

D.O. No. 2021/IRCTC/Tourism/TT/Promotion

Date: 26<sup>th</sup> October, 2021

Dear Shri Kumar.

**Sub: Promotion of Travel and Tourism Products of IRCTC in Singapore.**

**Ref: MEA's letter no. AC-202/551/2021 from JS (Economic Diplomacy) dated 21.10.2021**

The Indian Railway Catering And Tourism Corporation Limited is one of the professional organizations in India with multi-faceted customer centric businesses in travel, tourism, hospitality, catering, packaged drinking water and IT.

Since its inception in 1999 as a Public Sector Undertaking, over the 2 decades IRCTC has developed its core competencies in rail tourism and has specialized in luxury as well as mass tourism. In order to attract diverse market segments, IRCTC has developed rail tourism products from Rs. 900/- per day to \$900 per day per tourist. Today the rail tourism products of IRCTC include *Bharat Darshan* and *State Special trains* in the budget segment, **Air Conditioned Deluxe Tourist Train** for the mid-segment and **Maharajas' Express** and **Golden Chariot Tourist Train** in the luxury tourist segment.

Being a developed country, Singapore is seen as one of the potential markets for inbound tourism to India and hence has a strong capacity to generate business in luxury tourism. IRCTC presents its range of luxury tourist and deluxe tourist trains for wide promotion in your region and offers best in class product and services for the tourists who wish to see the rich and varied culture of India.

**1) Maharajas' Express:** *Maharajas' Express* is one of the best luxury trains of the world with option of four classes of elite accommodation, exquisite on-board food and beverage service facilities in its two fine dining restaurants and two bars cum lounges. The 23 coach long train can accommodate 84 guests in one trip. Each guest cabin has attached bathrooms and WC with the Suites and Presidential Suite having even a Bath Tub.

The train travels on four itineraries covering destinations in Rajasthan, Agra, Madhya Pradesh and Uttar Pradesh. The train has been voted as the "World's Leading Luxury Train" by World Travel Awards for 7 years in a row since 2012. The itineraries include excursions to the important monuments and indulgent activities such as a Dinner on Sand Dunes in Bikaner, an evening of cultural dances on the Ghats at Varanasi and lunch in the City Palace complex at Udaipur etc.

**2) Golden Chariot Train:** The train owned by Karnataka State Tourism Corporation Limited (KSTDC) was taken over by IRCTC for marketing and operations in 2020. The train has since been refurbished and the itineraries have been reviewed to make them more interesting for international visitors. Golden Chariot is the only luxury train operating in South India with three itineraries showcasing the best of Karnataka, Tamil Nadu, Kerala and also Goa.

The train houses two fine dining restaurants, one bar, one Gym cum Spa and can accommodate 88 guests in one trip. Each guest cabin has attached bathrooms and WC.

**3) Deluxe Tourist Train (Buddhist Circuit Tourist Train):** The Deluxe Tourist Train is a combination of 2<sup>nd</sup> AC and 1<sup>st</sup> AC accommodation, two restaurants and can accommodate up to 150 guests in a single trip with various additional on-board features and services. .

The train operates in a fixed itinerary on the Buddhist Circuit itinerary covering various important places connected to the life of Buddha such as Gaya, Rajgir, Varanasi, Lumbini (Nepal) and Shravasti.

All the above mentioned trains are also available for Charters to Groups, Field Visits etc. for which itineraries can be customized according to the requirement of the interested party.

I am enclosing the promotional material including brochures, videos and high resolution images for each train that are attached through google drive links for your kind reference. In case any further information is required, you may please direct your team to contact the IRCTC officers indicated in the table below:

SN	Train	Official website	Google Drive Link	Designated Officer
1.	Maharajas' Express	<a href="http://www.the-maharajas.com">www.the-maharajas.com</a>	<a href="https://drive.google.com/drive/folders/1FGziZm3McMxJcQar5tiPMGGdc3R15BS6?usp=sharing">https://drive.google.com/drive/folders/1FGziZm3McMxJcQar5tiPMGGdc3R15BS6?usp=sharing</a>	Sh. Amresh Kumar, Joint General Manager (Tourism) +91 9717640678 akumar4733@irctc.com
2.	The Golden Chariot	<a href="http://www.goldenchariot.org">www.goldenchariot.org</a>	<a href="https://drive.google.com/drive/folders/1cj3Zvm1z2C8L-OkKxNEW5uuQZDabD0HI?usp=sharing">https://drive.google.com/drive/folders/1cj3Zvm1z2C8L-OkKxNEW5uuQZDabD0HI?usp=sharing</a>	
3.	Buddhist Circuit Tourist Train	<a href="http://www.irctcbuddhisttrain.com">www.irctcbuddhisttrain.com</a>	<a href="https://drive.google.com/drive/folders/1-xZlp3Q97ggPIIB62RMVeQ9hVFWSD-h?usp=sharing">https://drive.google.com/drive/folders/1-xZlp3Q97ggPIIB62RMVeQ9hVFWSD-h?usp=sharing</a>	Dr. Achyut Singh, Joint General Manager (Tourism), +91 8287930468 asingh4734@irctc.com

In view of above, IRCTC solicits the support from the Indian Mission in your region which will not only promote rail tourism in India but shall also go a long way in faster revival of inbound tourism in India in the post COVID-19 pandemic era.

DA : As Above

*with Regards.*

Yours sincerely,

*Rajni Hasija*

(Rajni Hasija)

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