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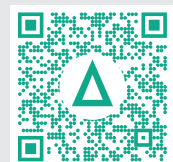


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SPAN

**The Trans
Bhutan Trail**
reopens after
60 years

Akasa Air's
first brand campaign
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Seychelles
A treasure chest of
varied escapades
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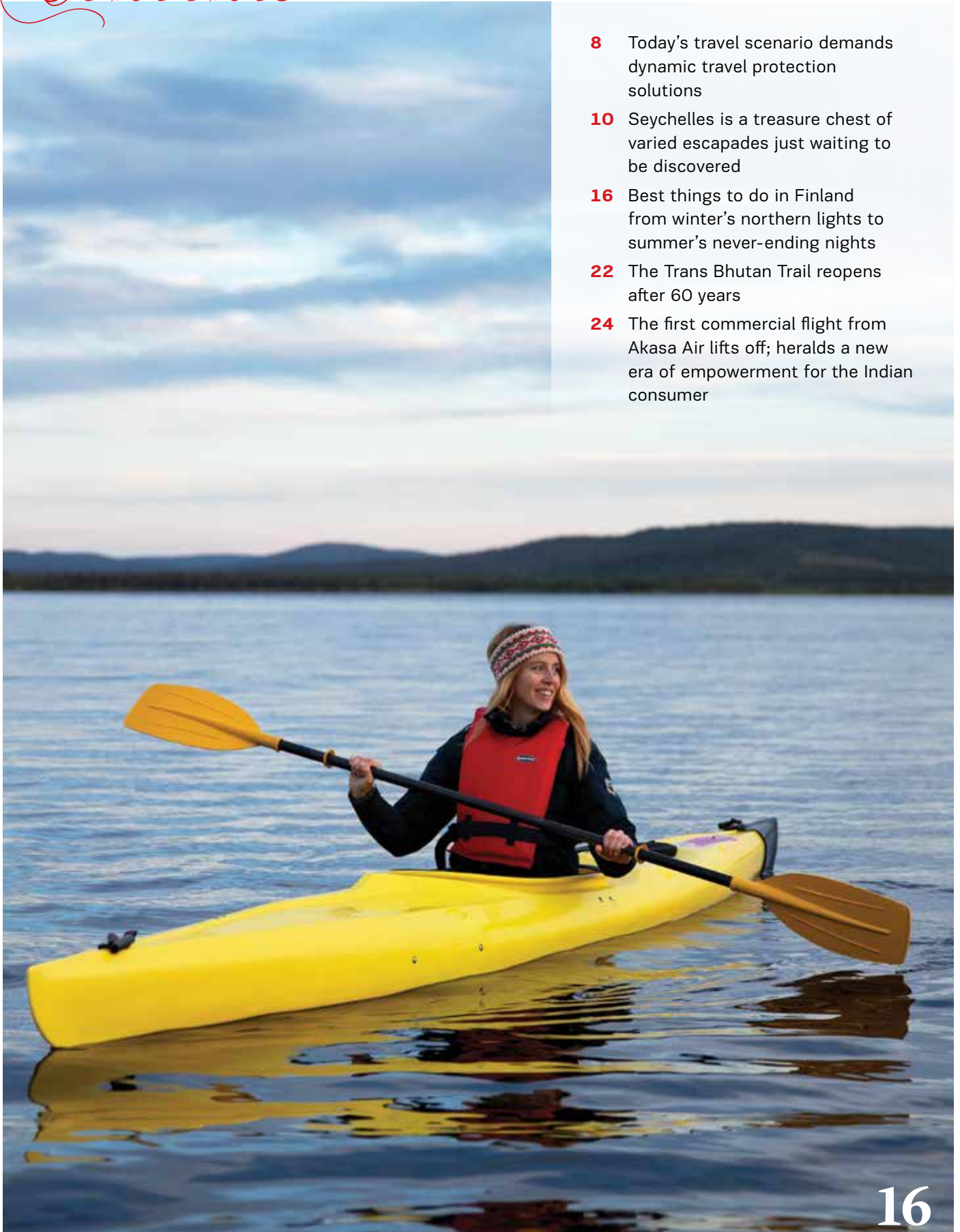
Seven ways to find
happiness in
Finland



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LUXURY AND LIFESTYLE TRAVEL MAGAZINE **travel** SPAN

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Incheon Airport Becomes World's First to Achieve Highest Level of Airport Customer Experience Accreditation

At the Airports Council International (ACI) Customer Experience Global Summit recently, ACI World announced the launch of the new highest level of its Airport Customer Experience Accreditation program, Level 5, with the Republic of Korea's Incheon Airport as the first airport in the world to achieve this top level of accreditation.

ACI World's Airport Customer Experience (CX) Accreditation program is the first and currently the only CX accreditation in the airport industry which guides the airport ecosystem in becoming customer-centric and ultimately improving the overall airport experience. Participating airports take part in a comprehensive review and training process that includes stakeholder and employee engagement and staff development.

Since ACI launched the world's first Airport Customer Experience Accreditation program in 2019, some 60 airports around the world have joined the program to improve their customer experience management.

Incheon has completed the pilot phase of Level 5 accreditation in July 2022. Through remote and on-site verification, Incheon successfully demonstrated a strong customer-centric culture, uniting the airport community in a human and collaborative approach. The achievement was presented to Incheon Airport during an awards ceremony at the Customer Experience Global Summit in Krakow, Poland, in the presence of airport industry leaders from around the world and the Director General of ACI World. The airport was also confirmed the day prior as the next airport host of the Summit, to take place in September 2023.

ACI World Director General Luis Felipe de Oliveira said: "We are grateful for Incheon Airport's participation in the pilot of Level 5 Accreditation in ACI's Airport Customer Experience

Accreditation program—which reinforces a passenger-centric culture supported by ACI. Congratulations to the whole airport community at Incheon, who collectively demonstrated remarkable engagement, unity, and enthusiasm in improving customer experience. The airport's management should also be commended for leading by example in terms of their level of engagement in and dedication to customer experience from the top. It is only fitting that Incheon Airport should host next year's Customer Experience Global Summit, the premier international event dedicated to airport experience."

ACI Asia-Pacific Director General Stefano Baronci said: "Incheon Airport continues to raise the bar in transforming passenger experiences in the face of the COVID-19 pandemic, and we are extremely proud of this accomplishment. Incheon is one of the busiest, operationally advanced, and efficient airports in the region. Placing the passengers at the centre, Incheon Airport has gone the extra mile to fully understand the customer needs. Service excellence has always been a hallmark of Incheon Airport, and I'm confident that it will continue to serve as a role model for the airport industry."

Incheon International Airport Corporation President & CEO Kyung Wook Kim said: "It is a great honour for Incheon Airport to be accredited as the first Level 5 airport which is the top level of the program. This proves that we have put lots of effort in bettering customer experience and shows our focus on exceptional customer experience. We will continue providing experiential values to our passengers, going beyond their expectations. Incheon Airport looks forward to seeing you at the 2023 Customer Experience Global Summit in the Republic of Korea next year. It is an opportunity to experience Incheon Airport for yourself, and a chance for us to share our values and vision with you all."

We are on    

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Today's travel scenario demands dynamic travel protection solutions

Dev Karvat - Founder & CEO, Asego

Asego's vision is to bridge the gap between static offerings available in the market and the traveller's true needs.

Q What are the benefits offered by Asego to travellers attending the TAFI convention in Malaysia?

Ensuring a safe trip for travellers, be it on land, air, or sea, has always been our foremost priority. Being TAFI's preferred travel protection partner for over a decade, Asego

is offering complimentary global assistance with insurance to all delegates attending the upcoming convention in Malaysia.

With our exclusively curated protection cover, all delegates can avail of benefits such as medical emergency cover including COVID-19, emergency medical evacuation, protection against loss of valuables like passport and baggage along with relevant assistance services including doctor-on-call, medical services provider referral, and much more.

Q Could you elaborate on the vision that drives Asego?

Right from the inception of Asego, our vision has been to bridge the gap between static offerings available in the market and the traveller's true needs. We have always worked towards being a dynamic travel ancillary solutions provider not only to customers but also to our clients with a strong focus on their business growth. We aspire to lead product innovations beyond insurance and our experience in the global markets has been instrumental in achieving this for an emerging market like India. Moreover, we are constantly moving towards upgraded technology to empower our customers with dynamic offerings. We are also constantly enhancing medical assistance capabilities which are at the heart of our business.

Q What do you think are the major risks today's travellers are facing, and what role does Asego play in mitigating those?

Recent travel volumes have skyrocketed with the gradual dissipation of COVID-19 around the globe, and so has travel related risks. Eventualities such as missed/delayed flights and hotel/ flight cancellations are inevitable when it comes to travel. However, we have recently witnessed a huge spike in newer travel risks such as loss and damage of gadgets, cyber security issues, identity theft, credit/debit card fraud, etc. amongst travellers.

Asego has been working tirelessly to

Asego's vision is to bridge the gap between static offerings available in the market and the traveller's true needs.

identify and mitigate these risks with comprehensive travel assistance and insurance solutions. Our bouquet of offerings not only takes care of medical emergencies and other travel-related inconveniences but also ensures that travellers are protected against the aforementioned travel risks. Further, our carefully curated standalone products offer travellers an opportunity to customize their protection plans as per their needs and preferences, rather than opting for a plain vanilla travel insurance product.

