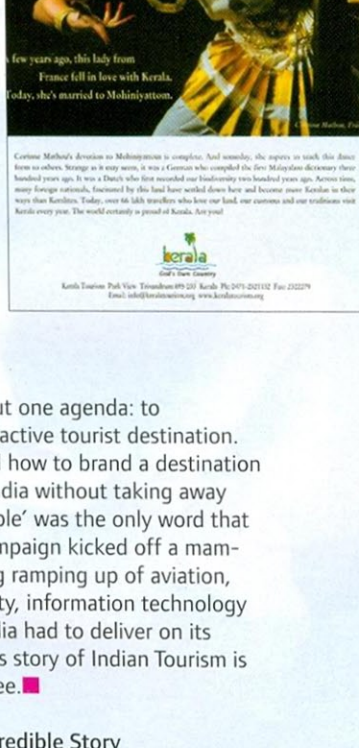


Ayurveda, the performing arts including Kathakali, Koodiyattam, Theyyam, Mohiniattam and Thullal.

BACKWATERS CALLING

In 'God's Own Country', all are equal. With an increasing number of unique experiences to offer, i.e. backwater cruises, houseboats and home stays, Kerala has fascinated many a foreign traveller to the extent that some have even stayed back and made Kerala their own.

Indian Tourism was in the eye of an unprecedented crisis back in 2001-02. A series of disastrous events—not least the attack on the World Trade Centre—seemed to have stunted the growth of this sector, resulting in decline in tourist arrivals and foreign exchange. There was a yawning chasm between potential and performance, the reason being India lacked a strong identity in the global market place.



From a story about this lady from Kerala, she's married to Mahalingam. Kerala Mahalingam is Mahalingam's company. And recently, she's married to the Kerala Mahalingam. Kerala Mahalingam is Mahalingam's company. And recently, she's married to the Kerala Mahalingam. Kerala Mahalingam is Mahalingam's company. And recently, she's married to the Kerala Mahalingam.

Branding India: An Incredible Story

By Amitabh Kant

Published by Collins Business

Price: Rs 499/-

Images courtesy: Branding India: An Incredible Story

Experience true Hospitality

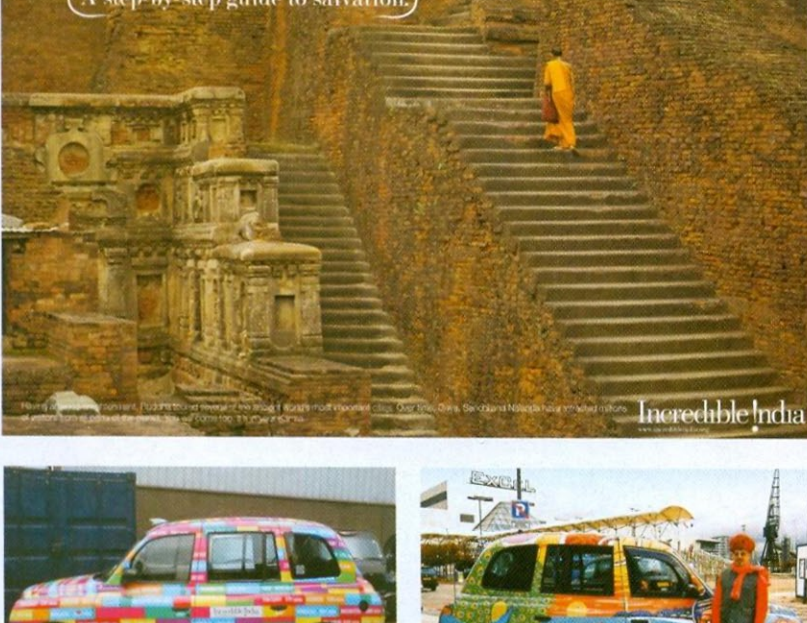
Multi Cuisine Restaurant | 24 Hours Coffee Shop |
Freshly Baked Cookies |
RoofTop | Swimming Pool |
Gym & Fitness center | WIFI Connectivity |
Centrally Located | Travel desk | Oriental Cuisine |
American French & Caribbean Creole & Fusion | Poison the : Bar
Banquet Halls | Indian Cuisine

State of the art conferencing facilities | World Class Spa

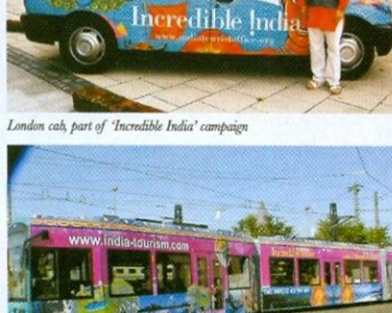
The Checkers
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An inseparable part of the campaign is the innovative way in which the symbol 'I' is used in place of 'I' in Incredible India to create a distinct style that cuts across all communication lines



