



A pre-eminent Indian conglomerate with presence in several business verticals, the Bird Group is creating new benchmarks in India and across the globe. With businesses as diverse as back-office processing to representing many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, the Bird Group has ensured that a comprehensive portfolio of service offerings has been created to add value to an extensive client base. What drives the group to be the industry leader in every segment it operates in is customer delight. Today, the Bird Group's core businesses include travel technology, aviation services, hospitality, retail and education.

Market

Two industries dominate the world of business: hospitality and tourism. Across the globe these represent huge investments, enormous employment opportunities and offer limitless growth potential. In the Indian context both have

the largest by 2030 – substantially driven by online sales.

In this exciting market, the Bird Group is the largest technology provider to the travel industry in the subcontinent. The company's vast knowledge bank covers all industry segments

including airlines, online travel agencies, corporates and hospitality. Its worldwide engagements have been with clients across the UK, the Middle East and Asia. Amadeus, BirdRes, Bird Information Systems (BIS), Reservation Data Maintenance (RDM) and Universal Cargo Solutions are the technology companies that make the Bird Group such a powerful brand.

Thriving on extensive experience and expertise of these segments the Bird Group diversified into hospitality through launching its own brand - Roseate Hotels & Resorts.

Achievements

The extraordinary high standards set by the group and its continuous drive towards perfection has resulted in dozens of awards and citations.

Amadeus India was conferred with the Best GDS of the Year accolade in 2010.

At the global level, Amadeus received the 2012 Air Transport News award as the Best IT Company of the Year winning in 2014 the prestigious Travel & Hospitality award in the category of the Most Outstanding Global Distribution System.

The Bird Group's ground handling unit – Bird Worldwide Flight Services India Private Limited – was the proud recipient of the Best GSD Award and was honoured with the Best Ground Handler by Delhi International Airport Limited in its IGI Airports Awards 2014. It also won the Far East & Australasia Safety Award at the Ground Handling International Conference held in Gothenburg in 2014 and Ramp Safety Innovation Award at GHI in Paris in 2015.

The Bird Group is also credited to have launched its indigenous hospitality brand Roseate

Hotels & Resorts. The Roseate, New Delhi was accorded the status of Most Outstanding Luxury Resort by Travel & Hospitality Awards in 2014; the Best Luxury Boutique Hotel in India by World Luxury Hotel Awards; the Best Luxury Boutique Hotel in India by World Luxury Hotel and Landscape Design of the year 2014 by NDTV Design & Architecture.

The Roseate won accolades as the Runner Up-Favorite Indian Boutique Hotel in Condé Nast Traveler Readers Travel Awards. In 2015, it was felicitated by Condé Nast Traveller Middle East Readers' Choice; and Luxury Design Hotel of the Year by Luxury Travel Guide Global. Its luxurious Aheli Spa won the Best New Spa (Resort) at Geospa Asia as well as awards by CNT Middle East Reader Choice and Luxury Design Hotel Award by World Luxury Hotel Awards.

In 2016, The Roseate New Delhi was awarded as the Favourite Hotel or Resort for a Spa Break (International) at Condé Nast Traveller Middle East Readers Choice Awards 2016; in the same year, it won the Best Debut Hotel Award at the India Travel Awards 2016 as also the Best City Resort at the India Travel Awards

Bird Academy (Bird Education Society for Travel & Tourism) was selected as a 2016 South Asia Top Performing IATA Authorised Training Centre (ATC).

History

The Bird Group was founded in 1971 with the launch of Bird Travels which represented various global aviation related companies.

Today, this conglomerate is one of India's most trusted brands serving the needs of industries as diverse as service and technology. In 1992, it launched its technology arm – RDM India – now an ISO 9001:2008 certified IT Enabled services and solutions provider. This is a joint venture between Lufthansa Commercial Holding and the Bird Group.

Two years later, Amadeus India Private Limited was established with the objective of providing IT and software services and developing software products and automated tools for the travel trade industry. Its offerings included customised software products for travel agents and travel service providers. Amadeus India, wholly owned by the Bird Group is, today, the leading provider of IT solutions to the Indian travel and tourism industry.

In 2002, the technology wing of the group launched Bird Information Systems. The company is engaged in developing applications engineered to meet corporate requirements,



emerged as key drivers of growth. It is estimated that the travel and tourism sector will continue to rush forward at some 4% per year over the next ten years. This will propel India into the top ten travel and tourism economies by 2026 – leapfrogging from the 12th in 2015 to the 7th by 2026 in terms of total travel and tourism GDP.

Closely aligned to tourism is the civil aviation industry. As tourism grows the civil aviation market in India will also surge forward making India the third-largest aviation market by 2020 and

maintaining enterprise critical applications and creating streamlined end-to-end virtual business processes. Bird Worldwide Flight Services India Private Limited was launched at the Indira Gandhi International Airport and Cochin International Airport.

In 2010, the Bird Group launched its retail vertical by becoming the franchise partner of Porsche Design Group, Stuttgart. It opened its first Porsche Design store at Emporio Mall, New Delhi.

Today, the group represents select high-end luxury brands in India comprising BMW and Mini Cooper Automobile dealerships, personal transportation and other luxury merchandise. Bird Automotive is the largest dealer of BMW and Mini Cooper in India and has also brought Triumph – the iconic range of British motorcycles to India.

