TCI launches its luxury portfolio- “Pure India”- Luxurious Escapes

Mumbai, September 28th 2011: Travel Corporation (India) Limited [TCI], the premier destination management company for India, Nepal, Mauritius and Sri Lanka, today announced the launch of its luxury portfolio under the brand name **“PURE INDIA”.**

The “Pure India” brand showcases a unique and differentiated luxury product that caters to the discerning luxury traveller keen on exploring the Indian subcontinent.

And it is not merely luxury travel that Pure India stands for, but rather the creation and fulfillment of exclusive dream vacations and bespoke experiences, personalized to delight even the most well heeled traveller.

A “Pure Team” has been set up- providing in depth knowledge and expertise via a dedicated advisor, to create exotic and exceptional experiences with incredible value.

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“Pure India- Luxurious Escapes” a special brochure has been designed, featuring the finest properties and experiences across the subcontinent- from royal stays at award winning palaces and private havellis, rejuvenating ayurveda and yoga at the foothills of the Himalayas, trekking with Sherpas against the breathtaking beauty of mountains and monasteries, decadent indulgence at uber deluxe resorts, bio-diversity tours and safaris with trained naturalists, to spiritual journeys into serendipitous Sri Lanka, and more.
Also on offer are elegant expeditions by rail, on board the Palace on Wheels, The Indian Maharaja, The Golden Chariot and Royal Rajasthan on Wheels; as also private air charters, from 2 seater helicopters to lavish executive jets.

The Pure India proposition is based on 11 mesmerising experiences that cover an opulent smorgasbord of unparalleled indulgence:

1. Pure Royale
2. Pure Indulgence
3. Pure Wilderness
4. Pure Rejuvenation
5. Pure Urban Rendezvous
6. Pure Sojourns
7. Pure Nepal
8. Pure Bhutan
9. Pure Sri Lanka
10. Pure Journeys
11. Pure Heaven

Commenting on the launch and new segment focus, **Mr. Madhavan Menon, Director Travel Corporation (India) Ltd.** said, “PURE INDIA has been conceptualized and designed to be the ultimate in luxury travel experience within the Indian Subcontinent. The PURE experience is unique, immersive, experiential and enriching. As the leader in the Inbound destination market, this is yet another key innovative initiative from TCI- targeting the luxury segment while showcasing a diverse canvas of engaging and exclusive holiday experiences in Incredible India.”

About TCI:

TCI (Travel Corporation India Ltd) is India’s premier inbound travel organization. Maintaining its position as the “Best Inbound Tour Operator”, TCI has further consolidated its presence in the inbound industry with offices across 80 cities in India and 7 overseas at New York, London, Frankfurt, Madrid, Barcelona, Tokyo and Kathmandu.

TCI works closely with tour operators worldwide and with over 2100 professionals, the company offers expert and creative guidance whilst taking care of every small requirement of the guest to give a distinctive experience of India. Besides tours to popular destinations in India and neighboring countries – Nepal, Sri Lanka, Mauritius, Bhutan, Tibet, Maldives, etc – the company specializes in special interest and incentive tours, conferences and air charter and cruise ship ground operations, while investing in eco responsible and socially aware tourism.

TCI also markets exclusively India’s leading luxury Train – The Indian Maharaja, Deccan Odyssey – which has won numerous awards including the Asia’s leading luxury train, 2010.

The Company has the distinction of winning the National Tourism Award for “Excellence in the Tourism Industry” in Category I several times since 1976, besides other annual awards and recognitions.