



PRESS RELEASE



DISCOVER INDIA'S HOTTEST INSIDER EVENTS FOR 2014 WITH ITC HOTELS

India is famous for its
abundance of cultural and
religious events and holidays



For media enquiries, please contact

Visitors have travelled to the country for years to experience the celebrations during Diwali, Holi and Onam, to name just a few. But India is one of the most exciting countries in the world with a broad range of cultural, sporting and religious events happening across its cities. For those who want to experience another side of India, ITC Hotels, who have 10 luxury hotels in the country, have put together their hot list of happenings for 2014. Everything from sports to literature, to the celebration of the humble mango, is covered in this insiders guide to the 'must do' events.

January

Mumbai Marathon

A relatively new event on the sporting scene in Mumbai, the Mumbai Marathon attracts the world's leading athletes, as well as those who want to experience this fascinating city in an entirely different way. For those who can't face a full marathon there's a half marathon, a 6km race and even a Senior Citizens race. The Mumbai Marathon is the largest marathon in Asia, as well as the largest mass-participation sporting event on the continent.

When: 14th January 2014

Where: Mumbai

Stay: ITC Grand Central, Mumbai

Located in the heart of the vibrant city centre, the hotel is inspired by the British Colonial architecture of old Bombay, blending modern contemporary design and spirit with the soul of the Raj era. Rooms and Suites provide panoramic views of the city and sea, while guests have exclusive access to breath taking 360-degree views from the rooftop Point of View lounge. Rates start from £167 per night for a double Executive Club

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room including breakfast.

<http://www.itchotels.in/hotels/itcgrandcentral.aspx>

Kolkata Book Fair

The 38th edition of the Kolkata Book Fair, the world's largest public book fair, combines the best literature from around the world with elements of a funfair. Fun for all the family and the serious bookworm, visitors enjoy picnics, performances from singers and even the odd bit of candyfloss.

When: 29th January to 9th February 2014

Where: Kolkata

Stay: ITC Sonar, Kolkata

Designed by acclaimed Singaporean architects Kerry Hill, the hotel is laid out over 16 acres of gardens, modelled on the region's traditional garden houses.

Rates start from £248 per night for a double Executive Club room in the One Tower including breakfast.

<http://www.itchotels.in/hotels/itcsonar.aspx>

February

Deccan Festival

Dive into culture, art and music at the Deccan Festival, an extravaganza of cultural events over five days. This festival is held in the historic and fascinating Qutub Shahi Tombs in Hyderabad, a truly unique location. This annual celebration sees the whole city come alive as it celebrates its rich Deccan roots. Travellers will have a chance to experience authentic ghazals, qawalis and mushairas (poetry sessions) and popular singers and dancers from around the world. Artists and craftsmen come from around the country to sell artwork, pearls, jewellery and accessories, while local chefs whip up specialist dishes from the Nawabi region, giving the festival the feeling of a bustling bazaar.

When: First week February 2014

Where: Hyderabad

Stay: ITC Kakatiya, Hyderabad

With architecture, furnishings, art and sculpture all commemorating the Kakatiya dynasty, the hotel captures the spirit of Hyderabad, often termed the 'Istanbul of India'. Overlooking the picturesque Hussain Sagar Lake in the commercial heart of the city, highlights include a unique outdoor pool built around a natural rock overlooked by the Kaya Kalp Spa.

Rates start from £218 per night for a standard double room in the One Tower including breakfast.

<http://www.itchotels.in/Hotels/itckakatiya.aspx>

Taj Mahotsav, Agra

You can't visit India without seeing one of the great wonders of the world, the Taj Mahal. Each February a 10-day carnival, Taj Mahotsav, takes place in the shadows of the impressive temple,

the best of India's rich arts, crafts, cultures, cuisine, dance and music all gathering in one place. Over 400 artisans come to display their work, from traditional woodcarvings from Tamil Nadu to marble work from South India and Kashmir. Live music and drama performances take place, as well as a funfair to keep the younger ones entertained.

When: 19th – 28th February 2014

Where: Shilpgram near the Eastern Gate of the Taj Mahal in Agra

Stay: ITC Mughal, Agra

Situated within 35 acres of luxurious gardens in the shadow of the magnificent Taj Mahal, ITC Mughal is the only Indian hotel to have won the Aga Khan award for its excellent representation of Mughal architecture. The birthplace of Kaya Kalp – the Royal Spa is the largest in Asia at 99,000sqft.

Rates start from £137 per night for a double Executive Club room including breakfast.

<http://www.itchotels.in/hotels/itcmughal.aspx>

Mumbai Film Festival

In 2014 the Mumbai Film Festival will celebrate its 16th year. Over the years, the festival has established itself as the leading film festival in India. Screenings of some of the world's most notable documentaries, short films and animations take place with a strong focus on local and young undiscovered talent.

When: February 2014

Where: Mumbai

Stay: ITC Maratha, Mumbai

Set in an oasis of gardens in the heart of North Mumbai, the classic grandiose architecture of ITC Maratha pays tributes to its colonial roots. Featuring a 6,500 sqft Kaya Kalp Spa, five acclaimed restaurants, as well as a number of exclusive wings to cater to the need of every type of guest. Guests can also enjoy world-class personal butler service.

Rates start from £167 per night for a double Executive Club room including breakfast.

<http://www.itchotels.in/hotels/itcmaratha.aspx>

[April / May](#)

IPL

The seventh edition of the Indian Premier League (IPL) will be held throughout the summer months. Preparations are already underway for the most anticipated event on the Indian sporting calendar and this much-loved national past time has to be experienced by anyone visiting India. The fixtures are still to be announced but ITC Hotels recommend catching The [Mumbai Indians](#). The defending champions go up against the [Chennai Super Kings](#), who have a score to settle after losing out to the Mumbai Indians in the 2013 final.

