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Nalanda Resort

TAMILNADU

Chennai - Gokulam Park Sabari
Chennai - Gokulam Park, Ashok Nagar
Coimbatore - Gokulam Park

KARNATAKA

Bellary - Gokulam Park



KERALA

Guruvayur - Sree Gokulam, Vanamala
Guruvayur - Sree Gokulam, Sabari
Guruvayur - Sree Gokulam, Apartments
Thrissur - Sree Gokulam Residency, Amballur
Kollam - Sree Gokulam Residency, Oyoor
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Thalassery - Sree Gokulam Fort

TAMILNADU

Gudalur - Sree Gokulam Highrange Inn

Dear Friends

Telangana recently launched their tourism policy with a view to not only attract domestic and global tourists but also seek investments. The Tourism Policy is structured with a clear roadmap - its first ever tourism policy since the state was formed.

The government aims to increase tourism's contribution to the state's economy to at least 10 per cent, attract 15,000 crore in investments and create significant employment opportunities. The policy aims to achieve substantial new investments to tourism sector, creation of additional employment opportunity, position Telangana in top 5 States in domestic and international tourist arrivals. As part of this strategy the first steps will be - Hyderabad will host the Miss World 2025 pageant in May.

Key Drivers of policy are Safe Tourism, Infrastructure Development and Development of Special Tourism Areas (STAs). The Policy is applicable as per the categorization of projects based on investment and location. Key strategies of the policy are Diversified Experiences to Tourists, Strengthening Infrastructure & Amenities, Promoting Public Private Partnerships (PPP), Branding and Marketing, Fairs and Festivals, Skill Development Initiatives as well as tourism awards. This Policy also contains detailed frame work for Eco-Tourism, Medical & Wellness Tourism, Spiritual Tourism, MICE and Sports Tourism, to provide a complete experiential vision to every explorer.

Held annually IMEX Frankfurt, the leading global exhibition for the meetings, events, and incentive travel industry will again provide 12,000+ participants ample business and networking opportunities. With 3,000+ exhibiting companies from 150 countries and 4000+ buyers along with 180 press attendees from 22 countries and an estimated 60,000+ meetings booked it's the show for MICE professionals across the globe.

It was when my dear friend, Hoshang Garivala, Country General Manager, India, The Ascott informed me that The Ascott team is visiting Mumbai, I was excited. Having interacted with The Ascott team several times during HICAP, Singapore, I was looking forward to meet them - Lee Ngor Houai, COO, The Ascott, Bee Leng TAN, Chief Commercial Officer, The Ascott Limited, CapitaLand Investment, CHIA Pei Siang, Head, Communications, The Ascott Limited and naturally Hoshang Garivala. During the interaction Lee Ngor Houai gave insights on the group including its expansion in India and in MICE segment.

With 15 acres of sprawling landscaped gardens around a 287-room lakeside property, Novotel Hyderabad HICC offers not only great leisure facilities but has also the largest MICE center, Hyderabad International Convention Centre (HICC), with direct connectivity to a hotel in India. In an interaction with Rubin Cherian, GM, Novotel Hyderabad Convention Centre & HICC, he highlights on importance of MICE.

Spread over 2000 acres Ramoji Film City makes us Indians feel great pride as it is recognized by Guinness World Records as the world's largest film studio complex. Located outskirts of Hyderabad, over 3500 films have been shot here including Bollywood and several Indian languages. Nearing completion of its 30th year Ramoji Film City has become a filmmakers' paradise. Not just that over the years it's become a dream holiday destination offering one-of-a-kind film-induced tourism in the country attracting around 1.5 million tourists annually from all over India.

The magical and mystic - the magnificent Ramoji Film City, located 35 km outskirts of Hyderabad is an ideal place for filmy enthusiasts with vast gardens (where many Indian hero, heroines sing and dance) and lots of statues as well as imitations of popular historical monuments and if lucky an opportunity to watch a shoot and see film actors at work. For film makers it provides comprehensive and advanced film production facilities with dedicated professionalism. A filmmaker can walk in with a script and walk out with a canned film.



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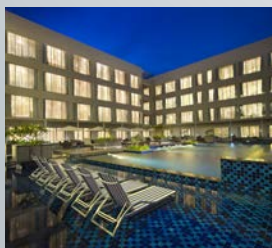
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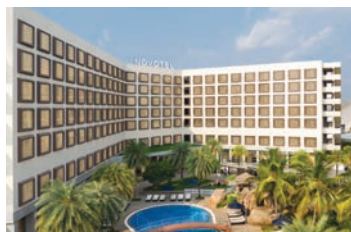
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IMEX 2025: 150-plus education sessions



Held annually IMEX Frankfurt, the leading global exhibition for the meetings, events, and incentive travel industry will again provide 12,000+ participants ample business and networking opportunities says **Chandragupta Amritkar**.

With 3,000+ exhibiting companies from 150 countries and 4000+ buyers along with 180 press attendees from 22 countries and an estimated 60,000+ meetings booked it's the show for MICE professionals across the globe.

IMEX 2025 has been designed to support and unite event professionals in the current business landscape, bringing together an expansive roster of international suppliers. Destinations, venues, hotels and technology suppliers from around the world are all confirmed.



including the launch of a new resort, a convention bureau and multiple industry research reports and market updates.

IMEX's extensive and carefully researched learning program begins the day before the show, on Monday, May 19 with specialist education for association event professionals—Association Focus, and also for in-house planners and event program directors—Exclusively Corporate.

Speaker highlights from the education program's 150-plus sessions include:

Vanessa Sturman—The mantra "eat good to feel good" sounds simple but can be hard to achieve with a hectic lifestyle. Nutrition coach Vanessa will detail fast, effective nutrition strategies to improve performance, focus and resilience without overhauling busy routines.

Henry Coutinho-Mason—A futurist who'll share "non-obvious ways to design a people-first AI strategy". Henry will offer practical examples of how organizations are using AI to create authentic, lasting value for customers. He says: "I'm obsessed with how people, business and society work, and where we're headed next."

Shaena Harrison—A "professional wing woman", Shaena will demonstrate ways to elevate networking to new heights. She wants to help people move beyond the small talk and build relationships that are authentic and long-lasting.

Helene Hall—Using honest, frequently funny anecdotes, Helene will share her Nordic take on embracing the magic in everyday moments or "hverdag". She'll also reveal how to squeeze more joy out of the day to day.

"In the current climate, the pressure's on more than ever for planners to maximize their event experiences—and we've designed IMEX Frankfurt to help them do that," explains IMEX CEO Carina Bauer.

"From face-to-face business meetings—the bedrock of the show—to personalized, practical education and inventive activations, we've crafted this show so that event professionals can leverage every element of it for their own impactful and meaningful experiences plus sustained business success, of course."

Destinations representing Europe (Croatia, Iceland and—new this year—Sarajevo), North and South America (Canada, Costa Rica, Mexico), Africa (Kenya, Morocco and—new this year—the Seychelles) and Asia-Pacific (Singapore, New Zealand, India and—new this year—Pattaya) are among those joining the show.

Some are expanding their presence including China, Czech Republic, Colombia, Ethiopia, Rwanda and the US. Alongside hundreds of global destinations, all the major hotel groups will be present including Hilton, Hyatt, IHG, Marriott and Radisson.

The broad international range of suppliers means that IMEX Frankfurt is set to be the stage for some major news announcements

Education sessions

A major attraction of IMEX is the program of professional and personal development, a comprehensive range of more than 150 learning sessions ranging from a full day of experience design learning to “extreme leadership”, risk management, tech and well-being.

Attendees can “pick and mix” across nine tracks to suit their requirements. Tangible, practical takeaways are front and center to allow them to sharpen their skills and apply what they’ve learned in their meetings the same day.

