

The legacy of tomorrow

DEVELOPMENT BOOK INDIA 2025

MBD STEIGENBERGER
HOTELS & RESORTS

A photograph showing the silhouettes of several people standing in a crowd at night. The background is filled with out-of-focus, warm-toned lights, creating a bokeh effect. The word "BACKGROUND" is centered in white, bold, sans-serif capital letters.

BACKGROUND

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 260 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.



Oliver Bonke

Chief Executive Officer
H World International



Hospitality made in Germany and delivered in India

MBD Group of Hotels and Resorts is proud to collaborate with H World International to introduce the prestigious 'Steigenberger Hotels and Resorts' brand to India. H World International represents a distinguished portfolio of excellence, while the Steigenberger name is synonymous with precision, reliability, and unparalleled quality, embodying the essence of German craftsmanship and work ethic on a global scale.

With extensive Pan-India experience, MBD Group has a deep understanding of local traditions, fostering a strong connection with the Indian population. With over 22 years of expertise in the hospitality industry, MBD Group Hotels and Resorts have earned numerous accolades across various categories, including Best Luxury Hotels, Best Lifestyle Business Hotels, Best Gourmet Restaurants and many more.

We recognize that hospitality is not just about service, but also about offering our guests an experience marked by elegance and excellence. Our goal is to drive innovation within the Indian luxury hospitality segment. We are committed to continuously enhancing our service delivery, as well as the quality of our products and facilities, ensuring we cater to a diverse audience.

With a target of opening at least 20 hotels across India over the next 15 years, this joint venture combines German precision with a focus on the unique needs of Indian guests, while upholding exceptional global standards and providing a luxurious environment.



Sonica Malhotra

Managing Director
MBD Steigenberger Hotels &
Resorts



Introducing H World Group

Originated in China, H World Group Limited is a key player in the global hotel industry. As of September 2024, H World operated 10,845 hotels with over 1 million rooms in operation in 21 countries. Its brands cover the economy, mid-range and luxury markets across China and the world – from Beijing to Berlin; Copenhagen to Cairo.







Founded in 2005, H World has expanded steadily, with a focus on branding and technological innovation. In 2010, H World Group Limited was listed on the NASDAQ¹. In 2020, H World acquired Deutsche Hospitality (DH), the largest domestic hotel group in Germany. Deutsche Hospitality was rebranded to H World International in the beginning of 2024.

1. NASDAQ:HTHT;HK:01179



Our Shareholder H World

One of the biggest & fastest-growing hotel companies

 2005 Founded	 IPO NASDAQ & SEHK
 10,845 Hotels	 31 Hotel & Apartment brands
 1,062,546 Keys	 200k+ Employees

Status: 9/2024



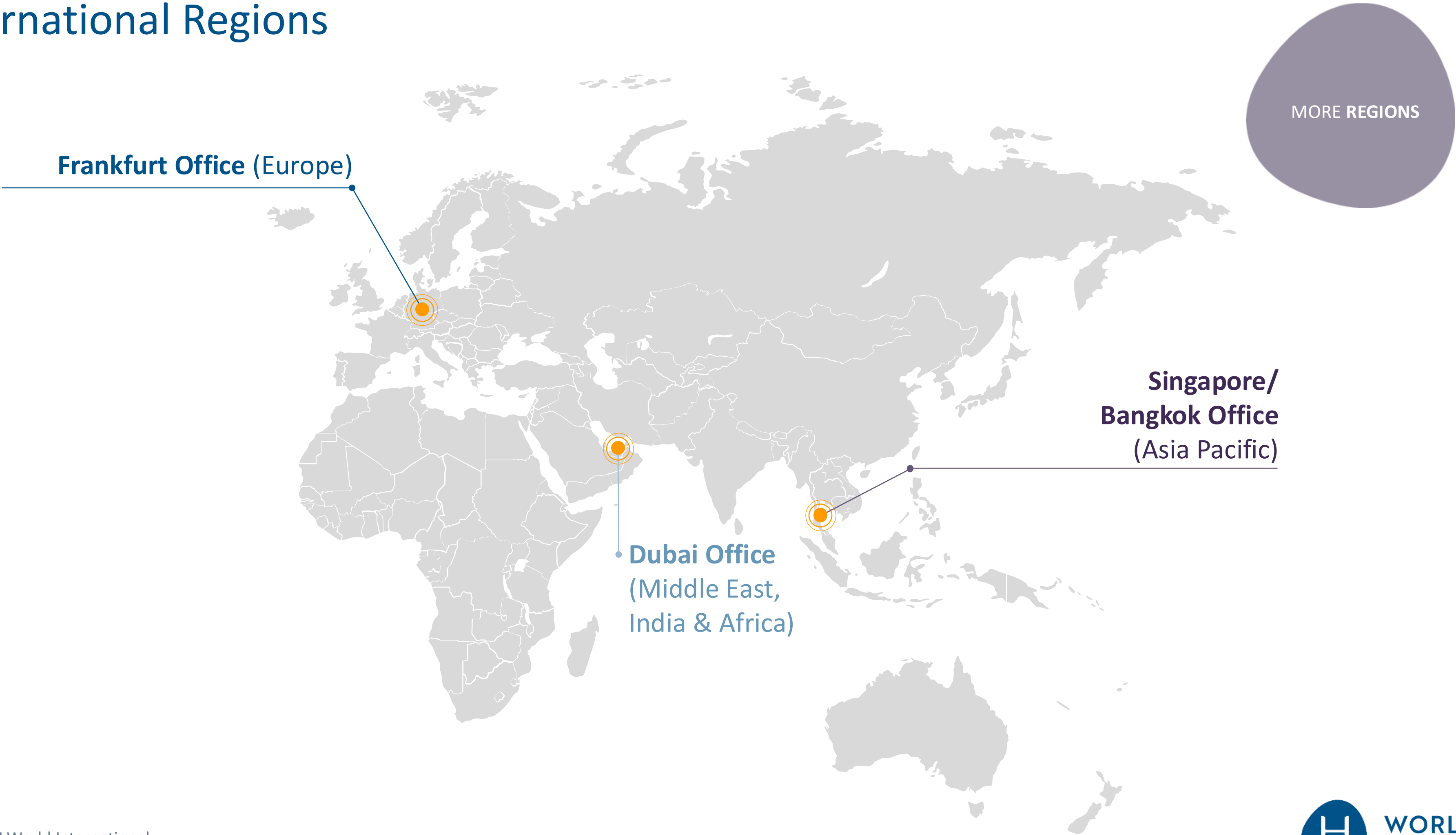


H World
China

H World
International



International Regions



H World International Key Portfolio Facts

H World International drives the expansion of its ownership group, H World, outside of China. H World International includes Europe, Middle East, India & Africa (MEIA), as well as Asia Pacific (APAC).

