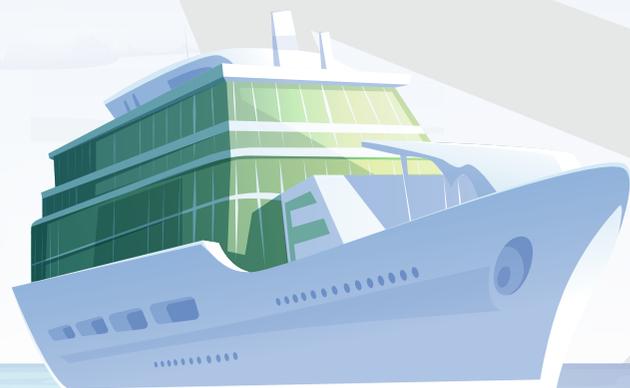


T3FS

Trendy Travel Trade with Food & Shop
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PUBLISHER'S NOTE

Dear Readers

In T3FS August 2022 edition, we focused on seven sister states of India as best untouched wedding destination of India. There are some beautiful places in Northeast India with a really cosy atmosphere. These seven locations will leave you in awe struck to their gorgeous winding roads, pristine forests, rolling hills, national parks, gushing rivers, sprawling tea gardens, breathtaking waterfalls, and much other such natural grandeur. They will also bring you one step closer to having an Indian destination wedding.

India's northeast is a true paradise. Here in this area, one can only make the best possible memories. The powerful Brahmaputra-Barak river systems and their tributaries drain the nation's north eastern portion.

Along with the Brahmaputra, the Barak and Imphal valleys, as well as other low areas between the hills of Meghalaya and Tripura, are stunning in the north-eastern region. Two-thirds of this region is made up of hilly terrain with a variety of valleys and plains. It would be a once-in-a-lifetime adventure to organise a destination wedding in this region of the country. Not only is this place stunning, but it is also incredibly tranquil. This part of the country is home to some of the most attractive and kind people you will ever encounter.

In hospitality we cover few Indian hotels to host the best dream weddings. Marriages are made in heaven they say. But it's here on good ol' Earth that these alliances fructify.

And when it's a dream come true, you wish you were getting married in heaven. Take heart! There are people on earth that can make your wedding dreams come true. In India, we've come across some hotels and properties that can do just that for any kind of wedding. They



are masters in their trade and skilled at their craft. Just sit back and dream!

Whether you are planning a traditional wedding, complete with all the rituals and ceremonies, or something that's more modern, it's essential to find a place and people who can make this happen. They need to be experienced in their business, have an eye for detail and most of all, disciplined and courteous. You find this in the well-established hotels across the country. That is how they make your dreams come true.

Whereas, in lifestyle, we covered bride and groom attire designs. Apart from that, in smart stuff we covered the brands best suits for Raksha Bandhan gifting.

Vedika Sharma
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With the pandemic re-arranging our focus in life and showcasing us the importance of work-life balance, everybody now seeks to pause, breathe, and re-think one's priorities.

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Top 10 Gin Brands in India

Here is the T3FS list of popular Gin Brands; both Indian and Imported

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The Leading Ladies

Yes they can instruct and lead anybody! Here's a little about each of these charming ladies in New Delhi – NCR.

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DATO Annual Bash

Dwarka Association of Tour Operators, known as DATO hosted their Annual bash on 15th July 2022 in Dwarka. Around 115 hoteliers both Chain hotels, Standalone hotels and representative sales offices of hotels all over India based in Delhi and Transport companies were invited. This is an annual feature of the association. DATO President Mr. Shiv Ram along with the Secretary Mr. V. Jayaram and Mr. K K Shivdas, treasurer welcomed the august gathering. The President addressed the esteemed guests who graced the occasion and spoke about the strong bonding and friendship that DATO and its members enjoy with the hospitality industry and this occasion was to celebrate that spirit of friendship. The office bearers and members of DATO expressed their Gratitude to the esteemed guests for gracing the occasion which reinforced the strong belief of their support in rebuilding this tourism industry and restoring the ecosystem of the industry to its former glory in days and months to come.

FAITH Suggests 5 Measures of GST

Federation of Associations in Indian Tourism & Hospitality, FAITH, the policy federation of all the ten national associations representing the complete tourism, travel and hospitality industry of India - ADTOI, ATOAI, FHRAI, HAI, IATO, ICPB, IHHA, ITTA, TAAI & TAFI, has thanked the Fitment Committee for considering favourably the drawback of taxes on foreign tourists on their goods purchases in India. They have recommended five rationalisation measures across the tourism, travel and hospitality value chain for consideration for the next GST Council meeting.

- Hotels to be allowed to charge IGST which will enable seamless availability of credit across India to all travel agents and tour operators and will thereby lead to building up a sustainable domestic holiday and meetings and conventions business within the country.
- Tour operators to be enabled a special presumptive GST rate of 1.8% with full GST setoffs. The current rate of 5% without setoffs structurally implies that tour operators have an inbuilt margin of around 27.8% which is an inherently flawed assumption of the

prevailing business models. This by default creates an inherent linkage to value addition only and prevents a tax on tax.

- Travel Agents be also allowed the option of exploring the reseller model for charging as they are distribution arms for airlines. This option will enable travel agents to structure optimal partnerships as per their business requirements between their clients and their airline partners.

- Tourist transporters be allowed the provision for availing GST setoffs on interstate Tourist transport taxes, taxes on parking fees and on taxes on fuel which is their biggest input costs.

- Restaurants should be also allowed the additional option of charging GST at 12% with full Input tax credits and the rate should be delinked from any room tariffs if they are part of hotels.

FAITH mentioned, that Indian tourism has an immense inherent potential to create upto 10 crores additional jobs pan India over the long-term period, triple its GDP contribution and create forex earnings upto \$ 75- \$100 bn and GST is a key enabler for creating this global and domestic competitiveness in tourism directly and through its indirect impact.

37th IATO Annual Convention in Bangalore has been called off

Mr. Rajiv Mehra, President, Indian Association of Tour Operators announced that the 37th IATO Annual Convention, which was scheduled to be held in Bangalore from 15th to 18th September 2022 has been called off due to unavoidable circumstances arising out of the withdrawal of support by the Karnataka Tourism in spite of giving written confirmation for hosting the convention in Bangalore.

Mr. Mehra informed that all arrangements made for the convention in Bangalore have been cancelled due to this development which are beyond our control. IATO had booked 400 rooms at Hotel Hilton and Hilton Garden Inn and the convention hall but had to release all bookings due to withdrawal of support from Karnataka Tourism in spite of announcing the same at the inaugural function of IATO 36th Annual Convention in Gandhinagar, Gujarat in the presence of Hon'ble Chief Minister of Gujarat and over 750 delegates. This development is very unfortunate which IATO never expected from Depart of Tourism, Govt. of Karnataka.

IATO is now exploring for an alternative city/state for the having the convention which would probably be in the month of December 2022.

TAAI to hold its 66th Cruising Convention in Singapore

Office Bearers and Managing Committee Members at both National and Regional levels of TAAI informed and invited their members to the 66th Cruising Convention from 22nd - 25th August 2022. Speaking about the event, Jyoti Mayal, President, TAAI said that association's strength is in facilitating business-to-business and people-to-people contacts to support its members. And, therefore, we are inviting members to embark on a journey to rebuild the network and relationships post-pandemic. A strong and committed travel trade professional for four decades; Mayal has been advocating the need for bilateral and multilateral tourism promotion even before taking over as the President in 2019. She shared that the close proximity of Singapore & the opportunity to promote regional tourism is the need of the hour to strengthen bi-lateral relations, develop trade, investments & tourism, to experience the serene beauty of destinations like Singapore and Penang, Malaysia. Jay Bhatia, Vice President added that the TAAI's 66th Cruising Convention will be a lifetime experience. The Cruise-to-Cruise experience will begin and end in Singapore. We have roped in the Royal Caribbean International and shall be boarding the 'Spectrum of the Seas. The largest, best, and newest Cruise ship in the world, 'Spectrum of the Seas' offers great food, warm hospitality, and various other unique experience, apprised Bhatia.

TAFI Convention 2022

After a gap of four years, The Travel Agents Federation of India (TAFI) announces its Convention at Kuching in Sarawak, Malaysia this September from 20th to 23rd 2022.

The theme of the convention is BUILD BACK BETTER. Elaborating on the theme, President Ajay Prakash said, "As we seek recovery post-COVID, it is vital that the tourism industry does not forget the lessons of the Pandemic. As one of the biggest Global Industries, the power of Tourism to shape the world is phenomenal. It can be a powerful force for doing good, not only for the stake holders but for the entire world. Build Back Better encapsulates the resolve to rebuild Tourism in a more responsible and sustainable manner." The Convention Committee is Chaired by Mr. Seeraj Sabharwal & Mr. Jigar Dudakiya is Deputy Chairman. Commenting on the choice of Destination, the Convention Chairman Mr. Seeraj Singh Sabharwal said "Sarawak is a relatively unexplored Destination for the Indian Traveller. Sarawak is an excellent destination for Family Travel, Honeymooners, MICE, Weddings and the Film Industry. TAFI has often organised conventions in Unique and Unusual locations to expand the portfolio of Travel Agents & Tour Operators of INDIA." The Convention package will be inclusive of a 3 Nights Pre or Post Convention Tours to beautiful places within Malaysia.

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Global Destinations Expo & Conference (GDEC) – Weddings & Films

The first edition of Global Destinations Expo & Conference (GDEC) – Weddings & Films was recently organized at JW Marriott, Aerocity in New Delhi. It was a 3-day B2B event scheduled from 14 to 16 July 2022, organized by India Advantage Foundation and managed by iCONEX Exhibitions. The event provided a platform with the core objective of bringing together the wedding planners, hotels, film makers, photographers and tourism boards to exchange ideas, share knowledge and showcase their expertise in their respective industries to promote India as a destination for weddings and film shoots.

The event saw the presence of the stalwarts from the film, wedding and hospitality industry such as famous Bollywood actor

Rajpal Yadav; filmmaker Omung Kumar, Maharaj Kumar Sahib Lakshyaraj Singh Ji Mewar of Udaipur & Executive Director - HRH Group of Hotels, Udaipur; Mohamad Gulamali Morani, Managing Director, Cineyug Group of Companies and Rituraj Khanna, Director – Q Events. Day 1 of the event was inaugurated by Shri. S. Viswanathan, IAS, Managing Director - Madhya Pradesh State Tourism Development Corporation. Other chief guests at the ceremony were Dr. Bharat Pathak - Vice Chairman MGNCRE Hyderabad MHRD, Govt Of India; and Dr. Nandita Pathak - Founder Director JP Foundation, Udyamita Vidyapeeth.

Abhimanyu Singh added 'Next year we will be back with a bigger version of GDEC

and I am pleased to announce the dates for the 2nd edition which will be scheduled from July 13 - 15, 2023.' The inaugural event saw participation from over 50+ exhibitors and 200+ hosted buyers from India and overseas.

Goibibo consolidates its position as the second largest OTA brand

Goibibo, India's leading online travel brand, has been successful in consolidating its position as the second largest OTA brand in the country with a sustained focus on offering valued-based, tech-enabled product innovations attuned to the needs of the conscious traveller. The consolidation is further validated by a 65% increase in transacting users since January 2022.

Alongside, goibibo has been seeing positive momentum coming in from tier II, III and beyond markets. Currently, nearly 48% of new users and app downloads are from smaller towns across the country.

Complementing this growth, the brand has also been seeing an uptick in users



who opt for segment-specific features including Price Lock for flights and goConfirmed ticket for trains segment, and innovative price offerings such as Daily Steal Deals that promise more value and added benefits when booking travel.

Sharing his thoughts on continuing to add more value-based products for the benefit of travellers, Vipul Prakash, Chief Operating Officer at Goibibo shared "We are delighted with the traction that our recent value driven innovations have delivered. Our strong push on innovations in order to ensure that goibibo is positioned as the first port of call for the conscious traveller will continue as we attempt to further consolidate our position as India's second largest OTA brand."

Amongst a slew of industry-first value-based features, goibibo recently added ammo to its unique 'Daily Steal Deals' which offers bargains to customers every day. With more than 2000 steal worthy deals that are refreshed every day, travellers can avail benefits of up to 50% on hotels and flights. Ever since its launch earlier this year, this offering has attracted more than 700,000 users –making the brand a congregation point for value seeking travellers.

IHCL Announces Two Hotels in Kevadia, Gujarat

Indian Hotels Company (IHCL), India's largest hospitality company, today announced two upcoming hotels in close proximity to the famed Statue of Unity in Kevadia, Gujarat. The greenfield project, in agreement with Sardar Sarovar Narmada Nigam Ltd. (SSNNL), is slated to open in 2025.

Mr. Puneet Chhatwal, Managing Director and Chief Executive Officer, IHCL, said, "IHCL, with its pioneering spirit in developing destinations in India, is honoured to set foot in Kevadia. The Statue of Unity is a symbol of India's evolving experiential travel landscape in recent times. We are delighted to partner with the Sardar Sarovar Narmada Nigam Ltd. (SSNNL) for this project."

The 125-room Vivanta and the 150-room Ginger hotels, located at a short drive from the Statue of Unity, will offer a variety of dining and wellness facilities across both hotels. In addition, the Vivanta hotel will feature conference facilities to cater to business travellers. Sardar Sarovar Narmada project under the Sardar Sarovar Narmada Nigam Ltd. of Gujarat Government has been instrumental in the development of the Statue of Unity.

Located in the Narmada district in the heart of Gujarat, Kevadia is set to be an iconic destination. It offers many tourist attractions such as the Statue of Unity, Valley of Flowers, Zarvani eco-tourism and Shoolpaneshwar temple among others.

With the addition of this hotel, IHCL will have 19 hotels in the state of Gujarat including six under development.

ITB Asia 2022: Promising Registration Numbers and a Strong International Presence

Now in its 15th year, ITB Asia will once again be held as an in-person event at the Sands Expo and Convention Centre in Marina Bay Sands, Singapore from 19 – 21 October. The leading trade fair for Asia's travel industry will bring together global leading brands and companies across MICE, Corporate, Leisure and Travel Technology, providing a unique opportunity and platform for the industry to rebuild, reconnect and give answers to questions about how the travel industry is restarting. The three-day conference and exhibition is co-located with MICE Show Asia and Travel Tech Asia.

ITB Asia can count on strong anchor partners in the revival of travel trade

The organisers announced Saudi Tourism Authority as Official Partner Country and Berlin Brandenburg Airport as Official Partner Airport. The organisers are also delighted to have Marina Bay Sands as Official Partner Hotel. As part of the collaboration, these anchor exhibitors take very prominent booths at the show and bring key outbound buyers to ITB Asia. They will also be represented with several sessions for ITB Asia Conference curated for the Asian travel trade market.

The show is expected to attract more than 13,000 travel professionals at Asia's largest travel trade show, bringing attendees from the MICE, Corporate, Leisure and Travel Technology sectors together for business, networking and top-notch conferences.



Experience safe, sustainable and responsible tourism in MP

Madhya Pradesh understands its responsibility not only toward its tourists but also to those who have maintained the beauty and preserved the ancient culture of the state

Are you a woman traveller and want to explore many beautiful places and adventure activities without fear? Are you the one who wants to witness the making of beautiful keepsakes with locals and take it with you as a memory to cherish? Or you are a person who wants to soak into the tribal or rural culture? Then Madhya Pradesh is the place for you.

To experience what has been mentioned above, it is important to keep these places safe, friendly, and beautiful along with preserving their culture and traditions. All these responsibilities are being done by the natives for ages. Hence, Madhya Pradesh understands its responsibilities not only to its tourists but also to the local people who have been preserving the beautiful ancient culture of the state.

Madhya Pradesh Tourism is intensely working on its Responsible Tourism Mission, which is being run with an aim to preserve the natural and cultural heritage of the state. The mission aspires to provide an additional income and a better livelihood to locals, traditional artisans, and marginalized people along with creating social and environmental stability.

Responsible Tourism is a vital part of a state to maximize the benefits to local communities and minimize negative social or environmental impact, helping local people to preserve fragile cultures and habitats.

For this, the state tourism department has signed MOU with Responsible Tourism mission- Kerala, International centers for responsible tourism UK and UN women.

The major components that taken under the umbrella of Responsible Tourism Mission are, community development, economic development, cultural protection and exchange, conservation of environment, promotion of arts and crafts, empowering human capital and building talents through skilling and training, public health and hygiene, peace building and happiness, stakeholders promotion programs etc.

There are many projects being implemented under this:

- Rural Tourism
- Safe Tourism Destinations for Women in Madhya Pradesh
- Responsible Souvenir
- Solid waste management- clean destination
- Project Humsafar – Accessible for all
- Skilling of youths

Let's have a look at a few projects:

Rural tourism: Madhya Pradesh Tourism (MPT) brought together gram stays, farm stays, and homestays as safe and culturally rich stay options. It is being run with the objective of



economic development and social development of the local community associated with the tourism sector. This project is being implemented in 100 selected villages of Madhya Pradesh that represent the culture of various parts of the state. The major components, of the project, are a convenient stay in the village, local excursions, local cuisines and culture, art and crafts, and skill and training. The department has initiated work in 60 villages by partnering with some NGOs. The department is also focused to benefit the rural communities by holding their hands for agri-based tourism. The aim of this project is to provide direct and indirect livelihood opportunities to 10 thousand families. Six villages have already started hosting the guests.



Responsible Souvenir: Madhya Pradesh is not only a state to explore its heritage, culture, adventure, wildlife, spiritual, food, rural, and wellness destinations but it is also a hub to experience amazing arts and crafts. To prepare such beautiful souvenirs, MPT is promoting the local artisans by developing handloom and handicrafts through responsible souvenirs development projects. MPT has also hand-hold the artisan for designing and is developing market linkages for them. Two art and craft centers have already been started in Madla and Dhamna villages, where the community learns and produces new crafts at fair prices.

Safe tourism destination for women in MP

This vibrant state offers destinations where travelling alone is not just comfortable but one can also get to taste of freedom and fun without fear. With an aim to create women-friendly environment especially at the tourism destinations with the support of the local community, Madhya Pradesh Tourism Board is implementing the project 'safe tourism destinations for women in Madhya Pradesh'. The main objectives of this project are coordination among stakeholders for developing women-friendly public infrastructure, community participation and awareness of women safety and building community-based institutions. As many as 50 districts are being focused under this project. To make tourist destinations women friendly, the state tourism body is maximizing women participation through trainings in e-riksha or taxi driving, scout leader, city explorer, location manager, security guard, cook etc.



PC:Kalyan jeweller

Touch the Untouched beauty of North East Region of Incredible India

There are some beautiful places in Northeast India with a really cosy atmosphere. These seven locations will leave you in awe struck to their gorgeous winding roads, pristine forests, rolling hills, national parks, gushing rivers, sprawling tea gardens, breathtaking waterfalls, and many other such natural grandeurs. They will also bring you one step closer to having an Indian destination wedding.

• Vedika Sharma

India's northeast is a true paradise. Here in this area, one can only make the best possible memories. The powerful Brahmaputra-Barak river systems and their tributaries drain the nation's north eastern portion.

Along with the Brahmaputra, the Barak and Imphal valleys, as well as other low areas between

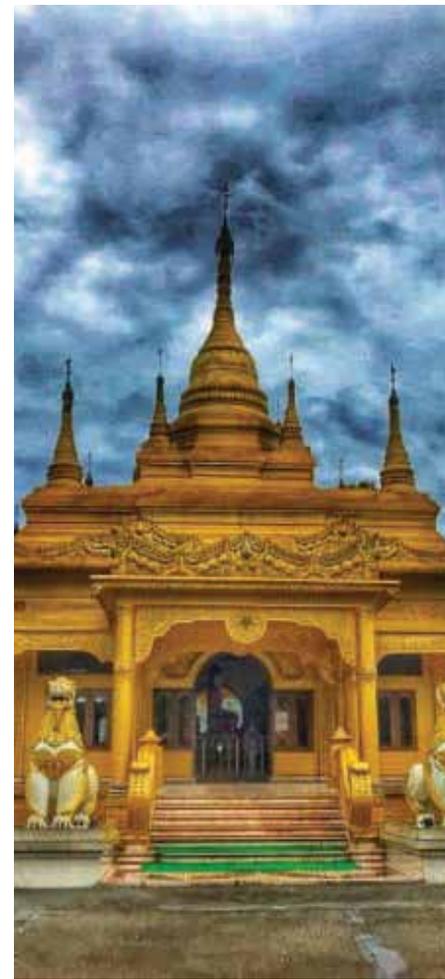
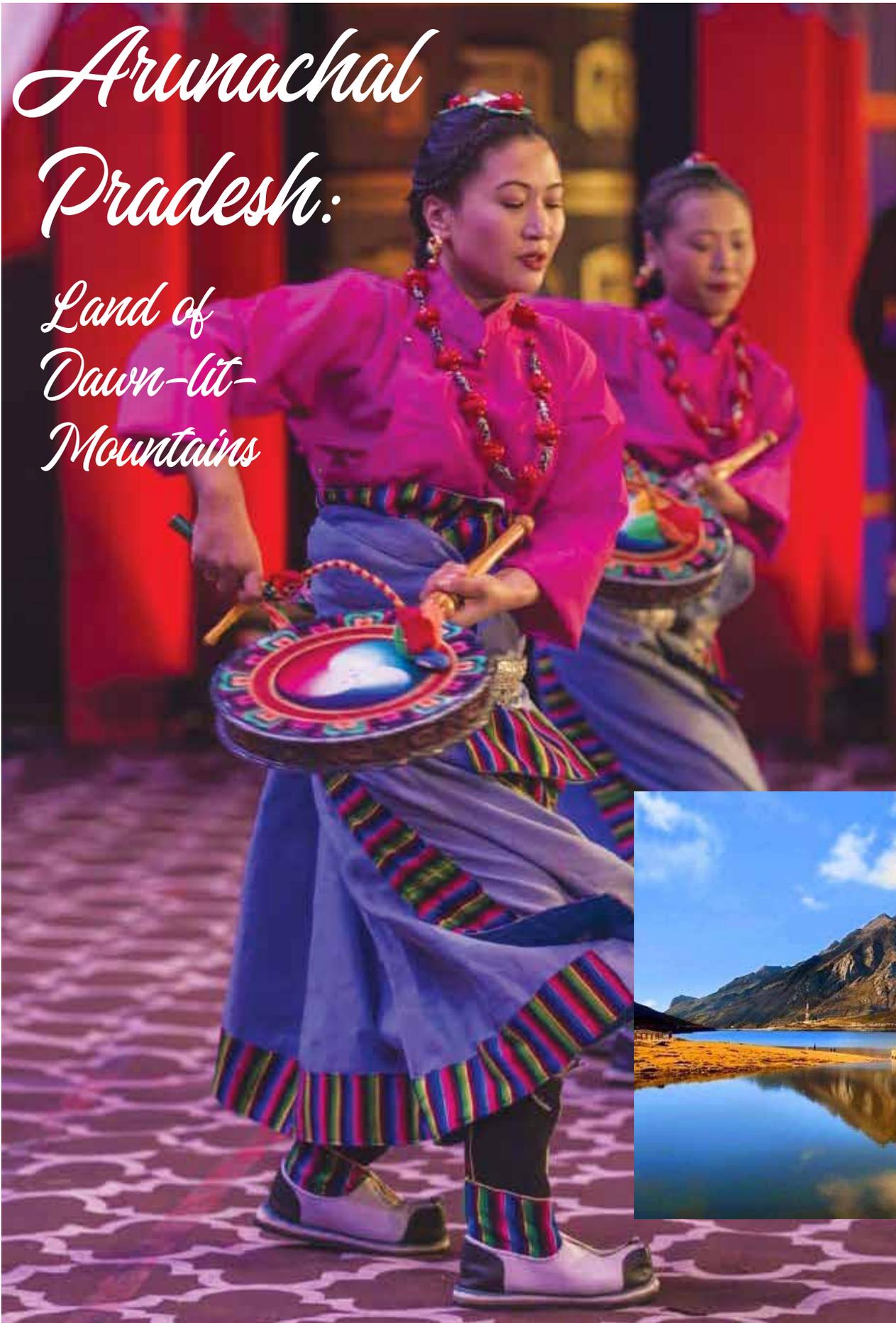
the hills of Meghalaya and Tripura, are stunning in the north-eastern region. Two-thirds of this region is made up of hilly terrain with a variety of valleys and plains. It would be a once-in-a-lifetime adventure to organise a destination wedding in this region of the country. Not only is this place stunning, but it is also incredibly

tranquil. This part of the country is home to some of the most attractive and kind people you will ever encounter.

Although the north-eastern region of the country has long been a renowned tourist destination, weddings are also becoming more popular there.

Arunachal Pradesh:

Land of Dawn-lit Mountains



India's wildest and least explored state, Arunachal literally the 'Land of Dawn-lit Mountains' rises abruptly from the Assam plains as a mass of densely forested, and impossibly steep, hills, which eventually top off as snow-capped peaks along the Tibetan border.

There are times you are left to wonder if nature has been more kind to some parts of the earth. The world has many places that offer you great experiences, breathtaking

moments and amazing views. Some wedding spots have beautiful mountains and stunning valleys; some are deserts but still have a great deal to offer. Each is beautiful in its own way and every place is unique for what it has to offer. While nature plays its game at its will on various locations, mankind had been playing its own game. Very few places have the best of everything and Arunachal Pradesh is one such place. The state is rich with picturesque beauty

that offers relaxation and rejuvenation. The place offers you peace and action. Places of worship or wildlife sanctuaries, you name it; the state has it.

The culture of Arunachal Pradesh is truly varied in the sense that the state has 26 major tribes including sub-tribes. Every tribe has their own unique set of traditions and customs. The major tribes of Arunachal are: Adi, Galo, Aka, Apatani, Nyishi, Tagins, Bori and Bokar etc.



Awesome Assam: Blue Hills and Red River



Assam is the gateway to the north eastern states and has been aptly described as the sentinel of Northeast India. Seven Indian States and two countries Bhutan and Bangladesh, surround Assam which is also close to India's international borders with China and Myanmar.

Assam is surrounded by hills, major rivers such as Brahmaputra & Barak and its tributaries, thick forest, tea gardens which enhances the scenic beauty of Assam which makes it a perfect destination for wedding. Moreover, the mighty Brahmaputra river of Assam is the only male river in the country.

The state is dotted with monuments of 600 years old Ahom dynasty; the longest ruling single dynasty in Indian history. Assam is a home to Five National Parks and 18 Wildlife sanctuaries, the highest concentration in India, are host to 25 percent of India's floristic wealth and enormous faunal diversity.

The state is endowed with more than 600 tea gardens which gives soothing view to the eyes as one travels down to upper Assam. Around 20 tea gardens in Assam have developed and maintained golf courses within the garden area and a few have polo fields. The Jorhat Gymkhana Club is the oldest golf course in Asia and the third oldest in the World.

