India's Biggest Travel Show Network



POST SHOW REPORT 2019 - 2020









AHMEDABAD • BENGALURU • CHENNAI • DELHI HYDERABAD • KOLKATA • MUMBAI • PUNE • SURAT

















INTRODUCTION TO THE

PROMISING INDIAN TRAVEL MARKET

n recent years, India has gained unparalleled prominence as far as travel and tourism industry is concerned, be it outbound or domestic. Apart from being one of the highest contributors of outbound tourists globally, India has also seen unprecedented growth in domestic tourism. As the fastest growing major global economy, Indians have seen a steady rise in their disposable incomes. As a result, more and more Indians are taking trips within the country, giving rise to a new crop of millennial travellers seeking to explore destinations within their country of residence. Several parameters like the number of trips taken, travel spend as well as air travel has registered growth.

- The number of domestic trips taken has grown at a CAGR of 8% to reach 1.7 billion in 2018
- Out of a combined travel spend of US\$ 94 billion, US\$ 72 billion has been on domestic travel
- Domestic air carriers have registered a growth of 2.62% from 2018 to 2019, carrying a total of 1.15 crore domestic passengers across the country in March 2019.

South India has emerged as the most favourite domestic tourist destination, accounting for approximately 47% of domestic tourists. The market is spread across several states including Tamil Nadu (20.9%), Karnataka (10.9%), Andhra Pradesh (10%) and Telangana (5.2%). After South India, Maharashtra contributes approximately 8% of the total domestic tourist traffic. The western state is followed closely by West Bengal, with a share of approximately 5% and Gujarat with almost 3% share of the total pie. Rest of the domestic market is distributed in various other



Tier II and Tier III cities.

A wave of tech-savvy millennial travellers is behind this boom in the domestic market, demanding unique, new age travel experiences.

That said, India also continues to be a very lucrative market for outbound tourists. Indians are travelling to international destinations more than ever, registering an approximately four-fold increase in international travel spending. India is also witnessing the rise of a new kind of outbound traveller, not restricted by demographics or

budgetary constraints. According to a research report by PATA, a strong wave of emerging travellers is rising from regions having less than 1 million population. These travellers from Tier II and Tier III cities have contributed to a 60% growth in travel bookings. In fact, the India-outbound source market is dispersed across more than 10 international airports with smaller cities like Trivandrum, Calicut and Trichy staking their share alongside Mumbai, Delhi, Bengaluru, Hyderabad and Kolkata.







The Indian travel trade fraternity needs to tap into this lucrative market of domestic as well as outbound travel, instigating the need for pan-India travel shows where buyers and sellers from the industry can meet to network, interact and do business on a greater scale.

The 8-city TTF series spread across major travel markets of Chennai, Bengaluru, Hyderabad, Kolkata, Ahmedabad, Surat, Mumbai and Pune targets this diverse and complex Indian domestic and outbound travel market by region. Backed by 30 years South India has emerged as the most favourite domestic tourist destination, accounting for approximately 47% of domestic tourists.

of experience in the industry, the TTF travel trade shows provide a unique marketing platform for the travel industry stakeholders, whether it is buyers or sellers to interact, network and do business. Over the years, TTF-branded shows have witnessed participation from 2,500+ Exhibitors,

80 countries, 36 Indian states and union territories as well as a footfall of 20,000+ trade visitors. No wonder, TTF continues to be India's biggest travel trade show network, year after year.









TTF HYDERABAD

05 06 July 2019

Hyderabad International Convention Centre (HICC)







States/UTs Represented: 17

Assam, Bihar, Delhi, Goa, Gujarat, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttarakhand, West Bengal

Countries Represented: 13

China, India, Kazakhstan, Macao, Malaysia, Maldives, Nepal, Singapore, South Africa, Sri Lanka, Thailand, Turkey, UAE

TTF SOUTH IN HYDERABAD FLAGS OFF THE TTF 2019-20 SERIES, RECEIVES AN EXCELLENT RESPONSF

South in Hyderabad concluded on a successful note, garnering an excellent response from the travel

trade. The two-day show brought together more than 180 exhibitors from 13 countries and 17 Indian states. The show saw a footfall of more than 1,000 travel trade visitors at the Hyderabad International Convention Centre (HICC).

TTF Hyderabad was inaugurated by V Srinivas Goud, Hon'ble Minister of Prohibition & Excise, Sports & Youth Services, Tourism & Culture and Archaeology, Government of Telangana along with the distinguished presence of Panyala Bhoopathi Reddi, Hon'ble Chairman of Telangana State Tourism Development Corporation. The Minister welcomed TTF and congratulated the organisers in bringing a well-recognised travel and tourism fair to Hyderabad. The show brings together many national tourism boards, state tourism boards, private sector stakeholders, hotels, resorts as well as tour operators and travel agents. He also indicated that the Telangana Government gives major importance to the tourism sector which contributes to economic growth and promotes cultural ties in the region. TTF Hyderabad was organised with the support of the Telangana Government.

Sri Lanka, the Partner Country of TTF SOUTH participated with a large delegation. Macao joined the show as the Feature Country of 2019. China, Maldives, Malaysia, Nepal, Thailand, Turkey, UAE and Ukraine were other countries represented at the two-day marguee travel trade show.

Among the Indian States, Gujarat, Goa, Madhya Pradesh and West Bengal participated as the Partner States. Himachal Pradesh, Rajasthan, Tamil Nadu, Uttarakhand and Punjab were the Feature States. TTF South also had participation and representation from Karnataka, Delhi, Bihar, Haryana, Jammu & Kashmir and Kerala.

Over 45 corporates and 165 travel trade buyers from all over India were hosted for the show within the show venue hotel Novotel, attached to the HICC. The hosted buyers conducted



Raiasthan Tourism is participating in TTF for more than 20 years and the response was very good. TTF Hyderabad was very fruitful for us. - Sanjay Johri Deputy Director, Department of Tourism, Government of Rajasthan

numerous meetings with the exhibitors which were pre-scheduled using the online meeting diary.

