

## Bird Group and Dusit International welcomes a new strategic partnership

*Dusit International Arrives in India*

**New Delhi, 22 April 2010:** An official signing ceremony will be held today marking a historic milestone in the Indian Hospitality Industry as the Bird Group forms a strategic alliance with Thailand's premier hotel brand, Dusit International. The partnership, Dusit Bird Hotels (DBH) is a joint venture hotel management company set to operate its first hotel, Dusit Devarana New Delhi, in the last quarter of 2010. The 50-room luxury urban resort is owned by the Bird Group.

The debut property in New Delhi is spread over 7.5 acres of gardens with over a thousand full grown trees. Master planned by one of Asia's renowned architects, Mathar "Lek" Bunnag and facilitated by a team of International consultants, the property is the first in Dusit International's luxury brand portfolio of small, intimate and highly personalized hotels and resorts epitomizing the definitive sanctuary for travelers who value only the finest in the world.

The Bird Group is also developing Dusit Devarana properties in Rishikesh in 2011 and Jaipur in 2012. In addition, a dusitD2 will open in New Delhi in 2011, a Dusit Thani Resort in Goa in 2011 and a Dusit Princess in Cochin in 2012 respectively.

At the helm of the alliance is Mr. Harsh Varma, named Regional Vice President for India and General Manager of Dusit Devarana New Delhi. The appointment reconfirms Dusit International's commitment to growth in the sub-continent. Formerly from Oberoi, Ascott and Oakwood, Mr. Varma brings a wealth of experience, capability and expertise with an unparalleled understanding of the market from its heartbeat and his most recent 12 year work experience in Thailand.

"The new strategic partnership with Bird Group stems from our expansion programme targeting at least six hotels and resorts in India, and over 50 properties across the globe by 2015" says Chanin Donavanik, Chief Executive Officer of Dusit International. "With these fast-track expansion plans, we aim to achieve higher returns for all stakeholders through Dusit's distinctive Thai services, facilities, technology and strategic alliances. Our partnership with Bird Group will help us expand and develop our brand with a distinct blend of Thai and Indian hospitality, a truly unique partnership."

Ankur Bhatia, Executive Director, Bird Group adds, "We are passionate about creating a collection of hotels and resorts that will become extraordinary places of distinction and a benchmark for the hospitality industry in India. The partnership will combine the hospitality expertise of Dusit International and the local knowledge and network of Bird Group."

### About Dusit

Dusit International has gained more than 60 years experience in the hotel and hospitality field. Founded in 1948 by Honorary Chairperson, Thanpuying Chanut Piyaoi, whose first hotel was the Princess on Bangkok's New Road; Dusit has since acquired a unique portfolio of deluxe hotels, building upon Thai culture and tradition to create a personalised welcome for all guests, made distinctive under the Dusit brand promise: the delivery of an 'experience that enlivens the individual spirit no matter what the journey.' Dusit International comprises five hotel brands: Dusit Thani Hotels & Resorts, Dusit's second generation dusitD2 hotels & resorts, Dusit Princess Hotels & Resorts, Dusit Devarana Hotels & Resorts, and Dusit Residence Serviced Apartments. The company manages hotels and resorts in Thailand, Philippines, United Arab Emirates, Egypt, India, and China.

### About Bird Group

As one of the largest diversified groups in the travel and information technology arena, The Bird Group, a conglomerate of independent companies, is committed to the cause of automation of the travel industry. It seeks to provide solutions to upcoming challenges in the competitive business environment of today.

Breaking away from the constraints of a traditional travel agency set up, the Bird Group assigned itself to the task of ushering in an era of automation in the travel sector. From the initial launches of Reservation Data Maintenance to provide round the clock remote

IT services to major airlines and GDS systems as well as representation of Amadeus India a leading global distribution system and technology provider serving the marketing, sales and distribution needs of the Indian subcontinent's travel and tourism industry the Bird Group has come a long way.

Today, the Bird Group is actively involved in promoting diversified facilities such as specialized services in the areas of loyalty programs, call centre services, data maintenance, online transaction support services, provision of ground handling services, passenger handling, aviation security, marketing and support of software applications, automation of civil airports, comprehensive solutions in the field of satellite communications and education. The group has become an active player in the areas of hospitality and retail. With a workforce of over 5500+ employees, the group continues to grow and strengthen its network of services.

For more details please visit: [www.bird.in](http://www.bird.in)

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