Q New travel insurance products by various companies are being introduced in the market every day. What are the factors that differentiate Asego's offering from the rest?

Asego has always strived for customer delight. And to achieve that, it is imperative to understand the travellers' needs and provide them with tailor-made solutions to ensure a hassle-free trip. Some factor that differentiates Asego from the rest are:

Fast track claims support:

Our travel assistance and insurance products are powered by 24/7 fast track claims support and expert teams present across the globe ensure that the travellers are fully protected, no matter where they are.

Customisable protection plans:

Our bouquet of travel assistance services and new-age bundled products have always been customer favourites. Nevertheless, we realized that tailoring offerings at a micro level are the need

of the hour. We are now offering an array of relevant standalone products, such as emergency OPD expenses, quarantine cancellations, cruise cover, and flight delay/interruption covers, pertinent to the current scenario.

Cutting-edge technology

platform: As we all know, AI and machine learning are key to the ever-evolving Insurtech market. Asego has been leveraging these tech capabilities to create a specialized system that helps us understand our customers more deeply and create a customized user experience, helping them choose the right plan for their needs.

Q What kind of global assistance services does Asego provide to its customers?

We are one of India's leading global assistance and travel insurance providers. Asego's services are not just limited to facilitating claims processes, but also provide real-time assistance services to travellers. Our services include 24X7 global medical assistance, roadside assistance, family protection, and concierge assistance along with insurance. During these unprecedented times, we also provide doctor-on-call services, support during baggage loss, missed flights, advice on Covid -19 protocols in different countries, and other related services.

Furthermore, we provide medical service-related referrals to customers requiring hospitals, clinics, chemists, diagnostic centres, etc. This is not just for the traveller but also for their family back home.

DESTINATION SEYCHELLES

Seychelles

is a treasure chest of
varied escapades
just waiting to be discovered



Seychelles lies northeast of Madagascar, an archipelago of 115 islands with roughly 98,000 citizens. Seychelles is a melting pot of many cultures which have commingled and coexisted since the first settlement of the islands in 1770. The three main inhabited islands are Mahé, Praslin, and La Digue and the official languages are English, French, and Seychellois Creole.

The Seychellois are a colourful and harmonious blend of different nationalities from across the globe, all of whom have brought something of their customs and cultures to create a



well-integrated, harmonious, and vibrant modern island state with a distinct culture enriched from many continents. Where other nations live in fear of their neighbours, Seychelles has successfully woven disparate influences into a live-and-let-live philosophy in which harmony has become a way of life.

In Victoria (the world's tiniest capital) a Roman Catholic cathedral sits beside an Anglican cathedral, a Seventh Day Adventist Church, a mosque, a Hindu Temple, and halls of worship for several other denominations.

In terms of religious orientation, French Catholicism has proved the most influential, even surviving British rule and popular Mass and other parish feasts are colourful occasions for Seychellois to dress up in their Sunday best and socialise.

The Creole Language, an adaptation of 17th Century French with other words and expressions coming from Africans and Malagasises, is the

lingua franca and has been elevated to national language status, earning the same respect that English and French receive. Today, Creole is a written language as well as spoken, resulting in an outburst of creativity in plays, poetry, and prose. The Creole culture is today a major attraction for worldwide visitors who want to experience a unique way of life and is showcased every year by the colourful Festival Creole, an animated tribute to everything Creole including the many distinct forms of Creole music, dance, literature, and poetry.

Creole architecture is another important cultural aspect of the islands where the designs of some of the grand old houses with their steep roofs represent an architecture adapted for comfortable living in the tropics. Houses have many openings to catch the island breezes. Modern architecture attempts to assimilate traditional styles.

DESTINATION SEYCHELLES

Yet another jewel of the cultural crown is cuisine and Creole gastronomy is born of this spectacular fusion of cultures and offers the subtlety and innovation of French cuisine as well as the piquant flavours and exotic culinary combinations of the East across a fascinating spectrum of textures, tastes, colours, and ingredients.

Activities

Seychelles is a haven for world-class activities. Its safe and pristine

environment is just the place to treat your family to a once-in-a-lifetime holiday.

First and foremost, Seychelles is not only a playground for lovers of the ocean but also a treasure trove for every sailor, diver, and fisherman, offering diverse opportunities for enjoyment both above and beneath the waves.

There are numerous diving, sailing, and fishing operators offering tailor-made day trip packages and excursions

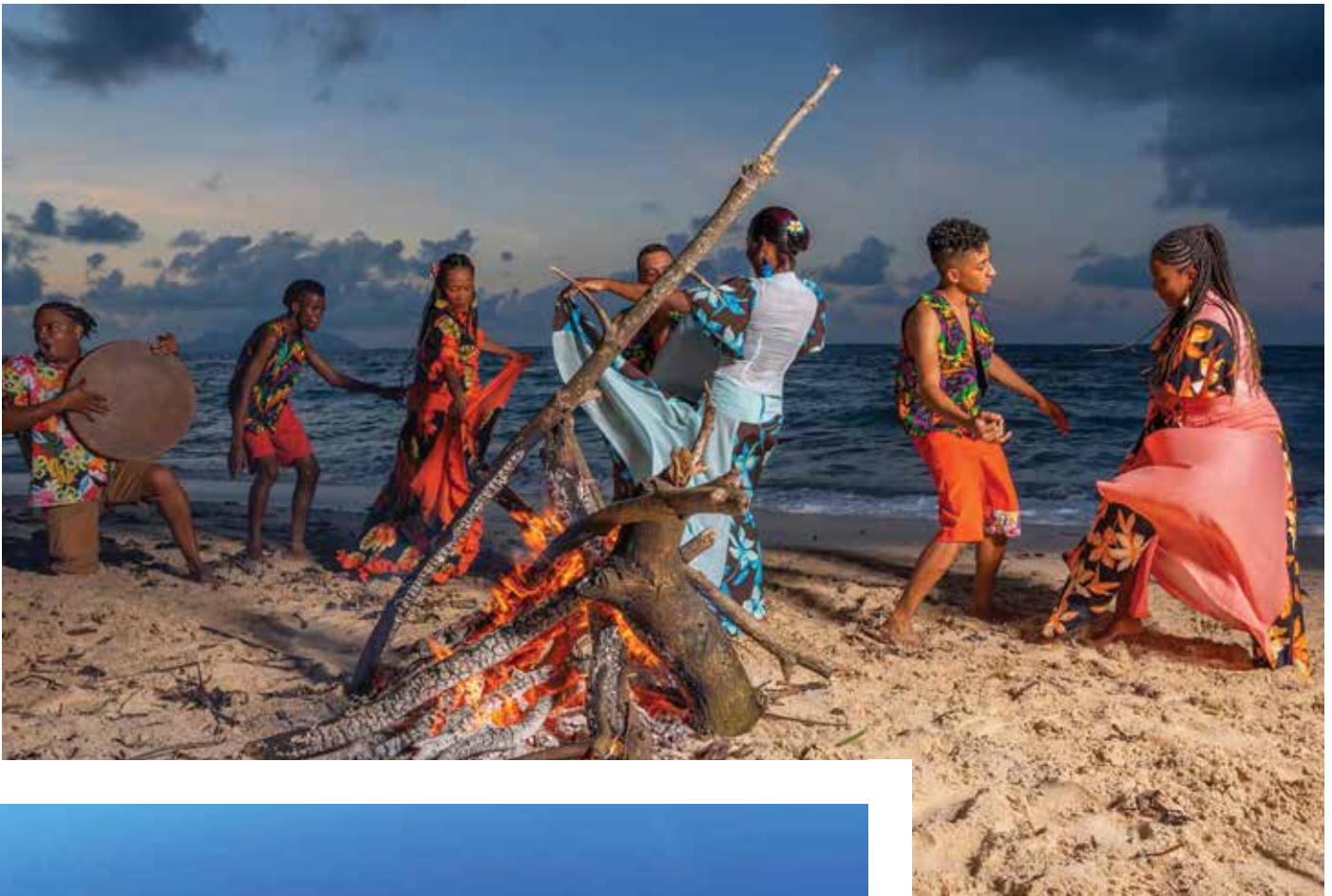
on boats and yachts.

The spectacular Beau Vallon beach is perfect for an activity-packed day by the sea. It is home to many water sports, which is a wonderful way to enjoy the ocean and explore the hidden nooks and crannies of the coastline. There is also always a chance to participate in a game of football or volleyball on the beach too.

Once believed to be the original site of Eden, Seychelles boasts an incredible diversity of flora and fauna that includes some of the rarest species found anywhere on earth.

With surrounds of tropical indigenous forests and home to free roaming giant land tortoises, hundreds of thousands of tropical birds, and a haven for nesting Hawksbill turtles, these nature sanctuaries offer experiences and activities that are once-in-a-lifetime dreams.



