

Branding India

An Incredible Story



In the picture seen are Kumari Selja, Minister of Tourism, Govt. of India, Sujit Banerjee, Secy. (Tourism) Govt. of India, Arun Purie (India Today)



Montek Singh Ahluwalia, Dy. Chairman, Planning Commission Govt. of India, T.K.A. Nair, Principal Secretary to PM, Amitabh Kant, Principal Secy. (Industries) Govt. of Kerala, Arjun Sharma (WTTC) & Amit Gupta (HarperCollins)

A Book namely Branding India - An Incredible Story written by Amitabh Kant was released by Shri Montek Singh Ahluwalia, Dy. Chairman, Planning Commission Govt. of India. Kumari Selja, Minister of Tourism, Housing & Urban Poverty Alleviation, Government of India, received the first copy. Shri T.K.A. Nair, Principal Secretary to PM was the Guest of honour. They all praised the contribution made by Amitabh Kant for India's development and growth. The function was supported by WTTC - India HarperCollins Publishers India and Taj Hotels Resorts and Palaces.

**BRANDING
INDIA**

**EXPLORE
INDIA**

&

**NAMASKAR
INDIA**

Branding India - An Incredible Story by Amitabh Kant

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, 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 India tourism industry again faces a slowdown because of the economic downturn & the attacks on Mumbai in November 2008.