

The Leading Travel Show in Asia



8, 9, 10 FEBRUARY 2024

Jio World Convention Centre, Mumbai

## 2023 POST SHOW REPORT



WELCOME TO THE  
#1 TRAVEL TRADE SHOW IN ASIA

The Leading Travel Show in Asia



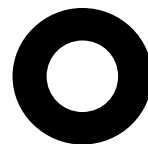






# The OTM 2023 Annual Edition marks the beginning of an unprecedented year in travel

A CLEAR TESTIMONY TO THE GLOBAL TRAVEL BUSINESS BOUNCING BACK



TM Mumbai 2023 held at the Jio World Convention Centre (JWCC) emerged as the biggest travel trade show in Asia post-pandemic. It was a clear testimony to the global travel business bouncing back with full vigour after the pandemic-related disruptions in the last couple of years.

The country's first travel trade show of this scale in 2023, OTM brought together 1250+ exhibitors from 50 countries and 30 Indian States/UTs. The 3-day show had a footfall of over 30,000 visitors from all over India, with serious buying intent. The show was spread over an area of 25,000 sqm at two levels of the world-class JWCC - by far one of the finest convention and exhibition venues globally.

Buyers thronged the exhibitors' pavilions - Tourism Boards and suppliers from Saudi Arabia, Azerbaijan, Bangkok, Cambodia, Fiji, Israel, Kenya, Korea, Maldives, Mauritius, Nepal,



*"Goodbye pandemic, we are back! OTM 2023 was huge, the new venue is fabulous. The quality of buyers this time was extraordinary and our stakeholders are very happy. I thank OTM for giving us this opportunity and wish you all the very best. I am sure OTM 2024 will be even bigger!"*

**Dr. Abdulla Mausoom, Tourism Minister of Maldives**

Qatar, Rwanda, Seychelles, Sri Lanka and Thailand, and private players from many other countries were seen busy networking. Over the three days, the feedback was unanimous on quality and genuine business connections as well as great content displayed by exhibitors



at OTM 2023. The ambience and exceptional experience within the new venue was also praised by all.

Domestic tourism has reached its all-time high, and as expected, the State pavilions and private participants' booths were jam-packed, all through the show days. The Ministry of Tourism, Govt. of India, and State Tourism Boards from Assam, Bihar, Delhi, Goa, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Meghalaya, Odisha, Punjab, Tamil Nadu, Telangana, Uttarakhand, Uttar Pradesh, and private players from many other states received a staggering number of enquiries, and conducted numerous fruitful meetings.

The show was inaugurated by H.E. Dr. Saleh Eid Al Hussein, Ambassador, Royal Embassy of the Kingdom of Saudi Arabia and Dr. Abdulla Mausoom, Tourism Minister, Govt. of Maldives, along with other high dignitaries.

Saudi Arabia participated in OTM 2023 as the Premium Partner Country with the intention of increasing awareness about Saudi as a unique, diverse, authentic tourism destination, and ultimately, to drive visits from India, as it is one of the key priority source markets for the country.

Qatar set up a beautiful pavilion and had several co-participants exploring the Indian market. Philip Dickinson, VP International Markets, Qatar Tourism said, "Qatar took part in both the editions of OTM in 2022, and this is a hat-trick post-pandemic. OTM is extremely important to us as it helps us to highlight that we are very committed to the Indian market."

This annual edition was three times the size of the last OTM 'booster' edition in September 2022, and reiterated its place as the #1 travel trade show to promote destinations and products in Asia. It broke all previous records in terms of size and quality of travel shows in Asia.

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*"India is a key source market for Saudi and over the past 18 months, we have both established and deepened relationships with key trade partners, to inspire them about the breadth and depth of the country's offerings, and to reinforce our commitment to helping them grow their businesses."*

**Alhasan Aldabbagh, President – APAC, Saudi Tourism Authority**

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*"We had three packed business days at OTM 2023 - closed some great deals with our buyers from the Indian market. OTM is very important for us to reach the Indian market, and we will surely continue to be a part of this show in the near future."*

