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newsletter

March 2014

Dear Industry Friends,

March is one of the most wonderful months in India. While spring season brings with it balmy weather, festival of Holi showers thousands of colors to lift up the spirit. Moreover, this month also marks the day of tribute to Indian women - Women's Day. In India, women have a major role to play. Their role's importance can be judged from their contribution to the upcoming General Election where women constitute 49% voters. Indian women have been breaking the mold for centuries. I have chosen to share the names of a few iconic ladies who dominated the otherwise male turfs.

BATTLEFIELD: *Rani Laxmi Bai of Jhansi* was a leading figure of the Indian Rebellion of 1857 and a symbol of resistance to the British rule. Legend has it that she tied her young son to her back and fought bravely on horseback using two swords. She lost her life on the battle field, proving that gender doesn't make any difference when it comes to courage.

ART WORLD: *Amrita Sher-Gil* was an eminent 20th century painter who sometimes also referred to as India's Frida Kahlo. She was the youngest and only Asian artist to be elected as an Associate of the Grand Salon, Paris. Very influenced by the impressionists, she inspired a number of contemporary Indian artists. The Government of India declared her works as National Art Treasures.

POLITICAL ARENA: *Indira Gandhi* was the only woman to serve as the Prime Minister of India. She held the office for 3 consecutive terms and a fourth term from 1980, until she was assassinated in 1984. Extraordinarily skilled in politics; she also acquired a formidable international reputation of 'Statesman'. India's very own Iron Lady was named 'Woman of the Millennium' in a poll organized by the BBC in 1999.

BUSINESS CIRCLES: *Naina Lal Kidwai*, Executive Director on Board HSBC Ltd & Country Head of HSBC India, is the first Indian woman with an MBA from Harvard Business School. She has received several awards and global listings including 'Top women in business' in the Fortune. She was also awarded India's prestigious civilian award Padma Shri for her contribution to trade and industry.

SPORTS (Boxing): *MC Mary Kom* is a 5 times World Champion. She won the bronze medal in light-weight boxing at the London Olympics in 2013; bringing honor to India. The 29 year old mother of twin boys hails from Manipur in the North-East India. She triumphed over difficulties and prejudice to become such an icon that even Bollywood decided to picturize her chronicles.

SOCIAL FIELD: *Sampat Pal*, a child bride, who at 16, opposed a neighbour beating up his wife. She motivated the local women to teach the man a lesson by obtaining public apology after thrashing him physically. Today, she is the Chief of the Gulabi Gang (Pink Gang) in central India comprising 270,000 members, determined to fight for freedom against oppression.

India abounds with such powerful women and we are proud of their inspirational lives!

Warm regards,



Kiran Joti
Executive Director

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Hilton to open Double Tree in Agra

Signing a management agreement with Archer Hospitality Pvt Limited, Double Tree by Hilton is scheduled to open in August 2014. Located just 2km from the Taj Mahal monument, the hotel will offer 104-rooms with four dining outlets, an outdoor swimming pool, fitness center, a spa and a salon. Other facilities also include 436m² ballroom space for conference and events, four meeting rooms and a business center.

Delta Corp. Ltd has launched The Deltin

Delta Corp. Ltd has launched a 176-room The Deltin in Daman. The property is the latest offering from Delta Corp. following the recent launch of Deltin Royale in Goa. It is also Delta Corp's largest hospitality project in India to date. The Deltin in Daman, offers luxury suites, four gourmet restaurants, three bars, 8,000 sq ft of high-end retail, a luxury spa, and multiple banqueting facilities. Each room in the hotel is equipped with luxury amenities like 40-inch HD TVs, HD satellite programming, mini-bar, high-speed Internet connectivity, in-room safes, 24x7 room service, and early check-in options.

Sheraton Park soars with The Towers

Sheraton Park Hotel & Towers added a new dimension to its offering with the launch of exclusive residential facility titled 'The Towers' in Chennai. For resident guests, The Towers houses an exclusive Lounge and Bar. Upscale accommodation at The Towers comprises the Grand Presidential Suite, which has an outdoor terrace offering Chennai's skyline view. In all there are 125 Towers Rooms specially designed for business travelers, offering all the comforts and contemporary services.

Hilton launches The Hilton Residences, Bangalore

Hilton Group has launched The Hilton Bangalore Residences in Bangalore which will come into operation on 04 April 2014. This 247 rooms 5 star hotel features spacious studios and suites equipped with a large collection of modern amenities, including an ergonomic work area. The generously-sized studios, one and two-bed hotel suites feature fully equipped kitchenettes with an option of golf course or pool view. Overlooking the spectacular Karnataka Golf Course, the Hilton Bangalore Residences is set within the Embassy Golf Links Business Park; in the hub of several Fortune 500 companies.



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Malindo to fly 5 times weekly from Mumbai

Malindo Air, Malaysia's hybrid airline launched 5 times weekly services from Chhatrapati Shivaji International Airport, Mumbai, to Kuala Lumpur, as per a release. The airline already operates daily flights to Kuala Lumpur from New Delhi and Tiruchirappalli. The airline eyes Ahmadabad as next destination.

