



(Established in 1981)
India Convention Promotion Bureau
(Sponsored by Ministry of Tourism, Government of India)

MICE *Pulse*™

An Initiative of India Convention Promotion Bureau (ICPB)

Volume I ■ Issue VI ■ December 2020 - January 2021 ■ 12 pages

Message



Dear Industry Colleagues,

The recently successfully concluded 13th Conventions India Conclave has set new benchmarks, demonstrating how adopting to the new normal and addressing all the safety norms is the way forward for the MICE industry.

India has great potential for MICE, the challenge is to brand India and ensuring delivery of the highest standards. The government and the Industry will have to jointly build India as a MICE destination wherein the first step is to update the world regarding India's preparedness to host meetings and conferences and welcome more events to the country. We will have to aggressively market India as a MICE destination. The government will have to back the industry in bringing more events to the country, which is where our Missions abroad can be of great help.

ICPB as a nodal body can play a key role in securing support from various ministries and organisations both for winning the bids and subsequently successfully organising events. ICPB needs to be developed as a single window for meeting such needs. It would simultaneously require us to prepare these destinations for holding conventions and events to meet the needs of such visitors. It requires not only core convention infrastructure but also ancillary infrastructure of connectivity, public transport, accommodation, entertainment, etc. Many Indian cities have good facilities for conventions and meetings, which we need to promote on a global platform. We have to work on an integrated offering, giving the participant, who has come to attend an event in our country, a great experience.

MICE is a very dynamic industry and in order to stay in competition it has to constantly evolve and innovate. Digitalisation is a major challenge and we must stay ahead of competition to succeed. ICPB, under the guidance and support from Ministry of Tourism is working ardently to make India a prominent MICE country.

Yours sincerely,

Shri Rakesh Kumar Verma, IAS,

Joint Secretary (Tourism), Government of India
Chairman - ICPB

THE
NEWS
LETTER

CONTENTS

Vice Chairman
Message

p3

MICE City
Kochi

p4-p5

From the desk of
Hon'y. Secretary

p6

Member's
Section

p7

13th Conventions
India Conclave coverage

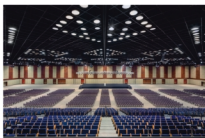
p8-12



(Established in 1988)

India Convention Promotion Bureau

(Sponsored by Ministry of Tourism, Government of India)



Ayurveda
Boost your
immunity with it.

www.icpb.in

India is ready for
the new normal
of MICE

- » Experts at Large Scale Visitor Management
- » Technologically Advanced
- » Warm Luxurious Hospitality
- » New Protocols for Safety
- » Treasure Trove of Experiences
- » E-Conference Visa

- » 5th Largest Economy
- » Young Vibrant Nation
- » Land of Business Opportunities
- » Knowledge Hub

India Convention Promotion Bureau (ICPB)
Room No. 233A, The Ashok Hotel, Niti Marg,
Chanakyaपुरi, New Delhi-110021, India

☎ +91 11 2687 3671, 2611 2264

✉ connect@icpb.in

Follow us:    

Vice-Chairman Message



Established in 1993
India Convention Preparation Bureau
(Sponsored by Ministry of Tourism, Government of India)

Dear Industry Colleagues,

The year 2020 has been a challenging year for people across the globe because of the COVID Pandemic – a year, which none of us envisioned, no one was prepared for and which everyone is still struggling with. Yet, here we are today friends, meetings under these extraordinary circumstances and attending one of the first physical events for many of us in a long time.

The Indian Government has been extremely proactive from the start, implementing a series of lockdowns and restrictions to help control the spread of Covid-19. Even today, a string of checks and measures are being strictly executed to assist people in performing their chores in an infection free environment. The 'new normal' is the new way of life now. For everybody.

Exceptional times call for exceptional measures and this is definitely one such situation. I am positive that the resilience of the industry supported by the Government will trigger the momentum for meetings, conferences, incentives and exhibitions to gradually move from virtual, hybrid formats to on ground meetings.

We at ICPB are happy to be the frontrunners in recently hosting our 13th CIC as a Hybrid event. Nearly 90 participants attended physically at the venue, JW Marriott Aerocity New Delhi and over 1200 joined via virtual platform on both days. Shri Prahlad Singh Patel, Hon'ble Minister (Independent Charge) for Tourism and Culture, Government of India was the Chief Guest at the event. He addressed the participants with his virtual presence at the inaugural session and applauded the efforts of ICPB as a front runner in hosting a hybrid event of this magnitude. 'ICPB MICE Film' and 'Digital Planner' were also globally launched by the Hon'ble Minister. An interesting and insightful mix of Business Sessions kept the participants engaged and enthralled as they heard numerous ways and methods in which MICE can get back on its feet under the 'new normal'.

