



(Established in 1968)  
India Convention Promotion Bureau  
(Sponsored by Ministry of Tourism, Government of India)

# MICE Pulse™

An Initiative of India Convention Promotion Bureau (ICPB)

November 2025

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## India's MICE Vision 2030: Accelerating Momentum

**Sh. Suman Billa, IAS,  
Additional Secretary, Ministry of Tourism,  
Government of India**



India stands at a defining moment in its MICE journey, as we work towards positioning the country as one of the world's most preferred destinations for meetings, incentives, conferences, and exhibitions. Over the last few years, the government and the industry have made concerted efforts to strengthen the entire MICE value chain – from policy and infrastructure to skill development and global brand positioning.

Under the 'Meet in India' campaign, our objective has been clear – to establish India's stature as a world-class MICE hub that combines exceptional hospitality, modern convention facilities, technology-driven services, and authentic cultural experiences. As noted in the National Strategy for MICE, "In order to position India as a MICE destination and create awareness and positive perception, a sub-brand 'Meet in India' under Incredible India will be launched." This vision is now unfolding across states and major convention cities.

We are seeing strong momentum. Purpose-built convention centres such as Bharat Mandapam and Yashobhoomi have elevated India's global hosting capabilities. Strategically, we are working with state governments to create empowered city-level MICE bureaus, strengthen bidding support, and build local capacities to attract and execute marquee events. Alongside, sustainability and digitisation remain pivotal pillars as we create future-ready MICE systems that generate not only economic impact but also knowledge and innovation opportunities for the nation.

India's G20 Presidency demonstrated our organisational excellence and showcased the country's capability to host mega events with global standards. This has significantly enhanced international confidence in India as a host nation.

We move ahead with conviction that India's MICE ecosystem will continue to accelerate, backed by policy focus, seamless industry-government collaboration, and a bold vision for 2030. Together, we will unlock new opportunities, create high-quality jobs, and strengthen India's global tourism footprint.



Scan the QR Code to visit the newly-launched Incredible India Website and treat yourself to a wealth of information on India.



## Message from the Chairman, ICPB

### Harikishore S, IAS,

**Joint Secretary, Ministry of Tourism, Government of India and Chairman, ICPB**



Dear Industry Colleagues,

**A**s I take charge as Chairman of the India Convention Promotion Bureau (ICPB) in my capacity as Joint Secretary, Ministry of Tourism, I do so with a deep sense of responsibility and optimism about the future of MICE tourism in India.

India stands at a pivotal moment today with respect to MICE industry. Our country is home to some of the finest convention and exhibition infrastructures in the region – from Bharat Mandapam and Yashobhoomi in New Delhi to Jio World Convention Centre in Mumbai and world-class venues in Hyderabad, Bengaluru, Chennai and other new venues emerging in many cities. This robust hardware now needs equally strong “software” – sharper positioning, strategic marketing, and sustained global visibility.

MICE is not just a niche vertical; it is a powerful economic engine that drives higher-value business travel, knowledge exchange, investment, jobs and legacy benefits for host destinations. With India's growing economic stature, strong aviation connectivity and a vibrant knowledge economy, our potential to become a preferred global MICE hub is immense. But potential must translate into pipeline and confirmed events.

#### **Going forward, my vision for ICPB rests on three pillars:**

1. Stronger International Positioning: We must consistently project “Meet in India” on global platforms through a calibrated calendar of international trade shows, sales missions and roadshows. Our aim is to ensure that India is present wherever major association congresses, corporate meetings and incentive planners are making decisions.
2. Deeper Industry Collaboration: ICPB will work closely with central and state governments, convention centres, hotels, PCOs, DMCs and airlines to present India as a cohesive, competitive offering – a one-stop solution for international planners.
3. Knowledge, Data and Capacity Building: To improve our global rankings, we must strengthen bidding capabilities, develop city-level MICE strategies, and invest in training and research that support data-driven promotion and professional execution.

We will also place special emphasis on sustainable and inclusive MICE practices, ensuring that local communities, SMEs and allied sectors benefit from events hosted in India.

I look forward to working with all ICPB members and stakeholders to unlock India's full MICE potential and to firmly position our country as a dynamic, reliable and inspiring host for the world's most important meetings and events.

