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JUMEIRAH Group has announced the expansion of its global representation network into India with Om Tourism

OM Tourism, based in Delhi, will appoint two dedicated representatives based in Delhi and Mumbai, to focus on positioning the Jumeirah brand and representing the luxury hotel group's interests across all segments within the Indian market including the groups, corporate and leisure markets.

The agreement recognises India as a key growth region for business to Jumeirah's properties worldwide and is further validation of the brand's global appeal. Craig Senior, regional director of sales, Middle East and India said: "Over the past two years Jumeirah has increased awareness within the sub-continent. We have targeted our sales trips to the region in conjunction with our key partners in the leisure, corporate and group segments.

"These elements have had a very significant positive impact on our brand awareness within the region. This will be further endorsed moving forward with our partnership with OM Tourism."

The newly appointed representatives will play an integral role in Jumeirah's expanding network of representatives.