

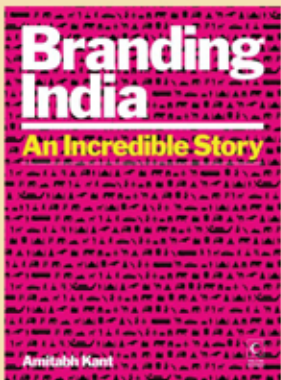
'Branding India—An Incredible Story' launched

Branding India—An Incredible Story' written by Amitabh Kant, former Joint Secretary, Ministry of Tourism, and CMD, ITDC, was launched recently by Ratan Tata, Chairman, Tata Sons, at a glittering function in Taj Crystal Hall at Taj Mahal Palace & Tower, Mumbai. Sujit Banerjee, Secretary, Tourism, Government of India received the first copy of the book. Speaking on the occasion, Ratan Tata emphasised the significance and importance of tourism and highlighted the imperative need of making it a

key driver in India's economic growth. The function was attended by Rati Jha, Secretary General of WTCC and Krishan Chopra, Chief Editor and Publisher of Harper Collins, in addition to a wide cross-section of society varying from business, banking, bureaucracy and advertising. The

function was hosted by World Travel & Tourism Council, India Initiative, Taj Hotels Resorts and Palaces and the publishers of the book Harper Collins.

'Branding India—An Incredible Story' is a story of how the largest democracy in the world, with 28 states, seven union territories, 18 official languages and 1.12 billion people spread across 3.29 million square kilometres of breathtaking geography and history, was brought together under the realm of tourism by a simple branding exercise that unified this magnificent diversity.



Amitabh Kant, Ratan Tata, Raymond Bickson and Ravi Kant



Ajay Misra and Amitabh Kant



Rati Jha (Secretary General, WTTC), Ratan Tata, Krishan Chopra (Chief Editor, Harper Collins), Sujit Banerjee (Secretary, Tourism), and Amitabh Kant



Mrs & Mr Julius Rebeiro, Mrs & Mr Viren Shah, Shobha and Dilip De, C Ramadorai (MD, TCS) is at the back



Poja Bedi, Amitabh Kant, Vedica Kant, Nisha Jamwal and Parveen Dusraji