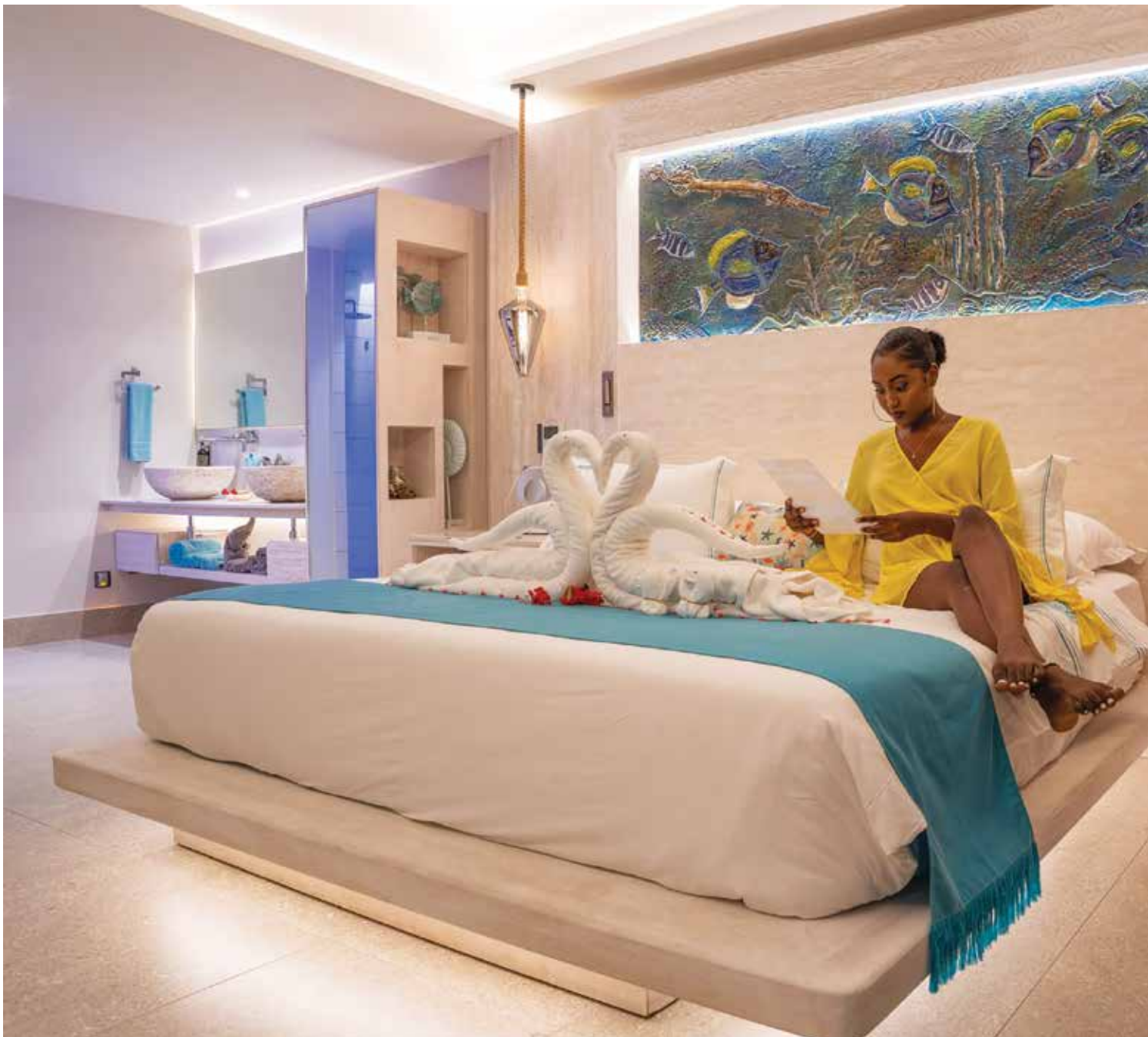


Conservation-oriented and ethically driven, guests are offered the chance to snorkel with sea turtles, enjoy some proximity bird watching, witness the hatchlings of hawksbill turtles make their epic journey to the sea, and appreciate the protection of gorgeous unspoiled abodes.

Being a melting pot of traditions from all over the world, from its national heritage monuments, museums, and natural wonders, to the diversity of its arts and other cultural activities, Seychelles offers an Aladdin's cave of rich experiences for visitors to enjoy.

Dotted with nightclubs and casinos, the nightlife on the three main islands of Mahé, Praslin, and La Digue will never disappoint the free-spirited looking for magical nights out.

The idea of rejuvenating the body, mind, and soul may differ from one person to another. So for those who are looking for the perfect pampering experience, the spas in Seychelles are



beautifully crafted. Otherwise, those who find golf relaxing can play their most memorable and picturesque games golf beneath the swaying palm trees on visually stunning golf courses with dazzling beaches as backdrops.

Romancing in Seychelles

Seychelles is somewhere where romance is in the air. It is one of the world's most famously-booked wedding and honeymoon destinations, all year-round.

Known by many as the legendary site of the original Garden of Eden, little wonder why lovers are inspired to take their vows against the romantic settings of our beautiful islands.

With its magical tropical climate Seychelles has become a magnet for honeymooners especially, who desire pristine surroundings, privacy, and proximity to the most romantic of backdrops.

From infinity pools overlooking the ocean and private dining on the water's edge to oceanfront spa sanctuary villas with steam rooms and unlimited treatments, the Seychelles islands have the honeymoon seal of approval for all the right reasons.

Attractions

No two islands are the same and every island has its hidden gem, must-see attractions, beautiful beaches, and



not-to-miss experiences. The wild and rustic Seychelles is unapologetically raw in their natural charm and offers endless things to see.

From island to island, you will find both that perfect peace and the hint of mystery from eccentric houses and crumbling walls, draped with ferns and lianas, telling the story of man's brief but eventful history there.

With bustling markets, colonial-style mansions, coastal mangrove forests, splendid parks, nature reserves, and a reincarnated Eden that is home to more than fifty endemic plants and trees, including the rare coco de mer palm, the Seychelles islands yearn to be explored. Some islands are walkable in just over an hour and others in much less, making it all too easy to discover castaway beaches and unspoiled marine national parks.

Where to stay

Seychelles offers a legendary

choice of world-class, five-star accommodation in renowned international hotel chains and even sumptuous private villas with a standard of service and accommodation to match on the main islands of Mahé, Praslin, and La Digue and also in a few, choice and exclusive island resorts.

Increasingly, however, there exists a fine, ever-burgeoning portfolio of affordable smaller hotels, guesthouses, and self-catering to savour not only the finest cuisine but also authentic elements of the unique Creole lifestyle.

In the diverse Seychelles accommodation scene, there is most definitely something for everyone irrespective of the budget – your keys to a memorable experience of Seychelles.

Whatever your tastes and preferences for activities, Seychelles is a treasure chest of varied escapades just waiting to be discovered.





Seven ways to find happiness in Finland

Best things to do in Finland : from winter's northern lights to summer's never-ending nights

Finnish happiness is calm and peaceful

Year after year, Finland tops the world Happiness index. Possibly, this trend is because Finns enjoy simple pleasures – like clean air, pure water, and walking around in the woods – to the fullest. Finnish happiness is the calm and peaceful type; it's an appreciation for how things work and the ability to pause and admire the little things in life.

These are the seven reasons why Finland is so happy and how you can find your own when visiting.

Relax in safety

Simply put, things work well in Finland: public services run smoothly, there are low levels of crime and corruption, and there is an earned trust between the government and the public. All of this works together to create a functioning

society and a culture of looking out for everyone.

Witness the magic of the Northern Lights

Sure, it can be cold and dark, but being so far north also has its benefits: the Northern Lights are visible on roughly 200 nights a year – or every other clear night – in Lapland. It's an unforgettable experience to witness the Aurora Borealis for the first time, though



FINLAND

the novelty never wears off – the thrilling moment when the green and blue electrical charge snakes race through the crystal-clear sky is as uplifting on the 82nd viewing as it is the 1st.

DID YOU KNOW

1. The Northern Lights can be seen from autumn till spring in Lapland. One of the most magical times to see them is during the darkest days of winter when it's cold and snow blankets the ground and trees.

2. The Northern Lights are visible when the sky is clear. There are also mobile apps you can use to check the probability of seeing the Aurora.

3. Green is the most commonly seen colour in the Northern Lights. If you get a glimpse of a red aurora, you've spotted something rare!

Stay energized in the Midnight Sun

In the peak summer months, it doesn't get dark at all. In the south of Finland, the sun just dips behind the horizon for a moment before showing itself again. Within the arctic circle in Lapland, the sun stays above the

horizon for up to two months – the further north you go, the longer it shines. During this time, everyone is just buzzing with energy.

Sweat out the negative in a sauna

In Finland, there are 3 million saunas for a population of just over 5 million. This deluge of saunas is the result of Finnish sauna culture – a phenomenon that has even made it onto the UNESCO Intangible Cultural Heritage list, highlighting its value in customs and wellbeing. If you want to understand Finnish culture or happiness, start with a sauna. For many Finns, the sauna is also tied to time spent by the lakes. With 188,000 lakes across the country, plus those 3 million saunas, there is plenty of space for everyone to sweat out the negative.

Five must-experience saunas in Finland

Amuse-bouche saunas across Finland

With an estimated three million saunas in Finland, it's practically an



impossible task to spotlight just five. Here's a sampling of sauna experiences in different parts of the country – consider it an amuse-bouche for more in-depth explorations.

1. Classic: Rajaportin sauna, Tampere (Lakeland)

Located in the old district of Pispala in Tampere – the sauna capital of the world, Rajaportti is the oldest public sauna in Finland that's still in use today. Dating back to 1906, the sauna was originally built by Hermanni Lahtinen and his wife Maria. Still traditionally heated by wood, Rajaportti offers soft, pleasant steam and has



the power to transport guests back in time. Pop by the cosy courtyard café for traditional sauna sausages, freshly baked cinnamon buns, comforting soups, and select artisan beers from local brewers. A traditional massage is a good way to complete the experience.