With the news of the vaccine flooding the market, overall COVID cases going down in India, the economy is responding positively as things seem to be moving in the right direction – slowly and steadily. Thus, my friends, follow the guidelines, take precautions and start cautiously stepping out for conducting hybrid events or physical events with lesser participants. I am positive that by this time next year, we would be back to attending our physical events and business too will be back on track.



Amaresh Tiwari,
Vice Chairman, ICPB

I am positive that the resilience of the industry supported by the Government will trigger the momentum for meetings, conferences, incentives and exhibitions.

KOCHI The Convention Capital of Kerala

Kerala – God's own Country is one of the major hubs for inbound as well as domestic tourism. With four international airports, convention centres and a high inventory of branded hotel supply, Kochi is one of the most well-equipped cities in the state where events and conventions can take place in abundance.

The natural beauty found in and around the town of Kochi takes the first time visitor by surprise. The swaying trees and amazing backwaters create a magnificent picture that leaves the visitors pining for more. Kochi is undoubtedly the primary city of Kerala without being its capital. The breath-taking landscape and vivid greenery all around make the visit to Kochi totally worthwhile for people who are accustomed to the concrete jungles of urban locations!

Kochi, formerly known as Cochin, is a busy metropolis encapsulating a serene region within it. The waterways and green palms beckons the traveller to come experience the scenic grandeur despite the human-made structures evidently close by.

Kochi harbours the true essence of the state in its culture, cuisine, tourist places and lifestyle. Also referred to as the 'Queen of the Arabian Sea', Kochi was once an important spice trading centre in the 14th century India. It is easily one of the few cities that is capable of taking your breath away by just displaying its true beauty. The fact that it has numerous captivating attractions leaves the traveller with many options to explore when visiting the place.

Some of the popular places of tourist interest in the city includes Santa Cruz Basilica, the Cherai Beach, Marine Drive, Mattancherry Palace, Jew Town, Veeranpuzha Beach, Kodanad Elephant Sanctuary, Fort Kochi, M.G. Road, Kerala Folklore Museum, Veeranpuzha Backwaters, Kalady, Ernakulathappan Temple and Chottanikkara Temple.

In addition to being known for its warm hospitality and prominent positioning on the tourist map of India, Kerala is also globally well-known for being one of the fastest emerging MICE (Meetings, Incentives, Conferences and Exhibitions) destinations in India. With a fine melange of culture and natural settings, the vibrant state of Kerala also offers state-of-the-art technology for business meetings, conferences and exhibitions almost at par with the global standards. Amidst stunning backwater settings, series of magnificent tropical beaches, mist-laden plantation hills and cities that host leading names in star hotel business; Ia is undoubtedly a hot-spot for MICE industry in India





Grand Hyatt Kochi Bolgatty

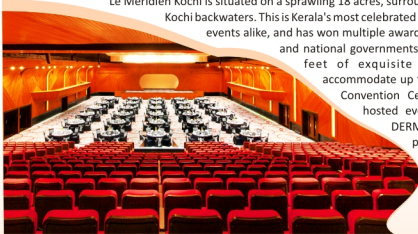
Offering Lake and city views, Grand Hyatt Kochi has 264 luxurious guestrooms including 38 suites and 4 villas with plunge pools and private access. Two large ball rooms – Vembanad and Liwa – with large foyers and many smaller meeting rooms around the convention facility have already hosted numerous big international and national events into Kochi. Vembanad and Liwa can host events as big as 3000 and 2000 pax capacity respectively. Adding to these facilities is equally large open lawns. The support infrastructure is matchless, like parking space for 2000 cars, three dedicated helipads, three boat jetties around the resort, etc., which can appeal to glamour events like destination weddings. Grand Hyatt Kochi Bolgatty has been a game-changer for Kochi's MICE aspirations.