*Isada Saovaros, Director, Tourism Authority of Thailand (TAT), Mumbai Office*







## Leaders at the leading show

OTM'S RED CARPET WAS A STAR-STUDED AFFAIR



**Dr. Abdulla Mausoom**  
Hon'ble Tourism Minister,  
Maldives



**H.E. Dr. Saleh Eid Al Hussein**  
Ambassador, Royal Embassy of  
the Kingdom of Saudi Arabia



**H.E. Sulaiman Bin Eid Alotaibi**  
Consul General of  
Saudi Arabia in Mumbai



**H.E. Ibrahim Shaheeb**  
High Commissioner of  
Maldives



**H.E. Cüneyt Yavuzcan**  
Consul General of the Republic  
of Turkey in Mumbai



**H.E. Agus Prihatin Saptono**  
Consul General of  
Indonesia

# OTM

## IN NUMBERS

With the highest number of exhibitors  
and the highest total rented floor area,  
OTM is the most international travel  
trade show in India





1,250+

EXHIBITORS



50+

COUNTRIES



30+

INDIAN STATES/UTs



30,000+

TRADE VISITORS



26,000+

PRE-SCHEDULED MEETINGS



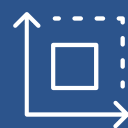
1,000+

TOP BUYERS



200+

HOSTED BUYERS



25,000+

SQ.M. AREA

98%

Exhibitors said that OTM delivers the right target audience for their business.

80%

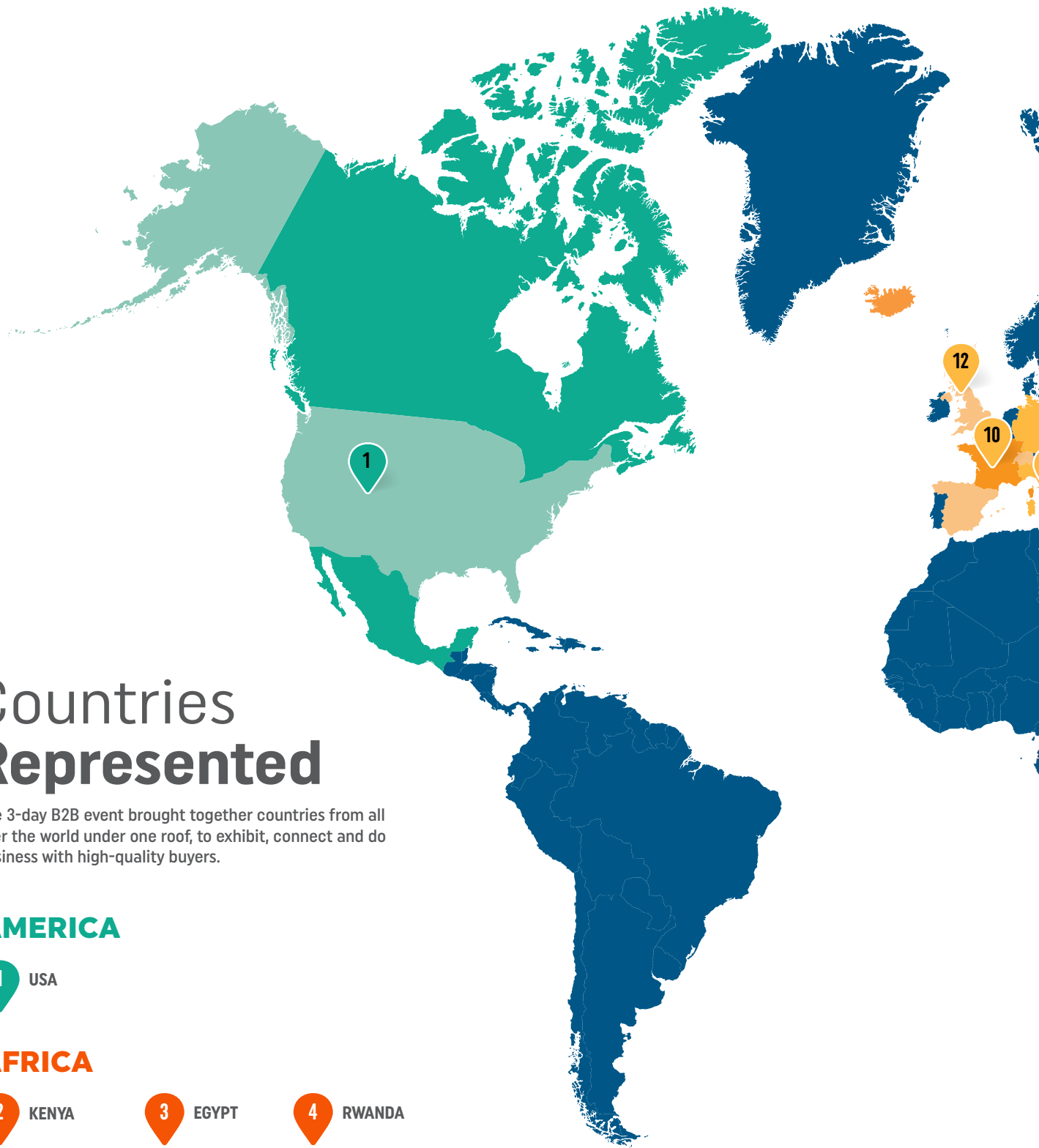
Buyers declared their business meetings held at OTM were excellent, and 20% declared they were good.