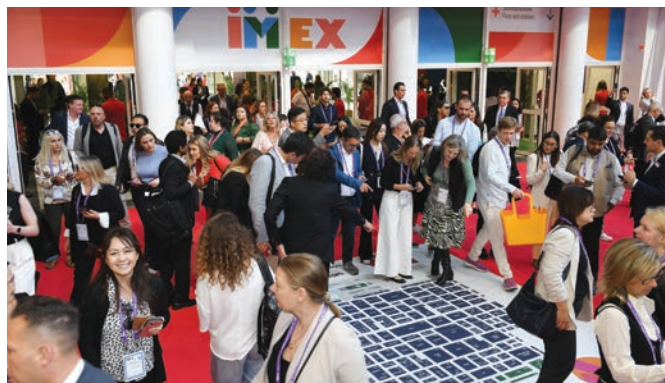
The tracks:

Design Matters – Design Matters has been crafted to show how “good design is good business”. This is also the title of a panel session with Anna Gyseman, IMEX’s Head of Design, and Tobias Geisler, Co-founder of space experience design company VAVE.

Experiential Event Design - Pigalle Tavakkoli, founder of the School of Experience Design will discuss Play to innovate: Discover the art and science of unlocking creativity.

Event Logistics: A practical track with experts casting a fresh eye and sharing the latest learnings on event planning fundamentals. Budgeting and negotiation, contract management, safety and risk management and F&B trends will all be covered.

Impact: IMEX’s Talking Point for this year, the sessions on Impact will delve into how to design gatherings that leave a lasting, positive impact on people and the planet.



Tech Innovation and AI: Futurist Henry Coutinho-Mason is set to look outside the business events sector and bring fresh insight on AI in Thriving in the AI era: Non-obvious ways to design a people-first AI strategy.”

Well-being: With the World Health Organization calling loneliness a pressing health threat, there's an opportunity for planners to redesign events to put well-being and connection at the core (as detailed in the latest IMEX report: The Power of Experiences).

Other Impact sessions will explore and open up conversations regarding Environmental, Social and Governance (ESG), net zero and DEI.

IMEX Frankfurt 2025 is set to take place from May 20 to May 22, 2025, at Messe Frankfurt, Germany.

Hilton Frankfurt Airport: An excellent MICE venue

It was when I was invited to ITB, Berlin and flying via Frankfurt, I thought why not meet Mario Rupflin, GM of Hilton Frankfurt Airport and Hilton Garden Inn Frankfurt Airport and Simona Grimm the hotels Marketing & Communications Manager. Coordinating with Mario Rupflin and Simona we decided to have a lovely breakfast together. It was great catching up with them again and relishing the lovely spread at the Rise restaurant.

While the hotel has 249 contemporary guest rooms and suites with two Executive Floors and an Executive Lounge, its USP is its



prime location in Frankfurt. Above the high-speed train station, it's connected to Terminal 1 at Frankfurt Airport, via a skywalk, the express highway is right beneath the hotel and the regional train station is just a few steps and escalators down.

On the MICE front this airport hotel has state of the art meeting and event facilities suitable for staging any prestigious corporate event, from automobile exhibitions to gala dinners. The hotel has turned out to be an excellent venue for pharmaceutical, automobile, financial, ICT conferences. The spectacular Ballroom "Globe" can accommodate 400 + guests theatre-style, with the adjoining foyer providing an

excellent venue for coffee breaks, exhibitions and receptions.

“Before every meeting, we do use our Meeting Impact Calculator to estimate the carbon footprint of the event. After the meeting, the data is updated to take in account the final details to send out a report to our customers. Customers have the chance to neutralize their carbon footprint with us. By choosing a carbon-neutral meeting at our hotels, our customers do not only reduce their carbon footprint but also support environmental projects worldwide,” said Mario Rupflin.

The F&B is a strong segment. Apart from the lounge there's the Rise restaurant that has a nice selection of meals. Mario Rupflin was kind enough to organise a wonderful dinner for me. Daniel Kahn, the smiling F&B attendant served me some tasty dishes. I relished the carrot ginger soup as well as the mocktail – a refresher dawn.



Seamless Global & Local Connectivity at Hyderabad, India's MICE capital



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Telangana State Tourism Policy 2025 – 2030

Telangana recently launched their tourism policy with a view to not only attract domestic and global tourists but also seek investments says **Chandragupta Amritkar**

A glorious history of more than 2500 years, Telangana State is a treasure trove of tourist destinations with magnificent forts and monuments, temples, pristine natural beauty with lakes, rocky regions, wildlife, flora and fauna, diverse ethnic groups, festivals, art and culture.

Now with a focus on tourism as a major growth engine, besides IT and Life Sciences sectors Telangana has launched its Tourism Policy to provide necessary impetus for Tourism Infrastructure Development with strategic concessions and incentives.

The Tourism Policy is structured with a clear roadmap - its first ever tourism policy since the state was formed. The government aims to increase tourism's contribution to the state's economy to



at least 10 per cent, attract 15,000 crore in investments and create significant employment opportunities. As part of this strategy the first steps will be - Hyderabad will host the Miss World 2025 pageant in May.

The policy aims to achieve substantial new investments to tourism sector, creation of additional employment opportunity, position Telangana in top 5 States in domestic and international tourist arrivals.

Key Drivers of policy are Safe Tourism, Infrastructure Development and Development of Special Tourism Areas (STAs). The Policy is applicable as per the categorization of projects based on investment and location. Key strategies of the policy are Diversified Experiences to Tourists, Strengthening Infrastructure & Amenities, Promoting Public Private Partnerships (PPP), Branding and Marketing, Fairs and Festivals, Skill Development Initiatives as well as tourism awards. **This Policy also contains detailed frame work for Eco-Tourism, Medical & Wellness Tourism, Spiritual Tourism, MICE and Sports Tourism, to provide a complete experiential vision to every explorer.**

It is a matter of pride to note that, Telugu language was accorded the status of classical

Language by Government of India in 2008. The state now stands out for its robust infrastructure, excellent connectivity, featuring one of the world's best airports, year-round pleasant climate, prestigious educational institutions, thriving IT and IT-enabled services sector, global pharmaceutical hub with robust health

infrastructure (being the "vaccine capital" of the world), leading defence organizations, and a vibrant service and film industry.

Based on the tourism potential of different regions/ destinations, Special Tourism Areas (STAs) will be developed across the state on mission mode. Currently 27 STAs have been identified and each identified STA will be critically reviewed through a Master Planning approach and infrastructure/tourism ecosystem gaps will be identified. Accordingly, STA specific strategy and road map will be prepared along with the shelf of projects and implementation schedule.

A central focus of the policy is on conserving Telangana's natural resources, including forests, wetlands, wildlife habitats, and cultural sites, while fostering biodiversity, ecological integrity and sustain ecotourism potential in the long run.

KEY DRIVERS

1. Promote Safe Tourism by creating dedicated tourist police units/tourist patrols across key tourist destinations, implementing women-friendly measures to ensure the safety of female tourists, and leverage Tourism Friendly Index (TFI) to evaluate the safety standards of destinations. Additionally, CCTV surveillance at all tourist destinations will foster a safer and more welcoming environment for tourists.
2. Position Rajiv Gandhi International Airport, Shamshabad as focal point by creating Iconic Projects in the vicinity, within the reach of 1-2 hours' drive.
3. Develop Dry Port along the Regional Ring Road (RRR) duly connecting it with Greenfield Highway to Machilipatnam Port, thus facilitating it as hub for construction materials / building materials shopping and promoting Business Tourism.
4. Create World Class Shopping experiences along RRR, such as Specialized Malls for Wedding Shopping, Gold Souks, Household Shopping, Outlet Malls, Construction Material Malls, Furniture Malls and organize year-round calendar of shopping festivals with attractive offers to the buyers.
5. Promote Mega Retail Malls (Luxury Branded Malls/ Factory Outlets) along ORR Exit points based on the land availability on PPP Mode.

The policy aims to achieve the following outcomes:

- Attract Rs.15,000 Crores of new investments to tourism sector in next 5 years.
- Create additional Employment Opportunity for 'Three Lakh people' in next 5 years.
- To position Telangana in top 5 States in domestic and international tourist arrivals.
- Position diverse attractions of the state at Global level through concentrated efforts on digital marketing platforms / strong social media presence / literary documentation and preservation.
- Enhance tourism contribution to 10% or higher of the State GDP.