Lulu Bolgatty International Convention Centre managed by Grand Hyatt Kochi Bolgatty

The convention facilities at the Lulu Bolgatty International Convention Centre (LBCC) are one-of-its-kind not only in the Southern part of India, but on a pan India scale as well. The Convention Centre is built as the largest of its kind in India with over 1,00,000 sq. ft. of indoor and outdoor space including two customizable and column-free venues with a total capacity of around 10,000 people. LIWA, is the largest hall in the convention centre with 20,000 sq. ft. and can take more than 5,000 people at a time. It has also got a unique automated re-tractable seating system, which is first of its kind in the country. The convention centre has 3 helipads and parking capacity for more than 1500 cars

Le Méridien Kochi

Le Méridien Kochi is situated on a sprawling 18 acres, surrounded on each side by the calming Kochi backwaters. This is Kerala's most celebrated destination for business and social events alike, and has won multiple awards and recognitions from the state and national governments in the past. With 60,000 square feet of exquisite banquet space, which can accommodate up to 5,000 guests, the International Convention Centre at the hotel has proudly hosted events like APICON, ISGCON, and DERMACON over the years. The hotel's prime placement near the heart of the city also allows Le Méridien Kochi to set new standards in luxury.



From the Desk of Hony. Secretary

Dear Friends,

This has been an unprecedented year with pandemic crises threatening human lives and global economies like never before. While most industries have suffered the impact of COVID19, the MICE have been disrupted the most. MICE was the first one to be affected and probably will be the last one to recover.

At ICPB, it was imperative for us to organise our annual flagship event during the prevailing challenging times and set an example for others to follow. We, as a Nodal body of MICE in India, had to act as the torch bearers for the industry and also wanted to demonstrate the unique way of connecting people with new innovative tools. I firmly believe that reopening of MICE, not only helps in reviving the MICE stakeholders such as hotels, convention centres, venues, tour operators, transporters etc., but also helps in reviving the multi sector economy. Business events have multi sector impacts and are an efficient means of supporting the recovery and advancement of a wide range of economic, professional, academic and business sectors. Therefore, reviving the MICE sector is like reigniting the whole economy.

If we look at the data of JMJC – the Joint Meeting Industry Council, the impact of business events is \$1.07 trillion on the Global economy. Global Business events support 10.3 million jobs directly globally. As per IAPCO statistics, there were 21,423 of total meetings organised in 2019 – which comes to 58.6 meetings per day on average. These figures have been severely affected by the Pandemic and it seems like a long road to recovery right now. But just like every journey starts with a single step, hosting of the 13th CIC as a hybrid event was our effort to reboot the MICE sector once again.

The response to ICPB's annual flagship event was much better than anticipated. The MICE Industry stakeholders showed solidarity and came forward to attend the event – both physically and virtually in encouraging numbers. One can only be hopeful that this is the start of something good and more hub hybrid events will be hosted in the near future until physical events are back to their original strength.



Mr. Girish Kwatra,
Hony. Secretary, ICPB

At ICPB, it was imperative for us to organise our annual flagship event during the prevailing challenging times and set an example for others to follow.

Marriott announces opening of Courtyard by Marriott, Nashik

Courtyard by Marriott has opened its hotel in Nashik on November 10, 2020. It's the first international 5 star hotel of the city that provides spacious rooms, banquets and culinary experiences. Courtyard by Marriott Nashik features 113 rooms, entailing a combination of contemporary and comfort for business and leisure travellers. Replete with state-of-art facilities and signature comforts, the rooms are equipped with modern essentials. The hotel also has exceptional meeting and event spaces spread over 9791 square feet, which includes board room and ballroom with spacious pre-function areas.



Gujarat University Convention & Exhibition Centre continues to attract events and exhibitions in Gujarat

Gujarat University Convention & Exhibition Centre (GUCEC) is located in the heart of India's first world heritage city – Ahmedabad and is easily accessible through road, rail, and airways. It presents a versatile mix of over 117,352 sq. ft. of indoor complexes and more than 22,86,000 sq. ft. of expansive open-spaces. From hosting more than 21,000 chess players to celebrating the Indian culture of Yoga with over 8,000 participants, GUCEC has continuously organised larger than life events. The strategic location of the venue offers more than 1500 hotel rooms in proximity.



Construction of IICC restarts in Dwarka, New Delhi

Construction of India International Exhibition and Convention Centre (IICC) has restarted from May, 2020 after being halted because of COVID-19 lockdown. With the constant support from the Government of India and IICC Limited, the progress of construction is going up, and now, KINEXIN Convention Management Private Limited (IICC Operator) is looking at year 2022 for the IICC grand opening. Once the venue opens in 2022, IICC will attract and host more than 100 international MICE trade fairs and conferences annually.

