

## Ministry of Tourism, Government of India

The Ministry of Tourism, Government of India is the nodal agency for the formulation of national policies and programmes for the development and promotion of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments for developing tourism infrastructure, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources. The functions of the Ministry in this regard mainly consist of all Policy Matters, including Development Policies, Incentives, External Assistance, Manpower Development, Promotion & Marketing and Investment Facilitation.

The Ministry of Tourism has a field formation of 20 offices within the country and 14 offices overseas. The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas and the field offices in India are responsible for providing information service and facilitating tourists and monitoring the progress of field projects.

The Incredible campaign, a successful Destination Branding initiative to position India as an incredible world-class tourist destination is the initiative of the Ministry of Tourism. This campaign today spans across various media including Print, Television, Online and Outdoor etc. covering all important source markets across the world.

A recent initiative of the Ministry is the operation of a 24x7 toll-free multi-lingual helpline 1800111363 (short code 1363) to facilitate our tourists and provide support and information relating to travel in India. The helpline has been made available in English, Hindi and 10 international languages (Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish) to help both domestic and international tourists.

## Tourism Finance Corporation of India Ltd.

Tourism Finance Corporation of India Ltd. (TFCI) is a specialized Institution to cater to financial requirements of the tourism industry. TFCI has successfully played the role of investment catalyst for the tourism sector and has cumulatively sanctioned assistance aggregating Rs.8105 crore to 787 projects mainly in tourism and other related sectors apart from creating 47000 hotel rooms in the country. TFCI provides financial assistance by way of rupee loan, subscription to equity/debentures and corporate loans mainly to hotel projects, amusement parks, ropeways, multiplexes, restaurants etc. TFCI also finances infrastructure / manufacturing projects to a limited extent. The prominent projects assisted by TFCI includes Tourist Trains- Palace on Wheel I&II, Esselworld Amusement / Water Park, ADLABS-Imagica, Mumbai, Heritage hotels - Umed Bhavan Palace - Jodhpur, Health resorts like Ananda In Himalayas - Rishikesh and many hotel projects ranging from 2 star to 5 star Deluxe category.

TFCI has contributed significantly in terms of creation of tourism infrastructure throughout the country and thereby generating direct employment opportunities. TFCI also provides high-quality research and consultancy services to the tourism industry in general and to the investors in tourism industry in particular.

## Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 240 national and regional sectoral industry bodies.

The CII theme for 2016-17, Building National Competitiveness, emphasizes Industry's role in partnering Government to accelerate competitiveness across sectors, with sustained global competitiveness as the goal. The focus is on six key enablers: Human Development; Corporate Integrity and Good Citizenship; Ease of Doing Business; Innovation and Technical Capability; Sustainability; and Integration with the World.

With 66 offices, including 9 Centres of Excellence, in India, and 9 overseas offices in Australia, Bahrain, China, Egypt, France, Germany, Singapore, UK, and USA, as well as institutional partnerships with 320 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

### FOR EXHIBITION/ANY OTHER QUERIES

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## Confederation of Indian Industry

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Confederation of Indian Industry



Ministry of Tourism  
Government of India



TOURISM FINANCE CORPORATION OF INDIA LTD.



21-23 September 2016

Vigyan Bhawan, New Delhi, India

# Why Tourism Matters



# Who Should Participate

- State Governments
- Global Investors
- Domestic Investors
- Business Developers
- Infrastructure Developers
- Urban Developers
- International Associations
- Hoteliers
- Venture Capitalists
- Tour and Travel Operators
- Restaurateurs
- Cruise liners
- Helicopter Services
- Banks & Financial Institutions
- Entertainment Companies
- Spa and Yoga Centers

## Key Elements

- Exhibition for 2 days
- Seminars
- B2B and B2G meetings

## Why Invest in India?

- 100% Foreign Direct Investment Allowed\*
- 5 year tax holiday for hotels near UNESCO World Heritage sites\*
- 100% Investment related exemption\*
- Viability gap funding for PPP projects\*

## Why Investors' Summit?

- Creating world class infrastructure
- Last mile connectivity
- Increase in room supply
- Creating a platform for ready and investible projects across India



## Programme Highlights

- State presentations encompassing all investible properties
- Session on “Why invest in India”
- Panel discussion – “What India means to you: A celebrity session”
- Valedictory session: How to boost investment in tourism sector

## Sectoral Seminars

- Panel discussions on core infrastructure for tourism
- Session on start-ups, digital India and technology in tourism
- Session on MSME in tourism Sector
- Session on investing into SwadeshDarshan, PRASAD and MICE
- Chat on niche tourism products: adventure, cruise tourism, medical and wellness tourism



Country Facilitation Partner



Investment Facilitation Partner



Knowledge Partners

