

# T3FS

Trendy Travel Trade with Food & Shop

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## **MahaKumbh** 2025 **A Spiritual Spectacle of Unity and Renewal**



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## PUBLISHER'S NOTE

Dear Readers,

T3FS February 2024 edition presents a amplifying views of industry tycoons on Tourism union budget 2024-2025. Finance Minister Nirmala Sitharaman gave the tourism industry ₹2,449.62 crore in the 2024 interim budget, a 44.7% increase compared to the revised figure for the current fiscal. This represents a good change from the 2023 Union Budget, where the tourism ministry's original allotment of ₹2,400 crore was eventually revised to ₹1,692.10 crore.

The allocation for tourism infrastructure under central sector projects has increased; in the 2024 interim budget, it is ₹2,080.03 crore, up from ₹1,294 crore in the previous year.

Although encouraging domestic travel has received a lot of attention, attempts to draw in overseas visitors appear to be falling behind. The amount allotted for foreign publicity and marketing, including aid for market development, has been drastically cut by 97%, falling from Rs 100 crore in the previous budget to a meager Rs 3 crore in the interim budget.

Moving ahead, you will witness a big festival called Maha Kumbh which is going to happen after 12 years in Prayagraj, Uttar Pradesh. The Maha Kumbh Mela, a sacred Hindu pilgrimage, holds immense religious and cultural significance, drawing millions of devotees to its grandeur. As the Maha Kumbh 2025 returns to Prayagraj, the Uttar Pradesh government plays a pivotal role in ensuring the success and smooth execution of this colossal event.

As the countdown to Maha Kumbh 2025 begins, the Uttar Pradesh government's proactive measures underscore its commitment to hosting a successful and memorable pilgrimage. Through infrastructure development, security measures,



environmental conservation, and cultural initiatives, the government aims to create an environment where devotees can participate in this spiritual journey with a sense of ease and reverence. The upcoming Maha Kumbh promises to be a testament to the synergy between faith, governance, and the enduring cultural heritage of India.

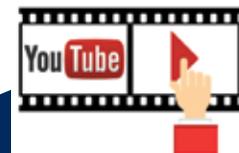
In hospitality, we focused on love vibes of the valentine.

In lifestyle, we covered the science of well being. Science has shown that your mind and body benefits from taking time out of your daily life to shut down and meditate. Meditation provides an emotional boost through deep relaxation, and it can be done anywhere. You can give yourself an emotional boost by taking a 10-minute meditation break right at your desk. Just simply shut your eyes, focus on relaxing your muscles and practice deep breathing. It will strengthen the mind-body connection, improving overall fitness and well-being meditation improve mental focus and provide a general feeling of wellbeing.

*Vedika Sharma*  
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# CONTENTS



## Union Budget 2024-2025

Finance Minister Nirmala Sitharaman gave the tourism industry ₹2,449.62 crore in the 2024 interim budget, a 44.7% increase compared to the revised figure for the current fiscal. This represents a good change from the 2023 Union Budget...

Pg.14



## FITUR 2024 exceeds expectations

The 44th edition of the International Tourism Fair concludes its three days exclusively dedicated to professionals, surpassing its...

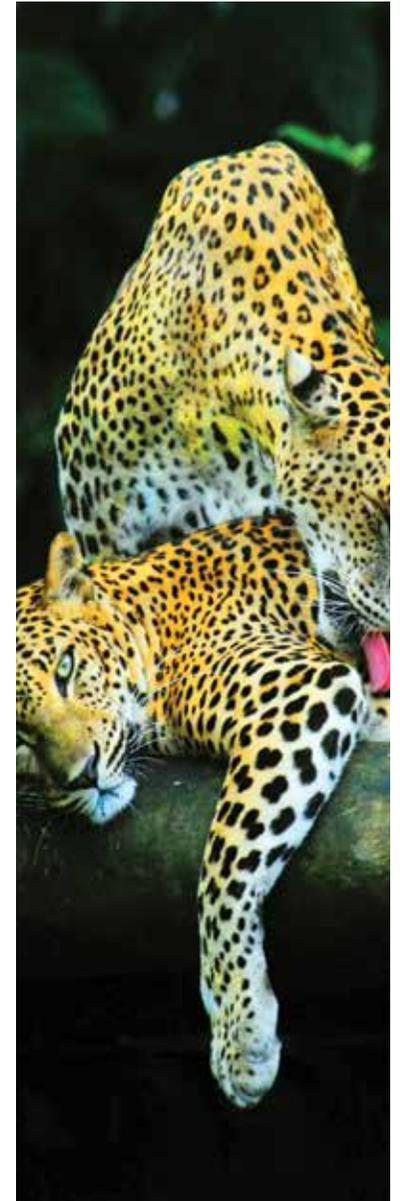
Pg.20



## MahaKumbh 2025 A Spiritual Spectacle of Unity and Renewal

The Maha Kumbh Mela, a sacred Hindu pilgrimage, holds immense religious and cultural significance, drawing millions of devotees to its grandeur. As the Maha Kumbh 2025 returns to Prayagraj, the Uttar Pradesh government plays a pivotal role in ensuring the success and smooth execution of this colossal event.

Pg.20



## Sri Lanka: You'll Come Back for More

Sri Lanka Tourism invites India to embark on an unforgettable journey through a captivating two-city roadshow series. Commencing in Mumbai on 9th February with OTM and extending its allure to New Delhi on 20th February 2024...

Pg.28

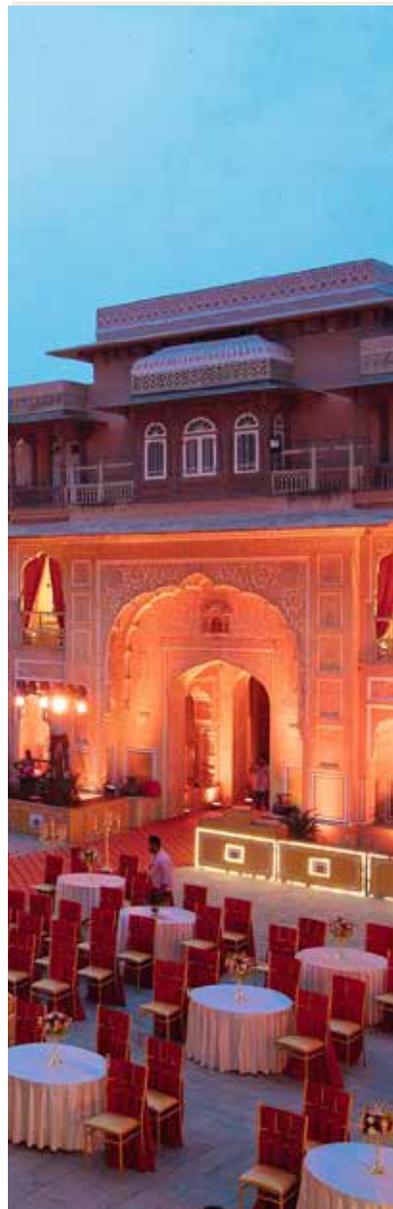
# CONTENTS



## A Homage to Kolkata's Rich History and Exquisite Culture

Nestled in the heart of the historic area of Kolkata, Peerless Hotel is delighted to announce the launch of its Club Eminence Floors embodying the essence of old Calcutta. Complemented with...

Pg.40



## Essence of Luxury

Come experience resplendent regality with Chomu Palace's heritage in class offerings.

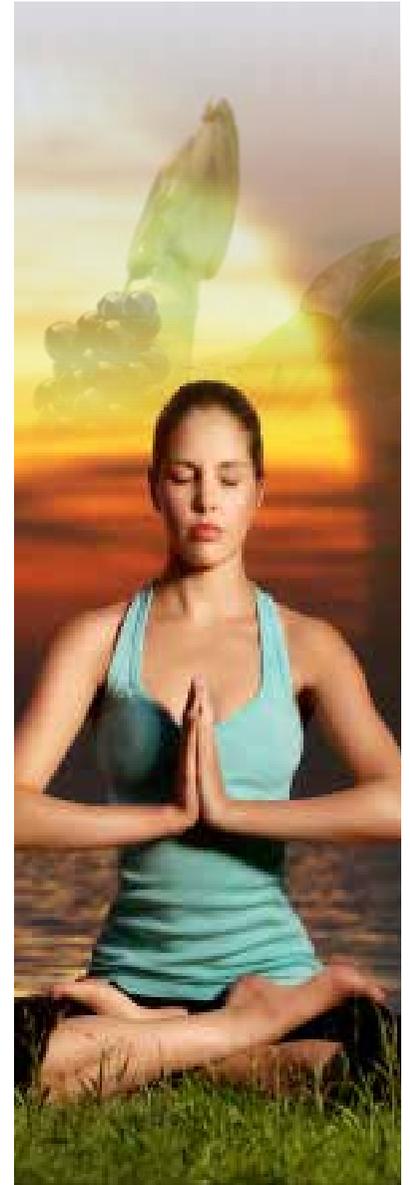
Pg.48



## Experience the Essence of Spring at Conrad Pune

Savor the vibrant flavours of farm-fresh asparagus expertly crafted into delectable dishes by talented chefs. At Al Di La, Conrad Pune believe in bringing you the best of each season, and their Weekend Asparagus Special is a testament to that commitment. From appetizers...

Pg.50



## Science of Well Being

The benefits of meditation are endless but mantras for anxiety or sinking into deep relaxation with yoga nidra will help you feel centred. Your body will thank you!

Pg.60



## The Choice is Yours

Global hospitality leader Accor is rewarding event planners with a host of value-added benefits with its industry leading ‘The Choice is Yours’ offer. Available to ALL - Accor Live Limitless and Accor Plus members who book a social celebration, wedding, business meeting or conference at an Accor hotel in India, the offer is designed to give planners a choice of benefits to choose from to suit their specific event requirements and budget.

Qualifying planners who book an event until 31 December 2024 will receive up to a 30 percent deduction on the master bill. The offer also includes a choice of a complimentary upgrade to the next higher category meeting or catering package, or one complimentary guest room for every ten guest rooms booked. ALL and Accor Plus members will delight in the double rewards

points offered for qualifying events.

This unmatched offer empowers qualifying planners to tailor their social celebrations, weddings, business meetings and conferences to their specific requirements and budgets at any Accor hotel in India.

Commenting on the company’s incentives for event and meeting planners, Ms. Pratima Badhwar, Head of Commercial, Accor India and South Asia, said, "Accor is committed to providing the best-in-class experiences for our guests and partners. 'The Choice is Yours' offer exemplifies our commitment to the MICE industry by offering tailored benefits and an unparalleled level of flexibility. We believe this initiative will transform the way events are planned, setting a new standard for excellence in hospitality and contributing to the growth of the industry."

## Uniting the Nation: Bharat Parv



The Ministry of Tourism, Government of India is organizing the 9th edition of 'Bharat Parv,' and the India Tourism Development Corporation (ITDC) is privileged to be associated with the nine-days celebration yet again as in previous editions. The event is being managed by Ashok Events, the events vertical of ITDC. Being held at the Lawns and Gyan Path, in front of the Red Fort, Delhi, from January 23rd to 31st, 2024, this event stands as an integral part of the Republic Day celebrations.

Students from The Ashok Institute of Hotel Management (AIHTM) of ITDC will curate and operate food stalls and cultural activities, adding a culinary dimension to the festivities. They will perform 'NukkadNatak' on the theme of 'Naari Shakti', aiming to educate

and raise awareness about the empowerment and strength of women among the visitors.

The inauguration ceremony on January 23rd marked the commencement of this week-long public event. Honourable Prime Minister, Shri Narendra Modi ji, has inaugurated Bharat Parv 2024 at the historic Red Fort. It highlighted and rejoiced in the diverse tapestry of our cultural heritage. The inauguration wasn't just a formal beginning; it also signified a notable step forward in advancing the "DekhoApnaDesh" initiative, encouraging people to explore their own country, with the incorporation of cutting-edge technology into the festivities. Bharat Parv stands as a testament to the commitment to promote and embrace the various facets of nation's rich heritage and traditions.

## Çelebi Aviation Recognized for Sustainability Leadership

Çelebi India is thrilled to announce that it has won the "Best Sustainability Champion - Service Provider Award" at the Wings India Awards 2024. This esteemed recognition is presented by

President (India and South East Asia), Çelebi Aviation, expressed his gratitude, saying, "Çelebi Aviation receipt of the 'Best Sustainability Champion - Service Provider Award'



the Federation of Indian Chambers of Commerce and Industry (FICCI) to celebrate Çelebi's outstanding contribution to Indian civil aviation, with a focus on prioritizing sustainability in all its operations.

The award was presented to the Çelebi India team, represented by Kamesh Peri, Tauseef Khan, and Andy Dias, at a special award ceremony by the Honourable Minister of Civil Aviation, Shri. Jyotiraditya Scindia. Çelebi India has been awarded for its exceptional commitment to sustainability and for setting industry benchmarks for environmentally conscious practices. Winning this award is a testament to Çelebi India's dedication to daily creating a more equitable, cleaner, and liveable environment.

Mr. Murali Ramachandran,

marks a significant milestone for our team. Our unwavering commitment to sustainability is reflected in our corporate culture, and we are proud to lead the aviation industry in eco-friendly practices. This award is a testament to our team's collective effort and dedication."

Çelebi India's commitment to sustainability is reflected in various initiatives, including 100% electric - air-conditioned tarmac coaches, electric ground equipment, Solar Powered Cargo Terminal facility, Taxi-bot, paperless transaction and processes and bridge-mounted equipment services. These innovative solutions align with global efforts to achieve carbon neutrality and make Çelebi India a front-runner in sustainable ground handling services.

## Hospitality & Marketing Services and Sadda Pind Join Forces

Hospitality & Marketing Services (H&M services), a leading sales and marketing company, is pleased to announce its strategic partnership with Sadda Pind, a Punjabi Culture Living Village Museum located in Amritsar, Punjab. This collaboration marks a significant milestone for both organizations as they aim to redefine cultural hospitality and offer unparalleled experiences to locals and tourists alike.

Sadda Pind offers a diverse range of experiences for visitors, including:

A chance for the young to reconnect with their roots and understand the traditions and values of their forefathers.

An opportunity for the elderly to reminisce about happier times.

A true taste of Indian rustic lifestyle for foreign tourists.

A one-stop destination for tourists from other states to experience the true essence of Punjab.

Visitors can immerse themselves in cultural performances, folk dances, local handicrafts, traditional arts and crafts workshops, songs, stories, and, of course, authentic Punjabi cuisine. Sadda Pind recreates a Punjabi village, allowing guests to see, participate, and interact with the local people and their vibrant culture.

Geeta Maheshwari, Owner at H&M Services, stated, "We are delighted to partner with Sadda Pind and bring this unique cultural experience to our existing and new customers. This collaboration aligns with our commitment to delivering exceptional hospitality solutions and creating memorable moments for our clients."

Neeraj Gulati, Co-Founder from Sadda Pind added, "Sadda Pind is more than a destination; it's a celebration of Punjab's cultural richness. Partnering with H&M Services allows us to reach a broader audience and share the warmth and vibrancy of our culture with visitors from all walks of life."

The partnership between H&M Services and Sadda Pind aims to create a synergy that enhances the cultural and hospitality landscape in Amritsar. Together, they will offer day packages and stay packages, providing visitors with a seamless blend of tradition and modernity.

## Nand Ghar to Celebrate India's Cultural Diversity

Nand Ghar, the flagship project of Anil Agarwal Foundation's (AAF) will take centre stage as the 'Social Impact Partner' at the Samsung Galaxy Tab S9 Series Jaipur Literature Festival 2024 to celebrate and showcase India's cultural diversity and its social impact endeavours focussing on rural women and children.

Going beyond its core mission of enhancing early childhood education, health and nutrition accessibility, Nand Ghar aims to infuse the festival with the colours and traditions of Rajasthan and highlight the importance of inclusive development of women and local artisans, and fostering self-help groups, through which AAF and Nand Ghar have transformed the lives of many in the state and beyond.

As part of this collaboration, AAF is introducing the Nand Ghar Bagaan, a dynamic and culturally vibrant experience centre at Samsung Galaxy Tab S9 Series Jaipur Literature Festival. The Nand Ghar Bagaan will serve as a focal point for celebrating India's cultural diversity through specially curated activities. This dynamic hub will not only showcase rural life through events which will give festival-goers a peek into cultural performances, local delicacies and crafts, but it will also serve as a platform for skill development workshops. These workshops will engage participants with hands-



on experiences, fostering an understanding of traditional crafts and skills.

Sharing more about the association Ms. Priya Agarwal Hebbbar, Chairperson, Hindustan Zinc Ltd & Non-Executive Director, Vedanta Ltd, who anchors social impact initiatives under AAF said, "Through this collaboration, we hope to create awareness around the importance of skilling, nutrition, and grassroots level healthcare in the journey towards a Viksit Bharat. Our dream at AAF is to transform the 14 lakh Anganwadis across the country into Nand Ghars. We've begun well with over 5800+ centres in over 14 states across India, Nand Ghar has already impacted the lives of more than 2.25 lakh children and empowered over 1.7 lakh women. We hope to build partnerships and create a sustainable and modern network of Anganwadis in India".

Visitors can take part in this immersive experience at Jaipur's Hotel Clarks Amer from 1st - 5th February, 2024.

## 5th Odisha Travel Bazaar

Chief Minister of Odisha Shri Naveen Patnaik virtually inaugurated the '5th Edition of Odisha Travel Bazaar' at Eco Retreat Konark. The 3-day event will witness participation of over 70 domestic tour operators from 18 states participating in the Exhibition and showcasing their tourism products.

Mr Naveen Patnaik, Chief Minister, Odisha said, "In the recent past, Odisha has taken focused strides to develop and introduce several niche tourism experiences. With products which are centered around key tourism offerings to match global standards, Odisha will be able to attract not just the finest brands in business of travel and hospitality but also tourists looking for experientials that are bespoke with a fresh perspective." Deliberating on the various tourism offerings which Odisha has to offer, the Chief Minister welcomed the tourism fraternity and sought their active contribution in marketing the State. On this occasion, Director-Tourism Mr Sachin Ramchandra Jadhav made a presentation on Odisha Tourism's initiatives for promotion of

the State and said, "The State is focusing on new and innovative products such as Eco Retreats, Boat Clubs, Yachts, Caravans, camping etc. to lure the new-age travelers to the State. Eco Tour nature camps being operated by the Forest Department through local community participation are the State's offerings on Sustainable and Responsible Tourism."

Dr Lenin Mohanty, Chairman, Odisha Tourism Development Corporation (OTDC) spoke on the importance of Odisha Travel Bazaar about providing a platform for interacting with stakeholders of travel & tourism industry from across the globe and also to help them in experiencing the tourism products of the state thus resulting in efficient marketing of Odisha to the target audience, be it the travel community or the investors. Dr JK Mohanty, CMD, Swosti Group and Co-Chair, FICCI National Tourism Committee spoke about the importance of the tour operators and travel agents' fraternity and how their participation in this event will enable many business opportunities and offer a bouquet of exciting tourist destinations and experiences for the travel community.

## South African Tourism Kickstarts its Annual Multi-city Roadshow

Aligning with the strategic roadmap for the Indian market, South African Tourism is delighted to announce the 2024 edition of its annual India roadshow.

Serving as an essential tool in promoting travel and tourism for the Rainbow Nation, the roadshow for the first time ever will enter the pink city of Jaipur. Scheduled from 12th -16th February 2024, the event will further move to other significant Indian cities, namely –Delhi, Ahmedabad, Bengaluru, and Mumbai in the respective order.

The 20th annual roadshow schedule

marks a vital milestone in South African Tourism’s efforts in the Indian market. It will witness the unveiling of the tourism board’s year-long plan to engage with Indian consumers. The novel insights leading to redefined approach will enable the trade partners to tap into India’s growing outbound travel market. Commencing in Jaipur the inaugural roadshow will be complemented by a panel discussion on 11th February 2024 and agala for more than 150 key delegates and trade partners bringing on ground the sights, sounds, culture, and cuisine of South Africa.

## Neliswa Nkani, Hub Head – Middle East, India and South East Asia, South African Tourism



In 2023, we experienced another year marked by substantial growth in arrivals from the Indian market. Indicative of our successful strategy, the increase in inbound tourism to South Africa is a testament to our initiatives undertaken in the preceding year. Through meticulously curated campaigns, we showcased the hidden beauty of South Africa leading us to achieving an impressive recovery of 82% of the pre-pandemic level arrivals from India to South Africa.

The overwhelming response not only underscores our commitment to the Indian market but also inches us closer towards our targets of surpassing pre-pandemic arrival figures. Eager to continue building on the robust traveller momentum witnessed so far, our 2024 roadshow promises to provide trade partners with novel and valuable insights. We are confident that our efforts will assist our Indian counterparts in redefining their approach and equip themselves with all necessary tools.

## Swiss GRC to target USD 10 Million in FY 25 with India expansion



In a first of its kind initiative, Swiss GRC, a trailblazer in Governance, Risk, and Compliance (GRC) solutions, proudly declares its strategic expansion into the Indian market with a press conference scheduled for February 6th, 2024, at Taj Man Singh. The conference will unveil Swiss GRC’s comprehensive plans and initiatives for the Indian business landscape.

Guest of honor, Mr. Besfort Kuqi, Co-Founder and CEO of Swiss GRC and Mr. Rajeev Dutt, General Manager, MEA & APAC will be gracing the event with their presence.