This year's TTF in Hyderabad also hosted the TTF Forum. A knowledgesharing platform, TTF Forum had thought leaders from the travel industry discussing upcoming trends, challenges and best practises with industry stakeholders. Under the theme of the Changing Dynamics of Indian Travel, TTF South (Hyderabad) witnessed two panel discussions on 'Decoding Corporate Travel Trends, What's in Store for 2019' and 'Managing Large Corporate Travel

Budgets'. The knowledge panels had corporate travel experts from Sharekhan, HelmsBriscoe, GIA India, HDFC Life Insurance Co. and others.

TTF is a place not just for the travel trade but for all travel lovers to visit. Visitors explored many destinations, varied packages as well as planned and book their future holidays.

"TTF in Hyderabad is positioned to be a leading travel trade show in South India, due to the city's infrastructure and strategic location in the centre of the region. So if there is one travel trade show in South India you cannot miss, TTF Hyderabad would be it," said Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd.

TTF South was supported by Incredible India, SIGTOA, TAAI, OTOAI, ADTOI, TOAT and ETAA.

After TTF South, the TTF series will head to Kolkata from July 12-14. West India edition of TTF will take place in Ahmedabad (August 30, 31, September 1), Surat (September 6-8), Mumbai (September 13-15) and Pune (September 20-22). In 2020, TTF Bengaluru is scheduled from January 17-19 and TTF Chennai on January 24-26.

EXHIBITOR **TESTIMONIALS**



BISWAJIT ROUTRAY

OTS Assistant Director, Odisha Tourism

This year we had a very good experience at TTF Hyderabad. The response was very good from the clients and the organisers have arranged the show well. The location of the show is very good. The buyers were true buyers and we had a lot of serious discussions with them as well. We had six co-exhibitors and they are also quite happy with the response.



RAKESH MOHAN

Director, Directorate of Tourism, Government of Bihar

I have attended TTF Hyderabad for the first time here and the overall experience is magnificent. I must say it is a very well organised show. The interaction of the different states and tour operators is very beneficial and I think this will help and enrich our ideas and knowledge. The quality of the buyers is also superb. They were very curious to know each and every detail of Bihar.



SANJAY JOHRI

Deputy Director, Department of Tourism, Government of Rajasthan

Rajasthan Tourism is participating in TTF for more than 20 years and the experience is always good. The number of buyers and sellers this year has increased. The quality of the buyers is very good and they had a lot of queries on Rajasthan which would be fruitful for the state. Our co-exhibitors are also very eager to participate in other TTFs as well. The overall response was very good and in comparison to other travel and tourism fairs, TTF Hyderabad was very fruitful for us.





HARISH CHHETRI

Trade Manager, Macao Government Tourism Office

It's been quite an overwhelming response for us after the end of the show. We were expecting more of a Hyderabad dominant crowd but we can say that the whole of southern India came here. I met a few buyers from Kochi, Darjeeling and Guwahati – so there were a different bunch of people who came in which is quite good for the business side of it. The response was quite good and we met our expectations as well. We met lots of direct buyers and corporate buyers during our roadshow which is good for the business. Keep on doing the great work!



AMEYA RANADE

Senior Manager Procurement, HDFC Life Insurance Co.

This is my first time at TTF Hyderabad. It is a really wonderful show and helpful for networking with the exhibitors and travel trade. The best part is, TTF takes care of meetings for you. Overall, it is a fantastic experience being here at the show.



SANJOY RAY

Director, CBRE

TTF Hyderabad has been very successful and well-organised event. I've been attending TTF shows for a few years. There has been a great mix of DMCs, travel agents and tourism boards at the show this year. We look forward to this kind of shows every year. I wish TTF and the organisers all the very best.

GLIMPSES OF THE SHOW I























TTF KOLKATA

12 13 14 July 2019

Netaji Indoor Stadium and Khudiram Anushilan Kendra







States/UTs Represented: 25

Andaman & Nicobar, Assam, Bihar, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Lakshadweep, Madhya Pradesh, Maharashtra, Nagaland, Odisha, Punjab, Rajasthan, Sikkim, Tamil Nadu, Tripura, Uttar Pradesh, Uttarakhand, West Bengal

Countries Represented: 15

Bahrain, Bangladesh, Bhutan, China, India, Malaysia, Myanmar, Nepal, New Zealand, Singapore, South Africa, Sri Lanka, Thailand, Turkey, UAE

30TH EDITION OF TTF KOLKATA CONCLUDES WITH AN OVERWHELMING RESPONSE

ravel & Tourism Fair (TTF), the oldest and the biggest travel trade show network in India concluded its 30th edition of TTF Kolkata with a record turnout of more than 10,000 visitors.

TTF Kolkata was held from July 12-14 in the Netaji Indoor Stadium and Khudiram Anushilan Kendra with 440 exhibitors from 14 countries and 25 Indian states, including pavilions of various national and state tourism boards.

We see tremendous growth happening through our participation in the show.

- Viranga Bandara Assistant Director - Sri Lanka Tourism Promotion Bureau

Sri Lanka, Bangladesh and Nepal participated as Partner Countries while Thailand and Bahrain joined as the Feature Countries. Exhibitors from Bhutan, China, Malaysia, Nepal, Singapore, South Africa and UAE have also taken part in the show.

Among the Indian states, West Bengal and Uttarakhand had the largest pavilions, followed by Odisha, Gujarat, Kerala, Madhya Pradesh and Rajasthan who had set up extensive state pavilions with their private operators. Tamil Nadu, Himachal Pradesh, Assam, Jharkhand, Lakshadweep, Tripura, Nagaland, Jammu & Kashmir and Karnataka had also erected state pavilions, to attract tourists to their states.

India Tourism actively supported and was prominently present at the show.

TTF Forum, the knowledge-sharing platform conducted a panel discussion in Kolkata on "How Bangladeshi Tourists Outnumbered European Travellers to India and Indian tourists to Bangladesh did too". The panel speakers included Taufig Rahman, Chief Executive of Journey Plus, Syed Shaffat Uddin Ahmed, Managing Director of Market n-Trance Ltd. and



Mohiuddin Helal, the CEO of River and Green Tours. The panel was moderated by senior journalist June Mukherjee, Head of India Outbound Magazine.

Over the years, apart from serving the tourists with information and booking facilitation, TTF has been a vital networking opportunity for the travel trade from the region, along with their counterparts from all over India.

