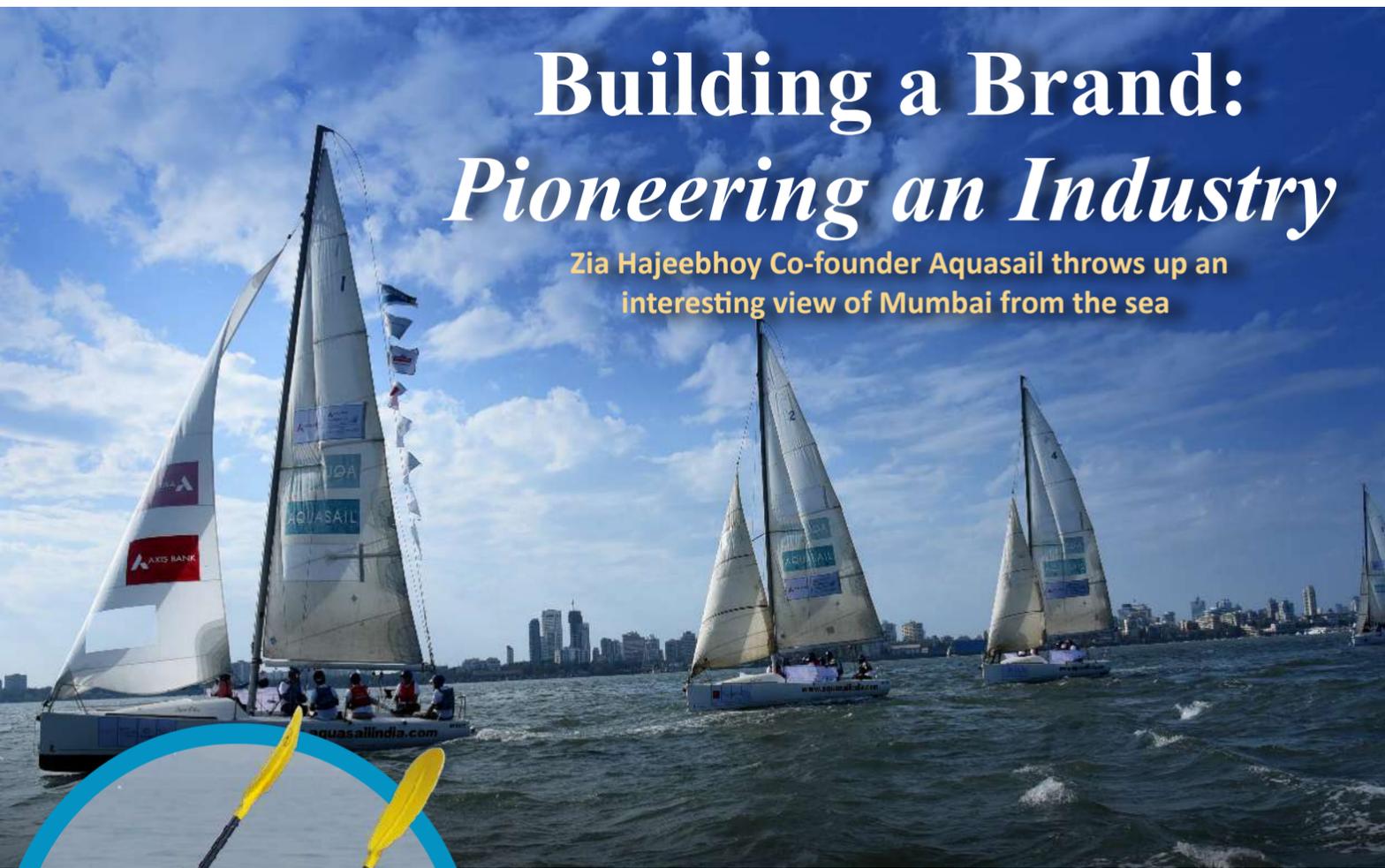




In our September issue of TANG, we bring to you the story of Aquasail - India's pioneering sailing experience! Zia gives us an interesting perspective on how sailing can be an experiential addition to a traveller looking to immerse into Mumbai; she also leaves us with some Brand Building & Leadership lessons.