## Message from the Vice Chairman, ICPB by Chander Mansharamani,



### India must move from promise to policy

India's MICE sector is brimming with potential — backed by the country's economic strength and expanding world-class infrastructure — but to compete globally, it's time for India to turn intent into structured policy and implementation.

India's MICE industry is gaining momentum, but the lack of incentives, reliable data, and a unified marketing strategy continues to hold it back. Despite strong infrastructure and government initiatives, India needs a dedicated marketing body and incentive framework to compete with global destinations that offer financial support and bidding budgets to attract international events.

At present, many competing nations such as Singapore, Thailand, and South Korea offer incentives, subsidies, and dedicated marketing budgets to draw large-scale international events. India, however, lacks these financial levers. "The key challenge is the absence of a central marketing agency to position India as a MICE destination. We need to study how other countries operate, allocate bidding budgets, and introduce welcome incentives — even small grants based on business volume can make India more competitive,"

The Ministry of Tourism has taken encouraging steps in recent months, including urging states to establish MICE bureaus and launching a Digital MICE Catalogue covering 60 cities. ICPB is now building on this effort with a comprehensive MICE Planner that will expand coverage to 150 cities, detailing venues, connectivity, and pre- and post-tour opportunities. "It's a practical step forward that will help organisers identify venues and plan more efficiently"

However, the real challenge is perception. "States need to recognise that MICE is not just an industry; it's an economic activity with far-reaching impact on jobs, trade, and knowledge exchange." A key missing piece is the lack of credible data on the segment's size and economic contribution, which has made it difficult to prioritise MICE in tourism policy or budgets.

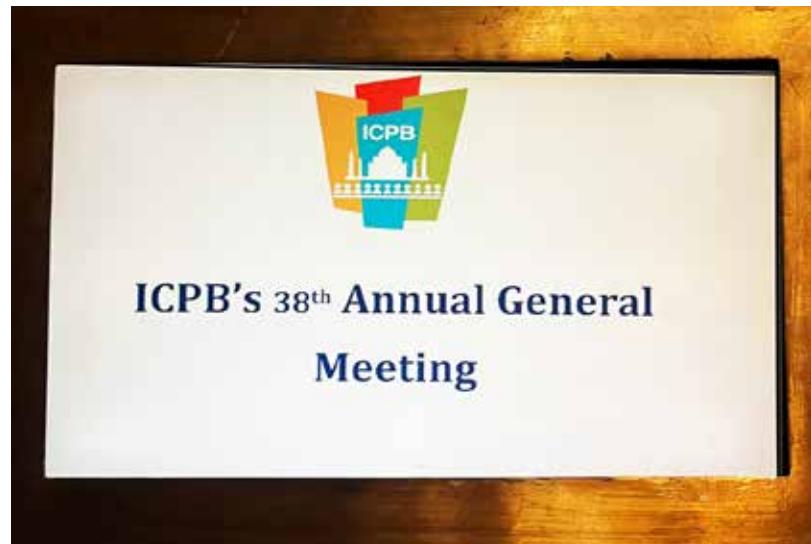
To sustain momentum, a dedicated national tourism media budget to MICE, crafting a year-round marketing calendar, and ensuring India's presence at global events like IMEX, IBTM, AIME and ICCA

"We are optimistic about the future, what's missing is the marketing engine and policy-level incentives to make it a true global MICE hub"

## ICPB's 38<sup>th</sup> AGM highlights India's growing edge in the global MICE landscape

Reaffirming its vision of positioning India among the world's top MICE (Meetings, Incentives, Conferences, and Exhibitions) destinations, the India Convention Promotion Bureau (ICPB) hosted its 38th Annual General Meeting (AGM) on October 24, 2025, at Taj Palace, New Delhi. The event brought together key stakeholders from the government, industry, and academia, united in their mission to elevate India's standing on the global MICE map.

Chander Mansaramani, Vice Chairman of ICPB, emphasized the Bureau's continued focus on raising awareness, deepening stakeholder engagement, and driving





industry collaboration. He lauded the success of ICPB's inaugural training programme and announced that the next session, scheduled for November, will spotlight "Marketing India as a Convention Destination" and the art of international bidding. He reiterated ICPB's alignment with the Ministry of Tourism's vision of making India a MICE powerhouse through aggressive marketing, advocacy, and capacity building.