TTF Kolkata has always been a must-visit event not only for the travel trade and tourists from Kolkata but also the neighbouring country of Bangladesh. Bangladesh topped Foreign Tourist Arrivals (FTAs) in India in recent years, contributing more than 20% of all arrivals. On the other hand, Bangladesh also received the majority of international tourists from India. No wonder, Bangladesh participated at the show with a large delegation.

TTF Kolkata also received commendable support from the Ministry of Tourism, State Tourism Boards. National Tourist Offices, thousands of private exhibitors and trade associations. It continues to be a unique platform providing opportunities for buyers and sellers from across the country to showcase their latest offerings and build long term business ties.

"TTF Kolkata is India's oldest and one of the busiest travel trade shows in

India. With the increasing importance of outbound and inbound potential in the East and Southeast Asia, it serves as a strategically important gateway for the industry. The emergence of Bangladesh, always present at the show, as a key source market, as well as destination, adds a new dimension to TTF Kolkata. That is the reason it is a full house show every year since the last 30 years - a legacy that we are proud of," remarked Sanjiv Agarwal, Chairman and CEO of Fairfest Media Ltd.

TTF is supported by Incredible India, TAAI, OTOAI, ATOAI, ADTOI, IATO, IAAI, SKAL INTERNATIONAL, NEHATO and ETAA.

Travel News Digest is the official publication of TTF.

After Kolkata, West India series of TTF-branded shows will take place in Ahmedabad (August 30, 31, September 1), Surat (September 6-8), Mumbai (September 13-15) and Pune (September 20-22). In 2020, TTF Bengaluru is scheduled from January 17-19 and TTF Chennai on January 24-26.

EXHIBITOR **TESTIMONIALS**



SHREYA GUHA

Principal Secretary, Tourism, Arts & Culture Department, Government of Rajasthan Tourism

I can see that TTF is a very well-organised show. There is a lot of participation from state governments and the private sector as well. This is a good platform for state governments to promote their destinations and also their policies of promotion, different thrust areas, etc. TTF Kolkata has done a good job and got a lot of private sector involvement which I think is the way forward for the tourism industry. These private sector players will ensure that the destinations become popular and attract even more footfall. I hope events like TTF keep happening so we also get a platform to promote ourselves.



DEEPIKA ROYCHOWDHURY

Managing Director, Madhya Pradesh Tourism Board

We've been participating since the inception of the show. Fairest Media is the first organisation to organise a travel trade show. We have been participating in TTF ever since. We have realised that the show provides a good number of potential tourists for Madhya Pradesh. We can put Madhya Pradesh in the preferred list of those people who're not looking for it, if not this year then next year. There is a continuity and a forum to meet your trade partners, meet other states which do not happen otherwise.



ISRA STAPANASETH

Director, Tourism Authority of Thailand, New Delhi

Tourism Authority of Thailand along with the Royal Thai Consulate Kolkata, Thai Airways International and some tour operators have been participating in TTF Kolkata for over 10 years now. This three-day event is a great platform for us as we have both B2B and B2C networking and it is fruitful as we can showcase the new packages during the Durga puja festival.





KHEM RAJ TIMALSENA Senior Officer.

Senior Officer, Nepal Tourism Board

India is the biggest source market for Nepal. Many tour operators are India-focussed and want to come through Nepal Tourism Board to TTF. We're here to explore India as a source market. Since the first day of the show, we have been getting a very good response and by the end of the show, we hope we will have a very good business. We are very happy to be here at TTF Kolkata.



VIRANGA BANDARA

Assistant Director - Marketing, Sri Lanka Tourism Promotion Bureau

We have been coming to TTF Kolkata since the last three years. We, Sri Lanka Tourism Promotion Bureau see tremendous growth in the footfall at TTF. We see a lot of growth happening through our participation in the show. Compared to last year, we see great growth in visitors as well. The response from private sector stakeholders is also commendable. All 20 companies exhibiting here have expressed that the response from TTF Kolkata 2019 is very good.



PRASENJIT BASU

Manager - Sales, Myanmar Airways International (GSA-STIC Travel Group)

It has been a fantastic experience here in TTF Kolkata. It is one of the biggest shows in Kolkata which happens every year and it is like a tradition without which the travel fraternity is not satisfied enough. The overall response was very good and we got queries from more than 200 travel trade buyers. TTF has given us a lot of exposure and we are very happy to be here. Do carry on your good work.

GLIMPSES OF THE SHOW





















TTF AHMEDABAD

30 31 August - 01 September

Gujarat University Exhibition Hall







States/UTs Represented: 27

Andaman & Nicobar, Assam, Bihar, Dadra & Nagar Haveli, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Nagaland, Odisha, Puducherry, Punjab, Rajasthan, Sikkim, Tamil Nadu, Tripura, Uttar Pradesh, Uttarakhand, West Bengal

Countries Represented: 24

Australia, Bhutan, China, Greece, Hong Kong, India, Indonesia, Kazakhstan, Malaysia, Maldives, Mauritius, Nepal, Oman, Russia, Singapore, South Africa, Sri Lanka, Thailand, Turkey, Uae, Ukraine, United Kingdom, Uzbekistan, Vietnam

TTF AHMEDABAD CONCLUDES WITH A

BUMPER RESPONSE



(Travel & Tourism Fair) Ahmedabad 2019 concluded on a high note with a bumper response of

over 9,000 visitors, registering a growth of 10% over the first two days from last year. With two full days reserved for B2B, over 6.000 travel trade visitors attended the show. The last day of the show saw a footfall of over 3,000 general visitors.

The three-day show in Ahmedabad which is the largest trade show in the multi-city TTF series kick-started business for the busy Diwali holiday season in the exhibition halls of Gujarat University on August 30, packed to the brim.

Bringing together over 700 exhibitors from 23 countries and 27 Indian states & UTs, the three-day travel and tourism extravaganza is a well known one-stopshop of travel and tourism products in Gujarat. It showcases destinations, tourism packages and travel products to help globetrotting Gujaratis plan and book their holidays.

The show was inaugurated by Jenu Devan, IAS, Managing Director, Gujarat Tourism & Commissioner, Department of Tourism, Government of Gujarat along with Viranga Bandara, Assistant Director - Marketing, Sri Lanka Tourism Promotion Bureau and William Kalua, Assistant Deputy Director of India, Ministry of Tourism, Indonesia.

