

Birdres partners with OYO to empower national expansion

Provides OYO with access to pan India registered BirdRes travel agents

New Delhi, June 14, 2017: BirdRes, the B2B distribution channel from Bird Group recently partnered with OYO, India's largest hotel network. Through this association, BirdRes will enable OYO with access to its nationwide network of travel agents and help expand its business in the Indian market.

Commenting on the partnership, Rakesh Mehta, Manager – Operations, BirdRes said, "We are pleased that OYO has chosen BirdRes as their preferred B2B partner. This partnership will offer BirdRes customers an easy access to book OYO Rooms for their clients through a simple and hassle-free payment process. Further, it will offer OYO a large platform to offer their services to a wide range of travel agents all over India. At BirdRes, we continue to offer flexible and user-friendly solutions to our partners and customers."

Abhinav Sinha, COO – OYO, spoke about the partnership, "We are glad to partner with BirdRes for our channel expansion efforts. With over 25,000 registered Travel Agents, the platform provides us seamless access to this preferred network of India's top corporates and mid-sized businesses. It enables us to offer OYO's hassle-free stay proposition to a new set of corporate travelers across the country."

Under this partnership, OYO will offer BirdRes customers with standardized and predictable stay experiences across 200 cities at unmatched prices. Moreover, OYO's real-time booking functionality will also help BirdRes customers save valuable time by avoiding third party involvement. Further, customers can use their existing BirdRes credit limit or credit cards to make online payments anytime anywhere through a fully secured interface

About Bird Group:

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 45+ years of experience and more than 45+ offices supported by over 9000+ 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 details, please visit: www.bird.in

About OYO:

Founded in 2013, OYO is today India's largest hotel network operating 7000 hotels and 70,000 rooms in more than 200 Indian cities. These include major metros, regional hubs, top leisure destinations as well as pilgrimage towns. OYO is also present in Malaysia and Nepal. In January 2017, OYO launched Townhouse - a managed hotel-brand designed to function as social hotspots to cater to city dwellers and a new generation of guests.

www.youtube.com/watch?v=CVMQgODN9KI

A global disruptor from India, OYO has received several accolades including Express IT Startup of the Year Award (2015), NDTV Dream Chaser of the Year (2016) and IAMAI Digital Startup of the Year (2016). It was recognized by Business Today as among the Coolest Startups in India (2016) and ranked by LinkedIn as one of the top employee attractors in India (2016). OYO is backed by leading global investors, including the SoftBank Group, Greenoak Capital, Sequoia Capital and Lightspeed India.

For more information, log on to: www.oyorooms.com

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