

Bally Announces Partnership with the Bird Group in India

The partnership alliance combines Bally's luxury brand expertise with the Bird Group's diverse local retail experience and knowledge. Bally, the Swiss heritage luxury leather goods brand is set to enter the Indian market after forming a strong strategic partnership with Bird Group, one of India's largest diversified groups which includes retail, hospitality and travel interests. With the aim of expanding its retail presence in the region, Bally has chosen the highly-regarded Bird Group as its strategic expertise partner to help build its profile and understanding of the dynamic Indian market, with store openings planned in premium locations all over India.

'Right from the beginning, since 1851, Bally has been Swiss by nature and global by reach,' said Berndt Hauptkorn, Bally's CEO. 'Today, we operate in almost 90 countries. This partnership marks our entry into the Indian market, which is one of huge potential for today and well into the future.' Ankur Bhatia, Executive Director, Bird Group added: 'This partnership is of immense strategic importance for us. We believe that Bally's heritage of excellence in craftsmanship and established reputation in luxury goods is a perfect fit with India's evolving luxury sector and consumer expectations. The brand is well known in India given its vast legacy and already has a loyal set of followers. I am sure the brand will be welcomed into India by an enthusiastic and eclectic mix of patrons. I am very confident that Bird Group, with its expertise and knowledge of the local market, will further enhance the brand image and create a market winner in the Indian luxury retail space.'

With a huge and growing consumer demand for luxury retail in India, Bird Group has entered into this vertical harnessing its existing network and corporate customer base to add value to its loyal patrons and diversify the company's portfolio. The Bird Group's luxury lifestyle brands encompass automotive (BMW, Germany); retail, (Porsche Design, Germany and Segway PT, USA); hospitality (Dusit, Thailand and The Royal park Hotel, London) and retail entertainment (Iskate, India). Bally's first store will open later this year with the Autumn/Winter '11 collection in New Delhi's luxury hub, the prestigious DLF Emporio Mall.

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 backoffice 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)

Bally, the luxury brand synonymous with quality and elegance was founded in Switzerland in 1851. Known for its shoes and accessories, Bally's collections combine sophisticated contemporary style with the highest quality craftsmanship and finest leathers. Now owned by LABELUX Group, Bally celebrates its 160th anniversary in 2011, making it the world's most enduring luxury brand. With ever increasing global operations and a robust eCommerce business, Bally continues to go from strength-to-strength every year.

For more details please visit: www.bally.in

For media queries, please contact:

The Bird Group Luxury Lifestyle

Nicky Singh / Sumil Mudgal

Head- PR Luxury Lifestyle

Mobile: +91 9810834483,

Fax: +91 124 4610667

e-mail : nis@bird.in

Bally SA

Silvia Pavan | Global PR Manager

Tel: +41 91 612 9484

Email: spavan@bally.com