HITEX in association with Telangana Facility Management Council and Infection Control Academy of India organises PHIC EXPO 2020

HITEX in association with Telangana Facility Management Council (TFMC) and Infection Control Academy of India (IFCAI) recently organised PHIC EXPO 2020, the first exhibition and conference in India addressing solutions to opening businesses post-COVID lockdown. The three-day B2B hybrid expo and conference had 40 exhibitors and 1800 visitors/delegates. Adhering to the SOP provided by the Ministry of Health and Family Welfare, Govt. of India for safely organising exhibitions and conventions during COVID times, the event had five topics specially designed to specifically cover healthcare, facility management, pharmaceutical and biotechnology, educational institutions and hospitality sectors. Experts from the infection control fraternity and the respective sectors drove the sessions and shared their knowledge on adapting to the new normal. Shri Etela Rajender, Hon'ble Minister of Health, Medical and Family Welfare, Govt. of Telangana and key members from various professional associations graced the event and interacted with speakers, delegates and exhibitors.



13th Conventions India Conclave

The India Convention Promotion Bureau successfully concluded its flagship event – the **13th Conventions India Conclave (CIC)** as a hybrid event on October 30 – 31, 2020. Nearly 1000 participants attended the conclave, physically and virtually. The physical event took place at J W Marriott Aerocity New Delhi.

Shri Prahlad Singh Patel, Hon'ble Minister (Independent Charge) for Tourism and Culture, Government of India was the Chief Guest at the event. He addressed the participants with his virtual presence at the inaugural session on 30th October 2020 and applauded the efforts of ICPB as a front runner in hosting a hybrid event of this magnitude. ICPB MICE Film and digital MICE Manual were globally launched during the inaugural session by the Hon'ble Minister.

Keynote Address was delivered by Ori Lahav, President, IAPCO on 'Physical & Digital Meetings – A Harmonious Blend' through an informative presentation on evolving technologies in the meeting industry.



Panel Discussion I on 'Strategizing for Survival, Revival and Thrival of MICE in India'

The 13th CIC's first panel discussion was moderated by Nitesh Gandhi, General Manager, JW Marriott Aerocity with panellists Rakesh Kumar Verma, Joint Secretary, Tourism and Chairman, ICPB; Amaresh Tiwari, Vice Chairman – ICPB; Girish Kwatra, Hony. Secretary, ICPB and Capt. Swadesh Kumar, President, ATOAI. During the session, the stalwarts discussed ways and methodologies that can be undertaken to revive MICE in the post COVID era and the challenges one needs to be prepared for while hosting an event.

Presentation by JW Marriott Aerocity

The panel discussion was followed by a detailed and informative presentation by JW Marriott Aerocity, New Delhi on 'Attendees Engagement: How to make it more effective and engaging'.

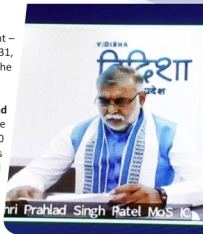
Panel Discussion II – 'Critical path of Contracting: Event Risks, Attrition, Retention, Cancellation, Minimums, Concessions based on New Normal'

The second panel discussion was moderated by Amaresh Tiwari, Vice Chairman, ICPB. The panellists included Chander Mansharamani, Managing Director, Alpcord Network; Aashish Gupta, Founder – StrategyPluto; Christopher T. Viegas, Associate Vice President Sales: MICE & Social Events - Indian Hotels Co. Ltd. and Rohit Chopra – Regional Director of Sales and Distribution (India and South Asia), Accor. The panellists spoke on how the MICE stakeholders can seek fresh booking given the prevailing set of challenges. All agreed that the common emotion at the moment should be to get back into business and not focus much on profits.



Presentation by Gujarat Tourism on MICE Infrastructure in the state

A captivating presentation by Gujarat Tourism on 'MICE Infrastructure: The Big Picture' highlighting its MICE Infrastructure was interesting and insightful. The Gujarat tourism film projected the tourism attractions and the business opportunities, infrastructure to promote Gujarat as an attractive leisure and business destination.