2. Modern: Löyly, Helsinki

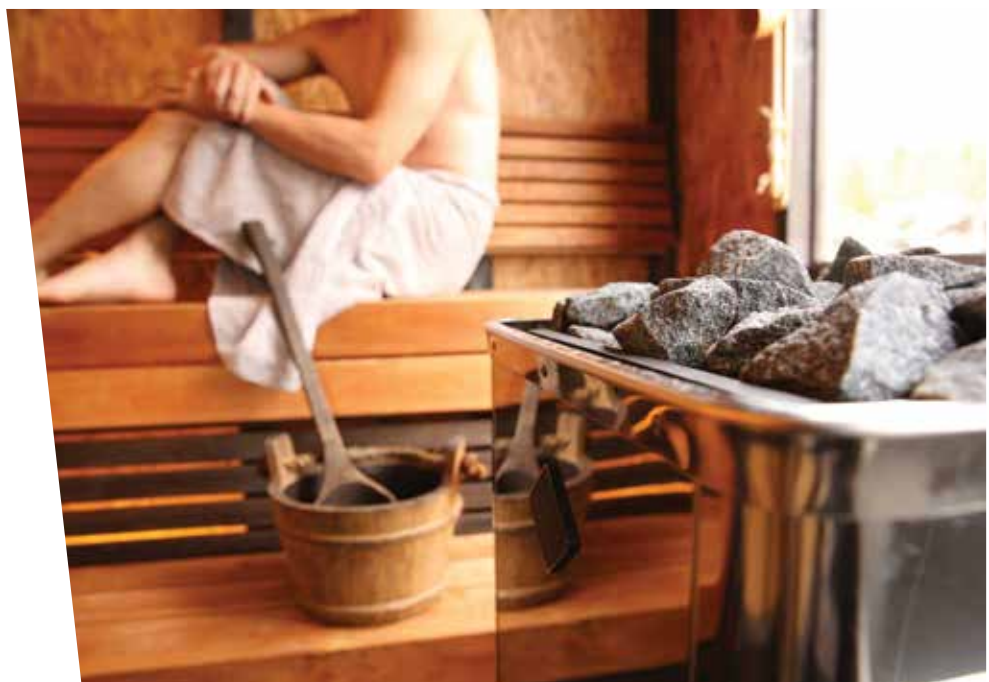
Löyly is one of the most iconic and well-known public saunas in Finland – and for good reason. Offering visitors sanctuary from the city in a former industrial area on the Helsinki waterfront, the sauna’s sculptural wooden building was designed by Avanto Architects Ville Hara and Anu Puustinen and features three wood-heated saunas, an outdoor swimming pool, and a welcoming restaurant that serves Finnish classics like meatballs and creamy salmon soup. On a summer day, there’s nothing better than soaking up the sun on the large outdoor terrace while enjoying a refreshing drink and stunning views of the Baltic Sea.

3. Smoke: Kuurakaltio, Kiilopää (Lapland)

Surrounded by the mesmerizing Lappish landscape, Kuurakaltio sauna in Kiilopää is situated next to a crystal-clear stream – perfect for a cooling dip after a stint in this authentic smoke sauna. What is a smoke sauna, you might ask? It doesn’t have a chimney; instead, smoke fills the sauna during the warm-up phase. Once the sauna is properly ventilated, guests experience an incredibly smooth löyly (hot steam). During the summer season, Kuurakaltio basks in the midnight sun, while winter nights might provide a glimpse of the Northern Lights, so it’s no wonder this sauna attracts visitors from around the world.

4. Traditional: Forum, Turku

Founded in 1926 and currently run by sauna therapist Mervi Hongisto, Forum Sauna in the coastal city of Turku is where time seems to stand still. With its old-world approach to health and wellbeing, Forum is the perfect choice for bathers looking for an authentic experience and





traditional treatments like peat masks and cupping therapy. While this sauna doesn't serve food or drinks, guests are welcome to bring their own.

5. Intimate: Personal saunas, all over Finland

Get to know the locals, and chances are one will invite you to their home sauna. Not in the mood to chat? Book a private cabin with its sauna. After all, the Finnish sauna isn't one thing, it's a rich cultural phenomenon. Some saunas are heated with wood and some with electricity. Some are by a lake in the woods, and some are in city apartments. In short, saunas are everywhere. And if you're lucky enough to get invited to one, you'll discover why Finnish sauna culture made UNESCO's list of Intangible Cultural Heritage.

Forage wild food and taste happiness

In Finland, anyone can pick berries, collect mushrooms, or fish with a simple fishing rod. It is part of Everyman's Rights, which state that everyone is free to enjoy nature responsibly. Thanks to the clean air in Finland, the cleanest in the world, the food that grows wild is delicious and fresh. Finding luxury produce in the wild – like porcini mushrooms or cloudberries – is a delightful moment, and makes for an even more heavenly dinner.

Reconnect with nature

In Finland, forests are always near and accessible. From the centre of Helsinki, you can access a national park in less than 30 minutes or escape to a nearby island in just 15. Finland has over 40 National Parks full of hiking routes,





nature trails, and campfire sites where you can spend a night under the stars. All of Finland's forests come in different shapes and sizes; from the lush Southern woods to the arctic wonders of the North, versatility and diversity blossom.

DID YOU KNOW

1. The Chanterelle mushroom, or 'kantarelli' in Finnish, is one of the most beloved and commonly used mushrooms in Finland.

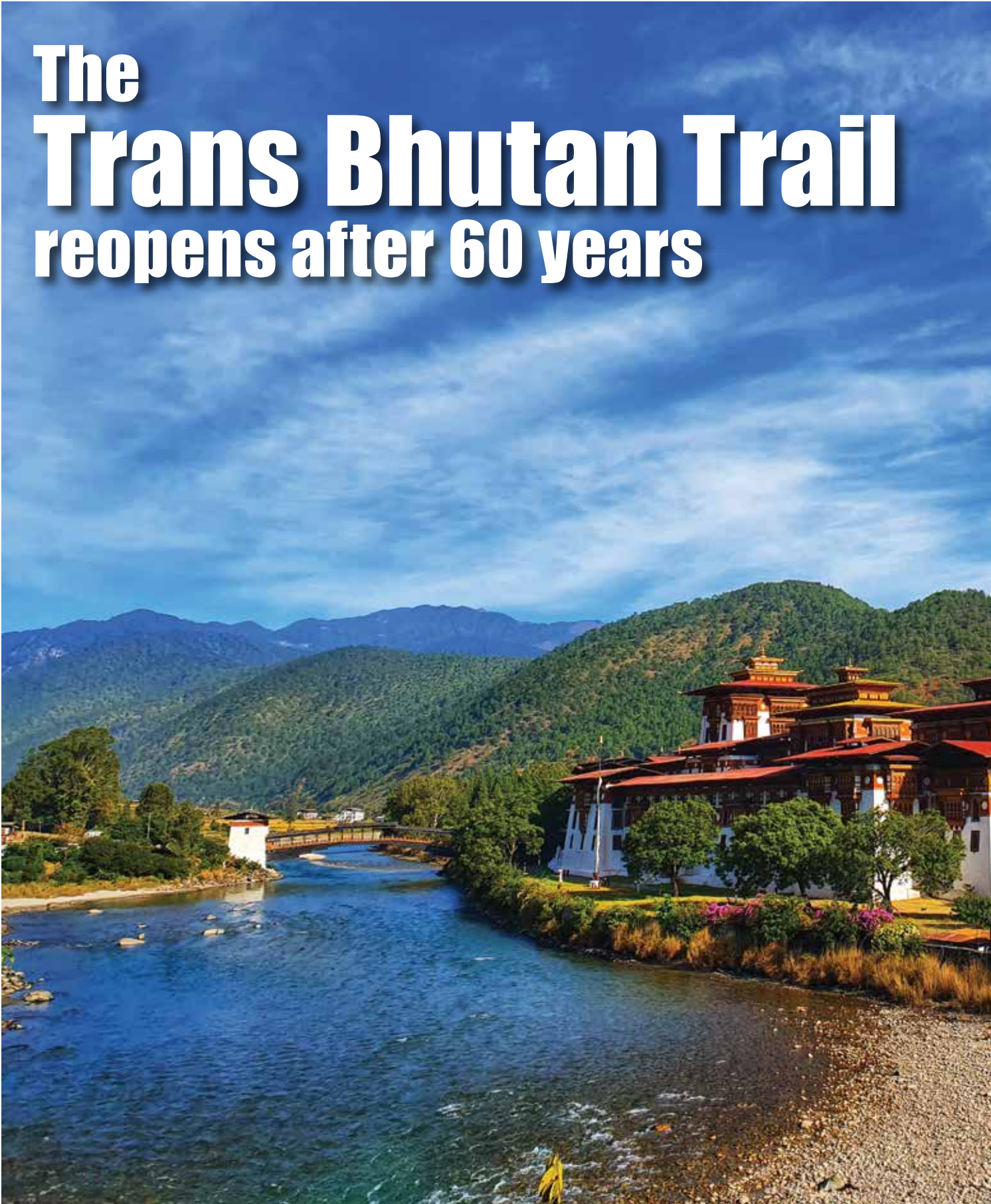
2. All national parks in Finland have designated spots for breaks. They also offer chopped firewood and places to make a campfire. Relax and enjoy a hot chocolate or the Finnish favorite, coffee.

