Boutique Hotel by Condé Nast Traveller Readers Travel Awards 2015; Luxury Design Hotel of the Year by Luxury Travel Guide Global Awards 2015; Best New Hotel by Travel + Leisure India and South Asia Awards 2014 (The Roseate).

www.roseatehotels.com

About Bird Group

With over 47+ years of experience in India, Bird Group is amongst the largest and most diversified group of various entities within the industry. 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's core business includes Travel Technology, Aviation Services, Hospitality, Retail and Education.

www.bird.in

For media queries, please contact:

Anjali Wadhawan

Head - Corporate Communication

Bird Group

+91 11 30613300

anw@bird.in

Ranjita Shaw

Director of Public Relations and Communications

Roseate Hotels & Resorts

+91 8860433311

ranjita.shaw@roseatehotels.com

Deepika Batra / Shailja Singh / Anuradha Singh

Alphabet Consulting

+91 9920193726 / 9920931022 / 9711306191

birdgroup@alphabetconsulting.com