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Draft Policy formulated to enhance tourism's contribution in economy: Reddy

The Ministry of Tourism (MoT), in consultation with the relevant stakeholders, has formulated a draft National Tourism Policy, 2023 to enhance the contribution of tourism in the Indian economy by increasing visitation, stay and spend, and making India a year-round tourist destination, Parliament was informed on Monday.

In a written reply to a question in the Lok Sabha, Union Tourism and Culture

Minister G Kishan Reddy said, "The draft National Tourism Policy envisages to encourage innovation, explore new markets, opening of new destinations and align tourism development to the sustainable development goals by leveraging India's culture and heritage."



Malaysia Airlines starts direct flights between Ahmedabad & Kuala Lumpur

Malaysia Airlines has commenced operations between Ahmedabad and Kuala Lumpur on December 1. With the addition of direct services from Ahmedabad, the airline will be operating 65 weekly flights to India from nine key hubs. Presently, the airline operates flights from New Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Kochi, Amritsar, and Trivandrum. In addition, the airline also

recently announced that beginning January 15, 2024, it will be increasing its frequency to Amritsar from two times weekly to four times weekly following strong demands and load factor performance.



Vi, EaseMyTrip ink deal to offer travel bookings

Telecom operator Vi has partnered with EaseMyTrip.com, to build more value for its users. With this partnership, EaseMyTrip will offer Vi customers exclusive deals for flights, hotels, trains, buses, and cab bookings on the Vi



App. As part of the association, the users will also be able to avail exclusive benefits on travel-related

services such as activities, experiences and holiday packages on the Vi App. In future, users will have access to other value-added services like free airport pick up/drop on flight and hotel bookings at a minimum booking value.

VFS Global launches sign contact centre for Deaf & Hard of Hearing community

VFS Global has launched its first sign language contact centre for people of determination in India. Through this initiative, VFS Global aims to bridge the communication gap for the Deaf and Hard of Hearing

community, empowering them to access visa



service information more easily and independently. The sign language contact centre provides information for visa services to Austria, Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland (including Finland Residence Permit), Germany, Iceland, Italy, Latvia, Netherlands, Norway, Poland, Sweden, and Switzerland as part of the first phase of this project's implementation plan.

Fairbridge Capital sells 40mn shares of Thomas Cook at INR 5.58 bn; reduces stake



Fairbridge Capital (Mauritius) Limited (FCML) has completed an Offer for Sale (OFS) of 40 million equity shares of Thomas Cook (India) Limited (TCIL), valued at INR 5.58 billion. In March 2021, FCML injected capital of USD 60 million to assist TCIL with the disruption to its business that resulted from the global pandemic.

Now that TCIL's business has fully recovered, as is reflected in its financial performance, the Offer for Sale has resulted in the return of USD 67.2 million to FCML. FCML continues to be the majority shareholder and promoter of the TCIL Group and holds 300.3 million shares – which is higher than the number of shares it held prior to the funds injected in March 2021 (248.2 Mn. shares), while increasing the floating stock available to minority shareholders.