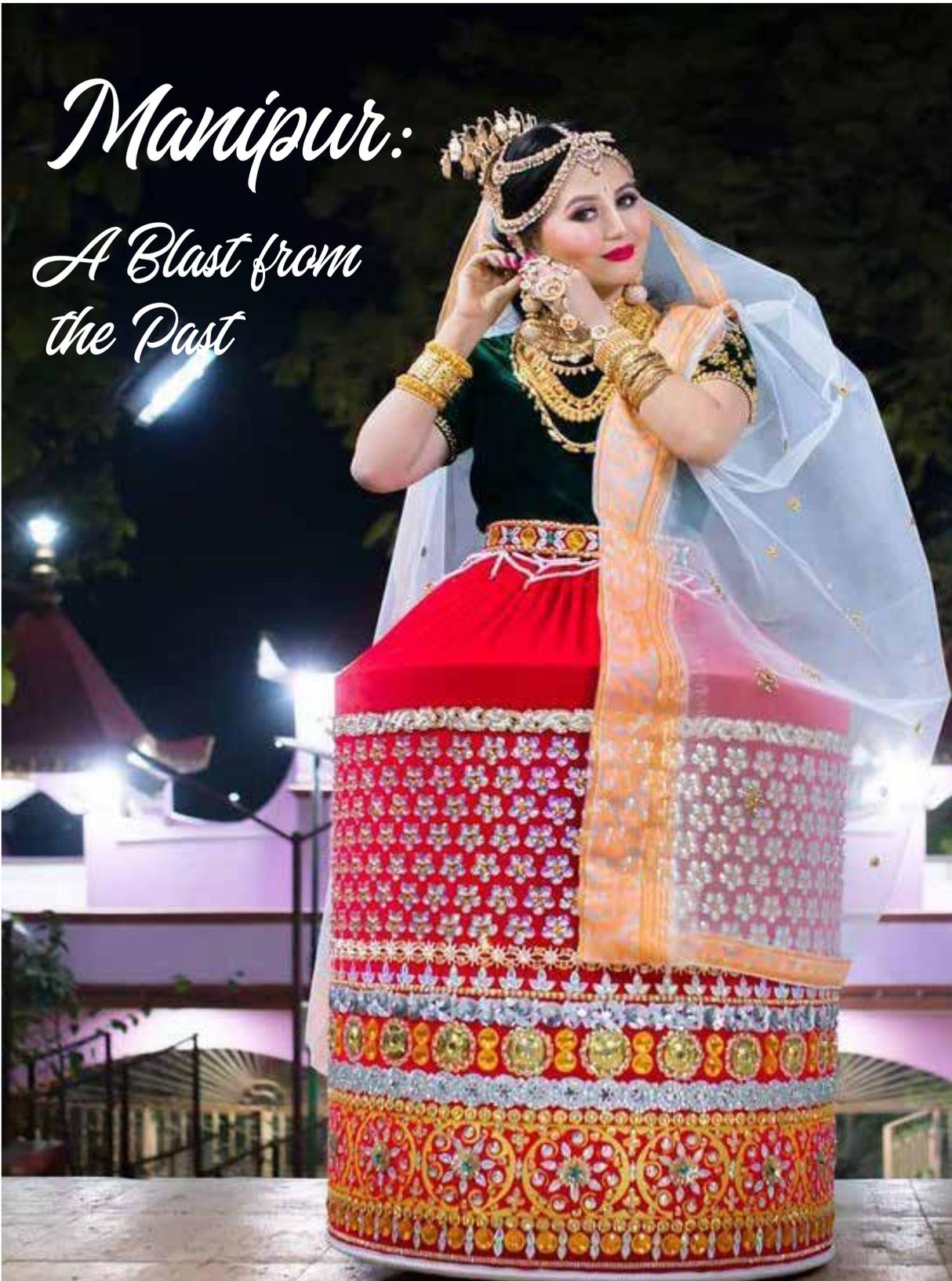
Located in the Nilachal hills in the western part of Guwahati, Kamakhya Temple is the

oldest temple is dedicated to goddess Kamakhya. The temple is popular among pilgrims of Tantric worship, more so during the annual Ambubachi Mela Festival. Hajo is another spiritual centre where people from three religions, Buddhist, Hindus and Muslims congregate for pilgrimage.

The mighty river Brahmaputra decors the geography of the state and one can take a Cruise along this river with first class facilities experiencing wildlife, tradition, adventure tourism on its way. "MV Mahabaahu" a Cruise amongst the Top Ten River Cruise of the World, is of great pride for Assam. Assam is blessed with the world's largest inhabited river island Majuli, which has several satras vaishnavite monasteries, some dating back to the 16th centuries; as well as the world's smallest riverine island in the world namely Umananda Temple which was built in the 17th Century dedicated to Lord Shiva.

Manipur:

A Blast from the Past



If you are a person looking for something ancient or historic location then Manipur is the destination for you. A land of exquisite culture and diverse ethnicity, the rich and vibrant past of Manipur still remains unexplored.

Manipur is strategically located in the North-eastern corner of India bordering Myanmar. The state serves as a corridor for India to the South East Asian countries and offers immense possibilities for growth of tourism and regional business.

Adorned with a variety of breath-taking locations, the state is indeed a paradise on Earth where Mother Nature has been extra generous in her bounty. Least touched and least discovered, Manipur is a promising tourist destination for wedding and nature lovers alike.



The state has a rich cultural past dating back to centuries. It is the birthplace of Raas Lila- a renowned form of classical dance which was

created by Maharaja Bhagyachandra. Manipur is also the birthplace of Modern Polo and the locals call this game 'Sagol Kangjei'. It is a land of festivals and almost every month the people of Manipur get together to celebrate various festivals which reflects its rich culture, traditions and religious practices.

A diverse population that inhabits the state makes it apt to be called a mini India. The state has a travel friendly climate that makes anytime of the year favourable for visitors.

Manipur is home to a diverse indigenous group of people, each unique in their culture and dialect. From the globally acclaimed Manipuri dance to the ancient form of martial arts Thang Ta and the various forms of folk dances and music, Manipur the jeweled land has lots to offer to a visitor.

Meghalaya: Abode of Clouds



Meghalaya falls in one of the richest biodiversity areas in the world. Steamy jungles and spellbinding cliffs, rushing rivers, unique cultures, delicious cuisines, windswept highlands, and lush, verdant valleys – Meghalaya welcomes you with a breathtaking array of sights and experiences.

The unforgettable landscapes of Meghalaya will stay in your heart, long after your journey is over. The table-top heights of Sohra (Cherrapunjee) are brimful with waterfalls, streams, and forest trails. Gaze at the Bangladeshi plains from the many vantage points on the state's southern ridges. The outskirts of Shillong and the high plateau around Myllem and Smit offer postcard perfect representations of the simple life – complete with pastel green meadows, tall pine groves, crisp cool air, and quiet villages with quaint cottages and wooden fences spread across the countryside.

Further west, the Garo Hills burst into all the shades of green that you can think of. It is a region where you can travel on winding roads that pass through undisturbed forests where pachyderms and predators still rule and discover rarely-breached ecosystems.

Meghalaya's largely agrarian society has also contributed to this vibrant mosaic. Paddy fields neatly carved out of the hills and betel plantations that blend into the forest are just some examples you will come across. On the eastern part of the state, the Jaintia Hills offer more even enchanting views – a mix of heady cliffs, river-crossed tableland, rapids and waterfalls, and primeval forests that still remain unexplored in places.

Meghalaya is home to some of the longest and most complex cave systems in the world – from west to east, there are many subterranean



tunnels and spots marked with ancient fossils and home to rare species. During the monsoons, the fast-moving rivers swell and drop into the plains in imposing, powerful cascades – a reason why Meghalaya is also termed as a land of waterfalls.

Mizoram:

Discover the Undiscovered



Mizoram, a lesser-known treasure of northern India, is far from the artificial layers of gloss and glamour. The state's varied topography, which the Almighty has gifted it with, allows the human spirit to discover the undiscovered.

Mizoram, the land of the Mizos or the Highlanders who belong to the Mongoloid race, exudes an exotic charm of its own. Mizoram is a mountainous state nestling in the southern tip of the north-east region of India.

From the lush forests dominated by thick bamboo groves, numerous waterfalls that gush down the narrow gorges to confluence into large meandering streams in the deep valleys, dotted with unique landmarks of myriad folklores and picturesque villages of houses built on stilts, Mizoram is a land of dramatic seas of morning mists that enfold islands of hills and peaks.

Aizawl is the state capital, and also the political and cultural centre of Mizoram, and is still one of the least-frequented cities in India.

Mizoram has a moderate and pleasant climate throughout the year, and is an idyllic land of great natural beauty having rich variety of flora and fauna which is an added attraction to the nature lovers.





Nagaland: Land of Festivals

Nagaland, with its rich cultural heritage and scintillating landscapes, is any traveler's delight. Old Naga traditional homes have this legacy of storytelling where many of our folktales, folksongs, and stories of our rich culture and tradition have been passed on, from generation to generation.

Tourism in Nagaland is on growing stage with its glorious past and rich heritage and culture. Nagaland is an ideal place.

The location of the region and its richness in biodiversity has become a place of attraction for tourism industry. Encompassing hills, mountains, plains and plateau, the region has many cultural groups and communities with

varied cultural background and biodiversity hotspot where it lies which can easily attract tourists from the world over.

Life in rural areas is extremely engaging, more colourful and unusual compared to what travellers are used to seeing. The scenery is equally engrossing.

There still lives a piece of culture in every Naga traditional home and with rich stories etched in every historical place, Nagaland is a paradise unexplored in every sense of the word. It is also popularly known as the 'land of festivals and every tribal festival is celebrated with pomp and gaiety, adorned with rich and colorful traditional attires.



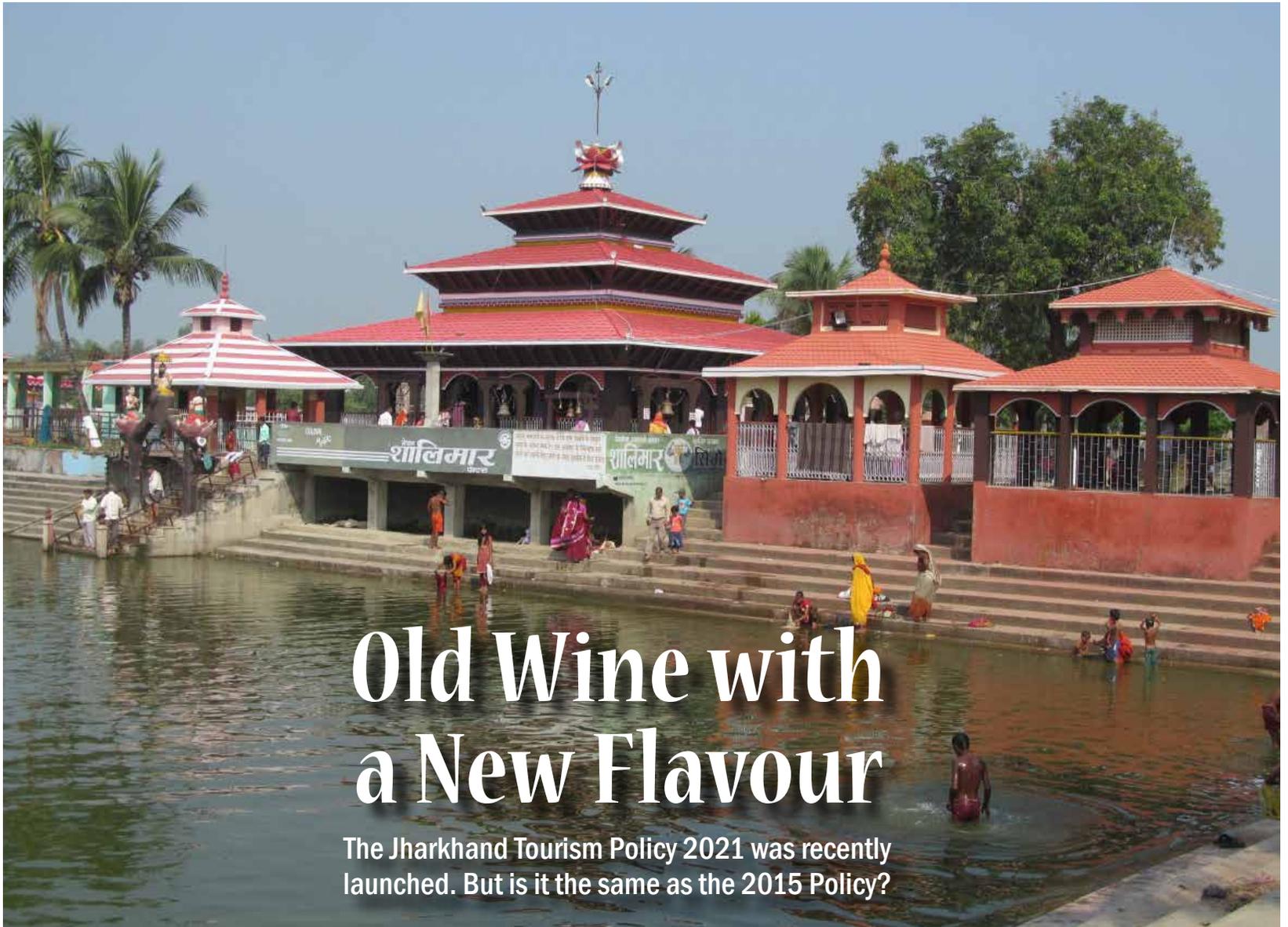


Tripura: Hill Tipperah

Dangling between North East India and Bangladesh, the state of Tripura is tucked in mythology, and a history of over 2,500 years and 186 kings. According to the 'Rajmala', Tripura's celebrated court chronicle, an ancient king named 'Tripur' ruled over these territorial domains, which explains the current name. Tripura's peacefully pristine co-existence down the annals of time, constitute its irresistible charm as a tourist destination. The diversity of cultural streams and faiths, ancient temples, an epic history, spellbinding archaeology, handicrafts, traditional arts and music, bountiful biodiversity, and flushing meadows are but a few of the experiences of Tripura.

Endowed with rich variety of tourist attractions consisting of archaeological monuments, palaces, water bodies, temples, mosques & Buddhist Stupas of religious significance, forest and wild life, traditional craftsmanship, rich cultural diversity, Tripura offers vast potential for growth of Tourism.





Old Wine with a New Flavour

The Jharkhand Tourism Policy 2021 was recently launched. But is it the same as the 2015 Policy?

• Asheesh Bhandari

The Jharkhand Tourism Policy 2021 was officially launched by the Chief Minister of Jharkhand at New Delhi. The State Government believes that development of the tourism sector will reduce unemployment in the State and contribute to economic development. The goal of this policy is to bring Jharkhand at par with other states in the field of tourism by 2025. Broad objectives of this policy are stated to meet this goal which seem to be the same as the Tourism Policy of 2015. This probably reflects the long term perspective of the state government in terms of goals, objectives and strategies. But if for some reason the goals are not being achieved as anticipated, strategies need to be tweaked. That's what the state government has done in the new policy of 2021.

Making land available

The Policy document of 2015 states that land identified for tourism development would be consolidated into a Tourism Land Bank under the Department of Tourism. The identified land belonging to the government would be transferred free of cost, while private land would be acquired by paying suitable compensation.

The District Collectors were authorized to release up to 10 acres of Government land



for tourism purpose to the Department of Tourism. Government land in excess of 10 acres would be transferred to the Department of Tourism by the District Collector with the approval of the Department of Revenue and Land Reforms.

The land would then be allotted to the private sector in a transparent manner and based on the techno-economic feasibility of the required tourism infrastructure.

The Jharkhand Tourism Policy 2021 changes this. Now all government land would be allotted to Industrial Area Development Authorities (IADA) of the Department of Industries. The IADA will strengthen and expand their land bank by identifying barren, unirrigated land which is not utilized by the

government departments and corporations in their respective areas. The government land will be allotted to the Tourism Units as per the availability and policy of the Department of Revenue, Registration & Land Reforms, Government of Jharkhand. Land Acquisition would be executed by a competent authority and the Department of Tourism will monitor and expedite the process.

Direct purchase of land for Tourism Enterprises will be done in accordance with the legal provisions and policies / guidelines of Department of Revenue, Registration and Land Reforms.

This modification ensures that going forward the land bank does not vest with the Department of Tourism. It is now rightly under the control of the IADAs. However the policy does not make clear what happens to the land already transferred to the Department of Tourism under the 2015 Policy.

Religious Tourism

Religious tourism is a thrust area for Tourism development in Jharkhand. Baba Baidyanath Dham temple at Deoghar, housing one of the 12 Jyotirlingas in the country, is an important tourist destination. The Deoghar Airport was recently inaugurated and marks an important milestone in the development of Tourism in the state. The state government

intends to develop Parasnath, Madhuban, Itkhori and Basukinath on the lines of Deoghar. The 2021 Policy also talks of developing religious circuits like the Buddhist Circuit from Itkhori to Kauleshwari.

Eco-tourism

With more than 30% of the state under forest cover, Eco-Tourism continues to be a thrust area in the 2021 Tourism Policy of the state. In the new policy statement, the government would undertake the development of Eco-circuits like the Latehar – Netarhat – Betla – Chandil – Dalma – Mirchaiya – Getalsud circuit.

An Eco-Tourism Advisory Board would be set up under the Chairmanship of the Chief Minister of Jharkhand as the highest authority for all project approvals in eco-sensitive zones. This Board will comprise Secretaries from the related departments and the Principal Chief Conservator of Forest cum Executive Director Barren Land Development Board.

Use of Public Private Partnership arrangements to set up camping sites, the use of Forest Rest houses to accommodate tourists, and development of wildlife sanctuaries and national parks continue to be key objectives for this thrust area.

Cultural Tourism

Under this thrust area, the policy continues to endeavour to promote various fairs and festivals, traditional lifestyles, customs, dress, food habits and cuisines of Jharkhand.

The 2021 Policy proposes to develop an integrated tribal complex so that tourists can experience the culture, history, heritage, and cuisine of the tribes all in one place. Handicrafts of the state would be promoted and marketing platforms will be developed together with the Department of Industries. Cuisines are to be promoted through food festivals and gourmet cuisine trails.

Rural Tourism

To promote its rich cultural traditions and customs prevalent in the various tribes of the state, the government continues to endeavour to develop rural tourism as an important thrust area. Rural tourism villages would be notified by the government, selected on the basis of the predominance of their traditional art and culture and proximity to existing tourist centres. Village Tourism Committees would be constituted in such villages to promote cooperation through self-help groups. For effective management and support “Rural Tourism Sub-committees” are proposed which will comprise Panchayati Raj Institution members.

The identified villages would be developed as model villages with suitable infrastructure and renovation of homes. For this purpose, tie ups with financial institutions for funds are proposed. The model villages would also promote local handicrafts, culture and cuisines. Linkages to artisan clusters and craft hubs would help in developing Rural Tourism Hubs.

Necessary steps for wide publicity and promotion of these rural tourism destinations would be taken by the Department of Tourism.

Adventure Tourism

The terrain and topography of Jharkhand are conducive to adventure tourism. Natural formation of large water bodies, hills, dense forests and enthralling terrain enable a number of adventure activities such as paragliding, hot air ballooning, rock climbing, trekking, gliding, water sports including river rafting, canoeing, and kayaking.

The Jharkhand Adventure Tourism Institute will continue to be the primary body to provide adventure tourism services and act as a training centre for local youth to act as Guides. Private sector involvement in adventure tourism would encourage the use of latest technologies and equipment.

The state government would develop a rescue system for adventure sports and other tourism related activities. This will include rescue equipment like recovery vans, medical support, communications etc.

Water Sports and Amusement Parks

Tourist places suitable for Water Tourism such as dams, lakes and reservoirs will be identified. Private investors will be licensed to operate house boats, cruise boats, hover craft, fly boards, motor boats and to conduct water



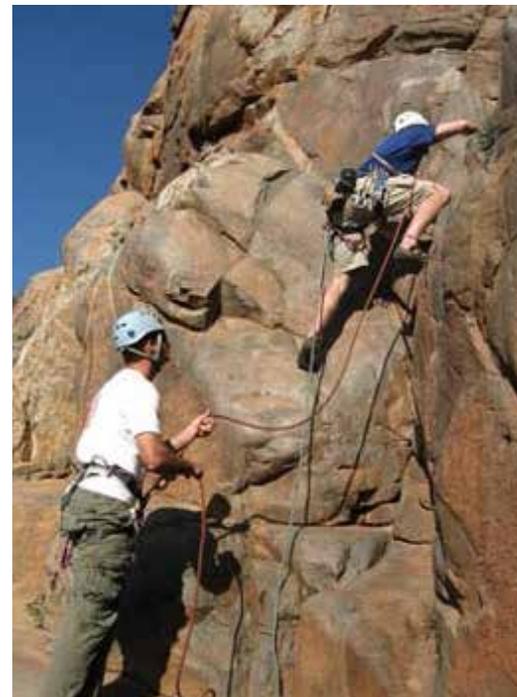
sport activities. Amusement Parks will be established to attract tourists.

Wellness Tourism

Wellness is a rapidly growing tourism segment. The government of Jharkhand plans to develop centres for wellness tourism to promote the state as a “Rest and Recuperate” brand. In consultation with the Health Department, hospitals and Ayurveda centres would be graded and listed. Holistic Therapy Centres that provide physiotherapy, Ayurveda, naturopathy, yoga and herbal treatment will be promoted. Events based on Spiritual, Medical, or Wellness Tourism would be conceptualized and promoted.

Weekend Getaway Tourism

A number of tourist spots in Jharkhand are within driving distance from major cities in neighbouring states of Bihar, West Bengal, and Odisha. The state government has identified



such spots and plans to aggressively market and promote them on all media platforms. Infrastructure gaps, particularly road connectivity and last mile connectivity will be covered on a war footing.

The Prime Minister of India recently inaugurated the Deoghar Airport and other projects worth Rs 16,000 crores. A number of road projects are included in this package.

Heritage Accommodation

Old mansions and heritage buildings with distinctive façade and architectural features will be used as Heritage Accommodation. To ensure conservation and maintenance of the heritage buildings, support of the Archaeological Survey of India will be sought.

Mining Tourism

Mining Tourism is a popular concept in mineral rich countries around the world. Jharkhand being the centre for mining of various minerals and metals in the country,

can be the primary destination for Mining Tourism in the country. The 2021 Tourism Policy also plans to promote closed and abandoned mines as tourist destinations. Tie-ups with mining companies are in the pipe-line. Mining tourism would showcase the mineral strength of the state and educate tourists about the mining and mineral-based activities. The school children, students of mining and geology, and mining enthusiasts would stand to gain from such tourism.

Jharkhand Tourism Home Stay Scheme

Home stays are popular among Budget travellers and those wanting to experience first-hand the way of local life. With the local populace being humble and welcoming, home stays are great options for travellers to Jharkhand to experience the local hospitality, customs, traditions, and local cuisine. The Jharkhand Tourist Home Stay Scheme would

not only augment the available accommodation facilities but also provide comfort for the tourists.

Homestay facilities will be approved by and registered with the Department of Tourism. The concerned service providers will be imparted basic training by the state government and provided financial assistance and incentives. The state government will promote the registered home stays on its website.

Fiscal Incentives

In its Tourism Policy of 2021, the Government of Jharkhand will provide the following incentives in order to:

- Stimulate the growth of the tourism sector for creating employment opportunities
- Provide incentives to attract investors
- Remove dis-incentives in the existing system

All fiscal incentives would be routed through the Single Window System of the Department of Industries.

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Rajasthan Domestic Travel Mart 2022

The mega success of RDTM 2022 enhances the potential for tourism and proves as a sign of confidence for the industry.

• **Vedika Sharma**

The 2nd edition of the Rajasthan Domestic Travel Mart (RDTM) 2022 witness immense success and euphoria among the travel and trade fraternity. Organized jointly by the Department of Tourism, Government of Rajasthan and Federation of Hospitality and Tourism of Rajasthan (FHTR), the 3-day event witnessed as envisaged, a large number of pre-structured B2B meetings between the buyers and sellers. RDTM 2022 brought associated travel partners from pan-India for interaction and business generation. The travel mart has successfully restored the travel and hospitality industry's confidence in the revival of tourism post the struggles of the pandemic.

President, FHTR, Mr Apurv Kumar said that apart from registered buyers, a larger number of non-registered buyers also attended the travel



mart and engaged in fruitful networking. RDTM saw 200 exhibitors showcase their tourism products and 400 buyers pan-India and 150 buyers from Rajasthan attend the mega travel event. Spread over three floors of the spacious halls of Birla Auditorium, numerous tourism product owners were in attendance, staging their wide range of hotels, resorts, amusement

parks, etc. Eminent speakers were a part of a wide range of 'Knowledge Sessions' organised for detailed discussions and exchanging valuable information. Some of these sessions were – Cultural Tourism in Western Rajasthan, Rural, Agro Tourism, Scope of Medical Tourism in Rajasthan, Medical Tourism and Ayurveda, etc.

Mr Kumar further shared that the success

of the Rajasthan Domestic Travel Mart has well-exceeded expectations and come close to pre-pandemic levels. It has received wide acclaim from all the stakeholders who attended the Mart and are eagerly looking to be part of the next edition. RDTM has aptly put forward a message of courage, support and creativity for the sector, that was most affected during the pandemic.



It has breathed new life and provided a sign of confidence that the travel and tourism industry is most resilient and will revive with flying colours.

A LARGE NUMBER OF DIGNITARIES ATTEND RDTM

A large number of VIPs attended the Rajasthan Domestic Travel Mart 2022 over the course of three days. These included – the Rajasthan Minister of Art & Culture, Dr B.D. Kalla; Rajasthan Minister of Industries, Ms Shakuntala Rawat; Chief Secretary, Government of Rajasthan, Ms Usha Sharma; Principal Secretary, Rajasthan Tourism, Ms Gayatri Rathore; Director of Tourism, Ms Rashmi Sharma; Chairman of Rajasthan Small Industries Corporation (RSIC), Mr Rajiv Arora; President Emeritus, Indian Heritage Hotels Association (IHHA), Mr Gaj Singh, and Chairman of RTDC, Mr Dharmendra Rathore.

MEDICAL TOURISM EMERGES AT RDTM

Rajasthan Domestic Travel Mart witnessed engaging knowledge-sharing sessions on the various facets of Medical Tourism by several experts. The sessions commenced with a presentation on the scope of 'Medical Tourism in Rajasthan' by Lt. Gen Dr K.K. Singh who threw light on Rajasthan as a hub for treatment of paralysis through alternative medicine. He also highlighted that Rajasthan has immense potential for growth in the field of medical tourism due to cost-effectiveness, the Joint Commission (JCI)-accredited hospitals and the good air quality of the State.

The second session was held by Dr Abhay Sinha, Director General, SEPC (Service Export Promotion Council) who elaborated that 70%



DO YOU KNOW?

- A large number of pre-structured B2B meetings held.
- 200 exhibitors showcase their tourism products
- 400 buyers pan-India and 150 buyers from Rajasthan attend
- Fruitful knowledge sessions attract the travel and trade fraternity



of service exports by India are in the Medical Tourism sector amounting to over USD 3 Billion. India offers e-medical visas to 161 countries. He also mentioned that the efforts of the Ministry of Ayush have been commendable in establishing India as a destination for healing.

Dr Nishant Gupta discussed the opportunities in Dental Health Tourism in Rajasthan. He shared a comparative analysis of costs of dental treatments in the US, UK and India and established the cost-effectiveness of the services in India.