When: Throughout April and May

Where: Throughout India but the most prestigious venues

include the Eden Gardens, Green Park and PCA stadium.

Stay: ITC Grand Central, Mumbai

Located in the heart of the vibrant city centre, the hotel is inspired by the British Colonial architecture of old Bombay, blending modern contemporary design and spirit with the soul of the Raj era. Rooms and Suites provide panoramic views of the city and sea, while guests have exclusive access to breathtaking 360-degree views from the rooftop Point of View lounge. Rates start from £167 per night for a double Executive Club room including breakfast.

<http://www.itchotels.in/hotels/itcgrandcentral.aspx>

July

International Mango Festival

Held annually in summer, the Mango Festival is one of New Delhi's most popular and famous events. Celebrating everything about the humble mango, the festival features an array of competitions, dancing and plenty of the celebrated fruit to go round. Famous chefs from around Delhi attend the festival to host cooking classes for visitors; the staple ingredient in each recipe is of course mango. Visitors can also pit themselves against other mango lovers in a mango eating race, put their artistic abilities to the test in the mango carving contest or scoop the ultimate title of 'largest mango' in the grow your own competition.

When: 2nd July 2014

Where: New Delhi

Stay: ITC Maurya, New Delhi

The epitome of luxury India and the golden age of the Mauryan dynasty, this architectural masterpiece in the heart of India's capital offers stunning views over New Delhi's green belt. The hotel is a favourite with celebrity's and VIPs who flock to the acclaimed Bukhara restaurant, rated amongst the top 50 in the world.

Rates start from £167 per night for a double Executive Club room including breakfast.

<http://www.itchotels.in/hotels/itcmaurya.aspx>

September

Ganesh Chaturthi, Bangalore

Ganesh, known for his elephant head, is one of India's most famous Gods. The birth of Ganesh is celebrated during a festival called Ganesh Chaturthi. Taking place in September, the festival is one of Bangalore's biggest annual events and a major crowd puller for tourists and locals alike. Spread over ten days, various rituals and festivities take place, concluding in a grand ceremony when a statue of Ganesh is immersed into the river.

When: September

Where: Bangalore

Stay: ITC Gardenia, Bengaluru

ITC Gardenia is the embodiment of Bengaluru's 'Garden City' status surrounded by parks, palaces and temples and incorporating vertical hanging gardens within the restaurant and natural colours, motifs and textures throughout each room and suite. The 5040sqm Peacock Suite is India's largest Presidential Suite, featuring its own terrace infinity pool. Rates start from £198 per night for a standard double room including breakfast.

<http://www.itchotels.in/Hotels/itcgardenia.aspx>

October / November

Pushkar Camel Fair

Held each November at the time of the Kartik Purnima full moon, Pushkar Camel Fair is one of India's greatest spectacles, it's a once-in-a-lifetime opportunity for travellers to witness the colour, spectacle and carnival of one of the last great traditional melas. The festival attracts over 300,000 people and up to 20,000 camels, cattle and horses. Visitors will witness impressive bartering as 100,000's of camels are sold, as well as fun events such as the "*matka phod*", "*longest moustache*", and "*bridal competition*". It's Crufts for camels! In recent years the fair has also included an exhibition cricket match between the local Pushkar club and a team of willing tourists.

When: 30th October – 5th November 2014

Where: Jaipur (Rajasthan)

Stay: ITC Rajputana, Jaipur

Amongst the finest 5-star hotels in Rajasthan's Pink City of Jaipur, the ITC Rajputana was designed to echo the traditional Havelis of the region recalling Rajasthani architecture with a contemporary twist. Perfectly located to explore the bustling bazaars and magnificent Forts and Palaces of this historic city. Rates start from approx. £152 a night for a double executive room including breakfast.

<http://www.itchotels.in/Hotels/itcrajputana.aspx>

December

Madras Music Season, Chennai

Often referred to as one of the world's largest cultural events, the Madras Music Season occurs in Chennai each December. Taking place over six weeks, the music festival features performances of traditional Carnatic music by hundreds of artists in and around the city. Tickets to many of the events are free and draw large crowds, a truly unmissable event for tourists and locals alike.

When: Throughout December and January

Where: Chennai

Stay: ITC Grand Chola, Chennai

The newly launched ITC Grand Chola is ITC Hotels' flagship Southern India property. The design and architecture of the hotel is steeped in local culture, heritage, art and history of the Chola dynasty with world-class restaurants and a 23,000 sqft outpost of the famed Kaya Kalp Spa.

Rates start from approx. £106 per night for a double executive room including breakfast

<http://www.itchotels.in/hotels/itcgrandchola.aspx>

ITC has redefined the fine art of hospitality in myriad ways through its hotel chain that spans a network of over 100 hotels in more than 90 locations. Beginning with the Chola at Chennai in 1975, ITC's journey in this business has redefined the face of India's hospitality industry. Today, ITC Hotels is India's second largest Hotel chain and the most profitable with offerings under four brands- ITC Hotel at the Luxury end, WelcomHotel in the 5 star segment, Fortune in the mid-market to the upscale segment and 'WelcomHeritage in the heritage leisure segment. The iconic ITC Hotels, comprising the super-premium luxury hotels in the group, not only offer unmatched hospitality but have also set new standards of excellence in cuisine, accommodation, environment and guest safety.

FOR MORE INFORMATION VISIT:

www.itchotels.in