

TRAVEL AND HOSPITALITY

Hong Kong's Mandarin Oriental, India's Oberoi Group form new strategic hospitality alliance

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By LUXURY DAILY NEWS SERVICE

Hong Kong's Mandarin Oriental Hotel Group and India's Oberoi Group have formed a long-termed strategic alliance that will allow the two hospitality groups to collaborate across a swathe of areas.

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The two groups will partner on new and exclusive guest experiences at both companies' properties worldwide, increasing the footprint to offer these services. The brands will continue to retain their own identity.

"We are delighted to launch this innovative partnership with The Oberoi Group, setting the stage for us to push the boundaries of luxury hospitality," said James Riley, chief executive of **Mandarin Oriental Group**, in a statement.

"The Oberoi Group has a long established history and a wealth of expertise in providing exemplary service and I am confident that by working together both organizations will grow and create further differentiation in the industry that our guests will value," he said.

"We look forward to working with the Oberoi Group to continue to develop and deepen this special partnership."

Room for growth

Members of Fans of M.O. and Oberoi One, the brands' respective loyalty programs, will have privileged access to more than 50 luxury hotels in sought-after destinations, with promises of superior recognition, exclusive experiences and offers, as well as invitations to bespoke events.

"We have long been fans' of **Mandarin Oriental**," said Vikram Oberoi, managing director and CEO of EIH Limited, the New Delhi-based flagship company of the **Oberoi Group**, in a statement.

"Our brands complement each other extremely well as do our organizations' values and culture," he said.