BRANDING INDIA

AN INCREDIBLE STORY

Incredible India
www.incredibleindia.org
“Tourism is the largest service industry in the country. Its importance lies in being an instrument for economic development and employment generation, particularly in remote and backward areas.”

Source: Planning Commission (11th Five-Year Plan document)
INDIA - ONE CRISIS AFTER ANOTHER (2001-2002)

- January 26, 2001 - Gujarat Earthquake
- September 11, 2001 - attacks on WTC in New York
- October 2, 2001 - J&K Assembly at Srinagar attacked
- December 13, 2001 - Attack on Indian Parliament
- December 2001 - Troop mobilization at border
- Jan/Feb, 2002 - Travel Advisories issued by US, UK, Australia, Japan
- February / March, 2002 - Internal disturbances
- September 2002 - Violence due to Kashmir elections
## FOREIGN TOURIST ARRIVALS

<table>
<thead>
<tr>
<th>Year</th>
<th>FTA’S in India</th>
<th>Annual Growth(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>2649378</td>
<td>6.7</td>
</tr>
<tr>
<td>2001</td>
<td>2537282</td>
<td>-4.2</td>
</tr>
<tr>
<td>2002</td>
<td>2384364</td>
<td>-6.0</td>
</tr>
</tbody>
</table>
## FOREIGN EXCHANGE EARNINGS

<table>
<thead>
<tr>
<th>Year</th>
<th>FEE (in US$ Million)</th>
<th>(%) Change Over the Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>3460</td>
<td>15.0</td>
</tr>
<tr>
<td>2001</td>
<td>3198</td>
<td>-7.6</td>
</tr>
<tr>
<td>2002</td>
<td>3103</td>
<td>-3.0</td>
</tr>
</tbody>
</table>
VISION STATEMENT

• Develop India into a premier destination

• India should have worldwide brand recognition and strong brand equity

• Position India as a holiday destination for the affluent traveler
KEY MARKETING CHALLENGES

• Move from a low-value to a high-value marketing strategy

• Defend and enhance India's share in traditional long-haul markets

• Develop strong short-haul markets

• Target the relevant consumers

• Position and differentiate strongly vis-a-vis key competitors in the region
BRAND PERSONALITY

Innovative

Dependable

Professional

Stylish
VISUAL IDENTITY
IMAGE PERCEPTION – RICH IN CULTURE / HERITAGE

China
India
Japan
Thailand
Vietnam
Malaysia
Indonesia
South Korea
Philippines
Hong Kong
Taiwan
New Zealand
Singapore
Australia
Micronesia
INCREDIBLE INDIA

BRAND CAMPAIGN
Winner of PATA Gold Award

Incredible India

Padma-asana

Padma or lotus is the symbol of purity. Its seeds sprout in the dark and muddy bottom of a pond while the beautiful flowers bloom above the surface unpolluted by the muddy water. This is yoga asana, Padma, which cleanses your mind, body, and soul. While some consider it a very spiritual experience, everybody agrees it’s one that’s truly incredible.

www.incredibleindia.org | contactus@incredibleindia.org
Incredible India

the harmony and grandeur
of poetry sculpted in stone
ruins of a glorious era
in russet and gold
etched against a brilliant blue sky
magnificent Hampi
vibrant, vivid
truly the colours of incredible India
Get rid of 21st century stress.
Stand for 5,000 years.

Stand on your head. Breathe in deep. And let 500 centuries of science, spirituality and civilization cleanse your stress away. Get a dose of Yoga. It’s as amazing as the land that invented it. Incredible India.

Incredible India
contactus@incredibleindia.org  www.incredibleindia.org
There's a festival every day.

There's a fair every second.

Incredible! India

contactus@incredibleindia.org  www.incredibleindia.org

No land celebrates life like India. With festivals like Holi, and fairs like Pushkar. Come drench yourself in the days and moments that glorify harvests, seasons, triumphs, joys, sorrows, battles, Gods, and Kings. This is the land with 365 days of sound and 360 degrees of colour. Incredible! India.
INTERNET MARKETING
INCREDIBLE INDIA
INTERNET CAMPAIGN

Soak in the beauty of the Taj Mahal

www.IncredibleIndia.org
In less than 10 days we got 2300+ views.
OUTDOOR CAMPAIGNS

