



(Established in 1988)  
India Convention Promotion Bureau  
(Sponsored by Ministry of Tourism, Government of India)

# MICE *Pulse*™

An Initiative of India Convention Promotion Bureau (ICPB)

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## MEET THE NEW ICPB BOARD MEMBERS FOR TERM 2024-2026

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**Mr. Anuj Wadhwa**

## Suman Billa

**appointed as Director General, Tourism**

In a significant bureaucratic reshuffle at the Additional Secretary level, the Appointments Committee of the Cabinet has approved the appointment of senior IAS officer Suman Billa (IAS: 1996: KL) as the new Director General (Tourism) in the Ministry of Tourism, Government of India.

Billa, who is currently serving as Additional Secretary in the Ministry of Tourism, brings a wealth of experience to the role. Notably, he had earlier served as Joint Secretary in the same ministry from 2014 to 2019, where he played a pivotal role in shaping India's tourism policies and campaigns.



## Mugdha Sinha

**appointed as Managing Director of ITDC**

Mugdha Sinha, a 1999-batch IAS officer from the Rajasthan cadre, has been appointed as the Managing Director of India Tourism Development Corporation Limited (ITDC). She assumes the role at the rank and pay scale of an Additional Secretary. Prior to this, Sinha served as the Director General of Tourism in the Ministry of Tourism, a position also equivalent to the Additional Secretary rank. She was empanelled for the Additional Secretary position in May last year.

In October 2022, she held the position of Joint Secretary in the Ministry of Culture, further strengthening her extensive experience in cultural and tourism affairs.



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## Message VICE CHAIRMAN

# Importance of MICE industry

Dear Industry Colleagues,

In today's rapidly evolving global environment, MICE tourism is no longer just about organizing events—it's about creating experiences rooted in purpose, precision, and perspective.

As Vice Chairperson of the India Convention Promotion Bureau (ICPB), I believe this is the time for all of us—policymakers, industry associations, private stakeholders, and thought leaders—to pause and realign our collective vision for India's MICE future.

We must move beyond event execution to experience curation. It's time to shift from being infrastructure-driven to becoming insight-led. Our associations must evolve into knowledge powerhouses—tracking industry trends, analysing delegate behaviour, decoding global business travel shifts, and driving innovation across the board.

India's MICE sector has shown tremendous potential. In 2024, we welcomed 9.95 million foreign tourists, but when placed against the global MICE movement and our own domestic business travel strength, this number reveals an opportunity—an opportunity to reimagine India as a premier MICE destination.

Keeping in view of the potential of MICE, we in ICPB are looking at restructuring of the Bureau in line with various International Bureaus across the World. The first and foremost steps today are to bring the International Conferences and Meetings in India to have a reach on upcoming Conferences of various Associations across the World where ICPB can bid for a Conference. ICCA Membership by the Ministry of Tourism, Govt. of India can be game changer.

Another area ICPB is working on is to apprise various State Governments through ICPB Road Shows the importance of MICE, the economic Impact by creating MICE infrastructure, the recent example is the West Bengal MICE Conclave coinciding with Investment Summit where six agreements were signed with West Bengal Tourism Department to promote West Bengal as a MICE destination.

As you all know, promoting a destination in a planned approach is the key, we have been assisting MOT for creating a very comprehensive website "Meet in India" with Event Planner – Find your Venue, Plenary information, Find a Service Provider, Key Industry Events and Calendar – Meet ICPB.

We in ICPB are also in the process of initiating the formation of alliance with active Promotion Bureaus in Asia and Europe to form synergy and tie up for various mutual marketing activities.

By 2029 Tourism is expected to contribute over US\$ 524 Billion to India's GDP. A strong, structured and strategically supported MICE sector will be instrumental in achieving the milestone.

**Chander Mansharamani**  
Vice Chairman, ICPB



# 14<sup>th</sup> Great Indian Travel Bazaar (GITB) to be held in Jaipur from May 4–6, 2025

The 14<sup>th</sup> edition of the Great Indian Travel Bazaar (GITB) is set to take place in Jaipur, Rajasthan from May 4 to 6, 2025. This premier inbound tourism event is being jointly organized by the Department of Tourism, Government of Rajasthan; the Ministry of Tourism, Government of India; and the Federation of Indian Chambers of Commerce and Industry (FICCI). The event also receives strong support from leading tourism bodies including the Hotel and Restaurant Association of Rajasthan (HRAR), Indian Heritage Hotels Association (IHHA), and Rajasthan Association of Tour Operators (RATO).

