

A MONTH OF **PRIVILEGES, CURATED** FOR YOU.

This September, BMW Excellence Club continues to bring members closer to a world of exceptional privileges and curated experiences.

From refined dining and exclusive retail to cultural moments and bespoke services, each offering is thoughtfully selected to elevate everyday living.

Step into a month where discovery, indulgence, and meaningful experiences come together — exclusively for BMW Excellence Club members.

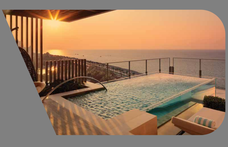


BMW PRIVILEGES

Step into a realm beyond driving pleasure with special BMW Privileges. Avail benefits such as complimentary chauffeur training, car-wash, referrals, and insider access to BMW's closed-door events.

BESPOKE TRAVEL

Chase curiosity and discover hidden gems from around the globe with Bespoke Travel. Enjoy top-tier hospitality, curated packages and complimentary upgrades across hand-picked destinations across the globe.





THE HIGHLIFE

Indulge the connoisseur and pamper your senses with The Highlife. Avail exclusive offers on luxury retail, enjoy curated dining and get access to the world's most prestigious events.

GRANDSTAND

Uncover the best from the world of sport and adventure with The Grandstand. Witness the finest sporting spectacles in the world with VIP access and special pricing.



EXCLUSIVE FEATURES TO MAKE YOUR LIFE EXTRAORDINARY.



THE BLACK BOOK

Discover events worldwide with the Black Book, a global events calendar featuring a carefully curated selection of the world's most sought-after experiences.

CONCIERGE

Experience the essence of true exclusivity with the BMW Excellence Club Concierge. Count on us as your dedicated partners in vacation planning, gaining access to exclusive events and handling every detail for a seamless getaway.



WHAT WENT BY AUGUST 2026.

MEMBER'S TOP PICKS.

- Bicester Village
- La Panthera
- Trident Hotel
- Wellness & Co

MOMENTS FROM THE CLUB.



GIORGIO ARMANI M2M

Delhi: 4th-5th September
Mumbai: 6th-7th September
Mumbai: 8th September

An exclusive Made-to-Measure experience, providing an opportunity to engage with the brand through a personalised, appointment-led private consultation with the Italian Made-to-Measure Specialist.

WHAT'S IN STORE
SEPTEMBER 2026.

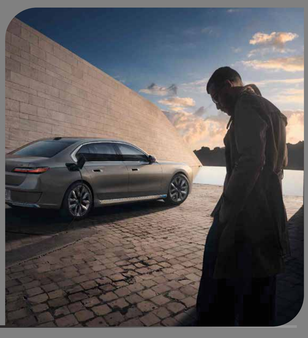
SARITA HANDA

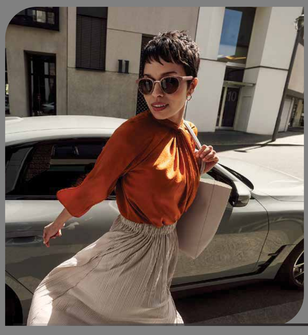
BMW PRIVILEGES



COMPLIMENTARY SERVICE PICK-UP & DROP-OFF

- Enjoy complimentary pick-up and drop-off of your BMW for servicing.
- Available within a 100-kilometre radius of any Authorised BMW Dealership.
- Can be availed once per month.
- Appointments are subject to availability.





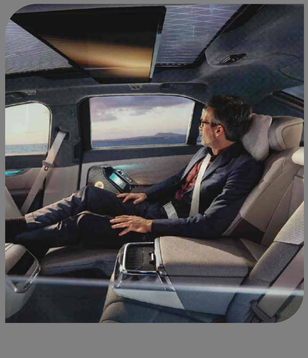
COMPLIMENTARY CAR WASH

- Includes exterior wash only.
- Can be availed once per month.
- Appointments are subject to availability.

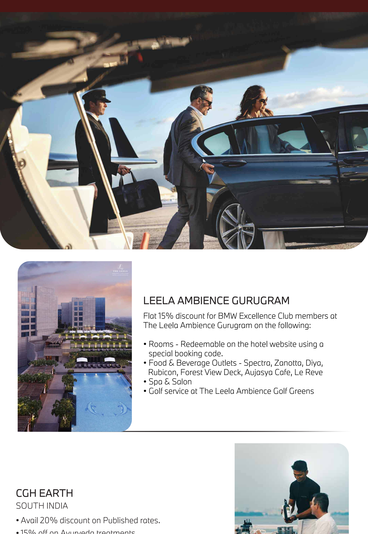
CHAUFFEUR TRAINING

- Conducted by experts to provide a comprehensive guidance on operating a BMW

  Covers ignition, lights, iDrive system, and overall vehicle functionality.
- Appointments are subject to availability.