Neeraj Dhawan, Treasurer, ICPB, shared an optimistic outlook on the Bureau's growth trajectory, noting, "As part of this AGM, ICPB has been making rapid progress in the promotion of conferences, exhibitions, and incentive programmes across India. The results we announced today mark a significant benchmark for us, and we are now geared to take more actions and initiatives to promote India as a leading MICE destination."

The discussions at the AGM underscored the importance of collaborative synergy between ICPB, the Ministry of Tourism, and state governments. The forum focused on developing specialized training to create a skilled workforce, promoting regional MICE hubs, and advancing infrastructure that meets international standards. The emphasis was on ensuring India's readiness to host large-scale global events with professionalism, innovation, and sustainability at its core.

India's expanding air connectivity, the rise of world-class convention centres, and the steady evolution of tier-II and tier-III cities as business and cultural



destinations further enhance its attractiveness to international event planners. Combined with its rich cultural heritage, vibrant hospitality, and cost-effective value proposition, India stands uniquely positioned to offer experiences that blend business with discovery.

As ICPB continues to chart a path of transformation through strategic initiatives, enhanced member engagement, and focused global outreach, the 38th AGM marked a pivotal milestone in India's journey toward becoming a global MICE leader. With its renewed leadership vision and unified approach, ICPB is poised to raise India's profile on the world stage—ushering in a new era where the country emerges not just as a destination for meetings, but as a movement for meaningful global connections.

# Kerala

## Where Business meets Bliss

***India's most scenic MICE destination blends world-class infrastructure with unforgettable experiences***

Kerala has long been celebrated for its serene backwaters, palm-fringed beaches, misty hill stations and rejuvenating Ayurveda. Today, this "God's Own Country" is also making a powerful statement on India's MICE (Meetings, Incentives, Conferences and Exhibitions) map. With a strong focus on infrastructure development, seamless connectivity and premium hospitality, Kerala is positioning itself as a complete business events destination that combines efficiency with inspiration, and professionalism with pleasure.

### A Destination Designed for Modern MICE

What sets Kerala apart is its unique ability to transform corporate gatherings into immersive experiences. Delegates can transition effortlessly from strategic

boardroom discussions to sunset cruises, cultural performances or wellness therapies. This harmonious blend of business and leisure has made Kerala an increasingly preferred choice for global conventions, association congresses and incentive travel programmes seeking a refreshing alternative to conventional urban venues.

### World-Class Convention & Exhibition Infrastructure

At the forefront of Kerala's MICE evolution is Kochi, the state's commercial and convention capital. The Lulu Bolgatty International Convention Centre (LBICC), seamlessly integrated with Grand Hyatt Kochi Bolgatty, stands as one of India's most impressive convention destinations. With expansive, flexible event spaces, modern technology and stunning waterfront settings, it caters to large-scale international conferences and exhibitions with ease.

The CIAL Trade Fair & Exhibition Centre, strategically located near Cochin International Airport, further enhances the state's capability to host major trade events. Its pillar-less halls and modern amenities make it ideal for business summits, expos and corporate fairs. Equally

significant is the Adlux International Convention Centre near Angamaly, a purpose-built complex designed for large gatherings, offering expansive multi-purpose halls and contemporary facilities.

Adding to this ecosystem is the KINFRA International Exhibition-cum-Convention Centre at





Kakkanad, a recent addition that reinforces Kochi's status as a convention powerhouse. Together, these venues create a robust network capable of hosting everything from global conferences and corporate forums to industry exhibitions and cultural showcases.

#### Premium Hospitality supporting the MICE movement

Kerala's luxury and business hotels play an integral role in strengthening its MICE positioning. Grand Hyatt Kochi Bolgatty, with its integrated convention complex, exemplifies the perfect balance of luxury accommodation and state-of-the-art meeting infrastructure. Le Méridien Kochi, Crowne Plaza Kochi and Taj Malabar Resort & Spa offer sophisticated ballrooms and meeting facilities backed by experienced event management teams, ensuring seamless execution of high-profile corporate events.

Further south, in Thiruvananthapuram and Kovalam, properties such as The Leela Kovalam and other premium resort hotels provide stunning venues for executive retreats, incentive groups and leadership conferences. Across Kumarakom, Alappuzha, Munnar and Wayanad, intimate resorts and backwater properties create ideal settings for incentive travel and team-building programmes, expanding the diversity of Kerala's MICE offerings.

