

MBD STEIGENBERGER
HOTELS & RESORTS

Indian Hospitality
German Precision
Global Vision



A very warm welcome from H World International

H World International combines the strengths of seasoned brands with international hotel expertise. The company is represented in Europe, the Middle East, India and Africa, as well as in the Asia-Pacific region, and is advancing expansion with a balanced blend of lease, management, and franchise hotels.

Nine unique brands are united under the umbrella of **H Rewards** – the consumer-focused and simple booking platform and unique loyalty program with more than 218 million members worldwide. H World International is part of H World, one of the world's largest and fastest growing hotel groups. Further information is available at int.hworld.com.

Steigenberger Icons are extraordinary hotels that combine unique historical value with modern concepts. **Steigenberger Porsche Design Hotels** combine the distinctive Porsche Design Lifestyle with hospitality and service.

At **Steigenberger Hotels & Resorts**, guests enjoy an unforgettable and top-class hotel experience. Jaz in the City is a lifestyle brand concentrating on music: always in sync, lively, and unique. **House of Beats** supports local heroes and is an innovative brand with an uncompromising community approach. **IntercityHotel** is synonymous with flexible mobility and central locations and offers high standards for design and comfort. **Maxx** stands for what is most important in the mid-scale range of the market. **Zleep Hotels** offer Danish design, quality, and Scandinavian simplicity at an affordable price. **Ji Hotel** serves guests with a reserved eastern aesthetic, well-designed technology, and plenty of room for individuality. Book your stay at hrewards.com.



Oliver Bonke

Chief Executive Officer
H World International



Hospitality made in Germany and delivered in India

MBD Group is delighted to partner with H World International in bringing the 'Steigenberger Hotels and Resorts' brand to India. H World International stands for a top-class portfolio. The name 'Steigenberger' stands for precision, reliability and quality that defines German work ethic and ethos all around the globe.

With a Pan-India operational experience in the education sector, the MBD Group fully understands local cultures and thus have a strong hold on the cultural pulse of the Indian population and understands the local cultures and backgrounds. With over 21 years of experience in the Hospitality sector, all the hotels managed by MBD group have won numerous awards in various categories, such as the best hotel or the best-rated restaurant.

We understand that hospitality is not only about serving but also treating our guests with elegance and excellence. We aim to be exceedingly innovative in the Indian luxury hospitality segment. We will persistently develop our service delivery along with quality of our products and facilities, ensuring we appeal to a multi-generational segment.

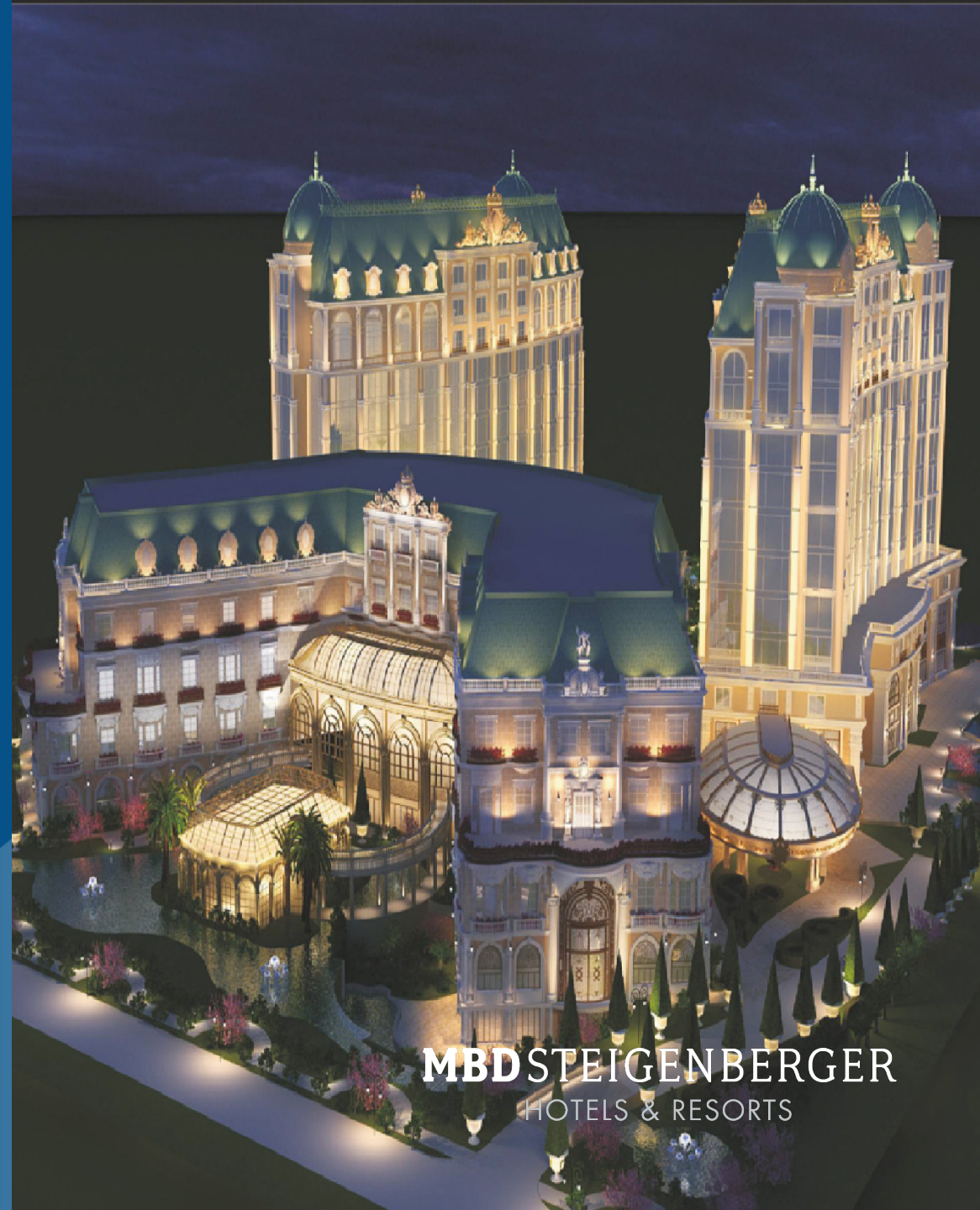
Targeting to open at least 20 hotels in India over the next 15 years, this joint venture presents German precision tailor-made services for Indian guests while ensuring outstanding global standards and a luxurious environment.