98%

Exhibitors are planning to take part in OTM 2024.

100%

Buyers said they are planning to visit OTM 2024.



# Countries Represented

The 3-day B2B event brought together countries from all over the world under one roof, to exhibit, connect and do business with high-quality buyers.

## AMERICA

1 USA

## AFRICA

2 KENYA  
3 EGYPT  
4 RWANDA  
5 SEYCHELLES  
6 MAURITIUS  
7 TANZANIA

## EUROPE

8 AZERBAIJAN  
9 ITALY  
10 FRANCE  
11 GREECE  
12 UNITED KINGDOM  
13 CZECH REPUBLIC

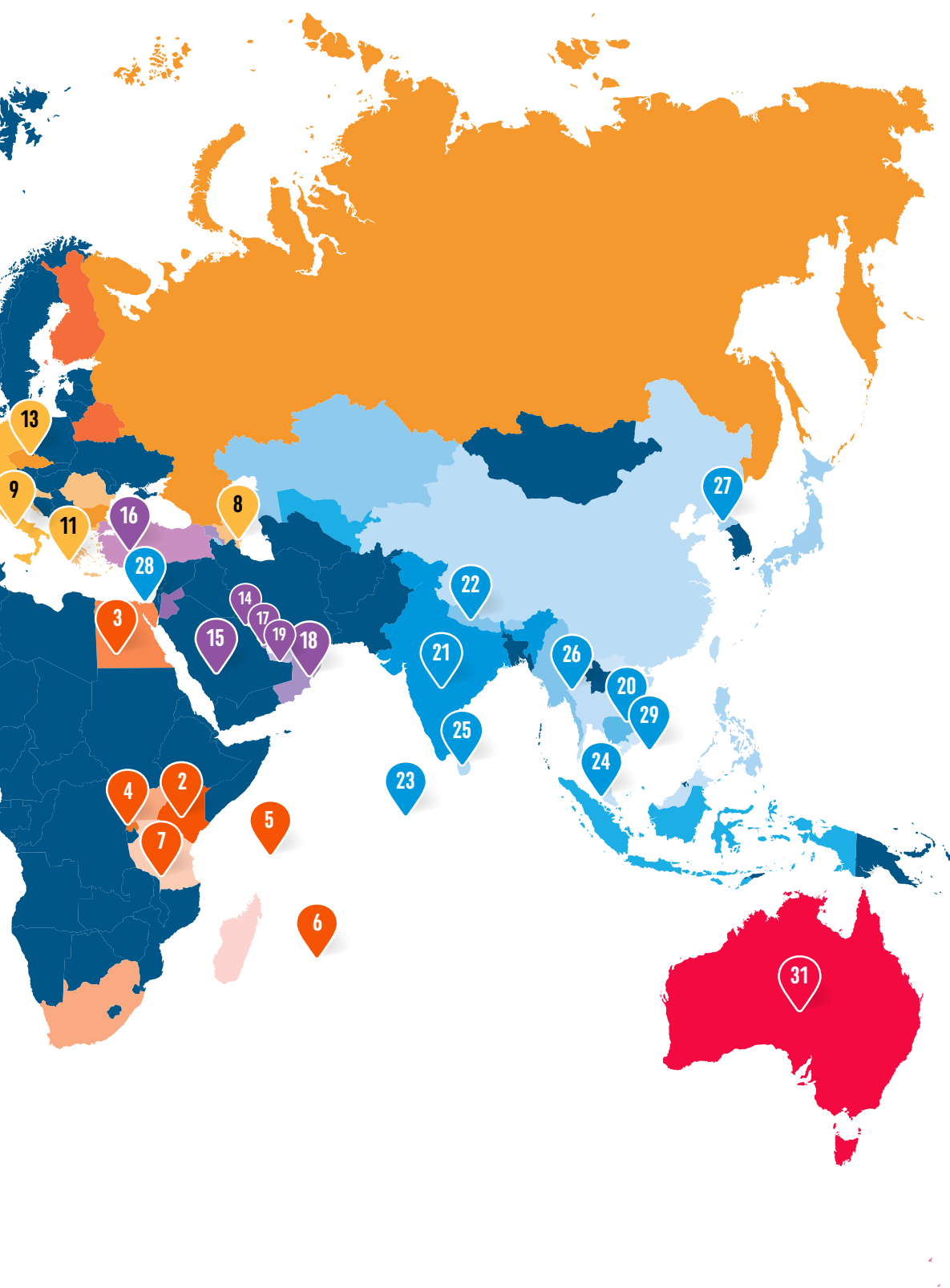
## MIDDLE EAST

14 BAHRAIN  
15 SAUDI ARABIA  
16 TURKEY  
17 UAE  
18 OMAN  
19 QATAR



## States & UTs Represented

- Andaman & Nicobar
- Assam
- Bihar
- Chattisgarh
- Dadra & Nagar Haveli
- Delhi
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Jammu & Kashmir
- Karnataka
- Kerala
- Ladakh
- Madhya Pradesh
- Maharashtra
- Meghalaya
- Odisha
- Puducherry
- Punjab
- Rajasthan
- Sikkim
- Tamil Nadu
- Telangana
- Uttarakhand
- Uttar Pradesh
- West Bengal



## ASIA

- |              |             |          |             |              |
|--------------|-------------|----------|-------------|--------------|
| 20 CAMBODIA  | 21 INDIA    | 22 NEPAL | 23 MALDIVES | 24 SINGAPORE |
| 25 SRI LANKA | 26 THAILAND | 27 KOREA | 28 ISRAEL   | 29 VIETNAM   |

## OCEANIA

- |              |
|--------------|
| 30 FIJI      |
| 31 AUSTRALIA |

# Hear it from **our Exhibitors**

India is a key source market for Saudi and over the past 18 months, we have both established and deepened relationships with key trade partners, to inspire them about the breadth and depth of the country's offerings, and to reinforce our commitment to helping them grow their businesses. Engagements at OTM are critical in helping us achieve our ambitious goals, to drive volume and growth.

**Alhasan Aldabbagh**  
President – APAC,  
Saudi Tourism Authority



Qatar took part in both the editions of OTM in 2022, and 2023 makes it a hat-trick post-pandemic. OTM is extremely important to us as it helps us to highlight that we are very committed to the Indian market. The team has raised the bar in terms of quality, venue, infrastructure, facilities, and the whole experience.

**Philip Dickinson**  
VP International Markets, Qatar Tourism