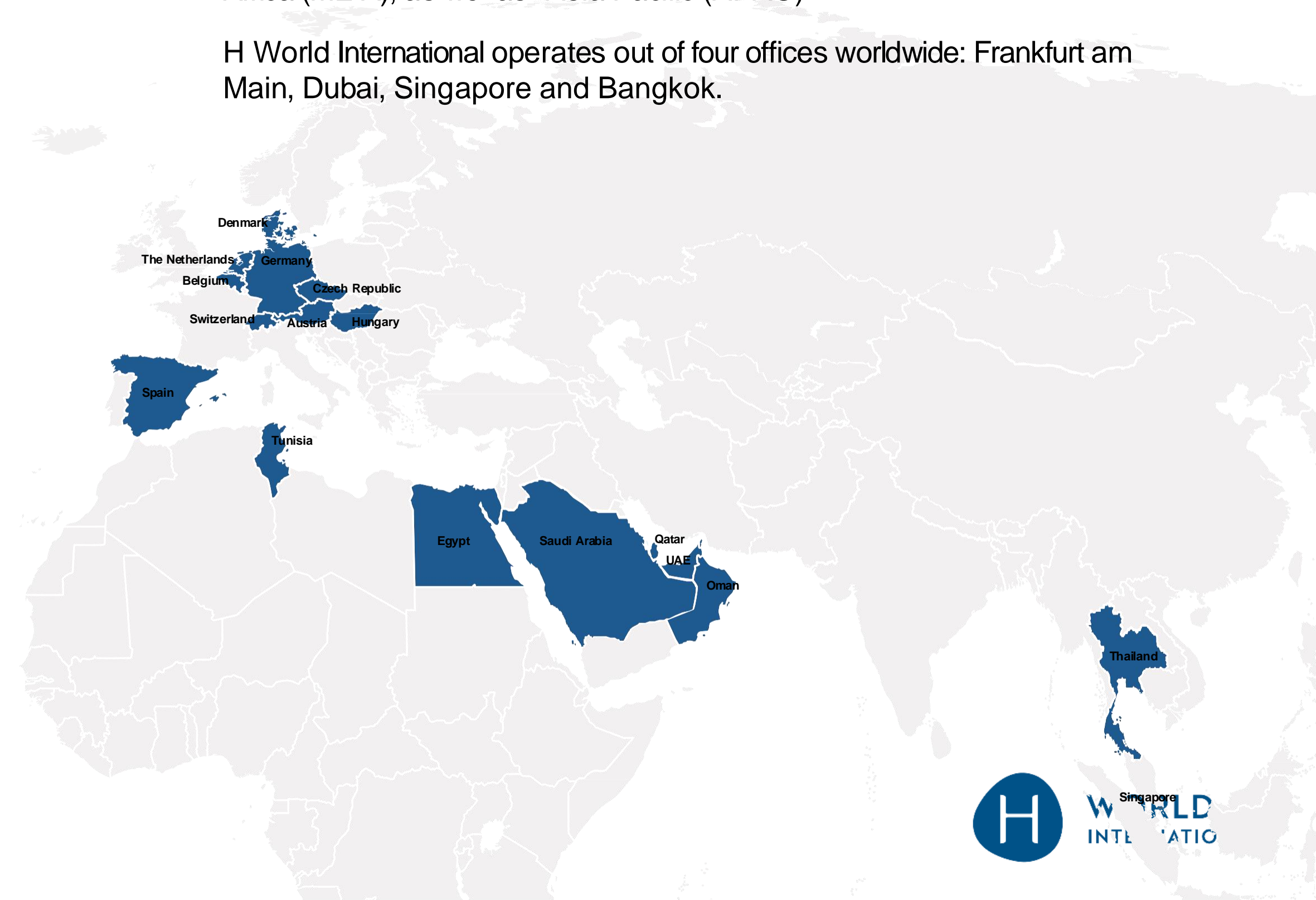
H World International operates out of four offices worldwide: Frankfurt am Main, Dubai, Singapore and Bangkok.

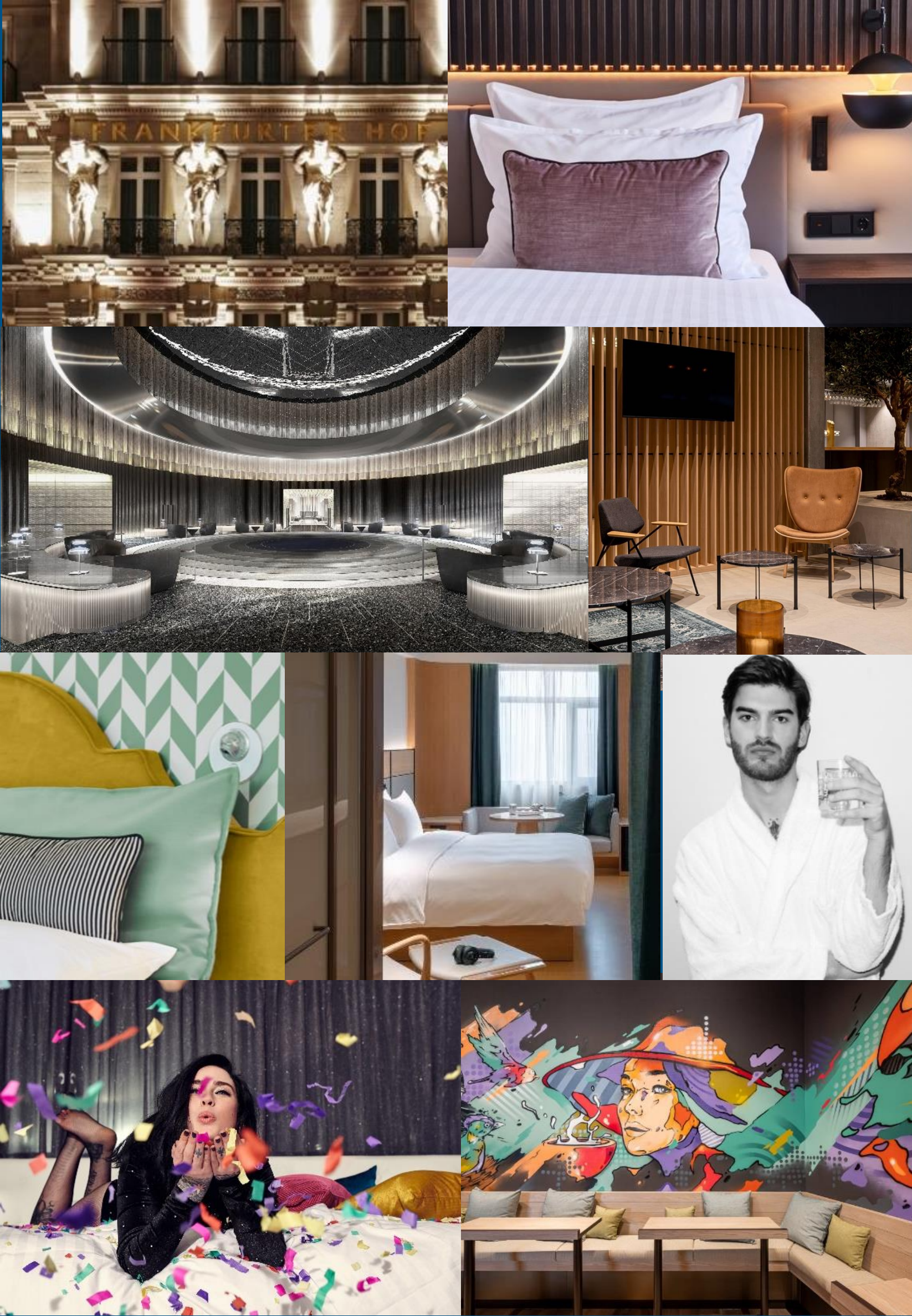
140+
Hotels

9
Brands

21
Countries

over **28,000**
Keys





The Brand Scale

Luxury	STEIGENBERGER PORSCHE DESIGN HOTELS		 STEIGENBERGER ICONS
			STEIGENBERGER HOTELS & RESORTS
Upper Upscale			
Upscale	 HOUSE OF BEATS		
Upper Midscale	MaxX		
Midscale	IntercityHotel		
Upper Economy			
Economy			
	Select Service	Lifestyle	Full Service