Sonica Malhotra

Managing Director

MBD Steigenberger Hotels & Resorts



MBD STEIGENBERGER
HOTELS & RESORTS



**WORLD
INTERNATIONAL**



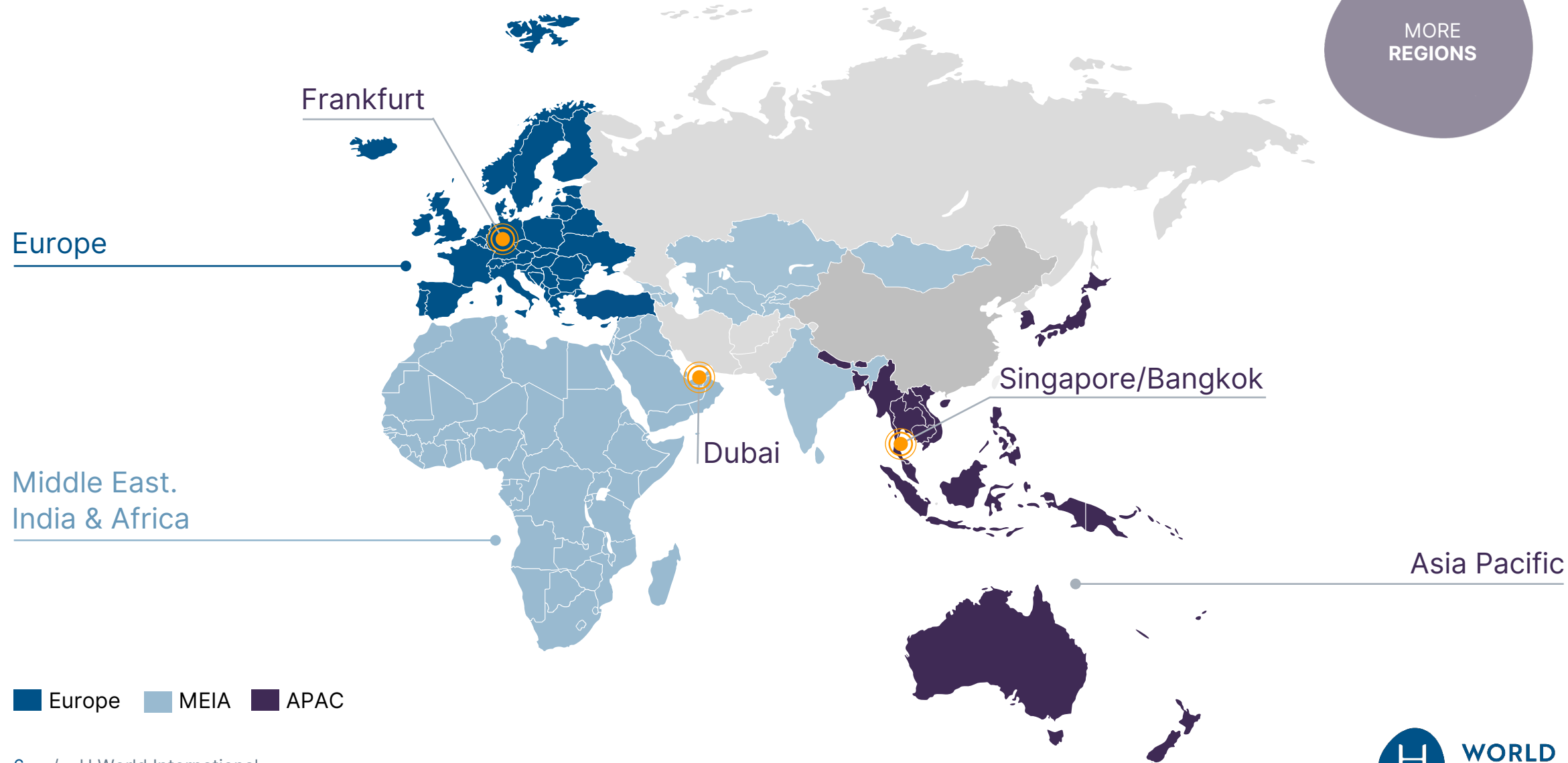
H World
China

H World
International



International Regions

MORE
REGIONS




H World International

Portfolio Status Quo

 134 Hotels

 21 Countries

 9 Brands

 27,242 Keys in Operation


	Operations	Signed
Europe	103	27
MEIA	28	5
APAC	1	1

Status: 03/2024




Our Shareholder H World


One of the biggest & fastest-growing hotel companies


 2005 Founded

 IPO NASDAQ & SEHK

 9,263 Hotels

 31 Brands

 912,444 Keys

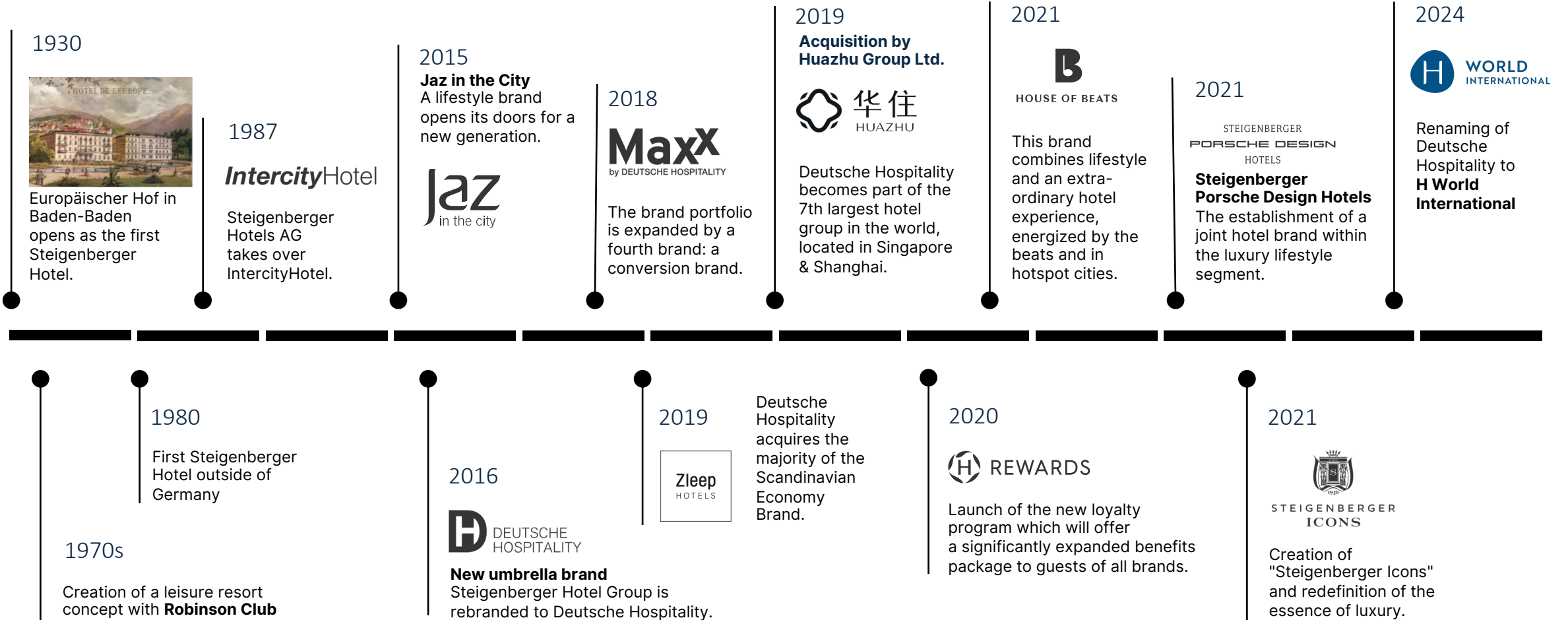
 140k+ Employees

Status: 12/2023

ONE
GLOBAL