Swiss GRC, which originated over 25 years ago as an information security management solution, has evolved into a global leader in the GRC domain. The company’s journey showcases a commitment to adapting and innovating to meet the evolving demands of modern corporate



governance. With a focus on various GRC aspects, from Risk Management to Business Continuity, Swiss GRC’s GRC Toolbox has made a significant positive impact on organisations worldwide. The expansion into India reflects the company’s confidence in contributing meaningfully to the country’s business ecosystem.

The expansion announcement conference on February 6th will detail Swiss GRC’s market entry strategy, emphasising key elements. Swiss GRC will present its flagship product GRC Toolbox, showcasing how the platform addresses the unique needs and regulatory landscape of the Indian business environment. The representatives will elaborate on its approach to engaging with local businesses, regulatory bodies, and other stakeholders to ensure a successful launch in India.

## Saudi Arabia, signs agreement with VFS Global for visa services

VFS Global, market leader in the outsourced visa and consular services space for governments, has entered an agreement with the Ministry of Commerce, Saudi Arabia, to provide visa application services through a centre operated within the premises of the Ministry of Commerce headquarters in Riyadh.

The agreement was signed in the presence of Eng. Mohammed A. Al. Alwaily, Deputy Minister for Shared Services, Ministry of Commerce.

Through this partnership, VFS Global will cater to about 8000 employees and delegates, as well as personnel of subsidiary government institutions under the Ministry. In keeping with its commitment to making people’s cross border mobility simple and convenient through highly secure, reliable, efficient, and innovative technology solutions, applicants can also opt for the Visa At Your Doorstep\* service to have trained professionals visit a location of choice to complete the visa application process.

Mr. Zubin Karkaria, Founder and CEO, VFS Global said, “It is an honour to have entered this strategic partnership with the Saudi Arabian Ministry of Commerce. We are very pleased to offer this dedicated Visa Application Centre service to the employees and associates of the Ministry, to further enhance their visa application experience in a seamless, convenient and secure manner. This partnership further strengthens our commitment to this great nation.”

This partnership adds to VFS Global’s expansive network of collaborations in the Kingdom of Saudi Arabia, which includes agreements with Aramco, Neom, and Chambers of Commerce across the country, cementing its position as the trusted partner to client governments, with an extensive global network and reach.

Experience  
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of  
**Chhattisgarh**  
India



# Chitrakote

Niagara of Chhattisgarh, India

Chitrakote Waterfalls are supposed to be the Niagara falls of India, being the broadest waterfall in India. During monsoon one can see its might. The river Indravati falls from a height of 29 m (96 ft) to form this waterfall.

# Travel and Trade Opportunities in Maharashtra



Maharashtra Tourism, the leading authority responsible for promoting tourism in the state, announced its ambitious plan to enhance travel and trade opportunities in Maharashtra. Recognizing the region's tremendous potential, Maharashtra Tourism aims to leverage its unique cultural, historical, and natural assets to attract domestic and international visitors while promoting business and trade collaborations within the state.

With its diverse landscapes, vibrant cities, and rich heritage, Maharashtra has long been a sought-after destination for travellers and explorers. The state boasts iconic landmarks such as the bustling metropolis of Mumbai, the breathtaking hill stations of Lonavala and Mahabaleshwar, the ancient Ajanta and Ellora caves, and the serene beaches of Alibaug and Tarkarli. By showcasing Maharashtra's immense beauty and cultural richness, the Department of Tourism intends to position the state as a must-visit destination for tourists from across the globe.

Mr. Girish Mahajan, Minister of Tourism, Government of Maharashtra, launched an AI-powered WhatsApp chatbot (+91 94038 78864) that provides an interactive and informative way to explore the state's rich cultural heritage, stunning natural beauty, and diverse attractions, all through the convenience of your mobile phone. The chatbot can answer your questions about destinations, things to do, accommodation, and more, in both English and Marathi, making trip planning a breeze.

Mr. Girish Mahajan, Minister of Tourism,



**Mr. Girish Mahajan, Minister of Tourism, Government of Maharashtra**

Seamless connectivity, from roadways to air routes, beckons travellers to explore our diverse landscapes. Varied accommodations, from luxury resorts to cosy homestays, cater to all preferences. Embracing digital tools enriches visitor experiences and streamlines services. Yet, sustainability must underpin our efforts, preserving our heritage and supporting local communities. Our journey isn't just economic—it's about showcasing Maharashtra's soul to the world, fostering understanding and appreciation. Let's unite the government, private sector, communities, and citizens to craft a vibrant, sustainable tourism legacy for generations.

Government of Maharashtra, also launched an app for the Aai Policy (<https://maharashtratourism.gov.in/aai-register/>). The Aai Policy, introduced by the Government of Maharashtra, aims to empower women entrepreneurs in tourism. Under this initiative, the Department of Tourism plans to register ten women-owned and operated businesses in each district, spanning various sectors such as homestays, hotels/restaurants, tour and travel agencies, and more. This policy is designed to foster entrepreneurship and economic empowerment among women in the tourism industry across Maharashtra.

While taking the delegates through the proposed Tourism Policy, Dr. B N Patil, Director, Directorate of Tourism, said, "Maharashtra's tourism sector offers significant revenue and job opportunities, with over 5 million jobs generated. To maximize tourist footfall and spending, we're focusing on strategic initiatives such as rebranding hidden gems, promoting local festivals, and streamlining policies. Through innovation and collaboration, we aim to unlock Maharashtra's tourism potential, driving economic prosperity for all stakeholders." As part of the panel discussion on Unleashing Tourism Potential in Maharashtra, moderated by Swati Khandelwal Jain, Executive Editor, Zee Business, the panellists, Mr. Santosh Suryanvanshi, MD (Ayurveda) P.G.C.C (Pancakarma Therapy); Mr. Chandan Badsavle, Director, Saguna Baug Agro Tourism Pvt. Ltd.; Mr. VistaspKharas, Paragliding Profile and Interior Architect; Mr. Sachin Panchal, Founder, Motohom Caravans, spoke about how Maharashtra's diverse landscapes and rich cultural heritage hold immense potential for tourism growth. The state can unlock new avenues for visitor engagement by leveraging niche sectors like agri-tourism, wellness, and adventure tourism. Agri-tourism offers immersive experiences in rural life, farm stays, and culinary delights, showcasing Maharashtra's agrarian roots. Ayurveda tourism taps into ancient healing traditions, attracting wellness seekers to rejuvenate amidst serene surroundings. Adventure tourism capitalizes on Maharashtra's natural beauty, offering thrilling escapades like trekking, water sports, and wildlife safaris. Through strategic promotion and infrastructure development, Maharashtra can position itself as a premier destination, catering to diverse



**Ms. Jayshree Bhoj, Secretary, Department of Tourism, Government of Maharashtra**

In Maharashtra, we treasure a tapestry of tourism treasures, from historical marvels to pristine beaches, all ingrained with our rich cultural heritage. As we stride towards 2024-2025 with aspirations of UNESCO recognition for 11 forts, we affirm our commitment to fostering tourism beyond mere travel. Our Department of Tourism diligently crafts policies, amplifies promotions and nurtures diverse experiences in collaboration with stakeholders like MTDC and private players championing niche tourism. We envision a sustainable tourism ecosystem fueled by collaborative efforts and robust policies. Join us on this journey as we sculpt Maharashtra's tourism narrative together, with an open invitation for valuable insights to shape our forthcoming comprehensive tourism policy.

traveller interests and boosting economic prosperity.

Recognizing the potential of tourism to drive economic development, Maharashtra Tourism is committed to facilitating investments and business partnerships in the state. The tourism board will actively engage with industry leaders, chambers of commerce, and trade associations to foster trade opportunities across hospitality, travel, food and beverage sectors, and handicrafts. Through targeted initiatives and promotional campaigns, Maharashtra Tourism aims to attract entrepreneurs and investors to explore the state's vast potential and untapped opportunities.

Maharashtra Tourism's ambitious plan to boost travel and trade opportunities aligns with the state government's vision to position Maharashtra as a global hub for tourism and commerce. By leveraging its natural and cultural wealth, the tourism board aims to create a thriving ecosystem that benefits visitors and residents, ultimately contributing to the economic growth and prosperity of the state.



The heart of  
Incredible India



## GWALIOR FORT

Over a Thousand-year-old Magnificent Fort

A towering testament to history, Gwalior Fort rose in the 8th century, boasting of natural defence on a steep hill. Legend speaks of King Suraj Sen, cured by a saint named Gwalipa, naming the fort and the city in his honour. The tales of Tomar kings etched within the walls of Gujari Mahal's love story, Man Mandir's turquoise gleam, Jahangir's palace splendour. In its stones, legends come alive, beckoning you to witness its epic saga.

Nearest Airport & Railway Station – Gwalior Airport (10 kms)



## MANDU FORT

Not Just a Destination, But Rather an Experience

Spanning 82 kms and situated in Dhar district just 95 kms from Indore, this fort beckons with tales of unsinkable ships, love-struck kings, and the echoes of ancient empires. Jahaz Mahal, Mandu's crown jewel: once a royal harem with 15,000 women is a palace resembling a majestic ship, frozen in time on a shimmering lake. Recognized as a UNESCO World Heritage City, Mandu's historical and cultural significance is undeniable. From the Jami Masjid's towering arches to the Nilkanth Mahal's serene lake, every corner promises a discovery. Mandu isn't just about stone and steel, rather it's about the epic love story of Queen Rookmati and King Baz Bahadur.

Nearest Airport & Railway Station – Indore (95 kms)  
The state waits eagerly, embrace the majestic forts and feel the stateliness of yore. Don't let these legendary historical panoramas be a missed encounter on your Madhya Pradesh map.

Madhya Pradesh is a land of rich history and culture, and its forts are some of the most impressive in India. Delve deeper into the forts to get dazzled by a kaleidoscope of architectural wonders. Discover the courtyards adorned with intricate carvings, colonnaded arcades casting cool shadows, and hidden chambers whispering tales of the past. If you are a traveller who lets his curiosity be a guide! Madhya Pradesh Tourism Board is committed to ensure an Experiential Tourism experience to get delightfully lost in the timeless beauty of these architectural marvels and around them.



## GARH KUNDAR FORT

A Meticulous Architectural Gem

A mysterious and impressive yet lesser-explored fort, situated on a high hill-top at a small village, nestled in Tikamgarh district just 48 kms from Jhansi, narrates the tragic love story of Nagdeo and Rookunwar. This tremendous architectural gem is located in such a way that from 12kms, it remains visible to the naked eye but once you get closer, it disappears and becomes difficult to locate. Unfold the endless treasures - Murl Manohar's grace, Rani Ka Mahal's secrets, Andhkoop's mystery. From ancient temples to royal chambers, stables to prisons, Garh Kunder's tapestry awaits your touch.

Nearest Airport – Khajuraho (150 km)

Nearest Railway Station – Jhansi (48 kms)

Burhanpur. More than one, it's three: Asirgarh, Karmargarh, Malaygarh, a fortress trio etched in stone. The mosque, gurudwara, and Shiva temple whisper tolerance within its walls. Folk tales of Ashwathama, immortal and devout, offering daily flowers to the Lord are prevalent, leaving a mystery to bloom: who brings these sacred gifts before dawn. Asirgarh's history and myth captivates you to unravel its whispers.

Nearest Airport – Indore (163 kms)

Nearest Railway Station – Khandwa Junction (50 kms)

## NARWAR FORT

A Legacy from Mythology

Embark on a safe and exhilarating exploration of Narwar Fort positioned on top of an irregular hill 500 feet above the town just 84 kms away from Jhansi, undoubtedly a sight to behold. The fort's history stretches back centuries as Narwar was once the capital of Raja Nala, a valiant king from the Mahabharata epic. The well-preserved fort offers stunning views of the surrounding countryside. This destination is a sprawling testament to architectural ingenuity with a nearly 8 kms circumference. Exploring its entirety will lead you through a labyrinth of pathways, alleyways, and captivating structures. Let go of the map and experience the true magic of this magnificent fort.

Nearest Airport & Railway Station – Gwalior (90 kms)

## ASIRGARH FORT

A Fortress Trio Etched in Stone

Asirgarh, the Satpura giant, stands defiant! Asirgarh Fort built by a zamindar, this 15th-century marvel hides secrets within its 60-acre embrace is situated in the Satpura Range about 20 kilometres north of



# Union Budget 2024-2025

Finance Minister Nirmala Sitharaman gave the tourism industry ₹2,449.62 crore in the 2024 interim budget, a 44.7% increase compared to the revised figure for the current fiscal. This represents a good change from the 2023 Union Budget, where the tourism ministry's original allotment of ₹2,400 crore was eventually revised to ₹1,692.10 crore.

**T**he allocation for tourism infrastructure under central sector projects has increased; in the 2024 interim budget, it is ₹2,080.03 crore, up from ₹1,294 crore in the previous year. Although encouraging domestic travel has received a lot of attention, attempts to draw in overseas visitors

appear to be falling behind. The amount allotted for foreign publicity and marketing, including aid for market development, has been drastically cut by 97%, falling from Rs 100 crore in the previous budget to a meager Rs 3 crore in the interim budget.

Here let's explore the views of the industry tycoons.





### Shikhar Aggarwal, Joint Managing Director, BLS International

The travel and tourism sector serves as a crucial economic driver for India, and this year's budget underscores the commitment to fostering its growth and development. The emphasis on encouraging states to invest in and enhance iconic tourist spots is a strategic move poised to impact foreign receipts, thereby significantly creating more employment opportunities.

The government's fast-track development and investments in airport infrastructure and road connectivity projects will play a pivotal role in boosting connectivity. This, in turn, is expected to result in a substantial increase in the number of inbound travelers, further solidifying India as one of the most sought-after destinations among global travelers. Moreover, announcing the port connectivity, including in places like Lakshadweep, will open up additional gateways for travelers, unlocking more avenues to explore the diverse offerings of our incredible nation. Additionally, the focus on spiritual tourism is poised to contribute immensely to the industry's tremendous growth, ultimately bolstering the overall economic progress of India.



### Param Kannampilly, Executive Chairman, Concept Hospitality Pvt Ltd., The Fern Hotels & Resorts

In the wake of the recent budget announcement, we applaud the government's foresight in recognizing the immense potential within tourism, particularly the uncharted territory of spiritual tourism as the people of India are now willing to travel and explore more. This visionary approach not only unlocks doors for local entrepreneurship but also serves as a catalyst for employment generation. The emphasis on developing iconic tourist centers and global-scale marketing aligns seamlessly with our commitment to providing unparalleled experiences. This initiative not only enhances our global standing but also signifies a collective effort to harness the untapped potential within our borders. Additionally, our country's economic strength positions it as an attractive destination for business and conference tourism, a trend we are prepared to champion.



### Dr. Vikram Kamat, Founder and CMD of The Vitskamats Group

While we acknowledge the broader economic perspective in the interim budget, it's crucial to recognize the pivotal role of the hospitality and restaurant sectors. They require targeted support to overcome the challenges they face. As we look forward to the full budget, our hope is for a more comprehensive approach to address the specific needs of these crucial sectors.



### Dr Anish Shah, President, FICCI

The Interim Budget is a clear and outcome-based continuum towards Viksit Bharat. It brings together growth, climate, and social empowerment, while maintaining a careful balance between current investment rate and fiscal discipline.

Enabling States to adopt reforms for Viksit Bharat will seize the momentum created from the Centre towards Amrit Kaal. Focus on Blue Economy, expanding and strengthening the EV ecosystem, domestic tourism, and multi-modal logistics will propel India towards the vision of a developed nation by 2047.

The Interim Budget recognizes Innovation as a key driver for growth through introduction of a significant corpus of Rs 1 lakh crore for offering fifty-year interest free loan to scale up R&D in sunrise domains. The fiscal performance bodes well for country's macroeconomic stability and investor confidence.



### Mr. Davinder Juj, General Manager, Eros Hotel New Delhi

We applaud the forward-thinking measures outlined in Union Budget 2024, particularly the interest-free loans for states to enhance their tourism hubs, attract business and create entrepreneurship and employment opportunities for locals.

The proposed port connectivity and infrastructure improvements for island and other attractive location accessibility in the country will motivate families and young tourists to opt for domestic travel. This step will further strengthen the hospitality industry and travel and tourism sector will grow rapidly in the country.

Overall, being an interim budget, Union Budget 2024 was balanced and I expect the recommendations made for direct and indirect taxes will empower the middle class to spend the money on leisure and travel more.



## Rajeev Taneja, Founder of GlobalCare

The interim Budget 2024 will bring growth in the medical tourism sector. The pledge to enhance iconic tourist centers not only beckons global explorers but also holds promise for the burgeoning medical tourism sector. With 40,000 rail bogies transforming to Vande Bharat standards and an expansion of airports to 149, connectivity becomes the heartbeat of accessible healthcare. This leap in infrastructure aligns seamlessly with the needs of overseas patients, facilitating smoother transitions for pre-treatment arrangements and post-treatment rehabilitation. The budget's wings extend beyond tourism, fostering a health-centric global connectivity. In addition to this, the latest Middle East-Europe-India corridor will also help in expanding Indian healthcare tourism and consulting facilities to overseas markets as well.



## Kanika Tekriwal, Founder, JetSetGo

As the Finance Minister charts the course for India's economic future in the interim budget 2024, JetSetGo stands in harmony, sharing a vision of 'Reform, Perform, and Transform.' Aligned with the government's forward-looking initiatives, we celebrate the doubling of airports to 149, enabling private aviation companies like ours to extend our reach and serve as a vital link for India's economic leaders, entrepreneurs, and decision-makers. The expansion of airport infrastructure complements our commitment to efficient time management and personalized services, ensuring a seamless travel experience. We are enthused by the focus on enhancing tourism infrastructure on islands, recognizing the unique appeal of private jets for reaching offbeat destinations. Emphasizing urban mobility, the Finance Minister's vision paves the way for growth in the aviation sector. The broader emphasis on infrastructure development and increased spending, coupled with the optimistic outlook for India in the global aviation market, solidify our confidence in the growth story. JetSetGo stands aligned with this vision, having already established strategic partnerships with aircraft technology companies to introduce Advanced Air Mobility solutions, enhancing regional connectivity and contributing to India's dynamic aviation landscape.



## Punit V. Sood, Founder & Director of Karabi Art Community

The PM Vishwakarma Yojana has the potential to completely transform the artisan and crafters community at Karabi Art Community thanks to its significant financial investment and all-encompassing methodology. The program's dedication to providing comprehensive assistance, including monetary support, instruction, and exposure to contemporary methods, is a game-changing move. In addition to streamlining the registration process and bringing accessibility into the modern era, the biometric-based portal offers free registration, which benefits our community. This project has the potential to improve our abilities, give much-needed financial support, and create a growth-oriented atmosphere. Because the program covers a wide range of 18 trades, it is inclusive and benefits a diverse group of artisans. All things considered, the PM Vishwakarma Yojana is a shining example of empowerment, promising to strengthen and elevate our sector by providing us with the tools, information, and assistance required to prosper in a changing and cutthroat environment.



## By Manish Rathi, co-founder and CEO, IntraCitySmartBus

The government's prioritization of improving public transportation and connectivity in the 2024 interim budget highlights the critical importance of efficient and reliable transportation in the country. Through promoting the thorough development and promotion of tourist destinations by individual states, the initiative aims to draw in more visitors from around the globe. In particular, the provision of long-term interest-free loans to states, matched by their own investments, is a noteworthy aspect. Not only does it facilitate crucial improvements to infrastructure and amenities, but it also ensures long-term sustainability and the optimization of these developments to fully showcase the unique characteristics of each destination.

With the increasing enthusiasm among Indians for traveling within their own country, specially to spiritual and culturally significant destinations. The announced endeavors cater to the expanding middle class income group, highlighting a progressive mindset in tapping into the untapped potential of the domestic market while simultaneously making Indian locales more attractive for everyone. The focus on domestic travel is not just a mere tactic; it serves to instill a sense of pride and knowledge in Indians about their own heritage while also jumpstarting socio-economic progress, especially in smaller cities. Through the promotion of inclusive development, these endeavors strive to empower local communities.



**Jyoti Mayal, President, TAAI**

The interim budget presented by Hon. Finance Minister Smt. Nirmala Sitharaman on 1st February'24 has shown no respite to the Travel Agents / Tour Operators.

Travel Agents Association of India (TAAI) states that various representations were made to the Finance Ministry on concerns of ease of doing business, specifically on GST, TCS and other challenges faced by the travel and tourism sector in India.

TAAI being the nodal and premier body feels that although being an interim budget pending challenges and concerns from over two years could have been addressed by the Hon'able FM, especially on the TCS levy on Overseas Tour Programme Package, which is impacting business of travel agents operating in India making them non-competitive and impacting the liquidity of the consumer / traveller.

Although announcements have been made on development and infrastructure to the Tourism Industry specifically in the North East, Island Destinations like Lakshadweep, thereby promoting investment in the sector.

We are happy that the FM spoke about Viksit Bharat and has encouraged other industries but totally ignored the travel agent and tour operators who are the catalyst in developments, enhancement and promotion of tourism, be it domestic, inbound, inland as well as outbound tourism.

Further with the increase in UDAN and aviation sector in India at large, there has been no observations noted or any directions formulated on airlines going bankrupt. TAAI has already submitted a document to the authorities on the protection of interest of the Consumers / Travellers / Travel Agents against the bankruptcy of Airlines operating in India, whereby hundreds of crores are lost by the travelling community.

Overall at the macros level Tourism Infrastructure and development has got a boost which is a long term benefit but nothing in the coming year shall benefit the trade at large.