H REWARDS

One platform

- Multilingual, fully integrated booking platform
- Effortless digital member experience (e.g. website, app, WiFi)
- Optimized operations with proprietary solutions

Global appearance

- H Rewards boasts 260 mio. members worldwide with highly engaged members in our key feeder markets
- Seamless global member recognition

Direct access

- Harnessing member insights to drive incremental revenue
- Members stay more, stay longer and spend more than non-members



Point collection
and redemption

Exclusive member rates
when booking direct

Seamless check-in using our
member app*
*participating properties

Member events and
experience

H Rewards status levels:
Star, Silver, Gold and Platinum

Member & status benefits:
Early check-in / late check-out, Food &
Beverage discounts, free breakfast

Redemption possibilities:
Free nights, room upgrade vouchers,
dining and bar options plus more
to come

SUSTAINABLE & FAIR

CORPORATE SOCIAL RESPONSIBILITY

Dedicated to sustainability and society

Our Corporate Social Responsibility roadmap is our guide to a more sustainable future. With clear short-, medium- and long-term goals, we can assess our progress and implement our responsibility both commercially and economically. By taking into account sustainability expectations of different stakeholders, and a clear strategy, we secure our market position, minimise risks and promote growth and internationalisation.

Our employees are an important part of our commitment to social responsibility, reinforcing the effectiveness of our activities.



ONE TEAM

We work hand in hand.
Because “we” is always
stronger than “I”.



GREEN BUILDINGS

We will be climate
neutral by 2050.
Conserving resources
is more than just a
trend for us.



GREEN SERVICES

We combine
sustainability with
high quality service.
Since our guests
deserve only the best.



NEW CHANCES

We keep an eye on the
impact of our actions.
After all, it's time to
give something back.




FAIR PARTNER

We kare open and fair
in our interactions with
others. Meaning, we
include our environment
in our actions.





BRAND CORE



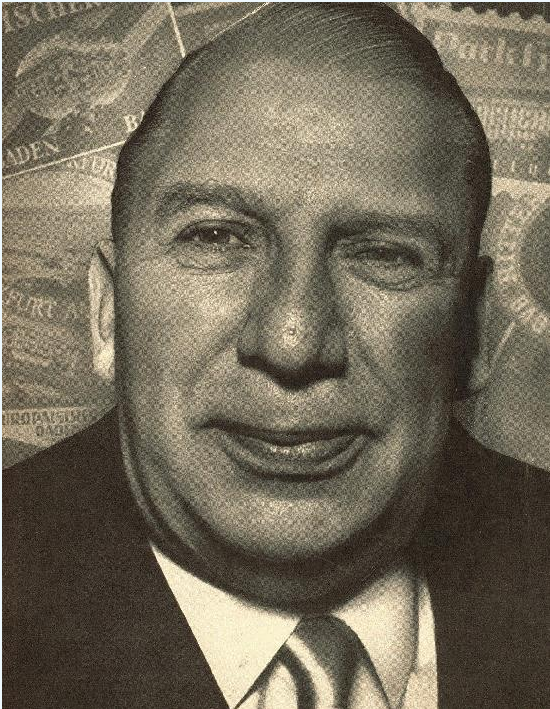
BRAND CLAIM

THE LEGACY OF TOMORROW

A RICH HISTORY

The Steigenberger name is built on a rich history of innovation and excellence.

Born in Lower Bavaria, Albert Steigenberger was the son of a textile merchant. The family supplied linen to hotels. When a hotelier client decided to sell up, Albert saw his chance and he seized it. He bought the hotel and a legend was born.



1930

Europäischer Hof in Baden-Baden opens as the first Steigenberger Hotel

1950s

Albert and Egon Steigenberger achieved, that the Steigenberger hotels were the “highlights” of the social life – due to numerous events, prominent guests and new ideas

1960s

With 700 rooms the Frankfurter Hof was the biggest hotel in Germany

1970s

Conceived and created the club resort concept with Robinson Club

1972

In 1972, Egon acquired the hotel vocational school in Bad Reichenhall in order to guarantee the promotion of young talents within its own ranks

1945

After the destructions of WW II Albert Steigenberger was the first one, who arranged new guest rooms in the cellar of the “Frankfurter Hof”

1960s

Launched the first worldwide hotel reservation system

1960s

Took hotel dining out of the hotel with F & B concepts in airports and opened the first airport hotel in Europe

1970s

Developed new hotel concepts

Established the medical wellness hotel to improve health (Bad Kissingen). They were the first ones who underlined that medical hotels should also convey the joy of life.





1987

IntercityHotel

Steigenberger Hotels AG takes over IntercityHotel

2015

Jaz in the City

A lifestyle brand opens its doors for a new generation

2019

Zleep Hotels

Deutsche Hospitality acquires the majority of the Danish Economy Brand, Zleep Hotels



2021

House of Beats

This brand combines lifestyle and an extraordinary hotel experience, energized by the beats and in hotspot cities



2021

Steigenberger Icons

Creation of “Steigenberger Icons” and redefinition of the essence of luxury

1980

First Steigenberger Hotel outside of Germany

2010

Steigenberger Hotel Berlin awarded in the category “Business and Innovation” Award ceremony Berlin Environmental Award of BUND as a pioneer of sustainable hotel business



2016

New umbrella brand

Steigenberger Hotel Group is rebranded to Deutsche Hospitality

2020

H Rewards

Launch of the new loyalty program which will offer a significantly expanded benefits package to guests of all brands



2021

Steigenberger Porsche Design Hotels

Combining the distinctive Porsche Design lifestyle with the excellent service quality of Steigenberger hotels.