TEAM



Rooted in a tradition of exceptional quality





 REWARDS



STEIGENBERGER
HOTELS & RESORTS

STEIGENBERGER
PORSCHE DESIGN
HOTELS

*Intercity*Hotel

Zleep
HOTELS

JIOHOTEL

HOUSE OF BEATS

Jaz
in the city

MaxX



One platform

- Booking platform and loyalty program
- Seamless digital experience

Global appearance

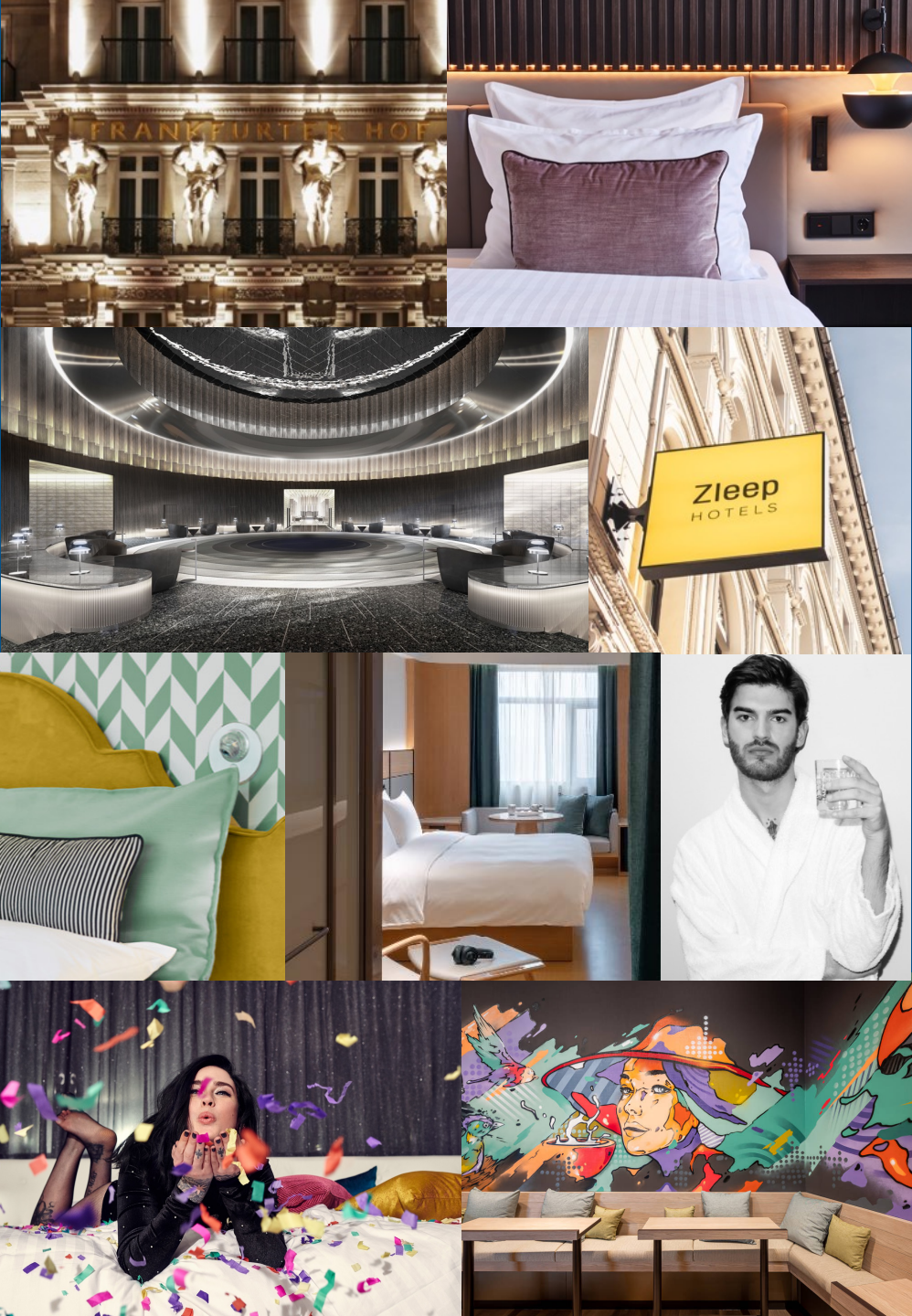
- More than 218 m. global members
- Strong growth and high activity level

Direct access

- All-in-one digital eco-system with single sign-on solution
- Zero-party data



MORE
CHOICES



The Brand Scale

Luxury		STEIGENBERGER PORSCHE DESIGN HOTELS	 STEIGENBERGER ICONS
Upper Upscale			STEIGENBERGER HOTELS & RESORTS
Upscale		 HOUSE OF BEATS	Jaz in the city
Upper Midscale	MaxX		
Midscale		<i>Intercity</i> Hotel	
Upper Economy	JI HOTEL		
Economy			

Select Service

Lifestyle

Full Service





STEIGENBERG ICONS

The *Essence* of Luxury



Luxury

Steigenberger Icons



STEIGENBERGER
ICONS

The Essence of Luxury

Our iconic hotels offer a completely new definition of luxury – a celebration of the fascinating tension between a rich heritage, simplicity and a sense of well-being that is absolutely unique in the luxury hotel industry. In a nutshell: Luxurious simplicity. Translating this insight to an ownable experience in our most prestigious, historically charged and architecturally rich hotels: Our Icons.