We appreciate her views on enhancing and promoting spiritual tourism, which shall certainly lead to more employment and entrepreneurship in the sector. Additionally the Governments encouragement on development of new airports, rail corridors, roads and ports which shall enable last mile connectivity is also seen as long term growth oriented. We also acknowledge that the Government has placed MiCE, especially Business and Conference Tourism as a prime focus area but the same is not possible without appropriate infrastructure, which shall take a few years to develop.

Overall we feel that once again the Travel Trade has been ignored.

**Rajesh Magow, Co-founder & Group CEO, MakeMyTrip**



We acknowledge, with satisfaction, the government's sustained focus on travel and tourism as reaffirmed in the interim budget. The commitment to bolster domestic tourism through initiatives spanning rail and air travel, coupled with the ongoing emphasis on tourism-led destinations, particularly in the realm of island tourism and spiritual tourism, reflects a strategic vision for the long-term growth of the T&T sector.

The allocation of interest-free loans to state governments for the creation of iconic tourist destinations is a noteworthy step. The expansion of airports and the PM Gati Shakti program are pivotal in enhancing connectivity to previously unexplored regional gems. These initiatives will take domestic discovery to farther reaches of the country, thereby empowering local entrepreneurs and creating employment opportunities.

While the specifics are yet to be seen, collaboration between the industry and the government is key to maximizing impact, ensuring quality standards, and fostering sustainable tourism models for an enhanced traveller experience.



**Gautam Aggarwal, Division President, South Asia, Mastercard**

The government's decision to invest significantly in the tourism sector, as stated by the Union Finance Minister in the Interim Budget, is a welcome step that bodes well for the Indian economy. Coupled with a strong focus on infrastructure development, it will lead to the emergence of new tourism corridors, resulting in greater interest from domestic and international travellers to visit the less explored parts of the country. Mastercard is closely aligned with the government's vision of tourism contributing USD 1 trillion to India's GDP by 2047. To support this vision, the company launched its 'priceless india' program last year under the guidance of the Ministry of Tourism. It offers exclusively curated experiences around India's rich history, culture, cuisine, and a lot more to travel enthusiasts from around the globe.



**Chirag Agrawal, Co-Founder, TravClan**

Tourism cannot grow without investment. We welcome the government's initiatives on developing iconic tourist centers and investing in tourism and connectivity infrastructure. Measures such as long term loans to states will foster long term development and unlock India's tourism potential. We hope for more measures from the government that continue to build our air infrastructure and hospitality sector. This development will not just invite the world to explore our heritage but also ignite local economies and our pride!



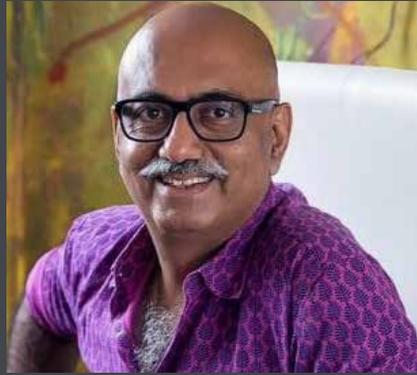
## Mr. Navneet Nagpal, Principal Consultant and Director, Spectra Hospitality Services

As someone deeply involved in the hospitality sector, I can't help but express my enthusiasm about the Interim Budget for 2024–25, especially its focus on the tourism industry. It's heartening to see the government recognizing the vast potential of India's travel destinations. The initiative to create renowned tourist spots and provide states with long-term, interest-free loans is a commendable step.

What's particularly invigorating is the Budget's emphasis on Spiritual Tourism, with Ayodhya emerging as a key destination. This increase in investment reflects a growing desire among travelers for destinations that offer not just a journey, but also a deep cultural and spiritual experience.

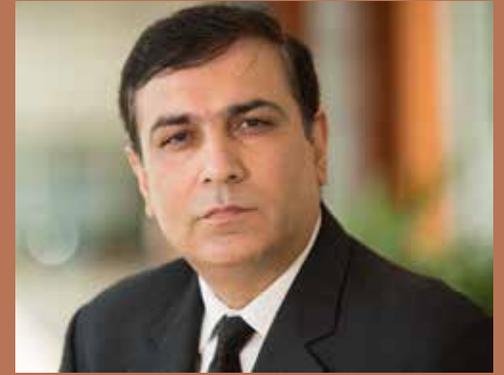
This budget announcement signals fresh opportunities and responsibilities for us in the hospitality industry. It's a call to action for us to enhance our services and amenities, aligning them with international standards. Additionally, the development focus on areas like Lakshadweep opens avenues for tourism growth, employment, and skill development, further bolstering the sector's progression.

In sum, the Interim Budget 2024–2025's spotlight on tourism offers a pivotal chance for the hospitality industry to innovate and grow. It's a critical moment for us to elevate the sector's role in shaping India's economic and cultural narrative.



## Rohit Sethi, Co-Founder, Seclude Hotels Home Style

While expectations were slightly muted due to the interim nature of the budget, we welcome the government's focus on Atmanirbhar development of domestic and inbound tourism. The aviation sector via the UDAAN Scheme has consistently improved connectivity by covering 570 additional routes which is a very beneficial growth trend. Government emphasis on consistent development of infrastructure is very encouraging, with Indian carriers proactively placing orders for more than 1,300 aircraft; doubling of airports to 149 within ten years; additional 40,000 rail bogies being converted to Vande Bharat coaches; all of which will go a long way to further boost ease of connectivity for both domestic and international tourists. Providing long-term interest-free loans to promote iconic tourist centres, development of island tourism in destinations such as Lakshadweep, and spiritual tourism are unique areas of special consideration that will have a positive multiplier effect towards job creation and boost local entrepreneurship. There are significant opportunities for India's tourism sector to be a driver towards the vision of India becoming a developed nation by 2047 by significantly improving the prospects of key social groups mentioned in the latest budget: women, poor, farmers and youth.



## Mr. Vishal Suri, Managing Director, SOTC Travel Limited

The interim budget presented by Hon'ble Finance Minister has maintained status-quo on direct and indirect taxes thus keeping its impact neutral.

The government has set focus on the overall travel and tourism sector via infrastructure development, green energy, sustainability and looked at diverse initiatives for domestic tourism via a strategic approach for each segment - aviation, ports (waterways) and rail to strengthen regional connectivity to tier 2 and 3 cities.

We welcome the development on the rapid expansion of air connectivity with the addition of 517 new routes across Regional India's tier 2 and 3 cities via the UDAN scheme - this will play a key role in strengthening accessibility.

The special focus on strengthening domestic tourism via implementation of rail connectivity corridors under the PM Gati Shakti initiative and upgrading 40,000 regular train bogies into high speed Vande Bharat trains will definitely strengthen surface transportation.

The Government's plan on focus on spiritual tourism, development of iconic tourist spots and island destinations of India including Lakshadweep (projects for port connectivity, tourism infrastructure, and amenities) will generate employment thus boosting India's economy. What is noteworthy, is the Government's mindful move to form a panel to tackle challenges of higher population/over tourism, especially in destinations with sensitive ecosystems.

## Mr. Mahesh Iyer, Managing Director & Chief Executive Officer, Thomas Cook (India) Limited

The FM's interim budget reflects a welcome focus on the overall travel and tourism sector - demonstrating its significant value as a powerful economic growth engine and employment generator. The government's aim to accelerate infrastructure development is transformative and while featuring the current doubling to 149 airports, the Budget has focussed on air connectivity with 517 new routes across Tier 2-3 cities, carrying 1.3 crore passengers via the UDAN scheme; conversion of 40,000 bogies into Vande Bharat, enhancement of NAMO trains and metro connectivity - valuable in ensuring efficient and sustainable mobility solutions - especially with respect to addressing the powerhouse of Regional India. Additionally, setting aside Rs. 85,000 crore for new greenfield airports is key in creating a world-class travel infrastructure. We commend



the Budget's focus on spiritual tourism which will serve as a force multiplier in catalysing this strongly emerging segment while uplifting local communities and the ecosystem around India's pilgrimage circuits. Spiritual Tourism, we believe, will create critical momentum to Domestic Tourism and boost the government's intent of "Dekho Apna Desh". India's coastline of over 7,500 kms represents a viable opportunity for cruise tourism and we welcome the inclusion of port projects; also infrastructure/ connectivity towards development of India's island destinations like Lakshadweep. An important highlight is the government's plan to provide long-term interest-free loans to States for development of iconic tourism centres and promotion on a global standard - will be a key driver towards expanding tourism circuits across the Country. The anticipated tax buoyancy this fiscal augurs well - across the Travel & Tourism and allied sectors.

At Thomas Cook India, we are bullish on the Travel & Tourism sector: The budgetary provisions underscore the government's clear intent towards unlocking the immense potential and we look forward to playing our part as a key stakeholder in the nation's tourism narrative during this 'Kartavya Kaal' and beyond.



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2025

# MahaKumbh

## A Spiritual Spectacle of Unity and Renewal

The Maha Kumbh Mela, a sacred Hindu pilgrimage, holds immense religious and cultural significance, drawing millions of devotees to its grandeur. As the Maha Kumbh 2025 returns to Prayagraj, the Uttar Pradesh government plays a pivotal role in ensuring the success and smooth execution of this colossal event.

**A**s the countdown to Maha Kumbh 2025 begins, the Uttar Pradesh government's proactive measures underscore its commitment to hosting a successful and memorable pilgrimage. Through infrastructure development, security measures, environmental conservation, and cultural initiatives, the government aims to create an environment where devotees can participate in this spiritual journey with a sense of ease and reverence. The upcoming Maha Kumbh promises to be a testament to the synergy between faith, governance, and the enduring cultural heritage of India.





## **Yogi Adityanath** Chief Minister, Government of Uttar Pradesh

The upcoming Mahakumbh of 2025 will transcend the grandeur and divinity witnessed during the 2019 event. We are committed to organizing the Mahakumbh of 2025 in a grand manner.

Reflecting on the 2019 Prayagraj Kumbh, the absence of key sites like Kashi, Ayodhya, Chitrakoot, Naimisharanya, and Vindhyavasini, will be integral to the forthcoming event. Anticipating a doubling of devotee turnout compared to 2019, preparations are underway to enhance infrastructure to accommodate them.

Noteworthy developments include the construction of 9 ROBs, establishment of a new civil terminal, and the widening and fortification of over 250 roads, alongside the construction of 114,500 toilets.

The 2019 Kumbh exemplified safety, cleanliness, and orderliness, serving as a model for subsequent events. The Prayagraj Mahakumbh of 2019, attracted over 24 crore devotees and garnered global acclaim for its impeccable organization.

For the first time post-independence, 5 crore devotees immersed on Mauni Amavasya, with devotees having seamless darshan of Akshaya Vat and Goddess Saraswati. India's cultural resurgence, exemplified by events like Ayodhya's Deepotsav, Braj's Rangotsav, and Kashi's Dev Diwali, which resonate nationally.

Uttar Pradesh is emerging as a leader in tourism.

The systematic development of religious sites is being carried out through dedicated councils. Milestones include the completion of the Srikashi Vishwanath Dham corridor and the reinstallation of the Mother Annapurna statue after a century.

Notable initiatives span the Ramayana, Buddhist, spiritual, Shaktipeeth, Krishna/Braj, and Mahabharata circuits, reflecting in last year's visitation figures: 6.30 crore devotees to Srikashi Vishwanath Dham, 6.20 crore to Mathura-Vrindavan, 10 lakh to Naimishdham, 2.55 crore to Bundelkhand, 29 lakh to the Buddhist Circuit, and 8.50 lakh to Shukratirtha. Uttar Pradesh's ascendancy in tourism is paralleled by job creation and economic growth, underscoring its newfound prominence in the sector.



## **Anandiben Patel,** Governor, Uttar Pradesh

The government is diligently making arrangements to ensure the safety, service, and convenience of saints, bathers, devotees, Kalpavasis, tourists, researchers, and curious individuals from across the globe. Prayagraj Mahakumbh-2025 will create a new record at the global level.

# MahaKumbh and its significance in Hinduism



**T**he Maha Kumbh holds profound significance in Hinduism, representing a spiritual journey that transcends individual devotion to connect millions in a collective pursuit of divine grace and purification. Understanding the importance of the Maha Kumbh requires delving into its historical roots, its cultural and religious symbolism, and the transformative impact it has on the participants.

### **Historical Roots:**

The roots of the Kumbh Mela can be traced back to ancient Hindu scriptures, particularly the Puranas. The concept finds mention in texts like the Bhagavata Purana, where the churning of the cosmic ocean resulted in the emergence of the

## FESTIVITY

Kumbh (pot) containing the nectar of immortality. Gods and demons vied for the nectar, and during this cosmic struggle, drops fell at four locations on Earth, identified as the present-day sites for the Kumbh Mela.

### Transformative Spiritual Journey:

The Maha Kumbh is not merely a ritualistic event; it is a metaphorical journey of self-discovery and renewal. Participants view the pilgrimage as a chance for rebirth, shedding the burdens of past karma, and starting afresh on the path of righteousness.

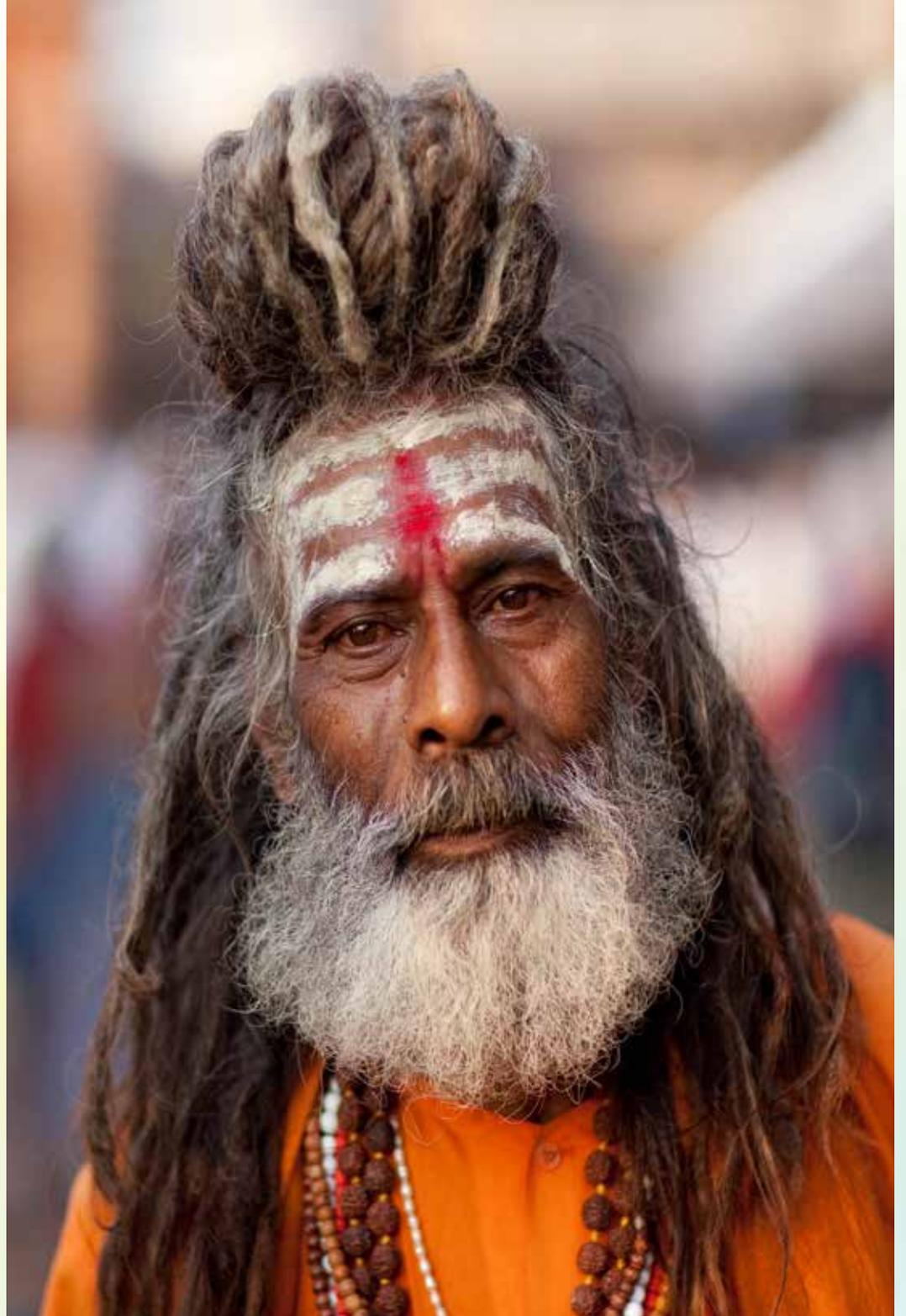
The Kumbh Mela is a unifying force, bringing together people from diverse backgrounds, castes, and regions. In this sacred congregation, societal hierarchies dissolve, emphasizing the fundamental unity of humanity.

Devotees view the Maha Kumbh as an expression of unwavering faith in the divine. The act of taking a holy dip is considered an act of surrender to the higher power, seeking blessings for oneself and all beings.

In essence, the Maha Kumbh is a spiritual phenomenon that encapsulates the rich tapestry of Hindu beliefs, emphasizing the eternal cycle of life, death, and rebirth. It serves as a powerful reminder of the interconnectedness of humanity and the eternal quest for spiritual enlightenment.

### Cyclical Nature of the Kumbh Mela

The cyclical nature of the Kumbh Mela, occurring every 12 years, is deeply rooted in Hindu cosmology, astrology, and ancient traditions. It symbolizes the perpetual flow of time, the cyclic nature of existence, and the eternal quest for spiritual



elevation embedded in the fabric of Hindu philosophy. This rhythmic recurrence adds a layer of significance to the event, aligning it with celestial cycles and reinforcing the spiritual symbolism embedded in the Kumbh Mela.

### Symbolism of the 12-Year Cycle

The 12-year cycle mirrors the concept of renewal and rebirth inherent in Hindu philosophy. Just as the planetary cycles repeat, individuals have the opportunity to undergo a spiritual rebirth through their participation in the Kumbh Mela.

The number 12 is significant in Hindu cosmology, representing the 12 zodiac signs. The Kumbh Mela's alignment with this number symbolizes a holistic and cyclical approach to spiritual growth, encompassing all aspects of the cosmic order.



**T**he spiritual journey of a pilgrim during the Maha Kumbh is a transformative odyssey, characterized by devotion, self-reflection, and a quest for purification. Pilgrims embark on this sacred pilgrimage with the belief that participating in the rituals and bathing in the holy rivers will cleanse their souls, eradicate sins, and bring them closer to spiritual enlightenment.

In essence, the spiritual journey during the Maha Kumbh is a multi-faceted experience that involves physical rituals, mental purification, communal unity, and a profound connection with the divine. It is a pilgrimage that extends beyond the physical space and time, leaving a lasting impact on the pilgrim's spiritual consciousness.

### **Preparation and Devotion:** Spiritual preparation

Pilgrims often engage in rigorous spiritual preparations before undertaking the journey. This may involve prayer, meditation, and adherence to certain vows or austerities in the weeks or months leading up to the Maha Kumbh.

### **Pilgrimage as a sacred duty**

Many view the pilgrimage to the Maha Kumbh as a sacred duty, a once-in-a-lifetime opportunity to attain spiritual merit and seek blessings from the divine. The sense of duty intensifies their commitment to the journey.

### **The Arrival:** Sense of Arrival

As pilgrims arrive at the Maha Kumbh site, there is a palpable sense of anticipation and excitement. The atmosphere is charged with

spirituality as people from diverse backgrounds come together for a common purpose.

### **Encouraging saints and Sadhus**

Pilgrims often seek the guidance and blessings of saints and sadhus present at the Kumbh. Interactions with these revered figures contribute to the pilgrims' spiritual journey, offering insights, wisdom, and encouragement.

### **Rituals and Ceremonies:** Holy Dip(Shahi Snan)

The pinnacle of the spiritual journey is the ritualistic bath in the confluence of the sacred rivers during the Shahi Snan. Pilgrims believe that this act purifies them of sins accumulated over lifetimes and facilitates spiritual liberation (moksha).

### **Observing Vrat (Fasting) and prayer**

Many pilgrims observe vrat (fasting) and engage in continuous prayer during their stay at the Maha Kumbh. This dedication is seen as a way to deepen their connection with the divine and enhance the spiritual efficacy of their journey.

### **Self-Reflection and Contemplation:**

Some pilgrims intentionally seek moments of solitude and silence to engage in self-reflection. This introspective time allows them to contemplate their life, actions, and spiritual aspirations.

### **Cleansing of the mind**

The Maha Kumbh serves as a metaphorical

river for cleansing the mind. Pilgrims aim to let go of negative thoughts, attachments, and ego, fostering a state of mental purity and receptivity to divine grace.

### **Communal Spirit and Unity:** Unity in Diversity

The Maha Kumbh is a melting pot of diverse cultures, languages, and traditions. Pilgrims experience a profound sense of unity, transcending social, economic, and cultural differences. The communal spirit reinforces the idea of oneness and interconnectedness.

### **Shared Spiritual Experiences**

Interactions with fellow pilgrims create a collective spiritual energy. Shared rituals, prayers, and the collective endeavor to attain spiritual goals contribute to a sense of community and shared spiritual experiences.

### **Return and Integration:** Carrying Blessings Home

As pilgrims conclude their journey and return home, they carry with them the blessings and spiritual energy accumulated during the Maha Kumbh. These blessings are believed to positively influence their lives and the lives of their communities.

### **Integration of Spiritual Insights**

The spiritual journey doesn't end with the departure from the Maha Kumbh. Pilgrims aim to integrate the insights gained, the purification experienced, and the blessings received into their daily lives, fostering a sustained connection with the divine.

