



Luxury live-aboard INFINITI puts India on global scuba diving map

India's first-ever live-aboard will initially explore dive sites in the pristine waters off the Andamans

Mumbai, July 25, 2013: - **Karina Tourism & Adventures** today announced the launch of the **INFINITI**, India's first scuba diving live-aboard vessel. The 130 feet long **INFINITI** merges impeccable taste and comfort with the highest design and safety standards. It is expected to give a tremendous fillip to scuba diving in India, by drawing enthusiasts from all over the world. The **INFINITI** will commence operations with 5-day trips to fresh and exotic diving sites in the **Andaman Islands waters**.

Live-aboards are very popular worldwide, especially among diving enthusiasts. These vessels offer guests all the modern conveniences, along with the opportunity to explore glorious underwater vistas or just unwind and take in the fresh air and sunshine. And the **INFINITI** has been built with exactly these objectives in mind. Constructed in Thailand under the close supervision of the **Royal Institution of Naval Architects (RINA) from Italy**, the **INFINITI** boasts world-class systems and equipment, an expert dive crew, and luxuriously appointed interiors, including guest rooms with en-suite bathrooms, a kitchen, a diving platform, an indoor dining room and multiple relaxation areas, including a large sun deck and a lounge.

For the discerning diver, the pristine Andaman Islands are a total delight. The clear, shimmering waters are home to an abundance of marine life, beautiful fringing reefs, steeply sloping walls and coral pinnacles. However, what makes the Andamans truly special is that unlike other destinations, it offers multiple and diverse dive spots: from the surreal volcanic Barren Island or Narcondam Island (known for its pelagics), to the Passage Island, The Sisters, Invisible Bank and much more.

Mr. Sunil Bakshi, founder of **Karina Tourism & Adventures** said, "I am very excited to introduce the **INFINITI**, India's first scuba diving live-aboard open for every individual. A live-aboard is the only practical option for exploring many of the dive sites in the **Andaman Islands**, which are fast gaining repute around the world as an alternative to established, but crowded, diving destinations such as Thailand or the Red Sea." On the vessel itself, Bakshi added, "With the **INFINITI**, we have a live-aboard that offers state-of-the-art facilities and unrivalled comfort. From exploration diving to night dives, wrecks, walls & caves, we've got it all. I look forward to hosting the world's diving enthusiasts on board the **INFINITI**."

Scuba diving is a highly popular tourist activity worldwide, with millions of followers. It is estimated to be a **\$47billion industry**, including the revenues from hospitality. In India, which has 22 dive centers dotting its waters, scuba diving is a new, but fast-growing activity. Diving destinations such as the **Andaman Islands**, **Goa** and the **Lakshadweep Islands** are garnering increasing interest from tourists, both domestic and international. Over the next few years, India can emerge as a major hub for diving as additional infrastructure is built to keep up with the demand. Live-aboards such as the **INFINITI** would be a critical component of that infrastructure.



About INFINITI Live-aboard

The **INFINITI** is a high end, world class live-aboard with all premium attributes— gorgeous aesthetics, unmatched comfort, uncompromising safety and exacting engineering. Owned by **Karina Tourism & Adventures Pvt. Ltd.**, it is India’s first live-aboard, and one of the finest in Asia. At nearly 130 feet, the **INFINITI** is huge; however, it is also exclusive. The number of guests sailing on board the **INFINITI** at any one point of time will be limited, so as to keep the experience special and intimate. Scuba diving enthusiasts will find the **INFINITI** a once-in-a-lifetime experience, as it takes them to exotic underwater kingdoms resplendent with beauty and life.

For more information, you can also visit: www.INFINITILiveaboard.com or follow us on www.facebook.com/INFINITILiveaboard and twitter: @InfinitiDiving

About Karina Tourism & Adventures Pvt. Ltd.

Karina Tourism & Adventures Pvt. Ltd. is a Mumbai based company with a mission to offer interesting and innovative opportunities in India’s travel & tourism sector. The company aims to open new ways to explore all that India has to offer to domestic as well as international tourists.

While India has a lot to offer to travellers, domestic & international, there has not been enough fresh thinking and creative initiatives to really tap into the country’s potential. Indians are going abroad for “active” holidays and even the international tourists are choosing destinations such as Thailand over India. **Karina Tourism & Adventures** aims to bridge that gap by introducing innovative initiatives in active holidays such as diving, surfing and more.