Department: CORPORATE MARKETING
Circulation: STRICTLY INTERNAL

STANDARD OPERATING PROCEDURE

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Task: Alliance between BMW and Oberoi Hotels & Resorts and Trident Hotels

About the Offer:

Oberoi Hotels & Resorts and Trident Hotels have entered into an alliance with Egg Communications Pvt. Ltd., representing BMW to bring exclusive offer for the BMW Excellence members.

Offer:

- 15% savings on Best Available Rate and Best Available Rate with Breakfast.
- 10% savings on food and beverages.
- 10% savings on Spa.

Book and stay period:

15th October 2026 to 15th October 2027

Participating Hotels:

-Oberoi Hotels & Resorts
-Trident Hotels

Terms & Conditions:

- This offer is exclusively for the BMW Excellence Club members
- Offer is valid for stays between 15th October 2026 to 15th October 2027 on Best Available Rates and Packages.
- This discount cannot be clubbed with any other ongoing offers and promotions.
- Valid only for reservations made through www.oberoihotels.com and dedicated offer landing page for up to 3 rooms only.
- The guest needs to use promo code "BMW15" at the time of reservation to avail this offer.
- The discount is applicable only on Best Available Rate (BAR) and packages and not on any other special or negotiated rates.
- The guests need to present the BMW membership number

Reservation Processes:

- Guest must visit online at www.oberoithotels.com and www.tridenthotels.com or dedicated offer landing page https://www.oberoihotels.com/partner/bmw-offer/ and https://www.tridenthotels.com/lp/bmw-offer
- Use promo code **BMW15**

Payment Process:

Standard payment process as per the hotel policy applies