BESPOKE TRAVEL





LEELA AMBIENCE GURUGRAM

Flat 15% discount for BMW Excellence Club members at The Leela Ambience Gurugram on the following:

- Rooms - Redeemable on the hotel website using a special booking code.
- Food & Beverage Outlets - Spectra, Zanotta, Diya, Rubicon, Forest View Deck, Aujasya Cafe, Le Reve
- Spa & Salon
- Golf service at The Leela Ambience Golf Greens

CGH EARTH

SOUTH INDIA

- Avail 20% discount on Published rates.
- 15% off on Ayurveda treatments (At the applicable properties).
- 15% off on F&B Complimentary in-house experiences at the respective hotel/resort/villa.





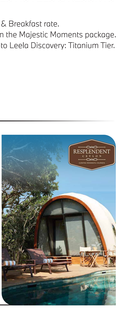
OBEROI SELECT

- Purchase Value: ₹4,00,000 with a 15% bonus (₹60,000 additional value).
- Redeemable at all Oberoi properties for stays, spa, and dining.
- Includes Instant Gold/Platinum Tier in Oberoi One Program, offering:
  - 10% savings on best available rates.
  - 15% savings on F&B and spa.
- Complimentary upgrades and flexible check-in/check-out.

RAWLA NARLAI

JODHPUR

- 15% Discount on BAR Rates (website).
- Breakfast for two.
- Fruits & Meethai Platter in the room.
- 30% Discount on Food & Soft Beverages.
- 30% Discount on SPA.





HOTEL IRADA

PUNE

- Book for 2 nights, get 10% discount.
- Book for 3 nights, get 20% discount.
- Complimentary bottle of Estate Wine on arrival.
- Complimentary Wine & Cheese Tasting/ Complimentary Spa Treatment

ELIVAAS

PAN INDIA

Offer 1

- For a minimum length of stay as 2 nights; applicable only on ELIVAAS premium villas.
- Pay for 1 night & Get 50% off on the second night.
- 15% off on F&B.
- Complimentary floating snack basket in Goa / Hi-Tea in other locations.

Offer 2

- Minimum length of stay as 3 nights; applicable only on ELIVAAS premium villas.
- Book for 3 nights and pay for 2 nights.
- 15% off on F&B.
- Complimentary floating snack basket in Goa / Hi-Tea in other locations.



THE LEELA PALACES HOTELS & RESORTS

PAN INDIA

- 15% savings on the Bed & Breakfast rate.
- Additional 5% savings on the Majestic Moments package.
- Complimentary upgrade to Leela Discovery: Titanium Tier.

RESPLENDENT CEYLON

SRI LANKA

- 20% Discount for all BMW Excellence Club members throughout the validity period.
- 30% Discount for bookings done from now till year end.
- An upgrade to the next room category based on availability.
- 30% Discount on SPA Treatments.
- Special dining experience:
  - Ceylon Tea Trails - Tea infused Dinner.
  - Wild Coast Lodge - Beach Dinner.
  - Cape Weligama- Dinner at a scenic lookout point.

ANOPURA

JAIPUR

- 15% discount on the rates only via BMW Excellence Club.
- 15% discount on Food and Beverages.
- Complimentary Immersive Farm Tour – Village Walk, giving a behind-the-scenes glimpse of the vibrant, rural life and the natural beauty surrounding and permeating Anopura.
- Complimentary bottle of wine once during the stay.

BRIJ HOTELS

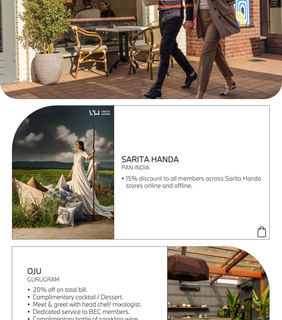
PAN INDIA

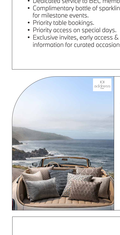
- 30% discount on website rates and packages for BMW Excellence Club members.
- Complimentary personalised experience for 2 based on available options at selected property

- 15% savings on Best Available Rate and package rates at all Oberoi Hotels in India & Internationally.
- 10% savings on Food & Beverages and spa.