Hyderabad is all set to host the
72nd Miss World 2025
beauty pageant from May 7th to 31st, 2025



- Contestants from 140 countries will be taking part in this prestigious event.
- Telangana plans to use this opportunity to enhancing its image globally
- Showcasing its rich cultural heritage and diverse tourism offerings
- It will also be a platform highlighting Telangana's economic potential and development
- Fostering opportunities for foreign direct investment and stimulating economic activity
- Creating jobs and strengthening the state's overall global brand image



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- Promote Godavari and Krishna river tourism by developing jetties and launch stations, water sports, House-boats and initiate "River Festivals" on the lines of Boat festival of Kerala.
- Encourage Waterfront development along the lakes in Urban Areas as weekend getaways with adventure activities, kids' zone and local retail outlets.
- Create Helipads and provide air connectivity extensively at all Special Tourism Areas (STAs).
- Explore Golf Tourism potential in the state.
- Create strong social media and digital presence to promote state as dynamic tourism destination.
- Conduct Familiarization (FAM) trips for domestic and international travel community, more importantly South East Asian countries for attracting large numbers of Buddhist Tourists & Investments to the State.
- Targeted wellness & meditation centers will be developed at Buddhavanam, Nagarjuna Sagar for attracting Buddhist tourists throughout the year.
- Encourage the "Adoption of Monuments" by Corporates for conservation of Heritage Buildings, Forts, Palaces, Tombs and tourist attractions.

Experiential Tourism

To create new and diverse tourist attractions with authentic dive into experience of the local cuisine, culture and traditions. Focused efforts will be made to promote

- Eco-Tourism
- Medical & Wellness Tourism
- Spiritual Tourism
- MICE Tourism
- Sports Tourism

Sops for investors

- Investment Facilitation Cell will be created for facilitation and monitoring of all investments into the tourism sector.
- 50% SGST reimbursement for investors for a period of five years, but hotels and resorts will not be eligible for reimbursement.
- For the development and operation of tourism projects, different Public-Private Partnership (PPP) models will be adopted through a transparent bidding process. Proposed models include Build-Operate-Transfer (BOT), License Fee, Joint Venture (JV), Equity and other models aligning with emerging global trends.

Wellness Zones: Promoting Traditional & Holistic Healing in the STAs.

The Telangana Medical and Wellness Tourism Board (TMWTB) has been constituted under the chairmanship of the health minister to ensure compliance with legal, ethical, and public health standards while promoting medical and wellness tourism.

- Wellness Zones in the STAs will be earmarked to encourage development of integrated Ayurveda, Yoga, Naturopathy and Homeopathy services for a holistic healing experience.

- Utilizing certified graduates from A.Y.U.S.H recognized Colleges in Telangana, NABH accredited A.Y.U.S.H Hospitals will be established in these niche integrated Wellness Zones.
- A state-of-the-art Naturopathy Institute will be developed at Ananthagiri hills, while upgrading the existing Nature Cure Hospital at Hyderabad.
- Financial incentives which are offered under the Tourism framework will be extended, as applicable, to Wellness Zones.

MICE

Meetings, Incentives, Conferences & Exhibitions (MICE) tourism sector has emerged as key driver of business tourism over past decades in Hyderabad supported by world class infrastructure

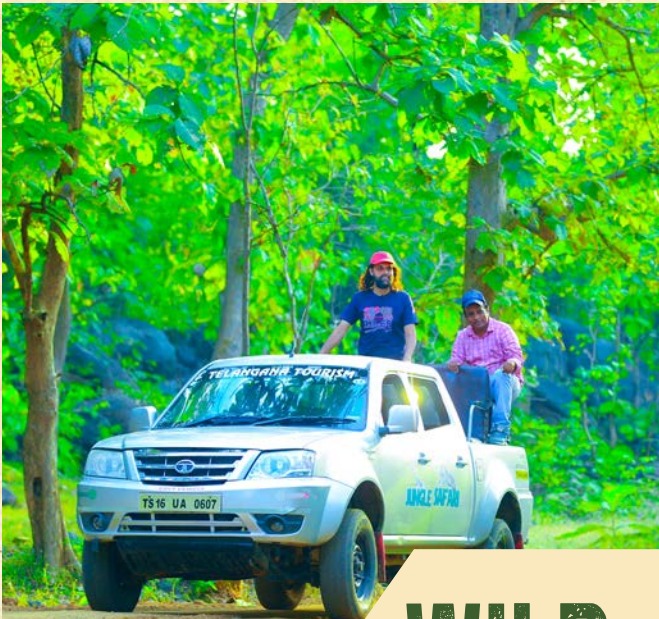


like HICC, HITEK etc. and also a world class airport. State has proudly hosted many international MICE events and positioned as one of the leading destinations for MICE in Southeast Asia.

- New MICE infrastructure will be developed with Private Sector Participation by offering appropriate incentives.
- New locations will be identified for the 'MICE Tourism' including Destination Weddings (Vikarabad, Nagarjuna Sagar, and Yadagirigutta etc.) at proposed STAs with world-class event venues, accommodation etc.
- Tailor made special incentives will be offered for development of Iconic Projects like mega theme parks, film studios etc. proposed across the state.

Other Important Pointers

- For eco-tourism, the Telangana Forest Development Corporation (TGFDC) will serve as a nodal agency for policy implementation
- Annual Film Awards will be revived and publicized by introducing Regional Awards, National Awards and International Awards duly involving Film Industry.
- Hyderabad Numaish will be expanded and promoted on the lines of Global Village of Dubai.
- Calendar of Food Festivals shall be created across Telangana in partnership with Hospitality Industry.
- Special festivals will be organized to promote Hyderabad Biryani, Haleem & Telangana Vantakalu.
- Tourism and Hospitality University will be established in the State by upgrading National Institute of Tourism & Hospitality Management (NITHM). It will act as a nodal agency for preparing the road map for skilling programs



Kawal
Wild Life Sanctuary



Bogatha Waterfalls

WILD & FREE — WEEKENDS —

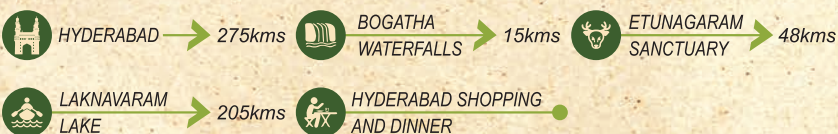


Laknawaram Islands



Unesco Ramappa Temple

Find what the locals call the 'Niagara of Telangana' after a gentle trek through the hills. Hunt for tree fossils in a forest filled with nature's wonders. Or shoot some incredible pictures at a lake with islands, boating and a stunning suspension bridge. It's all here waiting to be discovered over your next weekend. Book now, to discover Telangana like never before.



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Advantage Telangana

Telangana is one of the fastest growing states in India be it in manufacturing, IT, Life Sciences or Biotech sectors.

The focus is now on making tourism as a major growth engine – MICE, Medical tourism, Buddhist circuits etc.

MICE destination

Telangana offers a compelling proposition for countries seeking ideal MICE (Meetings, Incentives, Conferences, and Exhibitions) destinations.

Telangana's central location in India ensures easy accessibility for international delegates. Hyderabad's Rajiv Gandhi International Airport is a major aviation hub with excellent connectivity to major cities worldwide. Well-developed road and rail networks facilitate seamless travel across India and within the state.

World-Class Infrastructure

Telangana boasts state-of-the-art convention centers like the Hyderabad International Convention Centre (HICC), offering world-class facilities for large-scale events. A wide range of luxury hotels and accommodations cater to diverse needs and budgets. Modern amenities like high-speed internet, reliable power supply, and advanced communication systems ensure smooth event execution.

Cost-Effectiveness

Telangana offers competitive pricing for venues, accommodation, and services compared to other major MICE destinations. Cost-effective solutions enable organizers to minimize their budgets and deliver high-quality events.

Safety and Security

Telangana provides a safe and secure environment for international delegates. Stringent security measures and a welcoming atmosphere ensure a comfortable experience.

Unique Experiences

Telangana offers a variety of unique experiences beyond conferences and exhibitions. Explore heritage sites, indulge in adventure activities or rejuvenate with traditional wellness therapies.

Focus on Sustainability

Telangana is increasingly promoting sustainable MICE practices. Eco-friendly venues, green initiatives and responsible tourism options are gaining popularity.