Dr C.R. Yadav of the National Institute of Ayurveda, Jaipur enlightened the audience on the ancient practices of Ayurveda that focus on wellbeing and preventive health in a holistic and non-invasive manner. He proposed wellness services to be provided by the hospitality sector to exploit the immense potential of medical tourism in the State.

An Island Wedding, Anyone?

There are a number of countries that grant citizens of India a Visa-on-arrival or Visa-free entry. And a number of them are Island Nations. Plan an exotic wedding on an Island!

• **Asheesh Bhandari**



Indian citizens now find it convenient to travel overseas. An important requirement for international travel is the Visa. With technological developments, e-visa facilities mean that one does not have to spend hours providing the information, nor waiting for interviews. The information is provided online and all documents are processed online as well. E-Visa facilities for Indian passport holders are available for a visit to these 35 countries:

Armenia, Azerbaijan, Bahrain, Barbados, Benin, Cambodia, Colombia, Cote D'Ivoire, Djibouti, Ethiopia, Georgia, Guinea Bissau, Kazakhstan, Kenya, Kyrgyzstan Republic, Lesotho, Moldova,

Myanmar, New Zealand, Papua New Guinea, Russian Federation, Saint Lucia, Saint Vincent and Grenadines, Singapore, South Korea, Sri Lanka, Suriname, Taiwan, Tajikistan, Tanzania, Thailand, Uganda, Uzbekistan,

Vietnam, and Zambia

But you can also travel to these 56 countries without the need for a Visa or get

<p>Countries that allow Visa free travel for Indian Citizens</p>	<p>Barbados, Bhutan, Dominica, Grenada, Haiti, Hong Kong SAR, Maldives, Mauritius, Montserrat, Nepal, Niue Island, Saint Vincent & the Grenadines, Samoa, Senegal, Serbia, and Trinidad & Tobago</p>
<p>Countries that give a visa on arrival to Indian Citizens</p>	<p>Angola, Bolivia, Cabo Verde, Cambodia, Cameroon Union Republic, Cook Islands, Djibouti, Ethiopia, Fiji, Guinea Bissau, Indonesia, Iran, Jamaica, Jordan, Kenya, Kiribati, Laos, Madagascar, Mauritania, Mongolia, Myanmar, Nigeria, Qatar, Republic of Marshall Islands, Reunion Island, Rwanda, Saint Kitts & Nevis, Saint Lucia, Seychelles, Somalia, Sri Lanka, Suriname, Tajikistan, and Tanzania</p>



your visa on arrival:

If you are planning a wedding in the near future, think of one on a small island nation; it could be fun, beautiful and won't pinch your pocket. Here are five destinations for you

Land of Reggae Jamaica

From a range of jagged mountains to lush rainforests and miles of sand on countless beaches, Jamaica is a great place for a destination wedding.

Soak up the sun and love at one of the many resorts on this island. Jewel Grande Montego Bay Resort & Spa, Iberostar Grand Rose Hall, and Bluefields Bay villas are highly recommended wedding venues. But you can also find great wedding planners who can make arrangements to your liking.

Other than your wedding, enjoy a range of activities and spots to visit while in Jamaica. From playing golf to getting their toes wet in the sea; from drinking the famous Jamaican rum to easy brunches at lazy roadside restaurants; from reggae filled dancing to plush bars and restaurants, there is plenty to do here.

But it's also a tourist destination so avoid being there when the tourists throng the beaches. Jamaica is also prone to hurricane in a few months of the year. The best months for your wedding are October to December.

Luxurious Mauritius

A tropical island paradise, Mauritius counts among the world's top luxury destinations. It has a range of natural and man-made attractions, tropical climate, warm sea waters, attractive beaches, a multi-ethnic and a multi-cultural population.

Popular Wedding destinations include Chateau de Labourdonnais with its magnificent architecture and a romantic garden; Villas Caroline with one of best beaches in Mauritius; and Bigarade at Vallee des 23 Coulers, a remote location on the edge of a nature park.

For the adventurous couple there are plenty to do. See how you match up on the golf course, in a range of water sports, or just spend time together bicycling around the towns and country side. You could see how well you gel with your knowledge of the colonial history of Mauritius, visiting the many heritage locations, then spending time over the multi-cultural cuisines available at some of the luxurious hotels.



Beautiful Samoa

While there are romantic natural settings dotted all around the islands like secluded beaches and gardens, dramatic clifftops, and cascading waterfalls, Samoa's huge range of luxury resorts can offer incredible facilities, food, and waterfront venues.

You could plan your own wedding at Samoa but you may be better off finding a good wedding planner locally to help you with the various arrangements.

And since Samoa is a small Polynesian Island, you can get married and explore the entire island at the same time. Go snorkelling to swim with the brightly coloured tropical fish in the area or, if you are lucky, swim with turtles for a once in a lifetime experience. Visit the Salé'aula Lava Fields and then visit the Virgin's grave which has an interesting story attached to it. And for the fans, there is the house of Robert

Louis Stevenson which is now a must visit museum.

Arrange a Fiafia Night as part of the wedding arrangements. This includes indigenous dances and a fire dance too. And best of all, sip and enjoy the many tropical cocktails.

Romantic Seychelles

In Seychelles, the beaches entice with fine, white sand. Granite rocks surround the coast and cliffs rise steeply from the shimmering turquoise waters. Exotic vegetation proliferates in the hinterland. This tropical island nation is known to have the most romantic spots in the world. They say love is drawn to the charming Seychelles islands. With temperatures that don't exceed 32 degrees Fahrenheit through the year, Seychelles is a perfect perennial wedding destination.

Visit the UNESCO World heritage site at



Praslin National Park among other national parks. Spend time roaming the city of Victoria for some shopping or site seeing. Le Jardin du Roi is still steeped in the aromas of vanilla, nutmeg, cinnamon and a variety of other spices. You can enjoy the scents and scenery as you wander the gardens and learn about Seychelles' spice trade.

The Sega, Moutya, Kamtole, Sokwe and Tinge are local dances in Seychelles. Learn the steps and enjoy dancing at the local night clubs or arrange a fun-filled dance party as part of the wedding celebrations.

Ho! Ho! Trinidad & Tobago

Trinidad and Tobago has a diverse population made up of people from African, European, Indian, and Chinese descent. This has produced a culture with spicy food, diverse beliefs, colourful festivals, and funky music. This also means that planning a wedding on these islands is not a difficult task

A range of resorts and beaches offer perfect venues or an Indian wedding on

these islands. Anchorage, Caster's Cove, Coblentz Gardens, Drew Manor and House of Angostura are interesting names for wedding venues. Arrangements for the wedding can be easily made, given the large population of Indian and those of Indian origin in Trinidad & Tobago.

Palm-fringed beaches, misty rainforests, breath-taking tropical jungles, soaring mountain ranges, enthralling colonial cities, and luxurious hotel resorts are some of the sites this island nation has to offer the traveller. Port of Spain has some interesting architectural sites to visit. And then there is the Nylon Pool near the Pigeon Point Beach, fabled for its aphrodisiac powers. Savour your shark fritters while taking in the magnificent views at Maracas Bay. And if its just the two of you find seclusion for your romance at Englishman's Bay. Then enjoy the foot-tapping beats of the live bands at the bars of Port of Spain in the evenings.

Spoilt for choice

There's a lot of fun and frolic to include in your wedding plan at these island destinations. Search some more and pick what suits you best. You will be spoilt for choice.

Oh! Before we forget! Your marriage needs to be globally recognized so do look up the relevant laws as well.



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Outbound Tourism Summit

FICCI organised the Outbound Tourism Summit on 29th July 2022. On the occasion, ambassadors and diplomats from Vietnam, Cuba, Bosnia and Herzegovina,

and Germany spoke on issues and opportunities concerning tourism in their countries. Mr Rajan Sehgal, Co-Founder-PASSIONALS, President - Indian Golf Tourism

Association & Member – MANAS under the aegis of the Ministry of Minority Affairs, Government Of India, delivered the welcome address.



**H.E. Pham Sanh Chau,
Ambassador, Embassy of the
Socialist Republic of Vietnam**

Vietnam issued around 250 visas per day before that pandemic. As per Vietnam immigration authority, India came first in the world with 6000 visas issued per day." Now there will be 17 direct flights between major cities of India and Vietnam. Vietnam is a new destination; it is a new experience for you.



**H.E. Alejandro Simancas
Marin, Ambassador,
Embassy of the Republic of
Cuba**

Cuban tourism sector is open to foreign investment and the Cuban Ministry of Tourism has a portfolio of 176 different products that are offered for foreign investment. However, he averred that not many Indians visited Cuba and cited a "lack of direct flights between Indian cities and Cuban cities.



**H.E. Muhamed Cengic,
Ambassador, Embassy of
Bosnia & Herzegovina, New
Delhi, India**

Bosnia has more waterfalls than France and Spain combined. It is part of the Balkans, which is becoming popular among Indian tourists. If you are travelling to the Balkan area, you travel to at least three countries that are very diverse, by nature, by culture, by history.



**Dr Stephan Hesselmann,
Minister Counsellor, Deputy
Head, Department for
Economical & Global Affairs,
Embassy of the Federal
Republic of Germany, New
Delhi, India**

We want to increase our economic relations, and tourism is one significant economic factor. There is huge demand for Visa at the moment, which is impossible in the short term, I urge you to apply early enough for travels.



**Dr Jyotsna Suri,
Past President FICCI,
Chairperson, FICCI Travel,
Tourism & Hospitality
Committee & CMD of The Lalit
Suri Hospitality Group**

We survived this entire pandemic on domestic tourism. But that is not sufficient. We have to have a healthy inbound and outbound to be a complete tourism destination. There were almost 27 million Indians who travelled outside of India, which is double the tourists that came into India.

**Mr Ankush Nijhawan,
Chairman, FICCI Outbound
Tourism Committee & Co-
Founder, TBO.com & MD,
Nijhawan Group**

Revival in tourism is behind us now..... let's talk about growth, or how the opportunity will unfold. Between FY 16-19, there were more than 1.5 trillion outbound trips, and 135 destinations received more than a million arrivals. It grew by about 5 per cent from 2016 and expected to have \$11.5 trillion to be spent in the FY24.

Market has come back faster than what the experts thought. When we see all these pieces of baggage being lost at Heathrow, checkin issues at Europe, challenges with Visa, it is because we never realised how quickly the market will recover.

Germany sees a Rise of 214% in Indian Tourist

With tourism industry making a stark recovery post the pandemic, German National Tourist Office, India has observed an y-o-y increase of 214% in its business.

In its annual conference, GNTTO, India shared the travel trend analysis (globally and for the Indian market). The Press conference showcased India as an important market for inbound travel to Germany with genuine hospitality to inspire potential Indian visitors to Germany.

Germany is topping the charts amongst the best travel destinations in Europe for Indian travellers for its scope culture and attraction. As per the Nation Brands Index, Anholt Ipsos Nation Brands Index SM 2021, Germany ranks No. 1 on the Nation Brands Index for fifth time in a row. From cultural centres to architecture, innovative Gastronomy to insider's tips and new favourite places

in such close proximity, Germany offers the best travel experience. Recognising an increased demand for experiences this season among visitors from the Indian market, the German National Tourist Board (GNTB) is debuting the brand-new campaign showcasing Nature and cultural tourism in all its facets that focuses on highlighting sustainable tourism attractions and open-air activities.

The campaign German.Local. Culture. and Embrace German Nature conveys precisely this peaceful coexistence of generations, traditions and different cultural influences. With the launch of the campaign, GNTB is reflecting authentic, local experiences in urban destinations with the integration of rural areas and their sustainable tourism offers and natural attractions. With countless travel events, the campaign also aims to promote Germany as a destination for culturally interested travelers, families and active vacationers in the Indian market. The campaigns for Indian market are a part of the global campaign to promote Culturally Rich, Naturally Beautiful, Germany.

Specific to Indian travellers, Germany accounted for 9% of European trips of Indians. 55% of Indian tourists visit Germany for leisure while 38% travel for business.

Some of the incredible naturalistic elements of Germany that await Indian visitors include the 66 Lakes Trail hike, which incorporates streams and rivers and runs past the Sanssouci Palace in the spa town of Potsdam, and the incredible landscapes that can be found at Hiddensee, a stunning car-free island with sandy beaches and salt marshes.



Romit Theophilus, director German National Tourist Office, India (GNTTO)

Eight hours gate-to-gate and with multiple daily flight routes from India to cities such as Frankfurt, Munich, Stuttgart, Germany has long been favoured by the Indian traveller. An increase in travellers is expected this festive period in light of the relaxation of COVID-19 requirements. All travellers can now visit regardless of vaccination status and without the need for a negative test. Having nature and culture as two of the prominent drivers is exciting given the abundance of relevant offerings that we have to offer. From meandering lakes and breath-taking mountains to traditional craftsmanship and Bavarian fare – Germany is the ideal place for explorers searching for an easily accessible destination with plenty to see and do.

South Korea Reopens for Indian Tourists

Korea Tourism Organization (KTO) India, the tourism arm of the Republic of Korea under the Ministry of Culture and Tourism, has announced the re-opening of South Korea to all Indian travellers.

A host of recently announced significant initiatives by KTO India will enable more travellers from India to access South Korea's luxury market, business leisure and learning experiences.

With more than 130 unique activities and experiences, the country offers something for everyone. While Jeju Island and Gyeongju are tourist favourites for their scenic beauty and traditional charms, metro cities such as Seoul, Busan and Incheon are ideal for business leisure trips. For luxury travellers, the organization is planning twin-city roadshows in the month of August with the participation of DMCs from Korea. The roadshows will offer a glimpse of the country's rich culture, unique venues and culinary offerings.

Considering the rising popularity of Hallyu or the Korean wave in India, Hallyu themed filming locations and experience centres are also being developed. One such centre is the Extended Reality (XR) playground HiKR

Ground in Seoul, South Korea which was recently inaugurated in July 2022. The reopening of borders will give fans of K-Pop and K-Drama a chance to explore the culture of the country they have grown to love.

To make travel more accessible, KTO has launched the Let's Go Korea Savings Plan in association with Shinhan Bank in India. It is a Recurring Deposit scheme to help potential travellers to South Korea save up for their trip, with special interest rates and added benefits. With a minimum deposit amount of INR 2,000 per month for a year, members can avail benefits with Utazzo Travel to book their trip to Korea. The investment will act as a regular recurring deposit in case a member is unable to travel to Korea after a year.

Mr. Jung Sub Song, Regional Manager, Asiana Airlines said "Business, employment, leisure and family travel segment remains our strong focus, but surprisingly a lot of players have evinced interest in Korea for their high-end MICE movement. Currently Asiana Airlines operates two flights in a week, every Monday and Friday connecting the two capital cities of Delhi and Seoul."

Mr. Kim Chan, General Manager (India & Bangladesh) Korean Air said "Korean Air resumed its India operations in May 2022 and the load factor has been very positive, already more than 80% for August. We plan to roll out special fares on the Delhi/Incheon route around Diwali. If things happen as we anticipate, we will soon have more flights on the India - South Korea route."



Mr. Young-Geul Choi, Director of Korea Tourism Organization (KTO) India

We are elated to welcome travellers from India to South Korea again. In the past two years, we adopted a progressive approach towards re-opening tourism. We are excited to share initiatives to facilitate travel for business, experience and learning. We have further elevated traveller experience with immersive experiential centres, re-imagined tourism offerings and look forward to hosting our Indian visitors.

Dubai Metaverse Strategy

In line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council of Dubai, launched the Dubai Metaverse Strategy that aims to turn Dubai into one of the world's top 10 metaverse economies as well as a global hub for the metaverse community.

His Highness Sheikh Hamdan bin Mohammed underscored the importance of consolidating Dubai's status as a hub offering the most advanced ecosystem for the metaverse and as a frontrunner in adopting digital solutions globally, which reflects the ambitious vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum for transforming the emirate into a global capital of advanced technologies, primarily artificial intelligence (AI) and Web3.

The strategy aims to build on Dubai's achievement of attracting more than 1,000 companies in the fields of blockchain and metaverse. It also promotes Dubai's ambitions to support more than 40,000 virtual jobs by 2030. This would further boost Dubai's economy and support the UAE government's vision of increasing the number of blockchain companies by five times the present number.

HH Sheikh Hamdan bin Mohammed said that Dubai is making great strides in enhancing its position as a global testbed for metaverse technology while investing judiciously in building capabilities and talent in creating the region's most robust and largest ecosystem for the metaverse community. His Highness



added that adopting new technologies will be a steppingstone in Dubai's vision to use future technologies to create new work models in vital sectors and increase the metaverse's impact on regional and global economies.

Commenting on the launch of the Dubai Metaverse Strategy, His Excellency Omar bin Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications, and Deputy Managing Director of the Dubai Future Foundation, reiterated the importance of designing the future with new digital strategies for adopting the metaverse in

vital sectors. He added that the metaverse would drive the UAE's and Dubai's efforts to provide innovative solutions, positively impact people's lives, and transform the city into one of the smartest hubs worldwide offering new economic opportunities.

Al Olama said the Dubai Metaverse Strategy is in line with the objectives of the UAE AI Strategy to enhance the country's status as one of the world's leading countries in futuristic sectors by investing in new initiatives and empowering talent to drive digital transformation and the adoption of future technologies.



Maldives Tourism Golden Jubilee Year 2022

Sophisticated Maldives dreamscape HuvafenFushi, has reconnected with world-renowned artist Lucas Beaufort for the launch of his new artistic project 'Beyond'. Lucas Beaufort will take residency, this summer, on the dream island from 1st-8th August 2022, to commence the first work of his project around the world, Beyond.

This new multi-work painting program aims to share the colors and atmosphere of unique and unusual places like the Maldives, which have not had artistic interpretation since the pandemic.

Lucas Beaufort, originally from Cannes, France, is a visionary and world-renowned painter, illustrator, filmmaker, and photographer whose vibrant, colorful work, seamlessly blends elements of abstraction and figuration. His work stages recurring and playful imaginary characters, to create fantastic sets and scenes in many capitals of the world.

Beyond starts in and with HuvafenFushi, Maldives and MMPRC to revive the senses and magic of the Maldives, which celebrates its "50 years of tourism in 2022", welcoming people from around the world. For Lucas Beaufort, HuvafenFushi is a jewel island to

which he dedicated a private work in 2018. A sanctuary of iconic design and natural beauty, HuvafenFushi, will once more be the inspiration of his art to mark the Golden Jubilee Celebration, to share the beauty of the island nation and its underwater wealth.

Beaufort explains, "Between living and dreaming, you'll find HuvafenFushi! The resort was like a revelation on my last trip here; my inspiration was immediate in discovering the unique colors and design and the vibes and light are so unique. I was able to dedicate to HuvafenFushi a work that is exhibited in their Avant-garde-designed Beach Pavilion. This idyllic resort, surrounded by a translucent lagoon, depicts the luxury of freedom in symbiosis with nature, where everything seems easy and the Maldivian welcome - warm and discreet, knows how to transmit world-class

hospitality and tranquility. I am very happy to collaborate once again with HuvafenFushi and MMPRC to commence this project."

For Noël Cameron, General Manager at HuvafenFushi, the return of Lucas Beaufort is a testimony of the inspiration that the Maldives bring to its visitors with expanses of aquamarine, and sublime sunsets and captivating coral reefs. "Lucas was able to create the first masterful work that signs the spirit of HuvafenFushi. He knows our footprint in the Maldives, and we are delighted that he returns to us; to be inspired for the first stage of his next project - Beyond, which will celebrate 50 years of tourism in this beautiful country. It is a pleasure and honor to be a part of the collaboration, along with MMPRC and have not just one but two pieces of Lucas' unique art at HuvafenFushi" - says Noël.

A Delightful Pause to Heal Your Soul

With the pandemic re-arranging our focus in life and showcasing us the importance of work-life balance, everybody now seeks to pause, breathe, and re-think one's priorities. Maintaining mental and physical health or overall wellness is something that tops the list for most people. The demand for wellness destinations is on the rise given the growing awareness of physical and mental wellness for travellers. Keeping this in mind, we highlight top wellness locations in New Zealand that are sure to give you a new breath of life.

1. Rotorua

When you're thinking wellness, it's hard not to think Rotorua. It offers restorative mud baths that awaken the senses and cleanse the skin at Hell's Gate, the luxurious, indulgent Polynesian Spa as well-known as a hub of clever minds that offer calming remedies to restore or reignite the senses. Clear your mind while walking at Redwoods Treewalk, a mindful exercise as you journey through towering trees and creative light installations. Surrounded by geysers, natural hot springs and bubbling lakes, it's an easy go-to when you're on the hunt for restoration, but it's not the only option.

2. Nelson Tasman

A recurring claim to the highest sunshine hours in the country, Nelson Tasman is well positioned for easy relaxation and a focus on well-being. With its proximity to a sparkling ocean and accessible mountains made for play,



the region bears an environment of enjoyment. Hit the water with a paddleboard or a kayak across calm, glittering ocean, admiring the mountains drop into the sea as the sun beats down. The Abel Tasman is a scenic paradise; warm temperatures, inviting water and relaxed wildlife; this is a region designed to restore the soul.

3. Coromandel

As soon as you enter the Coromandel region, the vibe softens and your body noticeably relaxes. The rolling mountains, pristine beaches



and laid-back locals present an unspoiled region designed for rejuvenation. Take a spade to Hot Water beach and dig yourself a spot in the sand right on the edge of the sparkling blue ocean. Walk along the picturesque path to beautiful and remote Cathedral Cove or grab a stand up paddle board or surfboard and feel the motion of the ocean as you hit the rolling waves.

4. Waitaki

It's hard not to feel relaxed from the inside of a hot tub looking out over the Waitaki plains at Hot Tubs Omarama. Head to the stretch of land sandwiched in the picturesque spot between Canterbury and Central Otago, an easy drive from either location has you transported into a land of beautiful, sparse wonder. Marvel as marshmallow-coloured clouds transform the sky at sunrise and sunset while hiking or biking then retreat to your glamping dome at Valley



Views. It's the ultimate cozy escape, sit next to a warm fire as you look out onto a vast, expansive landscape almost entirely to yourself. Make use of the private, secluded outdoor bath, lie back with cup of tea or glass of wine and feel yourself become rejuvenated and restored.

5. Mackenzie

Arriving to the Mackenzie region is an art in stepping back, staying present, and letting the natural beauty around you unravel. With towering mountains and dazzling blue lakes, it's



a natural invitation to walk or bike everywhere. Even the church has one of the best views in the country. Head to Tekapo Hot Springs on the edge of the lake to sit in a spa, drink in hand, and admire nature stretching out ahead of you. Head there after dark for a ticket to one of the world's best natural light shows, as the night sky in this Dark Sky Reserve transforms into a display of stars, planets and the mesmerizing milky way. The hardest part of the visit will be getting out of the hot spring.

As New Zealand's borders open this August, why not visit New Zealand to relax and heal your soul.



Aviation



Emirates and Air Canada Form Strategic Partnership

Emirates and Air Canada today announced the signing of a strategic partnership agreement that will create more options for customers when travelling on the carriers' networks while also enhancing the customer experience throughout the journey.

Emirates and Air Canada intend to establish a codeshare relationship later in 2022 that will offer enhanced consumer travel choices for Air Canada customers to travel to the United Arab Emirates and to destinations beyond Dubai. Emirates customers will also enjoy an enhanced travel experience when travelling to Toronto or to key destinations across the Air Canada network. Customers will have the ability to book connecting travel between both airlines' networks with the ease of a single ticket, seamless connectivity at the carriers' respective global hubs and baggage transfers to their final destinations.

Sir Tim Clark, President Emirates Airlines said: "This is a significant partnership that will enable our customer's access to even more destinations in Canada and the Americas, via our Toronto and US gateways. It also opens up many new route combinations for travelers across Emirates' and Air Canada's extensive networks in the Americas, the Middle East, Africa and Asia. We are pleased to partner with Air Canada, one of North America's most established airlines and Canada's flag carrier and

we look forward to jointly progressing on various areas to provide even better customer flight choices and experiences."

"As we continue pursuing our strategy of expanding our global reach in response to growing opportunities in VFR markets (Visit Friends and Relatives) that serve Canada's large multicultural communities, we are very pleased to form a strategic partnership with Emirates, a highly respected flag carrier of the United Arab Emirates with a hub in the vibrant city of Dubai. This strategic agreement will create network synergies, and Air Canada customers will have additional, convenient options when travelling between Canada and the United Arab Emirates as well as destinations beyond Dubai" said Michael Rousseau, President and Chief Executive Officer at Air Canada. "We look forward to introducing Air Canada codeshare service on key Emirates flights, as well as adding the EK code on select Air Canada flights, and welcoming Emirates customers on our services later this year."

To further enhance the customer experience, the carriers will also establish reciprocal frequent flyer benefits and reciprocal lounge access for qualifying customers. Further details of the partnership and specific codeshare routes will be announced when finalized and will be subject to regulatory approvals and final documentation.



Vietjet's new routes connecting Bengaluru to Vietnam's top destinations

Following its new international routes connecting key Indian cities to Vietnam, Vietjet now reveals a bigger network growth and implementation plan for the India market.

The new flight services are planned to link Bengaluru to Hanoi, Da Nang, and Ho Chi Minh City (Saigon), three of Vietnam's most well-known business and tourism cities.

The new routes are set to operate within the fourth quarter of 2022. The airline also plans to open new direct services to other major Indian cities by the year-end. The announcement comes on the heels of the airline's recent launch of direct routes connecting New Delhi, Mumbai to Hanoi and Ho Chi Minh City and its soon-to-launch routes linking Mumbai and New Delhi with Phu Quoc islands, Southeast Asia's favored beach destination in early September.

The new direct flights from Kempegowda International Airport, Bengaluru (BLR Airport) will make it easier and more affordable for Indian visitors to travel not only to Vietnam but also connect to other Southeast Asia's destinations of Bali, Bangkok, Kuala Lumpur, and Singapore or further to Northeast Asian cities of Seoul, Busan, Tokyo, Osaka, Fukuoka, Nagoya, and Taipei, etc.

Located in the heart of Southeast Asia and home to a rich culture, diverse natural landscapes, delicious cuisine, and friendly local people, Vietnam has been a rising destination in recent years, drawing more and more world travelers, and routinely receiving praise from leading global travel magazines, including its attraction to Indian travelers.

Being the country's capital, Hanoi with over a thousand years of history, is home to enchanting lakes, unique urban areas such as the bustling Old Quarter and an array of fascinating heritage buildings. Meanwhile, Ho Chi Minh City, the country's largest economic, financial and tourism hub, is a vibrant destination with incredible restaurants, shopping, nightlife and historical landmarks. Located in central Vietnam, Da Nang has been the world's famous coastal destination and appealed to world tourists in recent years thanks to its iconic landmarks of Golden Bridge and Dragon Bridge. The city also serves as a gateway to Vietnam's other tourist attractions, including the ancient town of Hoi An, the former imperial citadel in Hue city, and Quang Binh, home of the spectacular caves.

Vietnam has lifted all arrival regulations relating to Covid-19 and travelers can enjoy a complete pre-pandemic fashion arriving in the country. Travellers from India can easily apply for e-visa and enjoy their coming trips to Vietnam.