Building a Brand: Pioneering an Industry

Zia Hajebhoy Co-founder Aquasail throws up an interesting view of Mumbai from the sea



Experiential. What does this term evoke? Something that you do. Something that you experience. Something that stays with you. Something that touches the heart. The world craves experiences, whether on holiday or during a social outing, on a weekend getaway, or while sharing intimate moments with loved ones. In solitude or with the family, bonding together - the corporate world is abuzz with the idea of learning and engaging through experiences. Experiences connect us with our senses, allowing us to fully immerse ourselves. Now, add "SAILING" to the word experiential and what do you get? A magical, boundaryless experience.

Building a Love Brand with Value:

1. Understand the need
2. Deliver outcomes consistently
3. Believe in your brand
4. Never undervalue your brand - educate customers on its value instead



Shakeel Kudrolli
Founder of Aquasail

A lawyer by profession, he won India's first international Gold at the Asian Championships in China. He won 2 medals at the Enterprise World Championships in 1993 and 1995 in Zimbabwe and South Africa respectively. He coached the Junior squad that won the Junior World Cadets Championships. He is passionate about making India the go-to destination for sailing and expanding Aquasail internationally.

Aquasail embarked on its journey at a time when only a few had the privilege of sailing. At the helm of Aquasail is Shakeel Kudrolli, a world champion in sailing who had experienced the sport at the highest levels of excellence. However, he harboured a dream for everyone - a dream to make India the go-to sailing destination for the world. He aimed to create a vibrant domestic market where Indians had access to safe and responsible boating and where the world would come to India to sail. Why not? India boasts a vast coastline and picturesque lakes and water bodies. Our weather is our unique strength when it comes to sailing - warm waters and gentle breezes make it an enticing pursuit for sun-chasers. Predictable winds and undiscovered bays and beaches make it a paradise for sailing.

Aquasail set out to conquer this dream. Today, over 1,30,000 people have sailed with us. Corporate India embraced sailing and we have successfully hosted more than 1,300 corporate programs with esteemed organizations such as Axis Bank, Bayer, Colgate, Hershey's, Citibank, HSBC, Alkem, Aditya Birla, The Mahindra Group, Dell, Lenovo and many others. Our partners from the travel trade, event companies, training organizations and hotels joined us on this exploratory journey.

How did all this happen in a country where people often fear water, sunburn and have limited swimming skills? Experiential happened! People are searching for new things to do rather than just observe. What unfolded was the magic of sailing. We offered experiences that addressed diverse needs. We didn't just sell sailing; we sold the romance of sailing. We didn't just sell sailing; we sold the social connections that sailing brings.



Zia Hajebhoy
Co-Founder of Aquasail

Zia has worked in corporate India with organizations like Unilever, Monsanto, Recitt's, IL&FS, and Polaroid. A marketing and business leader, she loves building brands and organizations. She is a business coach and mentor and has just authored her first book. She is passionate about the environment and is on a mission to save our oceans and planet.

We provided certificate courses, introducing people to a new hobby that added joy to their lives - a hobby you can start at any age and continue for a lifetime. Adding Aquasail to a holiday transformed it into a highlight. Today, people plan their vacations around sailing.

Aquasail harnessed the power of sailing and sailing regattas to deliver leadership outcomes and transform businesses and teams. Sailing became a powerful team-building tool, a delightful R&R platform, and a unique way for organizations to network with key clients.

NEW HOTEL OPENINGS

FORTUNE RANJIT VIHAR, AMRITSAR



Where? Amritsar, Punjab

What is Unique? Nestled near Amritsar's bustling commercial area, Ranjit Avenue and opposite the serene Rose Garden, Fortune Ranjit Vihar enjoys a strategic location. Its proximity to iconic landmarks like the Golden Temple and Jallianwala Bagh ensures that you're never far from the heart of the city's history and culture. Fortune Ranjit Vihar also has versatile banqueting facilities that can accommodate up to 150 guests. The hotel's team of experienced event planners makes it the perfect choice for corporate events, social gatherings, and weddings.

