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Indian companies to promote luxury brands from Dubai at a local event



Indian companies are leveraging Dubai's brand name to promote their luxury products.

Royal India, a three-day event in Jumeirah Beach Hotel, starting October 26, will have participation from top Indian luxury and lifestyle brands, with Dubai, ranked number one in a guide to global living by UK-based Knight Frank, offering them the right platform to promote their products across the Middle East.

Indian Railways will be promoting the Maharaja Express, a train almost half-a-mile long, will redefine luxury and comfort of the princely era. An 8 days/7 nights trip in presidential suite will cost \$23,700 (Dh87,000) excluding taxes. This, however, includes meals, beverages, sightseeing and the opportunity of meeting the Indian Royal families.

“We are here to promote our new train experience. Those booking at the event will be offered 10 per cent discount,” says Sunil Tarneja, General Manager, Maharaja Express.



Sahara Group, an Indian conglomerate, is promoting its Aamby Valley City, spread over 10,600 acres of hilly terrain near Pune, Maharashtra, as a wedding and MICE destination.

“We are promoting our city as a wedding destination. We only hold two weddings per month, with the average cost starting from Rs20 million,” says Rajesh Mohan, Head Strategic Planning & Technology, Aamby Valley City.

UAE-based non-resident Indians (NRIs) too, he reveals, have booked the venue for their weddings.

Although staying in the Aamby Valley is exclusive to the 700 villa owners or their friends/families for now, Sahara Group will be announcing launch of ultra luxury villa in the city soon.

On the fashion front, Satya Paul, an Indian designer label, will

from Rs50,000 to Rs400,000.

Amarjeet Singh Dhillon, Deputy General Manager, Genesis Color Private Limited – Satya Paul, says: “We will showcase our range of collections, but we will explore the opportunities for getting a local partner to open our exclusive store in Dubai.”

The event, which is an invitation-only for the first two days, will be open for the general public on the last day, says Gayathri Bhardwaj, Chief Event Organiser, Royal India.