The 72nd Miss World pageant

With such great MICE potential the 72nd Miss World pageant will be held in Hyderabad from May 7th to 31st. It is poised to significantly benefit the state by leveraging global media attention to showcase its rich cultural heritage, diverse tourism offerings (including heritage, eco, medical, and film tourism), and modern infrastructure, thereby enhancing its image as a desirable tourist destination and attracting long-term sustainable growth in the tourism sector. Simultaneously, the event provides a unique platform to highlight Telangana's economic potential and development to a global audience of potential investors, fostering opportunities for foreign direct investment, stimulating economic activity, creating jobs, and strengthening the state's overall global brand image as a progressive and investor-friendly hub.

Ramappa Temple

One of the temples not to be missed is the world renowned Ramappa Temple that is special for its unique construction technique using lightweight bricks and the intricate carvings on its walls, pillars, and ceilings. In July 2021, Ramappa Temple was declared as a UNESCO World Heritage Site. It's also notable



for being named after the sculptor, Ramappa, which is a rare occurrence for a temple.

Located in Palampet village, it is 66 km from Warangal and 209 km from Hyderabad. The temple complex, encircled by a wall, was constructed in 1213 AD during the reign of the Kakatiya dynasty. The main structure is in a reddish sand stone, but the columns around the outside have large Brackets of black basalt which is rich in Iron, magnesium and silica. These are carved as mythical animals or female dancers or musicians and are "The Masterpieces of Kakatiya art notable for their delicate carving, sensuous postures and elongated bodies and heads."

Buddhist tourism circuit

If you ever visit Hyderabad, you cannot miss the landmark - Buddha Statue of Hussain Sagar Lake. The state is very keen on attracting Buddhists from all over the globe and within India to explore important Buddhist heritage sites. Other main locations include the Dharmapuri Buddhist Stupa, Nelakondapalli, the Phanigiri Buddhist Monastery.

The Nagarjunasagar - Buddhavanam area is also being developed as a major tourism and spiritual destination. Plans are afoot for setting up an International Buddha Museum in Buddhavanam and link it to the Buddha statue in Hussain Sagar along with the historical sites in Phanigiri and Nelakondapalli. Buddhavanam is a Buddhist heritage campus located in Nagarjuna Sagar, Telangana, India. The story behind creating Buddhavanam dates back to the 3rd century CE when Buddhism flourished in the region.

Buddhist Tourists. Buddhavanam serves as a symbol of Indian's rich Buddhist heritage and a tribute to the legacy of Acharya Nagarjuna. It is located 150 km from Hyderabad.

A World Famous Destination dotted with World Class Hospitals at a fraction of the cost



Hyderabad, one of the biggest cities in Telangana offers world class medical facilities for tourists seeking speciality treatment at the most competitive prices. The city boasts of numerous ultra modern hospitals with qualified doctors and state-of-the-art equipment for prompt diagnosis and treatment. Cardiology, dental gastroenterology, oncology, ophthalmology and orthopedics are some areas of specialisation offered across hospitals.



Hospitals offering Medical Tourism

● Apollo ● Asian Institute of Gastroenterology ● Care Hospitals ● Global Hospitals ● Kamineni Hospitals ● Krishna Institute of Medical Sciences ● L V Prasad Eye Hospital ● Nizams Institute of Medical Sciences ● Rainbow Hospital ● Virinchi Hospital ● Yashoda Hospitals and many more



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Restaurants + Bars

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NOVOTEL



Medical Tourism

Hyderabad has emerged as a key player in medical tourism sector attracting over 1 Lakh global patients annually through its accredited hospitals and expert medical professionals.

Key Factors Driving Medical Tourism in Telangana:

Accredited Hospitals: With 6 Joint Commission International (JCI) accredited hospitals and 76 National Accreditation Board



for Hospitals & Healthcare Providers (NABH) accredited hospitals, the state provides world-class healthcare facilities that meet global standards.

Affordable & High-Quality Treatments: The medical procedures in the State cost 50-70%

less than the US and Europe. This cost advantage, combined with high-quality care, makes Hyderabad an attractive destination for international patients.

Seamless Travel & Patient Facilitation: Telangana's improving international connectivity plays a crucial role in driving medical tourism. The state is continuously enhancing direct international air connectivity to assist foreign patients.

Popular Medical Specialties in Telangana

- **Orthopedics:** Telangana offers state-of-the-art solutions for joint replacements, knee replacements and sports injuries. The presence of robotic-assisted surgery and minimally invasive procedures has enhanced patient recovery times, making the state a preferred choice for medical travelers.
- **Cardiology:** Hyderabad has emerged as a premier destination for advanced procedures such as bypass surgeries, angioplasty and valve replacements. These hospitals are equipped with cutting-edge technology and experienced cardiologists, ensuring high success rates for both domestic and international patients.
- **Oncology:** Hyderabad is home to renowned oncology centers that provide comprehensive cancer treatment, including targeted therapies, radiation oncology and bone marrow transplants. These hospitals offer personalized treatment plans, leveraging advanced techniques like proton therapy and immunotherapy, which attract international patients seeking specialized care.

Wellness and Ayurveda

Hyderabad's medical tourism industry has embraced the growing demand for holistic wellness treatments. The integration of Ayurveda, an ancient Indian system of medicine, with modern healthcare practices has attracted individuals seeking wellness retreats and preventive care. Ayurvedic spas, yoga centers and wellness resorts offer a range of rejuvenation therapies, creating a comprehensive wellness experience for medical tourists.

Obtuse Angle: A bureaucrat's journey through cartoons

One of the finest bureaucrats that I have come across is BP Acharya - if I WhatsApp him he always reverts back instantly, if I call him and he is tied up, he invariably returns the call and if I am in Hyderabad, he always spares time for us to have lunch or dinner.

A former IAS officer and Special Chief Secretary of the Telangana government, he has several achievements to his name playing a pivotal role in facilitating and developing many world-class industrial clusters such as Genome Valley, Financial District, Mindspace, Knowledge City, Sri City, Brandix etc. These initiatives have directly and indirectly created employment for over 4 lakh people.

Recognized as a TED Speaker, he cleared the UPSC exam in the first attempt and joined the IAS in 1983. "As a bureaucrat, a core value has been empathy. The more you help people around you, the more you feel gratified and are living your purpose. A cartoon is a creative medium which promotes this empathy. You see, bureaucracy is all about service. However, in the recent past, it has become more about self-service," said BP Acharya.

But it's his childhood hobby of cartooning and emulating legends like RK Laxman, Mario, Kutty and publishing a regular column titled "Obtuse Angle" where he made cartoons about the Indian bureaucracy - a funny and humorous side to the rigmarole of bureaucracy.

Now in a book format titled Obtuse Angle (that implies that there is always a different way of looking at things around us). "As we weren't encouraged to criticise the government or policies, so I decided to look inward, at the bureaucracy. Over 40 years, I made around 1,000 cartoons, out of which around 200 have been included in this book" said BP Acharya. His insightful cartoons captured the inefficiencies of India's governance system and through his unique satirical style he humanized societal issues while offering constructive criticism of the system. The book priced at Rs. 599/- will soon be available on Amazon.



Chandragupta Amritkar

Thematic HOLIDAY DESTINATION with CINE-MAGIC



Ramoji Film City is a filmmakers' paradise and dream holiday destination. It presents an inimitable experience of the make-believe world.

The exclusive guided studio tour offers a unique engagement with glamorous film sets, thematic attractions, sprawling avenues, entertainment, live shows, fun rides, eco tour, shopping and multi-cuisine dining.

It is also home to Wings – the mesmerising Bird Park, Ramoji Adventure @Sahas – Asia's finest adventure land,

Sukhibhava - the wellness facility that promotes lifestyle modification and detoxification and live set for Motion Capture & Virtual Shoot.

The land of cine-magic hosts spectacular events and Carnival extravaganzas and offers wide-ranging stay options to suit every budget. It's the go-to-destination for family holidays, experiential corporate events, grand weddings, honeymoons, celebrations, edutainment tours and group vacations.



Studio Tour



Grand Weddings



Hotel Stay



Experiential Corporate Events



Wellness



Ramoji Adventure @ Sahas



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“We have a growing focus on MICE infrastructure across several of our multi-typology brands”



Lee Ngor Houai

It was when my dear friend, **Hoshang Garivala, Country General Manager, India**, The Ascott informed me that The Ascott team is visiting Mumbai, I was excited. Having interacted with The Ascott team several times during HICAP, Singapore, I was looking forward to meet them - **Lee Ngor Houai, COO, The Ascott**, **Bee Leng TAN, Chief Commercial Officer, The Ascott Limited**, **CapitaLand Investment**, **CHIA Pei Siang, Head, Communications, The Ascott Limited** and naturally **Hoshang Garivala**. During the interaction Lee Ngor Houai gave insights on the group including its expansion in India and in MICE segment



Hoshang Garivala

Can you throw light on Ascott's global portfolio?