London cab, part of 'India Now' campaign



London cab, part of 'Incredible India' campaign



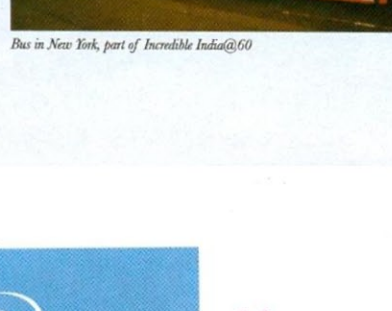
London bus, part of 'India Now' campaign



Train in Berlin at ITB 2007



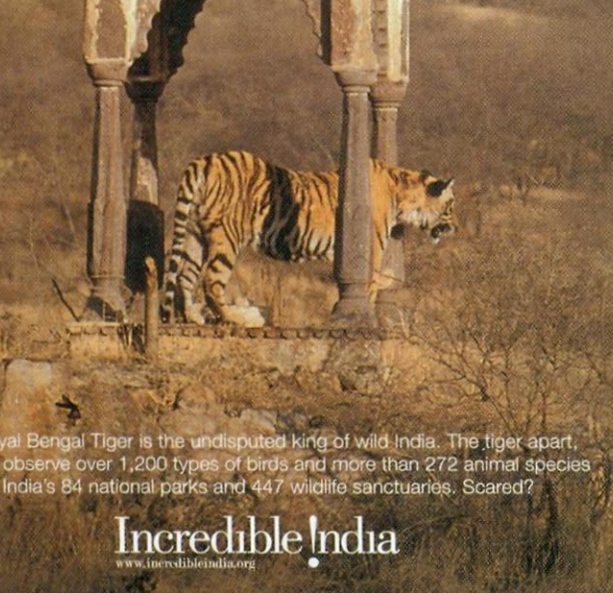
London bus, part of 'India Now' campaign



Bus in New York, part of 'Incredible India@60'

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Not all Indians are polite, hospitable and vegetarian.



The Royal Bengal Tiger is the undisputed king of wild India. The tiger apart, you can observe over 1,200 types of birds and more than 272 animal species at India's 84 national parks and 447 wildlife sanctuaries. Scared?



TIGER GLORY

"A brand must express itself not just in terms of a product benefit but in terms of a greater socio-economic truth." The Global Campaign 2006-07 uses the 'simple yet profound' exclamation mark to convey the uniquely Indian experience. Undisputedly, the Royal Bengal Tiger is India's crowning glory, but look at the headline! It sets the tone for a bold new India – an India that is aware of its position in the general order of things.

Taxis, buses, bus shelters, billboards on Times Square, television and radio – all announced that India had arrived!



STRESSBUSTERS

How does one capture the many hues and shades of a land as incredibly diverse as India? Twenty-eight states, seven union territories, 18 official languages and 1.12 billion people to be brought under one umbrella, one mother brand. This very quality becomes an inherent strength when one looks at the sheer vastness of the experiences India has to offer to the world. We are the oldest civilisation in the world, albeit with a wild side...In Yoga, we have the perfect solution for many of our modern day problems...



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TAJ TAJ!

A first for Indian Tourism, the 'Incredible India' campaign, conceptualised and implemented by Amitabh Kant, former Joint Secretary, Ministry of Tourism and V. Sunil, Creative Director, O&M Delhi, kicked off in October 2002. The campaign was born out of a strong desire to awaken the 'sleeping giant', the term most often used by the global tourism industry to describe India until then. A brilliant destination-branding campaign, 'Incredible India' squarely placed India

on the world tourist map, weaving the rich tapestry that is India into one strong global identity which at once differentiated it from the rest of the world. An inseparable part of the campaign is the many innovative ways in which the symbol 'I' is used in place of 'I' in Incredible India to create a distinct style that cuts across all communication lines. Here, one of the minarets of the resplendent Taj Mahal merges with 'Incredible India' to become part of the campaign.



An ode to eternal love, crafted in the finest marble known to man. Also, the most photographed monument on this planet. Do come for an experience that's truly incredible! www.incredibleindia.org. contactus@incredibleindia.org

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India unleashed

BY MADHAVI GOKHAY

Amitabh Kant, the force behind Indian Tourism's 'Incredible India' campaign, which transformed India from a non-entity into a tourism juggernaut, tells the story, in his book Branding India: An Incredible Story.

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