GITB 2025 promises to be a powerful platform for business networking, offering over 11,000 pre-scheduled structured B2B meetings between 275 carefully selected foreign tour operators (FTOs) from more than 50 countries and approximately 200 Indian exhibitors. These sellers represent a broad spectrum of the Indian tourism industry, including Destination Management Companies (DMCs), State Tourism Boards, hotels, and travel service providers.



The exhibition will feature around 300 booths, showcasing India's vast and diverse tourism products — from heritage and culture to adventure, wildlife, wellness, and medical tourism. GITB plays a vital role in positioning India as a global destination, offering immersive travel experiences tailored for international tourists.

The event will commence with a power-packed inaugural session attended by senior government officials, industry leaders, and media representatives. An inaugural networking dinner and cocktails will provide the perfect setting for informal interactions and partnerships. A highlight of the event will be the release of a comprehensive Knowledge Paper on Inbound Tourism, offering insights into current trends and future strategies.

Following the main event, specially curated Post Event (FAM) Tours will give foreign buyers an opportunity to experience Indian destinations firsthand. These tours are expected to further strengthen buyer confidence and promote India as a top travel destination.

GITB 2025 is poised to be a landmark event, reaffirming India's growing stature in the global tourism landscape and building valuable partnerships for the future.







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# Maharashtra

## The rising star on India's MICE Horizon

*As India's tourism and business landscapes continue to evolve, Maharashtra has emerged as a frontrunner in the Meetings, Incentives, Conferences, and Exhibitions (MICE) segment. With cutting-edge infrastructure, exceptional connectivity, a dynamic hospitality sector, and a proactive government, the state is carving out a significant place for itself on the global MICE map.*

### World-class venues fuelling growth

Maharashtra is home to some of India's finest convention and exhibition venues that cater to events of every scale and nature. Leading the way is the Bombay Exhibition Centre (BEC) in Mumbai—one of the largest and most versatile venues in the country. BEC hosts major international trade fairs and expos that bring together thousands of participants from around the world.

Another key venue is the CIDCO Exhibition and Convention Centre in Navi Mumbai, which provides modern infrastructure and accessibility, making it a popular choice for large-scale exhibitions and business events. Meanwhile, the Renaissance Mumbai Convention Centre Hotel offers over 230,000 sq. ft. of

flexible event space and has become a go-to venue for corporate gatherings, exhibitions, and high-end social events.

In Pune, the Auto Cluster Exhibition Centre caters specifically to the thriving automobile and manufacturing sectors, hosting product launches, expos, and industrial conferences.

Additionally, the recently launched Navi Mumbai International Convention Centre (NMICC) has redefined Maharashtra's position in the global MICE circuit. This state-of-the-art facility, strategically located near the upcoming Navi Mumbai International Airport, is one of the largest convention centres in India.

NMICC boasts a massive capacity to host over 10,000 delegates across multiple halls and breakout rooms, alongside sprawling





exhibition space, meeting lounges, and top-tier technology infrastructure. It is equipped to handle everything from global summits and trade expos to mega product launches and cultural festivals.

Its arrival has not only enhanced Maharashtra's ability to host international-scale conventions but has also catalysed growth in the surrounding hospitality, retail, and tourism sectors, making Navi Mumbai a new epicentre for business tourism in India.

Lastly, the Nita Mukesh Ambani Cultural Centre (NMACC) in Mumbai is a state-of-the-art performing arts and cultural hub that has redefined India's cultural landscape. Located within the Jio World Centre in BKC, it houses a 2,000-seat Grand Theatre, The Studio Theatre, and The Cube—spaces designed for global-standard performances, exhibitions, and events. NMACC blends modern aesthetics with Indian tradition, offering a platform for both established and emerging artists across dance, music, theatre, and visual arts. Its versatile design and premium facilities also make it a sought-after venue for high-profile cultural events, fashion galas, and exclusive showcases.

## Hotels that offer more than just stay

Adding strength to Maharashtra's MICE offering is its exceptional network of luxury and business hotels that double up as conference and event venues.

Properties such as the Grand Hyatt Mumbai offer over 30,000 sq. ft. of event space, while JW Marriott Pune features a grand 12,000 sq. ft. ballroom ideal for large corporate events and conventions. Iconic establishments like Taj Mahal Palace, Mumbai blend heritage with modern functionality to host high-profile meetings, banquets, and diplomatic gatherings.