Last year's OTM was big, but this year it is even bigger! It gives a chance for business to grow in the industry. I think the new exhibition venue, Jio World Convention Centre, has given a completely new dimension to the show - it is as good as it could be. The Maldives team is very happy to be here. And I am sure next year it will be even bigger!

**Dr. Abdulla Mausoom**  
Tourism Minister, Govt. of Maldives



I think it's a fantastic travel mart. We met some genuine buyers, we had a lot of enquiries; our team is very happy. So we are looking forward to repeating our presence at OTM every year. The filtering process that OTM has done is really great. This gives us confidence year after year to participate. OTM has done a great job!

**Thisum Jayasuriya**

Chairman, Sri Lanka Convention Bureau



OTM is an irreplaceable player in the travel trade market of India. Azerbaijan is in a long-term, committed partnership with the organisers. We are very happy with the new venue, with its excellent facilities and infrastructure. Everything really lived up to our expectations and we will be back again in OTM 2024!

**Florian Sengtschmid**

CEO, Azerbaijan Tourism Board



I cannot stress enough on how important the Indian market is for Korea. As Mumbai is the best source for the MICE industry, OTM is very important for us to get the attention of these visitors. The facilities and the environment is excellent and our partners are very happy and comfortable networking with the travel agents here. Thank you to the OTM team for giving us this opportunity!

**Young Geul (Ian) Choi**

Director, Korea Tourism Organization, New Delhi Office



India is a big source market for Nepal, and globally as well. That's why we have been associated with OTM for long. It feels good to be back. The venue is fabulous, and we are thankful to the organisers for giving us an opportunity to exhibit here. I hope you keep helping us promote Nepal in the years to come.

**Surya Thapaliya**

Manager, Nepal Tourism Board



India has always been a strategic market for us because Indians always stay longer, spend more on vacations. OTM is an absolute key platform for us - I have been to a couple of shows earlier, and I am stunned by the quality of this show! Fiji has always been such a hot sellout in India and getting to reconnect with everyone here is really exciting. Thank you very much for this opportunity. Our team is just blown away by the magnitude of this show.

