

## **MEDIA RELEASE**

### **Le Passage to India's new brand identity**

**New Delhi, August 7, 2015**

In January 2015, Le Passage to India embarked upon a new journey. The journey has been set forth with the creation of a new brand identity which very effectively summarizes our brand promise – The journey of a life time, every time. This positioning statement is reflected in the new look and feel of Le Passage to India as well as the sub brands of Le Passage to India, Go India Journeys, Indian Routes, Luxe India, MINTCENTIVE and Dakshin Routes.

Le Passage to India is India's No 1 DMC and has been awarded the first position by the Ministry of Tourism for the last 6 years. It has a formidable presence in the industry and the real strength of the company are its people. To create value for our partners brand client in the future, we are embracing the next phase in the company's journey with the new positioning statement, creation of differentiated and enhanced experiences.

The next phase of the journey is the company transitioning towards a new fresh approach, consistent brand architecture and a commercial approach with a portfolio of dedicated specialist teams for luxury and golf, meetings & incentives, wildlife and adventure. While each of the sub brands manifests an identity of its own, it still belongs to one family. All the different sub brands come together harmoniously in our logo of Le Passage to India. It represents unity in diversity. Le Passage to India has the advantage of leveraging benefits from its global platform viz. PureQuest Adventure, Pacific world and Intercruises. In order to provide seamless experience to our customers, we are in the process of generating content across various media platforms. Our presence spread across various media such as websites, social media, client newsletters as well as an in-house journal called Inspiring Journeys will all dovetail into creating a concerted, evolved and an effective commercial support for our partners.

#### **About Le Passage to India**

Le Passage to India is India's No 1 Destination Management Company with an elaborate network of 15 owned offices across India and strategic alliances in Nepal, Bhutan, Sri Lanka and Maldives and dedicated teams that specialise in every facet of travel. We are a premier Destination Management Company for a reason. One of them being that we have been awarded No 1 by the Ministry of Tourism, Government of India six times, since our conception for our outstanding performance. With passion for travel in its DNA, Le Passage prides itself in its in-depth product knowledge, highly trained and motivated team, its state of the art IT systems and modern transport fleet. The company aims to provide the journey of a life time, every time.