Headquartered in Singapore, Ascott is a wholly owned subsidiary of CapitaLand Limited. We pioneered Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984. Today we enjoy recognition worldwide and are present across the globe - Asia Pacific, Middle East, Africa, Europe, and even USA. With a portfolio of more than 990 properties across 14 brands in 230 cities over 40 countries our diverse collection of award-winning brands includes Ascott, Citadines, lyf, Oakwood, Somerset, The Crest Collection, The Unlimited Collection, Fox, Harris, POP!, Preference, Quest, Vertu and Yello.

Your Ascott Star Rewards (ASR) loyalty programme is gaining prominence.

True. Our members enjoy exclusive privileges and curated experiences, enhancing every aspect of their travel journey. From priority welcome services and access to airport lounges, to enhanced stay benefits such as car rental privileges, bonus ASR points, airline miles and travel vouchers, ASR ensures a seamless, start-to-finish experience. Beyond exceptional stays, ASR members also enjoy access to Ascott Privilege Signatures, which unlocks invitations to prestigious global events, including Premier League football matches, renowned tennis tournaments, and elite gastronomy and lifestyle experiences.

Talking of gastronomy how do you plan to elevate Ascott's F&B offerings?

With traveller preferences increasingly guided by experiential stays, Ascott's brand portfolio is uniquely positioned to deliver distinctive culinary moments that reflect the rich diversity of each destination. Our Oakwood brand, in particular, caters to the rising demand for bleisure travel and authentic dining, recognising food as a gateway to local culture and heritage.

Today, over half of Oakwood properties feature on-site dining with a focus on comfort food, and all new Oakwood openings are expected to offer in-property culinary experiences. In early 2025, we launched All You Knead is Comfort, a global campaign celebrating the universal appeal of comfort food through interactive guest experiences, limited-time menus and culinary

events. A highlight of the campaign was Comfort, Curated, Oakwood's first digital cookbook, featuring recipes from chefs across all 12 countries where Oakwood operates.

Representing India, Executive Chef Reagan Fernandes of Oakwood Residence Kapil Hyderabad contributed his take on Haleem, a hearty slow-cooked stew of meat and lentils

beloved both as street food and a fine dining delicacy. His cooking demonstration is featured on the DiscoverASR YouTube channel, inviting guests to explore regional flavours and recreate a taste of home wherever they are.

What about MICE and banqueting?

We have a growing focus on MICE infrastructure across several of our multi-typology brands to meet rising demand for large-scale meetings, events and social gatherings.

A flagship example in Vietnam is Ascott Tay Ho Hanoi, located by the iconic West Lake in Hanoi's Tay Ho District. Opening in phases, the property will begin hosting events ahead of its grand opening in 2026. It features The Sense Tay Ho Convention Centre, offering 14 flexible event spaces, including the city's largest pillarless hotel Grand Ballroom with a capacity for 2,000 guests. The property will also house 618 hotel rooms and serviced apartments, along with premium wellness amenities such as a spa, gym, swimming pool and yoga rooms.

In Vietnam's Thanh Hoa Province, Lasong Hotel & Villas Sam Son by The Unlimited Collection opened its first phase in April 2025, featuring 68 boutique hotel rooms, 20 private villas, all-day dining and wellness amenities. The next phase, launching in May 2025, will introduce a 250-pax ballroom, a jjimjilbang Korean





wellness bathhouse and additional F&B offerings, with a further 198 rooms set to open in 2026.

These developments underscore Ascott's commitment to providing versatile and high-quality MICE and banqueting facilities that cater to the evolving needs of both business and leisure guests.

Digital nomads is the buzz word. How do you go about facilitating their remote work needs?

As digital nomads settle into new destinations, our priorities are clear: flexibility, seamless connectivity, community and safety. Ascott's innovative flex-hybrid model is designed to meet these needs, offering options for both short and long stays, with hotel-style services and tailored accommodations that cater to both work and leisure.

Whether guests are staying for a few days or a year, Ascott empowers them to "Stay Your Way" with a variety of room and apartment configurations that support different lifestyles. Our properties bridge the gap between traditional hotels and long-term rentals, redefining how people live, work and travel.

Ascott's lyf brand takes this a step further by fostering community, collaboration and connection. More than just a place to stay, lyf is an experience-led social living concept that fosters meaningful connections and supports the modern 'live+work' lifestyle embraced by digital nomads.

Wellness tourism is growing rapidly. Any plans to focus on this segment?

Ascott's portfolio of 14 distinct brands is designed to meet the evolving preferences of today's travellers – including the rising demand for wellness-focused experiences. From social living with lyf to blended travel with Oakwood and active urban lifestyles with Citadines, each brand offers tailored experiences aligned with specific guest needs.

In 2024, we launched a global partnership between Citadines and ClassPass, the world's largest fitness subscription platform. This marked Citadines' first global collaboration of its kind, and ClassPass' largest with a hospitality brand.

Through this partnership, guests and members of Ascott Star Rewards (ASR) gained access to exclusive ClassPass benefits and could book fitness amenities like gyms and pools directly via the app in select Citadines properties across Asia Pacific, France, and the UK.

What about sustainable practices in your hotel?

Sustainability is central to our business. Through Ascott CARES, our global framework launched in 2022, we align growth with ESG principles – extending our culture of care to the people, communities and environments we engage with across our operations.

As a member of the Global Sustainable Tourism Council (GSTC), Ascott was one of the first hospitality groups to receive GSTC-Recognised Standard status in 2022. Today, nearly 80 of our properties globally are GSTC-certified, and we aim for 100% of our eligible managed and branded properties to be certified by 2028.

In India, four of our seven operating properties are already GSTC-certified, including Citadines OMR Chennai, Somerset Greenways Chennai, Oakwood Residence Kapil Hyderabad and Oakwood Residence Whitefield Bangalore. Several of our Indian properties have also implemented initiatives to partially source their energy from clean alternatives.

Looking ahead, what strategic priorities and initiatives are in pipeline for India?

India is a key growth market for Ascott, both as an inbound and outbound travel hub. We aim to double our portfolio in India to 12,000 units by 2028, with a dual strategy focused on geographic and brand expansion. While we continue to strengthen our presence in Tier-1 cities like Bangalore, Chennai, and Hyderabad, we are also expanding into Tier-2 and Tier-3 cities – driven by growing interest in lesser-travelled destinations and the significant under-penetration of branded hotels in these cities.

Alongside our existing brands – Ascott, Citadines, Oakwood and Somerset brands – we plan to introduce lyf, our social living brand tailored for India's urban millennial and Gen Z travellers. With growing interest in community-driven, flexible stays, lyf is perfectly positioned to meet the lifestyle needs of digital nomads and the next-gen workforce. We also see strong potential for The Unlimited Collection and The Crest Collection, which cater to the rising appetite for immersive, culturally rich experiences.

India is also a fast-emerging outbound travel market, propelled by rising middle-class incomes and a young, aspirational population. To capture this momentum, Ascott is leveraging its global network of 14 brands to attract Indian travellers worldwide. In February 2025, we participated in SATTE, South Asia's largest travel trade show, to build new partnerships and drive international growth – and we look forward to returning in 2026.



“Our vision goes beyond hosting events we aim to make Hyderabad a permanent fixture on the global MICE calendar”



Spread over 15 acres of sprawling landscaped gardens around a 287-room lakeside property, Novotel Hyderabad HICC offers not only great leisure facilities but has also the largest MICE center, Hyderabad International Convention Centre (HICC), with direct connectivity to a hotel in India. In an interaction with **Rubin Cherian, GM, Novotel Hyderabad Convention Centre & HICC**, he highlights on importance of MICE

What do you feel is the most distinctive feature of your hotel and HICC?

What truly sets Novotel Hyderabad Convention Centre and HICC apart is its scale, integration, and purpose-driven

are trained in digital hospitality, event personalization, and service innovation. Our commitment is to not just meet but anticipate the changing expectations of MICE clientele, ensuring every event is impactful, immersive, and flawlessly executed.