During the inauguration ceremony, chapter heads of associations present included Mahendra Vakharia, President - Gujarat Chapter, OTOAI; Bimal Mehta, Chairman - Gujarat Chapter, ADTOI; Paras Lakhia, Chairman - Gujarat Chapter, TAAI; Ranjit Srivastava, Chairman - Gujarat Chapter, ETAA; Hitank Shah, National Committee Head, TAFI; Jigar Dudakia, Chairman - Gujarat Chapter, TAFI; Randhirsingh Vaghela, Chairman - Gujarat Chapter, IATO; Pankaj Gupta, President - Gujarat Chapter, TAG; Munjal Fitter, Vice President - Gujarat Chapter, TAG; Brijesh Shah, President -Gujarat Chapter, GTAA; Deepak K Rathod, Vice President - Gujarat Chapter, TAAS; Amesh Daftri, President, TLC; Pankaj Mehta, President - Gujarat Chapter, ATAA.

Speaking to the media, Jenu Devan said, "I'm visiting TTF Ahmedabad for

the last few years and the way they have received participation this year is very good. It's through their constant effort that they have been able to get this increased participation. The tourism boards from the countries who have participated here have come with good delegation along with them. For Gujarat Tourism, around 20 participants are here along with us. I am very happy that they are selecting Ahmedabad as a platform for the exhibition for many years now and they have also started the TTF Summer in Ahmedabad which is a very good initiative. I hope that they continue this particular relationship for the years to come and I wish them all the very best."

TTF Ahmedabad was a great networking opportunity for the travel trade from all over Gujarat and the Western India region, offering exceptional deals for travel enthusiasts and business travellers. Tourism Boards, hotels, resorts, travel agents, tour operators, online travel agencies, railways, cruise lines and many others were in attendance.

Among exhibitors from abroad, Sri Lanka, Indonesia and Nepal participated as the Partner Countries. Sri Lanka Tourism Promotion Bureau had the largest pavilion. China was present as the Feature Country. Other countries represented at TTF Ahmedabad were Bhutan, Greece, Hong Kong, Kazakhstan, Malaysia, Maldives, Mauritius, Oman, Russia, Singapore, South Africa, Thailand, Turkey, UAE, Ukraine, United Kingdom, Uzbekistan and Vietnam.

Uttarakhand, Himachal Pradesh, Odisha, Kerala, Karnataka, Goa and Rajasthan participated as the Partner States of TTF Ahmedabad. Each state joined the show with a large number of hotels and agents from their regions. Feature States of TTF Ahmedabad included Madhya Pradesh, West Bengal, Tamil Nadu, Bihar, Punjab, Puducherry, Andaman & Nicobar, Manipur and Meghalaya who had set up colourful pavilions. Host State Gujarat continued its aggressive promotional campaign at the show.

Gorkhaland Territorial Administration participated in TTF Ahmedabad as the Feature Destination.

Regular participant, the Ministry of Tourism was present this year along with private stakeholders, under the theme '150 Years of Celebrating the Mahatma'.

Participating for the first time, Indonesia Tourism received an overwhelming response at Ahmedabad and organised a destination presentation on the second day of the show, outlining its programmes and campaigns for introducing new destinations and increasing tourist numbers.

Manipur Tourism showcased a curtain raiser of Shirui Lilv and Sangai Festival with traditional dance performances. They invited travellers from Western India to come and experience the beautiful cultural festivals in the state.

Rajasthan Tourism also organised a roadshow on the second day of the show and presented their state to the travel trade from the region.

On the closing day, awards were given to the participants of TTF in various categories.

TTF Ahmedabad receives support from the tourism departments of the Host State Gujarat as well as various other states, Tourism Ministry of Government of India, National Tourist Offices of several countries, private exhibitors and trade associations. With consistent support, TTF Ahmedabad continues to be one of the biggest platforms providing opportunities for buyers and sellers from across the country to showcase their latest offerings and build long term business

TTF Ahmedabad was supported by Incredible India, TAAI, ADTOI, OTOAI, ATOAI, IATO, IAAI, SKAL INTERNATIONAL, ETAA, SATA, TAG, ATAA, TAAS, SGTCA, RAAG and GTAA.

From Ahmedabad, TTF moves next to Surat which will be held from September 6-8 at the Pandit Dindayal Upadhyay Indoor Stadium.

In view of the huge demand, TTF SUMMER was launched in Ahmedabad earlier this year to help exhibitors tap into the huge summer travel markets. In 2020, TTF Summer Ahmedabad is scheduled from February 8 to 9.

EXHIBITOR **TESTIMONIALS**



DR R SIGIT WITJAKSONO

Director of Tourism Marketing for South & Central Asia, Middle East, Africa, Ministry of Tourism, Republic of Indonesia

This is our first-time participation in TTF Ahmedabad. We witnessed very busy three-days in this show which was quite fascinating. We also had a destination presentation during the show where we showcased the newest destinations apart from Bali. Our co-participants present here with us had very good interactions with the potential buyers as well.



SUMITA SAROCHJoint Director, Rajasthan Tourism

TTF Ahmedabad plays a very important role for Rajasthan Tourism. We have been participating for many years and the response has always been great. It has been quite fruitful show. You have always done well and keep doing the good work!



VIVEK SINGH CHAUHAN

Joint Director, Uttarakhand Tourism Development Board

Uttarakhand Tourism and all our coexhibitors are finding TTF Ahmedabad to be a very useful platform. We're interacting with travel agents. This is a good event. We have been participating for the past 20 years. All the best for your future shows!





DR YUMNAM SURAJ SINGH

Deputy Director – Tourism, Government of Manipur

We are participating in TTF Ahmedabad for the first time and the experience has been great. We feel that connecting with extreme western India is the need of the hour for Manipur Tourism. TTF has provided us with an opportunity to connect with the tour operators, travel agents and the tourists of western India. We conducted our curtain raiser programme of the Shirui Lily Festival and the Sangai Festival which was very well received by the visitors here.