13th Conventions India Conclave

Panel Discussion III - 'Innovative ways of executing MICE - New Normal Events'

The session was moderated by Girish Kwatra, Hony. Secretary, ICPB with panellists including Dr. Deepak Govil, Director, Critical Care, Medanta; Roshan Abbas, President, Event and Entertainment Management Association (EEMA); Abinash Manghani, Chief Executive Officer (CEO), WelcomHeritage – ITC Hotels and Sudeep Sarcar, CEO – India Exposition Mart Ltd. During this informative session, the panellists collectively agreed how 'safety and sanitisation' protocols will have to be adhered to and venues that will ensure the clients of complete adherence to protocols will be able to garner more business for the company / venue as compared to those who will take these lightly.



Presentation by Grover Audio Visual Services

A presentation on 'Designing Digital Experience and creating value to stakeholders' by Grover Audio Visual Services, the Technology Partner for the 13th CIC, highlighted the importance of technology in the new normal of MICE industry post COVID19.

Virtual ICCA session on 'Pursuing the International Association Meetings Business during the pandemic'

This unique virtual session was moderated by Noor Ahmad Hamid, Regional Director (Asia Pacific), ICCA with panellists including Dr. Keiko Nishimoto, Senior Researcher – MICE Research Institute; Bruce Redor, Partner (Europe), GainingEdge and Chloé Menhinick, Partner (Association Consulting), GainingEdge.

Day 2: October 31, 2020

Panel Discussion IV – 'Gender Equality & Sustainability in MICE Industry' The session was moderated by Madhu Dubey, Executive Director, ICPB. The panellists included Meenakshi Sharma, Director General, Ministry of Tourism (virtual); Nidhi Sharma, Executive Director, IEIA; Punam Singh, Chief Happiness Officer and Founder Member – Indian Hospitality Network – IHN, Rakhi Nathawat, Executive Director – All India Ophthalmological Society. Lalitha Kantham Rai, Partner – Marundeshwara Enterprises (virtual); Rajani Nair Deb, Director of Sales & Marketing – Mahatma Mandir Convention & Exhibition Centre (virtual) and Dimple Peri, Chief Curator – Jamiti (virtual). The dynamic ladies on the panel collectively agreed that women need to come forward to support their women colleagues, assume leadership/ mentor roles in the industry.

Hybrid hub session from Crowne Plaza Greater Noida

A **Hybrid Hub session** was organised physically at Crowne Plaza - Greater Noida, which was transmitted live to all participants in Delhi and across the country. The objective of this session was to showcase advanced technologies in promoting hybrid meeting hubs to all participants of the Conclave. The importance of Greater Noida as the ideal hub centre for MICE activities was 'the focus of the discussion'.

Presentation by BIEC

Bangalore International Exhibition Centre (BIEC) made a detailed presentation to the Conclave participants on Bangalore as an



13th Conventions India Conclave

Virtual Session I - 'Role of Service Providers in meeting the demands of MICE industry post Covid-19'

This informative and insightful virtual session was moderated by Nimit Soni, Member, ICPB. The panellists included Rohit Saraogi, Director & Co Founder – DesignDesk; Santosh Kumar, Director – Violet Worldwide; Ravi Boratkar, Managing Director – MM Activ and Ashish Jagota, Executive Director – Concept Conferences Pvt. Ltd.

Virtual Session II - 'Building Human Capital: Capacity building, imparting professional skills through trainings, certification programme and its effectiveness'

This session was moderated by Dr. Chandra Shekhar Barua, Assistant Prof & Placement Officer, IITM, with panellists including Dharmendra Kumar, CEO, Geanis World



& MICE; Prof Dr. Anupama Srivastava, Coordinator, Institute of Tourism Studies, University of Lucknow; Prof. Dr. Sampad Swain, Professor & HOD Department of Tourism Studies – School of Management, Pondicherry University; Prof. Dr. Paramita Suklabaidya, Associate Professor – School of Tourism & Hospitality Services Management – IGNOU; Prof. Dr. Rajesh N. Ragde, Associate Professor and Director – Dr. Babasaheb Ambedkar Marathwada University; Prof. Dr. Sneha. N, H.O.D & Assistant Professor - Department of Travel & Tourism, Mount Carmel College and Madan Kak, COO, Minar Travels & Elbon Conferences

Virtual Session III - 'ROI and ROO in Meeting Industry: How to measure and create value to stakeholders'

The session was moderated by Neeraj Dhawan, Board Member, ICPB Governing Board, with panellists, Neelanjana Singh, Executive Member, Indian Dietetic Association; Dr. Tilak Raj Raina, Deputy President – Indian Society of



Talk by Rajeev Kohli

The two day informative and unique hybrid 13th CIC was concluded by an insightful talk given by Speaker, Rajeev Kohli, Joint Managing Director

- Creative Travel delivered on How to Brand INDIA as MICE destination. He highlighted how India is a great country with a plethora of touristic offerings, which just needs to be marketed right.