Talk to the locals

There's a joke about the Finns: an introverted Finn looks at their shoes when talking to you; an extroverted Finn looks at yours. If you've already heard it, chances are it was a Finn that told you. While there is a stereotype about Finns being reserved, more often than not, the exact opposite is true. Talkative, hospitable, warm-hearted: these are the qualities that truly make up the Finnish personality – and make for happy citizens. While visiting Finland, you'll find many of the locals are infectious excited to share stories and introduce you to all the things that make Finland so great.



The Trans Bhutan Trail reopens after 60 years



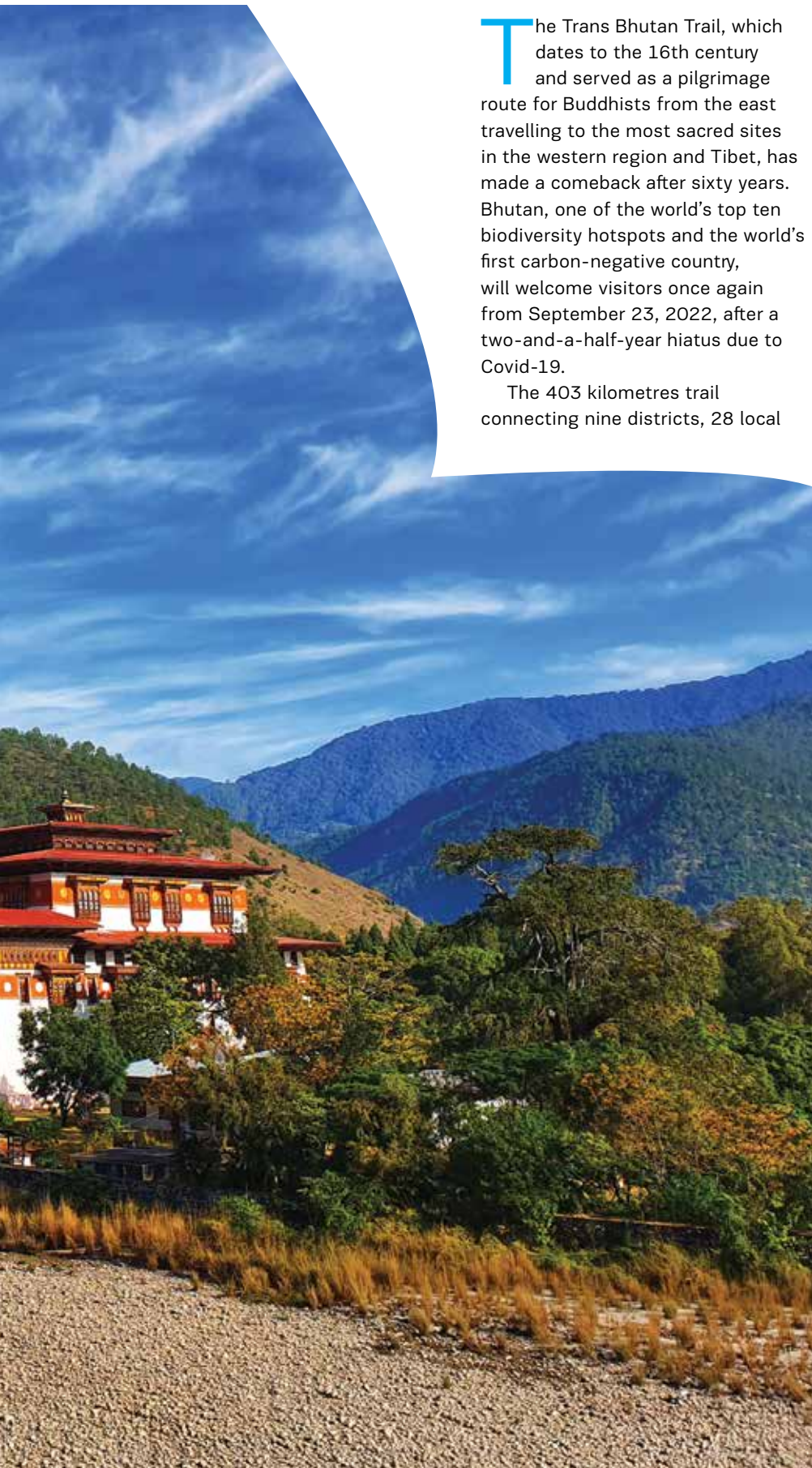
The Trans Bhutan Trail, which dates to the 16th century and served as a pilgrimage route for Buddhists from the east travelling to the most sacred sites in the western region and Tibet, has made a comeback after sixty years. Bhutan, one of the world's top ten biodiversity hotspots and the world's first carbon-negative country, will welcome visitors once again from September 23, 2022, after a two-and-a-half-year hiatus due to Covid-19.

The 403 kilometres trail connecting nine districts, 28 local

governments, and two national parks will open to visitors from all over the world on September 28, 2022, allowing travellers to explore the mystique of this land. The path that was once used by monks, messengers, traders, and pilgrims fell into disrepair as the national highway was constructed in the 1960s. With the foresight of His Majesty The King of Bhutan and the support of the Tourism Council of Bhutan, the Bhutan Canada Foundation led the revival of the ancient Trail, making it accessible once again to locals and visitors alike. The Trail connects the town of Haa, in the western extremes of Bhutan and near the border with Tibet, with Trashigang in the East, bordering Arunachal Pradesh. The restoration of the Trail is intended both as a homage to Bhutan's ancestors, and as a gift to its present and future generations.

The Trail contributes significantly to sustainable development, setting global standards for environmental preservation. It passes through spectacular scenery, ranging from mountain ridges to lush valleys, with breathtaking views of the Himalayan peaks, and passes at least 400 historic and cultural sites on its way. It is hoped that the Trans Bhutan Trail will benefit the communities along the route by providing new opportunities for economic growth.

Set to reopen to visitors on September 28, 2022, the Trans-Bhutan Trail can be hiked or biked. True adventurers can complete the trail in just over a month. Half-day and full-day treks are also available, with three, four, or seven-day section hikes expected to be popular among most visitors. The Trail offers a diverse experience for birdwatchers and botanists, photographers, rafters and runners, and those seeking spiritual, wellness, or religious fulfillment. Signature campsites, homestays, and hotels will be available along the way. Curated options for shorter-duration tours are also available.



The first commercial flight from Akasa Air lifts off; heralds a new era of empowerment for the Indian consumer



operations while addressing the gathering. The ceremony was also graced by the Secretary, Ministry of Civil Aviation Shri Rajiv Bansal-ji, and Joint Secretary(J), Ministry of Civil Aviation Smt. Usha Padhee-ji.

Commenting on the commencement of commercial operations, **Vinay Dube, Founder, and Chief Executive Officer, Akasa**

youthful personality, employee-friendly culture, customer-service philosophy, and tech-led approach will make this commitment a reality for us. We are now focussed on delivering a flying experience unlike anything witnessed in the Indian skies thus far”, he added.

Akasa Air will offer weekly flights between Mumbai and Ahmedabad. Progressively adding cities and routes to its network, the airline has already announced a total of five routes in five cities, including Mumbai, Ahmedabad, Kochi, Bengaluru, and Chennai. With a fleet induction plan of two 737 MAX aircraft each month, the airline is looking to establish a strong pan-India presence, with a focus on the metro to tier 2 & 3 route connectivity. The fleet size will be raised to 18 aircraft by the end of March 2023 and over the next four years, the airline will add 54 aircraft, taking its total fleet size to 72.

Akasa Air is India’s newest and most dependable airline, offering warm and efficient customer service, reliable operations, and affordable fares - all in the Akasa Way. Akasa’s youthful personality, employee-centric philosophy, tech-led approach, and culture of service will make this commitment a reality for all Indians. The carrier launches its first commercial flight on 07 August 2022 to support the growing demand across India. With a commitment to being socially responsible, Akasa Air has placed a firm order of 72 Boeing 737 MAX airplanes, powered by CFM fuel-efficient, LEAP-1B engines. The 737 MAX family aircraft deliver superior efficiency in reducing fuel use and carbon emissions, fulfilling the airline’s promise of being an environmentally friendly company with the youngest and greenest fleet in the Indian skies.

Akasa Air, India’s newest airline, commenced its commercial operations with its first flight taking off from Mumbai’s Chhatrapati Shivaji Maharaj International Airport, bound for Ahmedabad’s Sardar Vallabhbhai Patel International Airport. The maiden flight took off from Mumbai at 10:05 am with a scheduled arrival at Ahmedabad’s Sardar Vallabhbhai Patel International Airport at 11:25 am.

