

Branding India - An Incredible Story

by : Amitabh Kant



Praise for The Branding India

'I consistently cite the "Incredible India" campaign as a masterstroke of international branding. And who better to tell the story than the man who created it. Amitabh Kant's book is insightful, thought provoking, superbly researched, and deftly crafted.' - Keith Bellows, Editor in Chief, National Geographic Traveler

'Incredible inspiration. Amitabh Kant's account of branding India is a must-read not just for those in the tourism and advertising industries but also to all of us who want to experience the authentic richness of a continent that could well be the key to all our futures.' - Sarah Miller, Editor, Conde Nast Traveller, UK

'Nothing builds brands better than passion. Amitabh Kant's passion for both Brand India and Kerala is bubbling in every line and between the lines.' - Piyush Pandey, Executive Chairman & National Creative Director, Ogilvy & Mather

'A remarkable saga of how to attract the attention of overseas and domestic customers.' - Jean Claude Baumgarten, President, World Travel & Tourism Council

'Few campaigns have impressed me as much as "Incredible India" in its uniqueness, creativity, impact and effectiveness... The lucid, open-hearted, first-person account makes interesting and informative reading for academics and practitioners alike.' - Francesco Frangialli, Secretary-General, UN World Tourism Organization (UNWTO)

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Incredible India



Branding India - an Incredible Story, a book written by Amitabh Kant released by Mr. Ratan Tata Chairman Taj Group of Hotels, Mumbai. Among the gathering were Vinay Rathi Jha, Sujit Banerjee, Capt. C.P. Nair, Chairman The Leela Group, Raymond Bickson- MD TAJ Group, Ajoy Misra - Head Sales Marketing, Taj Group and Hoteliers, Bureaucrats, Media, Travel Agents and others from the Travel Trade Industry.



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Branding India is a case history of the remarkable transformation in Indian tourism in the last seven years. In 2001-2002, after the destruction of the World Trade Centre, the war on Afghanistan and the attack on Indian Parliament, tourism was down in the dumps in India. It was at the peak of this crisis that the "Incredible India" campaign to position India as a tourist destination was launched. The brief - was to promote "Incredible India" to upscale tourists from Europe, Asia, the Middle East and the untapped US market, focusing not only on India's heritage and culture but also its modern, dynamic offerings. The task - involved bringing a magnificently diverse country - with twenty-eight states, seven union territories, eighteen official languages & 1.12 billion people under one brand. In what was a complex & a massive exercise, this is exactly what the author, Amitabh Kant,



Mr. Amitabh Kant addressing the gathering at the time of release of The Book- Branding India - an incredible story by Montek Singh Ahluwalia in the presence of Kumari Selja, Hon'ble Minister for Tourism Govt. of India, TKA Nair Principal Secy. to PM, Govt. of India and representative from WTTC & the publisher



former joint secretary in the ministry of tourism, and his colleagues cutting across various government departments achieved as they put India on the World Tourism Map with their 'Incredible India' campaign. The 'Incredible India' campaign was an integrated marketing communication effort to support the Indian tourism industry's efforts to attract tourists to the country. It took a 360 degree perspective, encompassing communications to consumers, the travel trade and tourism industry and forms the basis of all television, print, outdoor, in-flight and online advertising as well as PR, direct mail, travel guides, Internet and trade marketing activities. The campaign showcased different aspects of Indian culture, values / tradition, geographical beauty and history. The campaign was conducted globally and received appreciation from tourism industry observers and travelers alike. This is the story of how that campaign triggered the take-off of Indian tourism, and how support sectors like aviation, hotels and infrastructure grew in tandem, and new areas such as rural, medical value and ecological tourism developed so that in 2008 India got 5.38 million visitors compared to 2.54 million in 2001 and earned US\$ 11.5 billion in foreign exchange as against US\$ 3 billion in 2002. The book explores related subjects viz. the rise of the online travel market (e-business), sustainable tourism, holistic healing in India (healthcare) and tourism as a catalyst in poverty alleviation. The author, Amitabh Kant, played a key role in this phenomenon as joint secretary in the Union ministry of tourism. He writes a scholarly book that is full of personal insights into a remarkable growth story.

THE BOOK HELPS: • Gain an understanding of marketing communication campaigns and their components. • Gain insights into the factors that contribute to the success of a communication campaign. • Appreciate the complexities of tourism marketing. • Understand the unique challenges in conducting a worldwide campaign to promote a country as a tourist destination, particularly with regard to the number and variety of stakeholders involved, and their possible responses. • Understand the current status of the Indian tourism industry and to analyze its future prospects. The book closes with excerpts from a panel discussion held on September 26th 2007 as part of the Incredible India@60 campaign. The Incredible India@60 campaign, launched in New York from 23rd-26th September 2007 to coincide with the UN General Assembly session, created the perfect opportunity to showcase the best of India to world leaders, top international business moguls and the public. Panelists debated the subject of 'the economic transformation and future of India, and the building of what we call Brand India'. Participants included Vir Sanghvi, Arun Sarin, Martin Sorrell, Nandan Nilekani and Amitabh Kant. Incredible India@60 was a paradigm of how the government and the corporate sector in India are coming together in innovative ways for India's development and growth. It showcased the power of partnership. This fascinating story - Branding India - written by an insider, becomes even more relevant today as the Indian tourism industry again faces a slowdown because of the economic downturn & the attacks on Mumbai in November 2008.

