

## New joint venture to bring spa experience

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The Treepie Hospitality Private Limited and Oriental Senses Spa have entered into joint venture to set up an exclusive line of luxury spas across the country. The spas would be operated by the newly set up joint venture company, Treepie Blue Mountain Private Limited, under a new brand called BESPOKE SPA.



The JV aims to set up luxurious spas by focusing on the boutique properties in India. The first spa under this brand will open in mid April in Hotel Te Aroha, Dhanachuli situated near the popular hill town of Mukhteshwar in Uttarakhand.

The key philosophy is to integrate the spa with the location by customising the spa experience. Every aspect of the guest experience is tailored on delivering what you want - scent, music, oil, treatments.

The therapists have been thoroughly trained by the CEO of the company.

The guest can choose from the spa's full treatment menu which includes a wide choice of face and body treatments or choose up to four to five hours of spa treatments needed to create a perfect day.