Product

The Bird Group comprises of several business interests. Bird Travels Private Limited represents airlines and other travel and tourism partners.

This tourism arm of the Bird Group offers value-based off-the-shelf and custom-built itineraries. Tailor-made solutions incorporating logistical requirements of conferences and exhibitions are also provided.

The group's ground handling division, Globe Ground India Private Limited, is the first and the only company authorised by the Airports Authority of India to provide ground-handling services at Indian airports.

Amadeus, the travel technology vertical, maintains its market leadership position through its innovative range of products. For instance, it has launched an Android app – e-corporate self-booking tool – called Amadeus e-Travel Management. With Amadeus Ticket Changer – a first for any GDS in India – a travel agent can reschedule, re-plan and re-draw an entire itinerary with a few strokes of the keypad.

Amadeus took enormous strides with the launch of its m-power app. With its ear to the ground, Amadeus once again showed that it was a people's company. Accepting the views of corporations, travel agents and travellers in the region, it introduced a consultancy-led approach to grow the hotel business. Amadeus Hotel Store is an industry-first solution that offers travel agencies access to hotel consolidator content and delivers upfront payments for both the hotel and the travel agent. The use of smart tab technology with BirdRes.com, an innovative B2B distribution channel from the Bird Group, changed the outlook of the rail booking industry in India.

Bird Information Systems offers software solutions to airlines like Airline Inventory Reservation System, BPO Solutions, PNR SMS – SMS Gateway, BSP Ticket Quota System, Fare Filing Solutions and PNR Quality Checks.

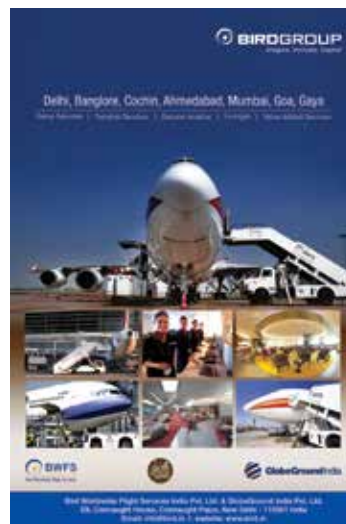
As a centre of excellence for travel and aviation related support services RDM India has been providing business process outsourcing and software development and testing services to clients with a special emphasis on back office services for the aviation and the travel trade industries.

Bird Group's Universal Cargo Solutions is the pioneer and market leader in India. It also facilitates the electronic interchange of information between airlines, freight forwarders, customs and airports.

Bird Academy, the educational arm of Bird Group addresses the growing demand for internationally competent human resources. The academy specialises in providing customised and industry specific training for new entrants in the fields of aviation, travel, tourism, hospitality and retail.

Recent Developments

Riding on its extensive knowledge of the global travel market and decades of experience in the



service industry, the Bird Group diversified its operations in the hospitality sector. Through Roseate Hotels & Resorts, it brought luxury to a new high. Currently there are two existing hotels in New Delhi; and two in the UK are in different stages of upgradation which are scheduled to be rolled out in the next six months. Three more properties in Jaipur, Rishikesh and Goa are under various stages of development.

Bird Execujet Airport Services Private Limited is a joint venture with Execujet Aviation Group of Switzerland. This company will be a one-stop shop for Fixed Base Operator and Maintenance, Repair and Overhaul Services at Delhi Airport.

Promotion

The Bird Group has a robust promotion strategy to ensure its brands develop holistically. The group's in-house marketing communications team strategically engages with stakeholders to ensure that up-to-date corporate information is packaged into brochures, presentations, multi-media channels and other print materials. This effort has had a cascading impact.

Every year, brand promotion activities like



road shows are conducted in India and the sub-continent and active sponsorship of relevant conferences and events like TAAI and TAFI is encouraged.

The Bird Group is not just all about business. Its humane face extends its support to improving the lives of those the company interacts with and works around ways to minimise human suffering. It contributes extensively to social development and, in a hundred different ways, expresses its concern for the deteriorating environment. It has touched the lives of the underprivileged sections of society especially women, adolescents and children. Amadeus recently partnered with UNICEF to work together to improve children's lives across the world.

Brand Values

Three I's dominate the Bird Groups vision: Imagine but without allowing boundaries and paradigms limit thinking. Imagination leads to new ideas and new ideas lead to innovation; Innovate to make a real difference to the products and services that the group offers; and Inspire through innovation and application and set new standards that help the company's customers help their customers.

Things you didn't know about BIRD GROUP

- ▶ The Bird Group is the largest technology provider to the travel industry in India and the sub-continent
- ▶ Amadeus India is wholly owned by Bird Group
- ▶ Bird Execujet Airport Services Private Limited is Bird Group's new joint venture with the Execujet Aviation Group of Switzerland
- ▶ The Bird Group redefined luxury with the unveiling of B-Privè, a one-of-a-kind exclusive loyalty programme that allows members synergies across hospitality, retail and entertainment
- ▶ Bird Academy imparts free of cost vocational education to underprivileged children to create future employment prospects for them
- ▶ Roseate Hotels & Resorts is the first indigenous brand in hospitality to go international 30 years after the Oberoi brand