Jet resumes flight to New York

Jet Airways (India) Ltd. is restarting its flight to New York with a stopover in Abu Dhabi. Under its new partnership deal with Etihad, Abu Dhabi will be used as a gateway to launch additional services to Europe, Africa and the U.S. by both the airlines. Jet airways will take over and operate the recently launched second Abu Dhabi-New York flight. The flight will be take-off from 1st may, 2014.

Goa to offer choppers to tourists

Goa is focusing on offering helicopter tourist service next season. The proposal made by Pawan Hans helicopters was recently approved by the high-powered committee (HPC) for tourism infrastructure projects, headed by Chief Minister Manohar Parrikar. Under the helicopter tourist service programme, new helipads will be laid at famous destinations of Goa. As of now, Ela farm, Old Goa, Fort Aguada, Canacona and Colva helipads will be used for the service.

Air France allows use of electronic devices on board

Air France passengers (to and from India) can now use their personal electronic devices on the flights. Devices can be used in flight mode during all phases of the flight. Personal electronic devices such as smartphones, tablets and similar devices without bluetooth and wi-fi reception can be used right from take-off till landing; stated a release.

AirAsia India likely to begin operations in May

AirAsia is likely to start its operations in India in May this year. "Our model is based on low fares. The fares could be 25%-30% less (than others). We will make sure we deliver not just for a month, but sustain it throughout the year," said Mittu Chandilya, CEO, AirAsia India. He also told that they're expecting Air Operator Permit (AOP) in about 3 weeks.

Jet flew Bengaluru's maiden International flight to the Gulf

Jet Airways launched Bengaluru's maiden international flight to the Gulf, connecting it with Abu Dhabi. Flight 9W 504 departed on 4th March from Kempegowda International Airport Bengaluru at 2030 hrs and arrive at the Abu Dhabi International Airport at 2330 hrs (LT). On return, the flight 9W 503 departed Abu Dhabi at 1030 hrs (LT) and arrive in Bengaluru at 1620 hrs.

International Women's Day

International Women's Day is observed on 8th March every year. It is an occasion to express love and respect for women and also to acknowledge women's economic, political and social achievements. India has recently started to celebrate this festival to mark women's indispensability.

Jaipur Elephant Festival

Rajasthan isn't just all about camels and camel festivals. Backed by its royal heritage, jaipur is a land of prized pachyderms. On the eve of Holi each year, elephants are groomed and decorated to perfection and made paraded around the city. You can also catch a game or two of elephant polo! Apparently, the sport has quite a long and distinguished history in Jaipur. For added entertainment, tug of war is organized between elephants and people. This year it will be celebrated on 16th March.

P.S - This event was canceled last year due to pressure from animal rights groups and may be canceled again this year. If this happens, it may take place without the presence of elephants.

Holi

Festival of Colors - Holi is considered as second biggest festival on Hindu calendar after Diwali. Holi is celebrated in Northern India with full enthusiasm. During this festival, people apply colors on each other and prepare sweet delicacies at home. This year Holi will be celebrated on 17th March. In most regions Holi festival is celebrated for two days. The first day Holi bonfire is done and next day people play with colored powder and colored water.



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Kerala opens 4 Museums to public

The Kerala government has opened to public 4 museums under the Muziris Heritage Project. The museums, namely Kerala History Museum, housed in the Paliam Kovilakam; Kerala Lifestyle Museum in Paliam Nalukettu; Kerala Jews Historical Museum in Paravur Synagogue; and Kerala Jews Lifestyle Museum in Chendamangalam Synagogue, are equipped with hi-tech security systems and information panels. The museums reflect the bygone era of a 'lost city' that played a crucial role in molding the socio-politico culture of Kerala; stated a release. They will provide visitors with an insight into the multi-layered history of the ancient port city, which mysteriously disappeared sometime after the 1st century AD.

Archeological Survey of India unearthed interesting artifacts at Purana Quila, New Delhi

The Archaeological Survey of India (ASI) has found a 12th-century Vishnu idol among several other interesting artifacts during an ongoing excavation drive at Purana Quila. The 18 cm-tall stone idol dates back to the Rajput period. The idol, which has conch and a chakra (wheel) (symbols associated with Lord Vishnu) was found at the south-eastern corner of the fort's excavation site. The excavation has also yielded 'Kushan-era' (1st century BC) pottery and toys along with a medieval-era copper coin, terracotta figurines of animals and humans from both the Rajput and Kushan era, said Vasant Swarnakar, ASI's Delhi circle chief.

Google takes Indian Heritage online

Google India and the Archaeological Survey of India (ASI) have teamed up together to offer 360-degree online views of almost 100 national monuments. People from across the globe will be able to explore the Taj Mahal and other national Indian monuments online through Street View. The project aimed to create a panoramic imagery of the 'nationally important' monuments like Taj Mahal, Humayun's Tomb, Khajuraho, Red Fort and Agra Fort, etc.

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Holi was bright and colourful at Indian Routes as it organized lunch for Holi Celebrations. Delicious biryani was served along with traditional Indian sweets. The team expresses joy and festivity by applying Herbal colours on each other.

You may contact us

Indian Routes
7th Level, Select Office Tower
Select CITYWALK
A-3, District Center
Saket, New Delhi 110017

Tel + 91 11 4616 2630
Fax + 91 11 4616 2631
Email: contact@indian-routes.in
Web: www.indian-routes.in



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