2023

Renaming of Deutsche Hospitality to H World International and portfolio extension with chinese brand **Ji Hotel**

OUR BRANDS



Luxury • Indulgence • Discovery • Celebration



Performance • Rooted • Innovation • Convivial

STEIGENBERGER TYPOLOGIES

STEIGENBERGER ICONS

STEIGENBERGER ICON GRAND HOTEL & SPA PETERSBERG
KÖNIGSWINTER, GERMANY

STEIGENBERGER CITY HOTELS

STEIGENBERGER HOTEL AM KANZLERAMT
BERLIN, GERMANY

STEIGENBERGER URBAN RESORTS

STEIGENBERGER HOTEL & SPA
KREMS, AUSTRIA

STEIGENBERGER AIRPORT HOTELS

STEIGENBERGER AIRPORT HOTEL
BERLIN, GERMANY

STEIGENBERGER DESTINATION HOTELS

STEIGENBERGER PYRAMIDS
CAIRO, EGYPT

STEIGENBERGER RESIDENCES & VILLAS

STEIGENBERGER RESIDENCE
DOHA, QATAR

BRAND HALLMARKS



The background of the slide is a collage of three images. The top left image shows a sophisticated hotel bar with a curved counter, shelves of bottles, and potted orchids. The top right image is a close-up of a glass filled with a dark, bubbly drink and ice cubes, garnished with a cluster of dark grapes. The bottom image is a black and white photograph of a group of people, including a man in a suit and a woman in a patterned dress, standing together.

FOUNDER'S STORY

Embracing and modernising heritage.

The story of Albert Steigenberger, the visionary son of a textile merchant, is at the core of our brand.

Steigenberger hotels pay homage to the modernist aesthetic sensibilities of Steigenberger's time, while also honouring the founder's passion for innovation and his insistence on exemplary service.

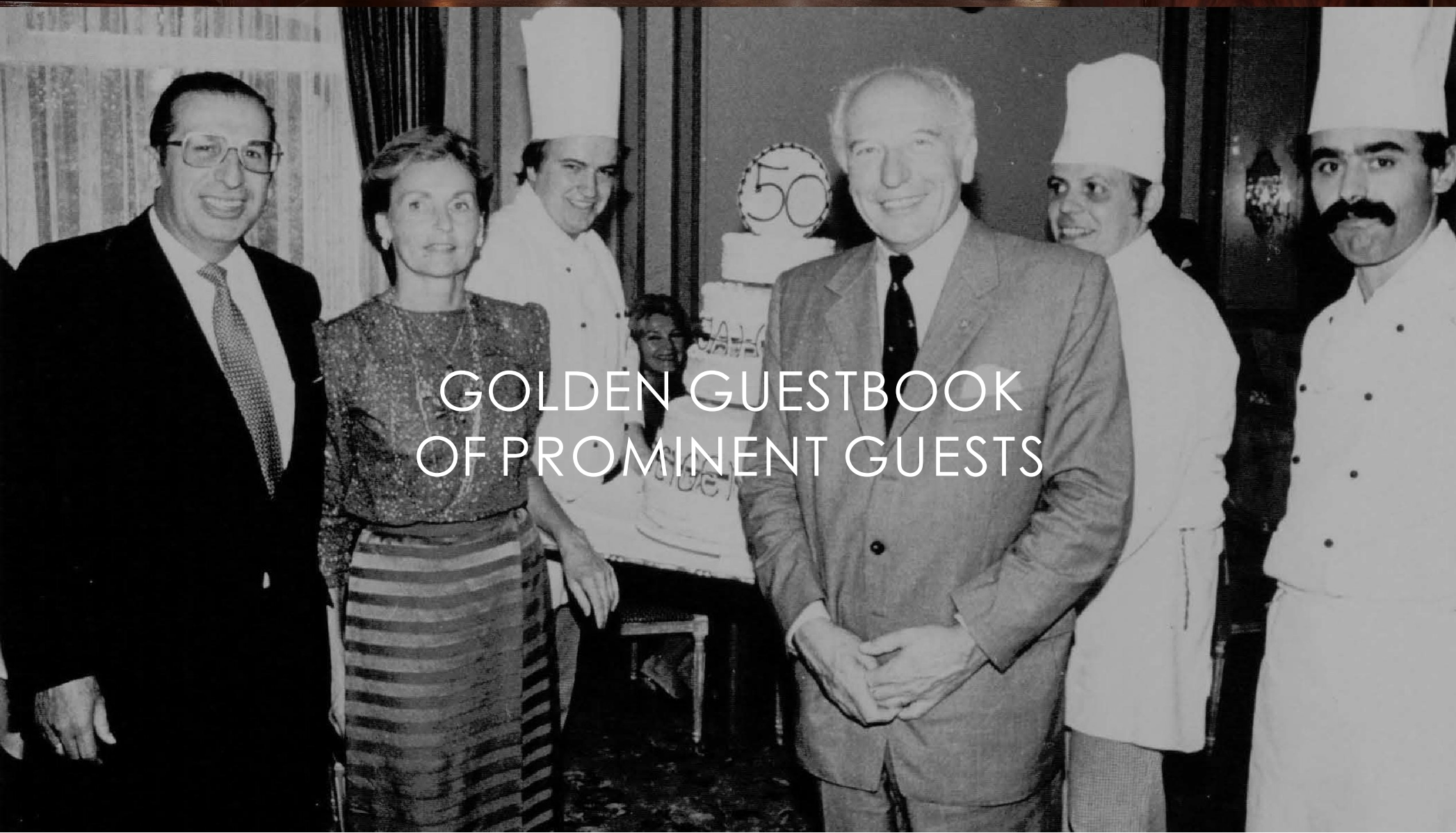
Steeped in tradition and crafted with meticulous care, Steigenberger hotels reflect the legacy of a man who transformed a small family enterprise into a symbol of excellence.



AUTORENBAR
BAR & MODERN LIBRARY



THE FOUNDER'S
MOCKTAIL SELECTION



GOLDEN GUESTBOOK
OF PROMINENT GUESTS



TUNNEL
OF HISTORY

The background is a collage of four images. The top-left image shows a close-up of a tufted chair's backrest. The top-right image shows a white plate with a gourmet dish featuring a seared scallop, a potato, and a garnish. The bottom-left image shows two large, rustic loaves of bread. The bottom-right image shows a display of various pastries and cakes in a glass case.

GERMAN SHOWCASE

Bringing German culture and modernism to the world —
from cuisine and entertainment to art curation and style.

German heritage is infused through Steigenberger hotels with
subtle touches and traditions. It is expressed through thoughtful,
elegant and functional design and an emphasis on quality
materials and ingredients, leveraging Germany's reputation
for design and culture excellence.

Avoiding clichés, the brand seamlessly weaves its cultural roots
into the hotel experience, offering a rich, authentic ambience
for guests to enjoy.



TIMELESS
GERMAN DESIGN
INSPIRATION



GERMAN F&B CONCEPT



GERMAN
BREAKFAST



MODERN KONDITOREI
& HIGH TEA

PRODUCT FEATURES

COME TOGETHER

Curated spaces and experiences that foster unity among our guests. Whether they are co-workers collaborating on a project or families seeking quality time together. We believe in the power of these shared moments, and our commitment to thoughtful design ensures that every aspect of our spaces encourages connection and togetherness.

STEIGENBERGER STAY

Operational features that are deeply considered, ensuring that every aspect of our guest's experience is seamless and thoughtfully designed. We believe that it's the meticulous attention to these details that imbues each traveler's journey with a profound sense of ease and comfort.