ISHA THAKRAR Managing Director, Eva Butterfly Tourism

TTF Ahmedabad is very good and the response has been awesome. We look forward to a very fruitful business in the coming years from TTF Ahmedabad. I felt that this is much on a larger scale according to what exhibitions we had been participating in until now. There's a lot of scope in Ahmedabad as well. We are very happy that we participated in this TTF as I see very good future business from this.



DHAVAL KATHARIAFounder, Chutney Hotels

We have been participating in TTF Ahmedabad for five years. Since we are a B2B company, this show has been particularly great for us. TTF Ahmedabad has been growing every year. You have been doing fantastic! All the best and keep doing what you do.

GLIMPSES OF THE SHOW





















TTF SURAT

06 07 08 September 2019

Pandit Dindayal Upadhyay Indoor Stadium







States/UTs Represented: 14

Assam, Dadra & Nagar Haveli, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Karnataka, Kerala, Maharashtra, Odisha, Puducherry, Sikkim, West Bengal

Countries Represented: 5

Bhutan, India, Taiwan, UAE, Greece

TTF SURAT CONCLUDES ON A POSITIVE NOTE WITH A REMARKABLE RESPONSE

ollowing a blockbuster edition in Ahmedabad last weekend, TTF Surat was a sell-out at the Pandit Dindayal Upadhyay Indoor Stadium. A houseful gathering of over 100 exhibitors witnessed a bumper turnout of nearly 5,000 visitors, including travel trade from Surat and southern part of Gujarat.

The event was inaugurated by Dr Jagdish Patel, Mayor of Surat Municipal Corporation.

Participants from 5 Countries and 14 Indian States & UTs came to sell their destinations and tourism products at TTF Surat. These included state tourism boards, hoteliers, airlines, tour operators and travel agents, online travel companies, railways, cruises and other travel marketers.

Last week TTF organised in Ahmedabad was visited by around 9,000 trade visitors and general visitors. In contrast, TTF Surat was mainly aimed at general visitors for whom the show was open for full two days in the weekend.

Taiwan participated in TTF Surat as the Feature Country. Other countries which were represented at TTF Surat included Bhutan, Greece and UAE.

The TTF Series is supported by India Tourism, who also participated in TTF Surat as in the past.

Gujarat Tourism played the role of the gracious Host State, with a pavilion of its own promoting various destinations within the state.

Odisha, West Bengal, Karnataka, Himachal Pradesh participated along with a large number of hotels and agents from their regions, as the Partner States of TTF Surat. Goa and Kerala joined as the Feature States. Other states being represented at the show included Dadra & Nagar Haveli, Delhi, Haryana, Maharashtra, Puducherry and Punjab.

Other important exhibitors were names like Sunny's World, Best Voyage, Make My Trip, RM World, Skyline Holidays, Aireo, Blue Sky Holidays, Book N Fly, Flamingo, GN Travel, Shree Sati Online and many more.



We had a very good experience in TTF Surat. All three days were very encouraging and we received some serious queries. Good quality travel agents visited the show. - Ved Pandey, Sr Manager, Himachal Tourism

TTF provided an opportunity to the travel trade from Surat and South Gujarat to network and transact business with the exhibitors. To the travel-loving people from the city, it was a platform to check out hundreds of destinations and holiday options, get the best deals in hotels and tour packages and book on-the-spot.

The first half of day one of the show (i.e. Friday till 3 pm) was reserved for the travel trade, after which it was open for all (i.e. from Friday 3 pm till Sunday evening).

Suratis are sought after all over India and abroad as enthusiastic travellers with considerable purchasing power. TTF Surat aimed to cater to this huge market by promoting face to face interactions between buyers and sellers.

TTF Surat was supported by Incredible India, TAAI, OTOAI, ATOAI, ADTOI, IATO, IAAI, SKAL INTERNATIONAL, ETAA, SATA, TAG and SGTCA.

TTF will now take place next weekend in Mumbai from September 13-15 and in Pune from September 20-22.

EXHIBITOR TESTIMONIALS



DEBADUTTA RATHTourist Officer, Odisha Tourism

We received people in large numbers in all the three days here at TTF Surat. The people of Surat are very keen about Odisha tourism. The response we received here is very good. We have about seven co-participants with us and they have received quite a good number of queries as well.



VED PANDEYSr Manager, Himachal Tourism

We had a very good experience in TTF Surat. All three days were very encouraging and we received some serious queries. Good quality travel agents visited the show. Surat is a very potential market in terms of tourism. The show is well organised and all the best to the organisers for the upcoming shows as well.



UTPAL MAJUMDAR
Tourist Officer, West Bengal Tourism

We had a good experience here at TTF Surat. We had very fruitful B2B interactions with the travel agents who came to our stall. We received hundreds of visitors in our stall over the three days. We received a lot of queries as well. We have around six co-participants here who have also got some great response. The show is very well organised.



MEENU DAHAL

Asst. Manager Product/
Advertisement Sales, Sikkim
Eco Tourism

TTF Surat was a great experience for us. We received a good response in Ahmedabad as well as in Surat. Lots of people wanted to visit Sikkim and we received a good number of enquiries. TTF provided us with a platform to promote our eco-tourism zone to the people of Surat.



FRANCIS X PEREIRA Manager, Goa Tourism Development Corporation

It has been a great experience at TTF Surat with so much response from lots of travel agents. We had a lot of individual queries coming in where people got general information of hotels, tours and also advised tourists coming in from Surat about the app we have got. Goa Miles app, and all other facilities we have created for tourists. We have got about five participants with us and they have also received a good response. We saw a lot of bookings coming in for next year as well. We look forward to participating in all other TTFs as they have right from the beginning aimed to organise this show in a very coordinated and nice manner, where we get to project Goa in a popular way.



RUDEN DIAS Senior Sales Manager, Taiwan Tourism

For Taiwan Tourism Bureau, this is our first visit to Surat and we have got some good response from the tour operators who visited the show. Some of them had already sold Taiwan for their FIT clients and now we need to push for group departures as well. Overall we had a very good experience here and it was good exposure for Taiwan tourism as well.