Whether it's a corporate offsite, a networking gala, or a multinational product launch, Maharashtra's hotels are equipped

with the technology, services, and ambiance to deliver world-class experiences.

## A Government that means 'Business'

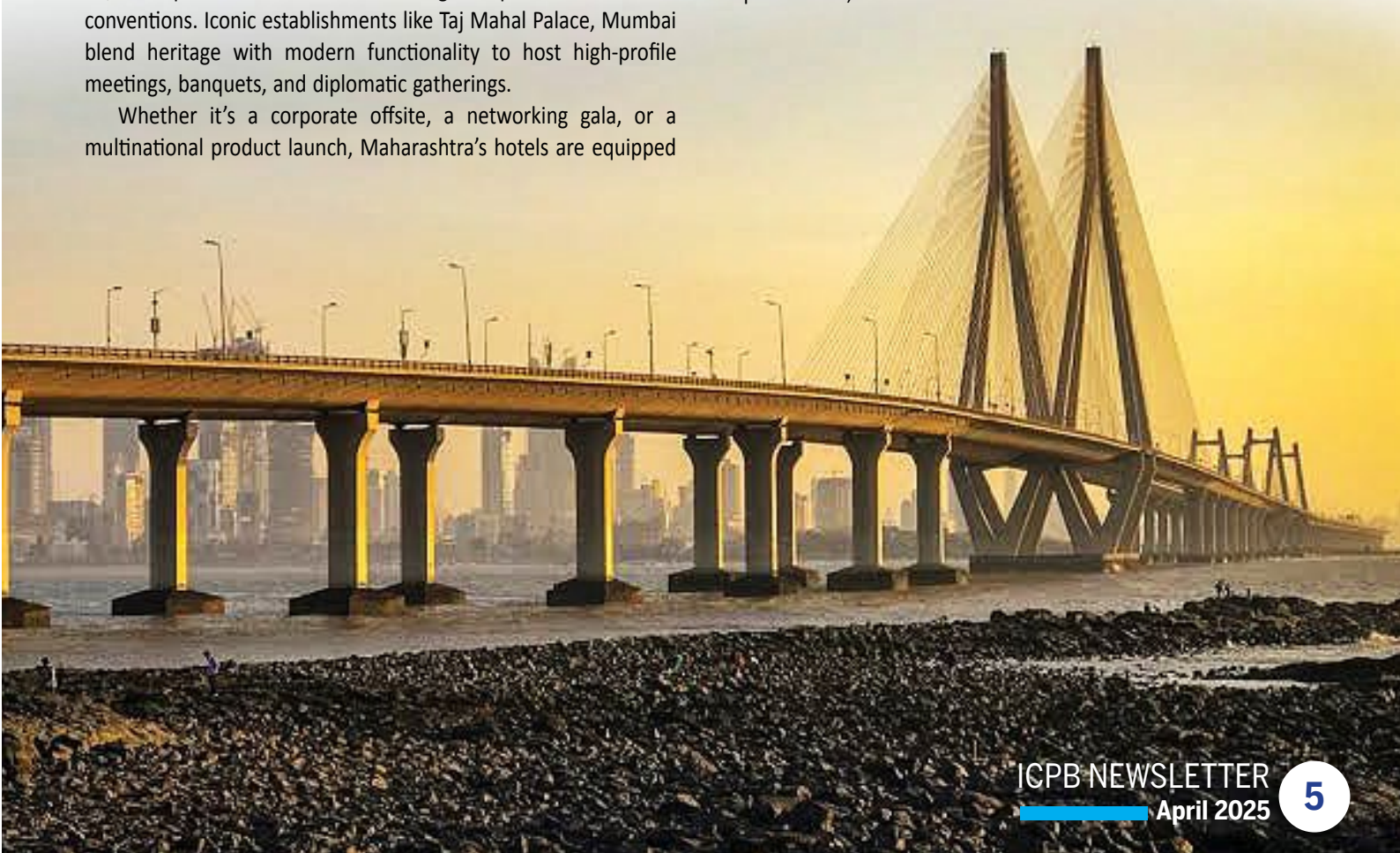
Recognising the economic potential of MICE tourism, the Government of Maharashtra has launched several initiatives under its Tourism Policy 2024 to boost the sector.

