

# INDIA Forbes

MARCH 2018

LUXURY TAKES A  
**WORLD TRIP**

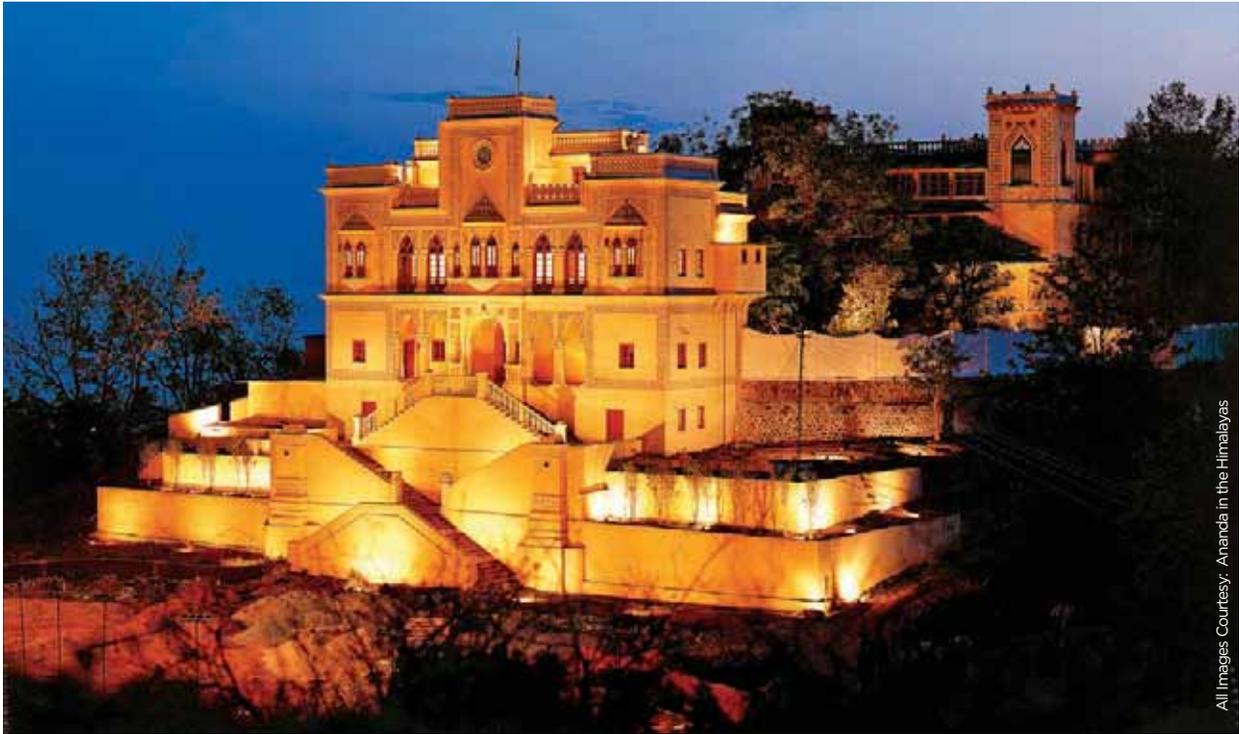


FORBES INDIA

MARQUEE

A special marketing presentation complimentary with Forbes India. Not for Sale.

Network 18



All Images Courtesy: Ananda in the Himalayas

## ANANDA IN THE HIMALAYAS

It is considered as India's holistic health and wellness haven for the mind, body and soul. Ananda is located on 100 acres of Maharaja of Tehri Garhwal's palace in the Himalayan foothills near the cities of Rishikesh and Haridwar. The area is a mecca for Yoga fanatics, but one can be indifferent to Yoga and still appreciate the beauty and rejuvenating spirit of the place.

It is the perfect place to learn Yoga. At Ananda, they focus on traditional yoga that stems from Hatha yoga, Ananda's offerings include individualized Hatha yoga sessions, dynamic Gatyatmak classes, Kriya yoga, and Pranayama breathing exercises. The sprawling 24,000-square-foot spa features 24 treatment rooms, hydrotherapy facilities, outdoor swimming pool, sauna, steam rooms and fitness centre. A spa menu details more than 80 body and beauty treatments ranging from traditional Ayurvedic therapies to modern Western spa rituals. One customized signature treatment, Ananda Fusion, combines a number of techniques that are selected by the therapist based on the client's individual needs.