THE STEIGENBERGER EXPERIENCE

STEIGENBERGER SCENT

We take pride in offering a guest experience that is truly unique and memorable, and our signature scents are an essential part of that. Our carefully crafted fragrances are designed to evoke a perfect blend of modernity and tradition. The soothing scent of lavender combines effortlessly with the delicate floral notes of jasmine, creating a tranquil and relaxing atmosphere that will transport you to a world of calm and serenity.

KEY CONCEPTS

We are pleased to offer our guests the opportunity to take a piece of our brand home with them. Our signature scents are available for purchase, allowing them to infuse their homes with the same sumptuous and sophisticated fragrances that define the Steigenberger experience.



STEIGENBERGER WARM WELCOME

In addition to receiving a genuine welcome from the Receptionists, guests will also be treated with a small refreshment that is tied to the local palette of flavors.

KEY CONCEPTS

- Infused water as a welcome drink.
- The flavor of the infused water may vary by region and seasonality.



I AM
STEIGENBERGER.



STEIGENBERGER INSIDER

Every Steigenberger hotel has its own special story to tell. For us, these stories – and all of the special moments we have shared with you, our guests – are an integral part of our DNA at Steigenberger. Apart from you, the most important characters in these stories are the people who work at our hotels. So we invited them to share some of their personal stories with us – and you. This resulted in a series of exciting and sometimes amusing tales, plus insider tips, for you to discover in our Steigenberger hotels.



STEIGENBERGER HOTELS & RESORTS

STEIGENBERGER

HOTELS & RESORTS



STORIED TRADITION
CURATING CONTEMPORARY CULTURE

Steigenberger Hotels & Resorts offer a considered, modern aesthetic and an environment with some intriguing points of cultural and historical interest. Characterful spaces inspire conversation and authentic connection.

OWNER PROPOSITION

At Steigenberger Hotels & Resorts, the vision of German Gastfreundschaft (hospitality) is expressed through outstanding service and contemporary design, blending German elegance and functionality with striking local touches.

Your Steigenberger hotel or resort is an urban retreat, a wellness oasis or a delightful hub for your city adventures.

WE DELIVER

Cosmopolitan comfort and character — no matter where in the world you are.

TARGET GUEST

The Steigenberger Hotels & Resorts guest seeks opportunities to rest and relax but also to explore, discover and connect. Families, couples, conference attendees – these guests are drawn to convenient travel connections, efficiency and enriching work-life balance.

INDICATIVE COMPETITIVE SET

Marriott Hotels
InterContinental
Radisson Blu
Hilton Hotels & Resorts
Sheraton Hotels & Resorts



LOOK & FEEL

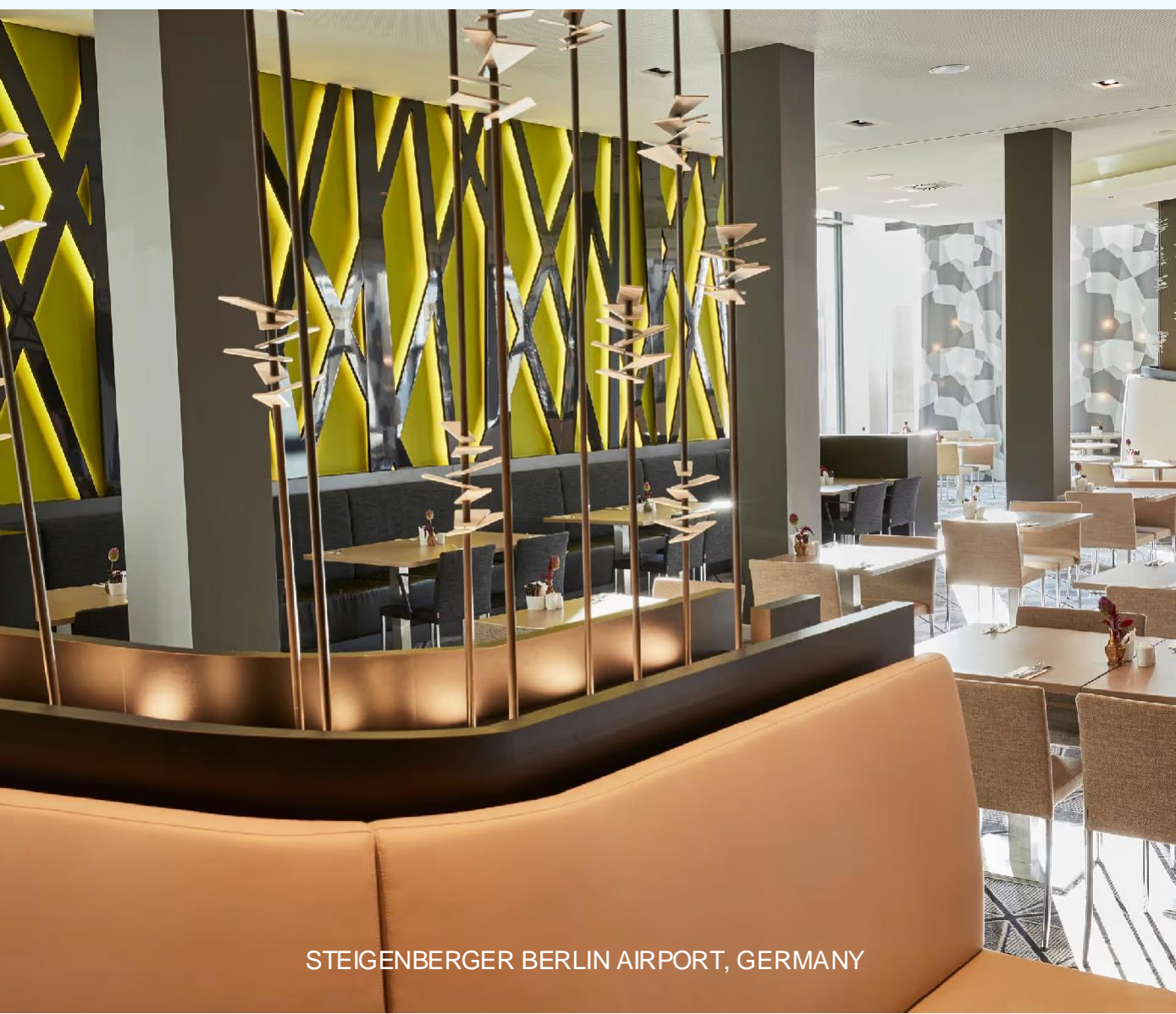
Upscale hospitality with a nod to local styles and flavours – that's what you'll find at Steigenberger Hotels & Resorts. From heritage estates to lively city hotels to contemporary wellness retreats, the signature Steigenberger blend of old and new creates an ambience of contemporary sophistication and comfort.