#### Strong Connectivity & Modern Infrastructure

Connectivity remains one of Kerala's strongest assets. The state is uniquely positioned with four international airports – Thiruvananthapuram, Kochi, Kozhikode and Kannur – providing excellent access from key domestic and global markets. Cochin International Airport, one of India's busiest gateways, ensures smooth inflow of business travellers from the Middle East, Europe and Southeast Asia.

An efficient network of national highways, upgraded city roads, metro services in Kochi and improved last-mile connectivity make movement across cities and venues smooth and time-efficient. Together, these infrastructural advancements ensure that Kerala delivers not just scenic beauty, but also operational excellence.

#### A Future-Ready MICE Destination

With its strategic investments in convention facilities, hospitality infrastructure and connectivity, Kerala offers a compelling value proposition for business events. The state's commitment to sustainability, eco-friendly tourism and responsible development further enhances its appeal for global associations and corporates seeking meaningful, future-focused destinations.





# MICE Industry Update

## Grand Mercure Agra unveils world-class Convention Centre



Grand Mercure Agra proudly announces the launch of the Grand Mercure Agra Convention Centre (GMCC), a state-of-the-art venue redefining MICE and social gatherings in

the historic city. Spanning 16,000 sq. ft., GMCC features a majestic hall, elegant pre-function area, and scenic lawn — ideal for weddings, conferences, and grand celebrations. With a capacity exceeding 1,000 guests, the new convention centre blends modern infrastructure with Agra's timeless charm, setting a new benchmark for premium event venues in North India.

## Tivoli Group to launch Omnia Convention Centre in Gurugram



The Tivoli Hospitality Group is set to launch the luxurious Omnia Convention Centre on Sohna Road, Gurugram — a landmark addition to its portfolio after successful projects in Dwarka and

Chhatarpur. Designed for both intimate gatherings and grand celebrations, Omnia offers six versatile spaces, including lawns, a poolside venue, and a lavish 16,000 sq. ft. ballroom. With 40 luxury suites and capacity for 1,500 guests, the venue combines opulence, flexibility, and functionality, reinforcing Tivoli's legacy of

excellence in event hospitality.

## Tamil Nadu Travel Expo 2025 to spotlight Madurai's MICE potential

The second edition of the Tamil Nadu Travel Expo TTE 2025 will be held in Madurai from September 26–28 at the IDA Scudder Auditorium. Organised by Travel Club Madurai, South India Hotels and

Restaurants Association and Confederation of Indian Industry with support from the Tamil Nadu Tourism Department and the Ministry of Tourism. Around 200 exhibitors will display offerings from hotels to wellness centres, while nearly 300 buyers — including international tour-operators and influencers — from Malaysia, Sri Lanka, Singapore, the Middle East, Mauritius, Reunion and South Africa are expected. Highlights include a cultural evening on Sept 26, B2B meetings on Sept 27–28, and an awards night.



## India's MICE Industry projected to exceed USD 100 Billion by 2030: IESA

India's MICE sector is on a remarkable growth trajectory, according to the Indian Exhibitions,

Conferences & Events Services Association (IESA). Valued at USD 49.4 billion in 2024, the market is projected to surpass USD 103.7 billion by 2030, growing at a robust CAGR of 13.2%. This surge underscores India's rising global prominence in business events, backed by expanding infrastructure, government support, and the industry's focus on innovation and world-class event experiences.



# 10 Exclusive benefits of becoming an ICPB Member

**B**ecoming a member of the India Convention Promotion Bureau (ICPB) is not just about affiliation—it's about joining a national movement that is redefining India's standing in the global MICE industry. Here are 10 standout benefits of ICPB membership:

## Unparalleled Industry Exposure & Business Networking

Gain direct access to an influential network of MICE professionals, including government representatives, hotel chains, convention centres, DMCs, PCOs, and international buyers. Engage with key decision-makers, explore partnerships, and expand your business visibility across India and global markets.

## Professional Development & Skill Enhancement

ICPB offers its members exclusive access to specialized training programmes, workshops, and capacity-building sessions designed to upgrade professional skills, stay abreast of global trends, and build expertise in areas such as destination marketing, bidding, and event management.

## Enhanced Digital Presence & Promotion

Members enjoy a complimentary digital listing on ICPB's official website and in its membership directory, giving them year-round visibility. Additionally, ICPB promotes its members through social media, newsletters, and digital campaigns, ensuring constant exposure within the global MICE community.