The spa conducts twice daily Vendanta lectures. Their daily schedule includes meditative Yoga Nidra. From the Ayurvedic side, the Shirodhara massage. Healing



### TOP

The area is a mecca for Yoga fanatics, but one can be indifferent to Yoga and still appreciate the beauty and rejuvenating spirit of the place.

### ABOVE

Ananda's offerings include individualized Hatha yoga sessions, dynamic Gatyatmak classes, Kriya yoga, and Pranayama breathing exercises.



treatments include Reiki and Reflexology massages, while an array of salt scrubs, wraps, and facials are more in line with Western spa offerings.

Ananda's 75 rooms and suites occupy a separate structure built on a hillside with views of the distant Ganges River and the surrounding peaks and valleys. The rooms are

neutral and understated. Three private villas, each with a swimming pool and fresh, contemporary interiors. There is also a luxurious Viceregal Suite in the palace. The magnificent 19th-century building also houses Ananda's reception area, a tea lounge, billiards room, library, and spaces for group classes.

Visits to Ananda are usually rounded off with an escorted trip to Rishikesh for the nightly Ganga Aarti ceremony on the banks of the Ganges. The uplifting ceremony only enhances the sense of wellbeing acquired after days immersed in Ananda's healthful holistic lifestyle. **F**

Redefining

# LUXURY IN NASHIK

One of the most successful solo hotels in India, Express Inn Nashik, is a business luxury hotel that has created a niche for itself and has partnered with Preferred Hotels & Resorts. Recognized globally as a part of this tie-up, the hotel boasts of sales offices in 40 countries. The man behind the launch of this iconic property, Mr. Narayan Shelar, Founder CMD, has a new man at the helm to take forward his grand ideas for Express Inn, the young and dynamic Mr. Vikas Shelar.

Even at a young age, Vikas holds big dreams for the hotel. This dedication has led them to win the prestigious Luxury Travel Guide Award recently in London.

Following the basic principles of Indian hospitality 'Atithi Devo Bhava' with a touch of international class, the hotel has succeeded in creating not just a regional but a national presence and now have the international stage as their goal.

Under the new leadership of Mr. Vikas, Express Inn is ready to take the world by storm and take Nashik with it on the path of progress! Express Inn has a loyalty programme called iPrefer and it has started 24 carat edible gold desserts

**Mr Vikas Shelar,**  
Director, Express Inn Hotels



“Our International traveller’s percentage is around 30-35% while the rest 65-70% is Domestic traveller. With Nashik on an expansion spree we expect to see a good increase in International travellers including medical tourism, corporate travel and defence movement. Our tie-up with Preferred Hotels & Resorts has been a big support to attract International travellers for us.”

“Express Inn founder Chairman Narayan Shelar has always thought Express Inn as a special property capable of giving world class services and the best facilities that a hotel can have for its guests. As he traverses across the globe he tries to notice the best in these hotels and sees if he can replicate them with an Indian touch. This is how the idea of a Presidential Enclave was born – an aim to give the VVIP Guest a special feeling and exclusivity. Suite rooms on Presidential Enclave has its own Freesia Lounge – an exclusive Library cum Dining Area for VVIP Guests. Nashik City has lots of VVIP movement but such a facility was always missing and today our Presidential Enclave fulfils that gap.”

Know more about the hotel through its website [www.expressinnindia.com](http://www.expressinnindia.com)

# ONE MOUNTAIN – ALL SEASONS

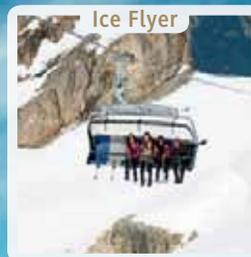
Imagine a bright blue sky and the touch of sparkling fresh-fallen snow. Explore the world of eternal ice. Feel like an eagle and hover over stunning glacier crevasses. Enjoy snow tubing at the Glacier Park. Mount TITLIS is a spot not to miss!



Cliff Walk



Ice Flyer



Snow Tubing



## TITLIS GLACIER MOUNTAIN

Discover the highest glacier mountain in the heart of Switzerland.

## TITLIS ROTAIR

Ascend to a height of 10.000 feet in the world's first revolving cable car.