**Kathy Koyamaibole**

Regional Director Asia Pacific, Tourism Fiji



Our experience at OTM 2023 has been magical! OTM is the centre of everything - everybody from the travel industries around the world is at this show. OTM is a key space where we have interacted with a number of great buyers. The show this time was huge; we met so many companies, so many new prospects. Kenya is definitely going to be back in OTM 2024. This is a very well organised event and we look forward to more spectacular events in the future.

**Irene Katumo**

Marketing Manager - Emerging Markets,  
Kenya Tourism Board

We had three packed business days at OTM 2023 - closed some great deals with our buyers from the Indian market. OTM is very important for us to reach the Indian market, and we will surely continue to be a part of this show in the near future.

**Isada Saovaros**

Director, Tourism Authority of Thailand (TAT),  
Mumbai Office







We are really delighted, happy and grateful for the invitation we received from OTM. Rwanda is ready to be associated with this journey until we reach our target of having as many Indians to visit Rwanda. For years, OTM has proved to be one of the biggest platforms in South Asia and the Pacific region. We consider OTM as an integral platform for all tour operators of the countries who need visibility in the Indian market. The infrastructure that has been put up here is something to be really proud of. This is something huge. I can't say enough thank you to the OTM team. Rwanda sends in big congratulations!

#### **Emile Mwepesi**

Second Counsellor, High Commission of the Republic of Rwanda (India)

OTM is one of the biggest exhibitions, and Bangkok Metropolitan Administration is very pleased to participate in this exhibition in Mumbai, India. We have participated in tourism trade fairs such as in Berlin, Beijing, Tokyo. However, the Indian tourism market is very big. There are lots of people who could visit Bangkok, as Indians love to visit Bangkok. We are coming to the next OTM for sure.

#### **Sing Limpirat**

Deputy Director-General of Culture, Sports and Tourism Department, Bangkok



Irrespective of the Chinese & Russian Market, India has always been an ever-growing Asian Market for tourism. The increase in airline connectivity, disposable income, awareness about the travel industry in general, the bilateral connection with Israel, business travel, has been the ladder for travel to Israel. OTM helped to connect & maintain the relationship with some serious companies, agents, corporates. It's a brilliant platform to connect with trade partners across cities and states.

#### **Sammy Yahia**

Director of Tourism, India & Philippines, Israel Ministry of Tourism



It's a really great experience. The Indian market is very important for us. I believe we should keep participating in this show every year, to be in touch with our partners, to bring knowledge of what we have got to offer to the Indian people. Indian tourists love to travel and explore new destinations and so we should do everything to bring in more and more Indian people to Seychelles.

**Winnie Elisa**

Marketing Executive,  
Seychelles Tourism Board



The Jio World Convention Centre provides top-class, international facilities. OTM is now competing with fairs like ATM, WTM and ITB. The crowd was managed very systematically and the quality of buyers as always has been great. We had 30 partners from across the globe who participated; business has revived and is doing extremely well.

**Rahim BA**

Founder, One Above



India is very well-poised for a great outbound season this summer; and OTM is a great opportunity to network, meet your peers; it brings a lot of value to me and my company. TBO has been a part of OTM for seven years now, and we will definitely be there in 2024 as well.

**Ankush Nijhawan**

Co-Founder, TBO.com

The quality of buyers has been really amazing and I think it's going to be very beneficial for everybody in the trade. Since there are two different levels, i.e., one for domestic and one for international exhibitors, there has been a lot of clarity. And of course, the facilities at this venue are amazing and everyone can feel the energy of this place.

**Hussain Patel**

Director, Trip Jack







The segregation of the crowd between two floors was very effective. This is an amazing place to be at. Coming out of the pandemic, having such a nice gathering is always a fruitful experience. It's quite quintessential to have such forums where you have all the players of the industry under one roof. Being in this show was exhilarating and we would want to come back again and again!

**Sanchit Chopra**

AVP – Marketing & Alliances, EasyMyTrip.com

This edition was even better than the one we had in September last year. With quality buyers coming in, overall, the experience was great. I am sure meetings conducted will convert into good business. OTM has become one of the most important shows for us. Keep up the good work, and we will have a rocking show next year as well!

**Bhanu Aravindakshan**

Vice President, Ottila International Pvt. Ltd.