- 15% discount on Best Available Rate and package rates at all Trident Hotels.
- 10% savings on Food & Beverages.
- 10% savings on spa.

THE HIGHLIFE

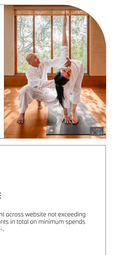




SARITA HANDA

PAN INDIA

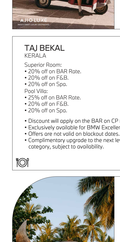
- 15% discount to all members across Sarita Handa stores online and offline.



OJU

GURUGRAM

- 20% off on total bill.
- Complimentary cocktail / Dessert.
- Meet & greet with head chef/ mixologist.
- Dedicated service to BEC members.
- Complimentary bottle of sparkling wine for milestone events.
- Priority table bookings.
- Priority access on special days.
- Exclusive invites, early access & information for curated occasions.



ADDRESS HOME

DELHI

- Flat 20% savings in store and online
- Coffee/Tea and Cookies served in the Dedicated Area at your Flagship Delhi & Mumbai Store
- Complimentary gift to all the BMW Excellence Club members on the purchase of 50,000/- after 20% discount and above (gold/silver color planter)
- Complimentary gift wraps for the product purchase by the BMW Excellence Club members
- Dedicated Address Home representative will be in touch with the BMW Excellence Club members for better support.



LIFEYOGA

DELHI

- 15% off on membership packs (3 months, 6 months, annual).
- Flat 10% off on packages for family members (upto 4 family members).
- 25% off on Kids Yoga pack (1 month).
- 10% discount on regular LY workshops/events (spots for BMW members will be held until 3 days before the event, after which they will be released).
- 10% on all private session bookings .



AJIO LUXE

PAN INDIA

- 10% discount across website not exceeding 50% discounts in total on minimum spends of ₹ 15,000/-.



TAJ BEKAL

KERALA

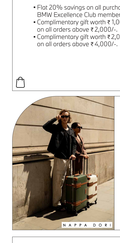
Superior Room:

- 20% off on BAR Rate.
- 20% off on F&B.
- 20% off on Spa.

Pool Villa:

- 25% off on BAR Rate.
- 20% off on F&B.
- 20% off on Spa.

- Discount will apply on the BAR on CP (Continental Plan).
- Exclusively available for BMW Excellence Members.
- Offers are not valid on blackout dates.
- Complimentary upgrade to the next level room category, subject to availability.



JOALI MALDIVES

MALDIVE

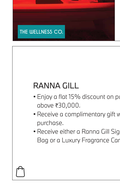
- Overwater bookings will receive a complimentary upgrade to the next category, based on availability.
- 1 USD 100 credit per room, valid for F&B or Spa services.
- Complimentary Early Check-in & Late Checkout, subject to availability.
- One-time complimentary couple 60-minute massage during the stay.



ADDONIS

DELHI

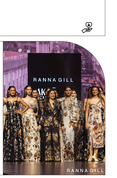
- A flat 20% exclusive discount for all BMW Excellence Club members.
- Priority reservations across our venues.
- Exclusive access to members-only tables, curated chef tastings, wine pairings, and bespoke experiences.
- A complimentary bottle of wine on the first billing of ₹ 15,000 via a dedicated coupon.
- Exclusive access for BMW Excellence Club to host curated member events at Cicì or Addonis as part of a future collaboration.
- Exclusive access to our members only club Cicì.



AJIT BHAWAN

JODHPUR

- 15% Discount on BAR Rates (website).
- Breakfast for two.
- Fruits & Meethai Platter in the room.
- 30% Discount on Food & Soft Beverages.
- 30% Discount on SPA.



ALILA BISHANGARH

RAJASTHAN

- 15% Year long fixed discount on BAR .
- 15% Discounts on Food and soft beverages, Spa and laundry for BMW Excellence Club members.
- Complimentary upgrade to next higher category (subject to availability).
- Early check in at 11 am and later check out till 4 pm(subject to availability).

LA PANTHERA

MUMBAI

- Enjoy a 15% discount on table reservation bills over ₹ 10,000.
- Complimentary desserts on birthdays and anniversaries. (Upon prior intimation).
- Priority reservations for a seamless dining experience.
- Black out dates apply.