## ICE FLYER CHAIR LIFT

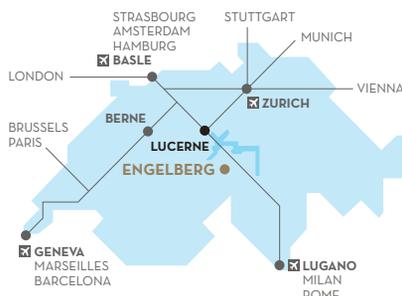
Glide safely over stunning glacier crevasses.

## TITLIS GLACIER PARK

Slide down the hill on a snow tube or a sledge.

## TITLIS CLIFF WALK

Enjoy the breathtaking view across snow-covered mountains and green valleys on the highest suspension bridge in Europe.



Lucerne



**WWW.TITLIS.CH**  
TITLIS CABLEWAYS,  
HOTELS & RESTAURANTS  
6391 ENGELBERG | SWITZERLAND  
PHONE +41 (0)41 639 50 50  
TITLIS@TITLIS.CH



TITLIS GLACIER MOUNTAIN WELCOME TO THE HEART OF SWITZERLAND



# TRUE BLUE PARADISE ON THE WEST COAST



It's time to unwind and get in a flip-flop state of mind as toes hit the soft sands of Jetwing Blue. This is the only 5-star hotel in Negombo that boasts the best stretch of beach - perfect for any beachaholic. Where business is always a pleasure with a host of amenities to meet all your needs. From decadent dining to unparalleled service, true blue reigns in the very heart of this paradise.

For reservations call +94 11 4709400 or  
email [resv.blue@jetwinghotels.com](mailto:resv.blue@jetwinghotels.com) #jetwingblue

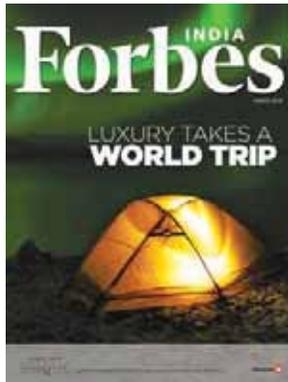
JETWING, THE HOME OF SRI LANKAN HOSPITALITY.



**Jetwing**  
**BLUE**  
NEGOMBO • SRI LANKA

[www.jetwinghotels.com](http://www.jetwinghotels.com)

# INDIA Forbes



**Cover Image**  
Shutterstock.com

**CEO-Forbes India & President Revenue, Network 18:**  
Joy Chakraborty

**Marketing:**  
Priyanka Tiku  
Neha Chimbalkar  
Juhi Batra  
Jitendar Gujar

**Advertising Sales:**  
Preeti Sahni, Girish Sharma, Brijesh Singh, Atishay Singh, Kanwaldeep Singh, Divya Bhatia, Mona Parate, Dilshad Ahmed Khan, Janki Modi, Daksha Solanky, Mitu Midha, Karina Mehta, Riti Menghani, S Salim Baig, Kaushik Paradkar, Anil Bhatia, Abhishek Shah, Vaibhav Kumar

**Distribution:**  
Subhadra Bose  
Kaushal Pillai

**Advertising Operation:**  
Chaitali Karia  
Smita Suvarna  
Krishna Gupta  
Prashant Rane

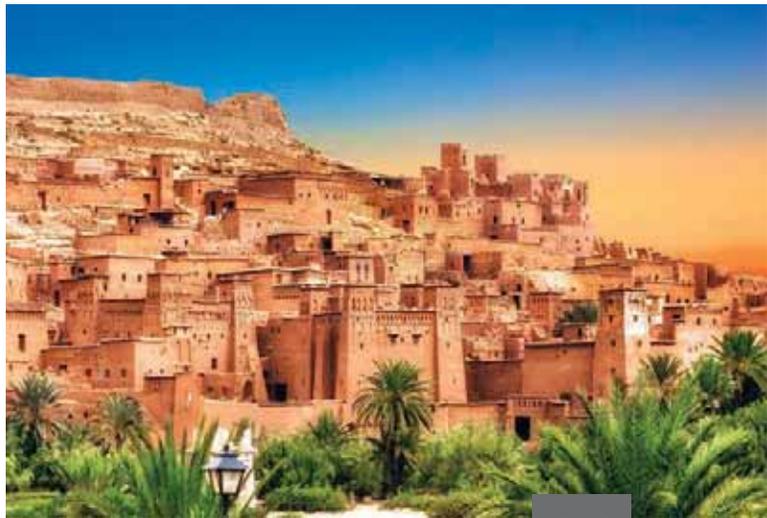
Forbes India Marquee, a marketing initiative, is a complimentary supplement for Forbes India readers.