Why? The rooms are spacious and well-appointed, with modern décor and all the necessary amenities for a comfortable stay. Whether you prefer a Deluxe Room for a comfortable night's sleep, a Premium Room for added luxury or a spacious Club Executive Room for a city view, there's something for everyone. Fortune Guests can rejuvenate at the in-house spa, stay active in the well-equipped gym, and relax by the outdoor swimming pool – all essential elements for a truly restful stay. Palate perfection awaits at Zodiac and Nakshatra restaurants. Zodiac offers a diverse menu featuring world cuisines, while Nakshatra provides a romantic setting with panoramic city views and a menu featuring international and Indian delights. The hotel's variety of amenities ensures that guests have everything they need to enjoy their stay. Whether you are traveling to Amritsar for business or pleasure, Fortune Ranjit Vihar is the perfect place to stay.



PALCHAN HOTEL & SPA, A MEMBER OF RADISSON INDIVIDUALS RETREATS



Where? Rohtang Highway, Manali, Himachal Pradesh

What is Unique? Nestled in the heart of the Himalayas, the Palchan Hotel & Spa offers a chance to reconnect with nature and enjoy life in the mountains. During your stay, experience local activities including ice skating, trekking and skiing. Experience multiple dining settings, including cabanas, igloos and a cigar bar. Discover a rich culinary experience in Palchan with international cuisine, cooking lessons and exciting dining settings along with a selection of Himachali local dishes. Join their cooking lessons to improve your culinary skills with the help of their expert chefs. Sample local and international wines at their tasting events or attend lively outdoor barbecues full of music and live entertainment.

Why? The hotel is located in the heart of the Himalayas, offering breathtaking views of the mountains and valleys. All 53 rooms and suites boast spacious balconies and stylish décor, featuring a complete cedar wood look and relaxing earth tones. The climate control feature is provided in individual rooms to keep you warm even on the coldest of days. Bask in the views of the Himalayas and the Beas River at the rooftop Beaside Restaurant & Bar. Featuring elegant décor and your choice of indoor and outdoor seating, Beaside offers a fine dining experience like no other with a mesmerizing view of Manali's natural beauty. After an exciting day of winter sports, enjoy soothing treatments and wellness therapies at the Brighu Spa to relax your body and mind. Take a relaxing swim in the outdoor heated swimming pool where the dip in 40-degree water combined with the crisp mountain air will leave you feeling totally reenergized.

COORG MARRIOTT RESORT & SPA



Where? Makkandur Village, Madikeri, Karnataka

What is Unique? What sets Coorg Marriott Resort & Spa apart is its unique features, which are designed to appeal to all ages and interests. Games Quest is the perfect place for kids to let loose and have fun, while the Gaming Zone is a great place for adults and kids alike to enjoy some friendly competition. Grills by the Valley offers a delicious and unique dining experience and Coco Lab is the perfect place to relax and enjoy a cup of coffee. The resort is also pet-friendly, so guests can bring their furry friends along on their vacation.

Why? With its stunning views of emerald landscapes and hectares of plantations, the resort is the perfect place to escape the hustle and bustle of everyday life and reconnect with nature. While you might expect to find all the usual amenities of a five-star resort, such as a fitness center, spa, meeting venues, and multiple dining options, Coorg Marriott Resort & Spa also offers a number of features that set it apart from the crowd. Enjoy a sundowner at The Deck, a swim-up pool bar or dine at Mercera A-Down, which offers creatively refashioned short plates and an Indian and cocktail menu. Madikeri Kitchen is the resort's all-day dining restaurant, which offers a diverse selection of Indian, Asian, and Western delicacies. The resort offers a variety of room types to choose from, including deluxe rooms, luxury cottages, plantation villas and family estate villas. All rooms are well-appointed and feature private balconies with stunning views of the surrounding forest.



WELCOMHERITAGE GRAND, SRINAGAR



Where? Srinagar, Jammu & Kashmir

What is Unique? WelcomHeritage Grand is a perfect embodiment of traditional Kashmiri culture, woven into every aspect of the hotel. From the traditional patterns and earthy tones throughout the hotel to the warm and welcoming staff, you are immersed in the rich cultural experience of Kashmir. Samavar, the restaurant, offers an exquisite culinary journey that combines traditional Kashmiri cuisine with modern culinary techniques, creating an unforgettable dining experience. The restaurant is beautifully decorated with local Kashmiri designs and features an outdoor seating area that allows guests to make the most of Srinagar's incredible climate and enjoy their meal in a beautiful setting.