CANADA | CHINA |
FRANCE
JAPAN | SINGAPORE | USA
Incredible India Outdoor Branding in Beijing
Ad screen in Singapore
Bus in Singapore
Taxi in Singapore
Bus in Manhattan
Bus Shelter at Manhattan
Here Every Body Moves as One Body

Snake Boat Race • Onam Festival • Kerala

Incredible India

www.incredibleindia.org • info@indiatourism.com.sg
TRAM - SYDNEY
ITALY
ONGOING INTERNATIONAL CAMPAIGN 2013
• Round the year destination offering variety of tourism products

• 29 World Heritage Sites recognized by UNESCO

• Rich cultural, spiritual, natural and man made heritage

• A modern India emerging

• A way of life - an experience
Admire the Mughal’s love of architecture

Admire a Mughal’s love for his wife

Find what you seek

Incredible India

Taj Mahal at Agra, one of the seven wonders of the world. To know more, log on to www.incredibleindia.org
Char Minar, Hyderabad. To know more, visit www.incredibleindia.org
Nature - Pangong Lake, Ladakh, Jammu & Kashmir

Contemplate a swim
Contemplate the insignificance of man
Find what you seek
Incredible India

Pangong Lake, Ladakh, an unforgettable experience. To know more, log on to www.incredibleindia.org
Culture, Holi, Mathura, Uttar Pradesh

Throw colours on others
Add colour to your life
Find what you seek

Incredible India

Holi, the festival of colours. To know more, log on to www.incredibleindia.org
The ghats of Varanasi. To know more, log on to www.incredibleindia.org

See candles float

See hope float

Find what you seek Incredible India
Kathakali Dance

Kathakali Performance, Kerala. To know more, visit www.incredibleindia.org

Appreciate an ancient art form

Find what you seek

Incredible India

Appreciate the art of make-up
Wildlife, Bandhavgarh, Madhya Pradesh

Bandhavgarh National Park in Madhya Pradesh. To know more, log on to www.incredibleindia.org

Save the endangered species
Be the endangered species
Find what you seek
Incredible India
Wildlife, Kaziranga, Assam

Avoid loud horns
Admire sharp horns
Find what you seek Incredibl India

Rhinos in Kaziranga National Park, Assam. To know more, log on to www.incredibleindia.org
The perfect place to read a novel

The perfect place to write a novel

Find what you seek

Incredible India

A boat on a river in Kerala. To know more, visit www.incredibleindia.org
A beach in Andamans, far from the madding crowd. To know more, visit www.incredibleindia.org

Enjoy unspoilt nature  
Spoil yourself  
Find what you seek

Incredible India
## COMPARATIVE FTAS

<table>
<thead>
<tr>
<th>Year</th>
<th>World Arrivals</th>
<th>Arrivals in India</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>4.70% (996 mn)</td>
<td>9.2% (6.31 mn)</td>
</tr>
<tr>
<td>2012</td>
<td>3.85% (1035 mn)</td>
<td>5.4% (6.65 mn)</td>
</tr>
</tbody>
</table>

India’s share in Global pie of tourist arrivals 2012: 0.64%

World Position 2011: 38th

Source: Ministry of Tourism & UNWTO
## COMPARATIVE FEE (USD)

<table>
<thead>
<tr>
<th></th>
<th>Global Receipts</th>
<th>India</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>1030 Billion</td>
<td>16.56 Billion</td>
</tr>
<tr>
<td>2011</td>
<td>-</td>
<td>17.74 Billion</td>
</tr>
</tbody>
</table>

India’s share in Global pie of tourist arrivals 2011 1.61%

World Position 2011 17th

Source: Ministry of Tourism & UNWTO
ONGOING DOMESTIC CAMPAIGN
Go Beyond

A little beyond the India you know lies another India waiting to be discovered. So, get up, be adventurous, go forth and explore more.

Bharatpur Bird Sanctuary is just 56km from the Taj Mahal in Agra. For more information visit incredibleindia.org/gobeyond
Gateway of India and Ajanta Caves

A little beyond the India you know lies another India waiting to be discovered. So, get up, be adventurous, go forth and explore more.