# Development



## Infrastructure Development:

Understanding the magnitude of the Maha Kumbh, the Uttar Pradesh government has invested significantly in enhancing the infrastructure of Prayagraj. Upgrading transportation systems, expanding accommodation options, and improving sanitation facilities are among the top priorities. The aim is to provide a comfortable and safe experience for the millions of pilgrims expected to converge on the holy city.

## Security Measures:

Ensuring the safety and security of the massive gathering is a paramount concern for the Uttar Pradesh government. The deployment of a





robust security apparatus, including personnel, surveillance technology, and emergency response teams, is part of a comprehensive strategy to manage the large crowds and prevent any untoward incidents.

### **Environmental Conservation:**

Recognizing the environmental impact of such a massive congregation, the Uttar Pradesh government is implementing eco-friendly measures. Waste management systems, water conservation initiatives, and efforts to minimize the ecological footprint of the event are being put in place. The focus is on preserving the sacred confluence of the rivers and maintaining the environmental balance.

### **Technology Integration:**

In a bid to enhance efficiency and streamline logistics, the Uttar Pradesh government is leveraging technology. Advanced ticketing systems, real-time crowd monitoring, and communication platforms are being employed to manage the influx of pilgrims and ensure a seamless flow of events during the Maha Kumbh.

### **Cultural and Social Initiatives:**

Beyond logistical considerations, the Uttar Pradesh government is actively promoting the cultural and social aspects of the Maha Kumbh. Supporting traditional art forms, organizing cultural events, and facilitating the participation of artists from various regions are part of the government's efforts to showcase the rich tapestry of Indian culture to a global audience.

### **Collaboration with Stakeholders:**

The success of the Maha Kumbh relies on the collaboration between the government, local authorities, religious leaders, and various stakeholders. The Uttar Pradesh government is fostering a collaborative approach to address challenges and ensure a harmonious and well-coordinated event.

# BUDGET for Maha Kumbh

**T**he Yogi government has earmarked Rs 2500 crore in the 2024-2025 budget for organising Mahakumbh on a grand note in Prayagraj in 2025.

The focus of the state government will be on expediting various projects to enhance civic amenities, establishment of the Kumbh Museum in Prayagraj and accelerating infrastructural projects and setting up National Law University at the cost of Rs 100 crore.

According to the data, revealed during the presentation of the budget in

the state assembly more than 37 crore 90 lakh tourists had come to the state from January to October in the year 2023. Of these, the number of Indian tourists was approximately 37 crore 77 lakh and the number of foreign tourists was approximately 13 lakh 43 thousand. The number of tourists in Prayagraj also saw a significant increase, along with Varanasi-Ayodhya.

Moreover, there is a possibility of crores of tourists gathering for Mahakumbh 2025. Therefore, a huge Tent City will also be built in Prayagraj to accommodate tourists.



## Projects in Prayagraj

- Under Maha Kumbh, 2025, a budget provision of Rs 100 crore is proposed for the Culture Department, including Rs 2500 crore for various works.
- A provision of Rs 100 crore is proposed for the National Law University under construction in Prayagraj district.
- A provision of Rs 14.68 crore is proposed for the establishment of Nishad Raj Guha Sanskritik Kendra, Shringverpur and Rs 10.53 crore is proposed for the establishment of Maharishi Valmiki Cultural Centre, Chitrakoot.
- Under the Mukhyamantri Paryatan Vikas Sahbhagita Yojana, there is a plan to develop one tourist destination in each assembly constituency of Uttar Pradesh. Under this, the development of pilgrimage and tourism areas will be ensured in all the districts of Prayagraj division.
- The Yogi government will also pave the way for the establishment of the Kumbh Museum in Prayagraj.
- The process of expediting the development and beautification works is being carried out in Ayodhya, Varanasi, Chitrakoot, Lucknow, Vindhyachal, Prayagraj, Naimisharanya, Gorakhpur, Mathura, Bateswar Dham, Garhmukteshwar, Shuktirtha Dham, Maa Shakumbhari Devi, Sarnath and other important tourist places.



# Participation in Maha Kumbh

**P**articipating in the Maha Kumbh is a unique and spiritually enriching experience. By planning ahead and respecting the spiritual and cultural significance of the Maha Kumbh, you can ensure a meaningful and memorable participation in this extraordinary event.

Here is a guide on how you can plan and participate in the Maha Kumbh 2025:

## Plan in Advance:

The Maha Kumbh happens once every 12 years, so planning well in advance is crucial.

Consider the dates and duration of the Kumbh Mela. It typically lasts for several weeks, and the auspicious bathing dates (Shahi Snan) are especially significant.

## Registration and Permits:

Check if there are any registration or permit requirements for attending specific events or taking a dip during the Shahi Snan.

Verify if there are any travel restrictions or guidelines set by the authorities.

## Accommodation:

Given the massive influx of pilgrims, accommodation options can fill up quickly. Plan and book your stay well in advance.

Temporary tent cities, known as "akharas," are set up to accommodate participants. Explore these options for an authentic experience.

## Travel Arrangements:

Plan your journey to the host city, Prayagraj, and ensure transportation arrangements are in place.

Be aware of traffic and transportation restrictions during the event.

## Spiritual Preparedness:

Understand the significance of the Maha Kumbh and the rituals involved. Familiarize yourself with the schedule of events and ceremonies.

If you plan to take a dip during the Shahi Snan, be prepared for the crowds and the spiritual energy that permeates the event.

## Cultural Engagement:

Immerse yourself in the cultural activities and events taking place during the Maha Kumbh. This includes traditional music, dance, and religious discourses.

Engage with fellow pilgrims and share in the diverse cultural experiences.

## Respect Local Customs:

The Maha Kumbh is a sacred event, and it's essential to respect local customs and traditions. Follow the guidelines set by the authorities and be mindful of the spiritual atmosphere.

## Health and Safety:

Given the large crowds, prioritize your health and safety. Stay hydrated, follow hygiene practices, and be cautious in crowded areas.

Carry necessary medications and a basic first aid kit.

## Pack Essentials:

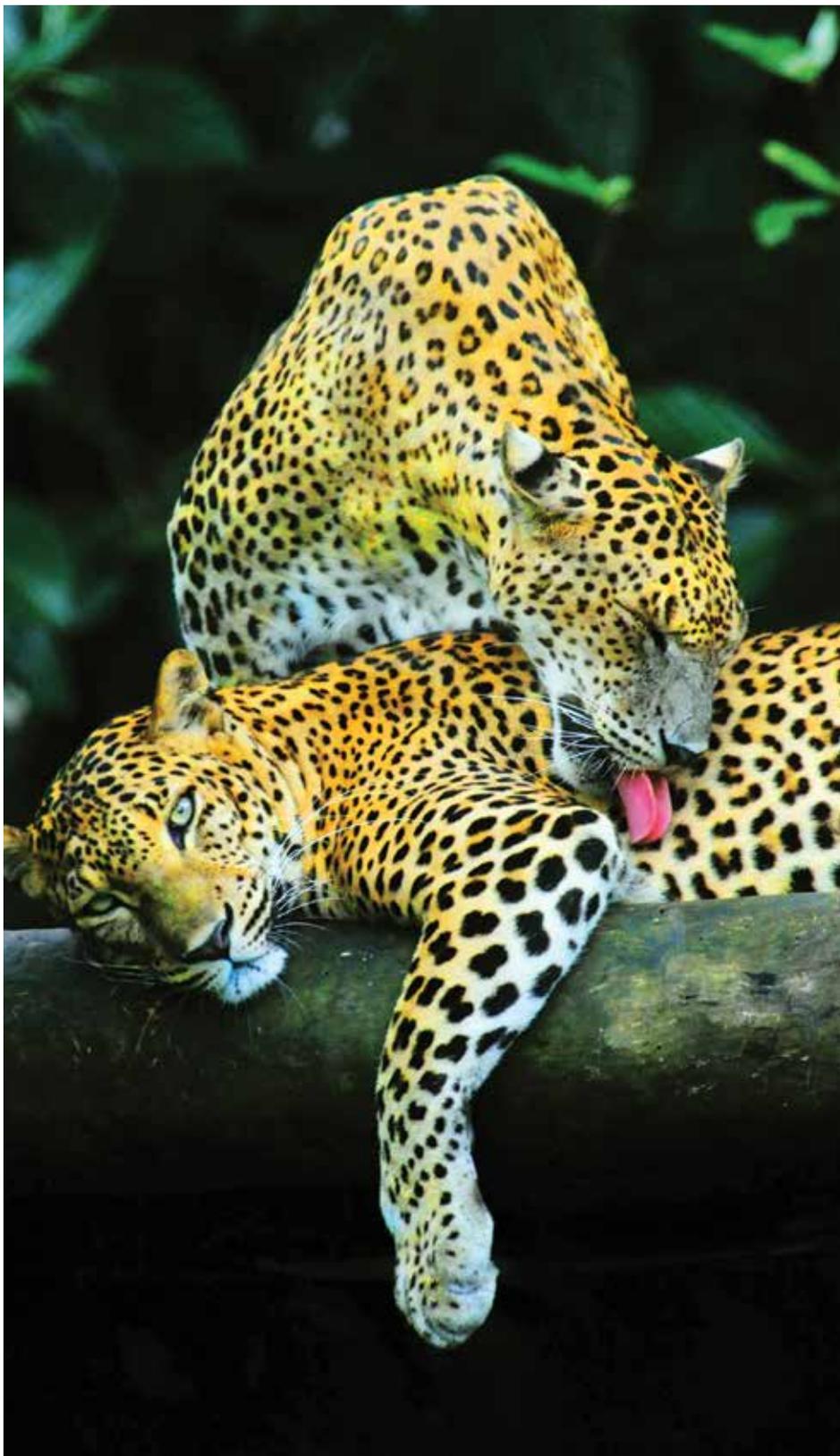
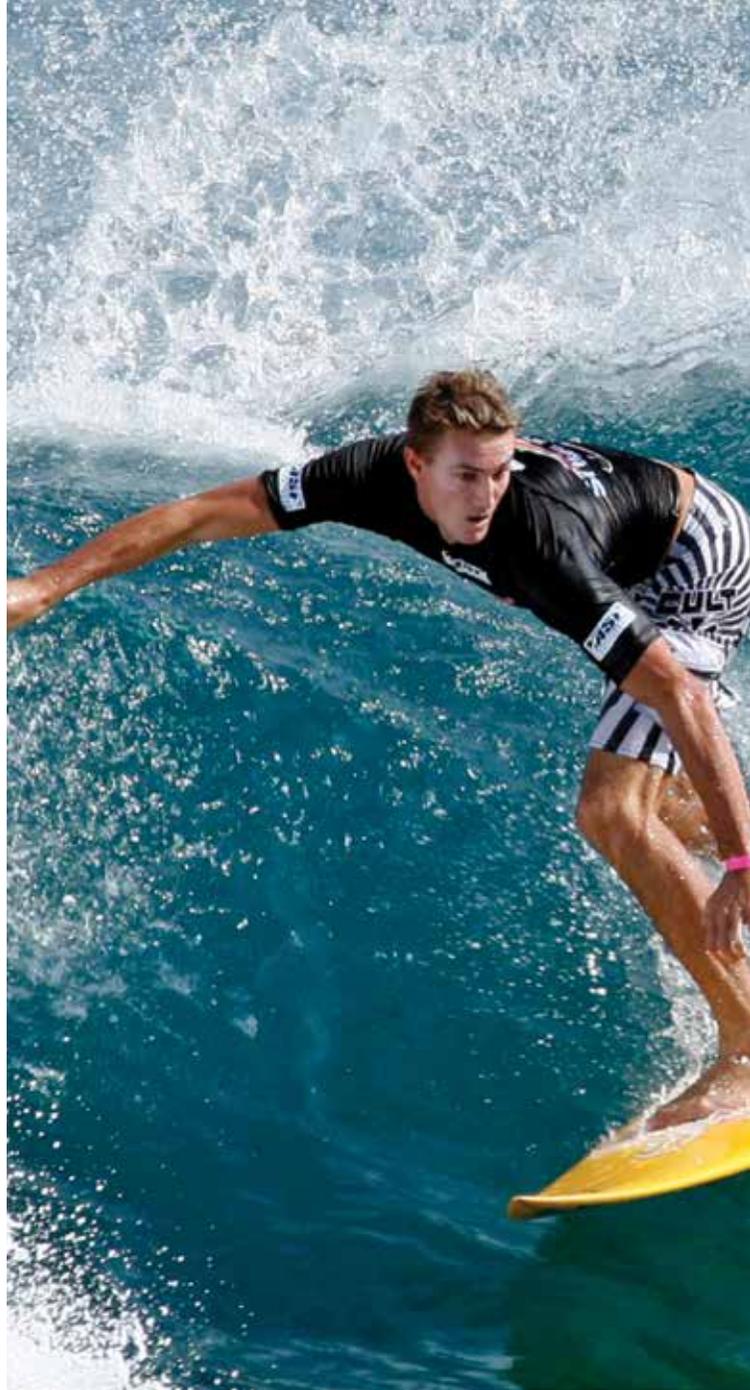
Pack essentials such as comfortable clothing, toiletries, a water bottle, and any required religious or ceremonial items.

## Stay Informed:

Keep yourself updated on any changes, announcements, or guidelines issued by the authorities leading up to and during the Maha Kumbh.

# Sri Lanka: You'll Come Back for More

Sri Lanka Tourism invites India to embark on an unforgettable journey through a captivating two-city roadshow series. Commencing in Mumbai on 9th February with OTM and extending its allure to New Delhi on 20th February 2024 with SATTE, this event promises to showcase the best of Sri Lanka, enticing visitors with the resonant tagline, "Sri Lanka – You'll Come Back for More."



**E**merging from a triumphant year that witnessed over 1.4million tourist arrivals by December 2023, this roadshow is a testament to Sri Lanka's commitment to recovery since 2019. Aimed at engaging Tour Operators, Media, Key Influencers, Corporates, MICE Agents, Trade Associations, and others in the Indian tourism community, the event underscores that Sri Lanka is not merely a destination but a beckoning sanctuary of safety, beauty, and endless attractions for both leisure and business travel.

Championed by industry leaders including Sri Lankan Airlines, IndigoSpice Jet, Air India &Vistara, the roadshow features insightful Business networking Evening, fostering invaluable partnerships. The event promises to reshape perceptions, highlighting Sri Lanka's diverse attractions and cultural treasures under the inviting tagline.

## **Tourist Arrivals from India: Rewriting History, Inspiring the Future**

India has long been a vital source of tourism for Sri Lanka and 302,844 tourists have visited Sri Lanka during the year 2023, comprising 20 % of total arrivals. In 2024, approximately 40,000 tourists have visited Sri Lanka so far, making a positive contribution to the country's economy. Beyond attracting tourists, this initiative aims to rejuvenate Sri Lanka's tourism industry, contributing to the nation's resurgence in the economic aspects.

Sri Lanka Tourism promises the best tourist experience and



assures Indian tourists and investors that the country is open for business and all possible measures have been taken to ensure the safety and security of all visiting the country for leisure and business.

As Sri Lanka continues to flourish as a preferred destination for Indian tourists, these recent developments in currency transactions and the commitment to sustainable tourism practices further solidify its position on the global tourism map.

Embark on this captivating journey with a pilot project offering free tourist visas for the initial 30 days of stay until March 31, 2024. Travellers from India and six other designated countries can enjoy dual entry status, unlocking a memorable 30-day experience in Sri Lanka, where the promise echoes: "Sri Lanka – You'll Come Back for More."

# Autumn Experiences in Canberra

Embark on an extraordinary autumn adventure in Canberra, with the city showcasing a kaleidoscope of colours.



**D**elight in the season's vibrancy through amazing festivals, captivating exhibitions, and an array of outdoor activities to experience the cultural richness. From the enchanting Enlighten Festival to the subversive art at the National Gallery of Australia, here's a compilation of the must-do activities in the city from March to May.

## Festivals

### *Canberra's Enlighten Festival (1 to 11 March)*

This autumn celebration promises to captivate art enthusiasts and culture connoisseurs with a myriad of vibrant events, showcasing Canberra's iconic landmarks in an entirely new light. Split into 4 categories, below are the things one must not miss –

#### *Enlighten Illuminations: A Spectacle of Light and Architecture (1-11 March)*

A mesmerizing architectural experience awaits as the Enlighten Illuminations light up Canberra's National Attractions. Witness the fusion of storytelling, cutting-edge technology and artistic brilliance as the iconic buildings come alive in a symphony of colour, sound, and movement—an unmissable visual feast!

#### *Enlighten After Dark: Unleashing the Magic of Nightlife (1-11 March)*

Indulge in exclusive after-dark activities across the city as part of the Enlighten After Dark program.

The city attractions and businesses are bathed in enchanting lights and offer an unforgettable experience available exclusively during the Enlighten Festival.

#### *Lights! Canberra! Action! A Cinematic Extravaganza (8 March)*

This short film festival, the 21st edition of lights, shines a spotlight on talented local, up-and-coming movie directors. Be the first to discover the cinematic gems that may propel these filmmakers to stardom in the Australian film industry.

#### *Symphony in the Park: A harmonious celebration of music and art under the stars (10 March)*

Experience a musical fusion like never before as the legendary Hoodoo Gurus and The Canberra Symphony Orchestra grace the stage in Commonwealth Park in this world premiere event.

## Canberra Balloon Spectacular (9 to 17 March)

Wake up to surreal scenes as over 40 hot air balloons float across Australia's capital during The Canberra Balloon Spectacular. Each morning from the 09th to 17th March hot air balloons fill the skyline creating a display of colour and movement. A novelty way to take in the stunning sights is to experience the Balloon Spectacular from the best seat in town, onboard a GoBoat!

## Canberra Beer & Cider Festival (16 March)

The time to get crafty with 250 brews to try from over 40 exhibitors from around Australia arrives at the Canberra Beer & Cider Festival this March. The festival offers live entertainment throughout the day, drooling food options, and a range of family-friendly activities to ensure the whole family enjoys the day out.

## Canberra Comedy Festival (13 to 24 March)

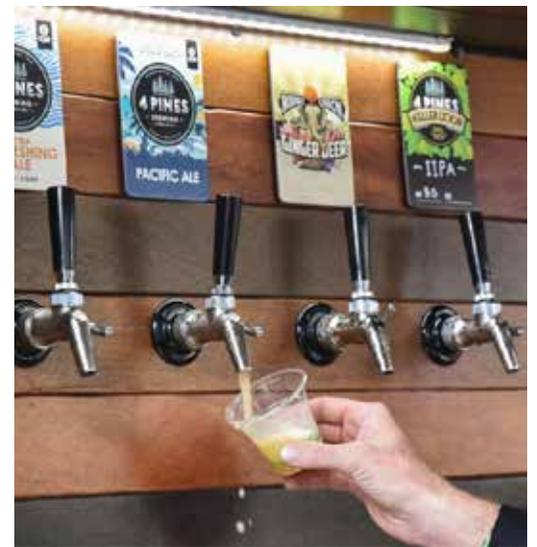
Dissolve into laughter as you enjoy the Australian comedic stylings of Jimeoin, Wil Anderson, Melanie Bracewell, Daniel Connell, Lizzy Hoo, and many more, on one of the evenings, this March.

## National Folk Festival (28 March to 1 April)

A short break in Canberra, from 28th March to 1st April, couldn't have been well taken care of. With multiple stages, workshops, dance spaces, markets, food stalls, and on-site camping, the National Folk Festival brings about a total of 4 long days of music, folk dance, and community engaging activities.

## Arts & Exhibitions

Delight in the subversive, satirical art by the



Western Aranda portraitist Vincent Namatijira: Australia in Colour (02 March—21 July) at the National Gallery of Australia, or be inspired at the Ralph Heimans: Portraiture. Power. Influence exhibition (15 March—27 May) at the National Portrait Gallery. Lastly, make a pitstop at the National Museum of Australia to immerse yourself in the past as Discovering Ancient Egypt exhibition has been gracing the halls of the museum (15 December 2023—8 September 2024) with over 220 historical artefacts.

**Activities**

Head to the shores of Lake Burley Griffin, the National Carillon, or the National Arboretum

Canberra to take in the kaleidoscope of colours first-hand.

**Lake Burley Griffin**

Canberra's glistening centerpiece, Lake Burley Griffin is a water playground surrounded by museums, galleries, iconic landmarks, cafes, and parks. It also offers the most pleasant sight when viewed from a lake cruise or a floating picnic boat adventure.

**The Bridge-to-Bridge loop**

One of Canberra's most leisurely walks, known as the Bridge-to-Bridge loop, a perfect place to see the autumnal colours and visit major attractions

dotted along the way including the National Gallery of Australia, Questacon – The National Science and Technology Centre, International Flag Display, and National Library of Australia.

**Canberra's Wine District**

Cooler weather and red wine are a match made in heaven. Enjoy a drop over a long lunch at one of the Canberra wine district's restaurants. Among the popular spots for a lazy lunch are Heywood, Poachers Pantry, Four Winds Vineyard, Shaw Wines, and Contentious Character. Additionally, discover the city's best boutique wineries on a private luxury tour with Van Du Vin, sampling the regions' best Riesling, Shiraz, and Tempranillo.

**Explore the Outdoors with the Experts**

Lastly, learn about native animals and the capital's natural landscape with Canberra Guided Tours or join atwilight tour at Mulligans Flat Woodland Sanctuary. Reconnect with the land and learn about First Nations' culture with Dhawura Tours and Traditional Owners Aboriginal Corporation.