Experience the Premium Interior Cabin with Malaysia

Malaysia Airlines unveiled its newly refreshed B737-800 NG aircraft, which boasts a new and premium cabin experience with truly unique features including new seats, innovative in-flight entertainment – MHstudio, and refurbished interior that pays homage to Malaysian identity from the moment they board the flight.

The newly refreshed cabin is scheduled to take to the skies end of July 2022 and will be progressively rolled out to more domestic and regional destinations as more of the 38 refurbished aircraft are completed.

Group Chief Marketing and Customer Experience Officer of Malaysia Airlines, Lau Yin May, said: "We are thrilled to roll out the newly refreshed B737-800 NG, which will deliver future travel experiences through innovative features from seats to highly customisable inflight entertainment while staying true to our roots by incorporating Malaysian elements in the overall interior cabin design.

The cabin refurbishment exercise began in 2021, a bold step taken by the airline in



response to feedback and suggestions received through customer surveys and various focus group sessions in 2020 to better understand the needs of our customers. This demonstrates Malaysia Airlines' commitment to adapt to changing consumer needs and in improving overall customer experience in the post pandemic era. We are pleased to share that our in-flight entertainment is a game changer offering extensive media content, including award-winning local and international movies and TV series, as well as in-flight shopping. All of these are done to give our guests a taste of the warmth and hospitality that Malaysia Airlines is known for whenever they travel with us."

With a fresh and premium cabin environment that features a bright and refreshing colour scheme that is unique to Malaysia Airlines' identity, the new interior design represents a progressive step forward. The airline's guests will notice an infusion of the iconic Malaysian and the national carriers'

batik motif that is recognisable worldwide and has such deep representation of the rich Malaysian heritage included throughout the cabin, from the upholstery to the curtains, an ode to the airline's roots. The symbiotic, synergistic design creates a smooth flow across cabin classes.

Meanwhile, the new seats are ergonomically built with lightweight upholstered leather and designed to provide passengers greater comfort and with enhanced functionality as it comes with personal device holders and power outlets to charge their own personal devices.

These refreshed B737-800 NG will also debut, the next generation wireless in-flight entertainment called MHstudio that gives guests complete control and flexibility to stream content and truly enjoy a wealth of entertainment from preferred TV programmes, movies, podcasts, music and reading materials. For the best experience, passengers are encouraged bring their own listening devices and charging cables on board.

"It is becoming increasingly important that we do everything with sustainability in mind. The all-new features of our refreshed B737-800 NG fleet will reduce our carbon footprint from the reduction of the weight of each aircraft - with the much lighter seats, use of soft cabin dividers and moving away from seatback screens to offer innovative in-flight entertainment features allowing for wireless streaming on board at their convenience," added Yin May.

UPS

UPS is one of the world's largest companies with a history and experience of 114 years in the industry, providing a broad range of integrated logistics solutions for customers in more than 220 countries and territories.



Focused on its purpose statement, "Moving our world forward by delivering what matters," the company's 534,000 employees embrace a strategy that is simply stated and powerfully executed: Customer First. People Led. Innovation Driven. UPS is committed to reducing its impact on the environment and supporting the communities we serve around the world. UPS also takes an unwavering stance in support of diversity, equality, and inclusion.

UPS has been present in India since 1989. For more than 30 years, UPS continues to be an industry front runner catering to integrated business requirements in a world connected by technology and increasing global trade. Our focus in India is to enable commerce for local businesses and connect them to global markets such that it helps move businesses and the economy forward. We facilitate cross border trade for several segments across India such as automotive, hi-technology, healthcare, manufacturing, aerospace, gems and jewellery,

garments and textiles.

Headquartered in Mumbai, UPS in India offers services including international package shipping, freight transportation and various supply chain services. UPS has more than 850 employees, serves 9 airports, 9 ports, and is present across 33 locations in India such as Mumbai, Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Pune, Ahmedabad, Chandigarh, Ludhiana, Jamnagar, Kanpur, Indore, Karur, Moradabad, Tirupur, Coimbatore, Vadodara to name a few.

Over the past several years, UPS in India has focused on expanding its presence, building its air freight services, integrating global networks, and increasing its overall operational capacity. UPS has continued to invest and expand our capabilities in India. We opened our integrated logistics facilities in Hyderabad (2017) and Ahmedabad (2018). In 2020, we opened our largest facility in India - our airport gateway at Delhi airport and an integrated logistics facility at Gurugram. In

2021, UPS started its first direct flight between India (Delhi) and UPS's largest Europe international hub at Cologne (Germany). In 2022, UPS launched MOVIN for domestic B2B logistics market in India, in partnership with InterGlobe Enterprises. The year also marks the opening of UPS's Bengaluru airport gateway facility.

UPS's strategy of customer first, people led, and innovation driven underscores our commitment to customers, employees, and communities that we serve. UPS delivers community impact through its Environment, Social and Governance (ESG) engagement and helps build more sustainable, safer, stronger and more resilient communities founded on environmental stewardship. UPS has more than 13,000 alternative fuel and advanced technology vehicles deployed worldwide and has placed an order for 10,000 of the new Arrival electric package delivery vehicles. UPS global goals include achieving carbon neutrality across global operations by 2050.

Virgin Atlantic Elevates Customer Experience: Next Gen Neo

Virgin Atlantic has revealed its hotly anticipated Airbus A330neo for the first time, designed to provide a premium, personalised experience for every single customer. The airline's Upper Class cabin boasts a brand new seat, evolution of its iconic social space and the unveiling of The Retreat Suite, the most spacious suite in Virgin Atlantic's history.

Throughout the aircraft, there will be more ways for customers to stay connected than ever before. Those travelling in Premium and Upper Class can take advantage of game changing in-seat wireless charging, whilst customers in every cabin can enjoy a greater number of USB connections, Bluetooth enabled entertainment systems and the airline's fastest ever Wi-Fi.

In 2019, Virgin Atlantic became the first UK airline to announce a firm order for up to 16 Airbus A330neos, reaffirming its commitment to flying the cleanest, greenest fleet in the sky. Following a multi-billion-dollar investment in fleet transformation over the last decade, the airline operates a fleet with the average aircraft age of just under seven years and 68% next generation aircraft. This increases to 100% next generation by the beginning of 2027. This means Virgin Atlantic's aircraft are equipped with the most efficient engines and state-of-the-art technology designed to save fuel and reduce emissions. This has so far delivered a 20 per cent reduction in fleet carbon emissions. Over the next decade, we'll save another 10 per cent in carbon emissions. The A330-900 neos are designed to be 11 per cent more fuel and carbon efficient than the A330-300 they're directly replacing and will deliver a 50 per cent reduction in airport noise contour.

Virgin Atlantic's A330neo is expected to take off to Boston on its first customer flight in early October. Tickets will go on sale later this month. From September 2022, the airline will take delivery of three aircraft, with the remaining deliveries following between 2023 and 2026.

Upper Class

The Retreat Suite is a brand new innovation in Virgin Atlantic's Upper Class offering and consists of two exclusive suites at the front of the cabin. The airline's most spacious suite yet, comprising a 6ft7" direct seat to fully flat bed and a 27" touchscreen with Bluetooth connectivity and wireless charging. With each suite boasting an ottoman that doubles up as an extra seat, up to four people can comfortably dine, chat or play games in their own private social space. Customers can enjoy an intimate dinner or settle in comfort to watch a film.

In addition to The Retreat Suite, the A330neo will offer 30 brand new Upper Class suites. The fully forward-facing suite offers more space and storage alongside a fully closing privacy door. With a 'do not disturb' feature. It has passenger-

controlled mood lighting, 17.3" touchscreen TV and even a mirror so customers can check they're looking runway ready.

The airline's award-winning social space, The Loft, remains a focal point of the cabin design as customers board the aircraft and is a core part of the Upper Class experience. In an evolution of design from the Airbus A350, it consists of space for eight people, with four comfortable seats, allowing guests to sit and chat or enjoy refreshments from the new self-service fridge and drinks dispenser. Customers can also connect Bluetooth headphones to the dual panoramic 27" touchscreens or utilise the wireless charging facilities for their devices.

Premium

Stylish touches make big differences in Premium, in a cabin consisting of 46 seats on the A330neo. Virgin Atlantic's trademark burgundy Premium seats, with a 38" pitch remain, but they're accompanied by calf rests in every seat and a 13.3" touchscreen with Bluetooth audio. The airline is also offering its Premium customers an in-seat wireless charging pad.

Economy

Comfort and connection are order of the day in the new Economy cabin, as customers are set to experience the largest ever economy screen at 13.3", with an intuitive touchscreen and Bluetooth audio to connect headphones, with customers able to use their phone as a controller. There's also plenty of storage, plus AC power and USB ports to keep gadgets energised. Customers have the choice between 28 Economy Delight seats, which offer an increased 34" seat pitch, or 156 Economy Classic seats, providing a 31" pitch.

Corneel Koster, Chief



Customer and Operating Officer at Virgin Atlantic, commented;

"When it comes to innovating for our customers, we never stand still. Our desire to create memorable experiences means we'll continue to imagine with fresh ideas. We care about every detail of the cabin design and every step of our customer's journey. We're proud to unveil our state of the art A330neo and show the evolution of our customer experience, with each of our customers receiving a premium experience regardless of the cabin they travel in. They'll be better connected with their fellow travellers and our amazing crew in the air, and with their friends and family on the ground.

"The A330neo plays a significant role in our multi billion dollar fleet transformation, demonstrating our commitment to the planet. We know the most impactful thing we can do as an airline is to fly the cleanest, greenest, youngest fleet possible and the A330neo is integral to achieving this goal. It's truly a plane for the future."

Virgin Atlantic in-house Design team worked in collaboration with Factorydesign to develop the Retreat Suite, Upper Class Suite and The Loft.



Atithi Deva Bhava

“There are a lot of challenges being thrown at us, but at Encalm we are fortunate to have a team that’s game for anything.” said Mr Vikas Sharma, CEO, Encalm Hospitality Pvt Ltd.

• Vedka Sharma

To cater to different requirements of varied travelers, Atithya has categorized their services into Silver, Gold and Elite. This is where we stand out. One can be on a business or a leisure trip, with Atithya they can just handover all their worries about airport formalities to us and enjoy a seamless airport experience. In addition to our categories, we have Travel Buddy Service.

With our exclusive Buddy Service, a highly trained executive is assigned to a guest. This is a door-to-door service – right from your doorstep till your destination address. Apart from this flagship service, Atithya also offers ‘Porter Services’ where porters are assigned from the

airport entrance till the check-in counter. A traveler is free to choose any service based on their particular need.

Also, to differentiate us from others, we train our team to curate meaningful journeys for the new age traveler. For example, a business executive cannot be treated in the same manner as a student or an elderly traveler. Countless hours are spent in training to hone the finer ‘people skills’ so that each guest is made to feel special every time.

As you are about to complete one year in the industry, tell us about challenges and how you overcome them.

Designing a luxury space and service in the high security zone of an airport was the challenge we faced in the early stages of development. Furthermore, when Covid restrictions were implemented, check-in procedures underwent significant changes. There was a greater emphasis on technology and digitalization. Our team had to work within the restrictions imposed in a high security zone, go through multiple scrutiny processes and also undergo training from the relevant authorities. But these tough situations just help us become more resilient, efficient and responsive.

Since we cater to a varied customer base, our airport services don't only consist of one single category of service. We witness an amalgamation of different services inside the airport area. To create an

atmosphere that reflects luxury and comfort requires a lot of research on current customer preferences.

There are a lot of challenges being thrown at us, but at Encalm we are fortunate to have a team that’s game for anything.

Give us insights on the market outlook and expansion plans?

As stated earlier the comfort of travelers through the airports is paramount. Since a lot of time is spent in layovers, keeping our guests entertained, engaged and comfortable is the main task.

Our services at the Atithya and Encalm lounge have gotten an overwhelmingly great response. We also plan to create a second branded lounge at Terminal 2 and a premium lounge at Terminal 3 of the Delhi Airport in the near future.

Encalm's vision of providing an international lounge experience in the country will be reflected in this unified premium business class lounge.

We are also opening Encalm Spa at the international airport in August 2022, and at the domestic airport in October 2022.

Encalm Spa is built as part of our ongoing efforts to provide our customers with relaxing experiences at the airport. We believe that a good spa session is known to enhance moods and promote emotional and physical well-being. Our objective is to provide our guests luxurious airport experiences through, numerous therapies that will be available at Encalm Spa.

Encalm also has plans to launch a CIP lounge by next year that would be specifically curated for premium members who prefer exclusivity. Starting from check-in till boarding, all the formalities will be taken care of by our trained professionals within the lounge area and will route directly to the boarding.

Our expansion is aimed at providing our services to more and more travelers across various airports. And we are very excited about the times to come.



Can you tell us about your new venture ‘Encalm Hospitality’ and its key growth drivers and services?

Encalm Hospitality Pvt. Ltd. was started in 2021, with the aim of providing a rich and special experience to air travelers. We aim to develop one of the most admired airport hospitality experiences in India. To bring value and convenience to our guests during their transit through Indian Airports, we are currently providing Meet & Greet services at Delhi and Hyderabad airport under the brand name "Atithya" and Lounge Services at the Delhi Airport and have plans to operate more than 15 airport lounges across Delhi, Hyderabad and Goa under the brand Encalm Lounge.

As a brand we are focused on overall customer experiences which would also see us operate Spas at these airports under Encalm Spa.

You see, in the post-pandemic world, circumstances change every day. With more and more people getting back to traveling, the traffic at airports is growing each day. We are yet to complete a year in this industry, and are already renowned for curating and delivering exclusive airport hospitality experiences.

How does Atithya Meet and Greet service differ from other competing services?

The genesis of Atithya is deeply-rooted in our culture. The philosophy of ‘Atithi Deva Bhava’ or Guest is God, is too well known. We do more than just pay lip service to this philosophy. Atithya is specially designed to make one's airport arrival or departure as pleasant as possible.



Azerbaijan Airlines to Resume Direct Flights between Baku and New Delhi

"Right before the pandemic, India was among the top 10 countries we received travellers from. Since the opening of international borders between the countries, India is once again placed at the top of this list. Azerbaijan is ready to welcome Indian travellers to enjoy picturesque places surrounded breath-taking nature, rich gastronomy, great venues and services for MICE events as well as weddings", said Florian Sengtschmid, Chief Executive Officer of the Azerbaijan Tourism Board.

Direct flights between the capitals of Azerbaijan and India will be operated twice a week: flights from Baku on Tuesdays and Fridays, and flights from New Delhi on Wednesdays and Saturdays.



PM Inaugurates Deoghar Airport

The Prime Minister of India, Shri Narendra Modi inaugurated and laid the foundation stone of various developmental projects worth more than Rs 16,800 crores in Deoghar. Governor Jharkhand, Shri Ramesh Bais, Chief Minister Shri Hemant Soren, Union Minister Shri Jyotiraditya Scindia, State ministers and people's representatives were among those present on the occasion.

Addressing the gathering, the Prime Minister said that with the blessings of Baba Baidyanath, projects worth more than Rs 16,000 crore have been inaugurated and the foundation stone has been laid. These projects are going to give a huge impetus to Jharkhand's modern connectivity, energy, health, faith and tourism.

The Prime Minister remarked that for the last eight years, the country has been working towards the objective of developing the nation through the development of its states. This thinking has been paramount in the efforts to connect Jharkhand by highways, railways, airways, waterways, over the last eight years. All these facilities and projects will have a positive impact on the economic development of the state.

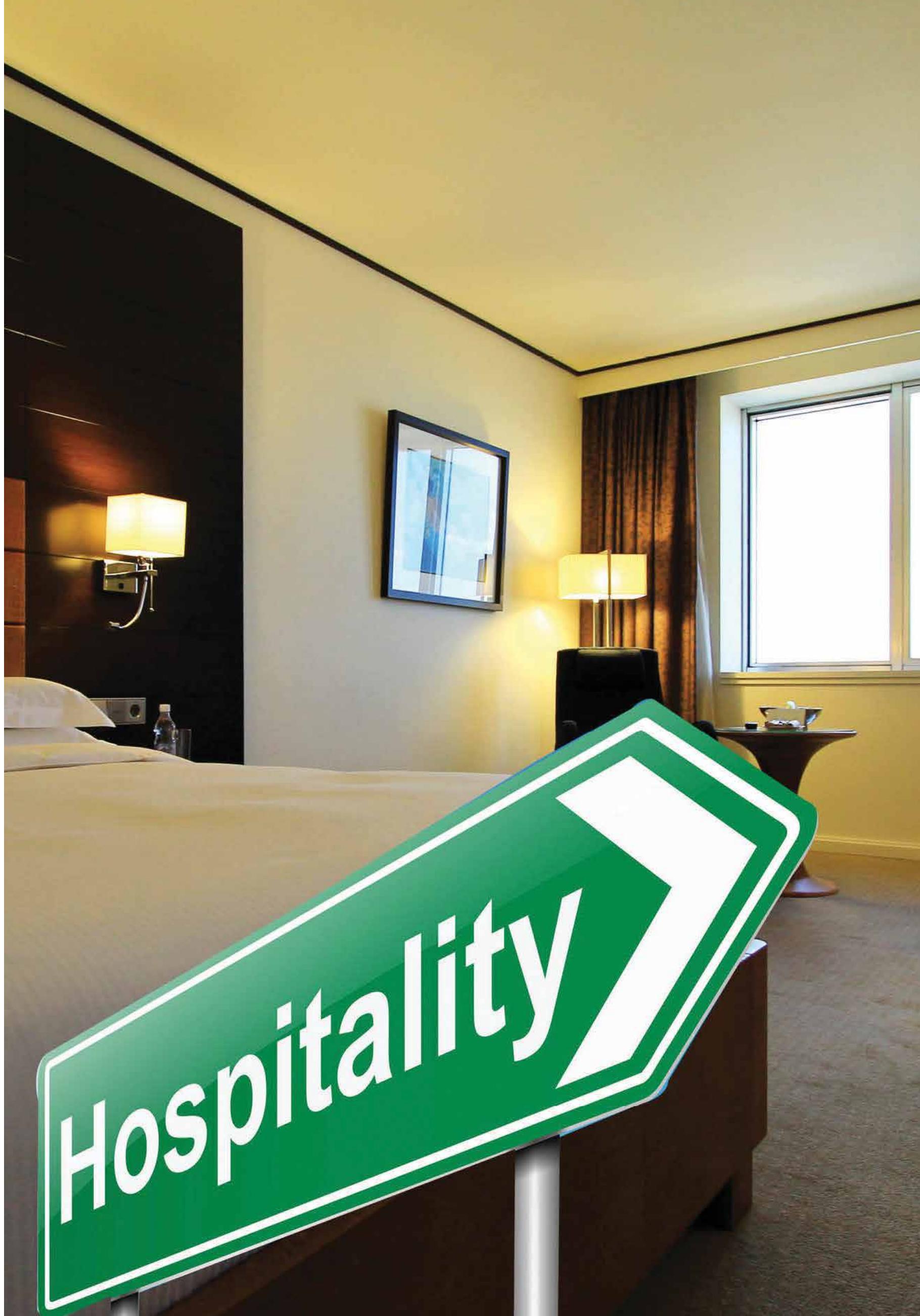
The Prime Minister said that Jharkhand is getting its second airport. This will tremendously ease travel for devotees of Baba Baidyanath. In the context of making air travel affordable for the common man through the UDAN scheme, the Prime Minister noted that the benefits of the efforts of the government are now visible across the country. About 70 new locations have been added through airports, heliports and water aerodromes in the last 5-6 years under the UDAN scheme. Today, ordinary citizens are getting the facility of air travel on more than 400 new routes. More than 1 crore people have experienced very affordable air travel, many for the first time. The Prime Minister expressed happiness at the maiden flight from Deoghar to Kolkata and flights for Ranchi, Delhi and Patna would start soon. Work is on for airports in Bokaro and Dumka, he said.

The Prime Minister said along with connectivity, the central government is also focussing on the creation of facilities at important places related to faith and spirituality in the country. Modern facilities have also been expanded in Baba Baidyanath Dham under the PRASAD scheme. When a holistic approach guides the projects, new avenues of income come for various segments of the society and new facilities create new opportunities.

Azerbaijan Airlines will resume direct flights between Baku and New Delhi as of August 9, in partnership with Zeal Global Group.

Azerbaijan is currently seeing an increase in the number of travellers from India. With daily flights between Baku and New Delhi, the number of arrivals from the country is expected to grow further.

Together with India, citizens and permanent residents of 101 countries can travel to Azerbaijan by air. To enter the country, they need to submit an official document issued by the relevant country (COVID passport) on complete vaccination or recovery from COVID-19. For Indian travellers, e-visa system is also in place with a possibility to obtain it within 3 days or hours depending on preference.

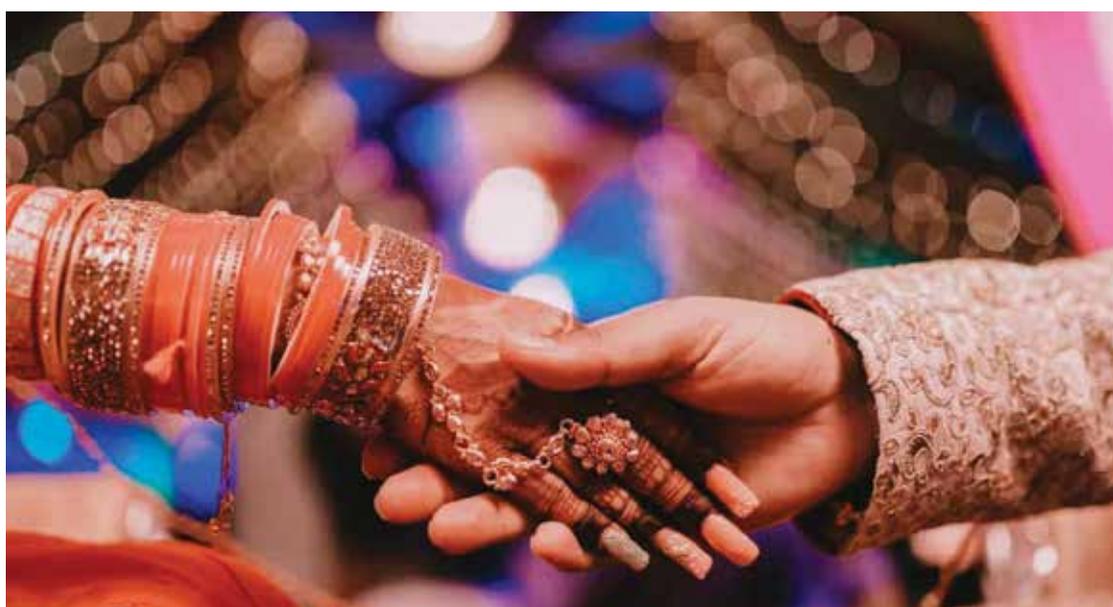
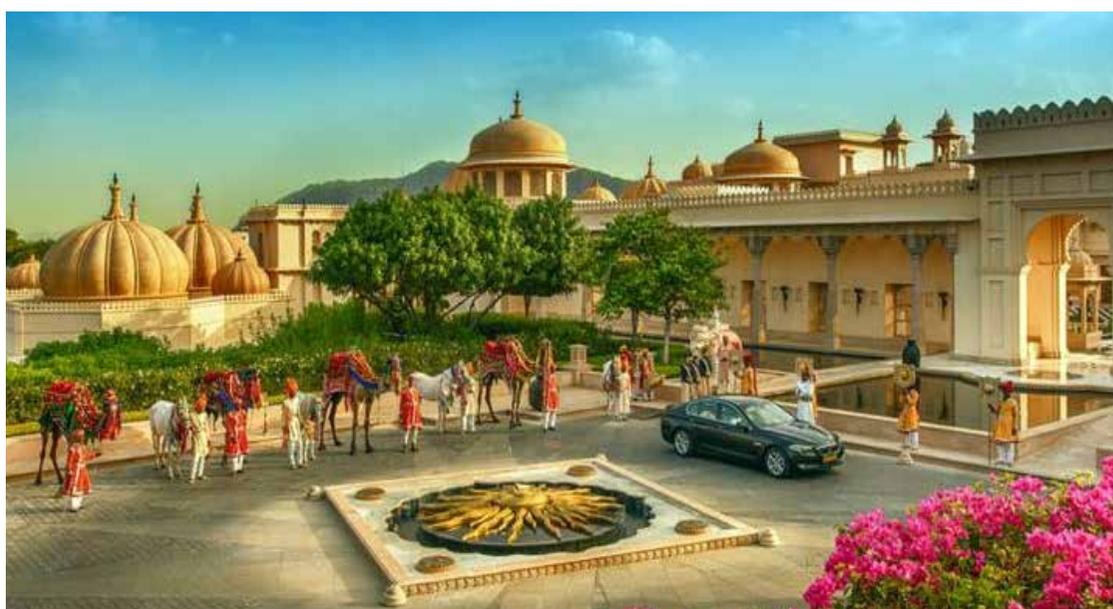


Hospitality

Made in Heaven: Dreamt on Earth!



• Vedka Sharma



Marriages are made in heaven they say. But it's here on good ol' Earth that these alliances fructify.

And when it's a dream come true, you wish you were getting married in heaven. Take heart! There are people on earth that can make your wedding dreams come true. In India, we've come across some hotels and properties that can do just that for any kind of wedding. They are masters in their trade and skilled at their craft. Just sit back and dream!

Whether you are planning a traditional wedding, complete with all the rituals and ceremonies, or something that's more modern, it's essential to find a place and people who can make this happen. They need to be experienced in their business, have an eye for detail and most of all, disciplined and courteous. You find this in the well-established hotels across the country. That is how they make your dreams come true.

Each of the hotels listed below is a success story and has made a name for itself as the go-to place for a wedding. This wedding season, if you are getting hitched, make sure to book your preference well in advance.



Crowne Plaza New Delhi Okhla



**Mr. Shuvendu Banerjee,
General Manager, Crowne
Plaza New Delhi Okhla.**

Your wedding isn't just another project for us. Soak into the festivities of most beautiful day in your life and let our experts curate a fairy tale wedding- just like your dreams. A colourful Poolside Mehndi or Pheras Under The Stars, a big fat 'desi' wedding or an intimate 'Qubool Hai' ceremony, Crowne Plaza New Delhi Okhla boasts of versatile and vibrant venues (both open & closed spaces) for you to celebrate your D-Day in the most memorable ways.



Crowne Plaza New Delhi Okhla largest ballroom Emerald (size : 4047 square feet) can host up to 300-400 guests and comes with an additional pre function area and an open Jade Lawn. With breakaway venue option and pillarless infrastructure, Emerald is a magnificent venue to host weddings and pre-wedding ceremonies. Crowne Plaza New Delhi Okhla offer two more spectacular venues- Opal (2303 sq ft.) and Pearl (721 sq ft) and a picturesque poolside venue to host your functions with panache.

Their team boasts of a specialist 'Crowne Meetings Director' to run the show and a dedicated planner is assigned to every event to create a tailor-made experience. Their culinary

team masters the art of thematic menus ranging from international selections to regional delicacies while their panel of creative vendors can transform the venues into magic within a blink of eye. When it comes to cuisines and decor, they don't just follow trends- they create them.