GLIMPSES OF THE SHOW





















TTF MUMBAI

13 14 15 September 2019

Nehru Centre







States/UTs Represented: 22

Andaman & Nicobar, Andhra Pradesh, Chandigarh, Dadra & Nagar Haveli, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Nagaland, Odisha, Puducherry, Rajasthan, Sikkim, Tamil Nadu, Uttarakhand, West Bengal

Countries Represented: 9

Germany, Greece, India, Kenya, Maldives, Nepal, South Africa, Thailand, UAE

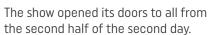
TTF MUMBAI CONCLUDES ON A HIGH NOTE

TTE

(Travel & Tourism Fair) Mumbai concluded on a successful note after three busy business days at the

Nehru Centre, Worli from September 13 to 15 with over 2,200 trade visitors attending the show, registering an impressive growth over last year. Over 1,700 travel lovers from Mumbai and nearby regions also visited the show, exploring the best deals in travel packages, hotels and much more. The first one and a half days were exclusively reserved for trade visitors.

Over 1,700 travel lovers from Mumbai and nearby regions also visited the



The three-day show kick-started in the packed halls of the Nehru Centre on September 13, flagging-off the busy Diwali and winter holidays travel season in India's largest travel source market-Mumbai. The show was inaugurated by dignitaries of the Indian travel industry including Jagat Mehta, President, ETAA;

Sameer Karnani, Chairman, TAAI; Dharmendra Singh Chauhan, Chairman-Maharashtra Chapter, ADTOI;

Himanshu Patil, Vice-President, OTOAI; Rajan Parekh, Treasurer, MTOA; Rajat Bagaria, Joint Secretary, TAFI and Malti Dutta, Asstt. Director of Publicity, India Tourism.

The show brought together 135 exhibitors from 21 states & UTs and 9 countries under one roof selling destinations, hotels, amusement parks, tourism packages and travel products to the travel trade as well as the end customers in Mumbai.

Nagaland was present at the show as the Feature State while Gujarat, Kerala and Madhya Pradesh were exhibiting their tourism attractions as the Partner States. Other Indian states and union territories represented in TTF Mumbai included Andaman & Nicobar, Chandigarh, Dadra & Nagar Haveli, Delhi,



Goa, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Maharashtra, Odisha, Puducherry, Rajasthan, Sikkim, Tamil Nadu, Uttarakhand and West Bengal.

India Tourism had a prominent presence at the show, under the theme '150 Years of Celebrating the Mahatma'.

International presence in the show included participants representing countries such as Germany, Greece, Kenya, Maldives, Nepal, South Africa, Thailand and UAE.

Skal International, in association with TTF Mumbai, hosted three knowledge sessions on the second day of the show. The day began with a session on IATA and its impact on all travel industry stakeholders. It was conducted by Sanjay Rao, Consultant & Former Aviation Solutions Manager for IATA BSP Singapore. The session was wellreceived by the audience, as could be seen in an animated Q&A session that followed.

The second session was an interesting study in how much technology has influenced the hospitality industry. Hosted by Shirish Arya, Chairman & Managing Director of Mint Hotels, it discussed the successful implementation of IoT in building smart hotels for efficiency gains.

The third and the last session addressed the pressing concern of child safety in the tourism industry. Helmed by Joyatri Ray, Director of Equitable Tourism Options (Equations) the session was instrumental in spreading awareness about child safety and the active role the travel industry can play in it.

The third day of the show was a continuation of the previous two days and saw the exhibition halls get busy with trade and general visitors from Mumbai. Towards the end of the third day, exhibitors showing promise were honoured with awards for excellence in a variety of categories.

TTF Mumbai receives support from tourism departments of various states, Tourism Ministry of Government of India, private exhibitors and trade associations.

TTF Mumbai is supported by India Tourism, as well as travel industry bodies like TAAI, OTOAI, ATOAI, ADTOI, IATO, IAAI, SKAL INTERNATIONAL, ETAA, TAAP and TAAN.

After TTF Mumbai, the TTF West Series will head to Pune, where TTF will be held from September 20-22 at Messe Global Laxmi Lawns, Hadapsar, Magarpatta, Pune.

GLIMPSES OF THE SHOW I

































TTF PUNE

20 21 22 September 2019

Messe Global Laxmi Lawns







States/UTs Represented: 14

Assam, Dadra & Nagar Haveli, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Maharashtra, Odisha, Puducherry, West Bengal

Countries Represented: 5

India, Nepal, Taiwan, Thailand, UAE

TTF WEST SERIES COMES TO A SUCCESSFUL CLOSE IN PUNE





ravel & Tourism Fair (TTF) came to a successful close for the year with its latest edition held from September 20 to 22 at Laxmi Lawns, Messe Global Pune with over 780 trade visitors and 1,300 travel lovers visiting the show.

TTF Pune was inaugurated in the presence of a host of dignitaries belonging to the travel industry. Bahram P Zadeh, Chairman - Pune Chapter, TAAI; Nilesh Bansali, Director, TAAP; Vishwas Kelkar, President, TAAP; Rajesh Arge, Secretary - Western Region, ETAA, Ajay Sengar, Chairman - Western Region, OTOAI; Sameer Kulkarni, Treasurer - Pune Region, TAFI; Pramod Bidkar, Managing Committee Member - Pune, TAFI; Sagar Shinde, Secretary, ADTOI and Pankaj Chheda, Treasurer, ADTO inaugurated the show on September 20.

100 exhibitors from 14 Indian States & UTs and 5 Countries were present at the show this year, showcasing their travel offerings and tourism attractions in colourful pavilions. Taiwan Tourism Bureau brought a Southeast Asian flavour to the show, exhibiting as the



100 exhibitors from 14 Indian States & UTs and 5 Countries were present at the show.

Feature Country of TTF Pune. Nepal, Thailand and UAE were also represented at the show through private participants selling these destinations.

Indian States had a prominent presence in TTF Pune. Gujarat, Odisha and West Bengal were present as the Partner States, Himachal Pradesh exhibited as the Feature State. All of them had come with a good number of coparticipants who met with both the local travel trade and the end consumers over a three day period.

India Tourism was present in a big way under the theme, 'Celebrating 150 years

of the Mahatma'.

Other states that were represented at the show included Assam, Dadra & Nagar Haveli, Delhi, Goa, Haryana, Jammu & Kashmir, Karnataka, Kerala, Maharashtra and Puducherry.

TTF Pune receives support from tourism departments of various states, Tourism Ministry of Government of India, private exhibitors and trade associations.