## Participation in the prestigious 'Conventions India Conclave'

Showcase your brand, products, and services at India's premier MICE event—ICPB's flagship "Conventions India Conclave"—at highly subsidized participation costs. This platform connects you directly with buyers, planners, and policy influencers from India and abroad.

## Access to Exclusive Business Leads (For Active Members Only)

Active members receive qualified business leads generated through ICPB's extensive domestic and international outreach. These

leads help members identify potential partners, clients, and event opportunities well before they are publicly announced.

## Representation at Global Trade Shows

ICPB members get the opportunity to participate in prestigious global MICE exhibitions such as IMEX Frankfurt, IMEX Las Vegas, IBTM World, and others under the India Tourism pavilion at a nominal cost—showcasing India's MICE potential while building their own international footprint.

## Participation in International Roadshows & Market Expansion

Expand your horizons by joining ICPB-organized international roadshows in key global markets. Engage with international associations, convention bureaus, and event organizers to position your brand and explore new business collaborations at minimal investment.

## Influence Policy and National Decision-Making

ICPB members play an active role in shaping the future of India's MICE industry by contributing to policy discussions and recommendations made to the Ministry of Tourism. Your insights and experiences directly influence national strategies for MICE growth and global positioning.

## Collaborative Partnerships & Knowledge Exchange

Through ICPB's collaborative forums, members gain access to joint initiatives, research insights, whitepapers, and case studies that encourage cross-sector learning and innovation—helping you stay ahead in a rapidly evolving industry.

## Exclusive Community & Recognition

As part of ICPB's elite network, members become ambassadors of India's MICE growth story. From exclusive invitations to networking dinners and leadership forums to recognition opportunities within ICPB's communication platforms, members enjoy a sense of prestige and belonging that amplifies their industry reputation.



# ICPB welcomes new members

## New Active Members

- **BALMER LAWRIE AND COMPANY LIMITED (Delhi)**  
Mr. Niraj Kumar  
National Head (Sales & Business Development)  
kumar.niraj@balmerlawrie.com
- **CAPER TRAVEL COMPANY PRIVATE LIMITED (Haryana)**  
Mr. Bharat Atree  
Director  
bharat@caper.travel
- **CONFREX GLOBAL PRIVATE LIMITED (Telangana)**  
Mr. Madan Murthy  
Director  
madan@vdotechonologies.in
- **DOUBLE TREE BY HILTON AGRA (A Unit of Aarcher Hospitality Pvt. Ltd.)**  
Ms. Rajani Nair Deb  
General Manager  
Rajani.NairDeb@hilton.com
- **HILTON HOTELS MANAGEMENT (INDIA) PVT. LTD.**  
Mr. Abhishek Rajagolkar  
Regional Director Sales Operations, Sout Asia  
abhishek.rajagolkar@hilton.com
- **HOTEL EXPOINN SUITES & CONVENTION (UP)**  
Mr. Barun Gupta  
General Manager  
gm@expoinn.com

## New Allied Members

- **MACH CONFERENCES AND EVENTS LIMITED (UP)**  
Mr. Varun Mehta  
Vice President  
varun@machconferences.com
- **BAKSHI TRANSPORT SERVICE PRIVATE LIMITED (Delhi)**  
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Managing Director  
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# How ICPB members can assist?



meetings  
incentives  
conferences  
exhibitions

- Venue Sourcing
- Budgeting
- Registration Management
- Marketing & Promotion
- Sponsorship Management
- Logistics - Audio Visual & Signage
- Exhibition Management
- Cultural & Social Evening
- Accommodation & Travel Management
- Airport Facilitation
- Theme Events & Banqueting
- DMC Services - Incentive Programs/Conferences/Events



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(CPB has become the focal point for organizing conferences in the country and looks forward to playing an active and dynamic role in attracting an increasing number of conferences to India by bringing together buyers and suppliers to generate knowledge and commercial opportunity for all concerned.

**'India can do it.  
And has the expertise to do it!  
We'll make sure the applause  
never stops.'**

You need to go beyond  
the role of a mere delegate, to that of a dignitary.  
Not only to present a paper.  
but also to present India as the Incredible  
**'Conference Destination'**

For further information, please contact  
**INDIA CONVENTION PROMOTION BUREAU (ICPB)**  
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