With all these amazing experiences- it's tough not to fall in love with the beauty of Canberra. Escape the tropical summer in India and transport to this crisp, autumn wonderland.



# Yas Island: Keep Boredom Away!

Yas Island, Abu Dhabi's renowned leisure and entertainment destination, is excited to introduce its latest school break anthem, inviting families to embark on an exhilarating escape from monotony.



**Y**as Island unveils an enchanting video showcasing the Yas-tastic adventures of 'the girl who never got bored'. Drawing inspiration from the re-popularized sea shanty genre, the video narrates the story of a girl who remained endlessly entertained during her Yas Island staycation. Viewers are invited to share in the excitement and discover the limitless experiences that the destination has to offer.

Imagine a staycation so extraordinary that children will erase the very concept of "boredom" from their vocabulary. Yas Island proudly presents its latest Stay & Play Package, a fusion of top-tier entertainment, thrilling adventures and serene relaxation, crafting each moment into a lasting memory.

To add to the thrilling vacation and for guests to explore more, Yas

Island introduces a complimentary room upgrade as part of its enticing Stay & Play package. Participating hotels include Centro Yas Island; Park Inn by Radisson Abu Dhabi, Yas Island; Radisson Blu Hotel, Abu Dhabi Yas Island; Crowne Plaza Abu Dhabi - Yas Island; Yas Island Rotana; and W Abu Dhabi - Yas Island. The offer is valid for bookings made by February 10, 2024 with stay dates available until March 10, 2024.

As Yas Island continues to captivate global audiences, the premier leisure and entertainment destination remains committed to delivering unforgettable moments and unique entertainment experiences for families, thrill-seekers and adventure enthusiasts. With world-class theme parks, luxurious hotels and a myriad of attractions, Yas Island promises the perfect getaway for a Yas-tastic adventure.



# Ras Al Khaimah Breaks Record with 1.22 Million Tourists in 2023



Ras Al Khaimah Tourism Development Authority (RAKTDA) reports its best year for tourism ever, welcoming a record 1.22 million overnight arrivals to the nature Emirate in 2023, up 8% on 2022 numbers and bolstered by a significant 24% year-on-year pick-up in international visitors.

The robust performance is underscored by RAKTDA's strategic growth plans. From investment in tourism infrastructure, targeted initiatives to drive more visitors to the emirate, to developing an ecosystem rooted in sustainability, Ras Al Khaimah continues to reinforce its position as a destination of the future.

Commenting on Ras Al Khaimah's record-breaking 2023, Raki Phillips, CEO of Ras Al Khaimah Tourism Development Authority, said: "It has been a great year for our Emirate, one that clearly set the groundwork for sustainable growth and development in Ras Al Khaimah." He further added, "Despite global challenges that have impacted our industry, we remained agile and resilient as a tourism community, working together to deliver a destination offering that would resonate with our visitors and residents alike. From investing in infrastructure and staging world-class events to making our Emirate sustainable and accessible to all, Ras Al Khaimah is firmly on the path for continued success in 2024 and beyond."

## Delivering more visitors to Ras Al Khaimah

RAKTDA's efforts to promote the Emirate to an even broader global audience paid dividends in 2023, delivering a 8% increase in total annual visitors to reach the 1.22 million milestone, supported by 24% boost in international visitors. Complementing this growth, hotel occupancy rate in the Emirate also saw a significant rise, with an impressive occupancy of 74%, marking a year-on-year growth of 12 percentage points.

With Ras Al Khaimah sharing its border with the Sultanate of Oman, RAKTDA signed a Memorandum of Understanding (MoU) with Oman Tourism Development Company (OMRAN Group) to pursue cross-destination tourism activities to benefit both destinations. The first-of-its-kind strategic partnership aims to position Ras Al Khaimah and Oman's Musandam region as leading global tourism destinations in the Middle East, creating opportunities for travellers to visit both in a single trip.

## Connecting the world to the Emirate

Increasing airlift into Ras Al Khaimah is crucial

to achieving tourism arrivals goals and on November 1st 2023, the new Qatar Airways daily service to Ras Al Khaimah International Airport opened up the Emirate to a network of 160-plus destinations globally via the airline's Doha hub.

With India, a major tourism source market for Ras Al Khaimah, particularly for leisure, incentives and weddings, IndiGo's introduction of a direct service from Hyderabad, adding to its direct Mumbai flight, helped accelerate arrivals growth. Moving from air to sea connectivity, Ras Al Khaimah welcomed six calls by four luxury cruise liners in H1 and will receive 14 luxury cruise calls this 2023/2024 season, growing to 20 by 2025/2026 and 50 by 2030/2031, bringing in cruise passengers that will further increase arrivals figures.

## Responsible tourism development

In 2023, the Emirate achieved Silver Certification under EarthCheck's Sustainable Destinations program – a first in the Middle East. EarthCheck's rigorous process involves monitoring and auditing across 10 sustainability indicators – from energy and water consumption to waste management, carbon footprint analysis and community engagement. Bolstering this initiative, RAKTDA launched its own sustainability certification programme for tourism businesses, Responsible RAK, with more than 20 hotels, attractions and tour operators having earned Responsible RAK Silver Certification to date.

The Emirate outperformed the baseline average in three significant areas, reporting a performance that was better by 23% in energy consumption with savings of 12.4 gigajoules since 2021, 29% in greenhouse gas emission equating to a saving of 1.8 million tonnes of CO<sub>2</sub>, and 61% in waste output, leading to savings of 420 million litres since 2021.

## More rooms drive visitor growth

Ras Al Khaimah's fast-growing hotel portfolio is central to delivering more arrivals to the Emirate. In 2023, several new hospitality projects were announced including Nobu, Le Méridien, W Hotels, JW Marriott & Hilton on Al Marjan Island in addition to Nikki Beach on Mina Al Arab, representing over 1,800 keys in total. The destination also welcomed Anantara Mina Al Arab Ras Al

Khaimah Resort, which fully opened its doors on 2nd January 2024 with 174 rooms, suites and villas, including the emirate's first overwater villas. Additionally, the iconic Waldorf Astoria Ras Al Khaimah reopened following an extensive refurbishment, revealing revamped rooms and suites, new culinary experiences and a reimagined wellness and events spaces. Other upcoming hotel projects including Westin Resort (257 keys), Sofitel Al Hamra (292 keys), Rove Al Marjan Island (441 keys), Rotana Mangrove (258 keys) and Saij, A Mantis Collection Mountain Lodge (70 keys) are all set to open in the near future (2024/2025). Design details of the new USD \$3.9 billion Wynn Al Marjan Island were also revealed, with the 1,500-key mega resort inspired by the seascape of Al Marjan's four islands. The integrated resort will feature shopping, a gaming area, a state-of-the-art events centre, wellness and spa facilities, 24 dining and lounge experiences and extensive entertainment choices.

## A fast-growing events hub and record breaker

Ras Al Khaimah continues to cement its status as a global hub for business and social events, and in 2023, witnessed 23% growth in MICE revenue and 103% increase in revenue from weddings. The Emirate also hosted several headline-grabbers including Arab Aviation Summit, Exotic Wedding Planning Conference (EWPC) and the Global Citizen Forum, DP World Tour, and the RAK Half Marathon. Its reputation as a leading sports events destination was boosted too when the 2023 WMF Minifootball World Cup kicked off in November, marking the tournament's Middle East debut and attracting 32 national teams and 30,000-plus spectators.

Ras Al Khaimah also gained notoriety with its record-breaking 2024 New Year's Eve extravaganza. An eight-minute-long firework and drone display set two new GUINNESS WORLD RECORDS™ titles in a stunning spectacle that lit up the skies along 4.5km stretch of Ras Al Khaimah's waterfront. The show made history, gaining titles for the 'Longest chain of aquatic floating fireworks' for a grand total of 5.8km and the 'Longest straight-line drones display' for a total length of 2km.

# Partnership between BARIG and Berlin Brandenburg Airport

**W**ith Berlin Brandenburg Airport, BARIG (Board of Airline Representatives in Germany) welcomes another airport in its partner portfolio.

In this context, the association of airlines operating in Germany is intensifying the exchange with relevant system partners from a wide range of aviation sectors to jointly meet the manifold challenges of the industry.

“Well-coordinated processes at airports are essential for reliable air transport operations,” **Michael Hoppe, BARIG Chairman and Executive Director, emphasizes.** “We are therefore delighted to welcome the capital city airport of Berlin Brandenburg as a new partner in our network. In a constructive exchange, we can drive forward important initiatives and work together on improvements in the interests of the airlines, their passengers, and cargo customers.”

As airport for the German capital region, Berlin Brandenburg Airport registered around 23 million passengers last year, most of them being transported by BARIG member airlines. Since January 1, 2024, the airport’s operating company has taken over passenger and baggage security controls at BER from the Federal Police. The aim is to further reduce waiting times for travelers. In addition, the airport’s security controls will be equipped with highly advanced CT scanners, which will further simplify and accelerate processes.

**Aletta von Massenbach, Chief Executive Officer of Flughafen Berlin**



**Brandenburg GmbH** highlights: “At BER, we put great emphasis on innovation in order to offer our customers the best possible service and make maximum use of the airport’s potential. The most recent example for that is the takeover of responsibility and management of aviation security controls and the associated investment in new screening technology. We are looking forward to the dialog with BARIG and its international airline representatives. Together, we want to further advance air traffic for the capital region and eastern Germany.”

## Experience the Epitome of Luxury



**S**ince last year, the travel industry in India has witnessed a surge in international travel as customers showed a heightened interest in exploring global destinations.

To keep the momentum going, British Airways has officially kicked off its annual January Sale in India, presenting discounted tickets to over 30 long-haul destinations spanning the UK, US, and Canada. Customers can avail these special offers until midnight on Tuesday, January 31.

Club World (business class) flights are now available at a reduced-rate from Delhi, Mumbai, Bengaluru, Hyderabad, and Chennai. Additionally, discounted premium economy (World Traveller Plus) tickets are available for customers commencing their journey from Hyderabad making flying more pocket friendly for the travellers.

Be it reuniting with family in Toronto, indulging in shopping sprees in New York, or basking on the beaches of Miami, British Airways

caters to diverse preferences. Club World tickets from Mumbai to destinations like Toronto and New York begin at INR 345,000 while return fares from Mumbai to London start at INR 225,000.

Club World customers have the opportunity to enhance their travel experience with style, benefiting from priority check-in, exclusive lounge access, and a refined dining experience at 35,000 feet.

**Commenting on the offer, Colm Lacy, British Airways’ Chief Commercial Officer** said, “If there is ever an excuse for our customers to treat themselves to a great deal, it is now. British Airways has been flying to India since 1924, making it one of our longest-served and most valued destinations, and with 56 flights a week from five Indian cities to London, there is a vast range of options for Indian travellers to take the trips they deserve this year. We are delighted, especially since 2024 marks the remarkable milestone of our 100th year of flying into India. We look forward to celebrating this incredible journey with our valued customers.”

Discover, explore and travel in 2024 by capturing the moments and creating infinite memories with British Airways.

# Cathay Pacific Resumes Passenger Flights to Chennai



**T**his collaboration with Cathay Pacific is set to start on February 1, 2024. It is a significant achievement for Çelebi India as it extends its premium services to one of the world's leading international airlines.

Cathay Pacific has resumed its Hong Kong-Chennai route after a four-year hiatus, demonstrating its commitment to reconnecting with the Chennai market. Cathay Pacific has chosen Çelebi India as its preferred partner for this initiative. This partnership underscores the reputation of Çelebi India as a dependable and trustworthy provider of ground handling services for major international airlines.

**Mr. Tauseef Khan, CEO of Çelebi Ground**

**Handling** – India, shared his excitement about the partnership with Cathay Pacific, noting, "We are thrilled to be chosen as the ground handling service provider for Cathay Pacific's return to Chennai. This collaboration not only highlights Çelebi India's dedication to excellence in ground handling services but also aligns us with Cathay Pacific, a carrier ranked 8th in World's Top Airlines in 2023 and honored with a 5-star Airline rating. We are proud to be recognized by our customers for the high quality of our Ground Services offering, and as Cathay Pacific resumes operations, we are fully prepared to deliver world-class services for the airline and its passengers."

**Cathay's Regional General Manager, South Asia, Middle East and Africa, Rakesh Raicar** said: "We are delighted to once again serve the residents of Chennai. As a Group, we have had a long-standing history with the city and now are back to the skies thrice a week to and from Chennai International Airport on 2 February 2024.

"Our state-of-the-art Airbus A330 wide-body aircraft on this route will not only cater to the

travel needs of corporate and leisure travellers, but will also provide each segment with a cabin of choice and allow them to travel with enhanced comfort to Hong Kong and beyond. Moreover, relaunching Cathay Pacific in the city also gives us an opportunity to service our customers and partners, whilst providing them with a comfortable and a premium experience with our world-class products. Further, with Çelebi being our trusted and highly experienced ground handling service provider, we are assured of smooth handling of our customer's travels"

Çelebi India's legacy at Chennai International Airport and other major airports across the country is marked by a history of seamless ground handling services. The company's commitment to excellence has earned the trust of major international carriers, making it the preferred choice for ground handling solutions. With operations in key airports like Mumbai, Delhi, Bengaluru, Goa, Hyderabad, Cochin, Ahmedabad, and Kannur, Çelebi India continues to expand its footprint and contribute to the growth of the aviation industry.

# From aircraft to arrivals in style

**T**he luxurious loungewear is designed to be the ideal 'flight fit' - perfect for sleeping in, but also suitable to wear for a social drink at the A380 onboard lounge, or as a casual outfit that takes you from aircraft to arrivals in style.

Emirates' Business Class Loungewear is composed of a super soft premium modal material, which customers find lightweight and breathable. Designed



to reflect contemporary athleisure trends, the cozy fabric is in a relaxing shade of light blue, available in two sizes. The botanic fibres and jersey knit style means the loungewear has an elegant drape that flatters various body types, ensuring soft and stretchy comfort above the clouds. Presented in a complementary drawstring pouch, each set contains an adjustable loungewear top and pants, a pair of warm slippers and an eye mask.

Emirates Business Class customers will be offered the loungewear set upon boarding so they can change at their leisure and maximise comfort for the full duration of the flight. On flights of 9 hours or more, Business Class customers will receive the full set with loungewear top and pants, slippers and eye mask, while on flights that have a duration of 2 hours and 30 minutes, customers will receive complimentary slippers and eye mask sets.

The launch of Business Class Loungewear forms part of Emirates' ongoing investment into elevating customer experience, ensuring customers in all classes 'fly better'. Recent investments have included a huge retrofit project of 120 aircraft with upgraded cabin interiors, creative new menus and new high-quality ingredients, exclusive champagne partnerships, a new hospitality programme for Emirates cabin crew, live TV onboard amidst a vast library of inflight entertainment, complimentary Wi-Fi attainable for all customers, luxurious amenity kits and a world-class wine list. The multimillion dollar investment into Business Class loungewear has been in development for more than a year, designed in-house by the Emirates team to be best-in-class for comfort, style and reusability. During the trial period on routes to and from New York and Boston, customers shared highly positive feedback on the loungewear, with sets being taken home by customers to be worn again.

# Etihad Boost Frequencies to Key Destinations



**T**he airline is increasing flights to Jeddah and Riyadh in Saudi Arabia, Amman in Jordan, Beirut in Lebanon, as well as Colombo in Sri Lanka, and

Kolkata and Bangalore in India.

The enhancements are part of Etihad's ambitious expansion of flights and frequencies to further boost Abu Dhabi's global reach offering more flexible travel options for its guests.

**Etihad's Chief Revenue and Commercial Officer Arik De** said: "These latest flight increases aligned with our seamless and practical connections at Abu Dhabi and our growing global network offer our guests more opportunities to fly where they want to at a time that suits them.

"It also makes it easier to enjoy a fantastic visit or stopover in Abu Dhabi as an integral part of their journey."

# Malaysia Airlines to Double Frequencies to Trivandrum

**T**he airline commenced its inaugural flight to Trivandrum in November 2023, operating four flights weekly. This decision follows the recent increase in frequency between Amritsar and Kuala Lumpur from 15 January 2024.

With the amplification of Malaysia Airlines' services from Trivandrum, this will bring the airline's connectivity into India to 71 flights weekly. Currently, the airline offers flights from nine major hubs in India, including New Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Kochi, Ahmedabad, Amritsar and Trivandrum.

Commenting on these developments, **Derseni Aresandiran, Chief Commercial Officer of Airlines from Malaysia Aviation Group (MAG)**, said "India remains an integral part of Malaysia Airlines' global network. With the introduction of the additional frequencies into Trivandrum, we will be strengthening our connectivity into India with 71 weekly flights from nine key hubs. Furthermore, we are thrilled to introduce special fares for Indian travellers, providing them enhanced flexibility and travel options to explore the beauty of Malaysia; strengthening our position as the



gateway to Asia and beyond. As we aim to capture the growing demand from India, we are committed to ensuring that customer experience remains our top priority driven by our inimitable Malaysian Hospitality."

To celebrate the increase in flight frequencies, Malaysia Airlines is offering special promotional fares for Indian travellers to explore Malaysia. Enjoy fares to Kuala Lumpur from Trivandrum starting from INR 12,999 all-in return or from Ahmedabad starting from INR 21,799 all-in return, available for purchase from now until 11 February 2024, for travel up to 12 May 2024.

# IndiGo: The Youngest Aircraft Fleet in the World

IndiGo, India's leading carrier has been recognized by global aviation intelligence platform ch-aviation for having the World's Youngest Aircraft Fleet in 2024. IndiGo has received this award for the second consecutive year in the 100+ aircraft fleet category. With an average age of 3.94 years. Currently, IndiGo has a fleet of more than 300 modern, fuel-efficient aircraft from the Airbus 320 and ATR-72 family.

IndiGo is among the 10 largest carriers in the world by daily departures, and recently became the first Indian airline to achieve 100 million passengers in a calendar year (CY2023) and also, the first in the country to clock 2000 daily departures.

Speaking on the occasion, **Pieter Elbers, Chief Executive Officer, IndiGo** said, "We are thrilled to be felicitated as the World's Youngest Aircraft Fleet 2024 by ch-aviation. IndiGo's mantra has been to maintain a young fleet of aircraft to ensure reliable and efficient operations while maintaining high levels of fuel efficiency. We strive to integrate sustainable initiatives into our operations, ensuring that we are not only meeting the needs of our customers but also contributing to a better future. We are committed to reducing our carbon footprint and mitigating the effects of our operations with our young and efficient fleet."

**Mr. Thomas Jaeger, the CEO of ch-aviation**, said of the Award: "ch-aviation established the Youngest Aircraft Fleet Award to recognize airlines worldwide who understand the value and necessity of investing in their fleet, introducing new-generation aircraft that considerably reduce CO2 emissions in the aviation industry and improve fuel economy. IndiGo has been taking giant leaps forward in all these areas, thereby, setting a benchmark for the aviation industry. We honour IndiGo with this award that celebrates the incredible effort."

ch-aviation maintains one of the industry's largest and most comprehensive databases, used to determine the youngest aircraft fleet. The intelligence covers over 77,000 aircraft, more than 4,800 active airlines, 2,900 aircraft owners, and more. To determine the Award's winners, ch-aviation included only active commercial operators (both passenger and cargo aircraft) with five or more aircraft and used consolidated Air Operator Certificate lists for airline groups with multiple AOCs. Aircraft in a VIP configuration are excluded from the list.

# Saudia Records a Growth of 21% in Operational Performance



Domestically, Saudia continued to serve the Kingdom by transporting over 13.5 million passengers, showcasing a 7% growth compared to previous year. Moreover, 55% of the total flights operated, totaling 96.9 thousand flights, were dedicated to the domestic destinations, accumulating 163 thousand flight hours.

Saudia has also inaugurated operations to the Red Sea International Airport in 2023, alongside the launch of several international stations including Beijing, China, Birmingham, UK, and Johannesburg, South Africa, reinforcing its commitment to expanding its global reach across various continents.

**Captain Ibrahim Koshy, CEO of Saudia Group,** said: “Saudia’s growing performance metrics reflect the optimal execution of our year-round operational plan, particularly during peak seasons. These figures are a testament to our success in serving key sectors, including tourism, business, and pilgrimage.

“Looking ahead, we anticipate a substantial expansion of our fleet, propelling our performance and marking a new chapter for Saudia since its inception, eighty-years ago.” He added.

Saudia currently operates flights to over one hundred destinations across four continents with a diverse fleet of 142 aircraft. With strategic investments in King Abdulaziz International Airport in Jeddah, Saudia aims to establish a central hub that bridges the East with the West for transit flights. This aligns with the airline’s commitment to improve the travel experience for guests through the adoption of the latest digital systems, artificial intelligence technologies, as well as introducing an upgraded system infrastructure which is set to elevate operational efficiency and punctuality.

**T**hese accomplishments are a result of Saudia's strategic enhancements to its operational model, which focused on increasing seat capacity and flights frequency while fostering operational efficiency to achieve an overall on-time performance of 86.44% in 2023 which is among the top 10 globally.

Internationally, Saudia has played a pivotal role in connecting the world to the Kingdom by transporting over 16.7 million passengers through its international flight network, marking a substantial 36% increase. The airline operated more than 79.4 thousand international flights, marking a 19% increase compared to the previous year. Saudia has also registered a 26% increase in flight hours with 382 thousand flight hours in 2023.