VEEDAA FRAGRANCES

- Flat 20% savings on all purchases made by BMW Excellence Club members.
- Complimentary gift worth ₹ 1,000/- on all orders above ₹ 2,000/-.
- Complimentary gift worth ₹ 2,000/- on all orders above ₹ 4,000/-.

NAPPA DORI

- 15% discount on Nappa Dori & Dori Living.

AULERTH

- Avail 20% off on all purchases.

THE WELLNESS CO.

- 1 complimentary therapy for BMW Excellence Club members.
- Flat 40% off on booking wellness packages.
- 3 premium wellness sessions for Member's family at INR 12,000.

RANNA GILL

- Enjoy a flat 15% discount on purchases above ₹30,000.
- Receive a complimentary gift with your purchase.
- Receive either a Ranna Gill Signature Tote Bag or a Luxury Fragrance Candle.



JAIPUR WATCH COMPANY

- 15% discount on purchases above ₹20,000
- Complimentary gift worth ₹6,000 on purchases above ₹50,000.
- Private shopping hours exclusively for BMW Excellence Club members with prior intimation.
- Doorstep pick-up & delivery for purchases and servicing in key cities.
- Free watch servicing for 30 months (excl. spares & battery).
- Festive offers and gifts during the season.

THE BICESTER COLLECTION

UK & EUROPE

- Access to The Apartment and Personal Shopping Suites (By Invitation Only VIP Spaces).
- Hands-free shopping service.
- Additional 10% savings on participating brands with an eVIP Pass.
- Appointment with a Personal Stylist – on request.
- VIP/Reserved Parking.



INJA

NEW DELHI

- Priority Reservations for BMW Excellence Club members.
- A Complimentary bottle of House Wine.
- Complimentary Dessert for the table.
- Meet & Greet with the Head Chef or Mixologist at the table (subject to availability), including the option of a guided mixology experience with prior notice.
- Personalised service for both food and drinks (with advance intimation).
- Custom Set Menus for milestone occasions (upon prior notice).
- Complimentary Table Setup for special occasions.
- Dedicated Service for BEC members during their visit.

JUJU

PUNE

- Priority Reservations for BMW Excellence Club members.
- A round of complementary cocktails for the table (Upto a table of 4).
- Complimentary bottle of Sparkling Wine on birthday celebrations.
- Meet and Greet with the Head Chef, Mixologist at the table. (Can also be a guided mixology experience with the mixologist).
- Personalised set menus for special occasions.
- Exclusive invites for BMW Excellence Club to any food/drinks festivals curated by JUJU.
- Specially curated menus for BMW Excellence Club.
- Dedicated service for BMW Excellence Club upon their visit to JUJU.



COBBLER & CREW

PUNE

- Complimentary Welcome Cocktail/Dessert – Start and end every visit with a touch of indulgence.
- Priority Reservations – First access to table bookings on special days, such as Valentine's Day, New Year's Eve, etc.
- Celebratory Sparkle – A complimentary bottle of sparkling wine for birthdays and anniversaries, on the house.
- Jazz Night Privileges – Entry fee waived off for our signature jazz nights, every Wednesday.

MILAGRO

MUMBAI

- 15% Discount on Food & Beverages.
- 1 Complimentary Dessert per table.
- Priority Access for BMW Excellence Club members.
- Access to Milagro Cocktail Room.



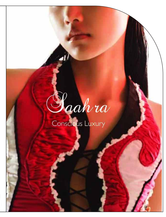
GALERIES LAFAYETTE

PARIS

- VIP Services & Personal shoppers for complimentary styling with €3,000 spent.
- Special shopping offer with access to concierge lounges, refreshments, 12% tax refund, and special gift.
- 10% off on cooking classes, fashion shows and guided tours on advance booking.

SAAHRA

- Exclusive 20% to 30% savings on Saahra Marketplace.
- Early access to book a complimentary spot to attend curated conversations at #ConsciousEffort.
- A 20% savings voucher to avail on curated gifting experiences.



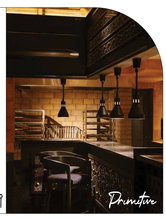
NATIVE COCKTAIL ROOM

JAIPUR

- 10% discount on entire bill.(Including beverages)
- Priority reservations for BMW Excellence Club members.
- Specially curated cocktail menu upon request for BMW Excellence Club members.
- Meet and greet with the Head mixologist & chef interaction at the table.
- Complimentary table set up and decoration on special occasions. (Upon prior intimation)

PRIMITIVE

- Priority reservations for BMW Excellence Club members.
- 10% discount on 11 course chef's tasting menu.
- 10% discount on the total bill.(Including beverages)
- Specially curated cocktail menu for BMW Excellence Club members.
- Complimentary table set up and decoration on special occasions. (Upon prior intimation)



ELEPHANT & Co.