STEIGENBERGER HOTEL MÜNCHEN, GERMANY



STEIGENBERGER RESIDENCE DOHA, QATAR



STEIGENBERGER BERLIN AIRPORT, GERMANY



STEIGENBERGER ALCAZAR, EGYPT



STEIGENBERGER HOTEL EL TAHRIR CAIRO, EGYPT



STEIGENBERGER HOTEL DE SAXE DRESDEN, GERMANY

STEIGENBERGER HOTEL HAMBURG, GERMANY

CITY HOTEL STANDARDS

LOCATION

- Triple-A city centre location
- New build properties
- Conversion projects

SPACE REQUIREMENTS

- 80+ rooms
- Room size 45 sqm



STEIGENBERGER HOTEL MÜNCHEN, GERMANY

STEIGENBERGER HOTEL BAD HOMBURG, GERMANY

STEIGENBERGER HOTEL MÜNCHEN, GERMANY



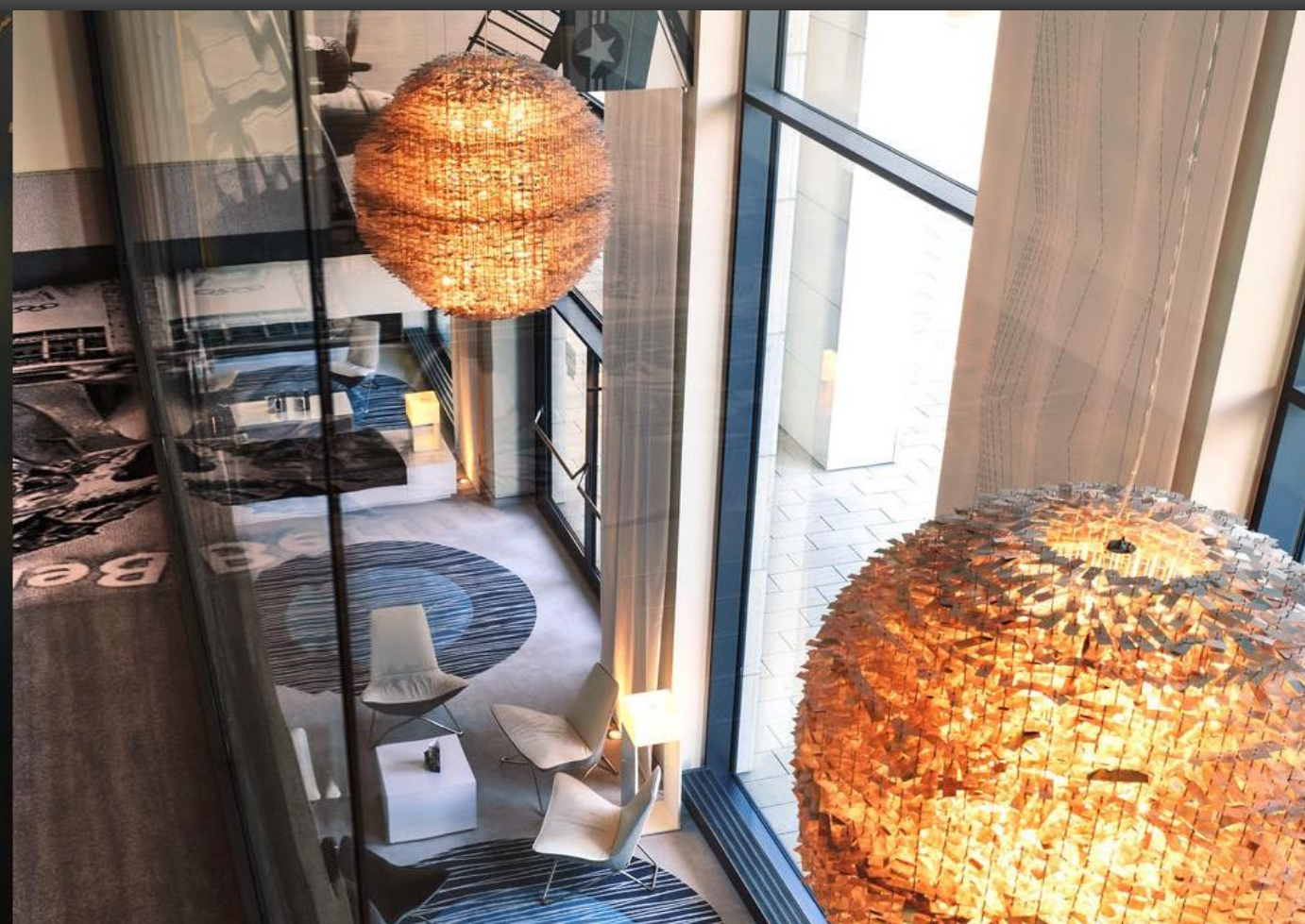
STEIGENBERGER AIRPORT HOTEL BERLIN, GERMANY



STEIGENBERGER AIRPORT HOTEL AMSTERDAM, NETHERLANDS



STEIGENBERGER AIRPORT HOTEL FRANKFURT, GERMANY



STEIGENBERGER AIRPORT HOTEL BERLIN, GERMANY

AIRPORT HOTEL STANDARDS

LOCATION

- Triple-A location at airports and train stations
- New build properties
- Conversion projects