As a symbolic gesture to mark the occasion during the ceremony, Akasa Air’s boarding pass was handed over to the Honourable Union Minister for Civil Aviation, Shri Jyotiraditya Scindia-ji, and the Honourable Union Minister of State for Civil Aviation, General (Dr) V. K Singh-ji. Both guests of honour addressed the gathering and officially flagged off the event. The Deputy Chief Minister of Maharashtra Shri Devendra Fadnavis-ji extended his wishes on the commencement of Akasa Air’s

Air said *“Today marks a significant milestone in Akasa Air’s journey as we successfully commence our commercial operations with our maiden flight from Mumbai to Ahmedabad. This is not just a testament to the women and men of Akasa that have made this day possible, but also a testament to India’s ongoing economic transformation and the country’s rapidly progressing civil aviation landscape. The Akasa story is aligned with the nation’s journey towards making air travel affordable through PM Modi-ji’s clarion call – Ude Desh ka Aam Naagrik. We want to serve our country by creating strong transportation links which are the underpinning of any economic growth engine”.*

“We are thrilled to finally begin our commercial journey and bring alive our vision of supporting India’s economic progress and building India’s greenest, most dependable, and most affordable airline. Akasa Air’s empathetic and



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Akasa Air

releases first brand campaign ItsYoursky

It's Your Sky! Akasa Air's first-ever marketing campaign underscores the airline's proposition of creating a warm, dependable and affordable air travel experience for all Indians

Akasa Air, India's newest airline today launched its first multimedia campaign dubbed 'It's Your Sky'. The campaign brings alive the airline's tagline and builds on Akasa's brand promise of offering a warm, efficient, dependable, and affordable travel experience to all travellers.

'It's Your Sky' is a multi-touchpoint campaign that will reach audiences through print, out-of-home (OOH), digital, and social media including Akasa Air's social media handles, website, and app from 1st September 2022 for four weeks. In line with the brand's approach to focusing on

travellers across the geographies where it currently operates, the print campaign will run in five languages, including Marathi, Kannada, Tamil, Malayalam, and Gujarati.

The creative concept of 'It's Your Sky', is based on the insight that air travel in India has so far been highly transactional as well as an intimidating experience for a large section of Indians. Through this campaign, Akasa Air has highlighted its vision and commitment to giving every traveller a trustworthy and humane travel experience.

Commenting on the launch of the campaign, **Belson Coutinho, Co-Founder and Chief Marketing & Experience Officer, Akasa Air**, said, "As a customer-centric brand that is built to deliver a people-first experience, Akasa Air is committed to offering a warm

service culture that is uniquely Indian, inclusivity that makes every experience comforting, and efficiency that puts our customers and employees at the centre of everything we do and we hope that our integrated and insight-led campaign will drive this message creatively".

"Akasa's empathetic and reliable approach to service is delivered through our employees who are carefully selected based on a set of values and trained at the Akasa Air Learning Academy to inculcate this unique approach across the customer journey.", he added.

Inspired by elements of the sky, the brand revealed its 'Rising A' symbol in December last year symbolising the warmth of the sun, the effortless flight of a bird, and the dependability of an aircraft wing.

Emirates to introduce Premium Economy to five more cities with newly retrofitted A380s starting from December



Deploys newly-enhanced A380s with Premium Economy to New York JFK, Auckland, Melbourne, San Francisco, and Singapore; adds Premium Economy seats onto London and Sydney routes

Airline will scale up flagship A380 operations to 42 cities with over 400 weekly departures, its biggest schedule yet, with 85 Emirates A380s planned for active service by year-end

services to London Heathrow and Sydney, as its newly enhanced aircraft sporting refreshed cabins roll into scheduled service.

The airline aims to offer customers more opportunities to experience its highly acclaimed Premium Economy product, and its latest deployment plans will also see 85 A380s back in the sky by December, well-timed to serve the year-end travel demand.

Emirates' enhanced A380s with Premium Economy to New York JFK, San Francisco, Melbourne, Auckland, and Singapore will operate as follows:

Emirates announced its plans to debut its newly retrofitted A380s featuring its latest Premium Economy cabins to five new cities

from December - New York JFK, San Francisco, Melbourne, Auckland, and Singapore. The airline will also add more Premium Economy seats on

- To New York JFK, Emirates will operate with its newly retrofitted A380 on EK203 and EK 204, starting from 1 December.

- To Auckland, Emirates will debut its Premium Economy cabin on EK 448 and EK 449, starting 15 January 2023.

- From 1 February 2023, Melbourne will become the second Australian destination to be served with the signature Emirates A380 featuring Premium Economy. Services will be deployed on EK 406 and EK 407.

- San Francisco will become the second US destination to be served by the retrofitted A380 with refreshed interiors on EK 225 and EK 226, starting on 15 February 2023.

- Emirates' enhanced A380 with Premium Economy will land in Singapore for the first time on 1 March 2023, operating as EK 354 and EK 355.

Emirates will also update its schedules to London Heathrow, Sydney, and New York JFK with its retrofitted A380 aircraft operating on the following services:

- From 15 December 2022, Sydney will become the first city in the Emirates network to offer Premium Economy seats on all flights, with the introduction of the airline's retrofitted aircraft on EK 414 and EK 415.

- From 1 January 2023, London Heathrow will receive its third daily service with Premium Economy, with the new product debuting on EK 005 and EK 006.

- From 15 March 2023, Emirates will operate its second A380 with Premium Economy to New York JFK on EK 201 and EK 202.

Emirates will also start A380 services with a Premium Economy debut to Christchurch from 26 March 2023, as an extension of the Dubai to Sydney service, operating with EK 412 and EK 413.

Scaling up A380 operations

With travel demand the strongest it's been in more than two years, Emirates will provide customers more choice and a better experience as it ramps up A380 services to 42 destinations by the end of March

2023. In tandem, the airline is optimising its network to meet robust demand and enhancing its existing schedules to over 400 A380 departures from Dubai, offering 460,000 weekly A380 seats by March 2023, including 81,000 seats across its premium cabins, offering the very best in customer comfort.

By year-end, the airline will be serving close to a third of its network with its flagship on 85 A380s as it unlocks more destinations like Houston, Bengaluru, Perth, Auckland, Hong Kong, and Kuala Lumpur, with additional cities to be announced in the coming weeks. With an expanded list of cities, Emirates will have recovered 75% of its pre-pandemic A380 network. The airline is also adding frequencies to popular cities already served by its flagship, bringing greater resiliency and stability to its operation.

Raising the bar for premium air travel

Since Emirates debuted its Premium Economy Class to London, Paris, and Sydney, customer response has been overwhelmingly positive with demand exceeding expectations, demonstrating its appeal and willingness of travellers to trade up and try the quiet luxury and meticulously customised experience it offers.

On a four-class Emirates A380, the Premium Economy cabin is located at the front of the main deck with 56 seats laid out in a 2-4-2 configuration. In the cabin, every inch of space anticipates customer needs with a generous seat pitch and width for working and relaxing, and customised features that offer function and conveniences like in-seat charging points and a side cocktail table. The experience is rounded off with expertly



curated in-flight amenities, an inventive menu, and extensive beverage options.

The Emirates A380 experience has long been taking passenger comfort to new levels, with an extensive suite of products that turn the journey itself into a destination, including one of the industry's largest screens for customers to enjoy the airline's award-winning in-flight entertainment system, *ice*. Customers travelling in First and Business Class cabins can enjoy the aircraft's signature features such as the popular Onboard Lounge and fully flat seats in Business Class, as well as private suites and Shower Spas in First Class.

Emirates recently announced plans to kick off its fleet retrofit programme, consisting of a multi-billion dollar investment to ensure customers continue to have the best experience in the sky. Starting from November, the airline will begin intensive work to upgrade and retrofit the interior cabins of 67 Airbus A380 and 53 Boeing 777 aircraft, with one aircraft rolling out into service every 16 days. By 2025, nearly 4,000 new Premium Economy seats will be installed, 728 First Class suites refurbished and over 5,000 Business Class seats upgraded to a new style and design.

Emirates is the world's largest operator of the A380, with 118 double-decker aircraft in its fleet. Since A6-EVF, the first A380 reactivated in 2020 began flying, the operating fleet has clocked in more than 31,000 trips worldwide, carrying over 10 million passengers.

Malaysia Airlines expands its long-standing Sabre relationship with the full suite of Network Planning and Optimization products



Malaysia's national carrier plans to utilize Sabre technology to help optimize scheduling, reduce costs and grow revenue as it focuses on recovery

Sabre Corporation has announced an agreement with Malaysia Airlines to enable the carrier to enhance its network planning and optimization with Sabre technology as it continues to ramp up operations.

The Kuala Lumpur-based carrier and Sabre have a successful, valued, long-standing relationship, having worked together for more than two decades. This latest agreement supports Malaysia Airlines' efforts to deliver robust schedules that are operationally feasible and profitable. It will use Sabre's network planning and optimization products for critical decision support to help it to forecast schedule profitability, match capacity and demand, and improve aircraft utilization and network connectivity.

"With industry recovery progressing well, we're firmly focused on providing optimum routes whilst ensuring the integrity of our flight schedules," said

Mr. Bryan Foong, Group Chief Strategy Officer, Malaysia Airlines.
"As such, we're thrilled to further cement our relationship with Sabre by selecting a full suite of network planning and scheduling solutions that will help the airline in designing the right schedules and deploying the right aircraft on the right route and time to maximize revenue opportunities, optimize costs and meet high traveller demand."

Malaysia Airlines flies an extensive route network spanning across Asia Pacific, the Middle East, and the UK. With travel restrictions eased in Malaysia earlier this year, bookings immediately surged for both inbound and outbound travel. The carrier is now firmly focused on longer-term plans including launching new routes, expanding codeshare partnerships, replacing aircraft, and exploring sustainable aviation fuel options. In a further sign of the recovering premium

travel sector, the airline has also re-opened its three Golden Lounges at Kuala Lumpur International Airport.