PUNE & GOA

- A round of complimentary cocktails for the table.
- Meet and Greet with the Head Chef, Mixologist at the table, a guided mixology experience with the mixologist.
- Personalised set menus for special occasions, select drinks and dishes printed specially for milestone events.
- Exclusive invites to BMW Excellence Club to any food/drinks events curated by Elephant & Co.

RAYT GLASSWARE

- Flat 20% discount on all merchandise on Rayt website.



GRAND STAND



Formula 1 Spanish Grand Prix
11th-13th September 2026 | Madrid, Spain

Manchester United vs Manchester City – Manchester Derby
12th September 2026 | Manchester, United Kingdom

Atlético Madrid vs Real Madrid – Madrid Derby
20th September 2026 | Madrid, Spain

Presidents Cup
22nd-27th September 2026 | Chicago, USA

Formula 1 Azerbaijan Grand Prix
24th-26th September 2026 | Baku, Azerbaijan

Formula 1 United States Grand Prix
23rd-25th October 2026 | Austin, USA

FC Barcelona vs Real Madrid – El Clásico
25th October 2026 | Barcelona, Spain

THE BLACK BOOK



Bruno Mars – The Romantic Tour
21st August 2026 - 16th January 2027 | USA, Canada, Mexico & Japan

Cannes Yachting Festival
8th-13th September 2026 | Cannes, France

Ultra Japan
19th-20th September 2026 | Tokyo, Japan

Milan Fashion Week – Womenswear
22nd-28th September 2026 | Milan, Italy

Monaco Yacht Show
23rd-26th September 2026 | Monaco

Art Basel Paris
23rd-25th October 2026 | Paris, France

CONCIERGE



TRAVEL & MOBILITY.

SEAMLESSLY, FROM HERE TO THERE.

From planning your next journey to arranging the finer details along the way.

- Experiential travel arrangements
- Domestic & international air ticketing
- Premium cabin & fare options
- VIP meet & greet and airport assistance
- Chauffeur & private transfers
- Mobility solutions



DINING & CELEBRATIONS.

MAKE EVERY OCCASION YOUR OWN.

Thoughtfully arranged experiences, from intimate dinners to private celebrations.

- Restaurant reservations
- Dining recommendations
- Intimate gatherings
- Private celebrations & galas



PERSONAL ASSISTANCE.

THE DETAILS, TAKEN CARE OF.

Personalised assistance for the things you need, want or simply don't have time to arrange.

- Personal shopping assistance
- Luxury product sourcing
- Gift sourcing & delivery
- Bespoke gifting arrangements



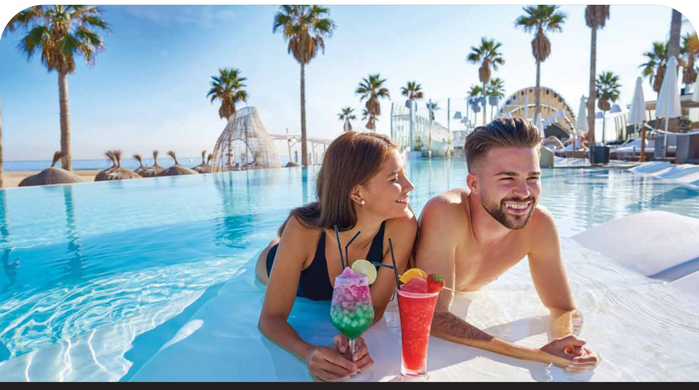
ART & COLLECTIBLES.

FIND THE DISTINCTIVE.

Personalised sourcing of pieces that reflect your taste and interests.

- Art sourcing
- Rare & distinctive collectibles
- Luxury lifestyle pieces
- Personalised sourcing requests





BMW Excellence Club

To unlock the world of exclusive offers curated just for you, visit the BMW Excellence Club website or reach out to the BMW Excellence Club Response Centre.

Login to Avail

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(Monday - Saturday, 10:00 AM - 07:00 PM)
contact@bmw-excellenceclub.in

*T&C apply