Why? WelcomHeritage Grand Srinagar offers guests a chance to experience the unique sensations of the region in a wholesome getaway. The friendly and welcoming staff at the WelcomHeritage Grand embody the Kashmiri hospitality that the region is known for. The hotel offers a variety of comfortable and luxurious accommodations to suit the needs of everyone. The rooms are spacious and well-appointed, with all the amenities needed for a relaxing stay. The hotel provides a perfect snapshot of the evolving region of Kashmir. In addition to the cultural ambiance, the resort offers total contemporary comfort that is designed to

meet the needs of modern-day travellers. It offers you a chance to experience the unique sensations of the region in a wholesome getaway, making it the perfect choice for someone looking for an authentic cultural experience.

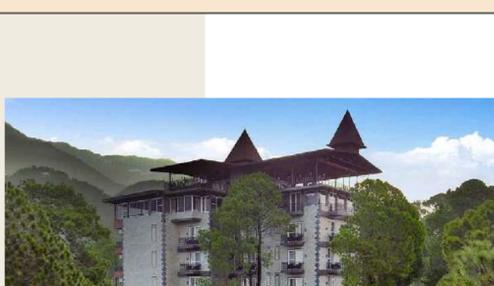
LEMON TREE HOTEL, MCLEODGANJ



Where? McLeodganj, Himachal Pradesh

What is Unique? Lemon Tree Hotel, McLeodganj offers a unique experience that melds nature's embrace with cultural fusion and a vibrant ambiance. Situated in the Kangra district, this hotel is a melting pot of Indian and Tibetan cultures, which is reflected in its architecture, decor, and culinary offerings. Guests are welcomed with a lively vibe, fresh interiors, and quirky elements. The hotel also offers a variety of activities and excursions, such as trekking, yoga, and meditation classes. The well-appointed rooms and suites, each with a private balcony, offer awesome views of the surrounding hills.

Why? Lemon Tree Hotel, McLeodganj, is a unique and unforgettable destination for travellers seeking a relaxing getaway, an adventurous escape, or a unique venue for their next event. Nestled on the edge of a pristine jungle with stunning views of the Dhauladhar Range, Kangra Valley, and the surrounding forest, the hotel offers a vibrant ambiance and diverse amenities. Citrus Café, the on-site coffee shop, serves a delectable all-day menu featuring Indian, European, Western, and pan-Asian cuisine. Relax in the lounge, swim in the pool, work out in the fitness centre, or indulge in a spa treatment. With its stunning natural setting, vibrant ambiance, and diverse amenities, Lemon Tree Hotel, McLeodganj, is the perfect choice for travellers seeking an unforgettable experience. Lemon Tree Hotel, McLeodganj, is the ideal venue for conferences, small gatherings and romantic rendezvous. Alfresco venues with stunning mountain and forest backdrops, including Tangerine Terraces and a rooftop area, provide the perfect setting for any event. The open-to-sky Rooftop Terrace offers 360-degree views of the mountains, making it the perfect place for intimate dining and romantic evenings.



India offices:

Mumbai, Delhi, Ahmedabad, Bangalore, Chennai, Cochin, Hyderabad, Indore, Jaipur, Jodhpur, Kolkata, Pune, Trivandrum, Udaipur, Vadodara.

Marketing offices: Canada, Russia, Saudi Arabia, United Arab Emirates, United Kingdom

Mumbai: 401, A.J House Marol Maroshi Road, Andheri East, Mumbai 400 059, India

Tel: +91-22-66802500 | **Fax:** +91-22-671102876

Gurgaon: 5th Floor, Building No 91, Sector – 44, Gurgaon 122003, India **Tel:** +91-124-4565454 | **Fax:** +91-124-2570337

Website: www.tamarindglobal.com | **Online:** www.tamarindglobalonline.com | info@tamarindglobal.com