The carrier has selected a full suite of Sabre scheduling solutions, made up of:

Schedule Manager which enables the creation of scheduling scenarios, schedule edits, optimization of aircraft utilization, creation of connecting banks, and checking for feasibility violations, to build commercially viable and operationally feasible schedules.

Fleet Manager which helps optimize fleet management decisions, assigning the most appropriate aircraft type to each flight leg to minimize spoilage and spill, reducing costs and helping to maximize profitability.

Profit Manager uses complex algorithms and multiple passenger choice modeling to evaluate market share, forecast load factors, and analyze partnerships and alliances, helping to forecast revenue and network profitability.

Codeshare Manager which helps the airline manage codeshare agreements with partner airlines and evaluate potential codeshare connections to maximize revenue. It allows for private what-if analysis, independent of partner airlines to evaluate the value of each partnership.

Slot Manager is a comprehensive slot management solution allowing airlines to manage slot portfolios, automating the slot messaging process to avoid manual messaging and help ensure schedule and slots are in sync to avoid penalties and loss of historic slots.

"What is clear is that airline network planning and optimization is only becoming more complex," said **Rakesh Narayanan, Vice President, Regional General Manager, Asia Pacific, Travel Solutions, Airline Sales.**

"Airlines can no longer rely on historic data patterns to predict future demand and they are also facing challenges in ramping up capacity and with continuing high fuel costs. So, it's more important than ever that carriers have advanced technological solutions to predict future demand and adapt to market conditions so they can make the most of every route, every aircraft, and every seat."



Vistara to connect Mumbai and Abu Dhabi with daily flights from 1 October 2022

Vistara Airlines has announced non-stop flights between Mumbai and Abu Dhabi, UAE, starting 1 October 2022. The airline will operate daily flights between the two cities using its A320neo aircraft. Bookings for the flights are being progressively opened on all channels, including Vistara's website, mobile app, and

travel agents.

Mr. Vinod Kannan, Chief Executive Officer, Vistara, said, "We are delighted to expand our presence in the UAE, with a second Emirate, and offer the choice of flying India's best airline on one of the busiest international routes from India. We are confident that greater connectivity between Mumbai and Abu Dhabi will

complement the growing trade and tourism between the two countries. We are certain that customers from India and the UAE will appreciate experiencing our award-winning product and services on the route."

Vistara will accept all eligible customers meeting visa/entry requirements in both countries, as specified by the respective

government bodies. Vistara strongly encourages its customers to fully understand these guidelines before making their bookings.

Vistara is India's highest-rated airline on Skytrax and TripAdvisor, and it has been the winner of several 'Best Airline' awards, besides being lauded for world-class cabin cleanliness and upholding high safety standards. In a short span of seven years since starting operations, Vistara has raised the bar for operations and service standards in the Indian aviation industry to become the country's favourite airline.



Hyatt Celebrates the Opening of Grand Hyatt Gurgaon

The 442-room property marks the Grand Hyatt brand's debut in the Indian state of Haryana

Hyatt Hotels Corporation has announced the opening of Grand Hyatt Gurgaon in Delhi NCR. The 442-room luxury hotel is the first Grand Hyatt property in Gurgaon and is a dynamic luxury destination that will provide business and leisure travelers with an inspiring place to meet, work, celebrate and stay.

With awe-inspiring architecture, smart, sophisticated design, and exceptional service and amenities to match, Grand Hyatt hotels deliver a luxury travel experience beyond

all expectations. Each Grand Hyatt property offers superior service within a multicultural backdrop of dramatic architecture, inventive restaurants, luxury spas, and sophisticated meeting spaces. With the opening of *Grand Hyatt Mumbai* in 2004, followed by *Grand Hyatt Goa* in 2011 and *Grand Hyatt Kochi Bolgatty* in 2018, the addition of Grand Hyatt Gurgaon marks the first in the city and the fourth Grand Hyatt-branded hotel in the country.

Grand Hyatt Gurgaon is conveniently

located in the commercial hub of the National Capital Region, amid high-end residential and commercial spaces. The hotel is part of a 29-acre complex and, the bold and vibrant design and architecture have been created by Foster+Partners, London – the globally renowned architectural, engineering, and integrated design firm. The site includes a unique high street shopping center and an office tower making Grand Hyatt Gurgaon an ideal location for visitors to the city.

“Located within a world-class city as well as a key destination for travelers, Grand Hyatt Gurgaon serves as a key milestone within Hyatt’s strategy to expand its luxury offerings in India,” said **Sunjae Sharma, Managing Director - India & Southwest Asia, Hyatt Hotels Corporation** said. “We are truly excited to announce the opening of this striking new destination hotel in the heart of the Delhi NCR region and introduce guests to an elevated standard of grand living with state-

of-the-art designs, inventive cuisines, impressive views, and an unforgettable experience.”

Grand Hyatt Gurgaon stands out for its cutting-edge interior design by Hall of Fame awardee, Tony Chi & Associates, New York. The hotel will feature 442 luxurious guest rooms, including 45 suites and 55 service apartments, providing guests with a comfortable respite.

Aligned with the world-class food and beverage options the Grand Hyatt brand is known for, Grand Hyatt Gurgaon is home to a variety of distinct dining venues. The Parlour offers guests a curated tea menu of over 20 loose teas to choose from – including the restaurant’s signature blends of Grand Grey & Grand Rose (Green), while also hosting an Artisan Coffee Program with COHOMA coffee. Bar Musui is the ideal sophisticated setting for an evening drink, offering spirits, wines, beers, and carefully crafted classic cocktails from across the globe and accompanied by live jazz

and blues music. Seasonally inspired menus can be found at Maison Maiya, which presents a theatrically-themed selection of Asian and European flavors and incorporates locally sourced products with a delicate blend of dietary options to appeal to a wide range of palates.

Grand Hyatt Gurgaon also features an expansive event space, including The Grand Ballroom and The Campus. The 7,500 square foot (700 square meter) Grand Ballroom welcomes guests with two live, interactive kitchens – the only luxury hotel in Gurgaon to offer this experience. The Campus, a 17,760 square foot (1,650 square meter) space inspired by the concept of university living, is a meeting space segregated into a Lecture Hall, Classrooms, Library, and Common Spaces. The venue features Culina – a live kitchen, live music room, personal bar, games room, and relaxation lounge where guests can unwind. The various spaces at The Campus are perfectly suited for private

company meetings, coffee breaks, and parties.

Hyatt is committed to advancing environmental action as part of World of Care, the organization’s global approach to environmental, social, and governance (ESG) so that destinations around the world are vibrant for guests, colleagues, and communities. Grand Hyatt Gurgaon is mitigating its environmental impact by using energy consumption minimizing Lutron smart wireless switches as well as double-glazed windows in guest rooms, to minimize heat loss. The hotel’s water conservation efforts include using water-saving WCs throughout the property.

“The opening of Grand Hyatt Gurgaon in the millennium city of India is a momentous occasion,” said **Tarun Seth, general manager, Grand Hyatt Gurgaon.** *“We are proud to offer guests one of the most sophisticated and smartly designed properties in the city with welcoming, upscale service and amenities to match.”*



Emirates

to offer signature A380 service on flights to Bengaluru



- *Emirates to be the first airline to operate the iconic A380 to Bengaluru's Kempegowda International Airport*
- *Flagship A380 service to be introduced as a daily service and allows customers travelling to and from the South Indian city to enjoy the much-loved signature experience*
- *Bengaluru to join Emirates' network of over 30 destinations served by the double-decker aircraft*



Emirates has announced that its flagship A380 service will be introduced to Bengaluru from 30 October to serve its customers on the busy route. Emirates also becomes the first airline to operate scheduled passenger services utilising the A380, the world’s largest commercial aircraft in service, at Bengaluru’s Kempegowda International Airport.

The aircraft upgrade will allow customers travelling to and from the South Indian city to enjoy its signature services across a broader network. Bengaluru will be the second city in India to be served by the iconic Emirates A380 aircraft, with customers enjoying the signature experience on the Dubai – Mumbai route since 2014.

The daily A380 flights will operate as EK568/569 with an aircraft in a three-class configuration, offering seats in Economy Class, in addition to premium cabins, in Business Class and First Class. The deployment of the double-decker aircraft will complement its existing services, EK564/565 and EK566/567, each also operating on a daily basis with modern wide-body Boeing 777 aircraft. Flights EK564/565 will operate using a mix of Boeing 777-200LR and Boeing 777-300ER aircraft while EK566/567 will offer seats in First Class, Business Class and Economy Class aboard a Boeing 777-300ER aircraft.

From 30 October, Emirates’ three

daily flights to/ from Bengaluru will operate as follows:

Emirates has been deploying its flagship A380 aircraft to an expanded list of destinations to meet high customer demand on routes popular amongst global travellers, boosting capacity on a single flight by up to 45 percent more than the Boeing 777 aircraft. Destinations served by the Emirates A380 aircraft currently stand at over 30 airports across six continents for August, with a total of over 130 destinations in the airline’s worldwide network.

