



GROUP LHC BUSINESS PROFILE

Proprietary GROUP LHC Pvt. Ltd.
.www.grouplhc.com



About GROUP LHC

- We are a marketing Company and work with Clients to provide customized, cost effective and long term solutions that result in satisfied customers
- Leaders on CRM and loyalty initiatives for the hospitality industry in India
- Committed and Trained Resources
- Client portfolio of the best hospitality and domestic airline brands in India

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Our Guiding Principles

- Client Satisfaction decides our success
- Our recommendations are professional and benchmarked against international standards
- We will maintain integrity, honesty and commitment in all our relationships
- All Brands must always be protected
- The customer should see value for money
- As GLHC ® we must see the Clients' and the customers' Point of view

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Our Assets

- Trained Managers and senior Program resources in almost all key locations in India
- Proprietary software developed and evolved over the years with inputs from both domestic and international clients.
- Validated Systems and Processes both for running of the business and control
- Domain knowledge of the hospitality business and experience from both the client and the service provider side

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Our Services

• Outsourcing Services

- Conceptualization, marketing and management of Loyalty and Frequency Programs
 - Tele Sales
 - On Site Sales
 - Online Marketing
- Ongoing engagement with Members for driving usage
- Data Management and Mining
- Partner Marketing and Alliances

• Consulting Services

- Partner Identification
- Frequency Programs
- Hotel Marketing

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Contact Us

Nitin pande
Chief Executive
GLHC Pvt. Ltd.
46/1, 8th cross, Wilson Garden
Near Kartick Hospital
Banaglore - 560027
India

www.grouplhc.com.com

Phone: +080 65310590
Email: response@grouplhc.com
Mobile: +91 99163 92919

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