SPACE REQUIREMENTS

- 100+ rooms
- Room size as of 45 sqm



STEIGENBERGER INSELHOTEL KONSTANZ, GERMANY



STEIGENBERGER HOTEL & SPA KREMS, AUSTRIA

URBAN RESORT STANDARDS

LOCATION

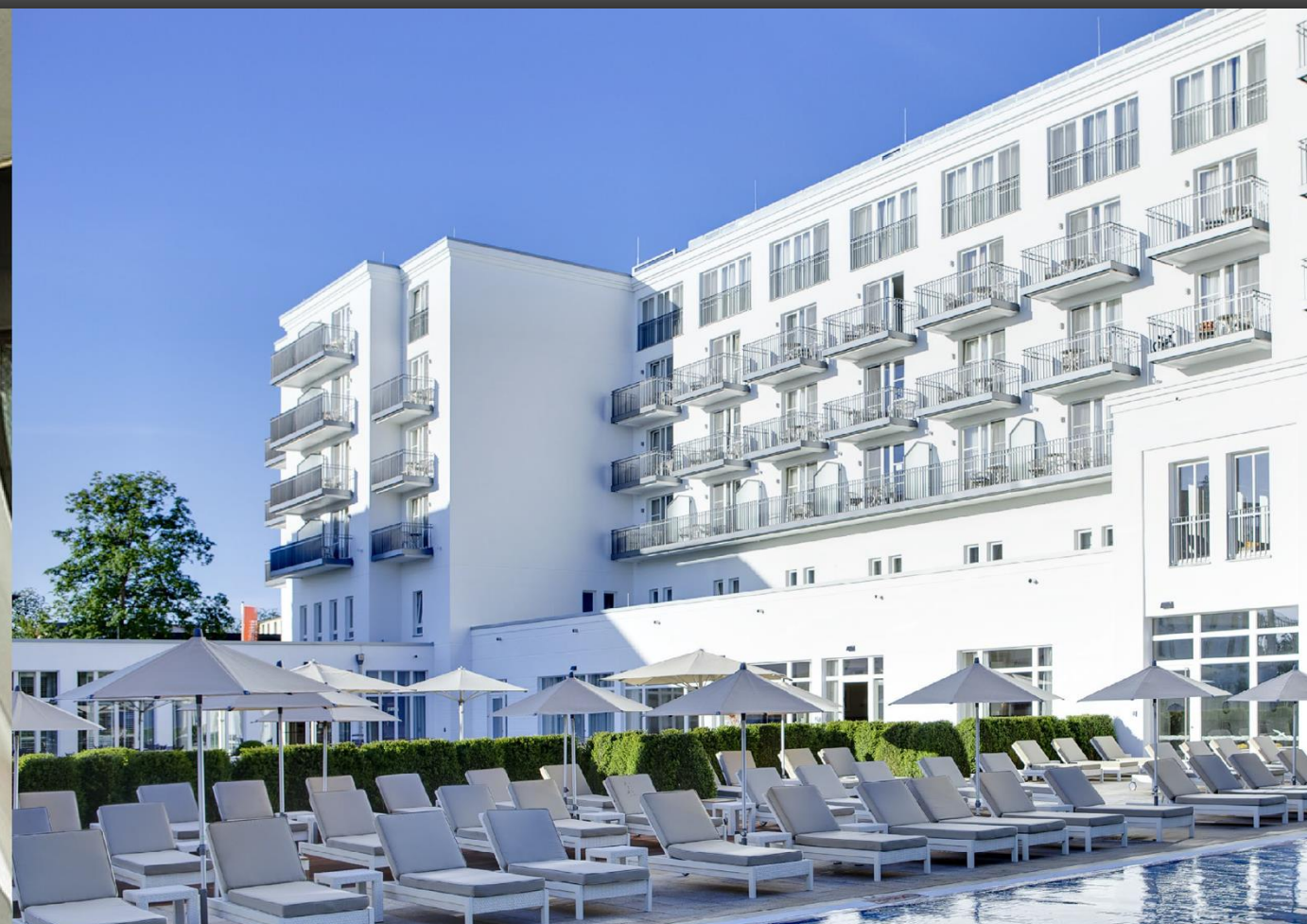
- Triple-A idyllic location
- New build properties
- Conversion projects

SPACE REQUIREMENTS

- 120+ rooms
- Room size 45 sqm



STEIGENBERGER HOTEL & SPA KREMS, AUSTRIA



STEIGENBERGER GRANDHOTEL & SPA HERINGSDORF, GERMANY



STEIGENBERGER ALCAZAR SHARM EL SHEIKH, EGYPT



STEIGENBERGER RAS SOMA SAFAGA, EGYPT



STEIGENBERGER RAS SOMA SAFAGA, EGYPT

DESTINATION RESORT STANDARDS

LOCATION

- Triple-A location
- New build properties
- Conversion projects

SPACE REQUIREMENTS

- 120+ rooms
- Room size 45 sqm



STEIGENBERGER RAS SOMA SAFAGA, EGYPT



STEIGENBERGER ALCAZAR SHARM EL SHEIKH, EGYPT



STEIGENBERGER ICONS



STEIGENBERGER
ICONS



THE ART OF TENSION

Historic locations, magnificent architecture and seamless technology set the scene for convergence, connection and a sense of occasion. Steigenberger Icons deliver luxurious simplicity in the world's most iconic destinations.

OWNER PROPOSITION

The impeccable standards of German Gastfreundschaft (hospitality) defined Albert Steigenberger's first enterprises. Today, the Steigenberger brand seeks to bring luxury Gastfreundschaft to the world.

It's a vision of ease and elegance; steeped in tradition but always with an eye on the present and always attentive to the individual needs of guests across the globe.

WE DELIVER

Exemplary European service
in storied surroundings.

TARGET GUEST

The Steigenberger Icons guest is worldly, discerning and well-connected. The guest seeks unpretentious luxury, a refined aesthetic, a central location and an environment with some intriguing and surprising points of cultural interest. C-suite executives, VIPs, elite travellers – the Icons guest expects a highly personalised service and values discretion, efficiency and a sense of historical gravitas.



INDICATIVE COMPETITIVE SET

Taj Hotels
The Oberoi Hotels & Resorts
The Leela Palaces Hotels Resorts
ITC Hotels



LOOK & FEEL

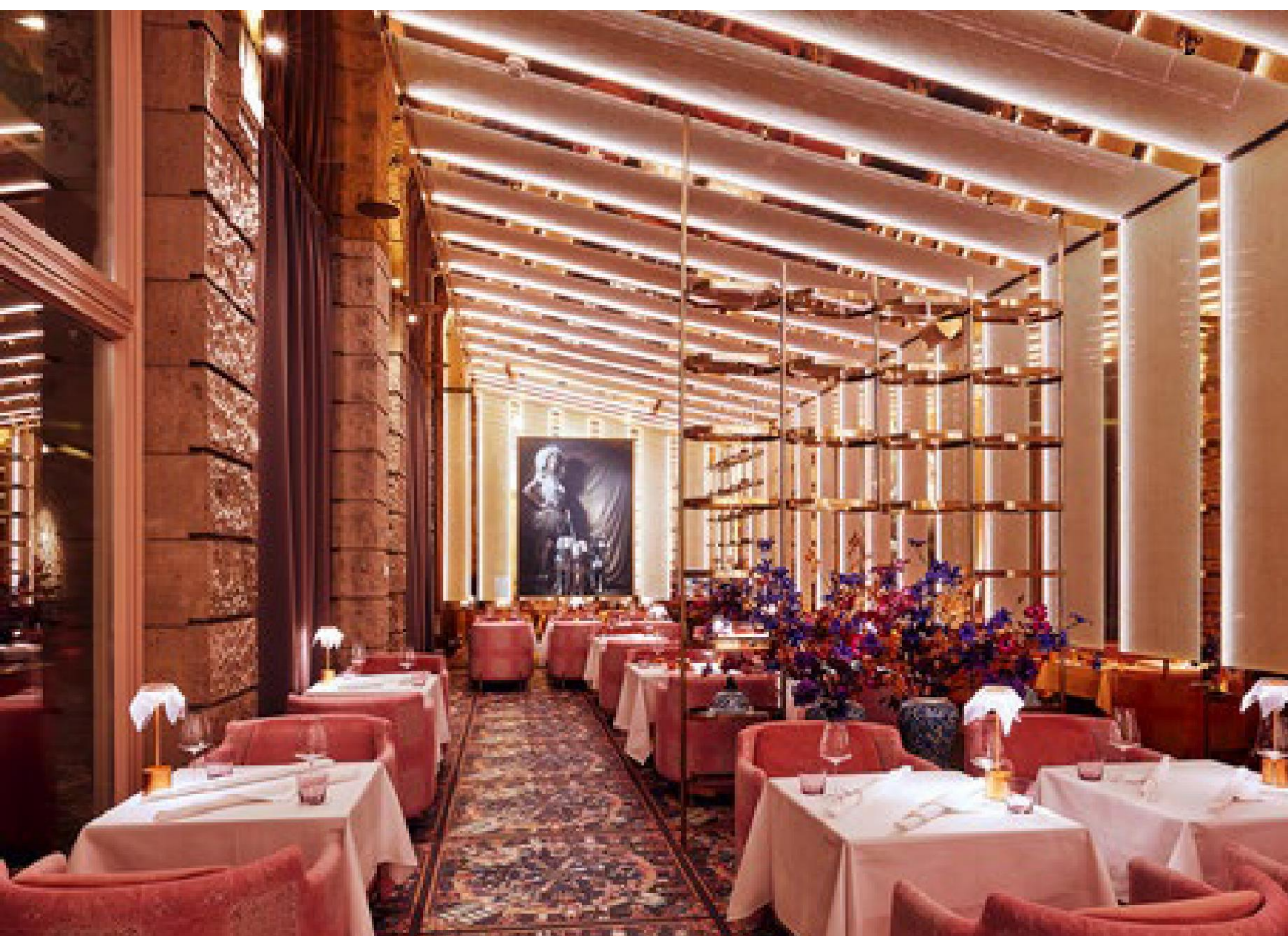
Encounter quiet luxury, intriguing art curation and superb design in the world's most iconic destinations. Steigenberger Icons draw upon a rich modernist German design tradition, blending old and new to create inviting, storied spaces.



