

# Royal India 2013 — a luxury travel show for the affluent

The three-day event at Jumeirah Beach Hotel, Dubai will offer insights into the splendid Indian lifestyle, wellness and travel opportunities



Royal India 2013, a three-day event at Jumeirah Beach Hotel, will offer insights into the splendid Indian lifestyle, wellness and travel opportunities.

“There is a great scope for promoting Indian luxury tourism in the UAE market due to historic and cultural ties the countries share together,” said Parvez Dewan, secretary at India’s Ministry of Tourism via a press statement.

“The Royal India luxury show, we hope, will create conducive environment that further enhances the luxury tourism sector in India at a global marketplace and Middle East, particularly the UAE.”

Maharaja Express, The Oberoi Dubai, Gujarat Tourism board and Aamby Valley City — India’s first planned hill city — to renowned fashion designers such as Satya Paul, Rohit Verma and Rocky S, to traditional and modern jewellery, to holistic healing centres such as Soukya, the 21,000 square feet space will feature some 30 high-end exhibitors from India.

“Travel between the two countries was driven by necessity such as business, work, education. Now ‘luxury’ has added a new dimension to this relationship,” said M.K. Lokesh, Indian ambassador to the UAE. “The show will endorse our global vision to showcase India as a world-class platform in areas of tourism, travel, hospitality, infrastructure, technology and service industry sectors such as healthcare, wellness and education.”

Adding the glamour quotient at the press conference last week was Pond's Femina Miss India International 2011 Ankita Shorey.

Paras Shahdadpuri, President of IBPC, feels, the UAE-India bilateral trade accounts for \$75 billion (Dh275 billion) and the UAE offers immense growth opportunities for Indian businesses.

India's luxury segment needs to be marketed to the world in an aggressive manner and the Royal India 2013 show is a great step towards it.

When asked how the exhibition is different from the other Indian participations the city has seen, Gayathri Elayath Bhardwaj of Globuzz Events Management, the chief event organisers, 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. This show will truly fulfil their aspirations."

The exhibition runs from Saturday to October 28 at the Jumeirah Beach Hotel from 10am to 6pm.