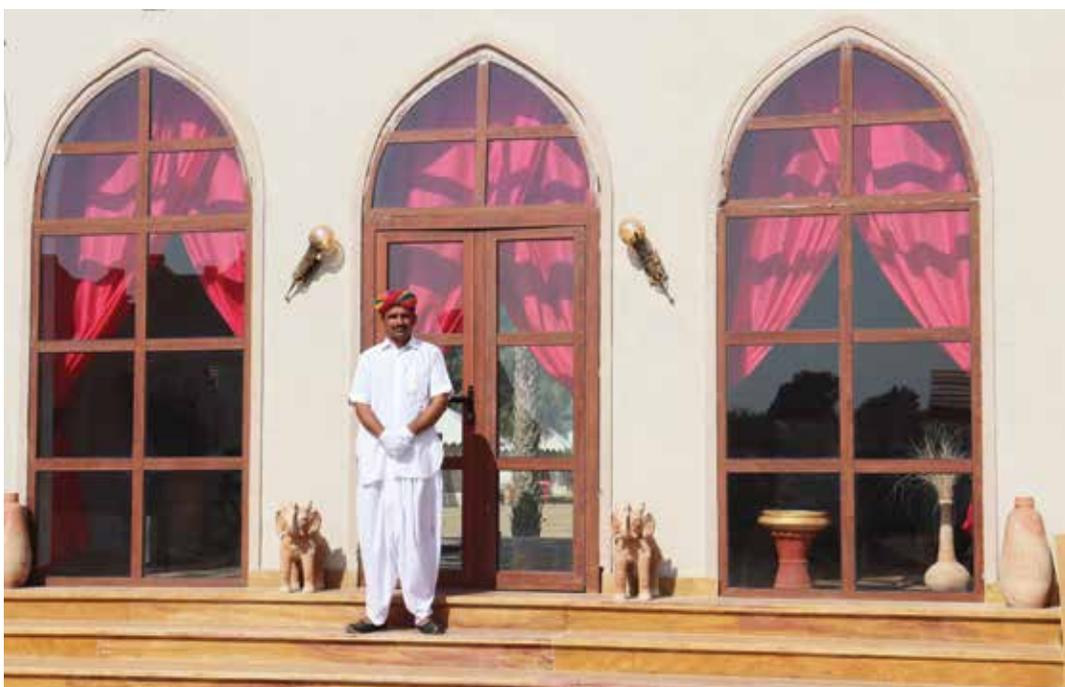
If you and your guests are travelling from distant cities and residential wedding is in your mind, Crowne Plaza New Delhi Okhla boast of 208 luxurious abodes and a supremely hospitable team to make you feel like home while you are away. Rest assured, with their IHG Ways of clean protocols, which assure you of heightened cleanliness protocols and safety measures.



Karwaan Resort, Jaisalmer

Karwaan Resort in Jaisalmer is a one-of-its-kind resort in Jaisalmer that is located in close proximity to the majestic sand dunes of the area. Guests can enjoy a memorable sojourn at our comfortable

camp, cottages, couple or family villas, and an amazing tree house. They can rejuvenate at the only infinity swimming pool in Jaisalmer. These living spaces exude luxury and seek to provide an experience worth reminiscing.



Abhay Singh Shekhawat, Managing Director, Karwaan Resort Jaisalmer

Karwaan's uniqueness is its Arabic-cum-Morrocon style Architecture and the one and only Roof Top infinity Swimming pool. Access to majestic dunes and the luxury boutique camps will win your heart in your first visit. This property is spread over Ten Acres of land, and has 1000 sq.ft. Villas. It also boasts of a unique luxury tree house that will mesmerise you as it stands on the local "Khejdi Tree". Karwaan is the only hotel in the luxury segment in Jaisalmer's Thar Desert. Our properties aim to provide our guests with the finest experiences in stay, dining, recreation, entertainment and personal care.

Labhgarh Palace Resort, Udaipur



Ujjwal Menaria,
General Manager, Labhgarh Palace Resort & Spa, Udaipur

A wedding is all about a new beginning which has to enjoy with your loved ones around you. All of your family and friends are there at your wedding. With ceremonies it would be a good opportunity to convert it as a great holiday for all of them which they cherish lifelong. Choosing a Labhgarh Palace Resort & Spa Udaipur as your wedding venue can make this happen. It will give you and all your guests the feeling and relaxation of the holiday with a Royal Rajasthan wedding experience.



Once wedding dates are fixed, families must start arranging and finalizing many things - from the venue to catering, from decorations to events & entertainment, from guest invitations to rituals and so on. All the tasks for the wedding functions need a substantial amount of effort and dedication. Some of these tasks are more important than others. Choosing a perfect venue for your wedding is a very important task. Many points must be taken into consideration while choosing the venue. For example, Is there enough space for the guests? Is this venue easily accessible? Do they have all the facilities at the venue? And most importantly how much does it cost! You have to keep all these things in mind to finalize the venue.

Rooms & Stay:

Hosting your wedding at a hotel or a resort will solve the biggest problem which is accommodation. Many of your guests might be travelling from different parts of country or the world. It's important to make good stay arrangements for them at your wedding. If you choose to host your wedding at a hotel or resort, then it solves the problem of accommodation for all the guests.

Multiple venues at the same place:

Properly designed hotels or resorts for weddings usually have different areas or venues where you can host your different events. They usually have a banquet hall, lawn, pool, terraces etc. This way you can host your different ceremonies and rituals at different venues but at same place. You can have the Mahanadi or Haldi ceremony by the



pool, together with a pool or cocktail party. You can use the lawn or terraces for your Sangeet and for the wedding ceremony. And a banquet hall for after parties.

Catering and decorations:

Labhgarh Palace Resort has its own team of Chefs and culinary experts who take care of all your food related requirements. This is complimented by our dedicated, warm and friendly F & B Service team who take care of all service arrangements.

We have competent wedding planners. They can assist and plan your wedding as per your choices. You can have access to the wedding planners if you book them when you're booking the resort as your venue. This way your work will be a lot more convenient and you will be able to enjoy your wedding knowing that there are professionals working for it

All the events at one place:

When you choose multiple places for events at your wedding, then it's going to be really chaotic for you and your guests both. Running from one place to another is not going to make your wedding any less stressful. It sometimes leads to a delay in ceremonies. Thus, hosting your wedding function at a

hotel or a resort will give you the advantage of hosting all your events at one place only. This will reduce the hustle and bustle of reaching the venue on the time.

Here are the few highlights & brief information of our resort:

Labhgarh Palace Resort, Udaipur is in the lap of the beautiful Aravalli ranges and is located in the foothills of the prominent Cheerwa Ghats. We offers venues for pre-wedding functions, wedding, and reception ceremonies. Labhgarh Palace Resort, Ekling Ji, Udaipur is located on the Udaipur Road which makes it easily accessible for all. We serve luscious delightful delicacies in both vegetarian and non-vegetarian food to their guests. The palatial décor of the Labhgarh Palace Resort, Udaipur gives a special touch to your big day.

It has luxurious rooms for your guests to enjoy a comfortable stay. Labhgarh Palace Resort, Ekling Ji, Udaipur has sprawling lawns and lush greenery which refreshes your senses. It has two banquet halls for an intimate function with close family and friends. If grand is the way you want to go for your big day, then Labhgarh Palace Resort, Udaipur is the right choice for you!



*Ms. Meena Bhatia,
Vice President & General
Manager, Le Meridien New
Delhi*

*Le Meridien New Delhi
been recognized for
its Creative Weddings
because of the following
reasons:-*

- An outstanding Wedding destination offering one stop solution, from our well designed rooms, Indoor& outdoor venues, beauty and wellness facilities and round the clock services, all in Lutyens' Delhi
- Multiple well appointed Venue options for small to large wedding celebrations.
- Proven trust and reputation build over years
- Creativity, personalized attention and flexibility to create each event to choice and with outstanding distinction
- Internationally acclaimed culinary expertise, wide range of cuisine offerings, including local, Regional cuisines of India and from across the globe
- Designated, highly competent and experienced team that driven by passion and creativity to assist the family throughout the celebrations
- Our Inspiring, innovative, contemporary interiors are designed to create great settings & ambience for all occasions.

Le Meridien New Delhi

Over the last three decades, Le Meridien New Delhi has transformed itself into a masterpiece. The 5-star hotel is an epitome of world-class architecture, cuisine, design and fashion. Located in the heart of the city, the iconic glass building of Le Meridien New Delhi has been recognized as one of the 100 Icons of Delhi. The hotel is readily accessible to city's important facilities and institutions.

With over 20200 square feet of event space devoted to six meeting rooms, two

ballrooms, and a boardroom, our venues can be transformed into truly unique settings for every occasion from corporate meetings to hosting big fat Indian weddings. The use of the most advanced technologies in the venues coupled with a team of dedicated and passionate personnel creates an ambience as per the requisite of the event. These rooms are ideal for board meetings, exclusive media interactions, small training groups, team meetings and cocktails.



Courtyard by Marriott, Pune, Chakan



Experience a perfect blend of style, comfort and convenience at Courtyard Pune Chakan. Set in the heart of the Chakan Pune Industrial Area (MIDC), Courtyard by Marriott, Pune, Chakan environmentally friendly, 4-star hotel places you near the town of Talegaon, thriving IT parks, local businesses and Pune International Airport, as well as Saint Tukaram Gatha Mandir and other notable historic attractions.



Mr. Vikas Mittal, Director of Sales, Courtyard by Marriott, Pune, Chakan

Courtyard by Marriott Pune Chakan is rightly located at picturesque Chakan; we offer a resort experience far away from the hustle and bustle of the city and that makes for an unforgettable destination boutique wedding experience.

Shaadi by Marriott Bonvoy offers holistic planning and execution. It gives a complete wedding experience, right from the perfect venue and décor to great food and hospitality.

We get your need for exclusivity. Amongst all the destinations, you've chosen to mark your love amidst the pristine green surroundings. Our indoor and outdoor convention spaces, banquet halls and ballroom can be the perfect host to all your celebrations; customized and designed to your requirement whether it is sundowner at Pool side or traditional Phera's at the Rivaz lawns or Exchange vows in our stunning Rivaz ballroom. The largest of our open venues can comfortably accommodate up to 1000 guests for your special occasion. To complement the excitement and romance of your wedding celebrations, our team of culinary experts will craft personalized menus that are authentic, intuitive and which caters to a feast fit for royalty.



Chomu Palace Hotel

Chomu Palace Hotel is a heritage hotel in Jaipur. It is located in Chomu Town, on National Highway 11, at a distance of 255 Kms from Delhi and about 33 Kms from Jaipur. The Palace was an ancient fort that has been carefully restored in all its traditional luxury and Rajput grandeur.

Chomugarh Fort was strategically built to house the Nathawat armies and chiefs with a 5 meter thick outer protective wall to ward off invaders and enemies. On at least five different occasions, Nathawat Kings of Chomugarh Fort



C.P. Rathore, General Manager, Chomu Palace

Chomu Palace Hotel is an ideal location to host a traditional wedding in a heritage setting. The open spaces of the heritage hotel allow separate functions to be held at different locations. With different decors for separate functions, it seems as though the function is being held at another location altogether. The old world charm, the exquisite food, the disciplined staff and their knowledge of Rajasthani culture and customs, the royal background of the palace, all add to the grandiose of the event.



laid down their lives defending Jaipur from invasion, exemplifying true Rajput valour. The Nathawat belong to the lineage of Maharaja Prithviraj Chauhan. To date the Chief of Chomugarh is a Tazimim Noble of Jaipur State and one of the most prominent Nobles of Jaipur.

From the time of laying the foundation in early 16th Century till its transformation from a Fort to a Palace in late 18th Century, Chomugarh witnessed close to 350 years of architectural evolution. The architecture of the Palace has been influenced in many ways by the culture and styles of the reigning Monarchy and represents a rich blend of Rajput, Mughal and European aesthetics, traditions and philosophy.

The main structure of the Palace has a wide central courtyard which is surrounded with rooms that form the palace. The beauty and uniqueness of the palace that reminds one of the Rajput romance, has caught the eye of Bollywood, movies and serials have been filmed here.

Unlike many Heritage hotels where the interiors imitate contemporary city hotels, Chomu Palace has been painstakingly restored by the Dangayach Group to retain its original character. The arches, the steep and narrow stairways, numerous of pavilions (baradaris), and semi-covered terraces (chandnies) have all been retained. This gives a visitor a realistic window to the luxury, elegance, and traditional lifestyles of Rajput Royalty. The hotel offers the

best in terms of comfort, and blends modernity with tradition.

Each of the 70 suites have been designed to blend aristocracy and traditional hospitality with contemporary amenities. Royal antique and luxurious furniture, add to the comfort and ambience. The use of ancient telephones in the rooms, a very European influence, adds to the charm. Ancient trunks, artefacts, and paintings indicate the Mughal and Rajput influence on the Palace.

The Darbar Hall is the multi-cuisine restaurant at the Chomu Palace Hotel. The hall boasts of high roofs, a traditional architectural feature for natural ventilation and cooling. Vintage Chandeliers, heritage paintings and resplendent furnishings decorate the hall to give it the traditional aura. The Rajasthani arches, and the viewing gallery on the upper floor have been retained to showcase the "Shahi darbar" that was held in this room in earlier times. There are plenty of cosy corners in the Darbar Hall that offer an opportunity for a discrete candle-lit dinner. The Sheesh Mahal is an aesthetic bar-lounge for the young and restless to enjoy a fun-filled evening. The other facilities include a modern spa and gymnasium.

The success of the hotel is attributable to the leadership skills of the General Manager of Chomu Palace Hotel, Mr. CP Rathore. He is the person instrumental in the development and management of the hotel and its personnel. The reviews by the guests who have visited the hotels have all commended the discipline of the staff and their commitment to give their best service. The success of a heritage hotel requires the management to have an abundant knowledge of the culture and an eye for detail.

The Dangayach Group has done well in restoring this ancient fort and palace to reflect the Rajput glory and keeping alive the Rajput traditions. Marriott, Ramada, JECC Jaipur, Radisson Blue in Agra, and Le Meridian in Hyderabad are some of the other properties being managed by the Dangayach Group. A few more hotels are being added in the portfolio of the Dangayach Group.



Ell Bee



ELLBEE GANGA VIEW, RISHIKESH
355 Haridwar Road, Rishikesh – 249201 (Uttarakhand)
+91-888 266 1577 | reservations@ellbeehotels.com

The Indian wedding season is around the corner. Booking for venues and other preparations have begun. What trends do you see in terms of-

(a) Traditional Weddings vs Theme Weddings

Over the year, Weddings have seen a major change in the overall spiel how a wedding is executed. Pandemic has brought about a mindset change wherein guests were dropping the idea of larger than life weddings and opting for more intimate experiential weddings. Couples have tried to do things in a more non-traditional way; intimate celebration to unique destinations; everything is much more personalized to the couple. Regardless of the size of the wedding or the grandeur the couples and families focus more on the theme and the story they want to tell their guests when they come for the wedding. Every facet of the wedding from the invite to the décor to the culinary experience tells a story which is very personal to the couple.

(b) Increasing number of Guests for the wedding

Although COVID did bring about a trend of micro weddings, however with return to normalcy the magnitude of Indian weddings is going back to the pre COVID era. The pent-up emotions of the affluent families to plan a grand wedding is finally seeing the light of the day after a couple of years. Everyone wants to compensate on the time lost and wants to make their weddings extravagant and invite as many people as possible to give a memorable experience to their friends and families. Hotels are following COVID appropriate measures to ensure safety and wellbeing despite the increment in guests' number and ensuring great time without adversely affecting any guest experience

(c) Booking of venue and rooms vs booking of venue or rooms only

This is a very hotel or destination specific decision that a hotel takes. Many factors influence this strategy like, overall inventory of rooms and multiple event spaces, location of the hotel and the segment that it caters to. The uncertainty post COVID has also reduced the Booking Window to a bare minimum wherein even a destination wedding can come up in a 60 day to even a mere 30-day window. Being a newly launched destination hotel, we opt a strategy of taking up bookings with rooms and venues together to provide a completely exclusive and energizing experience to our guests

Do you have an in-house team of wedding planners or do you empanel well-known wedding planners? Do you actively promote this service?

We do have an internal team of efficient seasoned colleagues who we call Celebration Managers. When you enter Hyatt Regency Dehradun you enter a Celebration Hotel wherein you can celebrate your first born, graduation, retirement to a grand wedding and every other celebration that there is. By our Celebration Team, we help the guests to make informed choices while planning their events and connect with the guests on a deeper level of CARE and



Hyatt Regency Dehradun: Celebration Hotel

“We have brought flexibility and peace of mind to guest's stay via the World of Hyatt app that can help put you in control of how you connect with us.”
Said Mr. Nasheet Mushtaque, Director of Celebrations, Hyatt Regency Dehradun.

• Vedka Sharma



EMPATHY.

Being a new hotel, we do not have a panel of external Wedding Planners on board. The idea is to provide flexibility to our guests. Wedding Planners/ Décor etc. is a very personal choice and we like to provide that opportunity to our guests to bring in anyone who they relate and are comfortable with. As a hotel too, we love to be associated with new wedding planners and gain mutual experiences, forge connections, and work as a team to provide a memorable experience to our guests.

What are the typical problems you face in making arrangements and ensuring that the wedding is a success?

I would not really call them as problems as every guest wants their wedding to be grander by every means. These are usually some requests guests make from open flames of candles/pyrotechnic all around in closed

venues, fireworks, loud music in outdoor venues late night etc. Any requests, which possesses a potential hazard in guest safety or does not adhere to law of the land is politely explained to our guests. As hoteliers, in order to ensure the success of the wedding and experience of a lifetime we offer alternative solutions to the best of our capacity without hindering guest experience.

What are the Covid-19-related restrictions on the venue? Do you have additional precautionary measures?

As a Hyatt, we take multiple COVID appropriate measures adherence to Local guidelines and believe in #SafetyFirstWellBeingAlways

Guided by our Purpose of Care and experience delivering world-class hospitality, Hyatt's Global Care & Cleanliness Commitment builds on our existing rigorous safety and cleanliness protocols and includes:

- GBAC STARTM cleanliness and training accreditation process through the Global Biorisk Advisory Council (GBAC)
- Trained Hygiene & Wellbeing Leader responsible for their hotel adhering to enhanced operational protocols and training

We have brought flexibility and peace of mind to guest's stay via the World of Hyatt app that can help put you in control of how you connect with us.

- Digital check-in and checkout
- Digital key
- In-room Chromecast
- Curated meditations from Headspace

Are weddings an important business segment and how do you promote this segment?

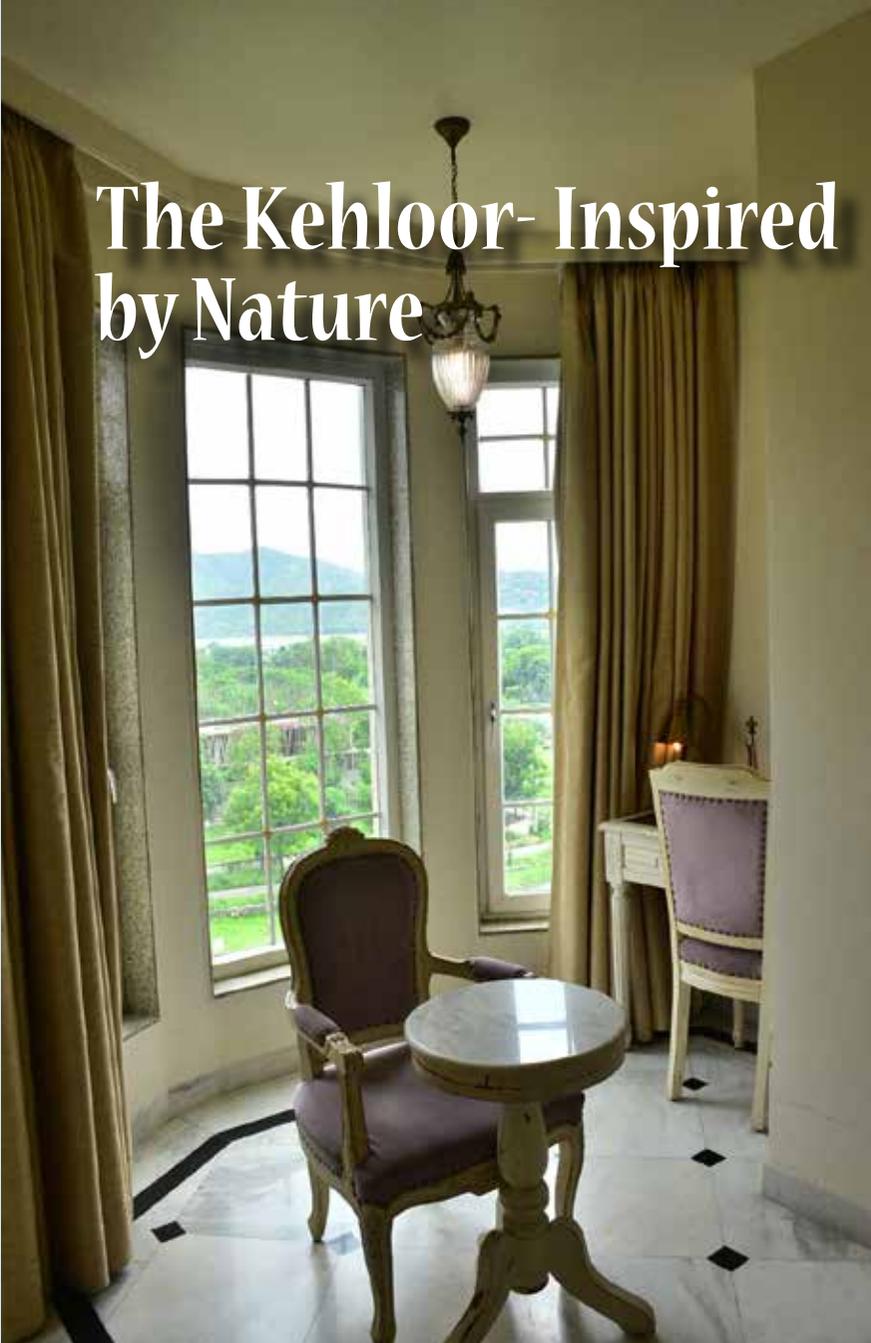
With the pent-up demand and ever-growing Wedding segment it is one of the three most important pillar of Hyatt Regency Dehradun with MICE and Leisure Transient being the other two. The hotel has been designed in such a way that it caters to all these segments.

The hotel offers 263 rooms across 7 floors, 4 distinctive food & beverage venues each with alfresco seating option, Regency Club, Rooftop Pool, Spa & Salon, Stay Fit Studio and Camp Hyatt. The event spaces of the hotel are spread across 3115 sqm (33500 sq ft), incorporating the magnificent Regency Ballroom & lawns, Vista Lawns, 3 spacious Studios, Pinnacle Lounge and one boardroom. Multiple options of indoor and outdoor venue set amidst picturesque Malsi forest and Mussoorie foothills makes it an ideal destination for exchanging your vows.

Apart from the organic traction we receive for enquiries, we believe our relations with our Event Partners/wedding Planners and the flexibility that we provide are our strongest promoters. We try to understand the pulse and anticipate their needs and provide seamless memorable experience. Within 3 months of hotel opening, we have done multiple large destination weddings, great reviews and word of mouth has helped the hotel in growing in this segment.

Being the largest hotel in Uttarakhand, we provide the facilities to guests who look for a large-scale Hill/Mountain wedding.

The Kehloor- Inspired by Nature



This boutique hotel is located on the quiet side of Lake Pichola, in Udaipur. The chic 27-room hotel offers rooms that face the lake and views of the bazaar, the palaces and the ancient Aravalli Hills. In the tranquillity and serenity of the hotel, one is able to sit back and relax, and switch off from the hustle and bustle of city life.

The Kehloor is a family run business which adds to the homeliness of the hotel, its food, and its services. The family roots are in the Chandela dynasty of Kahlur in Bilaspur Rajasthan. A mix of the French and Indian aesthetic reflects the “traditional meets contemporary” theme and is visible in the 27 rooms which include the Bougainvillea, the Camellia and Aezela rooms. The rooms are designed to make the maximum use of natural light, adding to the spaciousness of the rooms.

The Bougainvillea are the signature front facing rooms with large beds and a private balcony. Enjoy the gorgeous views from the balcony over a cup of tea in the cool breeze of the day.

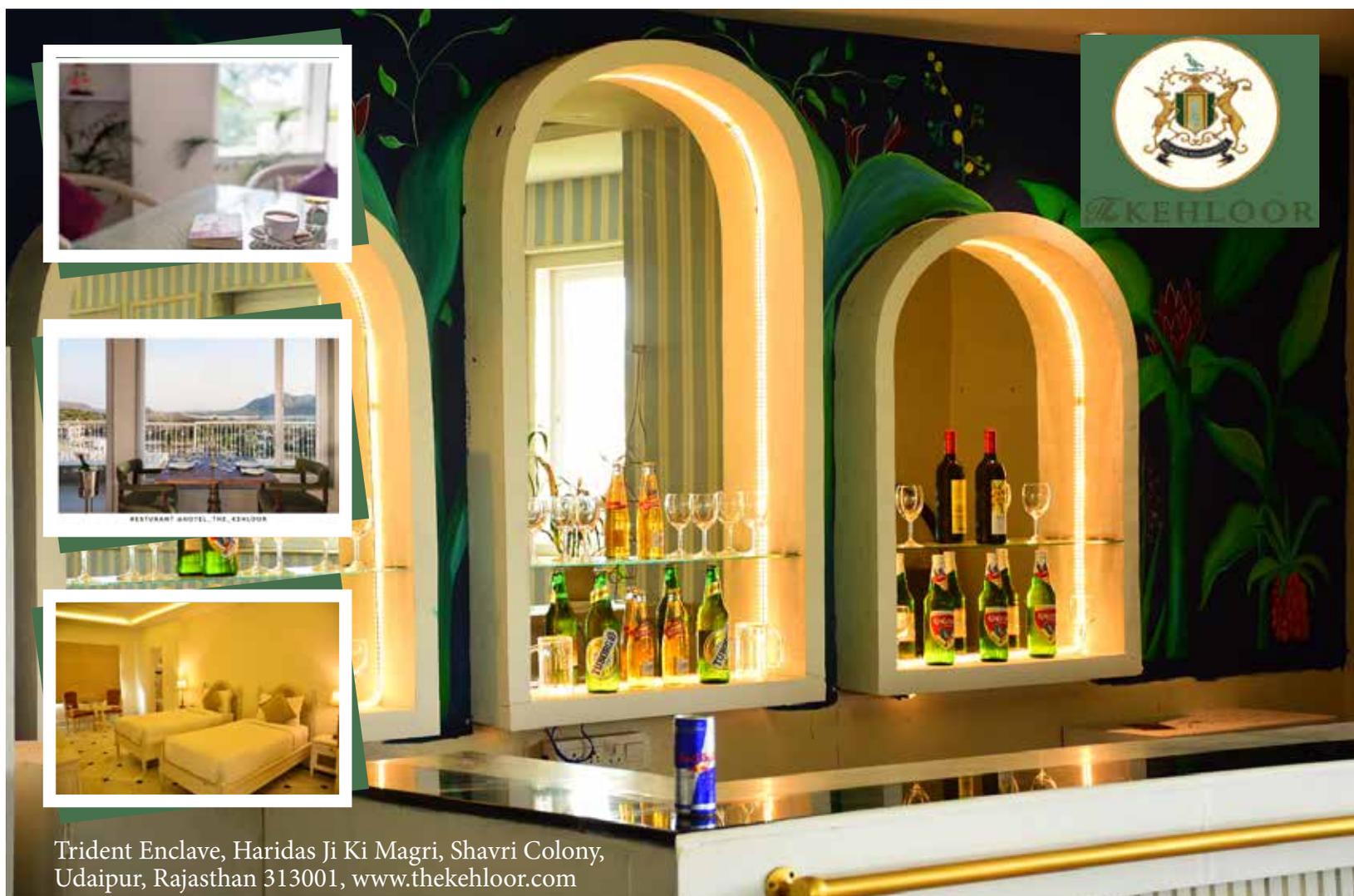
The Camellia rooms are front facing airy rooms with double beds and scenic views of the outside. The rooms are designed to reflect French simplicity and whimsy from the

Bilaspur School of Art.