Brand Pillars

- Tailor-made services
- Remarkable rituals
- High-end experiences
- Rich heritage



FRANKFURTER HOF
FRANKFURT

A STEIGENBERGER ICON



WILTCHER'S
BRUSSELS

A STEIGENBERGER ICON



GRANDHOTEL BELVÉDÈRE
DAVOS

A STEIGENBERGER ICON



PARKHOTEL
DÜSSELDORF

A STEIGENBERGER ICON



GRANDHOTEL & SPA PETERSBERG
KÖNIGSWINTER – BONN

A STEIGENBERGER ICON



GRANDHOTEL HANDELSHOF
LEIPZIG

A STEIGENBERGER ICON



Heritage

Modern

Digital/ progressive

Conservative/ personal

Unique

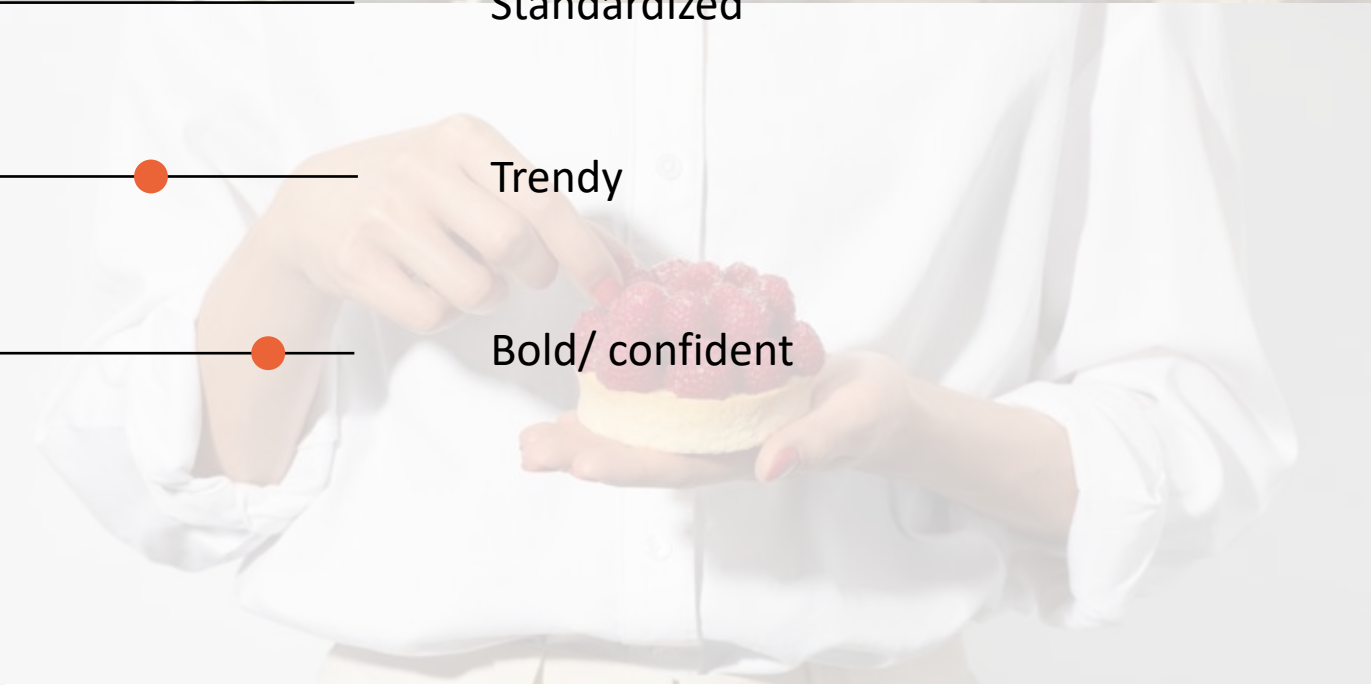
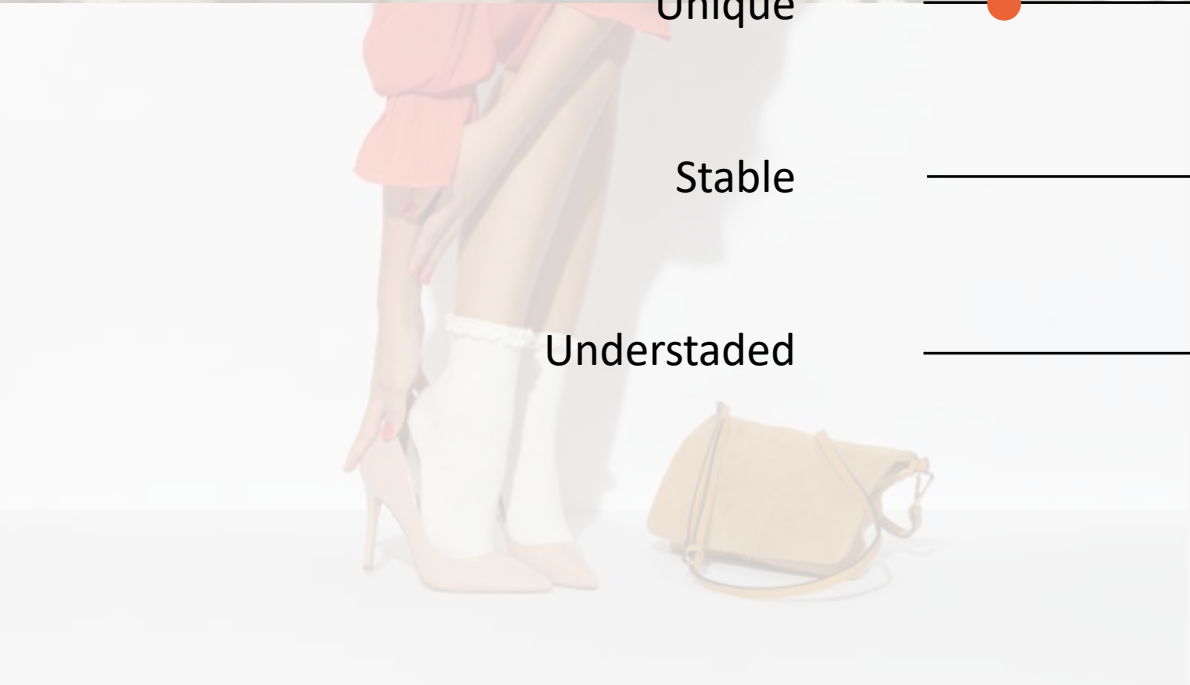
Standardized

