



**Embassy of India
Kuwait**

PRESS RELEASE

India Tourism Event at Avenues Mall

Embassy of India in Kuwait organized a two day tourism promotion event titled 'Explore, Experience and Enjoy Incredible India' at Avenues Mall in Kuwait on 29 February - 1 March 2024. Ambassador of India and H.E. Osama Al Mekhyal Assistant Under Secretary of Tourism inaugurated the event. Prominent Kuwaiti dignitaries including Sheikha Halah Bader Al Sabah and media visited the tourism stalls.

2. This event focused on diverse facets of Indian Tourism, such as, Summer Tourism, Luxury Trains of India, Wellness & Rejuvenation, the Golden Triangle Adventure & Wildlife and more. Under the theme of 'Summer Tourism', information about places in India like Kashmir to Shimla-Kulu Manali to Mussoorie and Nainital in the north; Darjeeling, Gangtok and Kalimpong in the east and Ooty in the south were provided. Under the theme of luxury trains, tourism trails covered by the well-known Palace on Wheels, Maharajah Express, Golden Chariot and Deccan Odyssey trains were showcased. Wellness tourism in Kerala continued to attract a lot of visitors to the stalls. The themes of wildlife tourism and adventure sports drew a lot of attention from young people. Tourism pamphlets on different touristic sectors of India were distributed.

3. Prominent tour and travel agencies ITL World, Caesar's Travel Group, Luxury Travels and Aurora Holidays from Kuwait collaborated with the Embassy, each of them showcasing one of the touristic themes. The event also showcased various Indian Art and Dance forms, such as, Bharatnatyam, Kathak, Kuchipudi, Mohiniyattam, in addition to folk dances and popular contemporary bollywood dance. Activities like Henna designs, Zardosi artwork, instant quiz etc were also organized to engage with the visitors.

4. The event was in continuation of ongoing efforts of the Embassy to showcase different aspects of Indian tourism to Kuwaiti friends and other expatriate communities in Kuwait.

Kuwait
01 March, 2024