STEIGENBERGER ICON GRANDHOTEL HANDELSHOF LEIPZIG, GERMANY



STEIGENBERGER ICON FRANKFURTER HOF FRANKFURT, GERMANY



STEIGENBERGER ICON PARK HOTEL DÜSSELDORF, GERMANY



STEIGENBERGER ICON WILTCHER'S BRUSSELS, BELGIUM



STEIGENBERGER ICON GRANDHOTEL & SPA PETERSBERG KÖNIGSWINTER, GERMANY



STEIGENBERGER ICON HANDELSHOF LEIPZIG,
GERMANY



STEIGENBERGER ICON
GRANDHOTEL & SPA PETERSBERG, GERMANY



STEIGENBERGER ICON FRANKFURTER HOF, GERMANY

ICONS STANDARDS

LOCATION

- Outstanding, remarkable, sophisticated, memorable locations and architecture
- New build properties
- Conversion projects

SPACE REQUIREMENTS

- 80+ rooms
- Room size 45 sqm

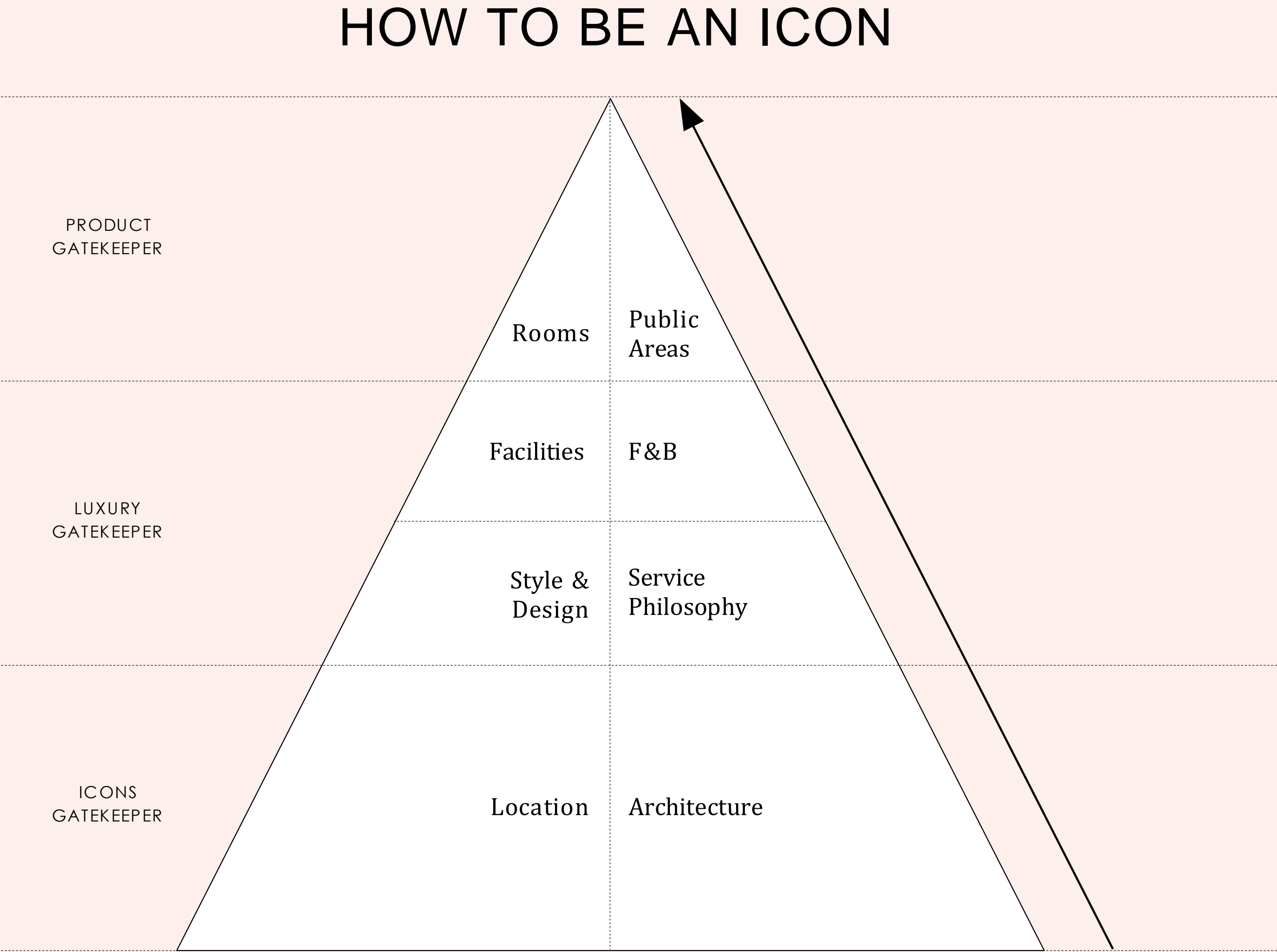


STEIGENBERGER ICON PARKHOTEL DÜSSELDORF, GERMANY



STEIGENBERGER ICON PARKHOTEL DÜSSELDORF, GERMANY

ICONS SELECTION CRITERIA



A person with long dark hair, seen from behind, stands in a narrow, rocky passage. They are wearing a long, flowing orange robe that pools around their feet. The ground is dry, dusty, and covered with small stones. The walls of the passage are made of rough, layered rock. At the end of the passage, a bright, glowing light emanates from an opening, creating a strong backlight effect on the person and the surrounding air. The overall color palette is warm, dominated by the orange of the robe and the earthy tones of the rocks and ground.

WHERE TO NEXT?

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 22 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 95 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.

BE PART OF OUR STORY

MBD Steigenberger

T: +91 11 61312301, E: contact@mbdsteigenberger.in

W: www.mbdsteigenberger.com hrewards.com

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

MBD STEIGENBERGER
HOTELS & RESORTS



 REWARDS



MBD STEIGENBERGER
HOTELS & RESORTS