### Some key highlights include:

- Development of 50 tourism destinations with a focus on sustainability and infrastructure.
- Capital subsidies and SGST reimbursements for private investors in tourism and hospitality projects.
- Single-window clearance systems to ease business operations and reduce bureaucratic delays.
- Interest subsidies and policy support to promote new MICE infrastructure.

These initiatives aim to create a business-friendly environment that encourages both Indian and international event planners to consider Maharashtra as a preferred destination. With its vibrant cities, excellent connectivity, rich cultural offerings, and now, world-class venues like NMICC, Maharashtra is positioned to become the MICE capital of India.

From government support to private sector investment, and from infrastructure to innovation, the state is not just ready—it's leading the way. For MICE stakeholders across the globe, Maharashtra offers an unbeatable combination of scale, sophistication, and seamlessness.





## Neeraj Dhawan

### India: The Rising Global Powerhouse for MICE Tourism

offering diverse destinations and experiences.

The confluence of strong economic fundamentals, proactive government policies, significant infrastructure development, and increasing domestic and international demand positions India as a key player in the global MICE landscape.

By focusing on these strengths and strategically addressing any challenges, ICPB will significantly enhance India's share of the global MICE market and realize India's potential as a premier destination for meetings, incentives, conferences, and exhibitions.

India's Meetings, Incentives, Conferences, and Exhibitions (MICE) sector is poised for significant expansion and offers a compelling opportunity over the next five years

Ministry of Tourism has identified MICE as a crucial segment and has formulated a National Strategy and Roadmap for the MICE Industry. This includes institutional support, ecosystem development, enhanced competitiveness, ease of doing business, marketing India as a MICE destination, and skill development. Initiatives like "Meet in India" and promoting India as a wedding destination ("I Do" campaign) further boost the MICE sector.

Significant investments in infrastructure, including the development of world-class convention centers are enhancing India's capacity to host large-scale international events. Improved connectivity through expanding air routes and better infrastructure in major cities are also crucial drivers. Beyond the major metropolitan areas, tier-II cities like Jaipur, Agra, Chandigarh, Amritsar, Goa, and Kochi are emerging as potential MICE hubs,

### Expand Your Network, Expand Your Business!

Are you ready to connect with key industry players and get your business noticed globally?

### Join ICPB today for

🔗 Networking with global leaders

🌐 International exposure

📌 Promotions that work for YOU

Don't miss out on these game-changing opportunities!



🌐 More Information  
[icpb.in](http://icpb.in)

✉ Location  
[Connect@icpb.in](mailto:Connect@icpb.in)



## Dharmendra Kumar

### ICPB Membership can be a catalyst for MICE Growth

**How has the MICE industry's growing ICPB membership supported your growth in the MICE industry, both domestically and internationally?**

The growing ICPB membership has played a pivotal role in supporting our growth within the MICE industry, both in India and internationally.

Being part of a strong, credible platform like the India Convention Promotion Bureau (ICPB) has provided us with unmatched access to industry insights, government support, and a collaborative network of professionals who are equally passionate about promoting India as a world-class MICE destination.

**What are the current challenges faced by MICE planners in India, and how can ICPB help address them?**

**Some of the key challenges include:**

1. Infrastructure Gaps
2. Policy & Regulatory Hurdles
3. Skilled Manpower

**Here's where ICPB can play a crucial role:**

- **Advocacy:** By representing industry voices and working with government bodies to ease policies, standardize procedures, and improve visa regulations.
- **Promotion & Positioning:** Through international roadshows, B2B forums, and marketing initiatives, ICPB can help project India as a high-potential MICE hub on the global stage.
- **Capacity Building:** By organizing workshops, certifications, and training programs for young professionals to raise service standards and bridge the skill gap.
- **Facilitating Collaboration:** Creating a stronger ecosystem by connecting planners with venues, DMCs, tourism boards, airlines, and other key partners under one umbrella.



## Vibha Bhatia

### Reimagining India's MICE Potential

**What innovations or trends are you adopting in your events to stay competitive in the evolving MICE landscape?**

We're focusing on curating highly experiential and thematic events that go beyond traditional formats. Personalisation is key—leveraging attendee insights to craft customised journeys. Technology plays a central role, especially in interactive installations, AI-powered matchmaking, and real-time feedback tools. We're also prioritising sustainability—from eco-friendly venues to waste reduction practices—and integrating wellness elements like mindful breaks, local cultural immersions, and health-conscious catering to align with global trends.