Ajanta Caves, only 6 hours drive away from Mumbai. For more information visit incredibleindia.org/gobeyond

Go Beyond
Go Beyond
A little beyond the India you know lies another India waiting to be discovered. So, get up, be adventurous, go forth and explore Kerala.
Munnar, just a 3-hour drive away from Kochi. For more information visit incredibleindia.org/gobeyond.
A little beyond the India you know lies another India waiting to be discovered. So, get up, be adventurous, go forth and explore Jammu and Kashmir.

Leh is a scenic drive away from Srinagar. For more information visit incredibleindia.org/gobeyond
Go Beyond

A little beyond the India you know lies another India waiting to be discovered. So, get up, be adventurous, go forth and explore more.

Kanha National Park, about 400 kms from the sculptures at Khajuraho. For more information visit incredibleindia.org/go/beyond
Goa & Panchgani

A little beyond the India you know lies another India waiting to be discovered. So, get up, be adventurous, go forth and explore more.

Beautiful Panchgani is a scenic 6-hour drive away from Goa. For more information visit incredibleindia.org/gobeyond
A little beyond the India you know lies another India waiting to be discovered. So, get up, be adventurous, go forth and explore more.

Gohudongmar Lake in Sikkim, a short distance from Darjeeling. For more information visit incredibleindia.org/go/beyond
A little beyond the India you know lies another India waiting to be discovered. So, get up, be adventurous, go forth and explore more.

Mathura, just about a 5-hour drive away from Pushkar. For more information visit incredibleindia.org/gobeyond
Go Beyond

A little beyond the India you know lies another India waiting to be discovered. So, get up, be adventurous, go forth and explore more.

Sariska is just about a 110 km drive away from Jaipur. For more information visit incredibleindia.org/gobeyond.
We became the spokesman for our monuments.
Domestic Tourism constitutes 3/4th of Indian Tourism Economy.

2010

748 mn  (11.8%)  

2011

850 mn  (13.8%)
MEDIA PLANS
Main Features of Media Plan - Print

- Wider base and reach targeting up market potential travellers

- Different genres of publications – travel, lifestyle, fashion, business, general interest, in-flight, etc.

- Weekend magazine / travel sections of leading newspapers

- Integrated programmes with travel publications
MAIN FEATURES OF MEDIA PLAN - ELECTRONIC

• Wider base and reach targeting up market and mid segment potential travellers

• Different genres of channels – news, travel, sports, infotainment, etc.

• Local & regional channels both overseas and within India

• Focus on sports channels
MAIN FEATURES OF MEDIA PLAN - ONLINE

• Greater focus on Search and Social Media
• Enhanced advertising on Google and Facebook
• Increased focus on online advertising
• Inclusion of local language website
• Advertising on smart phone applications like iOS and Android
## Campaign – Budget

### International

<table>
<thead>
<tr>
<th>Year</th>
<th>(US$. in Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-14</td>
<td>73</td>
</tr>
<tr>
<td>2012-13</td>
<td>37.5</td>
</tr>
<tr>
<td>2011-12</td>
<td>51</td>
</tr>
</tbody>
</table>

### Domestic

<table>
<thead>
<tr>
<th>Year</th>
<th>(US$. in Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-14</td>
<td>25</td>
</tr>
<tr>
<td>2012-13</td>
<td>13.34</td>
</tr>
<tr>
<td>2011-12</td>
<td>11.67</td>
</tr>
</tbody>
</table>
# Collaboration with Stakeholders

## Stakeholders

<table>
<thead>
<tr>
<th>Internal</th>
<th>External</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministry of Tourism</td>
<td>Local industry partners</td>
<td>State Governments</td>
</tr>
<tr>
<td>- HQ</td>
<td>Overseas industry partners</td>
<td>PSUs</td>
</tr>
<tr>
<td>- India Tourism Offices</td>
<td></td>
<td>Central Agencies</td>
</tr>
<tr>
<td><em>Domestic</em></td>
<td></td>
<td>Other Ministries of Government of India</td>
</tr>
<tr>
<td><em>Overseas</em></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
COLLABORATION WITH STAKEHOLDERS

MDA Scheme & usage of Incredible India Logo:

• Provides financial support to approved tourism service providers hoteliers, travel agents, tour operators, tourist transport operators, approved by Ministry of Tourism or by State Tourism

• Allow use of Incredible India Logo based on requests received from various stakeholders
“Buildings age and become dilapidated machines wear out.

People die.

But what live on, are the brands.”
Incredible India

www.incredibleindia.org

Thank You