The Aezela rooms are large spacious rooms with double or twin beds and a stunning view of the Aravalli and of the city.

Jaipur’s iconic “Spice Court” is the restaurant of choice and a culinary destination in Udaipur and is housed in the premises of The Kehloor. It’s carefully crafted menu with the taste and flavour that have made it famous, are available to in-house guests and to walk-in patron, for lunch and dinner.

The hotel has something for everyone. For the reader, there’s a quaint little library which has a good selection of books. For the foodie, there’s a delicious spread of food. For the romantic, there’s a gorgeous roof top restaurant. Grab a place by the wall and not only do you dine under the stars, you see a beautiful lake and get a glimpse of the well-lit forts and palaces of Udaipur. The Kehloor is also pet friendly, an important aspect for all pet lovers.



Trident Enclave, Haridas Ji Ki Magri, Shavri Colony, Udaipur, Rajasthan 313001, www.thekehloor.com

LMNO_Q Launches an Eclectic New Menu

Kolkata's favourite skybar announces the launch of its exciting new menu. A treat for the patrons with a new and truly refreshing spread of delicacies.



The signatures on the menu includes an exquisite spread of salads, appetizers and mains like Black Rice and Couscous Salad, Chilli Cheese Toasties, Avocado Toast, Achari Mushroom Samosa, Bombay Sliders, Roman Squid Rings, Boneless Chicken Wings, Tandoori Platter, Koliwada Prawns, Italian Caprese, Roasted French Style Bagel Sandwich, Poke Sushi Bowls, Ramen Bowl and Quinoa Kofta Curry. The drool worthy desserts on offer are Apple Pie French Toast and Rocky Road Brownies.

Quench your thirst and hydrate yourself with an exotic beverage called the Refreshing Rosy. Enjoy the best-handcrafted cocktails on the menu like Estate G&T, Cucumber and Cilantro Coupe, Volcano, Uno mas, Rose Sangria Double Pop, Super Citrus Margarita Double Pop, to name a few.

So, visit LMNO_Q with your loved ones and enjoy the specially curated new menu.





Billie McKay wins prestigious MasterChef Australia 2022

In a historic turn, season 7 winner Billie McKay became the first chef to win the MasterChef title twice.



everything perfectly.”

The irony is that Billie won season 7 with Heston's pressure test and she couldn't have been more familiar with Heston's sky-high standards. She was also offered a job at Heston's London eatery The Fat Duck on the spot in season 7. "Working at The Fat Duck was fantastic, but very intense and not the sort of style of cooking that I really enjoyed, so it scared me a bit and I felt like I needed a break from it," Billie continued. "Getting that phone call to come back [to MasterChef], I dove in and I'm very, very glad now that I did."

Now, with a historic second win under her belt, Billie said she "Definitely will be cooking. I want to start little, something small in the area where I live on the mid-north coast of New South Wales. I'll be looking around there and starting to do some cooking there."

Billie took home the grand MasterChef trophy along with a prize money of \$2,50,000 while Sarah was crowned the MasterChef Australia 2022 Runner Up with the judges awarding her \$30,000.

Originally competing in the sixth season of MasterChef, Sarah returned to the competition

Standing strong in the Grand Finale alongside celebrated desi cuisine expert Sarah Todd, who masterfully put her love for Indian food on display, Billie won the culinary conquest - MasterChef Australia: Fans & Favourites, streaming on Disney+ Hotstar, by a narrow margin of two points. Facing two massive rounds of British celebrity chef Heston Blumenthal's pressure test, Billie stunned the judges, earning her a final score of 58 out of 70, just about beating Sarah's final score of 56.

Ensuring that her recreation of Heston's Taffety Tart wasn't just perfect, but almost exceeded the original, Billie re-attempted several elements of the glorious dish to up her standards. Following her incredible win, Billie said, "I felt like there was really no way in hell I would make those points back. I knew it was possible, but I knew it was going to be a massive hill to climb and I just had to make sure to do



Maintaining her signature calm as she ran around the MasterChef kitchen, admitting she felt a bit like a duck on the water, Billie further said, "It definitely was the most stressful challenge that I faced in this season, and I think in the season I did before as well. It was the hardest dish I think I've ever attempted."

having built herself a culinary empire featuring in multiple TV shows and opening two restaurants in India.

Meanwhile, Daniel Lamble, the first chef to make it into the Top 10, went home securing third place in the show with prize money of \$20,000.

IHE 2022

Hospitality industry shows up in strength for the fifth-anniversary edition of the India International Hospitality Expo (IHE). Next show on August 2-5, 2023.

• T3FS Desk

The curtains came down on the fifth-anniversary edition of the India International Hospitality Expo (IHE2022), one of the country's most sought-after trade shows, on Saturday, August 6, with the announcement of the dates for next year's event. IHE2023 will be held on August 2-5, 2023, at the India Expo Mart & Centre, Greater Noida. About 400 vendors of food service and hospitality products spread over 30,000 square metres of exhibition space attended the four-day event, which also featured an industry conclave, masterclasses and competitions.

Speaking to the media on the concluding day, Mr Rakesh Kumar, Chairman, India Exposition Mart Limited (IEML), said IHE2022 had demonstrated that India can become a sourcing hub for the global industry, offering an array of sustainable products developed by our MSMEs. "IHE has emerged as the showcase for indigenous products developed by the local industry to compete in the global marketplace. And the fifth-anniversary show was a celebration of the industry's revival," Mr Kumar said. The IEML, incidentally, is the body that organises IHE.

Earlier, speaking at the inauguration on August 3, Mr B.B. Swain, Secretary, Ministry of MSME, Government of India, announced that on the previous day, India had achieved the milestone of 1 crore MSME registrations, "out of which 20 per cent belong to hotels or hospitality". It is precisely this sector that the IHE offers a platform for networking and business promotion. IHE, in fact, benefited from the support extended to the exhibitors by the MSME Ministry, One District One Product (ODOP) programme of the Government of Uttar Pradesh, National Small Industries Corporation (NSIC), and the Export Promotion Council for Handicrafts (EPCH).

Offering an industry perspective, Mr Sharad Upadhyay, General Manager, Crowne Plaza, Greater Noida, said: "Platforms such as the IHE create a synergy by bringing together all the hospitality stakeholders. Events like these have the potential to drive innovation." Exuding optimism, Mr Ajay Khanna, CEO, Eagle Forgings, a leading vendor of hospitality industry-relevant equipment, said: "B2B shows that are so professionally run like IHE will continue to grow and do well." Sharing a chef's



point of view, Mr Parvinder Bali, Corporate Chef, Oberoi Centre for Learning & Development, added: "Shows such as IHE keep us in touch with each other and

also with the latest global food and beverage trends."

A number of organizations and companies came forward to partner with IHE2022. These included the Spice Board of India, Clear Water, Maspar, Kohe - the makers of kitchen knives, Watergen and many more.

The food products brand, Naturin, was the sponsor of IHE Masterclasses, which saw celebrated chefs, including Mr Harpal Singh Sokhi and Mr Ajay Chopra from Mumbai, share their best-kept secrets. And two reputed academic institutions -- International Institute of Hotel Management (IIHM) and Delhi Skill & Entrepreneur University -- were on board as the education partners. The show was as much for hospitality and food service students, who got an opportunity to present their culinary skills at the Young Chefs Challenge organised by the Indian Culinary Forum (ICF), as it was for young professionals and stalwart decision-makers.

The show's associate partners included A.H. International Pvt. Ltd., Food Service India, Haks, Venus Industries, Loom Crafts Furniture India Pvt. Ltd., Multi Seats Pvt. Ltd., Saimex Exim Pvt. Ltd., and Sunny Overseas. The mix of partners is indicative of the range of products and services that were on display at IHE 2022 -- kitchen and catering equipment, kitchenware, crockery and cutlery, food and beverage products and ingredients, furniture and furnishings, housekeeping and laundry essentials, and varied water technologies.

In the words of Mr Nitin Nagarale, Founder, Hospitality Purchasing Managers' Forum (HPMF): "Shows such as IHE help you get to know more about what is happening in the industry now and what is expected in the next

few years. It presents products that are made in India for the global market. IHE introduces us to a world that exists beyond our imagination." Explaining why the show matters to people like him, Mr Abinash Manghani, CEO, ITC WelcomHeritage, said: "A show such as IHE helps us hoteliers to update our knowledge and upgrade our offerings, which is important because the needs of our customers have changed over the past couple of years."

One of the high points of show was the IHE Conclave, which was attended by a galaxy of industry thought leaders, such as the Sarovar Hotels and Resorts CEO, Mr Jatin Khanna; the CEO of The Claridges Hotels & Resorts, Mr Vikram Aditya Singh; the Executive Vice-President and Head of HR, ITC Hotels, Mr Sanjoy Bose; the Senior Vice President and Head of Luxury Operations, DLF Limited, Mr Girish Sehgal; The Suryaa New Delhi's Vice-President (Operations), Mr Greesh Bindra; the Indian Culinary Forum President, Chef Davinder Kumar; the President of the Indian Federation of Culinary Associations, Chef Manjit Gill; and some of the country's leading hospitality educators, notably Mr Satvir Singh (NCHMCT), Mr Arun Singh (FHRAI-IHM), Mr Abdullah Ahmed (IIHM), Dr Manohar Sajani (Amity) and Dr Rajiv Mishra (Galgotias).

The Conclave programme also included specialist sessions devoted to digital transformation (presented by the Global Hospitality Technology Professionals); hospitality design (Institute of Indian Interior Designers); housekeeping practices (Professional Housekeepers Association); and the concerns of purchase managers (Purchasing Professionals Forum-India). And as Mr Hari Dadoo, President, IHE, put it: "In its fifth-anniversary year, IHE has established itself as being much more than an exhibition. It continues to be a knowledge fest for professionals engaged in the hospitality and food service sectors. From students of hotel management and the culinary arts to professionals in the F&B, front office, housekeeping, kitchen management, purchase and engineering departments of hotels, to owners and operators of standalone restaurants as well as QSR chains, IHE offers something of interest to everyone."

Lifestyle





Top 10 Gin Brands in India

Here is the T3FS list of popular Gin Brands; both Indian and Imported

• **Asheesh Bhandari**

Gin has been consumed for many generations and is a popular alcohol worldwide. Until recently, in India it was a popular drink in limited circles, the most prominent being the Armed Forces. The famous Gin & Tonic was served at every Mess or Defence officers Institute in the country as the drink of choice. But now, thanks to some enterprising tippers, who experimented with the unique botanicals and exclusive packaging, Gin has burst onto the scene with a wide range and variety of flavours. Today Gin is more popular among the high heeled ladies than earlier

Here is the T3FS list of popular Gin Brands in India; we start with the made in India stuff and move on to the International brands.

1. Hapusa

Hapusa, in Sanskrit means juniper. Hapusa, a smooth dry gin from Nao Spirits, sources its juniper berries from the Himalayan region and uses tasty botanicals such as turmeric, mango, coriander seeds, cardamom, gondhoraj limes, and almonds in its recipe. These botanicals are sourced from around the country and Kolkota, Goa, and Tamil Nadu in particular. It has an alcohol content of 43%. With floral notes and a spiced finish, Hapusa evokes earthy flavours can be sipped on its own over ice or with a dash of tonic.

2. Greater Than

Greater Than is the first Gin brand of Nao Spirits and is the only London dry gin in India. The ingredients such as juniper and citrus come from Macedonia, and Spain while the fennel, coriander and ginger come from Goa and New Delhi. The other main botanicals are Chamomile, orange peels, Angelica and orris roots, and lemongrass, which are also sourced in-country. The gin has an alcohol content of 42.3%. Greater Than has a strong juniper flavour with citrus and ginger notes. Its best served as classic Gin & Tonic drink.

3. Jaisalmer Indian Craft Gin

Jaisalmer Indian Craft Gin is a product of Radico Khaitan. This Gin uses 11 Indian

botanicals which include coriander, vetiver, sweet orange strip, lemongrass, Darjeeling green tea leaves, and cubeb pepper. It has Juniper taking the centre stage for the taste. These seven of the eleven botanicals are sourced in India. The blend of the ingredients with an alcohol content of 43% makes Jaisalmer Gin ideal as an outlandish mixed drink with a reviving flavour. Jaisalmer Indian Craft Gin is among the front runners driving the Gin revolution in the country.

Jaisalmer Indian Craft Gin was awarded the Best Gin Gold Medal 2020 by The Fifty Best, USA and also ranked Best in Asia 2019 by The Gin Guide Awards, UK.

4. Stranger & Sons

This Gin was launched in 2018 by Third Eye Distillery in Goa, where it is produced. The company was co-founded by Sakshi Saigal



with cousin Vidur Gupta and her husband Rahul Mehra, who is also co-founder of Gateway Brewing Co. and SVAMI artisanal tonic waters and mixers.

Stranger & Sons uses ingredients from across the country, including their own garden. It uses a healthy dose of juniper, along with a hit of black pepper, lemon, Gondhoraj limes of Kolkotta, nutmeg, mace, coriander seed, angelica, liquorice, cassia and citrus peels. The gin has a citrus-forward character that makes it enjoyable as a refreshing Gin & Tonic.



5. Jin Jiji

This is possibly the first gin in the world to use cashew nuts in its production, an ingredient synonymous with Goa. Jin Jiji uses juniper sourced from the Himalayas and distils its spirit with other Indian botanicals such as tulsi and chamomile in a copper pot in Goa. The other ingredients include angelica and orris roots, and black tea. The alcohol content is 43%.

The jiji in the moniker is derived from the Hindi word jijivisha to describe a passion and lust for life.

6. Gin Gin

Branding themselves as India's only single-shot distilled 'hemp' gin, Gin Gin comprises nine botanicals: hemp, Himalayan juniper, coriander, lavender, rosemary, caraway seeds, cinnamon, lemongrass and butterfly pea flower. "I want Gin Gin to be a gateway spirit for the entire category. In this regard, adding hemp as a botanical would help pique a consumer's curiosity," says the 24-year-old founder, Shubham Khanna. Khanna is a self-taught, one-man-army in the gin-distilling business who travelled to New York to study the process. After trials across a few bars and hostels in Goa, Gin Gin is now hitting the market in the sunshine state of Goa.

Gin Gin is a single shot vapor-infused

spirit, also the first of its kind in India. This is a process where in all the botanicals are macerated in a neutral spirit, then strained before being distilled in the still, and water is added pre-bottling.

7. Bombay Sapphire

Bombay Sapphire is probably the most famous Gin brands in India. It contains ten botanicals sourced from various nations namely, Juniper along with the lemon strip, coriander, angelica root, orris, grains of paradise, cubeb berries, cassia bark, almonds



and liquorice. The brand additionally uses an unusual refining cycle to make its different flavour profile. Rather than heating the botanicals, Bombay Sapphire uses a Vapor Infusion cycle to release the aroma.

Bombay Sapphire has 40% to 46% liquor by volume. The Gin has a smooth taste, ideal for making a dry martini.

8. Botanist

Botanist is produced by refining nine different botanicals utilizing direct bubbling, then passing fumes through a basket with 22 more natural and raw ingredients. The fume implantation and bubbling consolidate to give a fragrant and peculiar flavour that is unique.



The Botanist uses natural and raw ingredients and no artificial flavours. It is one of the best gin brands in India which has apple mint, chamomile, creeping thistle, heather and elder among numerous different botanicals.

The central note of the Gin is citrus with a herby and floral flavour. It is a dry gin brand in India with alcohol content of 46%. The gin is manufactured in the Bruichladdich Distillery, in Scotland.

9. Beefeater

Beefeater is refined with 100% Grain Spirit. The Beefeater Gin utilizes nine Botanical ingredients, which incorporates, Seville Oranges, Orris Roots, Almonds, Angelica seeds and roots, Liquorices which are all novel to Beefeater Gin alone.

All the nine herbal ingredients are soaked for a whole day before starting the cycle of refining. Following 8 hours of refining, it gets sent to Scotland for additional mixing which delivers the ideal appetizing Beefeater flavour.

The alcohol content of Beefeater is 40%. It has a very elaborate, distilling process. It is a dry gin brand that has been popular in India for a number of years.

10. Gin Mare

Gin Mare is a Mediterranean flavour-inspired Gin. It has a home-grown and a sweet aroma. This is a Spanish gin made with Arbequina olive, rosemary, thyme, basil and mandarin, citrus zest, coriander & tart juniper. Gin Mare does not contain any allergens. Gin fans broadly appreciate Gin Mare. The premium Gin from Spain is definitely among the popular gin brands in India.

Gin Mare's alcohol content is 42.7 %



Ishhaara



A jewellery brand housing contemporary, cocktail and bridal designs that keep up with the ever-changing fashion demographic.

DharaNitish Bansal, Founder and creator of Ishhaara shared her story with us.

As humble as my background is, our variety is the exact opposite; it's grand, extravagant and niche. Ishhaara began as a side hustle; something to cover up my daily expenses, and we would trade as mediators with a stock of only a modest 100 pieces. Come 2022, the brand is managed by a team of social media managers, quality checkers, packers, artisans, craftsman and IT developers that are now a part of our Ishhaara family along with over 5000 pieces in stock at any given time. We have curated more than 1000 designs and have testimonials of over 500 customers in a life span of 8 years. These are our true achievements and our guiding light. Growing up in a female dominated family, I knew the obsession for jewellery was eventually going to get me, and coming from a Gujarati family, the acumen for business was evident as well. It was a long arduous journey before I began to realise my passion for jewellery. From being an event

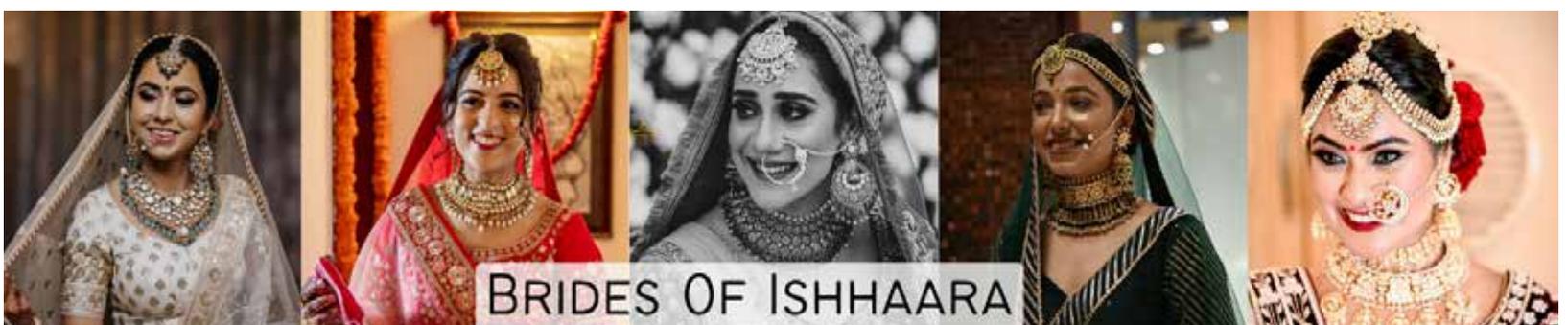
choreographer to working 9-5 at various corporate jobs and then experimenting with Investment Banking for more than 3 years, something was so unsettling about working for someone else.

It has taken a lot of courage to quit a secure job, a secure future and plunge into an unknown field of work with numerous uncertainties and an obvious lack of experience. I worked endlessly, facing failures and success equally. I lost out on sleep and many lucrative opportunities but today my Brand is where it is supposed to be. Then with marriage on the cards, I was lucky to have an immense support system and career counsellor as a husband. Together, we brainstorm ideas, we travel, we explore new avenues for growth, and take care of our new born. I could not have imagined a life where both work and family could go hand in hand so smoothly. So, careful about what you wish, because you might just get it.

As we spread our wings to soar, Ishhaara has become a household name and we take pride in being swift in customer service. With Ishhaara,

you can always bank on us for the best in market, most exclusive and artisanal pieces that are one of a kind. We deliver across the globe for brides in Singapore, Canada, Australia, United States of America, and are always there for our Indian brides.

We are very happy to announce that as of September 2022, we are launching a new web interface at ishhaara.com based on the feedback and constructive criticism from our loyal customers. The new web interface will help us reach out to a much wider audience all across India. The target that we have set for ourselves as a brand is to deliver our products to atleast 5000 Pin Codes across 25000 Unique Customers in 2023. We aim to become the best and most sought-after Bridal Jewellery and Fashion Jewellery Brand in India. We are very happy to announce that we are now moving into a 5000 sq. ft. office and ware house facility to help us cater to the growing demand and achieve our targets.



Bira 91 appoints Chief Financial Officer

Bira 91, the world's fastest-growing beer brand, announced the appointment of Meghna Agrawal as the Chief Financial Officer and Senior Vice President - Finance.

In this role, Meghna will drive the global finance function at Bira 91 and will be a key partner in the strategic direction of the business and build the company for its next phase of growth.



Prior to joining Bira 91, Meghna was VP - Finance at Diageo India and spent nearly a decade in various finance leadership roles in the company. Under her leadership, Diageo India went through a significant transition improving profitability, return on capital, and establishing global quality business processes. In various roles at the organization, Meghna was responsible for strategic planning, financial controls, business partnering, and the treasury functions at Diageo. Prior to Diageo India, Meghna spent nearly two years at the Diageo HQ in London and was part of the deal team that acquired the United Spirits business in India, and the reverse IPO thereafter. After completing the acquisition, Meghna drove value creation through synergies between the two businesses. Meghna has an MBA from London Business School (LBS) and a Bachelor's Degree in Computer Science from the National University of Singapore (NUS). Prior to her MBA, Meghna spent nearly a decade in Singapore and worked in technology consulting.

On her appointment, Meghna shared, "I am thrilled to join Bira 91. I have been an admirer of how the company has revolutionized the beer category in India and has been a leader in innovation. I look forward to working with the larger team to deliver on its ambition, fast-track growth, and create value for all stakeholders."

Bira 91 has been growing at an average CAGR of nearly 110% over the last decade and is now present in over 600 cities and 18 countries across the globe.

Fix My Curls

Fix My curls launched their all new Scalp & Strands Elixir in the second week of August.

Fix My curls has launched an all new Scalp & Strands Elixir, We bet You've never met an oil like this before. Meet their multitasking 3-in-1 elixir. The heat protects, adds shine and acts as a remedy for breakage. This vegan and cruelty free hair elixir is great for growth, strengthening, and prevents breakage and is absolutely silicone, paraben, mineral oil, wax free. It also acts as a heat protectant (using the magic of golden seaweed)! Use it as a super smooth finishing oil, to scrunch out the crunch from your gel cast, as a breakage remedy on damp hair, or even an overnight hydration fix for a dry/itchy scalp. With powerhouse ingredients like Retinol, Golden Sea weed, and Omega 3 making it the best serum oil for all hair types, this lightweight elixir serum hair oil will be your hair's new best friend! Infused with the goodness of Golden Seaweed, Retinol and 11 nutrient rich oils. This weightless formulation feels like a serum but does the job of an oil.

Benefits

- Stimulates hair growth from the scalp with retinol
- Scalp is skin campaign
- Protection against UVA/UVB exposure from the sun
- FDA APPROVED
- Improves manageability + shine
- Reduces inflammation + can calm the scalp
- Can be used for SOTC, scalp massage, and heat protection (from the sun & external hairdryers, straighteners etc)



Most Promising Organic Tea Brand

Commitment to being a living embodiment of love and consciousness, Organic India, was recognised as the 'Most Promising Organic Tea Brand' at the National Achievers' Award National Achievers' 2022.

Committed to being a trustworthy and innovative global leader providing genuine True Wellness products, Organic India works with 12300 farmers (direct + indirect) across 10,000 acres of land to grow organic Tulsi for making organic tea & infusions.

Receiving the award on behalf of the company, Akila Chandrasekhar, Chief Marketing Officer, Organic India, said "We are delighted to be honoured and grateful that the Zee family thought we merited this recognition. Organic India started its march towards building the organic movement in India and across the globe and providing solutions for Healthy conscious living. We strive to protect the environment and keep



users safe from harmful chemicals and other toxins. Our primary goal is to provide customers premium Certified organic products like Tea and infusions, Herbal Supplements, Packaged & Staple foods and Personal Care while also developing a holistic, sustainable conscious living that inspires, supports, and encourages true wellness and reverence for all living things as well as mother nature. We are even more determined today to provide better support to the larger society in the new normal as this recognition gives us a huge confidence boost."

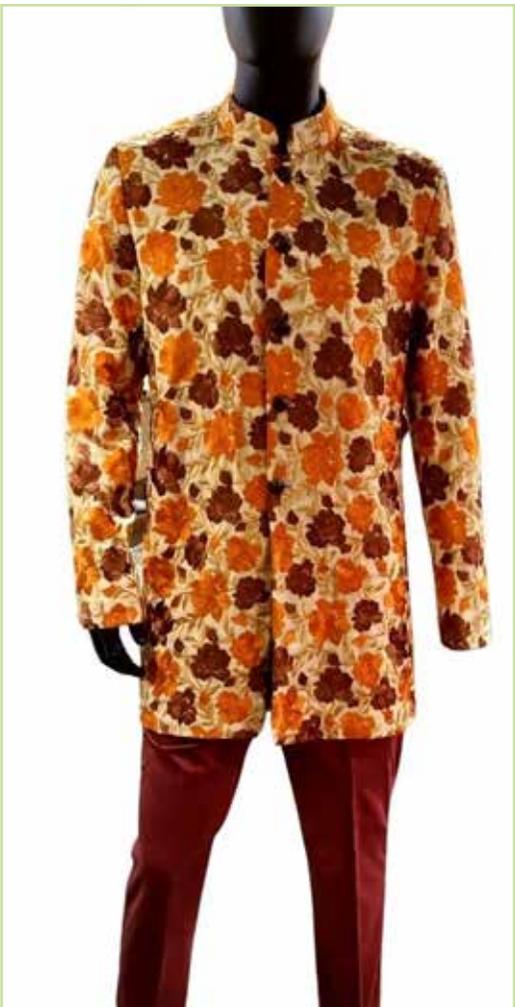
Over the years, Organic India has been offering products derived organically and the company aims to become a one-stop 'organic' solution for the consumer looking for health and wellness products. The company recently launched new wellness products like Organic Certified Cold Pressed Cooking Oils, Herbal supplement for Cardiac wellbeing and Fat Metabolism along with soothing and calming tea Simply Chamomile and Moringa Hibiscus.