# Turkish Technic Has Reached a Milestone in its First A330P2F Conversion

**T**urkish Technic, a leading MRO company certified as Part 145 and Part 21 J&G organization, has embarked on A330P2F conversions in collaboration with Elbe Flugzeugwerke GmbH (EFW), the center of excellence for Airbus Passenger-to-Freighter (P2F) conversions.

As the first MRO company to operate as a conversion house directly collaborating with EFW for A330P2F, Turkish Technic has recently achieved a key milestone by performing the Upper Frame Shell (UFS) cut-out and successfully locating the new UFS, which is a key step for the installation of the main deck cargo door. The first conversion is part of a series of P2F conversion projects, and it is planned to be completed by the middle of 2024.



## Mikail Akbulut, CEO of Turkish Technic

We are happy to reach a major milestone on the first conversion as we partner with EFW to meet high level demand in the market. Passenger-to-freighter conversions require a combination of industry-leading expertise, structural skills and operational excellence. Leveraging our extensive know-how and strong collaboration with our partners and suppliers,



we are fully equipped to deliver technical services and innovative solutions. We're looking forward to successfully completing the conversion and providing the best possible performance for our customers with our extensive structural and avionics modification capabilities.

# Malaysia Airlines Introduces MHrail

In line with this initiative, the airline also announced the expansion of its partnership with AccesRail, the world's leading provider of air-rail intermodal solutions. This collaboration allows customers to seamlessly book onward train connectivity, unlocking the opportunity to explore neighbouring cities from Seoul and London when travelling with the airline.

Malaysia Airlines customers can now book Korail KTX train tickets for routes to and from Incheon International Airport in South Korea. Additionally, customers can book train tickets between London Heathrow in the United Kingdom and destinations along the East Coast via the London North Eastern Railway (LNER) and the West Coast with Avanti West Coast. This expansion complements the existing rail route offered through this partnership on the Great Western Railway. Tickets are available for purchase on Malaysia Airlines' official website and all Global Distribution Systems (GDS) travel agencies.

Through this partnership, Malaysia Airlines customers can seamlessly connect to and from their international flights onto rail routes operated by these railways and various railways, facilitated by AccesRail's "9B" carrier code.

**DersenishAresandiran, Chief Commercial Officer of Airlines from Malaysia Aviation Group**, said: "We are delighted to offer our customers more options on flight to rail connections, ensuring a hassle-free travel experience for all. With the introduction of our new MHrail product, we provide passengers with a seamless avenue to purchase both flight and train tickets, making it convenient for our guests to explore neighbouring cities and enjoy onward connections upon arrival in London or Seoul through a



single itinerary and ticket."

**Andrew Popescu, Vice President Business Development, AccesRail**, said: "AccesRail and Malaysia Airlines have worked together for many years with interline opportunities that have expanded the airline's route network. We are excited to be deepening our Malaysia Airlines-AccesRail cooperation and look forward to continuing with them on a global scale. Through this enhanced AccesRail partnership, Malaysia Airlines will be able, now and in the future, be able to offer its customers more destinations and more possibilities in a more seamless fashion."

In operation for 25 years, Montreal-headquartered AccesRail is present on all global GDS systems, and partnering with major rail companies in Europe, North America and Asia, making it possible for customers to book and purchase air and rail travel on the same itinerary.

# Vietjet Achieves Remarkable Milestones in 2023

The company has relentlessly expanded its international network, thereby accelerating the recovery and development of tourism, investment, and trade in the Asia-Pacific region.

In 2023, Vietjet operated 133,000 flights with 25.3 million passengers onboard (excluding Vietjet Thailand) – a surge of 183% YoY, of whom more than 7.6 million were on international flights. In the last year, Vietjet continued to grow its flight network with 33 new international and domestic routes, bringing the total number of routes to 125, including 80 international and 45 domestic routes. Some notable routes are Ho Chi Minh City - Shanghai, Ho Chi Minh City - Vientiane, Hanoi - Siem Reap, Hanoi - Hong Kong, Phu Quoc - Taipei, and Phu Quoc - Busan, etc.

Vietjet is the largest operator between Vietnam and India, with routes connecting Vietnam to the cities of Delhi, Mumbai, Ahmedabad, Kochi, and Tiruchirappalli, currently operating 35 round-trip flights per week. The airline has also become the first airline to connect Vietnam with the five largest cities in Australia, including Sydney, Melbourne, Perth, Adelaide, and Brisbane.



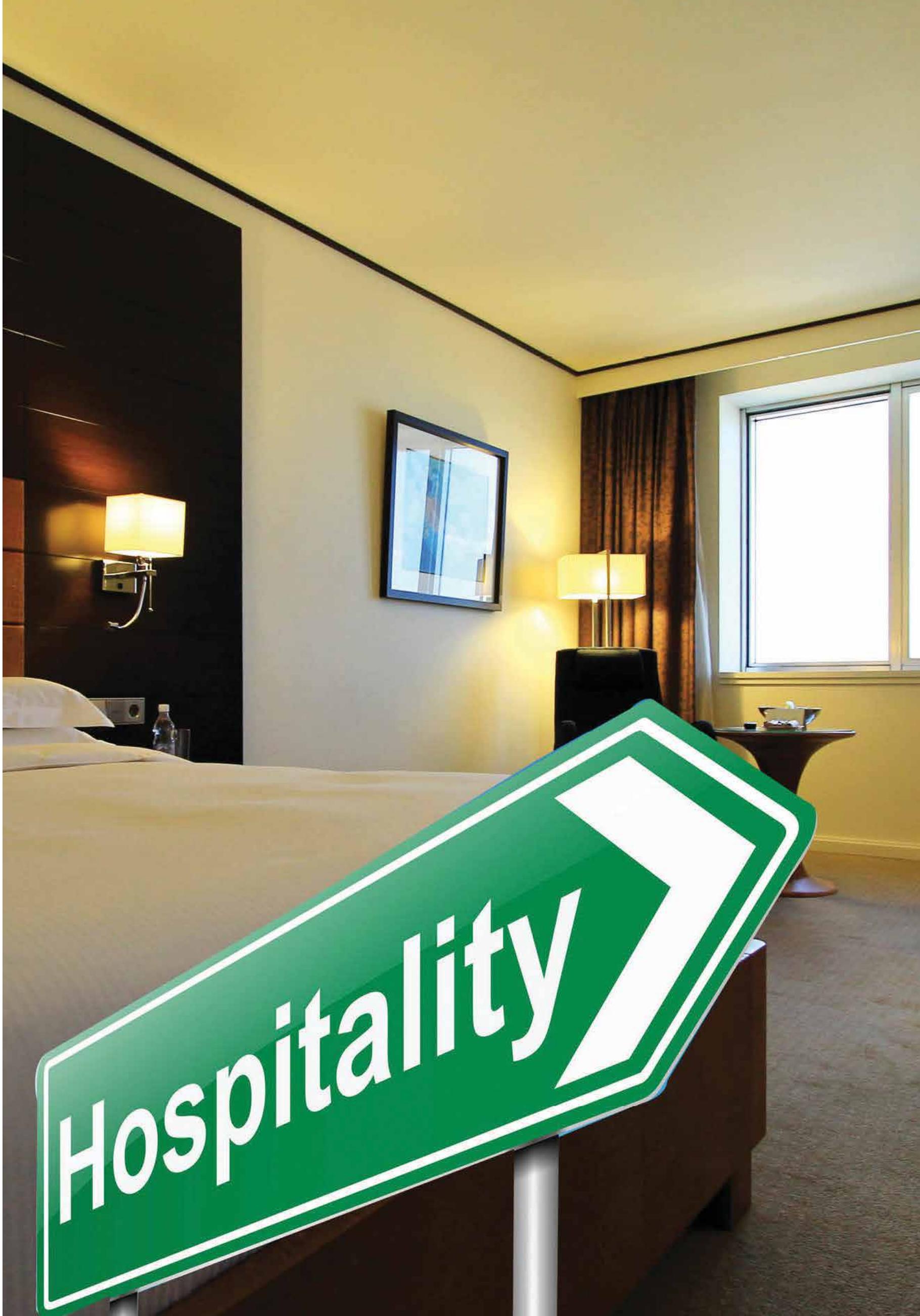
Vietjet's cargo volume totaled 81,500 tons, an increase of 73% YoY. Vietjet reported separate revenue of VND53.6 trillion (approx. US\$2.18 billion) and consolidated revenue of VND 62.5 trillion (approx. US\$2.55 billion) in 2023, increasing by 62% and 56% YoY respectively. Its separate and consolidated after-tax profits were of VND697 billion (approx. US\$28.5 million) and VND344 billion (approx. US\$14 million) respectively.

In the fourth quarter of 2023 alone, the separate and consolidated revenues reached VND14.9 trillion (approx. US\$609.47 million) and VND18.8 trillion (approx. US\$768.86 million), surging by 89% and 49% YOY respectively. Quarterly separate and consolidated after-tax profits, meanwhile, were reported at VND70

billion (approx. US\$2.85 million) and VND152 billion (approx. US\$6.21 million) respectively.

Ancillary and cargo revenue amounted to VND18.9 trillion (approx. US\$773.08 million), reflecting a robust YoY growth of 46%. This accounted for 40% of the airline's total air transport revenue.

As of December 31, 2023, Vietjet's total assets totaled more than VND84.6 trillion (approx. US\$3.46 billion), increasing by a quarter over the beginning of the year following the airline's investments in three new-generation A321neo aircraft. The company's debt-to-equity ratio was at 2, well below the typical global range of between 3 and 5. Vietjet's liquidity ratio stood at 1.24, which was within good range of the aviation industry. The cash and cash equivalents balance as of December 31, 2023 was reported at VND5.021 trillion (approx. US\$205.38 million), more than double the previous year's, ensuring the airline's financial capacity. The airline also had one of the best credit ratings according to the criteria of the Ministry of Finance. It has also received the highest credit rating (VnBBB-) among Vietnamese airlines in 2023.



Hospitality

# A Homage to Kolkata's Rich History and Exquisite Culture



Nestled in the heart of the historic area of Kolkata, Peerless Hotel is delighted to announce the launch of its Club Eminence Floors embodying the essence of old Calcutta. Complemented with top-notch amenities the 168-room hotel is an excellent choice for tourists aspiring to encamp in the vicinity of the popular attractions such as Eden Gardens, Victoria Memorial and Indian Museum, and the New Market.

The unveiling of a redesigned luxe collection showcases 32 exquisite rooms and suites at Club Eminence. Enticing with appealing rooms, a well-appointed reception lobby, and a stylish lounge bar, Peerless Hotel seamlessly combines harmonious fusion of old-world charm and modern simplicity steeped in the rich cultural tapestry of erstwhile Calcutta. The collaborative effort has injected a fresh perspective into the redesigning process.

Inviting guests to immerse themselves in the local cultural heritage, the interior design pays homage to Kolkata's colonial past. The walls are adorned with

paintings capturing moments of a vibrant history, creating a visual narrative that unfolds the story of erstwhile Calcutta. The high ceilings enhanced with cornices and moldings and windows that allow streams of sunlight to dance across the wooden floors, and vintage chandeliers that cast a warm glow over the meticulously curated furnishings.

Commenting on the occasion, **Biswa Ranjan Mohapatra, General Manager, Peerless Hotel, Kolkata** said "Kolkata stands as a cornerstone of our portfolio and has demonstrated exceptional growth in the recent years. The redesigned spaces at Peerless Hotel, Kolkata embodies the spirit of Old

Calcutta and celebrates the city's rich heritage. In cognizance of the rising footfalls to the property, we have taken decisive steps to enhance the ambience and elevate guest experiences. Our unwavering dedication to serve our customers with elegance remains paramount, and the introduction of Club Eminence serves as a testament to our flourishing growth and the escalating demand we continue to meet."

A single point of contact will be assigned for the guests' service throughout their stay, ensuring a smooth check-in and check-out process. This will also include all arrangements, from dining preferences to entertainment needs. The redesign also accommodates a manned one-touch dial contact providing a seamless and hassle-free experience for valued guests. The new enhancements will further Peerless Hotels' commitment to its guest and constantly integrating services to elevate guest experiences.

Conveniently located just forty-five minutes from the airport, fifteen minutes from Howrah and Sealdah stations and 100 meters from the Esplanade Metro Station, Peerless Hotel Kolkata welcomes guests from around the world.

### About Peerless Hotel Kolkata:

Peerless Hotel, Kolkata is a 4-star business hotel located near Park Street. It offers premium accommodation with 168 rooms and suites equipped with modern amenities. The hotel also features conference rooms, a fitness center, an award-winning restaurant serving authentic Bengali cuisine and a multi-cuisine restaurant. It is ideal for corporate travellers with a state-of-the-art business center and free internet access throughout the hotel. The hotel promises a blend of work and relaxation with its timeless hospitality and old-world charm.

Website <https://peerlesshotels.com/>

For enquiries, please contact Weber Shandwick:

Ajay Kandhari | [AKandhari@webershandwick.com](mailto:AKandhari@webershandwick.com) | 865262281



# Month Of Love with Four Seasons Hotel Bengaluru

This Valentine's Day, unveil a tapestry of romance and luxury at Four Seasons Hotel Bengaluru. From enchanting dining experiences under starlit skies to intimate stay packages that redefine indulgence, love takes centre stage at the Hotel through February.

**Romantic Getaways:** Couples Stay Packages at Four Seasons Hotel Bengaluru:

Add a new chapter to this experience of love with the Hotel's exclusive stay packages, tailored for couples seeking a romantic escape.

**Just The Two of Us:** Immerse in romantic bliss with a package that includes breakfast at CUR8, dinner at Far & East, and sets the mood with Valentine's Day decor in the room. It's not just a stay; it's a celebration of love, where every detail is meticulously crafted to create an intimate haven for guests and loved ones.

**Plan A Romantic Getaway:** Take this romantic



journey a step further with Four Seasons' enhanced package. Enjoy the perks of local pick-up and drop in a luxury vehicle, making it a sophisticated and memorable arrival. The indulgence continues with a 90-minute couple spa treatment, allowing couples to unwind and connect on a deeper level. This is not just a getaway; it's a symphony of luxury and love.



## Love in Full Bloom

JW Marriott Hotel Bengaluru turns into a romantic haven with candlelit tables, dining under the stars and aphrodisiac menus. A carefully crafted Valentine's Day menu will feature indulgent dishes designed to evoke passion and delight.



**S**erenade Under the Stars with a private dinner at our plush JW Lawns with a unique dining experience for couples. Enjoy the evening accompanied by live music, setting the perfect backdrop for a romantic and memorable night. One can also choose to dine by the poolside with an exclusive Cabana dining experience. Evoking romance through his culinary skills, Chef Matteo Arvonio has designed an absolute delightful Valentine's menu at our romantic European restaurant, ALBA. The restaurant will be adorned with romantic decor, creating an intimate and cozy

atmosphere for couples to celebrate their love. Looking for something sweet? Our pastry chef, has prepared Valentine temptation hampers for couples looking to gift something available at Bengaluru Baking Company.

Elevate your celebration of love with our specially curated Valentine's Day Staycation package, designed to provide an unforgettable and intimate experience for couples. Couples can unwind and rejuvenate together with access to our spa facilities, offering couples' massages and pampering treatments.

# Adrift Kaya at JW Marriott New Delhi: World's 50 Best Discovery List!

Adrift Kaya, the modern Japanese Izakaya at JW Marriott New Delhi, is thrilled to announce its inclusion on the prestigious World's 50 Best Discovery list. This exciting recognition celebrates exceptional dining destinations around the globe and positions Adrift Kaya as a must-visit for discerning travelers and local food enthusiasts alike.



**A**DRIFT Kaya is the brainchild of Mr. Sandeep Gupta, who, along with Michelin-starred Chef David Myers, added a gem to the culinary portfolio of JW Marriott New Delhi. Launched by Michelin-starred Chef David Myers, Adrift Kaya embodies a decade-long love affair with the vibrant city of Tokyo. Chef Myers' extensive travels across Japan and deep connection to its culinary heritage shine through in every dish. The menu showcases pristine ingredients, traditional techniques, and Chef Myers' signature Californian influence, resulting in a truly unique and unforgettable dining experience.

Stepping into Adrift Kaya is akin to stepping onto the vibrant streets of Tokyo. Designed by the



renowned Timothy Oulton Studio, the restaurant boasts a sumptuous yet relaxed ambiance. Authentic raw materials, state-of-the-art finishes, and meticulously crafted furniture combine to create a visually stunning and welcoming space. The fun-

loving team at Adrift Kaya delivers unparalleled hospitality, ensuring every guest feels comfortable and cared for.

Adrift Kaya's bar boasts an extensive selection of sake and fine wines, curated to perfectly complement the culinary offerings. For cocktail aficionados, Jimmy Barrat, a leading figure in the global bar scene, has crafted a bespoke cocktail list that promises to tantalize the taste buds.

**Sharad Datta, General Manager of JW Marriott New Delhi**, expressed his excitement about this prestigious achievement, stating, "We are truly honored to be featured on the World's 50 Best Discovery list. This recognition is a testament to the dedication and hard work of Mr. Sandeep Gupta, Chef David Myers, and our team. It validates our commitment to providing an unparalleled culinary and hospitality experience. As we celebrate this milestone, we look forward to welcoming more guests to ADRIFT Kaya, offering them a taste of the extraordinary fusion of Japanese tradition and Californian influence in Delhi NCR."



# A Bespoke Valentine's Day Affair Amidst Luxury

**W**ith an awe-inspiring staycation, picture-perfect scenery, a new-age luxury spa, and an intimate dining aesthetic, this hotel is the ultimate manifestation of pleasant indulgence, perfect for a dreamy Valentine's Day celebration.

## STAYCATION

An exclusive staycation escape at The Leela Ambience Gurugram Hotel & Residences

This Valentine's Day, pamper yourself and your loved ones with a luxurious staycation in the hotel's magnificent suite. Indulge in buffet breakfast, evening ceremonial rituals, privileged access to the Royal Club Lounge, airport pick-up and drop-off services by the hotel per stay, and a complimentary stay for children up to 15 years of age.

## SPA

**Treat yourself to a day of wellness at the hotel spa**

Step into an exquisite environment of serenity and awakening where urban stress dissipates and self-expression takes center stage. The spa carries a hand-picked range of bespoke essential oils and primary oils that are suitable for all skin types for an absolutely personalized wellness experience amidst breathtaking lush green views. Delve into luxurious amenities such as saunas, steam rooms, and relaxation spaces.

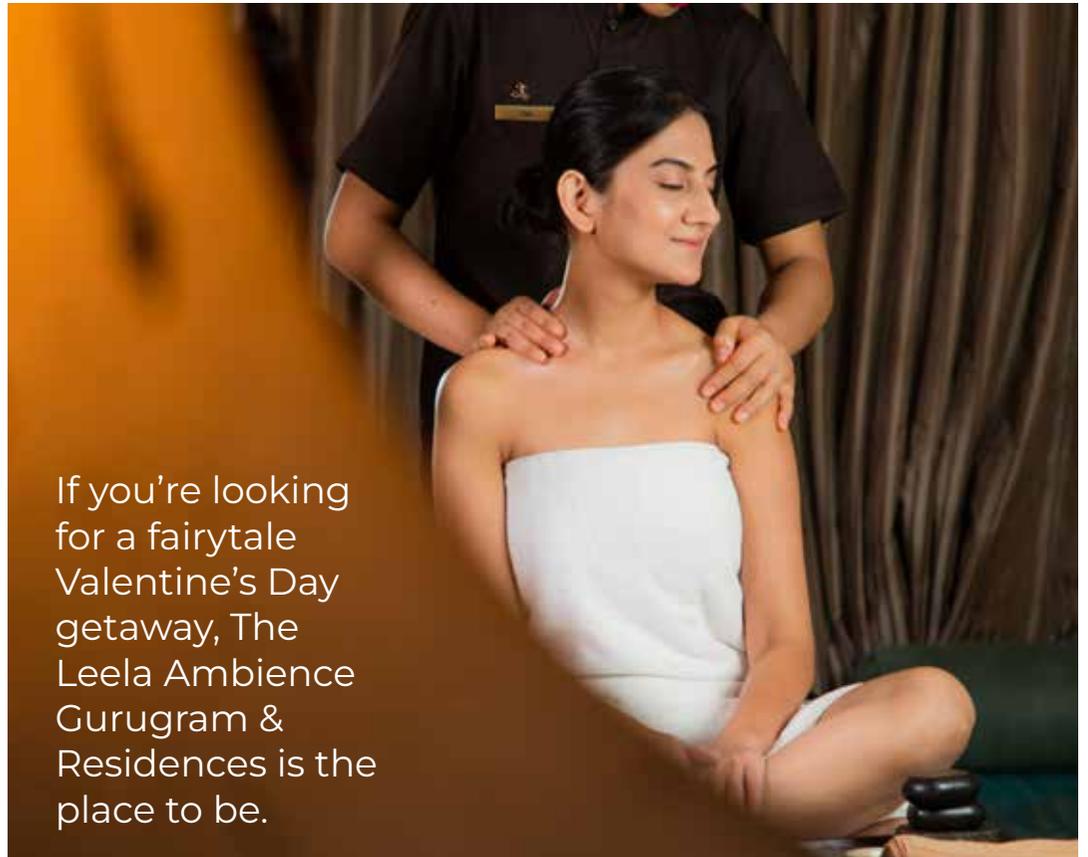
## FOOD & BEVERAGE

**Enjoy an amore-infused dining experience at Spectra**

Spectra, the award-winning restaurant, invites you to an unforgettable Valentine's Day celebration. Enjoy a global culinary experience with top-tier beverages, captivating decor, live music, and impeccable service.