Stable

Trendy

Understated

Bold/ confident



LOGO



STEIGENBERGER
ICONS

WORDMARK

STEIGENBERGER
ICONS

BRAND ICON



TYPOGRAPHY

The Art of *Tension*

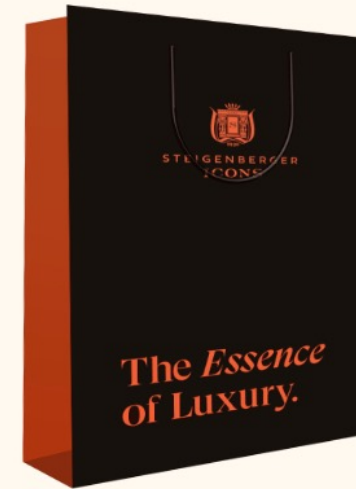
Bringing luxurious simplicity to life.
And creating a brand experience
that stands out from the crowd and
stays true to the company ethos.

IMAGERY STYLE



COLOR PALETTE





Collection of Luxury Hotels

Steigenberger Icons are a collection of luxury hotels,
not a classic hotel chain. Each Icon has its own
inimitable story to tell.

Only the most legendary unique hotels can
call themselves an Icon.

Steigenberger *Icons*

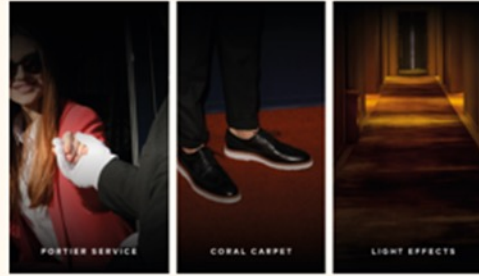


Operational Concept

Evening Ceremony



Welcome Experience



Light Concept



Morning Excellence



Associate Fashion



Afternoon Delight



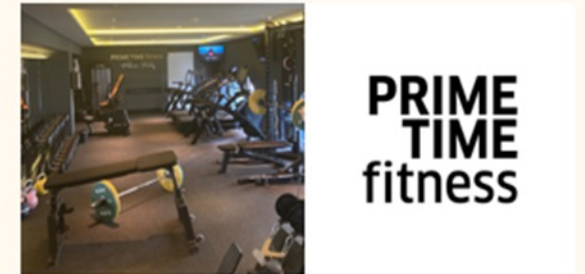
Seasonal Specials



Restful Sleep



Workout Opportunity



STEIGENBERGER

HOTELS & RESORTS



STEIGENBERGER

HOTELS & RESORTS

STORIED
TRADITION
CURATING
CONTEMPORARY
CULTURE.