We got a lot of traction at the show. It's the right platform to showcase your products to the right audience. It's the first time we participated in OTM and we would like to continue this journey. I am sure we will have a lot of conversions out of this show.

**Ankur Sharma**

Vice President –  
Product & Operations,  
EbixCash | Via.com



OTM is obviously APAC's biggest event. I think you did a tremendous job of executing this show. It's absolutely essential for all the countries to represent in India for inbound and outbound business here at OTM. To me, seeing everybody coming back together this year after so long clearly shows how resilient the industry is and how important it is for India.

**Jurgen Bailom**

President & CEO, Cordelia Cruises



I am really delighted to be here. It has been an enriching experience for me to see all the important travel aggregators under one platform. Bihar Tourism is overwhelmed to get an opportunity to participate in OTM. We will surely continue our journey with OTM. Best wishes to the team!

**Mukund Verma**

Head Marketing, Department of Tourism, Govt. of Bihar

The clear demarcation between the international and domestic sections was very helpful for visitors to access the exhibitors they wanted to concentrate on. This is one of the best platforms for promotion of tourism in India. The best part of OTM is the standard of the show; the organizers have maintained the quality of their show throughout India.

**Atul Anand Pandey**

Tourist Information Officer,  
Delhi Tourism & Transportation Development Corporation Ltd.







The event was organised very well, the location is very good. Great facilities given to the participants. OTM Mumbai is always full of buyers interested in Himachal Pradesh. Congratulations to the OTM team!

**Nandlal Sharma**

Deputy General Manager, HPTDC

For the state of Punjab, OTM has been a very good experience. We have been progressively increasing our space at the show, and our number of stakeholders. This is the right place to gather ideas and get to know everybody in the business. The show is massive this year!

**Amrit Singh, IAS**

Director Tourism, Punjab



The Union Territory Government of Jammu & Kashmir and J&K Tourism Department is always looking forward to platforms like OTM, which can prove to be mutually beneficial. It is here that we can put forth our programmes, our future agendas, marketing strategies, and make everyone aware of the new products we are offering. All the best to the OTM team!

**Amarjeet Singh (JKAS)**

Special Secretary to Government, Tourism Department of J&K



OTM is a very good platform for marketing our offerings in the national and international markets. We received a lot of queries over the three days of the show. The arrangements here are very good.

**G.K. Sahu, OTS.,**  
Assistant Director of Tourism,  
Govt. of Odisha



It's organised in the biggest scale this year; so we are very happy to be here. OTM is one platform where a lot of B2B partners walk in, the entire travel fraternity is here! So, it's a good opportunity for us to showcase our products and promote our destination.

**Sandeep Nanduri, IAS,**  
Director of Tourism & Managing Director, TTDC

Under one umbrella, we get to know travel trade members from different countries and different states. We have got a good number of queries about the different tourism offerings of UP. The quality of buyers was very good, we had several successful B2B meetings, and the overall arrangement is great. Thank you Fairfest Media for organising OTM!

**Anupam Srivastava**  
Regional Tourist Officer, Allahabad Division,  
Department of Tourism, Govt. of Uttar Pradesh





# Who are the Buyers at OTM?

Every year, OTM brings together top buyers belonging to Travel Trade, MICE, Corporate Travel, Destination Wedding, Film Production Houses - segments providing a holistic outreach to India's diverse travel industry. The geographical distribution of OTM's buyer mix spans all regions of the country - including India's lucrative regional travel markets of Tier I and Tier II cities.