Forbes India is published by Digital18 Media Limited under a license agreement with FORBES LLC, 60 Fifth Avenue, New York, New York 10011.

"Forbes" is a trademark used under license from FORBES LLC. © 2009 Digital18 Media Ltd. © 2009 FORBES LLC, as to material published in the US edition of Forbes. All Rights Reserved © 2009 Forbes LLC, as to material published in the edition of Forbes Asia. All Rights Reserved.



Publisher: Maneck Davar  
Issue Editor: Kushi Madhusoodanan  
Designer: Parvez Shaikh, Vijay Gawale, Namrata Shelar



04

## Off the Beaten Track

If out-of-the-box is the name of your game then these unique holiday spots are exactly what you are looking for

05

**The Essential Spa Guide**  
Rejuvenation is with a capital R at these three exquisite and highly effective health and wellness resorts



### DISCLAIMER

Views and Opinions expressed in this magazine are not necessarily of Digital18 Media Limited, its publisher and/or editors. Readers should treat the Forbes India Marquee media marketing initiative as the equivalent of paid-for-advertisements. No Forbes India journalists were involved in creating this supplement. We (at Digital18) do our best to verify the information published but do not take responsibility for the absolute accuracy of the information. Digital18 does not accept responsibility for any investments or other decisions taken by the readers on the basis of this information.

# Off the BEATEN TRACK

*If out-of-the-box is the name of your game then these unique holiday spots are exactly what you are looking for*

**H**olidays punctuate our routine with much needed rest and relaxation. It's something we look forward to, it leaves us with great memories and is the best way to reconnect to oneself. It's the refresh key all of us hit from time to time as we navigate regular life. Deciding where to holiday is perhaps the most exciting part of the venture. Whether one is an adventure junkie, a beach bum or a history buff, who we are inspires our choices. We, however, decided to go off the beaten track and explore destinations far removed from our comfort zone.

## SUMMER IN THE ARCTIC

How about spending the summer in the pristine wilderness of the Arctic region —an adventure holiday like no other. It's a trip best taken in the summer as that's the only time there is perpetual sunlight and a good chance of seeing the Northern Lights in the night sky. Stunning ice landscapes and remarkable wildlife like polar bears, walruses and whales are all part of the itinerary. One can pick from the Canadian Arctic, the deep North Pole, Russian Arctic, Spitsbergen or Greenland.

In the high Arctic – midway between the Arctic Circle and the North Pole – frozen islands and frigid

### FACING PAGE

A Polar bear makes its way through the Franz Josef Land in the summer.

### BELOW

If you are planning on camping in the Arctic region, there's a good chance of seeing the Northern Lights in the night sky

seas harbour a surprising amount of wildlife — arctic foxes, whales and the mighty polar bear. Although it looks like one big Arctic wilderness, there is a surprising variety here.

Greenland, the world's second-largest island, is covered in a huge ice sheet, three kilometres deep, with towns dotting its rocky coast. Svalbard, a haphazard cluster of islands, is the outlying territory of the Kingdom of Norway — home to the world's northernmost town, Longyearbyen.

The Canadian Arctic is known for its dramatic scenery and historic stories of the hunt for the Northwest Passage. Spitsbergen is better for wildlife spotting as the landmass is smaller and animals more concentrated.

The eastern seaboard of Russia is so remote very few ever visit it. This isolation has protected its Kamchatka Brown bears, Red fox, sea otters, whales and an astonishing array of birds.

Of course, the jewel in the crown is a voyage to the North Pole — literally to the top of the world. It is the colossal glacial landscape where the only direction is south.

It hosts the world's largest icebreaker – The 50 Years of Victory, the Franz Josef Land, known for its flat-topped islands and steep basalt cliffs. If ever there was a break from your routine, this is it.

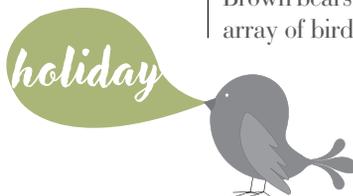


Image courtesy: © shutterstock.com





Image Courtesy: © shutterstock.com

## DESERT SAFARI

When one thinks of Desert Safari, Dubai comes to mind immediately. However, tucked away in the north of Africa is a treasure, which offers sweeping deserts, epic mountain ranges, ancient cities and warm hosts.