Upscale

STEIGENBERGER
HOTELS & RESORTS

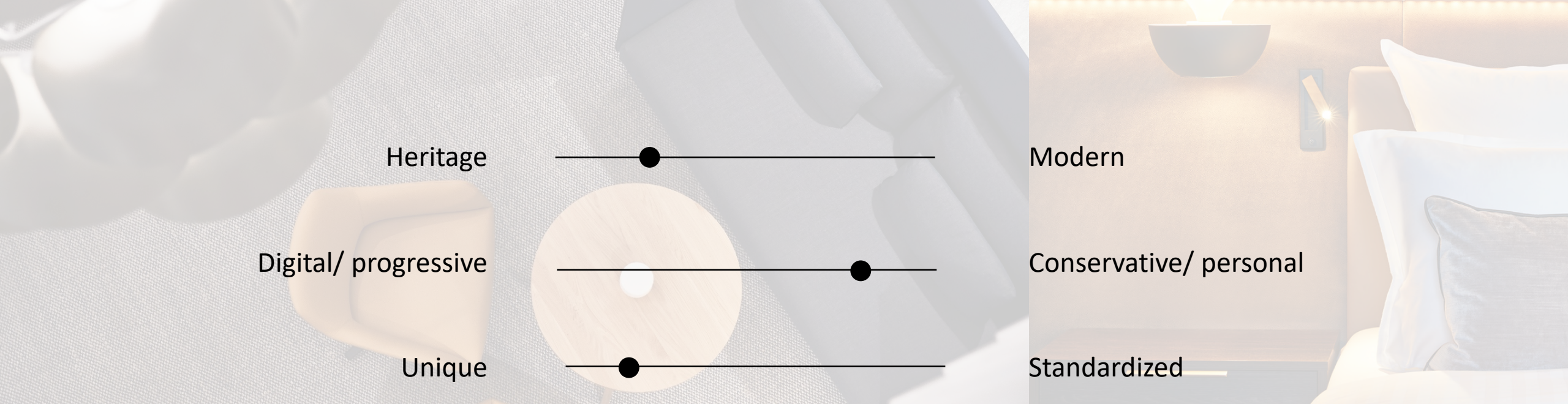
Steigenberger Hotels & Resorts

Storied tradition curating contemporary culture

Steigenberger Hotels & Resorts stands for a contemporary hotel industry, innovation and exceptional service. Upscale hotels and modern houses in large cities and idyllic areas with first-class spa facilities promise a stay with unforgettable moments of well-being and an excellent gastronomic offer.

Brand Pillars

- Cultural narrative
- Contemporary excellence
- Engaging warmth
- Memorable experiences



