



LONDON BASED CHEVAL COLLECTION APPOINTS TRAC AS OFFICIAL INDIA REPRESENTATIVE

Adding one more feather to its cap, TRAC Representations is proud to associate with the award-winning hospitality group, [Cheval Collection](#) as representation in the Indian market to promote the brand's luxury all-apartment Residences.

With its portfolio of incomparable properties, teamed with impeccable service and hospitality that offers the finest way to experience the UK's capital city at guests' fingertips, Cheval looks to grow the Indian market.

New Delhi, 17th February 2020: Cheval Collection, front-runners of luxury apartment residences in London, has appointed TRAC to enhance trade and media outreach for the hospitality group in India. TRAC Representations will be responsible for building and developing relations with key hospitality entities and trade partners to grow and strengthen the presence of Cheval in India.

Cheval Collection is the luxury hospitality company with serviced apartment residences across London. With iconic views from modern penthouses, guests can indulge in the city's cosmopolitan culture. They will also have instant access to chic districts and world-famous parks from a selection of private stately apartments.

With properties spread across the capital, Cheval Collection offers the perfect London home at various prime locations, either for a blissful getaway or a relaxing extended stay. The collection consists of **Cheval Knightsbridge, Cheval Thorney Court, Cheval Hyde Park Gate, Cheval Calico House, Cheval Phoenix House, Cheval Harrington Court, Cheval Three Quays** - which is situated in the heart of the city of London opposite the River Thames - **and Cheval Gloucester Park**, which reopened in February 2020 following two years of full scale multi million pound refurbishment.

Confirming the appointment, **Mr George Westwell, CEO of Cheval Collection**, said, *"Our partnership with TRAC Representations is a crucial part of our strategy to boost awareness and build relationships in the vibrant and fast-expanding Indian market. TRAC's reputation and existing network are key to helping Cheval Collection welcome even more Indian guests to our London Residences."*

Pleased with securing the mandate, **Mr. Rajeev Nangia, COO, TRAC Representations** said, *"Cheval Collection are the pioneers in luxury apartment residences, and we are elated to be appointed as the representative in India. As one of London's leading luxury accommodation providers, Cheval has an unprecedented footprint in hi-end hospitality and fully understands the requirement of their customers. We look forward to strengthening the presence of Cheval in India through our gamut of services and achieving tangible results that meet and exceed brand expectations."*

For further information about Cheval, visit www.chevalcollection.com



About Cheval Collection

Cheval Collection is an award-winning hospitality company specialising in high quality serviced apartments worldwide. The collection includes the Cheval Residences and Cheval Maison brands, as well as Cheval Partnership Sales, a one-stop service helping Cheval's clients book serviced apartments in cities around the world. Cheval Collection has extensive expertise and resource available to take on new projects, from inception to opening alongside support functions across the business, from technical services, operations and facilities management, to revenue and reservations, human resources and sales and marketing.

Social Handles

Twitter - @Cheval_Global

Facebook - @ChevalCollection

Instagram - @chevalcollection