**Indulge in an Ultimate Italian Affair at Zanotta**

At Zanotta, blend taste and romance with a tempting 5-course experience and an exhaustive



If you're looking for a fairytale Valentine's Day getaway, The Leela Ambience Gurugram & Residences is the place to be.

list of Italian red and white wines. Chef Carmine's dishes celebrate flavours, while the Valentine's Day menu showcases Zanotta's live specialties. Create magical moments on this romantic day with an abundance of delights.

**Savour the essence of India at Diya**

Sample authentic North Indian and North-West frontier cuisine, straight from the tandoor, at Diya, the hotel's award-winning Indian eatery. Indulge in mesmerizing kebab platters, creamy curries, and delicately braised meats in a lively ambience.

**Raise a glass to the good times of your love story at Rubicon**

Begin your Valentine's Day celebrations with a delicious cocktail at Rubicon, the hotel's exclusive bar. Immerse yourself in the pleasure of sipping on some of the finest cocktails, enhanced by the special happy hours crafted for the day of love.

**Spread the love and joy with an array of baked goodies by Le Reve**

Sip and savour an ultimate coffee date at our upscale patisserie. Enjoy a red velvet cake, roses, and a variety of chocolates to cap off your visit at this gourmet cafe.

**Love in luxury: book the perfect date or proposal for a picture-perfect evening**

Spark romance at the hotel's poolside cabana, surrounded by luxurious elegance. Enjoy an intimate evening with a gourmet menu of your choice, offering Indian, Italian, or Continental delicacies. The hotel adds a special touch with romantic décor and personalized butler service.





Embodying a heady mix of no-filter landscapes, genuine hospitality, and fascinating contrast of preserved ancient culture and ultra-modern shine, Japan is as sensuous as it is enticing.

## A Hidden Gem in the Heart of Japan's Ancient Capital City

### An oasis in downtown

#### Kyoto

Six Senses Kyoto marks the brand's exciting entry into Japan, promising an unparalleled experience replete with cutting-edge wellness and feel-good spa facilities, an innovative dining concept, and fascinating local adventures.

**General Manager, Nicolas Black**, said, "We are thrilled to announce our debut Six Senses opening in Japan. There couldn't be a more fitting location than Kyoto in the cultural heart of Japan, where age-old sustainability traditions thrive, and well-being is deeply ingrained in the way of life."

Historically the capital and still thought to be the cultural and historical heart of Japan, Kyoto is famed for its Buddhist temples, Shinto shrines, palaces, tea houses, traditional Japanese architecture, beautiful cherry blossoms, and mountains covered in centuries-old cedar trees surrounding the city.

Opening its doors in the historic Higashiyama district, Six Senses Kyoto enjoys a prime location for guests to combine an urban sanctuary with the many delights on the doorstep including festivals and cultural events. Myoho-in Temple, Kyoto National Museum and Sanjusangen-do Buddhist Temple are all an easy walk from the hotel.

### Discovering Six Senses Kyoto

The 81 thoughtfully designed guest rooms and suites, ranging from 42 to 238 square meters, are ingeniously arranged to offer views of the peaceful central courtyard, the gardens of the neighboring Toyokuni Shrine, or the seductive city panorama of treetops, temples, tea shops, and rooftops.

Authentic Japanese traditions and décor run throughout, with quirky touches inspired by folklore, The Moon Rabbit, and the 11th-century classic Tale of Genji. The pinnacle of the accommodation is the Three-Bedroom Penthouse Suite. Secluded on the top floor of the hotel it is an oasis of calm, ideal for multi-generation travelers, or guests looking to host private events and get-togethers on the adjacent rooftop terrace.

Visionary thinking BLINK Design Group, known for its expertise in global luxury hotels, brings the Six Senses brand values to life through elegant designs while maximizing space, privacy, and views. Interiors effortlessly merge authentic Japanese traditions with clean lines, an earthy color palette, and meticulous attention to detail.

### A unique journey awaits

Discovery is at the heart of Six Senses Kyoto where guests can embark on enriching and immersive journeys with access to a multitude of hands-on experiences, including the captivating Earth Lab, an Alchemy Bar, and a locally grown herb garden.

Six Senses Spa incorporates smart science, traditional healing, and Japanese Zen culture into a unique wellness experience, offering an array of rejuvenating treatments and programs deeply rooted in Kyoto's culture and community.

Traditional male and female bath houses cocoon guests in warm ripples and steam, and the watery delights of traditional Japanese bathing extend to an indoor pool and Watsu. Yoga, meditation, aerial yoga, a state-of-the-art gym, and Biohack Recovery Lounge are all available to help support guests' wellness goals.

Expert guides are ready to lead guests on tailored adventures through hidden alleys, age-old temples, and the vibrant markets of Kyoto, helping them unearth the stories that shape this ancient city and offer a taste and flavor of quintessential Japanese culture.

### Flavor sensations

Carefully designed menus bring the brand's Eat With Six Senses ethos to Kyoto, mixing the best of what is grown to perfection locally and seasonally while keeping the well-being of guests and community front of mind. What results is a flavor sensation made from good food, good vibes, and good science.

Multi-sensory culinary experiences await at the relaxed all-day dining restaurant and counter-style sushi restaurant. Guests may eat indoors or out under clear skies while a meandering garden pathway leads to the cocktail lounge and bar offering a combination of European and Japanese cocktails.

### Getting there

Easily accessed from major international airports, Six Senses Kyoto is a 90-minute drive or a convenient 70-minute train ride from Kansai International Airport (KIX). The hotel is situated a 10-minute drive from Kyoto Shinkansen Station. Private transfers can be arranged.

The opening of Six Senses Kyoto is an exciting addition to IHG's growing luxury and lifestyle portfolio. Guests will also have access to a best-in-class loyalty program, IHG One Rewards, offering richer benefits and more ways to earn than ever before, all powered by leading technology on the new mobile app.



## Unveiling a New Era of Luxury

The iconic Waldorf Astoria Ras Al Khaimah reopens its doors revealing a stunning transformation. The newest chapter of the renowned luxury hotel has begun, as the resort welcomes guests to live unforgettable once again.



After an extensive refurbishment, the resort has unveiled 203 keys in total including 149 beautifully appointed guest rooms and 54 suites with breathtaking views. Also refurbished during the transformation were nine restaurants and lounges, extensive outdoor space for private events and weddings, and the resort's golden masterpiece, the six-meter clock in the heart of the lobby. Reflecting the rich history of grand clocks at Waldorf Astoria properties around the world, it features adomed glass dial with a striking aquamarine center. Paying homage to its Arabic roots, the clock features

rotating prayer rings for precise prayer times, and bears an inscription from ancient Bedouin songs.

One of the most notable changes to the resort is the new look of the guestrooms and suites. The spacious and well-appointed suites, designed with notes of greens and blues inspired by the waters of the Arabian Gulf, are complemented by Waldorf Astoria's elevated personalized service— with each guest assigned a Personal Concierge who attends to every detail of their stay from pre-arrival to post-departure.

An exciting stay also awaits the resort's smallest guests with a junior check-in, special amenities and

a dedicated children's club with a varied, fun-filled program. In addition, the resort's unique concierge program, Little Hotelier, allows children to step into the world of hospitality for a day and learn new skills while creating beautiful memories during their stay.

Guests can now explore interactive culinary journeys in nine enhanced restaurants, lounges and bars. This includes the signature Japanese restaurant UMI, known for its authentic sushi, entertaining Teppanyaki demonstrations and the UAE's largest sake collection as well as the American-style steak house Lexington Grill & Bar, popular for its dry aged, tender steak and a wide selection of the best wines and creative cocktails. The resort's dining scene also introduces a new concept of Ras Al Khaimah's first cigar bar Sijar Lounge. Additionally, guests and residents alike can explore the newly revamped Palm Shore Pool Bar where evenings come alive with vibrant DJ entertainment and breathtaking sunsets. Executive Chef Michael Kreiling has created exquisite menus tailored to each venue, ensuring a truly exceptional dining experience.

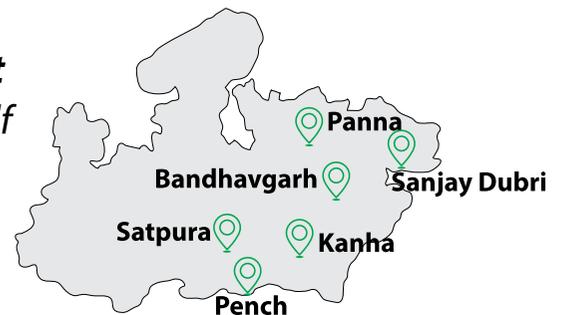
"The reimagined Waldorf Astoria Ras Al Khaimah brings refined accommodation to guests seeking a unique experience and the epitome of Arabian hospitality. We want our guests to not only experience a luxury stay but an unforgettable journey that resonates with them long after their departure," said Adrian Stoppe, General Manager of the iconic luxury hotel.

# MADHYA PRADESH THE TIGER STATE OF INDIA

785  
THRILLING  
ENCOUNTERS  
AWAIT YOU

Picture: @sheetalnistry

**Madhya Pradesh's National Parks are open throughout the year.** Take the route less travelled and surround yourself with the harmony of nature.



**Buffer  
mein  
Safar**



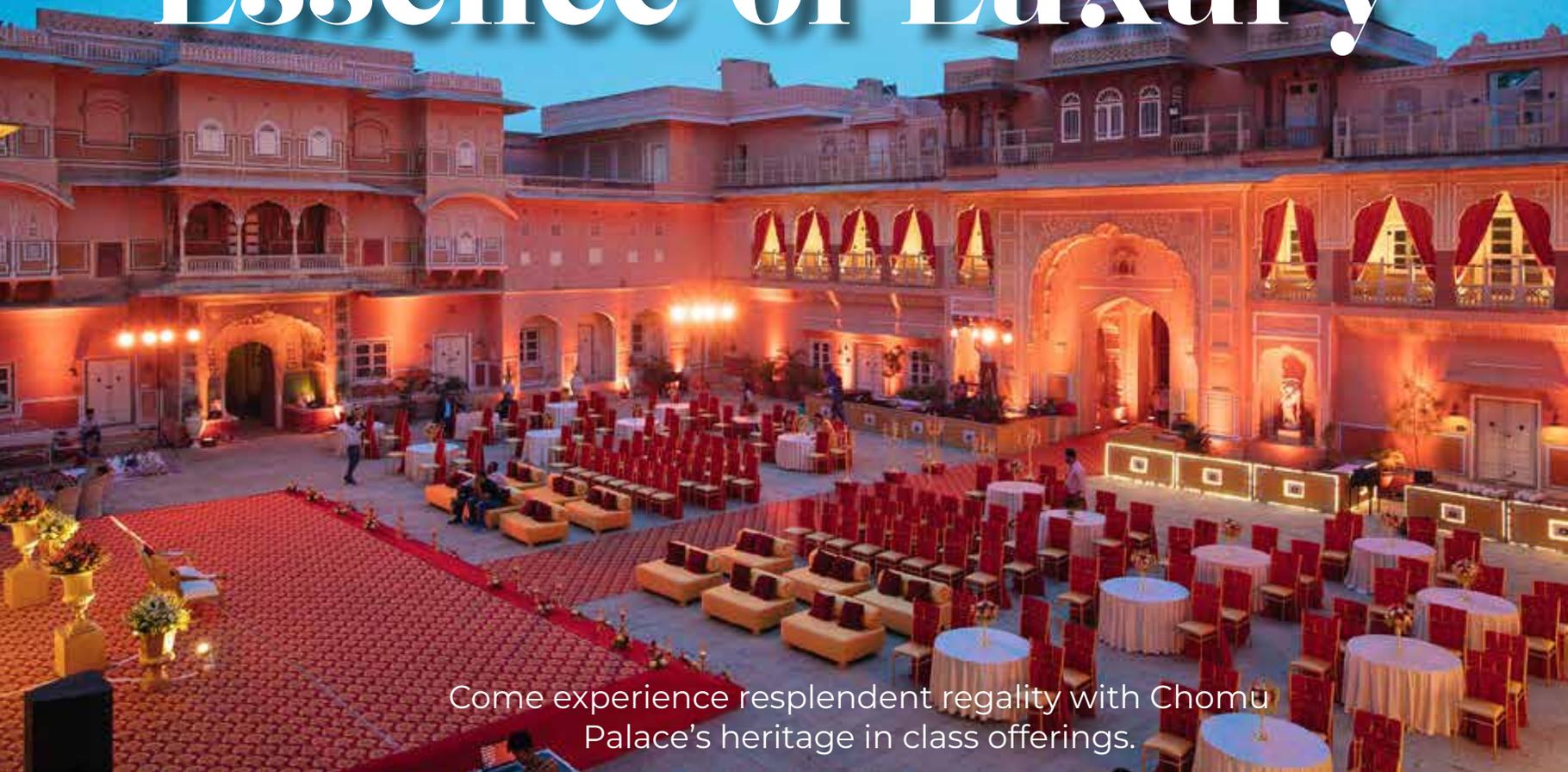
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# Essence of Luxury



Come experience resplendent regality with Chomu Palace's heritage in class offerings.

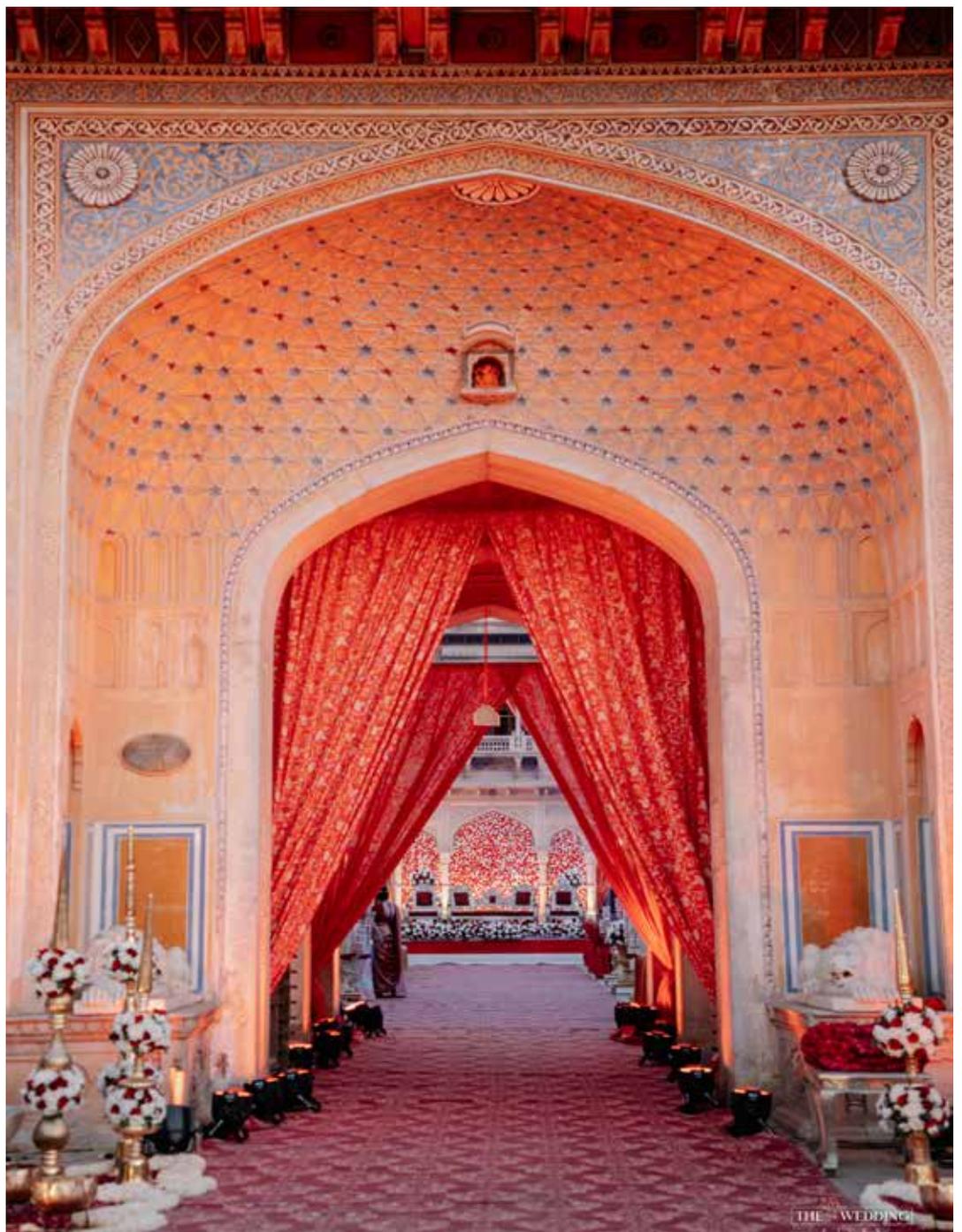
The demeanour of royalty is rightly felt the moment you enter the majestic fortress of Chomu Palace Heritage Hotel is a luxurious and historic property located in Chomu, a small town in the outskirts of Jaipur, Rajasthan.

The fort was originally built in the 18th century and has since been transformed into a stunning hotel, offering world-class amenities and services. The hotel's regal architecture and exquisite interiors make it a popular destination for royal destination weddings and other majestic celebrations.

For those seeking a truly luxurious wedding experience, Chomu Palace Heritage Hotel offers a range of bespoke wedding packages that are tailored to meet the needs and preferences of each couple. Hotel experienced event planning team works closely with the couples to create a memorable and personalized experience for them and their guests.

The wedding ceremonies at Chomu Palace Heritage Hotel are typically held in the hotel's open gardens or the grand Durbar Hall. The gardens are beautifully landscaped and adorned with fragrant flowers, providing a picturesque backdrop for the royal wedding ceremonies. The Durbar Hall, on the other hand, is a magnificent venue with soaring ceilings, intricately carved arches, and ornate chandeliers, giving it a regal and majestic atmosphere.

The hotel offers a range of accommodation options, including luxurious suites and rooms, which are elegantly decorated and equipped with all modern amenities. The suites and rooms are





spacious, comfortable, and offer stunning views of the hotel's gardens or the surrounding countryside.

The hotel's restaurants offer a range of culinary delights, including local and international cuisines, prepared by the hotel's expert chefs. The guests can enjoy sumptuous meals and beverages in the elegant dining rooms or in the garden, under the stars.

Apart from the wedding ceremonies, the hotel offers a range of activities and experiences for the guests to enjoy, such as cultural performances, spa treatments, and excursions to nearby tourist attractions.

If you want a first-hand glimpse of what you can be offered you can even opt for the virtual tour the hotel that the hotel has been conducting for the potential guests, which can be easily accessed via their website or also upon request from the hotel.

## Accommodation

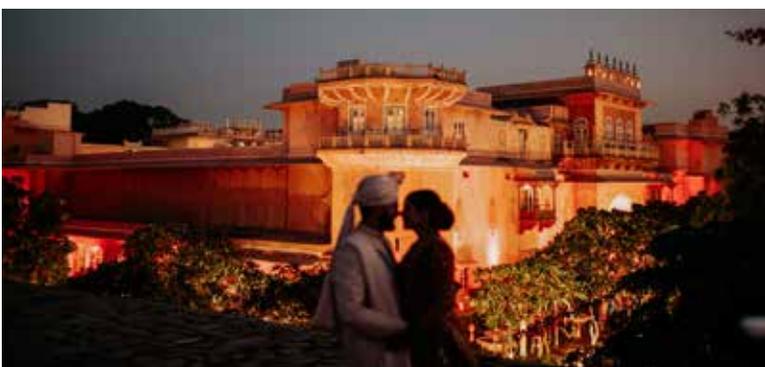
Chomu Palace Hotel has 100 Keys that reflect its regal past. Guests will find a good mix of old-world hospitality heritage and modern elegance. A night in this romantic, aristocratic ambience surrounded by antique furniture and grandeur with marble bathrooms and luxurious furnishings makes an experience as memorable as it is inspiring. Each suite is unique, but reflects love of quiet comfort and understated elegance

## Traditional Dining Experience

The Palace's fine dining Restaurant offers a delightful gastronomic experience. They create something special, blending aromatic Indian spices with modern cooking techniques to produce an eating experience that is recognized as exceptional.

## MICE

The Banquet halls reflect a fine blend of aesthetics and shape, practicality and flexibility. Banquet halls have different variations, each one versatile in its own way, to cater to varied needs. The halls ensure uninterrupted free movement. One can have big fat wedding also in 5000 sq ft ball room of the hotel.



## C.P. Rathore, General Manager, Chomu Palace Hotel

### Luxury & Royal weddings at Chomu Palace

Luxury & Royal weddings at Chomu Palace set a new standard for once-in-a-lifetime occasions. From bridal showers, cultural etiquettes to grand gala dinners to afternoon tea to martini nights for bachelor parties and other ideas you may have only dreamed of, our professionals combine the finest elements with the most beautiful wedding venues to ensure an unforgettable experience. Comprehensive wedding services are our specialty.

Chomu Palace Heritage Hotel is an ideal destination for couples who are seeking a luxurious and unforgettable wedding experience. The hotel's stunning architecture, exquisite interiors, world-class amenities, and personalized services make it a perfect venue for a dream wedding.

### Heritage Hotels represent a unique holiday staying experience.

Travel is a profoundly meaningful experience, and are increasingly looking for immersive, authentic travel experiences. As travellers they don't just want to see a place, they want to feel it. Hotel stays are not just about tightly tucked beds, mini fridges and room service anymore; they are about memorable moments that complement and enhance the travel adventure.