Morocco is the gateway to Africa and has a sand sea snaking along the horizon for 40km bordered along the north and south by mountain ridges. It takes a week to cover and the best way to do it is through a camel ride. The desert experience here is quiet and enveloping and offers spectacular night skies illuminated by the arc of the Milky Way. Bordering the desert are the mountains – not just the famous High Atlas, but also the Rif and suntanned ranges leading to Saharan oases.

Morocco's cities are steeped in history. There are the centuries-old trail of nomads and traders to follow, from the winding medina



### ABOVE

A port in Morocco offers a picturesque sight during the blue hour — a period of twilight in the morning and in the evening.

### BELOW

The Ait Benhaddou in the Atlas mountains of Morocco has been a UNESCO World Heritage Site since 1987.

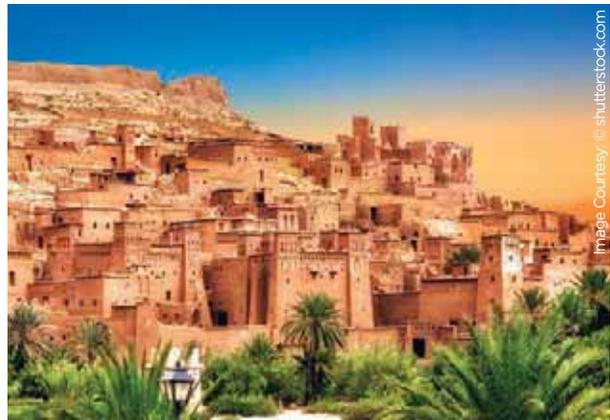


Image Courtesy: © shutterstock.com

maze of Fez to the carnivalesque street-theatre of the Djemaa el-Fna in Marrakesh. In the rocky deserts, medinas are encircled by kasbahs, on the coast by thick sea walls.

Morocco is overflowing with sights, sounds and things to do. It starts with people-watching in a street cafe with a coffee or a mint tea. Then there is hiking up North Africa's highest peak, learning to roll couscous, camel trekking in the desert, shopping in the souqs or getting lost in the medina. Between the activities, you can sleep in boutique riads, relax on panoramic terraces and grand squares, and mop up delicately flavoured tajines – before sweating it all out in a restorative hammam. A whole gamut of experiences, which will make you craving for a longer break.

## MT TITLIS

Located right in the heart of Switzerland and at 10,000 feet above sea level, Mt Titlis is one of the most popular mountain excursions all year round. In winter, it is the mecca for off-piste skiers and has one of the top five downhill free runs in the world. But parts of its well-groomed slopes also are used by ski schools for basic and intermediate ski lessons. In summer visitors from all over the world experience an eternal world of ice and snow with a lot of fun activities.

The starting point of the excursion is the fresh air mountain village of Engelberg, less than a 45 minute train ride from the closest city of Lucerne. The ascent by cable car to the top of Titlis needs one change and a total of 25 minutes, so as you see, in a short traveling time you are transformed from the green of the alpine meadows past azure mountain lakes to Whilst one thinks that getting up the mountain is thrilling just wait to try all the various highlights at the summit. One gingerly steps on the snow for the first time and then gradually pick up pace as one feels more sure footed and after 250 of these steps you come to the starting point of the Ice-Flyer, an open chair lift, which takes you safely for a 3 minute ride down to the Glacier Park. Here you can enjoy all the various snow sliding toys and the snow tubes for as long as you want because all the activities are completely free. After enjoying to your hearts content, you take the ice-flyer back up and then hear your heart thump as you walk across Europe's



Image Courtesy: Titlis



Image Courtesy: Titlis



Image Courtesy: Titlis

### ABOVE

The world's first revolving gondola, the Rotair, revolves once in the last five minutes of the ascent and offers stunning panoramic views as far as the Black Forest.

### LEFT

Hear your heart thump as you walk across Europe's highest suspension bridge, the Titlis Cliff Walk.

### LEFT

At the Glacier Park, you can enjoy all the various snow sliding toys and the snow tubes for as long as you want because all the activities are completely free.

highest suspension bridge, the Titlis Cliff Walk. At the end of the cliff walk, you can walk a few steps down to the tunnel, which shall take you into the Glacier Cave, a surreal world of ice 20m below the surface on which you took your first steps.

