

## **Radisson, MBD Target 50 Luxury Hotels in India**

Radisson Hotel Group and MBD Group have signed a long-term master franchise agreement to develop 50 co-branded luxury and lifestyle hotels across India over the next decade — a significant move in the country’s rapidly evolving premium hospitality market.

### **50-Hotel Expansion Strategy**

The rollout will follow a predominantly asset-light model, with nearly 80 per cent of the portfolio comprising managed and franchised properties, while the remaining 20 per cent will be owned assets. MBD’s property exposure is expected to remain around 25 per cent, reflecting a disciplined balance between expansion ambitions and capital efficiency.

The partnership comes at a time when India is witnessing rising occupancy levels, sustained ADR growth, and increasing demand for design-led, experience-driven stays across metro cities and major business hubs.

### **Strengthening Luxury and Lifestyle Play**

The alliance significantly enhances Radisson’s presence in India’s premium and lifestyle segments — categories that have outperformed midscale growth in recent years. A key component of the strategy is repositioning established, high-performing assets into upper luxury tiers, while simultaneously accelerating lifestyle expansion under the Radisson RED brand.

Industry analysts highlight that upgrading strong existing properties offers a faster and more cost-efficient route to luxury positioning compared to ground-up greenfield developments.

### **Radisson Blu MBD Noida to Transition to Radisson Collection**

As part of the broader strategy, Radisson Blu MBD Noida will be repositioned as a Radisson Collection hotel, signalling a deliberate move to elevate landmark properties into the group’s higher luxury portfolio.

Together, Radisson Hotel Group and MBD Group are aligning their growth strategy with India’s expanding appetite for curated luxury, elevated urban

hospitality, and brand-led experiential travel — positioning the partnership to capitalise on the next phase of premium market growth.