

**Embassy of India
Mexico City**

Incredible India Tourism Promotion event in collaboration with The Indian Holiday Pvt. Ltd.

9 June 2023

On 9th June 2023, the Embassy organized an Incredible India Tourism Promotion event in collaboration with The Indian Holiday Pvt. Ltd.

2. Amb. Pankaj Sharma highlighted the importance of tourism in his address to the august gathering which saw the presence of Director General (DG) of Promotion and International Affairs at the Ministry of Tourism of Mexico (SECTUR), Mr. Emmanuel Ernest Rey and more than fifty major tour operators from Mexico.

3. DG Mr. Rey, in his remarks noted the increasing footfalls of Mexicans in India for tourism and highlighted the importance of Mexico as an upcoming wedding destination for Indian nationals.

4. A detailed presentation on the varied places of interest in India was given by Mr. Abhijit Das Gupta from The Indian Holiday Pvt. Ltd. Audience greatly enjoyed presentations, dances, food & also experienced India through a virtual reality (VR) set.

5. The event saw participation of more than 100 people, majorly the different tour operators and agents from Mexico. The guests also enjoyed cultural presentations of Kathak and Odissi, organized by the Gurudev Tagore Indian Cultural Centre (GTICC) and also tasted the delicious Indian cuisine.

6. The Incredible India event served as an important medium for connecting people from diverse backgrounds while fostering cultural exchanges and understanding, which may lead to increased tourism between both countries. A few glimpses of the event may be seen below.



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