It's clear; for hotels to appeal to the modern traveller's desire for authenticity, and to stand out from other hotels offering all the same features and amenities, they should focus on selling an experience, not just a pretty room. In other words, a hotel should be a destination in itself. This is where boutique and other independent properties have the upper hand and position to provide memorable stay experiences that reflect their local destination, the unique character of their property, and the desires of their target demographic. All it takes is a little passion and creativity.



GOURMET

# Experience the Essence of Spring at Conrad Pune



Savor the vibrant flavours of farm-fresh asparagus expertly crafted into delectable dishes by talented chefs. At Al Di La, Conrad Pune believe in bringing you the best of each season, and their Weekend Asparagus Special is a testament to that commitment. From appetizers that tease your taste buds to mains that leave you craving for more, our menu is a symphony of asparagus-infused creations. Each dish is meticulously prepared to highlight the unique taste and texture of this beloved spring vegetable.

Enjoy a visual and gastronomic feast as Conrad Pune culinary experts transform asparagus into culinary



masterpieces.

The Weekend Asparagus Special is a celebration of colour, aroma, and taste, ensuring a memorable dining experience for you and your loved ones.

Complement your asparagus-themed meal with Conrad Pune curated selection of wines and beverages. Conrad Pune staff is ready to guide you through the perfect pairings, enhancing the overall dining experience.

Conrad Pune Weekend Asparagus Special is available for a limited time only, so don't miss the chance to indulge in the seasonal magic. Join us every weekend of February to explore the diverse flavors and culinary possibilities that asparagus brings to the table.

February 2024

# Cheers with your valentine

## Time to raise the glass and cheers!

### 1800 Tequila Cristalino

This 1800 Cristalino is a crystal clear añejo tequila with deceptive depth, presented in a stunning crystalline bottle. 100% Weber blue agave is handpicked at its peak of maturity, aged in French and American oak barrels, married together, and then finished in port wine casks. The result is an ultra-premium tequila that offers the complexity of an Añejo with the smoothness of a Blanco.

Enjoy neat, on the rocks, or elevate any cocktail to celebrate life's special moments with taste.

### Laurent-Perrier Cuvée Rosé Champagne

Laurent-Perrier's champagnes have been making champagnes since 1812. Cuvée Rosé is their first 100% Pinot Noir champagne and

its appearance is salmon pink. Extraordinary freshness and a wide range of red fruits: raspberry, redcurrant, strawberry, and black cherries. Burst of fresh

red berries on the palate and nose with refreshing acidity and a good structure.

### Hayman's Peach & Rose Cup Gin

The Peach & Rose combines their London Dry with notes of fresh peach, sweet rose, and juicy orchard fruit. Delicious served in a large wine glass with premium lemonade and fruit garnish.

Made in small batches, these flavours will take you into the sunshine with a drink that is bursting with bright natural fruit and is subtly sweet. Perfect for sharing with friends and family at picnics,

BBQs, and outdoor get-togethers.



### Villa Sandi Il Fresco Prosecco Brut Rosé Millesimato DOC

This prosecco comes from the Veneto and Friuli Venezia Giulia region of Italy. It is made with 80-90% Glera grapes and 10-15% Pinot Noir grapes. Elegant pink hue with copper highlights and a lively and persistent perlage. Its aromatic freshness offers a bouquet of red fruits and floral scents in particular notes of pomegranate and rose. On the palate, it is silky and full, with a very pleasant balance.

# Celebrates Love in Grandeur!

Love is in the air, and Novotel Mumbai Juhu Beach is all set to make this Valentine's Day a celebration to remember. As Cupid readies his bow, the iconic hotel along Juhu's golden shores is gearing up for a magnificent affair filled with love, laughter, and exquisite indulgence.

**G**adda Da Vida, the heartbeat of Novotel's beachfront charm, transforms into a haven for romantic rendezvous from the 7th to the 14th of February. Picture this – an intimate table for two, basking in the glow of a Juhu sunset, with the ocean waves as your symphony. The air will be filled with the aroma of love, complemented by special Valentine's Day themed cocktails. But the pièce de résistance is the Valentine's Day Couple's Package on the 14th, featuring a delectable set menu of appetizers and desserts, perfectly paired with unlimited IMFL.

If your idea of a romantic celebration involves a grand feast, The Square at Novotel Mumbai Juhu



Beach has you covered. On the 14th of February, indulge in a lavish dinner buffet that goes beyond the ordinary. Featuring live stations, a salad bar, and a carving station, the menu boasts a delightful array of starters, main courses, and desserts. From the tantalizing Bulbul Kebab to the aromatic SubzChaman Moti Biryani, each dish is meticulously crafted to delight the senses and ignite the flame of love. With a diverse selection ranging from traditional Indian delicacies to exotic international cuisines, the culinary journey promises to be an unforgettable experience.

But the celebration doesn't end there. Throughout the month, Peche Mignon, the sweet haven at Novotel, will be crafting love-infused desserts. Savor specially curated Valentine's Day themed sweet creations, letting your taste buds dance in delight all month long.

This Valentine's Day, let the waves of love wash over you, as Novotel Mumbai Juhu Beach weaves an enchanting tapestry of grand celebrations and culinary delights set against the backdrop of the Arabian Sea.

# Celebrate the Season of Love

This February, Roseate Hotels & Resorts extends an invitation to celebrate love offering a diverse range of experiences, including festive dining, luxurious getaways, and gourmet delights from their patisserie & boulangerie.



## Roseate House New Delhi

Immerse yourselves in a romantic culinary journey at Roseate House New Delhi on 14th Feb'24 with two exclusive dining options:

1. **PRIVATE DINING DELIGHT** - Guests can indulge in a specially curated set menu in an intimate setup indoors or experience a bespoke al fresco dining at DEL- world cuisine bistro.

2. **VALENTINE'S DAY BUFFET** - Enjoy the Valentine's special buffet at DEL, creating an unforgettable romantic dining experience in an exquisite setting.



## The Roseate New Delhi

On 14th Feb, indulge in the exclusive Alfresco experiences at KIYAN, The Roseate New Delhi- Lakeside Table: ₹30000++

Corner Table by the Lakeside: ₹35000++  
Beside Grand Pillars with Private Butler Service: ₹50000++

Cabana by the Lake with Champagne & Private Butler Service: ₹1,00,000++

Guests can also experience an intimate dining affair under a tree amidst fresh flowers and aromatic candles. Indulge in a 5-course dinner with a bottle of sparkling wine, personalized with the service of a private butler and a delightful bouquet of red roses.

## A Rejuvenative Valentine's at The Aheli Spa

From 14th to 29th Feb'24, Roseate New Delhi & Roseate House New Delhi invite couples to enjoy blissful moments with a special Valentine Offer, including a relaxing therapy session and a rejuvenating bubble bath with rose petals.

## Valentine's Cheer at The Roseate Ganges, Rishikesh

Celebrate the season of love at The Roseate Ganges, Rishikesh, with handcrafted gin & rum cocktails paired with delicious kebabs in a delightful

contemporary setting, overlooking serene hills and a verdant valley from 1st to 14th Feb'24.

## Create sweet memories at Roasted By Roseate

From 1st to 14th Feb '24, Roasted by Roseate offers heartwarming coffees & conversations alongside a fine selection of Valentine-themed patisserie delights, including velvet cakes, strawberry pastries, entremets, and jam cookies.

## Propose on ice at ISKATE BY ROSEATE

Create unforgettable memories by proposing on ice at ISKATE by Roseate, including a specially curated 3-course set menu, an ice skating session for two, a photo souvenir, and a special Valentine's Day souvenir.

## Bespoke Gifting & Gourmet delights at Upstage Collect

Make this Valentine's Day special with bespoke gifts from Upstage Collect, available at The Roseate New Delhi & Roseate House New Delhi.

Delight your loved ones with bespoke gourmet cookies, macarons & chocolates from the exquisite selection at Upstage Collect. Beautifully packaged and timely delivered, these delectable treats are also available at our café Roasted by Roseate.

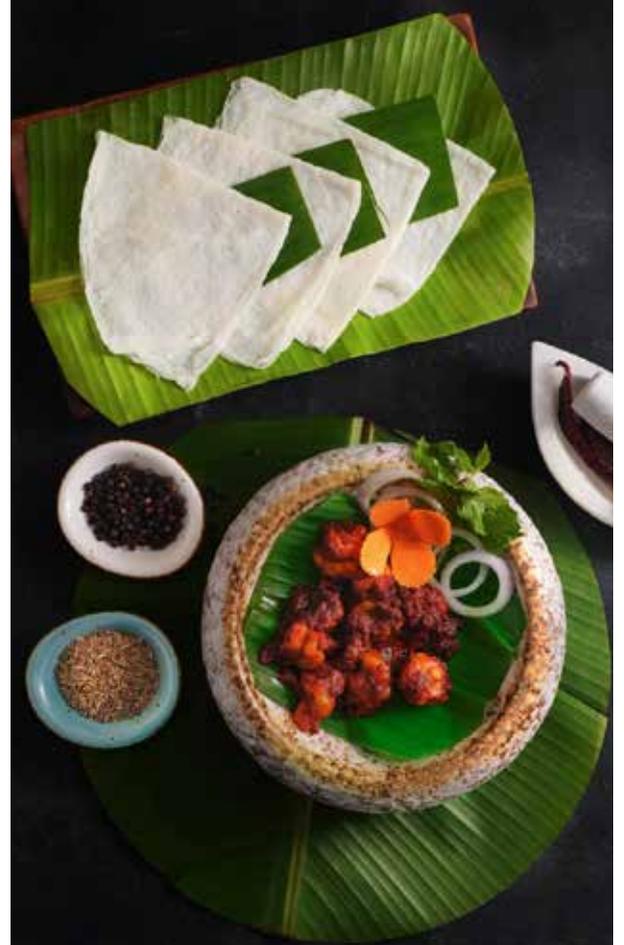


# Celebrate Love in Culinary Style

Love is in the air, and Sana-di-ge Delhi is set to make this Valentine's Day an unforgettable celebration of romance and culinary excellence. The restaurant is inviting all the lovebirds to indulge in a unique dining experience that tantalizes the taste buds and ignites the flames of passion.

The chefs at Sanadige have crafted an exquisite Valentine's Day menu, featuring an array of delectable dishes inspired by coastal flavors. From tantalizing appetizers like Fish Rawa Fry, Paneer Ghee Roast, Aminabad ki Galauti, Lotus Stem Kalimirchi etc to sumptuous mains like Anjal Fish Curry, Phalguni Sabzi, Gosht Nalli Roganjosh, Kadale Basale Gassi and decadent desserts like traditional Elaneer Payasam, Gajar ka halwa, every bite is a journey through the culinary landscape of love.

For those seeking an intimate and cozy ambiance, Sana-di-ge offers specially curated romantic settings. The outlets will be adorned with enchanting decor, creating the perfect backdrop for couples to bask in the warmth of love. Whether it's a first date or a longstanding romance, Sana-di-ge promises an



atmosphere that is as delightful as the cuisine.

To add an extra dash of romance, each couple dining with us on Valentine's Day will receive a complimentary surprise to enhance their dining experience. Sana-di-ge understands that love is in the details, and we are committed to making this Valentine's Day a cherished memory for all our patrons.

Reserve the table and join us as we raise a toast to love at Sana-di-ge — where every dish tells a story, and every moment is a celebration.



# Authenticity is the **Best** **Luxury**

**T**he exuberant zeal, creativity and passion of Pradhyuman Maloo is the driving force behind Nornament. Founded in 1998 by his mother Sushma Maloo, a first generation entrepreneur – Nornament was born out of the love for traditional jewellery craftsmanship and modern functionality.

With the intent of taking her legacy forward, Pradhyuman Maloo made headway into the jewellery business as the Creative Director of NORNAMENT. With over a decade of experience in jewellery design and manufacturing, Pradhyuman's philosophy is to empower customers with affordable luxury that is aesthetically and culturally Indian but at par with international standards of both quality and presentation.





# #MyStrongerHalf



**O**n the occasion of Valentine's Day, Reliance Jewels, one of the fastest-growing and trusted jewellery brands in India has come up with an exclusive collection.

This occasion marks a celebration of companionship across the world. Celebrating the true spirit of Valentine's day, Reliance Jewels unveiled an exclusive Valentine's Day collection of exquisitely crafted rings, couple bands, and pendants made in 14kt yellow gold, rose gold, and diamond, ideal for everyday wear, serving as a constant reminder of the shared love between the couple. Reliance Jewels' distinct designs in this collection embody style and comfort for elevating everyday looks.

The collection is thoughtfully curated to embrace the spirit of brightness and beauty that a woman brings to relationships, thus honoring the resilience of women across diverse journeys. From bold to sophisticated and intricately designed pieces, it mirrors the strength women can invoke in a relationship with a fresh perspective of being stronger for their partner. The collection aligns with Reliance Jewels' newest campaign #MyStrongerHalf, which advocates celebrating the moments when women are there to encourage and support men in all the ups and downs of life.

Valentine's Day has always symbolized the essence of true love. It represents the bond shared by a couple, their love and appreciation for one another. Reliance Jewels have introduced this collection to represent the strength and accomplishments of women who play multiple roles in today's world with utmost grace.

Reliance Jewels invite customers to explore the gorgeous collection online and in select stores.





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# Science of Well Being

The benefits of meditation are endless but mantras for anxiety or sinking into deep relaxation with yoga nidra will help you feel centred. Your body will thank you!

• **Vedika Sharma**

**S**cience has shown that your mind and body benefits from taking time out of your daily life to shut down and meditate.

Meditation provides an emotional boost through deep relaxation, and it can be done anywhere. You can give yourself an emotional boost by taking a 10-minute meditation break right at your desk. Just simply shut your eyes, focus on relaxing your muscles and practice deep breathing. It will strengthen the mind-body connection, improving overall fitness and well-being meditation improve mental focus and provide a general feeling of well-being.

Adding yoga or meditation to your life will improve the quality and possibly the quantity of your life. Improved health means you can participate in more physical activities and just feel better in the things you do daily.

Meditation can be practiced in many different ways. Generally meditation techniques are divided into two basic categories; concentrative and non concentrative.

Concentrative techniques involve focusing on a particular object that is generally outside of one's self: a candle's flame, the sound of music, or a particular mantra.

Non-concentrative meditation, on the other hand, can include a broader focus: the sounds in one's environment as well as internal body states such as one's own breathing. There can be an overlap with these techniques where you may use both in your

own meditation practice. While there are numerous different meditation techniques to choose from, it is important to choose ones that appeal to you, address the areas of improvement you are seeking, and compatible with your personal interests so they will be easily practiced, maintained and incorporated into your lifestyle.

## Benefits of Yoga

The benefits of meditation need no new emphasis; it is a centuries old practice of holistic self-healing that brings forth harmony between body and mind.

## Bringing Inner Peace

Inner peace refers to a specific state of being mentally and spiritually at peace with enough knowledge and understanding to keep oneself strong during phases of stress. Bliss, happiness and contentment are the basic components of a peaceful mind which refers to a disposition free from the effects of stress. Finding inner peace is associated with Hinduism, Buddhism and self-realization. Buddhism describes this peace as an experience of knowing oneself which can be achieved through yoga and meditation. Because during meditation, we get more air into our lungs with each breath; we don't have to breathe as quickly and gradually our breathing slows down. This relaxing breathing alters our consciousness and transforms stress into peace.

## Relieving Depression

Depression is a mental illness that causes a constant feeling of sadness and lack of interest. It affects one's thinking, behaviour and feelings too. It is accompanied by headache, chest pain, fatigue, irritation, restlessness, anxiety and insomnia and releases harmful free radicals that damage our immune system. Effective postures of yoga for stress includes balasana, bhujangasana, anulom vilom, and shavasana. Meditation can be a great way to get rid of depression because it preoccupies our body and mind. Child's pose, bhujangasana, dog pose, warrior pose, reverse warrior pose, bridge pose and supported corpse pose are the important postures of yoga for depression reduction.

## Improving Heart Health

Yoga plays a pivotal role in protecting us from different kinds of heart diseases and also improves cardiovascular health. Cardiovascular disease refers to conditions that involve blocked blood vessels that can lead to heart attack, chest pain and stroke. Yoga asanas help reduce blood pressure, reduce symptoms of heart failure, increase cardiac rehabilitation, lower cholesterol, blood sugar and stress hormones. The deep breathing yoga exercises help slow the breathing rate, which reduces blood pressure and soothes the nervous system that generates stress hormones.

Just looks beautiful but feels just as incredible inside out. Most of all, our skin needs a dollop of tender, love and care makes for a great recipe for an



effortlessly gorgeous skin.

#### Emotional Benefits

When the Kundalini is awakened and we are immersed in a state of meditation, our emotions are also brought into balance. All the weaknesses which hinder the expression of pure and sincere sentiments, such as greed, insecurity, jealousy etc. are reduced when the joy of meditation is felt. This joy is absolute, devoid of all duality. This same joy becomes the motivation of our emancipation.

### Spiritual Benefits

Especially Sahaj Yoga Meditation reveals to us the eternal, divine being that is truth, awareness and bliss. We become part and parcel of the whole, like a drop in that ocean of love, and in meditation we melt into that Primordial being. This experience is the next stage in the evolution of an ordinary human being's awareness: that person is said to be born again or realized. This means that our spiritual essence that

had been hidden until then becomes reality. Our union with the whole will become stronger and stronger as we go along and that is without doubt the most precious benefit which Kundalini awakening can bring us. This middle way that is established within us day after day by our kundalini will shower blessings of all sorts upon us, not only of a physical, emotional or psychological nature, but also material, social and professional benefits.

### Aiding Weight Loss

It has been proven that the breathing techniques that are followed during meditation help strengthen our body and mind's connection. It also aids us to deal with emotions that instigate stress and anxiety. Everyone becomes conscious and makes good choices about their health during the practice of yoga.

It is our subtle body which co-ordinates all the work done by the organs and the cells in our body. When one of our chakras is blocked, physical

dysfunctions appear in the organs it controls. It is then that most illnesses appear. Traditional medicine tries to cure the symptoms. An effective type of meditation allows us to attack the causes directly, by re balancing our subtle system and by cleaning our centers. Thus, even so-called incurable illnesses can be cured in a spontaneous manner by the purifying work of energy of the Kundalini.

When we enter a state of meditation, we enter a realm of silence; the thoughts which assail us fade away, and the reality of present is revealed to us in all its intensity. Our senses send us a direct image of the world which is not altered by our mind or our conditionings. The more you meditate, the more self-aware you become. You become more conscious of what you think, the way you think, what you feel and what you want. This clarity is important in your decision making processes and in leading your life. Without such clarity, you become easily swayed by different external factors around you.





# The Harbor of Traditions and Innovations

Born in a family which is regarded as the purveyor of delight and happiness in the historic city of Agra, Shivam Bhagat is a ninth-generation entrepreneur, privileged to lead Bhagat Halwai, a 200-year-old legacy food brand.

**T**he roots of Shivam Bhagat's education lie in the hallowed halls of St. Andrews School in Agra. Later, he pursued at St. John's College. Amidst accomplishing his academic goals, he embarked on his professional journey at the tender age of 16. For the last 16 years, Shivam Bhagat has been contributing towards scaling up the family business.

As the steward and torch bearer of an iconic brand, Shivam ensures customers that the organisation's commitment to taste, quality, and tradition is unwavering because at Bhagat Halwai, every bite is a taste of history, and every moment is a blissful memory.

After such a long association with Bhagat Halwai and years of hands-on industry experience, Shivam Bhagat has not merely inherited exceptional business values but woven his own narrative for Bhagat Halwai, which is a sheer fusion of traditional values and modern outlook to contrast the brand in the contemporary market spectrum.

The extremely focused business leader believes in chasing one goal at a time, and currently, Shivam's top priority is revamping the brand to increase its connectivity with the present generation. And to unwind after hectic schedules, he enjoys travelling, reading, and writing about food.

## Dr. Rashel

**B**eautiful, healthy hair is often considered one of our most important assets, contributing to our overall appearance and confidence. However, in today's busy and stressful lifestyle, problems like hair thinning, dandruff, itchy scalp, and premature graying are on the rise. But with a combination of good hair care products and a well-designed hair care routine, you can say goodbye to stress and hello to beautiful tress.



Let your hair shine with Dr.Rashel's Hair care range. All the following products are made with 100% natural actives and are free from harmful chemicals like sulfates, parabens, and silicones.

### The Onion Revival Collection: Nourish and Flourish

Unveil the potential of 100% black seed onion extract with this collection, crafted to strengthen your hair from root to tip. The antioxidants in onion extract enhance blood circulation to the scalp, promoting robust hair growth and a revitalized look.

### The Keratin Rejuvenation Line: Restore and Strengthen

Revitalize your hair with the magic of keratin. This collection is a remedy for damaged hair,

effectively rebuilding its strength and resilience against daily stressors.

### The Argan Nourishment Series: Embrace Luxurious Moisture

Indulge in the opulent moisture of argan oil. This collection showers your hair with deep hydration, taming frizz and leaving it silky and radiant.

### The Tea Tree Soothing Range: Calm and Balance

For those with sensitive or irritated scalps, the Tea Tree collection offers a solution. Tea tree oil's natural antifungal and antibacterial properties help to restore balance and tranquility to your scalp.

*Comment: Let your hair shine and face smile with Dr.Rashel – life is beYOUtiful.*

*Rating: 8/10*



**CHOMU PALACE**  
*A Heritage Hotel*



# CHOMU PALACE

*A Heritage Palace for Royal Wedding*



**Sawai Man Mahal (Ballroom)**



**100 SUITES, 12 VENUES AND 5000 SQ FEET BALL ROOM**

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