

Infiniti to put Andaman Islands on global diving map

Plan to set up a Preferred Sales Agent network in India to focus on B2B sales

The first-of-its-kind scuba diving live-aboard product in India, Infiniti by Karina Tourism & Adventures, a Mumbai based company, is set to attract the worldwide diving fraternity to the Andaman Islands, thus putting the destination on the global diving map, revealed Sunil Bakshi, Co-Founder & Director, Karina Tourism & Adventures. According to him, the Andaman Islands are a unique destination for divers, surfers and general explorers. They have a lot to offer to Indians as well as foreigners, and much of it has been unexplored, he stated. The 130 feet long Infiniti will commence operations with five-day trips to diving sites in the Andaman Islands waters.



Infiniti is a first-of-its-kind product in the Indian market

barbecue under the stars, spa on board, island excursions, bird watching and so on," he said.

Speaking about their welcome in the Indian market, Bakshi stated that Infiniti has received healthy response from cities such as Mumbai, Pune, Bengaluru, Chennai and Delhi, among others. Highlighting their plan to attract

footfall, he added that Infiniti will primarily follow a B2B sales strategy and create a PSA network where partners in India and abroad will play very important roles.

"In addition to alliances with specialised dive clubs and select travel agencies/ tour operators, we will use digital marketing and targeted, niche advertising. Worldwide,



Sunil Bakshi

liveaboard marketing is very well organised and sophisticated. In India, the challenge is to create familiarity with the concept," he opined.

Infiniti's schedule from September to December expects Indians to come for PADI courses and general excursions or charters. From January to May, they expect an international clientele to come for some advanced diving at remote locations such as Barren Island and Narcondam Island. The marketing strategies are, therefore, being formulated to attract both inbound and domestic tourists, Bakshi revealed.

- Maansi Sharma

MINTCENTIVE bags accolade

MINTCENTIVE has won the Most Creative DMC award in India as a part of the Annual MICE Report Awards 2013. This award has been conferred upon the Le Passage to India (LPTI) team by The MICE Report.

Sanjay Malhotra, Senior Vice President, MINTCENTIVE thanking the voters said, "I am absolutely elated that MINTCENTIVE has been voted as the most creative DMC in



Arjun Sharma

India. It is most humbling and gratifying to know that end-users and suppliers have voted for us. I thank my team for their utmost dedication shown to each of the projects they undertook."

Arjun Sharma, Managing Director, LPTI said, "Even as difficult times descend on us, the MICE sector will continue to move ahead and evolve as it progresses. There may be changes in the packaging of the content-the meetings may get smaller, nearer home but will happen nevertheless. Technology, in the future, will be a game changer and play a significant role. Future success stories will be companies that will exhibit deeper involvement and combat recessionary trends with smart solutions. I strongly feel that future still belongs to Asia, especially China and India."