

Delhi NCR gets its first ice skating rink and café – iSKATE

Bird Group brings an innovative entertainment concept to the city

- Ambience Mall Gurgaon to the house India's first ice skating rink and café
- Plans to open 10 ice skating rinks and cafés over a period of 5 years
- Proposes opening second iSkate – skating rink and café in December 2012

Delhi /Gurgaon, December 14, 2011: The city will soon be able to enjoy the thrill of ice sports with the opening of iSKATE, India's first ice skating rink and café. The Bird Group, a conglomerate of companies with diversified interests, has brought this unique concept of entertainment to the country under its Bird Hospitality Services (BHS) vertical.

Located on the 6th floor of the Ambience Mall, Gurgaon, iSKATE is spread over a sprawling 15,000 sq. feet and gives one the opportunity to experience skating on real ice. iSKATE is a unique entertainment and leisure destination that is set to serve the interests of diverse demographic groups. While the younger group can use penguin aids to walk on the ice, the older group can learn ice skating from a pool of professional coaches and trainers at iSKATE. The rink can accommodate up to 200 skaters at any given point of time; additionally the viewer's gallery can accommodate in access of 200 people.

Besides skating on ice, there are multiple options to ensure that you have a superlative fun filled experience at iSKATE. You could enjoy a game of broom ball, ice curling or ice hockey or opt for karaoke sessions at the karaoke lounge located on the mezzanine floor of iSKATE. There is also a provision for hosting private parties and birthday bashes at the iSKATE party room, which is furnished with a pantry to cater to special functions. The rink is also equipped with laser lights which transform the ambience of the arena to an ice disco zone. In the months to come, one can revel in foam parties at the rink. The ice rink also has a café and a bar where one can choose from an extensive food and beverage menu. iSKATE also has its own retail outlets from where you could buy branded gear, merchandise along with interesting iSKATE souvenirs.

Speaking on the occasion of the preview, Mr. Ankur Bhatia, Executive Director, Bird Group said, "We are very excited to bring this unique concept to India. iSKATE combines aspects of sports, entertainment, leisure and well-being. It is a one-of-a-kind entertainment retail model in the country and through this project we wish to open avenues for people to enjoy ice sports in India, all year around.

We are very confident that in the long run iSKATE will contribute to India increasing its representation in winter Olympics. We are already getting a tremendous response from the Indian audiences with many people wanting to take up ice skating and figure skating professionally. "

Mr. Bhatia, speaking on his future plans said, "We intend to take iSKATE – India's first ice skating rink and café concept to 10 locations within a span of the next 5 years, with the second one to be launched in Ambience Mall, Vasant Kunj by December 2012. Our aim is to provide world class infrastructure to create a ready avenue for ice/ figure skaters, ice hockey players and budding professionals across India."

To develop interest in ice skating and encourage young talent to take up winter sports, iSKATE will also launch the Penguin Club. It will be a special practice zone for kids where they can learn to skate on synthetic ice before stepping on to the main rink. The Penguin Club will help the early learners to gain stability and dexterity on ice...

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 40 offices supported by over 5000 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, Comprehensive Airline Representation & Management, Hospitality, Passenger Aviation Services & Ground Handling, Cargo Management, Education & Training, Business Consultancy & Luxury Retail. Together, the various companies within these verticals generate direct revenue in excess of USD 100 Million.

For more details please visit: www.bird.in

About Bird Hospitality Services (BHS)

Bird Hospitality Services is a 100% owned subsidiary of The Bird Group. In March 2007, it formed a strategic alliance with Thailand's premier hotel brand, Dusit International. The partnership, Dusit Bird Hotels (DBH) is a joint management venture between Bird Hospitality services and Dusit International. The company is all set to operate its first hotel, Dusit Devarana, New Delhi by the end of 2011.

The Bird Group will be introducing other Dusit properties in Rishikesh, Jaipur and Goa, shortly. In addition, a dusitD2 will be opened in New Delhi in 2012. The group plans to invest up to USD 500million for the development of these properties. iSKATE- India's first ice skating rink and café, is the latest offering in the entertainment retail spectrum from Bird Group; under its Bird Hospitality Services vertical. The flagship iSKATE project is housed at Ambience Mall, Gurgaon.

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