Manoviraj Khosla

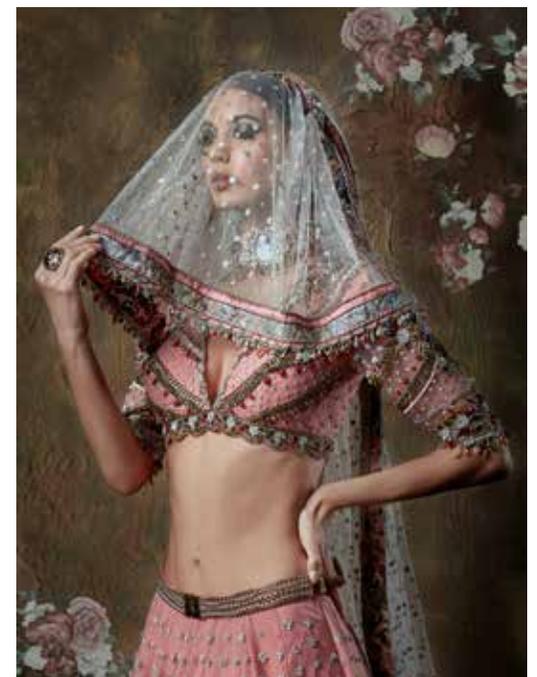
The collection consists of chikan embroidered sherwanis with gold sequins in a variety of colours like navy, pink, ash grey, black. There are also brocade sherwanis with zardosi embroidered details as well as digitally printed sherwanis.

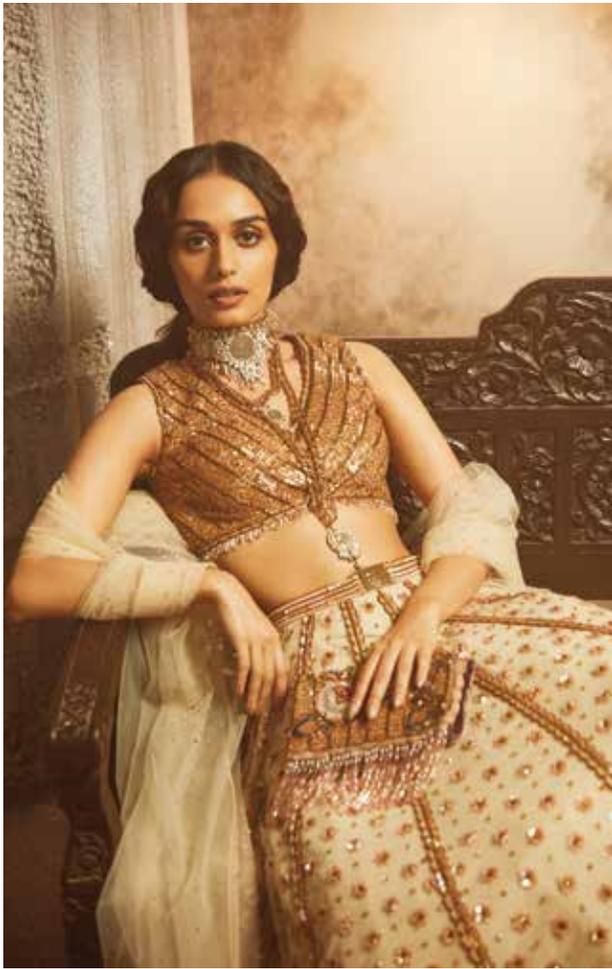




Rocky Star

Rocky Star pays homage and creates a neo-victorian era that honours the grandeur of the past while celebrating it in the present. It does this through the use of dazzling and dramatic silhouettes, ornamental prints, and intricate embroideries that are opulent in appearance but fundamentally simple. The tranquility and complexity of the botanical garden served as the inspiration for the festive collection. The iridescent land transports us to an eternal world of peace and tranquility, inspiring us to stick together and keep in mind our roots.





THE LEADING LADIES

Yes they can instruct and lead anybody! Here's a little about each of these charming ladies in New Delhi – NCR.

• **Asheesh Bhandari**

When we're looking to relax and enjoy ourselves, music, song, and dance are often what immediately come to mind. Weddings are a time for joy and happiness. Music, song and dance have a significant role to play in various ceremonies of an Indian wedding. The "Ladies Sangeet" is only about dance and entertainment.

Indian weddings are replete with traditional songs and dance; often performed by the family members and friends. But that is changing gradually. It is difficult for everyone to dance a traditional dance and people often choose to dance the way they are most comfortable. A well-choreographed Bollywood dance in which family and close friends perform, is now common. But challenging this trend is the introduction of Western and Latin dance performances - Waltz, or Salsa, or Bachata. "Everyone can dance Sala"!

Latin dances, especially Salsa and Bachata, have caught the fancy of a number of people across India. There is a veritable community of Latin Dancers of all age groups in New Delhi –NCR, Jaipur, Chandigarh, Ludhiana, Mumbai, Pune, Bangalore, Chennai and Kolkatta. There are numerous instructors in these cities who have made a career of teaching Latin Dances. Most



schools are being successfully run by couples or men. But our leading ladies run their

own schools and are capable of teaching the dance forms to both men and women alike.



Shalini Sen: BailaLoca

Creativity and communication are what best describe this enterprising young lady. She started her advertising career in 2004, with a keen focus on brand building and communication. Bridging the gap between a decades old brand vision and keeping it relevant with an appropriate communication strategy in today's fast paced and tech-driven world, was exciting in her past career. After a successful stint, and having worked with leading advertising agencies such as McCann Erickson Worldwide and M&C Saatchi she finally moved out of the industry in 2016, as the Brand Strategy Director at RK Swamy BBDO.

This daughter of an Indian Air Force fighter pilot, took to structured forms of dancing and just loved it. She and her friend had been learning to dance together for a number of years in India. Shalini then went to the United States of America, and her friend went to Europe, to train further in various Latin dance forms. They co-founded BailaLoca dance studio in January 2014. Today Shalini continues to teach dance and her friend is a leading DJ in NCR's Latin dance community.

BailaLoca literally means "Dance Crazy" but to Shalini and her team, it means the freedom to dance. They believe that to dance well, one has to let go of all restraints and let the soul connect; with the partner and with the rhythm of the music.

At BailaLoca, Shalini teaches Bachata, Brazilian Zouk, Merengue, and Rock & Roll, amongst other dance forms. In her words, she is drawn to the 'almost addictive' release that dance gives, the 'unstructured' structure, the playfulness and variety of music from all parts of the world, the many, many interpretations of the basic movements to make something new and beautiful. Even now, every time she steps on to the floor, she still feels like she is dancing for the first time...it brings her such happiness.

Bachata remains her first love, and Zouk her soulmate. These are the main dance styles she teaches at BailaLoca. She focuses on teaching the fundamentals of the dance form, and working with that foundation to create many beautiful moves on the dance floor as one advances in their learning.

International Zouk Day, or IZD, is an annual global dance event that Shalini manages and heads operationally. Shalini was the first Zouk instructor in India in 2011. She trains a team for IZD every year, to spread awareness of this beautiful,

inclusive social partner dance style that is loved around the world.



Monica Ghosh: Salsa with Monica

"I find myself complete in dance". So says this petite young Bengali lady. At a very young age, everyone realized that she was a natural dancer when she would dance impressively to whatever music would play. At the age of 16 years, she joined Ashley Lobo's classes in New Delhi, to learn Jazz. During her training, her passion for dance was apparent. Her rhythm and the ease with which she could learn the steps, led to her being inducted as an Assistant Instructor within a year of starting her training. And soon as she turned 18 she was inducted as a Jazz Instructor. She taught Jazz at two Ashley Lobo centres in New Delhi.

While learning with Ashley Lobo, Monica spent some time learning Funk Jazz with ShiamakDawar as well. Here too, she showed her dance skills and amazing footwork. So much so that she was selected to be a part of the ShiamakDawar dance team and was scheduled to undergo a six month internship in Mumbai. But she was just 16 and her parents rightly did not permit their underage daughter to live alone in Mumbai. So she gave up the opportunity and stayed with Ashley Lobo's team instead.

Her passion for dance led Monica to explore other dance forms too. Salsa was storming the country then and every young heart was keen to do something Latin. So was Monica. And so she started to learn Salsa at Salsa India under the tutelage of none other than KayteeNamgyal. At the age of 20, Monica was inducted as an instructor in Salsa India where she worked for the next four years and made some of her best friends in this field.

Monica is also a certified Bachata dance instructor having undergone an Instructor course by an internationally acclaimed Bachata Instructor.

To spread her wings further, Monica took up a job in another dance school where she was the primary instructor for teenage students of Latin dances. In addition, she was also given charge of managing and operating the school. This proved useful in launching her own dance school.

Today Monica counts among the leading ladies in Salsa in the NCR region. Her school, Salsa with Monica, currently has two centres at Noida and

she teaches her students Salsa and Bachata. She is working on introducing Kizomba and some other popular Latin dances to her portfolio.



Irine Likokeli: Irine's Dance Academy

IrineLikokeli, born and raised in Tbilisi, Georgia, started her training in 'Georgian National Ballet' at the age of 6 and intensively trained for the art over the next 7 years.

During her rigorous training in Ballet, in her late teenage years she discovered the beauty of Latin American and Ballroom Dance forms and fell in love with it.

She trained at the Studio "Gratsia" for more than 6 years earning a Diploma degree in Latin American and Ballroom Dance forms and became a certified member, instructor and choreographer of the Tbilisi Sports Dance National Federation, Georgia.

During her training and certification years, she not only participated in various competitions, shows, and programs but also emerged as a winner in many of them. She was awarded the first place for Solo Salsa in the Tbilisi Dance Sports Federation tournament and in Latin American and Ballroom Dance competitions several times.

After re-locating to India in 2010, Irine started her own dance Academy, 'Irine's Dance Academy' (IDA), which is the oldest Latin Dance Studio based in Sec 50, Nirvana Country, Gurgaon.

Irine is among the first instructors to bring Latin and Ballroom dance to India, especially Delhi NCR, creating a community of dancers and spreading the love and the passion for the art form.

She spent years devoting her time, energy and resources in extensively training her students to master the art. Her students comprise all age groups and cultures and share the passion for dancing as an art form.

Some of her students today, have excelled, become finalists, and won various dance competitions and Dance Reality shows across the globe. Some have also successfully launched their own dance academies.

At IDA everyone is passionate about what they do. They use simplified and structured teaching methods and love to put a smile on their student's faces!

It is pretty obvious to hit some roadblocks in your marriage. But, do you find yourself stuck in your physical relationship? Is there a slump in your sex life? Are you bored with the sex life with your partner? Well, Gleeden has some ways to break out of your boredom.

Ms. Sybil Shiddell, the country manager for India, Gleeden clarifies, "It takes a lot from both the individuals in a marriage to keep the fire of love ignited, one needs to take that extra effort or do things that help in breaking the monotony, from time to time. Problem starts creeping in when the relationship lacks attention & efforts and yes, it could lead to infidelity. The distinction between how individuals view marriage as a routine or habit and less as a partnership depends on gaps in time as well."

1. Love language - We usually love our partners how we want ourselves to be loved. Learning your spouse/partner's love language can make your relationship healthy. Knowing your partner's needs will remove the bubble of distance in your relationship.

2. Don't count - It's not how many nights and times you are involved with them, affection between you and your partner matters. Lasting longer does not spice up things, spending that time, being comfortable, communicating, and asking about needs and expectations, will build the quality of your relationship. Sex is essential in marriages, and many counselors have said that, despite the fact of how many times people have

10 reasons marital sex gets boring and how you can break out of the rut.



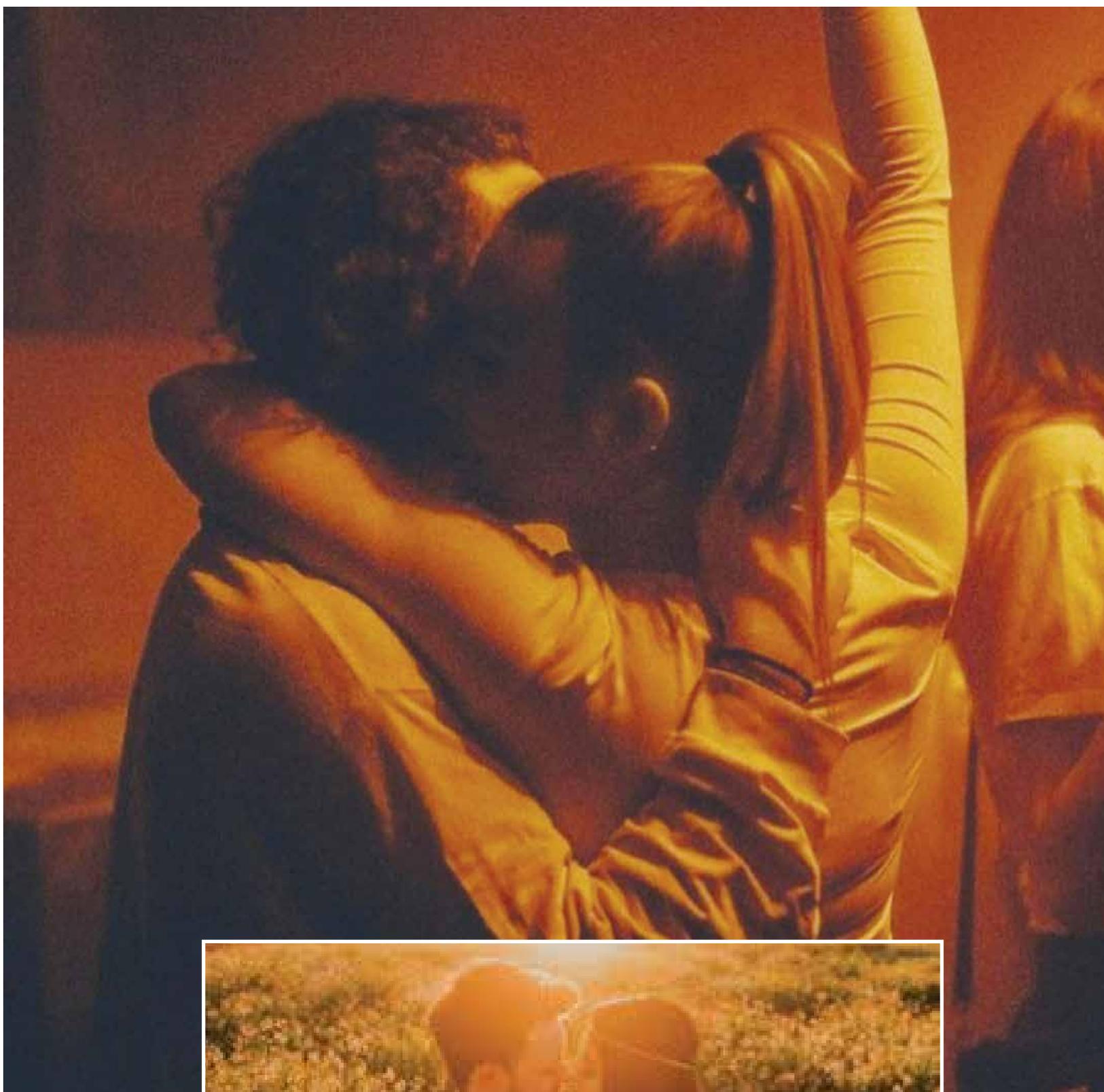
Can marriage make your sex life bland? Well, yes, long-term relationships tend to get boring after a certain period of time.

sex.

3. Comfort above all - Not many people are confident about how they look. Getting comfortable in your own skin is more important. Seeing and accepting yourself as an attractive person will enhance your confidence whilst your sexual relations with your partner.

4. Let's talk - It is very important to have communication in a relationship. Talking about your needs in bed to your partner will create understanding and make the required changes. Empty promises can ruin your partner's interest and trust. Instead, be honest with them, so they can bond with you and the love flame shines forever.

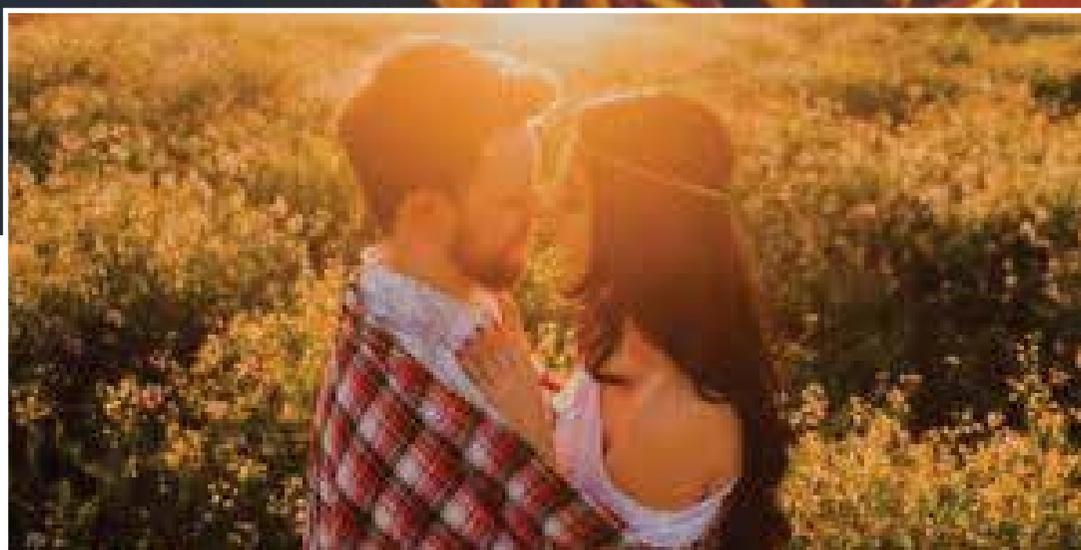
5. Efforts needed - Many people stop doing things that they used to impress their partner. This leads them to question their worth and slowly start losing interest. Going on small dates, taking trips, going dancing, cooking a meal, etc are some things that can work like a blow torch in your relationship. After all, sex is a way how you express your love.



6. Adding new passion - Experts say, doing something new gives our brain a kick of dopamine which is the same thing that creates romantic passion. Doing these new adventurous things can ignite the chemicals in the brain towards physical attraction.

7. Cutting distance - Following the daily patterns of cuddling, kissing, and hugs are like practically pulling the distance apart and making the emotional bond stronger. Giving each other massages is another way of connecting with your partner.

8. Pen the thoughts - Writing down



thoughts in your mind is the most helpful way to get rid of issues revolving around them. By putting thoughts down or even fantasies can help your partner understand your requirements. Try to put down thoughts related to things that give you arousal and share it with your partner.

9. Doing exercise - Putting your pelvic into work can help you enjoy your intimate time

more as it releases the tension of your muscle. Doctors suggest doing kegel exercises, contraction can help couples who are unsatisfied with

their sexual relationships.

10. Practicing foreplay - It is an exquisite aspect of a relationship making the whole experience linger a little longer. It can make intercourse more pleasurable, for couples, it is an invaluable tool that will help couples in breaking the monotony in their bedroom. It will add a new freshness to your long-term relationship or married life.



Role of Yoga and mindfulness in severe mental illnesses

• T3FS Desk

Classical Yoga, as enjoined in ancient literature along with its proven scientific validation evident in recent times, is now being accepted as the only comprehensive solution to all known existential maladies of the modern man, in general, and for psychic and psychosomatic disorders, in particular. With its psycho-physiological, psycho-neuro-immuno-endocrinal and transcendental implications, as evident through researches in yoga, the healing power of yoga is recognized beyond any iota of doubt today.

The very roots of therapeutic yoga are available in Sanskrit yogic texts such as Hatha Pradipika and Gheranda Samhita. Because of its sound psychophysiological bases, as well as transcendental implications such as inward meaningfulness, absolute joy, selfless quest for common good and fulfillment within, yoga stands out amongst many a similar therapeutic intervention. Being an inherent part of yoga, the phenomenon of mindfulness also plays a stellar role in therapeutic processes for severe mental

illnesses.

Mind-Body Relationship in Psycho-Neuro-Immunology

Our bodily functions are moderated by Pituitary, a tiny gland in our brain. The secretions of this gland are directly influenced by our response patterns. Thoughts and emotions of happiness, peace and harmony release neurotransmitters such as Serotonin, Melatonin and Dopamine. Negative thoughts and emotions create disease-related neuropeptides. Even accidents, due in part, are implicated with disturbed states of mind. As per Bhagwat Gita (II: 64, 65; VI: 21, 22) the Absolute Joy can be gained through yoga. It means, the constant release of good neurotransmitters can amply be evident through yoga and mindfulness.

Yogic Bases of Restoring Mental Health & Well-Being

As per Kathopanishad: Our body is akin to a

chariot whereby its five horses are likened to five senses that are tied to the reign, i.e. the mind, which is controlled by the Buddhi (intellect), the operator of the chariot. Atman or the Self is the charioteer. The mind can be calmed down only when the Buddhi is stabilized through yoga practices. Yoga Vasishthasays,

“Manopashamanopayahyogoityabhidhiyate” i.e. “Means and ways to calming down the mind is verily yoga”.

If calmed down the mind becomes a great instrument to accomplish anything in the world, including transforming Ill-Health, both physical and mental, into a sound psycho-physiological health, in general, and Mental Health & Well-Being, in particular:

Anatomy of Mental illnesses, as per medical science:

Unfavorable happenings in our environment affect our mind, depending upon our hereditary response patterns and also our inherent value system. It leads to a reduced Comprehensive



on the psychophysiological level. Thus, the Bhagwat Gita (II: 65) assertion, that Absolute Joy removes all existential maladies, is amply corroborated.

It has been hypothesized (Rajapurkar, 2003) that regular yoga & meditation may liberate in the cerebro-spinal fluid some 'neurotransmitter', and 'endorphin' or an 'opoid', which, if lighter than cerebro-spinal fluid, will travel upwards along the 'central canal' of the spinal cord and reach the 'lateral ventricles' of the brain. These chemicals on reaching the thalamus and hypothalamus may produce 'extra sensory perception' leading to Ananda or Bliss. (II:65), the Absolute Joy removes all kinds of miseries and may help us in treating severe illnesses and in endowing us with a stable Intellect and

Awareness which, in turn, leads to a loss of Continual Growth, the very moving force of our existence. The resultant feeling of guilt further torments us resulting into a loss of self-confidence and an emergence of Learned Helplessness, Anxiety, Depression and other Emotional Disorders including severe mental illnesses. This culminates into a loss of Comprehensive freedom that feeds back into the loss of Comprehensive Awareness. It should be noted, from the medical view point, that hereditary predisposition, when get precipitated by environmental factors, results in all mental illnesses both mild and severe. Interestingly, the medical etiology of mental illnesses find support in Patanjala Yoga Sutra, when Klesha, the inborn afflictions are held as predisposing factors which, when interact with one's psycho-biological environment, produce mental modifications. Over the due course of time these mental modifications get transformed into psychic, psychosomatic, somatic and organic disorders.

Restoring Mental Health & Mental Well-Being through yoga and mindfulness

Mindfulness is an inherent part of yoga. As per yoga the calm mind and the stable intellect culminate into the Absolute Joy, which, in turn, results into Comprehensive Awareness. It enhances sensory feedback and gives a sense of Continual Growth to an individual who starts doing justice to his values and ambitions and thus attains meaningfulness in life & living. Thus, he starts enjoying Creativity, Self Dependence and Self Confidence. A Comprehensive Freedom thus ensues, feeding back into Comprehensive Awareness. Thus, the practitioner of yoga and mindfulness acquires



his/her a much needed sustaining spirit, through all vagaries of life. No wonder, the relapse rate of mental illnesses is seen significantly low in yoga therapeutic interventions.

Mechanism of Yogic Effects

Yoga practices, particularly breathing techniques, mantra and meditation, are performed in an effortless & passive mode with parallel vigilance experienced throughout the body. Sensory Feedback gets augmented towards maintaining the homeostasis. Yoga practices bring about a shift towards the parasympathetic dominance, resulting into a rejuvenation of nervous system, respiratory system, digestive system, spinal cord and endocrinal system. Inward awareness, thus accruing, results into a toned-up sensory feedback. Yoga Meditation reaches deeper, unconscious recesses of mind so as to identify, stimulate and remove unconscious impressions, complexes of which we are slave most of times. Thus-

Yoga Mental Calmness Mastering Attachments & Antipathy stability of Intellect leading to Absolute Joy, resulting from Comprehensive Awareness and Comprehensive Freedom, thus enhance sensory feedback resulting, in turn, into comprehensive healing

blissful co-existence as worthy children of the Mother Nature.

An appeal for mutual cooperation towards helping the troubled humanity today

At Kaivalyadhama, Lonavla (India), the oldest research laboratory, engaged in scientific and literary researches in yoga, severe mental illnesses such as clinical Anxiety, Depression and other emotional disorders are treated with a high success rate through classical yoga. Kriya Yoga technique, using Pranayama, mantra recitation and meditative practices, administered under the supervision of medical experts, have been found to be effective antidotes to these psychotic disorders. We follow scripture based yoga instruction, supported by clinical and fundamental research findings, in dealing with severe mental illnesses, in our humble ways and limited resources. We hope health care providers in the field of severe mental illnesses, world-wide, join hands with us to realize the dream of Swami Kavalayananda in reaching yoga benefits to the entire humanity irrespective of all man made limitations such as cast, creed, religious allegiances and nationalities.

Smart Stuff



GUESS

It's time to raise a toast to the sibling memories as we approach Raksha Bandhan. Pamper your sibling with the choicest of gifts and celebrate the brother-sister bond with GUESS this festive season.

There are a ton of stylish finds in GUESS and here are some of the stand-out picks:

"Re-Leaf" bracelet

This chic and elegant bracelet is a real everyday hero. Easy to carry, this bracelet can be paired up with both Indian and Western wear. Price: INR 3978/-

Wild Orchid Earrings

A design that makes a statement wherever you go Jensen SLG Large Zip Around offers enough space to fit one's necessities. Price: INR 28,628/-

Aileen 4g logo shopper

Gift a luxe shopper that is constructed in a chic tweed boucle fabrication. Press-stud opening with Synthetic material on the outside and All-over 4G logo print. Price: ₹14,000



Christina Handbag

This signature Luxe logo lettering on the front with a Saffiano pattern and a micro-handbag is a great addition to your outfit of the day and night. Price: ₹32,200

Cessily Tweed Mini Crossbody

A perfect accessory for everything chic, this luxe bag in a deep pink/plum colour is sassy in personality. The bag is designed with a continuous chain strap with a fold-over flap top and adorned with the iconic logo adds to its oomph factor. Price: ₹8,200

Comment: Stylish product for stylish diva
Rating: 9/10



Inveda



Inveda has infused skincare with science and the ancient art of Ayurveda. From researching scriptures of Vedas to combining it with modern ingredients, each product in this range blends with vital zones in our body to bring out the best of inner beauty reflected on our skin.