Round off the excursion with a sumptuous local Swiss lunch, or an Indian, if that is so your desire. On the way down stop at the lake of Truebsee. In winter, you can visit the Igloo Hotels and try some snow hikes or maybe a first experience at skiing. In summer, go for a gentle and flat one-hour hike around the lake or try some boating.

For people who want to stay in Engelberg there is enough of a choice in different categories of hotels. The most popular being the Terrace Hotel, which has probably one of the best views in all of Switzerland or if you rather stay with friends and family together, the Titlis Resort, with studios and 3 bedroom apartments is the logical choice.

Surely, a visit to Mt Titlis is a must on every itinerary to Switzerland! **1**

holiday



Image Courtesy: Rancho La Puerta

# The Essential SPA GUIDE

*Rejuvenation is with a capital R at these three exquisite and highly effective health and wellness resorts*

**W**ellness is a much sought after mantra today and catering to a whole host of needs – beauty, rejuvenation, fitness, detoxification, stress relief – spas have evolved to high levels of sophistication. Here is a list of the most popular spa destinations from all over the globe which are renowned for their treatments, exclusivity and location.

## RANCHO LA PUERTO, BAJA CALIFORNIA

It's the world's first "eco" health spa resort and still one of the very best. Started in the 1940s by Edmond and Deborah Szekely, Rancho La Puerta is tucked into the mountains between the sea and the desert on 4,000 acres, just an hour from San Diego.

Rancho La Puerta is packed with a whole lot of wellness – great food and classes, hiking in beautiful mountains, guest speakers and warm hospitality. It's by far the most popular in the US and the regulars who call it "The Ranch" return to it repeatedly. The Ranch believes in holistic well- being rather than losing weight and loving what you eat is what they propagate. Meals here are festive and fun. They have their own six-

### TOP

The Ranch believes in holistic well- being rather than losing weight and loving what you eat is what they propagate.



### BOTTOM

The treatments at The Ranch are designed to align with our natural cycles.



Image Courtesy: Rancho La Puerta

acre organic farm and a gorgeous culinary centre called " La Cocina Que Canta".

To work out all the food there are loads of hikes through exotic gardens, lavishly landscaped grounds, alongside streams, on trails that wind through meadows and up the mountains behind Rancho La Puerta.

The Ranch's Spa philosophy of wellness is based on our natural healing process; hence, all forms of holistic health care follow innate principles for self-healing and restoring balance. Their treatments are designed to align with these natural cycles and start off with cleansing treatments early in the stay followed by relax and restore sessions and finally before leaving The Ranch there is an energize routine.

## CHIVA-SOM, HUA HIN, THAILAND

The Chiva-Som is a famous little enclave set in seven acres of beachside land in the seaside resort of Hua Hin. Three hours from Bangkok by car but only 50 minutes by helicopter, it opened in 1995 as a wellness club and has gone on to serve the global well-heeled and health conscious.

Their pioneering Cell Vitality Retreat has a holistic approach to rejuvenation through one-on-one consultations with Chiva-Som's experts—yoga practitioners, physiotherapists, naturopaths and so on. Their premises



### BOTTOM

All meals at the enclave emphasise on low-fat and low-calorie food.



All Images Courtesy: Chiva Som

have a men's and women's spa. A kinesis studio, pilates, aqua-aerobics, a boot camp, 70 treatment rooms and over 85 qualified therapists giving more than 200 treatments. Holistic healing is provided through therapies and medical services such as Che Nei Tsang, mind training, shiatsu, watsu, reiki and many others.

All meals emphasise low-fat, low-calorie food with some vegetarian and wheat-, gluten-, dairy- and sugar-free dishes integrated into the menus. There are also the most tender steaks, signature dishes such as the rock lobster curry and the freshest vegetables combined with local herbs and spices. The signature cookies are a delicious treat. Spa cuisine meals can be taken at the Emerald Room or Taste of Siam by the beach, which offers a superb range of international snack foods and drinks for those not participating in a strict meal plan.

### TOP

The Chiva-Som recently went through a 12-month revamp.

### RIGHT

Holistic healing is provided through therapies and medical services such as Che Nei Tsang, mind training, shiatsu, watsu, reiki and many others.



lighting systems reduce the resort's energy usage.

Chiva-Som translates as 'Haven of Life' — an apt description for this comprehensive wellness sanctuary.

