

## Bird Group Unveils B-PRIVÈ: A Luxury Experience Extraordinaire

*Loyalty program offering a very fine experience in luxury across hospitality, entertainment and retail*

**New Delhi, February 01, 2016:** Bird Group is all set to redefine luxury with the unveiling of B-Privè, a one-of-a-kind exclusive loyalty program that allows members a synergy of unique experiences across hospitality, retail and entertainment. The initiative is based on strong customer demand for a world-class loyalty program that goes far and beyond in providing a broad selection of unique luxury experiences.

Today's discerning consumer is increasingly looking for personalised and unique experiences that are meaningful. As part of Bird Group's commitment to the proposition of members' needs being always satisfied, B-Privè offers an enriched array of unique luxury experiences across the Bird Group's brands in hospitality, entertainment and retail.

B-Privè delivers on this with tailored privileges and certificates that are designed to relate to the guest in a more personalised way. Effective January 21, 2016, B-Privè members will have access to over 50 uniquely crafted privileges that range from dining, spa and business centre at Dusit Devarana New Delhi, DusitD2 and The Royal Park Hotel, London. The program will also include privilege certificates that can be redeemed for specially curated deals on stay, dining, Spa as well as birthday and anniversary celebrations at each of these properties.

With regard to the entertainment brands of the group, the program offers attractive offers on products and services at iSKATE and iRide in addition to certificate redemption on complimentary ice skating training sessions.

The loyalty program will also allow B-Privè members access to varied and exciting offers on select merchandise and special previews at Porsche Design and Bally including upto 30% off with a validity of a year.

The loyalty program membership is priced at 14,999 plus taxes and shall be valid for a year from the date of issue. Guests can learn more about the program by visiting [www.birdhospitality.com/bprive/](http://www.birdhospitality.com/bprive/) or emailing at [customercare.dusit@a4a.co.in](mailto:customercare.dusit@a4a.co.in) or by contacting B-Privè guest services at 85888-86812.

### About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 45 offices supported by over 6000 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for 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, 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. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Aviation Services, Hospitality, Luxury Retail and Education.

For more information, visit the Bird Group website [www.bird.in](http://www.bird.in)

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