13th Conventions India Conclave

Assisted Buffet @ JW Marriott Aerocity New Delhi

Another unique experience of the participants was, an enjoyable lunch served as 'assisted buffet'. A new concept for conference lunches wherein small individual portions are offered in the buffet served by the staff and more live stations to avoid keeping large quantity of cooked food.

The Valedictory Session

The Conclave concluded with the **Valedictory Session**. Mr. Amaresh Tiwari, Vice Chairman-ICPB summarized the highlights of the two day Conclave and thanked all speakers, participants, supporting partners, media representatives for the success of the event. ICPB felicitated the supporting partners, thanking them for their support and contribution in putting up a successful hybrid 13th CIC following all safety protocols. The supporting partners namely, Ministry of Tourism - Government of India; Gujarat Tourism; JW Marriott Aerocity; Grover Audio Visual Services; Crowne Plaza – Greater Noida; Axis Communications; Group Think; Falcon; India Exposition Mart Ltd.; Bangalore International Exhibition Centre were presented certificates recognizing their contribution to the success of the event.



Virtual Exhibition

The following 26 organizations exhibited virtually and showcased their MICE products during the event :

S.No	Name of the Organisation	S.No	Name of the Organisation
1.	Ministry of Tourism, Government of India	14.	Meetings & Incentives World (A Division Of A.T. Seasons & Vacations Travel Pvt. Ltd.)
2.	JW Marriott Aerocity New Delhi	15.	Mahatma Mandir Convention And Exhibition Centre
3.	Tourism Corporation of Gujarat limited	16.	India Tourism Development Corporation Ltd.
4.	Grover Audio Visual Services	17.	Meetings & More
5.	Axis Communications	18.	Concept Conferences Pvt. Ltd.
6.	Group Think	19.	Falcon Exhibitions Pvt. Ltd.
7.	India Expo Centre & Mart	20.	Grand Hyatt Kochi Bolgatty
8.	Crowne Plaza Greater Noida	21.	MM Activ – Sci Tech Comm. Pvt. Ltd.
9.	Bangalore International Exhibition Centre	22.	Gujarat University Exhibition & Convention Centre
10.	India Convention Promotion Bureau	23.	Vama Events Pvt. Ltd.
11.	Alpcord Network Events & Conferences	24.	Marundeshwara Enterprises
12.	Hyderabad International Convention Centre	25.	Paras Art Studio
13.	The Indian Hotels Company Limited	26.	Palomino Hospitality Pvt. Ltd.

13th Conventions India Conclave

Thanking the Supporting Partners with a token of appreciation



Ministry of Tourism, Government of India



JW Marriott Aerocity New Delhi



JW Marriott Aerocity New Delhi



Grover Audio Visual Services



Gujarat Tourism



Axis Communications



Crowne Plaza Greater Noida



India Expo Mart Limited



Falcon Exhibitions Pvt. Ltd.

ICPB SECRETARIAT

Editorial Board

- Mrs. Madhu Dubey
- Mr. Amaresh Tiwari
- Mr. Girish Kwatra
- Mr. Anuj Wadhwa
- Mr. Abinash Manghani
- Mr. Tushar Kesharwani
- Mr. Ripudaman Singh Chauhan

233-A, Ashok Hotel,
Chanakyaपुरी,
Niti Marg, New Delhi - 110
021,

+91 11 26873612 / 26112264
connect@icpb.in

For Booking Advertising Space
contact ICPB Secretariat
www.icpb.in

Disclaimer :- A Publication of India Convention Promotion Bureau (ICPB), MICE Pulse is printed and published on their behalf by More Media Pvt Ltd., Delhi (directormoremedia@gmail.com). MICE Pulse is registered trademark of ICPB. All information is derived from sources we consider reliable. It is passed on to our readers without any responsibility on our part. Opinions/ views expressed by third parties in abstract or in interviews are not necessarily shared by us. ICPB/Publisher assumes no responsibility for returning any unsolicited matters. Material appearing in the newsletter cannot be reproduced in whole or in part(s) without express permission. All advertisements must comply with the Indian Advertisements Code. Jurisdiction is limited to Delhi.