Kumkumadi Tailam is one of the most beneficial oils to include in your skincare routine. It is known to give a golden glow to your skin when applied regularly and it also goes by the name miracle elixir. Kumkumadi Tailam acts as a magical remedy for uplifting skin health and treating various skin issues like skin-ageing.

The below-mentioned products from Inveda are a must-have in the skincare regime from this range for a shiny ageless skin –

Kumkumadi Tailam Foaming Face wash
Effective in removing dirt, impurities, sebum and makeup, this naturally curated

foaming face wash is best for everyday use.

Kumkumadi Tailam Ubtan Face wash
Prevent your 9 skin issues such as pigmentation, acne, acne scars, dark spots, sun tan, dark circles, wrinkles, blemishes, skin infections and so on with this all natural ubtan face wash that is curated to suit all skin types, get this travel-friendly ubtan face wash that easily helps you to feel refreshed and glowing.

Kumkumadi Tailam Body Wash
Make your Everyday Bathing Luxury with Kumkumadi Tailam Body Wash. Effective in washing away dirt, impurities & excessive sebum, this naturally curated body wash is best for everyday use.

Kumkumadi Tailam Body Lotion
Inveda Kumkumadi Tailam Body Lotion is curated with goodness of natural ingredients that soothes and replenishes your skin.

Comment: Your healthy skin companion.
Rating: 9/10

Latin Quarters

Latin Quarters is a company with a taste for elegance and style. Rich and beautiful designs are woven in lurex, sequin, suede, polyester, and tweed for the brand's Autumn Winter 2022 collection, bringing out its global style quotient with the ideal shine the season calls for. Fashionistas have a wide range of selections from Latin Quarter's collection, including ankle-length dresses, crop tops, wide-leg pants, sparkly sequin party dresses, classical prints, co-ord sets, slip dresses, trench coats, and more. The AW22 Bohemian collection by Latin Quarters is of earthy colour palette, the Party edits from the Latin Quarter are of darker hues, and the Young Essentials are of pastels. So what are you waiting for? Identify your style from the array and be #RealYouByLQ with Latin Quarter's Autumn Winter Collection 2022. New collection is available In-stores, Online (www.latinquarters.com), Latin Quarters Stores nationwide, in Shoppers Stop and Pantaloons.

Comment: Land in the world of new fashion trends with Latin Quarters.
Rating: 9/10



Trudiance



Creame Lipstick- Velvet Matte Finish: Lip Balm + Liquid Lipstick that is fortified with the super ingredient that's hyaluronic acid, for plumping and hydration. It's Velvet Matte finish gives a soft, healthy and

sensual appearance to the lips. Here's a long-lasting Transfer-Proof formula that also comes off easily when you want it to, without leaving the lips dry. It nourishes the lips, in fact. Color + Care, indeed! MRP: RS. 795

Creame Blush- Dewy Finish: Moisturizer + Blush that will add a pop of life to your skin with much love from its Jojoba Oil. This highly

pigmented formula melts into the skin, to give a natural dewy blush and is available in shades that will flatter all skin tones. Its power ingredients work to keep the skin hydrated and fight free radicals causing signs of ageing. Now, here's a makeup product that nourishes the skin! MRP: RS. 595

Dewy Matte Serum Foundation- Healthy Matte Finish: Face Serum + Foundation for balancing oil and moisture in the skin. With this mattifying foundation, your skin will look like skin, but smoother and healthier. MRP: RS. 995

Hydra Serum Covery Foundation: Face Serum + Foundation with a dewy finish. With this makeup essential, your skin will look like skin, but smoother and healthier. MRP: RS. 995

Comment: Step into the world of glamour with Trudiance skin care makeup products.
Rating: 9/10

Deyga

A brand that believes in organic care for the body. A fusion of nature and goodness, they combine every particle by hand and bring to you an immersive experience of oneness with the earth. Their craftsmen celebrate raw, natural and organic beauty in every product they chisel.

Deyga Organics Rose Glow Kit- A refreshing collection, handcrafted lovingly with pure ingredients that elegantly combine the daily essentials for your face and indulgent pampering for your body. MRP - Rs 3,800/-

Deyga Organics Anti-Acne Kit- Deyga's anti-acne kit could be perfect for your skincare regimen. Their five-step routine helps you reduce acne and prevent future occurrences. MRP - Rs 2,480/-

Bestseller Hamper: Our bestsellers' hamper is a well-curated collection of products that helps you delight in the 'Deyga Experience'! It comprises our most-loved products that can be used to build a solid self-care routine. It is also perfect for gifting! MRP: Rs. 3280

Products are available at deyga.in

Comment: Care for your body with the organic products.

Rating: 7/10



Pure Home + Living

Velluto Blue Urn Large - Add a classic touch to your home with our Velluto Blue Urn with a removable lid. As decorative accessories, the piece brings elegance and class to your home. Suitable for varied décor styles and themes, this beautiful piece with a golden rim is a must have for décor enthusiasts. A gorgeous addition and a definite charmer, it is ideal for gifting purposes. Product is available across Pure Home + Living stores pan-India and online on purehomeandliving.com, Amazon, Myntra and Nykaa. MRP: INR 5250/-

Comment: Beautify your home with the modern style.

Rating: 8/10



R for Rabbit

The lightweight R for Rabbit Cutie Pie Stroller is equipped with features to keep the baby safe. Kids may take a comfortable, enjoyable stroll in this cute looking stroller. The unique design makes the stroller even cuter by the protruding eyeballs on the front tray. This baby stroller is meant to provide complete safety as you stroll with your little one and not just the best appearances. The stroller can be easily stored in any corner of the room or transported in the car because it is simple to fold and unfold and becomes quite small after folding. The five-point safety harnesses guarantee the child's security on every move you make with them.

Comment: Go for R for Rabbit for little cute Rabbit like baby.

Rating: 9/10



Puressentiel

With Aroma therapy being 'second-most preferred' natural therapy and the last decade seeing up to 65% growth in the Health market with 85% of people considering natural medicines & practices, Puressentiel has entered the Indian market with a range of wellness air sprays for their audience.

Purifying Air Spray - Creates a clean, uplifting, aromatic atmosphere in your home. Get rid of unpleasant odors and enjoy clean, fresh air without synthetic chemicals!

Respiratory Nasal Spray - Blended with 19 pure essential oils is a 100% Natural Formula to prevent and treat the first signs of winter discomfort and seasonal sensitivities to soothe the airways.

Rest and Relax Air Spray- A 100% natural solution to prepare to sleep for peaceful, serene and restful nights. It provides relaxation and rest and soothes everyday stress.

These products from Puressentiel kill 99.9% of germs for a clean, purified, and healthy indoor environment. Rich in more than 20 purifying essential oils in each product, these are suitable for Asthmatic patients, kids, and people from all age groups. This Anti-viral, Anti-bacterial, Anti-fungal is a long-lasting fragrance that helps in killing germs and bacterial and can be sprayed into the four



corners of the room or onto carpets, bedding, surfaces, shoe racks, closets, inside cars etc keeping it safe for everyone.

Comment: A great blend of clean, healthy and aromatic environment.

Rating: 8/10

Smart Stuff



SkinnCells

SkinnCells is India's very own, new and exclusive lip-care brand launches an exclusive lip care range curated specially for men. This father's day gift some extra care that your dad deserves. It is scientifically manufactured to cater to specific lip requirements. The company has recently introduced a lip nourishing kit for men called Pappy Digger. The kit comes with three products, each serving a unique purpose of providing healthy and nourished lips for men.

Male skin is different than a female skin. Redundant and ardent lifestyle results in dry chapped lips. Gift your father love and care that he will remember his entire life.

The Pappy Digger kit is a 3-step lip-care regimen. The products have been formulated keeping in mind the lifestyle and personal-care needs of men. The Pappy Digger kit is first-of-its-kind in India. It is currently priced at Rs 2,297 and is available at a site-wise 33% discount and you can get it for Rs 1,539.

Comment: Personal-care needs of men recognized and fulfilled by SkinnCells.
Rating: 8/10



SMOOR

This Raksha Bandhan, SMOOR brings you a curated treasure-trove of a delicious array of true chocolate treats created with rich ingredients, skilled craftsmanship and much love and care. Beautifully arranged in gift box for your sister.

SMOOR Luxe Treats Raksha Bandhan Special Box (12pc): 12 handcrafted decadent bites to add cheer to your rakhi celebrations. Truly indulgent, and made with love for the special sibling bond with a special Rakhi part of the box. Price- 600/-

SMOOR Raksha Bandhan Celebration Box: Royal, rich, cheerful, and truly indulgent choco delights studded in a delightful celebration box.. Add magic to your rakhi celebrations. Cherish the sibling love! Price- 555/-

Comment: Give the sweet memories to your sister with sweet and tasteful chocolates of SMOOR.
Rating: 8/10



Vedas Cure

Vedas Cure is an online Ayurveda healthcare platform which specialises in creating Ayurvedic centric products to treat problems affecting various parts of our body like skin, hair, etc. It has released various products like Vedas Cure Neem Soap, Chandan Soap, Hair Mask, Aloe Vera Gel and Herbal Shampoo which provides holistic care and smoothness to skin and hair and also fights acne, frizz, stretch marks etc. Vedas Cure is committed to present

and provide users and consumers with healthy Ayurvedic alternatives which are long term and sustainable, quite opposite to the chemical and artificial products available in the markets today. It has been founded by Vikas Chawla, who has taken the responsibility to release Ayurvedic products which are benchmarks of outstanding standards of efficacy and safety.

Comment: Care with the ancient theory of healthy life Ayurveda.
Rating: 8/1

WishCare

WishCare is a sustainable D2C (direct-to-consumer) personal care brand that currently operates in 15+ distinctive market places.

WishCare Vitamin C+ Pure Glow Face Kit is packed with the power of 35% Vitamin C, Hyaluronic Acid, Retinol, Niacinamide, Oranges, Berries & Turmeric.

WishCare Pure Glow Complete Care Kit includes Face Wash - 150ml + Toner - 200ml + Serum - 30ml+ Face Cream - 50gm + Travel Pouch + Plantable Rakhi.

This makes it perfect gift option for Raksha Bandhan.

This kit helps you to achieve a bright skin, radiant glow, improves hydration, reduces hyperpigmentation & fine lines and provide you with even-toned skin as it boosts collagen production and improves the elasticity of your skin. Price: ₹ 1,299; Available at <https://www.mywishcare.com/>

Comment: Gift your sister a kit of glow this Raksha Bandhan.
Rating: 8/10



ARNETTE



ARNETTE, a sustainable eyewear brand not only has its frame made of bio-acetate but also has bio-lenses that come packaged in recycled boxes. Raising the bar for festive gifting in a sustainable way we present ARNETTE POSITIVE.

ARNETTE AGENT Z: Lightening up the dark side, eco-friendly bio-acetate, and colorful bio-shades make the hard-core look of this shape extra sweet, with see-through layers over new lasers

ARNETTE THE PROFESSIONAL: Totally non-conformist, this low and wide campaign star is on a mission to make a difference.

ARNETTE THE PROFESSIONAL: Colour is getting increasingly playful in men's sunglasses, especially sports shades. Inspired by this year's hottest street style trends, urban-future design, and sustainable bioplastic, hypnotized by the light, this semi-rim visor is always ready to launch. So, when it comes to the future, this one will be there to catch the light

shades.

ARNETTE DAKEN: Layering up the multi-level game-scape of Retro-Town, every shade of DAKEN makes antihero style the next big thing. Lightening its chunky shape in earth-friendly bio-acetate, transparent layers and colorful mirror shades update the look of original gaming legends.

Comment: Be a classy you with Arnette glasses.

Rating: 8/10



Timex

Originally introduced in 1958, Model 23 was our first watch movement designed specifically for women's watches. We have carried forward the iconic highly-curved, round pale gold-tone stainless steel case and unique strap connection. Focused on elevated design, this watch is completed with an elegant second-hand sub-dial, gold-tone textured guilloché dial and its tan natural leather strap.

Features - Stainless-Steel-Watch-Case; Leather-Strap and Water-Resistant-to-50-Meters

Comment: It's time to change your time with Timex

Rating: 9/10



Vedix

India's largest customised Ayurveda beauty brand Vedix comes with a Vedix Festive Bhringadi Hair Kit - Gift Box.

A Limited Edition Gift Box With 4 Bhringraj Infused, Curated Products For Naturally Healthy & Strong Hair. Price MRP 999/-

This Festive Season, Gift Smiles & Sparkles To Your Loved Ones!

- Bhringraj promotes healthy hair growth and lustre.
- The cooling properties of Bhringraj help balance scalp and hair conditions
- Get 4 infused products layered with the goodness of Bhringraj just for you

Comment: Time for Beautiful Hair With Bhringadi!

Rating: 9/10



The Byke Hotels & Resorts

Call +91 80807 00999 | Email : reservations@thebyke.com

www.thebyke.com



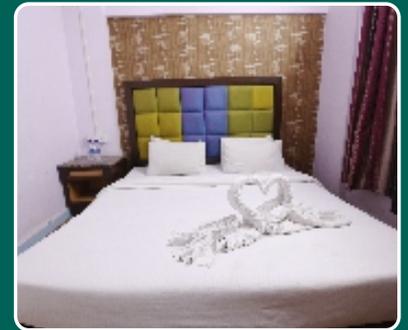
The Byke Brightland
MATHERAN



The Byke Heritage
MATHERAN



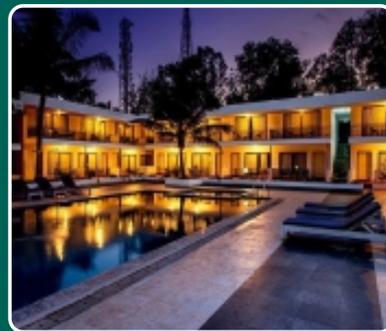
The Byke Suraj Plaza
THANE



The Byke Studio Apartment
THANE



The Byke Old Anchor
SOUTH GOA



The Byke Royal Pearl
NORTH GOA



The Byke Grassfield
JAIPUR



The Byke Delotel
MUMBAI



The Byke Signature
BENGALURU



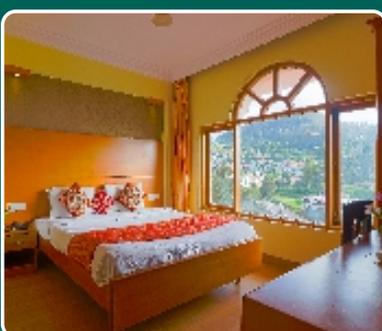
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The Byke Nature Vilas
SHIMLA



The Byke Neelkanth
MANALI



The Byke Sunshine Grand
OOTY



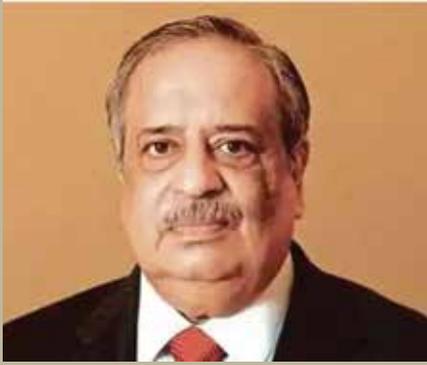
The Byke Spice Heritage
KOCHI



The Byke Puja Samudra
KOVALAM



The Byke Niranjana
BODHGAYA



IndiGo Airline

The Board of Directors (Board) of InterGlobe Aviation Limited (IndiGo), has approved the appointment of Mr. Meleveetil Damodaran as Non-Independent Non Executive Director, subject to approval of the Members of the Company. Mr. Meleveetil Damodaran IAS (Retd.), presently a Governance Consultant, Advisor, Mentor and Coach, has worked with the Union and the State Governments of India, regulatory bodies, investment institutions, banks, development financial institutions and with the private sector. He is widely acknowledged as one of India's foremost champions of Corporate Governance and is passionate about improving Board performance. He graduated with distinction in Economics and in Law from the Universities of Madras and Delhi respectively. He was an Independent Director and Chairman of IndiGo from January 24, 2019 to May 3, 2022.

VFS Global

VFS Global, the world's largest outsourcing and technology services specialist for governments and diplomatic missions, announced the appointment of Aditya Arora as its Chief Operating Officer. Aditya will be responsible for managing the company's global operations, focusing especially on developing greater efficiencies and synergies across all its services and products for applicants and client



governments. He will be responsible for the transformation of systems and processes through increased technology leverage. In a career spanning over 26 years, Aditya spent over two decades in the outsourcing industry. He has set up several large businesses with cross-cultural teams, across multiple verticals, bringing in strong deployment practices and an agile leadership in business development and planning, transformational practices, operational excellence, change, and risk management including governance and regulatory compliances.



Azaya Beach Resort

Saraf Hotel Enterprises announced the appointment of Mr. Vishal Khosla as the General Manager of Azaya Beach Resort, a contemporary lifestyle resort with 38 pool suites and 76 feature-packed rooms spread across 10 acres of pristine white sands in Benaulim. With more than 20 years of management experience, Vishal Khosla is a seasoned hospitality professional having extensive cross-cultural exposure to diverse domestic and international markets across UK, UAE and India. Prior to joining Azaya Beach resort, he has served as a General Manager in properties such as Novotel Goa Dona Sylvia Resort, Park Regis Resort, Whispering Palms Beach Resort and The Kenilworth Resort & Spa in Goa. Vishal's immense operational experience will be instrumental in strengthening and delivering Azaya's core ethos while his commitment to excellence will create value that further enriches the genuine, attentive and intuitive service design of the property.

Caesars Palace Dubai

Aneesh Gera joins the illustrious team at Caesars Palace Dubai as Entertainment & Nightlife Director,



overseeing nightlife operations across the resort, its signature restaurants, bars, lounges, and beach clubs. Aneesh joins the Caesars Palace team with 20 years of experience in the nightlife and music industry and an impressive track record spanning borders – from long term stints in the UK and India, working along with the Middle East, Southeast Asia & Europe. As Entertainment & Nightlife Director, Aneesh will develop and lead a comprehensive entertainment programme and bring innovative entertainment concepts to life. Aneesh brings his commercial acumen and nuanced insight into the entertainment business to reinforce the resort's entertainment legacy, elevate brand visibility and create memorable guest experiences that will continue to represent and enhance the resort's distinguished presence in the region.

Novotel Visakhapatnam Varun Beach

Novotel Visakhapatnam announced the appointment of Dibendu Khan as the Room Division Manager. Dibendu brings over two decades of rich experience in the hospitality industry while working with renowned hospitality brands across India & Dubai. In his new role, Dibendu will be responsible to assure and maximize occupancy rate along with the revenue while providing all necessary forecasts. With a career spanning over 20 years, Dibendu's vision is to lead Novotel Visakhapatnam Varun Beach through its next phase of evolution by bringing his charm, innovation and creativity. He will be developing a talented and committed team to manage the room division department in the ever-evolving business environment. Prior to his current role, Dibendu has garnered valuable experience at Braira Hattin Villas, Riyadh, Grand Hyatt Kochi, Sheraton Hyderabad, Taj Greencove Resort, Kerala, The Leela, Goa, Radisson White Sands Resort, Goa, Ananda In The Himalayas, Hyatt Hyderabad and more.



JW Marriott Kolkata

JW Marriott Kolkata appointed Ms. Neha Kapoor as the Director of. She joins the team with over a decade of expertise in Rooms Division Operations and extensive excellence in sustaining VIP Relations across some of the country's most prestigious hospitality brands. Her in-depth knowledge about Guest Relation Management, Budgeting and forecasting, Revenue Enhancement and VVIP delegation makes her a significant asset to the brand. Neha's key responsibility areas will incorporate room inventory management, working in a close coordination with all the departments to ensure positive and better guest experience. She will play a very instrumental role in further cementing JW Marriott Kolkata as a luxurious stay option within the City of Joy. She will look into establishing a repeat clientele through Public Relations, Feedback, Training and revisit 'Luxury' quotient of the hotel.



Ras Al Khaimah: Wedding Dreams of all Shapes and Sizes

“Ras Al Khaimah – owing to its vast space and diverse attractions – offers just that with wedding venues atop the Jebel Jais Mountain range paired with catering from 1484 by Puro, the UAE’s highest restaurant.” said Iyad Rasbey, Executive Director of Destination Tourism Development at the Ras Al Khaimah Tourism Development Authority.



What makes Ras Al Khaimah an ideal wedding destination and what is unique about the emirate for people to opt for it for weddings?

Ras Al Khaimah is one of the most diverse and naturally beautiful destinations in the region offering an alluring array of romantic experiences for couples looking for host weddings or celebrate their honeymoon. The nature Emirate has something for everyone, from couples who like to get adventurous through kayaking, ziplining, camping under the stars and water sports, to those that are looking to trawl through local souks and delve into the rich culture at one of kind attractions such as the Suwaidi Pearls Farm. In terms of unique wedding venues, our cultural and mountain venues are increasing in popularity and stand out as exclusive and unique spaces in the region. The historical sites Dhayah Fort and Jazirah Al Hamra, included on UNESCO’s tentative list of Global Heritage Sites, and expansive open spaces atop the region’s highest mountain, Jebel Jais are among our coveted wedding locations featuring awe-inspiring romantic backdrops of nature and wildlife.

Are there unique wedding venues in Ras Al Khaimah? (e.g., Ancient Temples, enchanted forests etc.) Please Elaborate.

With our natural topography, world-class hospitality brands and seamless infrastructure, Ras Al Khaimah is one of the most sought-after destinations, perfectly suited for unique weddings and honeymoon. From beach venues at some of the Emirate’s world-class hotels and resorts such as Waldorf Astoria, Al Hamra International Exhibition & Conference Center, Hilton Ras Al Khaimah Beach Resort and the latest to open, Mövenpick Resort Al Marjan Island, offering a venue on the stunning Arabian coast beside idyllic blue waters and white sands. Unique desert venues include The Ritz-Carlton Ras Al Khaimah, Al Wadi Desert, Sonara Camp Al Wadi and the Bedouin Oasis Camp – couples can capitalise on the Emirate’s diverse topography to celebrate the wedding of their dreams.

The past few years have seen couples looking for more personal and intimate wedding

experiences, choosing secluded and unique locations over traditional event venues. Ras Al Khaimah – owing to its vast space and diverse attractions – offers just that with wedding venues atop the Jebel Jais Mountain range paired with catering from 1484 by Puro, the UAE’s highest restaurant. As the highest mountain in the region towering over Ras Al Khaimah at a height of 1,934 metres, the peaks and craigs of the surrounding mountains provide a stunning backdrop to their ceremonies.

Dhaya Fort and Jazirah Al Hamra are also



increasing in popularity as wedding venues off the back of people opting for unique spaces to host their nuptials. Dhaya Fort, the UAE’s only hilltop fort still in existence, has immense local historical significance encompassing lush palm gardens and views of the Arabian Sea. While the historic Jazirah Al Hamra is the last-surviving pearl diving and seafaring town of its kind in

the Arabian Gulf, taking couples a step back in time.

Do you have real examples of offbeat weddings from RAK that you could share? Please share images

As couples seek to make their weddings more personal and intimate, secluded locations are becoming increasingly popular. For the more adventurous couple, Jebel Jais, the highest mountain in the UAE, offers bespoke event spaces surrounded by picturesque wadis and mountain vistas. Celebrations are fully tailor-made with the team at SafaRAK ready to create a unique event for those seeking this exclusive experience. SafaRAK is a premier excursion, transport and destination management company based in the Emirate. The UAE’s highest restaurant, 1484 by Puro, offers a perfectly curated menu with the rooftop lounge overlooking awe-inspiring views of the Hajar Mountains.

What are the current restrictions relating to Covid - 19 e.g. limit on number of guests attending, social distancing etc.?

Off the back of the increase in COVID-19 cases over the past month, it is now mandatory for everyone in the UAE to wear a face mask while in closed or confined spaces, including shopping malls, inside hotel common areas, wedding venues and other buildings but they are no longer required when outdoors.

How much does it cost (on average) to hold a destination wedding for 50 people in RAK?

At Ras Al Khaimah, we offer a variety of wedding packages across our land, beach, desert and mountain venues. From ultra-luxury to the more affordable packages, our teams are ready to make wedding dreams of all shapes and sizes come true.

Comment on the table given below: -

Nature of Weddings	Themes in the past	Themes this year
Off-beat Weddings	N/A	N/A
Traditional Weddings	86 multi-cultural weddings i.e. authentic Emirati, Indian, Pakistani, European weddings	Authentic Emirati, Indian, Pakistani, European weddings

Asego: Your Cruise Protection Companion

“A regular travel insurance won’t suffice but a dedicated cruise trip protection is a must for your next cruise trip.” Said Dev Karvat, Founder & CEO, Asego

● There has been a drastic change in demand and perception towards cruise travel in India recently. What are your thoughts on the new cruise trends?

The surge in cruise trips could be attributed to the pent-up demand for travel owing to the travel restrictions over the past 2 years. Travel enthusiasts, irrespective of their age are now seeking unexplored experiences and today’s cruise lines provide exotic choices in terms of destination and experiences.

Furthermore, the growing emphasis on health and safety precautions onboard have encouraged the travellers to pack their bags and explore the cruise travel. Additionally, cruise operators have also been promoting customised packages including travel assistance services with special cruise covers which has instilled a great deal of confidence amongst travellers.

We have also been witnessing huge spike in the number of people opting for exclusive cruise protection plans that safeguards them against exigencies not only on the cruise, but also while

they are out on excursions and tours.

● Why should travellers opt for an exclusive cruise protection, rather than a regular travel insurance while cruising?

Sailing through the open seas amidst serene landscapes and luxurious provisions is an amazing experience. But what if an unforeseen emergency of mishap arises? That’s when a cruise protection cover comes into the picture.

There is a general misconception amongst cruise enthusiasts that a regular travel insurance should be sufficient to keep them secured while enjoying the high seas. However, travel insurance does not cover passengers while on a cruise. For instance, if a mishap strikes before you even begin the journey, you may have to cancel your trip. The cruise line won’t reimburse you, but a dedicated cruise trip protection can. Further, if a passenger is affected with COVID-19 or any other medical emergencies on board, they will be confined to their cabins and eventually miss their excursion. Cruises protection plans such as Asego’s exclusive cruise cover does not only safeguard travellers from such losses but also covers emergency evacuation and subsequent medical care expenses in case of serious injuries.

● According to you what are some points that travellers should note before buying a cruise protection plan?



We have been in the travel protection space for more than 22 years now, and as per my experience every travellers embarks on a trip with a different set of preferences and needs. Hence, they should always opt for a protection plan that can be customised as per their respective travel needs.

While holidaying abroad, every second counts and even the slightest delays may cost a bomb.

Though weather is one of the most crucial aspects, cruise trips are always prone to glitches such as mechanical issues, human error or improper maintenance that may cause unexpected delays and detours. Hence, travellers should consider a cruise protection plan that covers their losses against trip delays, missed cruise departures and other unforeseen emergencies.

Also, since we are now living in an age of uncertainties, travellers should ensure that the cruise protection plan they opt for covers them against losses due to cabin confinement and new-age travel risks such as loss of baggage and gadgets.



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INDIA NAHI DEKHA TO KYA DEKHA