Heritage

Modern

Digital/ progressive

Conservative/ personal

Unique

Standardized



Stable

Trendy

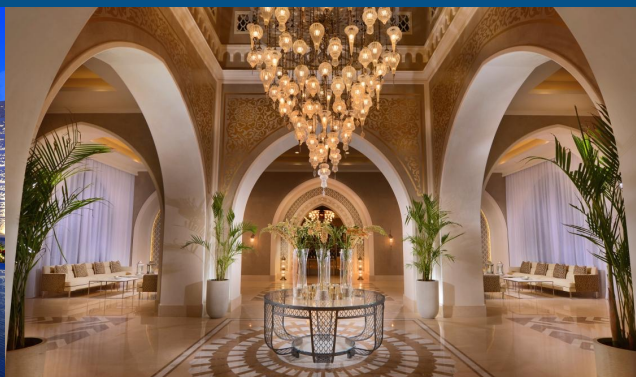
Understated

Bold/ confident



The Properties

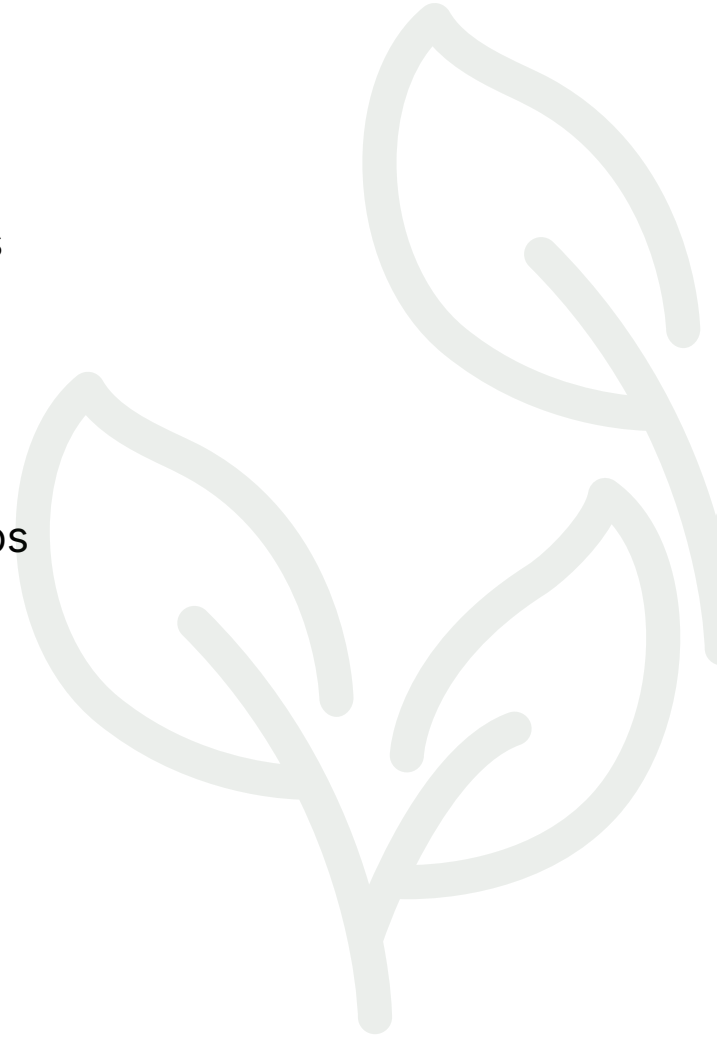
Steigenberger Hotels & Resorts



Corporate Social Responsibility

Holistic solutions

-  One Team
-  Green Buildings
-  Green Services
-  Fair Partnerships
-  New Chances



MORE PARTNERS

Joint Venture between MBD Group and H World International

MBD Steigenberger Hotels and Resorts are synonymous with luxury, elegance and impeccable hospitality.

As a hotel group with German roots, we combine Indian tradition with vision: "Hospitality made in Germany delivered in India" - an irresistible blend of German quality, innovative Indian ideas, and international flair.

H World International is positioning itself as a reliable partner for hotel projects in three focus regions. H World International is a large hotel company with a clear commitment to its roots in Europe and Asia – and huge potential for outstanding business conditions. H World International is synonymous with growth, diversity, community and profitability. As an employer brand, H World International inspires people worldwide, opening up unique opportunities for development and career advancement.



MBD STEIGENBERGER
HOTELS & RESORTS

About MBD Steigenberger

A partnership established in mid-2016 between Indian education and hospitality sector giant - MBD Group and one of the leading European hospitality companies H World International for the brand Steigenberger Hotels and Resorts, MBD Steigenberger is a luxury hospitality brand. Sharing a combined experience of around 100 years, both entities boast invaluable expertise in the hospitality management sector.

With an intent to diversify its operations, MBD Group expanded into the hospitality sector around 21 years ago and has never looked back. It successfully and profitably owns and manages hotels.

H World International is one of the most sought-after hotel companies in Europe and possesses an unparalleled experience of more than 90 years in the hospitality industry. The brand has around 134 properties operating globally, each promising luxurious and satisfying services to its guests.

Goals and aspirations

MBD Steigenberger has set a precise objective to open 20 hotels in India within the next 15 years under sub-brands Zephyr MBD Steigenberger Hotel, MBD Steigenberger Icon and MBD Steigenberger Hotels (luxury hotels in all gateway cities and tier one cities in India). Our aim is to enter into the expansive and ever-growing Indian market and establish ourselves as one of the key hospitality players in the country.

To set ourselves apart, our focus will be to build hotels that cater to a multi-generational and multi-budgeted guest base. We aspire to combine the prowess of both brands-market intelligence from MBD and German precision from H World International to offer tailor-made experiences for our guests, while ensuring outstanding global standards in service.



MBD STEIGENBERGER
HOTELS & RESORTS

Why partner with us

MBD Steigenberger Hotels & Resorts

• **Technical Services**

Exceptionally skilled architects, designers and technicians who support the partner throughout the development process.

• **Information Technology**

IT services and systems ranging from research and product evaluation to centralized applications and strategic planning and implementation.

• **Corporate Social Responsibility**

A comprehensive program that improves society and the environment.

• **Centralised Purchasing**

Bulk purchasing power and extensive procurement know-how.

• **Sales**

Experienced multi-lingual sales network with direct access to tour operators, agencies, MICE and corporate customers.

• **Marketing**

A dedicated marketing team with strategies tailored to each market, utilizing online marketing, targeted sponsorships and promotions, direct marketing, social media and PR.

• **E-Business**

Strategic E-Business approach through combination of E-Distribution, Project-Management, E-Commerce and Voice and Mobile-Commerce to maximize the top line.

• **Revenue Management**

Flexible services customized to each market, access to key industry reporting and support in optimizing rates.

• **Quality Assurance**

Service and quality standards, mystery guest checks, quality audits, guest-satisfaction and employee-satisfaction assessments.

• **Human Resources**

The preferred employer within the hospitality industry, thanks to the process "WE" mission.

Thank you
for your attention.

MBD Steigenberger

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W: www.mbdsteigenberger.com; int.hworld.com

Scan the QR codes to find out more and discover our hotels
around the world.

MBD STEIGENBERGER
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H REWARDS



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