

Royal India 2013 set to showcase luxury facet

Staff Report / 24 October 2013

The ‘luxury’ facet of India in tourism, hospitality, holidays, shopping, lifestyle, and other domains is being brought to the Arab world, perhaps for the first time, through a unique ‘Royal India 2013’ three-day show in Dubai from October 26 to 28.

With a total exhibition space of 21,000sqf, the show brings together 30 hand-picked exhibitors from India. Over 100 CEOs of reputed organisations from various economic sectors will be attending to explore business opportunities and corporate tie-ups. The exhibitors will have fully-furnished luxury stands with a built-up space of 25sqm - by far the largest space provided to exhibitors in Dubai.



Sunil Tarenja, general manager, Maharaja Express; Anita Shorey, Femina Miss India; Paras Shadhapuri, president IBPC, and Gayathri Elayath Bharadwaj, chief event organiser, Royal India, during the Press conference in Dubai on Wednesday. – KT photo by Shihab

Addressing a Press conference, Paras Shadhapuri, president of the Indian Business and Professionals Council (IBPC), said: “Such an exclusive show would go a long way towards marketing, promoting and branding India’s portfolio of

luxury products and services. The IBPC is the only recognised representative organisation of Indian business and professionals in Dubai under the auspices of the Dubai Chamber of Commerce and Industry with about 1,000 members hailing from the UAE's largest expatriate community.”

On the inaugural day, the top-brass of India's Ministry of Tourism and the UAE and industry's leading figure heads will share their insights into the high-end travel industry. The exhibition is to be held under the patronage of the Indian Ambassador to the UAE and the India Tourism Office, with the Gitanjali Group as presenting sponsor and Century Financial Brokers as the title sponsor.

Gayathri Elayath Bhardwaj, chief event organiser at Globuzz Events Management, said: “Royal India 2013 is a more result-oriented approach in engaging a premium, unique group in a people-to-people format in meeting their needs and expectations about the luxury and class out of India.”

According to market studies, Dubai commands 30 per cent of the Middle East luxury market and around 60 per cent of the UAE. The show will be attended by experts from India's national and regional tourism organisations, luxury travel and tourism companies, luxury properties, luxury hotels and resorts, luxury healthcare and wellness, fashion designers and luxury fashion brands promoters, and representatives of educational institutions designed for high-end students.

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