## Travel Trade

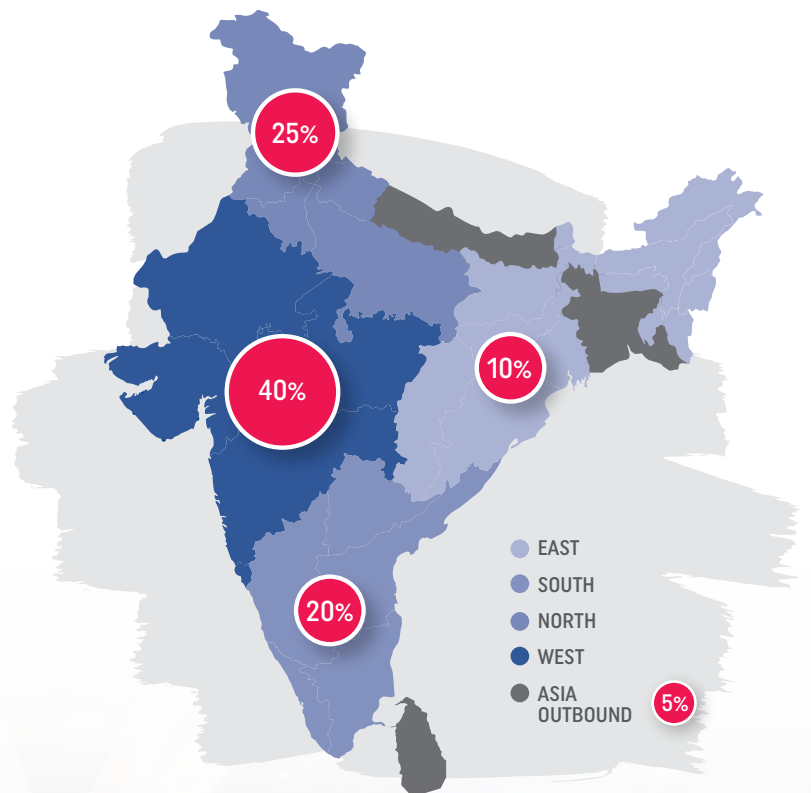
OTM Mumbai is attended by top, hand-picked travel trade buyers - consisting of India's biggest travel agents and tour operators. 800+ top travel trade buyers from all over the country, including tier I and tier II cities attend OTM. In addition, 200+ top travel trade buyers who are based in Mumbai, participate as pre-registered and partially hosted buyers.

## MICE Buyers & Wedding Planners

MICE Planners and Wedding Planners attending OTM 2023 include Ceremony Event & Wedding Planners, Chawla Travels and Events, Sai Events and Wedding Planner, The Smily Trips Events and 40+ others.

## Production Houses

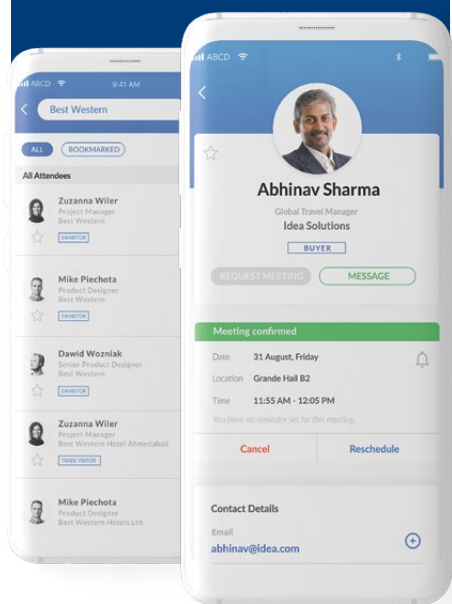
Top production houses who attended OTM as a part of Cine Locales included Amazon Studios, Cineyug, Endemol Shine India, Eros International, Netflix, Reliance Entertainment, Sanjay Dutt Productions, Yash Raj Films, Zee 5 and many others.





## Online Meeting Diary

OTM's state-of-the-art online meeting tool lets sellers and buyers schedule appointments pre-show. It helps sellers find the right buyers, save valuable time and make the most out of their event experience. The matchmaking tool, powered by AI, recommends top buyers relevant for you in a simple and easy-to-use way.



## Corporate Buyers

Global Admin Heads, VP & Country Admin Heads, Global Travel Category Managers and Travel Procurement Heads from the following companies attended OTM:



## Hear it from our Buyers

OTM has so many people to network with and help us in our business. Really impressed with the quality of exhibitors here. I am very happy to be here. Thank you OTM!

**Jasminde S Brishan, Senior Manager, Global Travel & Procurement, OCWEN Financials**

Meeting so many people face-to-face, great networking opportunity – it's an amazing experience. Kudos to the Fairfest team for pulling this off! All the best!

**Sunil Sharma, Vice President, Ancalima Lifesciences Ltd.**

It's really commendable that the OTM team has managed to get so many exhibitors on board. It's important for buyers like us to attend such an event post-Covid. I am really happy!

**Shwetank Singhal, Managing Director, Explore Indian Vacations**



The Leading Travel Show in Asia



## OTM'S EXCLUSIVE KNOWLEDGE ENCLAVE FOR LEADERS



**Randhir Gupta**

Senior Director of Sales -  
India and South Asia, Accor

OTM is such a wonderful platform; it's always a pleasure to be a part of this show. At the OTM Forum, I think the topics discussed were extremely relevant to the times and the industry in general - enjoyable and enlightening at the same time. OTM definitely holds a top notch position in the industry. You can understand the stature of this show by simply looking at the quality of the international and domestic exhibitors and the travel trade buyers. The OTM team is doing a brilliant job.