The Emirates A380 experience has remained a long-time favourite amongst travel enthusiasts, loved for its extra legroom and comfort and the industry’s largest screens for customers across all cabins to enjoy the airline’s extensive selection of content on its award-winning in-flight entertainment system, ice. Customers travelling in premium cabins continue to return again and again when making travel plans, for its signature features such as the popular Onboard Lounge and fully flat seats in Business Class, as well as private suites and Shower Spas in First Class.

Emirates started operations to India in 1985 with its scheduled services to Mumbai and Delhi and has been serving customers in Bengaluru with its award-winning services since 2006. Emirates provides access to nine points in India, with customers enjoying seamless connectivity to its global network.

Dates	Flight	Departure	Arrival	Aircraft type
From 30 October	EK564 (DXB/BLR)	03:40	08:50	Boeing 777
	EK565 (BLR/DXB)	10:25	13:00	
From 30 October	EK566 (DXB/BLR)	13:35	18:35	Boeing 777
	EK567 (BLR/DXB)	20:20	23:00	
From 30 October	EK568 (DXB/BLR)	21:25	02:30 (next day)	A380
From 31 October	EK569 (BLR/DXB)	04:30	07:10	

*All times are local.

Hyatt Centric brand debuts in the Indian state of Maharashtra with Hyatt Centric Juhu Mumbai



The 60-room property is located near Juhu beach and is designed for the savvy, modern-day explorer

Hyatt Hotels Corporation has announced the opening of Hyatt Centric Juhu Mumbai. The hotel, which marks the entry of the Hyatt Centric brand in Maharashtra, is the 37th Hyatt hotel in India – underlining Hyatt’s ambitious growth of its brands in the country. The 60-room hotel boasts breathtaking views of the Arabian Sea and has been designed

with a modern approach presenting a playful and artistic interpretation of the city’s character.

Located near Juhu beach, Hyatt Centric Juhu Mumbai is located in the heart of the city’s entertainment hub. The property is an ideal launchpad for guests who want to explore Mumbai’s hotspots and revel in the city’s colorful and adventurous locales, restaurants,

and nightlife, with tourist destinations including the Juhu beach and ISKCON temple, Prithvi Theater, and more within walking distance.

“Hyatt Centric Juhu Mumbai embodies Mumbai’s adventurous spirit and fully embraces the energy of the bustling city,” said **Swarendra Sahay, general manager**, Hyatt Centric Juhu Mumbai. “We look forward to delivering memorable, share-worthy experiences for every guest who chooses to visit, dine, celebrate, or stay with us.”

“Hyatt Centric Juhu Mumbai is the first Hyatt hotel to open in Mumbai in 18 years, which makes the opening a momentous occasion, as it is a testament to our strength and confidence in Mumbai,” said Dietmar Kielnhofner, area vice president, Hyatt West India, and general manager of Grand Hyatt Mumbai. “The Hyatt Centric brand is known for offering signature touchpoints designed to elevate the guest experience with cutting edge food in one of the most vibrant and sought-after destinations in Mumbai. Personalization for us is the key at Hyatt Centric Juhu Mumbai and will be our core USP for this 60 unique key hotel.”

Guestrooms

Hyatt Centric Juhu Mumbai houses 60 modern-style upscale guestrooms and suites, and guests can choose from a range of options including king and queen bed city view rooms, king bed sea

view rooms, twin bedrooms, studio suites, suites, and a Presidential suite overlooking Juhu Beach. Each room has either a scenic view of the beach or overlooks the Pavan Hans Helipad runway, giving guests a bird’s-eye view of Mumbai.

Food and Beverage

Guests can enjoy culinary extravaganzas at Sesame, which delivers Asian, European, and Indian culinary offerings inspired by Hyatt properties. The soon-to-open rooftop bar has an unfettered view of the sea and is the ideal setting for a sundowner, where guests can choose from an array of delicious cocktails and appetizers while taking in the view.

Meetings and Event Space

Hyatt Centric Juhu Mumbai offers 2,152 square feet of event space at Saffron, a venue that is equipped with modern, business-friendly amenities for

events and gatherings of all sizes and purposes. Guests can host corporate events, meetings, off-sites, movie launches, as well as intimate family gatherings or wedding functions.

Wellbeing and Unique Experiences

With integrated experiences that focus on wellbeing, the hotel offers on and off-property experiences, encouraging exploration of Mumbai. Guests can choose from on-property experiences such as a meditation session at the hotel’s fitness center, relax at a quaint reading spot by the infinity rooftop pool or have a drink at the terrace bar. Off-property, guests can enjoy beach yoga, take in a local Sattvic meal experience at the ISKCON temple, choose to enjoy a thrilling helicopter ride, indulge in local delights on the streets, or take a cycle ride through the beautiful lanes of Juhu.





oberoi hotels and resorts announce The Oberoi Concours d'Elegance

Oberoi Hotels & Resorts announces The Oberoi Concours d'Elegance. Over its 90-year history, Oberoi Hotels & Resorts has been committed to promoting and preserving Indian heritage and hosting prestigious classic and vintage car rallies around its award winning properties. In keeping with



this tradition, **The Oberoi Concours d'Elegance** will set a new benchmark to showcase the finest vintage and classic automobiles and motorcycles from India and abroad.

The Oberoi Concours d'Elegance will be hosted at **The Oberoi Udaivilās, Udaipur**, in February 2024. Set against the majestic backdrop of Lake Pichola and the traditional domed architecture of the resort, The Oberoi Concours d'Elegance will celebrate the remarkable design and craftsmanship of the world's most sought-after and distinctive vehicles. Owned by Indian royalty and private collectors, the Concours will be a unique opportunity to view some of the rarest and most historically significant automobiles restored and preserved over many generations.

The event will be curated by India's leading automotive historian, **Mr. Manvendra Singh Barwani**. In addition, a distinguished panel of classic car cognoscenti from across the globe will judge cars and motorcycles in different classifications. **Ms. Sandra Button, Chairman of the prestigious and globally renowned Pebble Beach Concours d'Elegance, will serve as Chief Judge.**

Mr. Arjun Oberoi, Executive Chairman, The Oberoi Group, said, "Oberoi Hotels & Resorts are delighted to host and promote the celebration of beauty, innovation, and craftsmanship that has defined a century of the most exceptional automobiles of the world. Our automotive legacy is amongst the most significant and historically important. With The Oberoi Concours d'Elegance, we look forward to placing India on the world's Concours stage and showcasing the very best of automotive heritage and excellence".

Mr. Manvendra Singh Barwani added, "The Oberoi Concours d'Elegance will take the heritage of automobile culture and the history of India to an international level, showcasing the finest vintage and classic automobiles and motorcycles. Moreover, with Indian restoration work on par with international standards, we can compete with international entries on our home stage."

Both automobile and motorcycle entries will be expertly curated, and those wishing to participate must undergo a rigorous selection process. Prospective entrants can contact Oberoi Hotels and Resorts with information about their prospective entry.

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Fairmont

Showcases Timeless Textile Rajasthan Traditions



Fairmont Jaipur, the luxurious property located in the pink city, is the venue partner for the 2nd edition of Jaipur Saree Speak – an initiative of Raghukul Trust. Supported by the Department of Tourism. Weave Walk 2 is set for an exhibition and sale showcasing the exquisite hand-crafted products of artisans at Fairmont Jaipur.

The pandemic dealt a hard blow to the creative industry. Loss of livelihoods and piling inventories, shrinking market share need to be addressed if the Living Traditions of Rajasthan are to be preserved and promoted.

The Weave Walk seeks to promote the iconic Indian Saree and the hand-crafted timeless textile traditions of Rajasthan, which are slowly but surely losing their footing in the market. To reignite the love for these timeless traditions weaves, and hand-crafted sarees from all over Rajasthan such as Jaisalmer, Barmer, Awa, Sanganer, Bagru and Jaipur will be showcased.

Speaking about the event, **Mr. Rajiv Kapoor, General Manager, Fairmont Jaipur** said, *“India is recognized and appreciated around the globe for its rich and diverse culture and heritage. Our traditional offerings and the craftsmen that keep them alive are near and dear to our hearts, and it is imperative for us as responsible citizens to step up and contribute however we can. This incredible initiative by Raghukul Trust enables us to generate awareness and funds for a much-needed cause. Also promoting textiles has an intangible*

enabling impact on women who are in an overwhelming majority in this informal sector.

We are honored to host this event and hope it will bring centre stage “vocal for local” and “Go Handloom” drive in a year when the country celebrated its Azadi Ka Amrit Mahotsav.”

While the overall growth of the country might be on an upwards trajectory, the secure future of our heritage and craftsmen finds itself in a position of the danger of being lost. Raghukul Trust is committed to preserving this heritage and supporting those who keep it alive. In 2019, the Raghukul Trust held its 1st edition of Jaipur Saree Speak. The initiative shined the light on how hand-crafted sarees and the different weaves from pan India are steadily losing their market share. Hence Saree weaves from all over India were included in a ramp walk to support the cause.

Curated by Sadhana Garg, Founding Chairperson of Raghukul Trust, the event to be held at Fairmont Jaipur on September 10, 2022, is one that is much needed for the preservation of all that is paramount to our nation. Coming together to amplify this cause are participants who are women headliners of Jaipur city. The walk is set to see women value creators such as doctors, entrepreneurs, educationists, digital strategists, hoteliers, performing artists, etc. The exhibition will also display state-of-the-art sarees for viewing, presented by The Weaver’s Centre Jaipur, supported by the Textile Industry, Government Of India.

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