

MEDIA RELEASE

'The journey of a lifetime, every time' - Le Passage to India presents new brand identity

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In January 2015, Le Passage to India embarked upon a new journey. The journey has begun with the creation of a new brand identity for its inbound business that embodies a fresh visual appearance while effectively summarising our brand promise: 'The journey of a lifetime, every time.'

Since its inception, the company has nurtured brands that have gone on to become leaders in inbound tourism business, kept ambitious promises, created inspiring experiences for our partners and their clients and scripted unparalleled success stories in the Indian travel market. While Le Passage to India is an immensely successful company, it still continues its journey towards greater strength.

What is it that we do to reinforce the powerful legacy of the company philosophy?

- 1) We do not reckon ourselves as just another part of the travel value chain. Instead we innovate and launch new ways of enhanced customer engagement. We proactively work with our partners through dedicated key account and specialist teams for luxury and golf, meetings & incentives, wildlife & adventure to create 'The journey of a lifetime, every time.'
- 2) We are not in the business to merely provide beds, but to offer differentiated and enhanced destination experiences for our partners and their clients. By featuring digital content, innovating our service proposition and delivering fresh product ideas we shape travel experiences that become 'The journey of a lifetime, every time'.
- 3) We strive for operational excellence by implementing best practices not only from within our global network, but beyond to provide the most reliable operational support and highest quality to our customers in order to deliver 'The journey of a lifetime, every time.'

Our positioning statement is also a promise to offer better standards in products, experiences and service. Along with our new positioning statement, we have launched a new brand identity for the company.

Our new brand appearance blends subtle evolution of the former sub-brand logos and the company's future vision. Our new design demonstrates clear and consistent identity that speaks powerfully to all our partners across the world. While, each sub-brand has a distinct identity of its own, they all cohesively form a part of the mother brand – Le Passage to India Journeys. Le Passage to India Journeys stands for unity in diversity.

Says Arjun Sharma, Chairman, Le Passage to India, "In a short span of eight months, we have put together a number of initiatives that will leverage this company's inherent strength. We begin with the launch of a new brand identity and a new positioning statement which says it all. We are a team with immense knowledge and experience and I am convinced that in times to come we will set new standards of excellence for our partners and their clients."

Explaining the new brand identity, Mario Habig, Managing Director, Le Passage to India, says, "Our new identity will urge us to strive for excellence in every aspect of our business, I am confident we will achieve whatever goal we set for ourselves and continue to set benchmarks for the industry. Moreover, it is important how the world sees us and what we represent.

In a nutshell: We are not only an operational stronghold, but in times to come we want to be recognised as the powerhouse of innovation in our market space. It is therefore essential that we put forward a state of the art representation of the company in terms of the new brand architecture."



Le Passage
to India Journeys

About Le Passage to India

Le Passage to India is India's No 1 Destination Management Company with an elaborate network of 14 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 lifetime, every time.