The show is supported by Incredible India, as well as TAAI, TAFI, UTEN, OTOAI, ATOAI, ADTOI, IATO, IAAI, SKAL INTERNATIONAL, ETAA, TAAP, TAAN.

GLIMPSES OF THE SHOW I

































TTF CHENNAI

24 25 26 January 2020

Chennai Trade Centre







States/UTs Represented: 17

Andhra Pradesh, Assam, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Maharashtra, Odisha, Rajasthan, Tamil Nadu, Tripura, Uttarakhand, West Bengal

Countries Represented: 10

Azerbaijan, Bhutan, China, India, Nepal, Philippines, Switzerland, Taiwan, Thailand, UAE

TTF IN CHENNAI ENDS ON A PROMISING NOTE, SETS THE MOOD FOR UPCOMING SHOWS IN 7 CITIES

Chennai concluded its three-day travel and TTF tourism showcase in Chennai Trade Centre with

1.100+ trade visitors interacting with 140+ exhibitors from 10 countries and 17 Indian states as well as union territories.

The show was inaugurated by Shri Sanjay Shreevats, Regional Director, Ministry of Tourism, Government of India along with Nisar Ahmad Wani, Director of Tourism, Kashmir and Deepika Sharma, Director of Tourism, Jammu. Chapter heads from ADTOI, TAAI, SIGTOA. TAFI. Skal International and IAAI were also present at the ceremony.

Like every year, the domestic tourism sector extended strong support to TTF. Host state Tamil Nadu was joined by Odisha, Gujarat, Jammu & Kashmir, Kerala as the Partner States and Himachal Pradesh, Andhra Pradesh, Goa as the Feature States. TTF continues to be the most effective and countrywide platform for marketing and promotion of travel and tourism in India. Other states represented at the show included Assam, Delhi, Haryana, Karnataka, Maharashtra, Puducherry, Rajasthan, Uttarakhand and West Bengal. India Tourism also had a prominent presence at TTF Chennai.

TTF also received enthusiastic participation from neighbouring Asian countries. Nepal participated as the Partner Country at the show. Sunil Sharma, Senior Manager, Nepal Tourism Board said, "1.2 million people visited Nepal last year, out of which 2.5 lacs were Indian tourists. India is a great source market for us. Every time we announce our participation in TTF, we get an overwhelming response from our travel trade sector. We are participating in Chennai because we get a good platform to market our travel products to a wide audience."

Taiwan was present as the Feature Country. Azerbaijan, Bhutan, China, Switzerland, Thailand and UAE will be represented through key private players at the show.



We are very happy with the interactions we have had at the show. I'm thankful to the organisers. Very good job! I appreciate your efforts. - Ashok Gawas, Goa Tourism Development Board

Shri Kadakampally Surendran, Minister for Co-Operation, Tourism and Devaswom, Government of Kerala visited TTF Chennai on the first day, interacting with the participants at the show.

Azerbaijan, Bhutan, China, Switzerland, Thailand and UAE were represented through key private players.

MakeMyTrip was the Holiday Partner of the event.

This time, 1,100+ trade visitors and 2,100+ general visitors attended the three-day travel trade show in the colourfully decorated halls of Chennai Trade Centre. Commenting on the visitors who come to TTF, Ashok Gawas, Goa Tourism Development Board said, "Goa is already a popular tourist destination but right now we are focussing on attracting domestic tourists. That is the reason why we are participating in TTF here in Chennai and will participate in other cities as well. We are very happy with the 50+ interactions we have had at the show. I'm thankful to the organisers. Very good job! I appreciate your efforts."

Various participants were felicitated with the TTF Awards of Excellence on the last day of the show.

TTF Chennai also enjoys the support of travel industry bodies like Travel Agents Association of India (TAAI). Outbound Tour Operators Association of India (OTOAI), Event & Entertainment Management Association (EEMA), Adventure Tour Operators Association of India (ATOAI), South India Global Tour Operators Association (SIGTOA), Travel Agents Federation of India (TAFI), Association of Domestic Tour Operators of India (ADTOI), Indian Association of Tour Operators' (IATO), IATA Agents Association of India (IAAI), SKAL International and Enterprising Travel Agents Association (ETAA).

After Chennai, TTF is all set to take place in Bengaluru, Kolkata, Hyderabad, Ahmedabad, Surat, Mumbai and Pune.

Fairfest Media Limited, the organiser of TTF, OTM and BLTM branded travel shows has strengthened its unparalleled lead as India's No. 1 Travel Show Organiser, with about half the market share.

EXHIBITOR **TESTIMONIALS**

ROY CHACKO

Head of Sales & Marketing, Vythiri Resort Wayanad

Domestic tourists are a key market segment for us and Tamil Nadu is a major source market. We are participating in TTF Chennai to interact with potential customers from Chennai. We have a better response this year than we received last year and that makes us happy.



ASHOK GAWAS

Goa Tourism Development Board

Goa is already a popular tourist destination but right now we are focussing on attracting domestic tourists. That is the reason why we are participating in TTF here in Chennai and will participate in other cities as well. We are very happy with the 50+ interactions we have had at the show. I'm thankful to the organisers. Very good job! I appreciate your efforts.

SUNIL SHARMA

Senior Manager, Nepal Tourism Board

1.2 million people visited Nepal last year, out of which 2.5 lacs were Indian tourists. India is a great source market for us. Every time we announce our participation in TTF, we get an overwhelming response from our travel trade sector because India is a great source market for us. We are participating in Chennai because we get a great platform to market our travel products to a wide audience.

GEORGE SOULTIS

Founder, Greece Ganymedes Tours

I received a good response at TTF Chennai like I do every year. I had pretty good interactions, met new people and exchanged cards. I am hopeful that good business will come out of the show. Wish you all the best!

GLIMPSES OF THE SHOW





















TTF BENGALURU

07 08 09 February 2020

Palace Grounds, Bengaluru







States/UTs Represented: 20

Andhra Pradesh, Assam, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Ladakh, Madhya Pradesh, Maharashtra, Odisha, Puducherry, Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarakhand, West Bengal

Countries Represented: 10

Bhutan, China, India, Nepal, Philippines, Sri Lanka, Switzerland, Thailand, UAE, USA

TTF, THE BIGGEST EVER TRAVEL FAIR IN BENGALURU, CONCLUDES WITH A BUMPER RESPONSE

TTF

Bangalore concluded successfully with a steady stream of the city's travel trade and tourists to meet

the exhibitors from all over India and abroad, at Bengaluru's Palace Grounds, Tripuravasini. It is one of the biggest and most exciting tourism events in South India.