With quite a few MICE specific hotels across India why should Indians and International organizations choose Novotel and HICC?

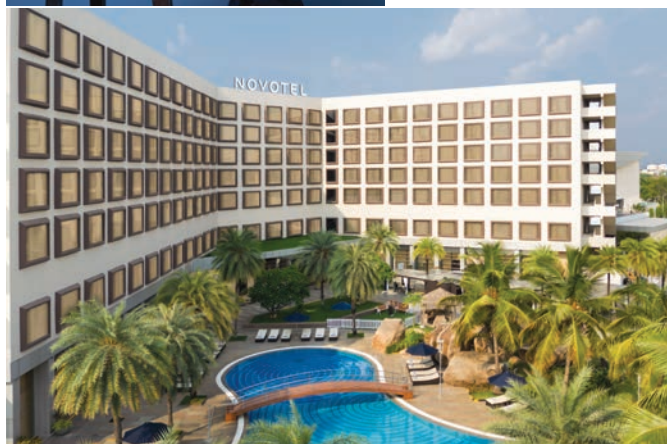
What sets Novotel and HICC apart is not just infrastructure that includes 37 break-out venues besides the main convention centre, but the experience we create around it. While others offer venues, we deliver a complete ecosystem: a dedicated MICE campus with world-class facilities, expert event planners, and bespoke service at every touchpoint. Our domain expertise of over 18 years speaks of our ability to seamlessly handle events of all scales—be it a high-level leadership summit or a global convention. Additionally, our strategic location in Hyderabad’s knowledge corridor offers easy access to top corporates and global talent. International and Indian clients choose us for reliability, consistency, and the ability to turn complex briefs into extraordinary experiences.

What incentives do you provide to event organisers?

We’re committed to rewarding our event organizers not just with exceptional service, but with tangible benefits. Through Accor’s ALL Meeting Planner program, planners earn Reward and Status points for every eligible event booked with us redeemable across Accor’s global portfolio. It’s a powerful loyalty platform offering unmatched flexibility: use points to offset future event costs, enjoy hotel stays, or even share rewards with colleagues. Membership is free, points never expire, and there are no blackout dates. It’s our way of recognizing our planners’ trust, building lasting relationships, and ensuring they’re rewarded well beyond the event itself. Simply put, plan more, earn more.

What are your plans to project MICE within India and globally?

Our vision goes beyond hosting events we aim to make Hyderabad a permanent fixture on the global MICE calendar. By collaborating with the Government of Telangana, regional associations, and industry partners, we’re building a strong pipeline of high-impact conferences and summits. Strategic outreach across South India, internationally, region-specific marketing, and hybrid event capabilities have helped us expand our footprint domestically. Internationally, our track record with events like G20, BioAsia, and SHRM reinforces our credibility. We’re investing in tech,



design. HICC is India’s first and South Asia’s finest standalone, purpose-built convention centre featuring a pillar-less hall of 6,480 sq. metres that accommodates up to 6,000 delegates, 37 versatile breakout rooms, and direct connectivity to the eco-certified Novotel Hyderabad Convention Centre. This 287-room international business hotel offers resort-style serenity with all the conveniences of urban luxury. Ideally located in the heart of Hyderabad’s IT and Pharma corridor, we offer the unique advantage of seamless business, luxury, and convenience all just steps away from the city’s biggest global corporate hubs.

Can you elaborate on the MICE front?

India’s MICE landscape is evolving rapidly, and at HICC, we see this as a catalyst for innovation. We differentiate through hyper-personalized service, curated dining experiences, and state-of-the-art venue offerings. With client preferences shifting toward hybrid and experiential formats, we have enhanced our technology infrastructure to deliver seamless onsite and online events. Continuous learning is core to our approach, our teams



F&B innovation, and sustainable practices to stay ahead of global MICE trends ensuring Novotel and HICC remain the preferred choice for immersive, large-scale events with lasting impact.

Telangana recently released its Tourism Policy. How do you view the policy and its focus on MICE?

Novotel Hyderabad Convention Centre and HICC. With its strong focus on experiential travel, infrastructure incentives, and MICE tourism, the policy reinforces Hyderabad's status as a global meetings hub. We welcome the government's intent to consolidate the city's leadership in business tourism and are proud to be at the forefront hosting international summits and driving high-impact events. The emphasis on public-private partnerships and lean-season promotion is timely, and we look forward to collaborating through platforms like HCVB to elevate Telangana's global brand and contribute meaningfully to tourism-led growth.

Who are the property's key target markets?

Our primary target markets span both domestic and international segments. Domestically, Hyderabad leads MICE demand, followed by Mumbai, Delhi, and Bangalore—driven by corporates, associations, and social gatherings. Internationally, the USA and Europe remain strong, especially for tech, pharma, and academic conferences. We also target regional markets across Andhra Pradesh and Telangana for association meetings, medical summits, and destination weddings.

To what percentage your hotel depend on inbound traffic from abroad and domestic travellers?

Over the past year, domestic travellers have contributed to 85% of our occupancy, with inbound international guests accounting for the remaining 15%. This ratio reflects Hyderabad's rising stature as a thriving business and leisure hub within India. Our integrated offering, 287 well-appointed rooms at Novotel Hyderabad Convention Centre and direct access to the world-class HICC makes us a preferred choice for MICE delegates, business travellers, and social groups. While domestic demand continues to dominate, international traffic driven by global conferences, exhibitions, and business forums remains vital. This balance allows us to cater effectively to both audiences, while positioning Hyderabad as a compelling destination for global events.

A lot of hotel brands are currently emphasizing green practices. What about your hotel?

Sustainability is at the core of our operations. We proudly hold

the Green Key Certification, a globally recognized eco-label that reflects our commitment to sustainable hospitality. In 2024, we transitioned our guest vehicles to electric ones, reducing operational costs by 77% and minimizing our environmental impact. Our solar panel system, consisting of 1,818 panels spread across 48,904 square feet, powers a significant portion of our property, reducing reliance on conventional energy. We also introduced 'O by Aria Life Water', an innovative atmospheric water system that minimizes plastic usage and conserves groundwater. Additionally, we've implemented the Liquid Off-Take system and converted our laundry boilers to LPG, saving ₹14.88 lakhs and driving greater efficiency.

As GM what are the main changes implemented and how have these changes influenced its operations?

As GM, key changes have focused on driving both sustainability and innovation across operations. We've implemented solar panels and the Aria water system, significantly reducing our environmental impact. New market segments were targeted through tailored approaches for HICC and Novotel Hyderabad, emphasizing technology, lifestyle experiences, and culinary innovation. Employee wellbeing and regular training have strengthened our



internal culture. The strong synergy between HICC and NHCC drives MICE revenue, with over 75% contributing annually. Sustainability continues to be a shared focus, with eco-friendly operations across both properties. Continuous investment in renovations, tech upgrades, and F&B innovations ensures we stay ahead of evolving guest expectations.

As you look to 2030 what are your key priorities?

Looking ahead to 2030, our priorities remain focused on innovation, sustainability, and ensuring that Hyderabad remains a global destination for both business and leisure. For HICC, we'll continue enhancing its capabilities to host world-class events, ensuring it stays at the forefront of MICE offerings. Our Novotel Hyderabad Convention Centre will emphasize experiential dining, from intimate settings like Under the Mango Tree to vibrant outdoor spaces like Permit to Grill. We'll also elevate guest experiences with our unique bars, such as the stylish Stone Bar and the dynamic The Bar. We aim to expand our outdoor catering services and create more unique event spaces, both indoor and outdoor. By staying adaptive and forward-thinking, we'll make both properties integral to the global hospitality landscape.

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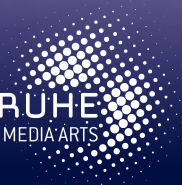
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A MICE Destination with Cinematic Charm

Ramoji Film City already well known as a filmmakers' paradise is fast becoming a MICE and wedding destination



Spread over 2000 acres Ramoji Film City makes us Indians feel great pride as it is recognized by Guinness World Records as the world's largest film studio complex. Located outskirts of Hyderabad, over 3500 films have been shot here including Bollywood and several Indian languages. Nearing completion of its 30th year Ramoji Film City has become a filmmakers' paradise. Not just that over the years it's become a dream holiday destination offering one-of-a-kind film-induced tourism in the country attracting around 1.5 million tourists annually from all over India.