**What role do government partnerships and policies play in scaling up India's MICE ecosystem?**

Globally, governments play a proactive role in supporting

convention bureaus and MICE stakeholders. Countries like Singapore, Thailand, and the UAE offer robust financial support, destination branding, and seamless policy frameworks. In contrast, Indian MICE stakeholders often struggle to access comparable support, especially for international promotions and trade participation. To scale effectively, structured financial assistance, strategic public-private partnerships, and focused policies to market India as a world-class MICE destination are imperative. Strong government involvement can be a game changer.





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## Advantages of ICPB Membership

### 1. Increased Exposure & Strategic Networking

- Expand your business network through exclusive ICPB platforms and events.
- Participate in the flagship event, "Conventions India Conclave", and connect with industry leaders.
- Showcase your products and services to a global audience at nominal costs.
- Engage directly with potential buyers, planners, and international stakeholders.

### 2. Professional Development & Skill Enhancement

- Gain access to curated training programs, workshops, and knowledge sessions.
- Stay ahead with industry trends and elevate your team's professional capabilities.

### 3. Visibility through Website & Directory Listing

- Enjoy complimentary listing on ICPB's official website and members' directory.
- Increase your digital presence and credibility within the MICE industry.

### 4. Access to Government Support & Incentives

- Eligible members can benefit from the

Ministry of Tourism's MDA Scheme for organizing and promoting international conventions in India.

- Leverage government support to scale your business globally.

### 5. Exclusive Business Lead Sharing (Active Members Only)

- Receive verified business leads and convention inquiries shared within the member network.
- Tap into opportunities that align with your services and capabilities.

### 6. Influence on Policy & Industry Direction

- Contribute to national policy-making by sharing inputs and feedback with the Ministry of Tourism, Government of India.
- Play a key role in shaping the future of India's MICE and convention industry.

### 7. Enhanced Social Media Exposure

- Gain visibility through features on ICPB's official social media platforms.
- Showcase your achievements, initiatives, and updates to a broader industry audience.

## New ICPB Members in April 2025

### Active Members

- Double Tree by Hilton Agra (A Unit of Archer Hospitality Pvt. Ltd)
- Caper Travel
- Balmer Lawrie

### Allied Members

- The Coordinators

#### Editorial Board

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## MICE Update

### Rajasthan witnesses surge in Domestic Tourism, strengthening its position in MICE Segment



Rajasthan is rapidly establishing itself as a premier destination for Meetings, Incentives, Conferences, and Exhibitions (MICE). With over 37 million domestic tourists recorded in 2025, the state is hosting a growing number of

high-profile corporate events, business summits, and global conferences across multiple cities. It is also emerging as a hub for concert tourism, drawing a younger demographic of travellers.

### CM Yogi Adityanath lays foundation for world-class Convention Centre in Gorakhpur



Uttar Pradesh Chief Minister Yogi Adityanath has announced a development package worth ₹2,842 crore for Gorakhpur, including the foundation-laying of 107 infrastructure projects.

Key among them is a world-class convention centre, part of the Gorakhpur Development Authority's ₹1,642 crore initiative. Other highlights include the Padleganj-RKBK Ring Road, Carnival Park, and the ₹55 crore Goraksh Enclave housing project featuring 86 multi-storey flats across two blocks.

### MICE Tourism fuels hotel occupancy in Indore-Ujjain Region

Madhya Pradesh is witnessing a strong rebound in MICE tourism, particularly in destinations like

Ujjain, Omkareshwar, Maheshwar, Mandu, and Mandasaur. Improved hotel infrastructure has attracted a wave of corporate events, significantly increasing occupancy rates, boosting local revenue, and creating employment opportunities, as reported by the Madhya Pradesh Tourism Corporation.



### Tourism Ministry to streamline Visa Process for MICE travellers

India's Ministry of Tourism is actively working to simplify visa procedures to attract more international visitors, with a focus on boosting MICE and global conference attendance.

"We are coordinating with the Ministry of Home Affairs to make the e-visa process more efficient," said Mugdha Sinha, Director General, Ministry of Tourism, at the Skift India Forum.



### Global MICE Market Trends and Opportunities: 2025–2032

The global MICE industry continues to thrive as a vital pillar of the international business landscape, promoting collaboration, information exchange, and economic growth.

Through hotel stays, transport, dining, and entertainment, MICE events generate substantial tourism revenue. With globalisation driving cross-border engagement, demand for international meetings and conferences is expected to surge in the coming years.