T K Anil Kumar, IAS, Principal Secretary, Tourism, Government of Karnataka inaugurated the show along with Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd - the organisers of TTF - in the presence of members from the travel trade fraternity participating in the fair.

This year TTF Bengaluru saw close to 255 exhibitors and participants from 10 countries and 20 states/UTs.

TTF Bangalore was visited by over 1000 trade visitors and around 2500 general visitors throughout all three davs.

The three-day event was supported by the Ministry of Tourism, State Tourism Boards, National Tourist Organisations, private suppliers as well as trade associations. It was a great opportunity for the travel trade from Bengaluru and nearby places to meet these sellers.

Sri Lanka and Nepal participated as the Partner Countries while Guiarat. Odisha and Goa exhibited as the Partner States at TTF Bengaluru, besides the colourful presence of Host State Karnataka.

Media was addressed by Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd, along with Ajantha Ratnayake, Assistant Director, Marketing, Sri Lanka Tourism Promotion Bureau and Surya Thapaliya, Manager, Corporate Services Department, Nepal Tourism Board.

The domestic and international sellers exhibit enthusiastically at TTF as the most effective platform for marketing and promotion of travel and tourism. The State Tourism Boards with the largest participation included Andhra Pradesh, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Kerala, Madhya



We participated in TTF Bangalore for the first time and we had a good experience here. We participated with 30 agents and the response we got was very good for our first-time participation. - Ajantha Ratnayake, Assistant Director, Sri Lanka Tourism Promotion Bureau

Pradesh, Odisha and Tripura.

The other Indian states and union territories such as Assam, Delhi, Haryana, Ladakh, Maharashtra, Puducherry, Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarakhand and West Bengal were represented by travel suppliers at the show.

The National Tourist Organisations of India, Sri Lanka and Nepal participated at TTF Bengaluru while other countries such as Bhutan, China, Philippines, Switzerland, Thailand, USA and UAE were represented by Destination Management Companies (DMCs), travel operators and hotel brands.

MakeMyTrip was the Holiday Partner of

TTF Bengaluru.

TTF Bengaluru is supported by Incredible India, Travel Agents Association of India (TAAI), Outbound Tour Operators Association of India (OTOAI), The Event and Entertainment Management Association (EEMA), Adventure Tour Operators Association of India (ATOAI), South India Global Tour Operators Association (SIGTOA), Travel Agents Federation of India (TAFI), Association of Domestic Tour Operators of India (ADTOI), Indian Association of Tour Operators' (IATO), IATA Agents Association of India (IAAI), SKAL International and Enterprising Travel Agents Association (ETAA).

EXHIBITOR TESTIMONIALS

AJANTHA RATNAYAKE

Assistant Director - Marketing, Sri Lanka **Tourism Promotion Bureau**

We participated in TTF Bangalore for the first time and we had a good experience here. We participated with 30 agents and the response we got was very good for our first-time participation in TTF. We plan to participate next year also. We are joining the TTF series of this year as well. Our main goal is to promote Sri Lanka tourism all over India and TTF is the major event that happens in the major cities of India.

ANIL DALAL

Asstt. Manager - (Travel Division), Goa **Tourism Development Corporation Ltd**

TTF is always a big forum for us to market our destination. We look forward to engaging with a lot of travel agents and other government bodies to display Goa as a product. Bangalore has always been a niche market for us.

NARESH KUMAR

Additional Secretary (Tourism), Department of Tourism, Government of Jammu & Kashmir

This is my first visit here in Bangalore. Our main goal to participate in TTF Bangalore was to attract more and more tourists to Jammu and Kashmir. We have participated

with more than 20 agents with us and we are very happy with the response that we got.

GOPI VISHROLIA

I/C Assistant Manager, Tourism **Corporation of Gujarat Ltd**

I have been attending TTF Bangalore for the past 3 years and it is an amazing event. TTF is the back support for Gujarat tourism to grow in the market and it is always a lovely experience. Our goals behind attending TTF Bangalore was to focus on the new destinations which I think went great. We have got many leads and the quality of the buyers are also very good. We are very happy and satisfied with the show.

HARDEEP SINGH CHAUHAN

Regional Manager South, Make My Trip

TTF Bangalore this year has been good and we have received a good number of footfalls. Our main goal was to have maximum customer interaction as we are mainly focussed on the B2C segment and we have also launched our newly B2B partner program also. We have got quite a good number of enquiries. The show was very well organised.

RAJKUMAR SHUKLA

Assistant Manager - Events & Marketing, Madhya Pradesh **Tourism Board**

TTF Bangalore is wonderful as we have seen a lot of crowds which is very useful for attracting business in Madhya Pradesh. TTF is a good platform where apart from selling our hotels we can also get investment opportunities for the state. TTF Bangalore gives us the opportunity to promote Madhya Pradesh tourism in the southern part of India. The quality of the buyers is also very good.

GLIMPSES OF THE SHOW





































Partner Countries











































Feature Countries









Feature States



























Feature Countries



Feature States











Partner Airlines











harkhand Lourisco













Online B2B Partners



















































Holiday Partner





Online B2B Partners





PAN INDIA









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Fairfest Media Ltd. (CIN - U74140WB1988PLC045101)

Kolkata

Tel | +91 33 4028 4028 Address | 74/2 AJC Bose Road Tirupati Plaza, 4C, 4th Floor Kolkata - 700 017 Registered Office Address | 25 C/1, Belvedere Road

Alipur, Kolkata - 700 027

Mumbai

Tel | +91 22 4555 8555 Fax | +91 22 4555 8585 Address | 305, 3rd Floor The Summit Business Bay Near WEH Metro Station Off Andheri - Kurla Road Andheri East, Mumbai - 400 093

New Delhi **Tel | +91 11 2686 6874 / 75** Fax | +91 11 2686 8073 Address | Fairfest Media Ltd. U1, Green Park Main,

Delhi - 110016