The magical and mystic - the magnificent Ramoji Film City, located 35 km outskirts of Hyderabad is an ideal place for filmy enthusiasts with vast gardens (where many Indian hero, heroines sing and dance) and lots of statues as well as imitations of popular historical monuments and if lucky an opportunity to watch a shoot and see film actors at work. For film makers it provides comprehensive and advanced film production facilities with dedicated professionalism. A filmmaker can walk in with a script and walk out with a canned film.

For Tourists

Ramoji Film City offers a guided studio tour of grand film sets and attractions, make-believe sets, daily live shows performed by hundreds of artists, interactive entertainment, Wild West stunt show and fun rides. The hub of fun and leisure is home to thematic attractions, sprawling avenues, dedicated eco-zone, exclusive children's attraction and Asia's finest adventure land.



Guests can visit Bird Park and Butterfly Park, blockbuster Baahubali set, Motion Capture and Virtual shoot set, and Mayalak – the latest attraction that offers the behind-the-scenes magic of set design.

For those who crave adventure, RAMOJI ADVENTURE @ SAHAS, Asia's finest adventure land offers an exciting range of thrilling activities i.e. high rope course, net course, ATV ride, mountain biking, zorbing, bungee ejection and paintball etc.

Then there is the SUKHIBHAVA – the dedicated wellness facility offers rejuvenating personalized therapies under the supervision of qualified professionals.

In synch with the holiday seasons, Ramoji Film City hosts special celebrations and carnivals i.e. Holiday Carnival (Summer Season), Festive Celebrations - Dussehra to Diwali, Winter Carnival, and New Year Celebration etc.

Guests can enjoy the Carnival delights with special entertainment, illuminated ambience, musical glow garden and extended evening hours. The Carnival Parade with themed floats becomes a highlight featuring clowns, jugglers, and stilt walkers engaging visitors with fun acts.

Worth visiting are Hawa Mahal, an intricate miniature Golconda Fort, which is on a hilltop from which one can have a Bird's-eye view of the whole studio, a Japanese garden, the ETV planet (a multi-purpose editing suit), a large pool, artificial waterfalls, intricately carved caves, an airport terminal, hospital set, railway station, churches, mosques and temples, shopping plazas, palace interiors, chateaus, rural complexes, urban dwellings, a winding highway, and model US and European sets.

Baahubali Set

Most of us must have seen the majestic Creation of SS Rajamouli - Baahubali movie series. What impressed many is the incredible sets created during the movie shooting, the fictions kingdom of Mahishmati. The film's sets were preserved by the film city and are now one of the most popular tourist attraction at Ramoji Film City and has transformed into an exclusive attraction with a massive draw for the tourists. From the artwork of leading characters like Devasena, Kattapa, Baahubali, and Bhallaladeva on walls to intricate pillars, magical staircases, the life-size horses



along chariots, structures of elephants, the Shivalinga, and the underground prison are all open for the public to explore. The sets was created with an estimated budget of 60 crores spread over 100 acres of land in Ramoji Film City.

MICE

Over the years, Ramoji Film City has developed several verticals that include experiential corporate events, grand thematic weddings, honeymoons, edutainment excursions and social celebrations etc. For MICE it truly boasts a wide range of venues, including auditoriums, halls, banquet halls, and outdoor spaces suitable for various event types. Many of the film sets, such as the one from "Baahubali," are used as unique and visually appealing event locations.

As a destination for experiential corporate events, Ramoji Film City attracts corporates for business meets, sales conferences, get-togethers, exhibitions, product launches, and team-building. They also hosts grand thematic weddings with versatile venues, creative themes, entertainment, and luxury hospitality. As a romantic getaway with touches of glamour, it attracts honeymooners and styles them as heroes and heroines. It makes an excellent choice for



celebrating social functions, life's milestones and commemorative parties. Ramoji Film City is also a favourite destination for action-packed excursions for schools and colleges.

And of late, it has emerged as the choicest venue for concerts, live shows, large-format events, trade fairs and expos.

The film city is well-organized, with convenient transportation options and facilities like phone charging stations, restrooms, and food stalls. It is a popular destination for a day trip or even a longer stay. And certainly for MICE.

Hotels At Ramoji Film City

For tourists, conferences, parties, social events as well as for film staff the owners have thoughtfully provided hotels (ranging from luxury to budget) in Ramoji Film City with 500+ rooms.

Sitara - Luxury Hotel

Sitara, the luxury hotel with 170 rooms including theme suites and royal suites offers lavish accommodations, fine dining or ample options for fun and recreation.



Tara - Comfort Hotel

Tara –the comfort and contemporary hotel with 126 rooms offers best-in-class accommodation with an array of amenities.

Vasundhara Villa – Farm House Accommodation

Tucked in fruit gardens, Vasundhara Villa with six spacious bedrooms offers the ambience of farm house.



Shantiniketan - Budget Stay

Shantiniketan – the budget hotel offers no-frills stay and on-demand services of a hotel.

Greens Inn – Cosy Accommodation

Located 5 kms away from Ramoji Film City, Greens Inn offers 122 well-appointed deluxe rooms in four different blocks i.e. Amber, Opal, Emerald and Ruby. It also has dedicated zones for play and recreation.

Hotel Sahara- Shared Accommodation

Adjoining the live film studio of Ramoji Film City, Hotel Sahara offers shared accommodation in AC and Non-AC dormitories. It accommodates 886 people with separate blocks for men & women and can be an excellent for groups.

“On TripAdvisor we are ranked number 2”



It was when Baiju Gopalan, MD, Sree Gokulam Group of Companies and Anand Ramachandran, Cluster GM- Gokulam Park Sabari OMR & Gokulam Park Ashok Nagar, Chennai talked highly of the Coimbatore property that I decided to pay a visit.

Landing in Coimbatore, the hotel vehicle was there for pick up and the driver informed me that the hotel is just a 10 minute drive. Reaching the hotel, check in was smooth and after some time Arul Selvan, Corporate Executive Chef of Gokulam hotel group came to meet me. Having covered their properties in Chennai, Bangalore, Kochi, Kumarakom, Kovalam and Trivandrum, I had come to the conclusion that Gokulam Park group's chefs have created a niche for their creativity, culinary expertise, and a overall positive dining experience.



Arul Selvan

Since I had arrived on a Sunday, I

had the pleasure of experiencing the hotels Sunday brunch. “It’s a lavish spread of 60+ dishes including soups, salads, starters, main course a mix of veg and non-veg dishes and a whole lot of desserts. Along with this we have a band playing so our guests can enjoy live music and songs,” said Arul Selvan. They also have live counters of oriental cuisine and Italian pasta. I thoroughly relished my brunch and the chefs company.

With 107 rooms, including Executive, Deluxe, and Suite categories, Gokulam Park also offers interconnected room options to ensure flexibility for families and groups. Experiencing their suite room, I found it quite spacious (620 sq ft) I had good views from the suite.

The next day morning I caught up with the soft spoken **N. Srinivasan, GM, Gokulam Park Coimbatore**. With over 18 years’ experience in the hotel industry including 5 years with Gokulam group, N. Srinivasan spoke with our editor, **Chandragupta Amritkar**. Excerpts

What made you enter this industry?

It was my love to interact with people that motivated me to choose this industry. I did my BSc. in hotel management and later my MBA in tourism. My passion has been driving me to keep guests happy and comfortable. Add to this we have an excellent chef who provides superb dining experiences. Today I can proudly say - on TripAdvisor we are ranked number 2, among 153 hotels in Coimbatore.

Yes you do have a great chef. Can you tell about the culinary experiences that guests can look forward to?

We have three dining options - 24x7 Bytes - our all-day dining restaurant, Zero Degree Lounge and Bar and naturally room service. Thanks to our appealing interiors and ambience many house guests opt for dining in our restaurant. Add to this our lavish buffets and live counters. On weekends many locals bring their families as we do have an exclusive kid’s corner with live pasta, pizza, burger, sandwich, chocolate fountain etc. We also conduct numerous food festivals and recently we had a wonderful street festival which was much appreciated.