Keep up the good work!



**GB Srithar**

Regional Director, India, Middle East,  
South Asia & Africa, Singapore Tourism Board

The whole travel trade fraternity is here in this world-class venue. Full credit to the organisers of OTM - a very well executed show! The panel discussion that I was part of was very useful - we could share our thoughts and also learn from experts about their take on the tourism and travel space. Overall, OTM has been a very positive experience.



**Daniel Dsouza**

President,  
SOTC

OTM was a big surprise for me - very impressive! The timing of the show was right. The show floor was so crowded, clearly indicating that India is on a complete rebound. Keep doing such fabulous work and it's always a pleasure to be a part of the OTM Forum panel. I am quite excited; looking forward to the next edition in 2024!

iffort



tripjack



OTM Forum hosted some extremely interesting and insightful sessions; topics discussed at the OTM Forum included the 'Key Challenges and Opportunities in Emerging New World Order Post-pandemic and How the Tourism Boards are Adapting to Them', 'The Next Billion: Understanding what Indian travellers want', and 'The Role of Online Travel in India's Big Travel Resurgence.' There were sessions by WeddingSutra on 'Destination Branding & Wedding Tourism' and 'Wedding Venue Marketing Insights'. OTM Mumbai was also the chosen platform for Skift to present its much-awaited 'Megatrends in Travel 2023' for the first time ever in India.





*"I have been coming to OTM every year and every year it's so unique! This year we had such great presentations at the Cine Locales. This platform opens up new destinations for us each time, and as producers, it's really informative and very important to attend. It's an incredible experience. Thank you to the OTM team!"*

**Nitin Tej Ahuja, Chief Executive Officer, Producers Guild of India**

## Cine Locales

**C**ine Locales was a star-studded event with 40+ industry leaders from the film fraternity in attendance. The program is curated jointly with Globehoppers. Conversations around 'Bringing Global Destinations to Indian Cinema', were followed with by destination presentations by Saudi Tourism Authority, the Premium Partner of Cine Locales, the Maldives and Argentina. Destinations outlined their incentive schemes and infrastructure for film producers and location scouts.

Amazon Prime, Endemol Shine India, Jio Studios, Netflix, Reliance Entertainment, Viacom, Yash Raj Films and 30+ other film producers attended the program.



## WeddingSutra Engage

**W**eddingSutra Engage brought over 36+ top wedding planners and event managers to shed light on the latest trends of the industry like 'Destination branding and wedding tourism around the world post-pandemic' followed by networking with destinations, hotels and DMCs on the OTM floor. Another session discussed the 'Importance of wedding venue marketing' when planning the big event.

*"Travel and destination weddings go hand-in-hand, and OTM is the platform where the two meet. It's always a pleasure working with the OTM team and we are already looking forward to the next OTM edition. Great energy, lots of conversations, meaningful networking - I am going back with lots of ideas!"*

**Parthip Thyagarajan, CEO & Co-Founder, WeddingSutra.com**

## Turkiye Presentation & Corporate Networking

**T**urkey Tourism hosted an exclusive corporate networking session and high tea for 35+ high-profile corporates in the exquisite setting of Jio World Convention Centre. The event was graced by H.E. Cüneyt Yavuzcan, Consul General of the Republic of Turkey in Mumbai, and saw presentations from the National Tourism Board as well as Turkish Airlines.



## Skift Megatrends In Travel, 2023

**S**kift presented its much-awaited 'Megatrends in Travel 2023' for the first time ever in India at OTM 2023. Megatrends is Skift's longest-running annual franchise report of the trends shaping the year ahead. Now in its 11<sup>th</sup> year, the 2023 edition projected the definitive view of travel's long-term recovery and innovation in the post-pandemic world.





## Glimpses of the show





## Glimpses of the show









## Glimpses of the show









# Some of our Partners & Supporting Organisations

## Premium Partner Country



## Partner Countries



## Destination Partners

## Focus Destination

## Feature Countries



## Host State



## Partner States

## Partner States



## Feature States

## Feature States



## Featured Exhibitors



## Featured Exhibitors



## Supported by



## Supported by



## Official Publication

## Organised by





— SEE YOU NEXT AT —

**The Leading Travel Show in Asia**



8, 9, 10 FEBRUARY 2024

**Jio World Convention Centre, Mumbai**



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