Our Zero Degree Lounge and Bar has become quite popular among localities as a renowned hotspot. We also have DJ Nights on Friday and Saturday.

What about MICE and weddings?

That’s surely becoming a good revenue earner. We have six event spaces. The largest is the grand Westminster Hall, accommodating up to 320 guests followed by professional boardrooms like Orchid and Oxford. Corporates from IT, pharma, textiles, medical and educational institutions all have their corporate events, impactful conferences, or intimate board meetings. Apart from this we have weddings, get together, farewell parties etc. In our restaurant we even have a PDR for select lunch/dinner parties as well as kitty parties. For relaxing we have a nice swimming pool and a well-equipped health club.



24 Offbeat Hours in Thailand

If you only have 24 hours to immerse yourself in Thailand- think offbeat, think immersive, think unforgettable.

And that is exactly how I spend my 24 hours feels **Pooja Amritkar**.

Thailand has it all - ancient temples, island parties, turquoise beaches, towering skyscrapers, and a vibrant nightlife. But sometimes, the best stories unfold not in the spotlight, but in the quiet corners just beyond it.

Morning: We started early, just after sunrise. Enjoyed the hotel buffet and hit the road by 7 A.M. Destination? Kanchanaburi - a hidden gem of natural wonder and poignant history, just two and a half hours west. The drive took us past rolling rice fields, roadside shrines, and many palm trees.

Midmorning: Our first stop was the River Kwai Bridge. As beautiful as the bridge looked, its haunting past came as a surprise to us. Constructed during World War II by Allied prisoners under Japanese command, our guide told us stories of how Allied Forces bombed the iron bridge in 1944. Three sections of the Bridge were destroyed, then later rebuilt - it now acts as a functional bridge and a war memorial.

We boarded the Death Railway or Burma Railway, built between 1942 and 1943 by Allied POWs and Asian laborers under brutal Japanese command, the railway earned its name from the thousands of lives lost during its construction due to malnutrition, relentless work hours, and diseases. As the train chugged from Bangkok to Kanchanaburi, the three-hour journey took our breath away. The tracks hugged cliffs and curved along the river, offering spectacular views that momentarily made us forget its history. The passage over the Wang Pho Viaduct is breathtaking as the river curves, surrounded by jungle. It is one of Thailand's most powerful and visually striking historical journeys.

Lunchtime: For lunch, we got off at Tham Krasae station and took a quick five-minute walk to the scenic Krasae Restaurant. It's perched right on the edge of the river, with panoramic views of the railway bridge and rock cliffs. The buffet surprised us in the best way, with a variety of veg and non-veg options, all fresh, flavorful, and delicious.

Afternoon: Next, we drove to Erawan National Park and Waterfalls, a hidden gem and one of Thailand's most awe-inspiring natural wonders. This seven-tiered waterfall winds through the jungle, with emerald pools at tiers two and three offering the best experience. We only hiked up to the third tier since the higher tiers had less water. We swam in the cool, crystal pools and let the fish nibble at our toes. It gave a sense of tranquillity that's hard to come by in the hustle of daily life - it was pure magic. This quiet, green escape makes you forget you're just hours from the chaos of Bangkok. Don't even think about skipping this.

Evening: By evening, we were back in Bangkok. We headed to IconSiam, Bangkok's luxurious riverside mall, where the iconic laser light show dazzles the Chao Phraya River every evening. We watched the synchronized lights and music from the open rooftop of IconSiam.

For dinner, we had our pick to indulge in vegetarian dishes at Grand Palace or fresh seafood at Savoey Seafood, renowned for its crab, prawns, and grilled fish. Later, we grabbed a cup of coffee from IconSiam's Starbucks Reserve.

Night: After dinner, we wandered through Asiatique The Riverfront, a lively night market just a short boat ride away. Stalls sell everything from handmade jewelry to quirky souvenirs, perfect for a late-night shopping spree while enjoying the river breeze.

Sometimes, a single day is all you need to fall in love with a place.

Where to Stay:

Courtyard by Marriott Bangkok Suvarnabhumi Airport: Ideal for travelers catching early flights or arriving late, it offers comfort, convenience, and a 24-hour restaurant.

Pullman Bangkok Hotel G: Perfectly located in the heart of Silom, it has a buzzing burger bar, and stunning skyline views from the upper floors.



Anti-Aging Face Mask Stimulates Natural Collagen Production

Researchers from the Translation Center for Regenerative Therapies TLC-RT at the Fraunhofer Institute for Silicate Research ISC, working in collaboration with B-COS GmbH, have developed a biodegradable face mask designed as a two-component system that stimulates collagen production with the aim of rejuvenating the skin with lasting results. The anti-aging effect is triggered by ortho-silicic acid.

There is a huge range available: cellulose sheets, gel, cream, clay, activated charcoal or peel-off — when it comes to highly concentrated facial masks, there is something for any skin concern. They are advertised as targeting the signs of the skin's natural aging process. In fact, conventional face masks do moisturize and plump the skin for a short time — but so far, there has been no scientific proof of manufacturers' anti-aging promises of long-term wrinkle reduction. In the Cosmetic Silica Mask (CoSiMa) project, researchers from Fraunhofer TLC-RT at Fraunhofer ISC teamed up with B-COS GmbH to develop a cosmetic face mask system that stimulates the body's natural production of collagen, reducing the formation of wrinkles with lasting effects. The project received funding as part of the German government's Central Innovation Program for Small and Medium-Sized Enterprises (Zentrales Innovationsprogramm Mittelstand, ZIM) and additional support from the Fraunhofer AHEAD spin-off program. Plans call for the cosmetic product to be launched on the market later this year.

Anti-aging effect proven in studies

The two-component system consists of a mask or pads made of silica gel nonwoven fabric that, when exposed to an activation solution designed specifically for this purpose, dissolve on the surface of the skin, releasing ortho-silicic acid. The fabric underwent ongoing development and refinement for a wide range of different applications over a period of decades. The CoSiMa team — including Dr. Sofia Dembski, Dr. Jörn Probst and Dr. Bastian Christ, all researchers in the Biomaterials team at Fraunhofer TLC-RT — had already been able to demonstrate through in vitro tests that the ortho-silicic acid stimulates collagen production in the skin. The independent dermatological testing institute Dermatest® confirmed in a study commissioned by collaboration partner B-COS GmbH that wrinkle depth was reduced and skin was firmer and had greater moisture content even before the four-week test phase was concluded. “With advancing age, people become increasingly

deficient in collagen, which is the main cause of wrinkles forming. This makes it important to strengthen the connective tissue. Our mask is proven to fight the loss of collagen,” Dembski explains.

The mask, which is available in prototype form, comprises a set of five pads, which are placed in the under-eye area, on the forehead and at the corners of the mouth. The pads are moistened with the activation solution that comes with the mask and then left in place for a short time to take effect. After that, the RENACER® fibers can be massaged in and fully absorbed by the skin. One hundred percent of the ingredients penetrate the skin. The activation solution delivers an additional moisture boost combined with an instant feeling of hydration and freshness.

Sustainable, biodegradable cosmetic product


Some of the face masks commonly found on the market today contain ingredients that can potentially cause allergic reactions and synthetic polymers, some of which persist over long periods in the environment and can pollute wastewater unnecessarily, even though they are present in dissolved form, unlike solid microplastic particles. By contrast, the Fraunhofer TLC-RT face mask is completely biodegradable after the activation solution is applied, with proven bioavailability and no ingredients of

toxicological concern, and unlike standard commercially available sheet masks, it also does not generate any cellulose waste, which poses challenges for water treatment systems. “Ortho-silicic acid is the natural form of silicon found in plants and other life forms, so our cosmetic product does not contain anything not found in nature. Instead, we use a natural substance that, as a product of the evolutionary process, is involved in certain functions in the human body, such as building connective tissue,” Christ says. “Consumers are

increasingly focusing on sustainability in cosmetics and turning to products that do not harm the environment. Our anti-aging face mask satisfies this point a hundred percent,” Probst adds.



An anti-aging facial pad developed through collaboration between Fraunhofer ISC and B-COS GmbH is applied to a test subject's skin. It stimulates the body's natural production of collagen, achieving a lasting reduction in wrinkle formation. © Fraunhofer ISC



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