

# Creative Presentation by



Incredible!ndia

# Campaign 1

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Different Taste Different Colour



The electrifying taste that waters the tongue to savour the varied and spicy pickles can only be experienced in India. Explore the richness of India that sparkles with all its glory and colour. The mystical land of alluring magnificence is reflected by the people through their religions, culture, customs and languages.

Incredible India



**Different Flavour Different Spirit**

Visiting the tea gardens is undoubtedly a fascinating experience and even more sipping the various flavours of Indian Tea. Explore the richness of India that sparkles with all its glory and colour. The mystical land of alluring magnificence is reflected by the people through their religions, culture, customs and languages.

**Incredible India**





## Different Tunes Different Expressions

The invigorating Indian music is very rich and has evolved over centuries. The harmony of Indian music transverses from the classical and surpasses to regional folks. Explore the richness of India that sparkles with all its glory and colour. The mystical land of alluring magnificence is reflected by the people through their religions, culture, customs and languages.

# Incredible India



**Different Shades Different Beauties**

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## Different Tunes Different Expressions

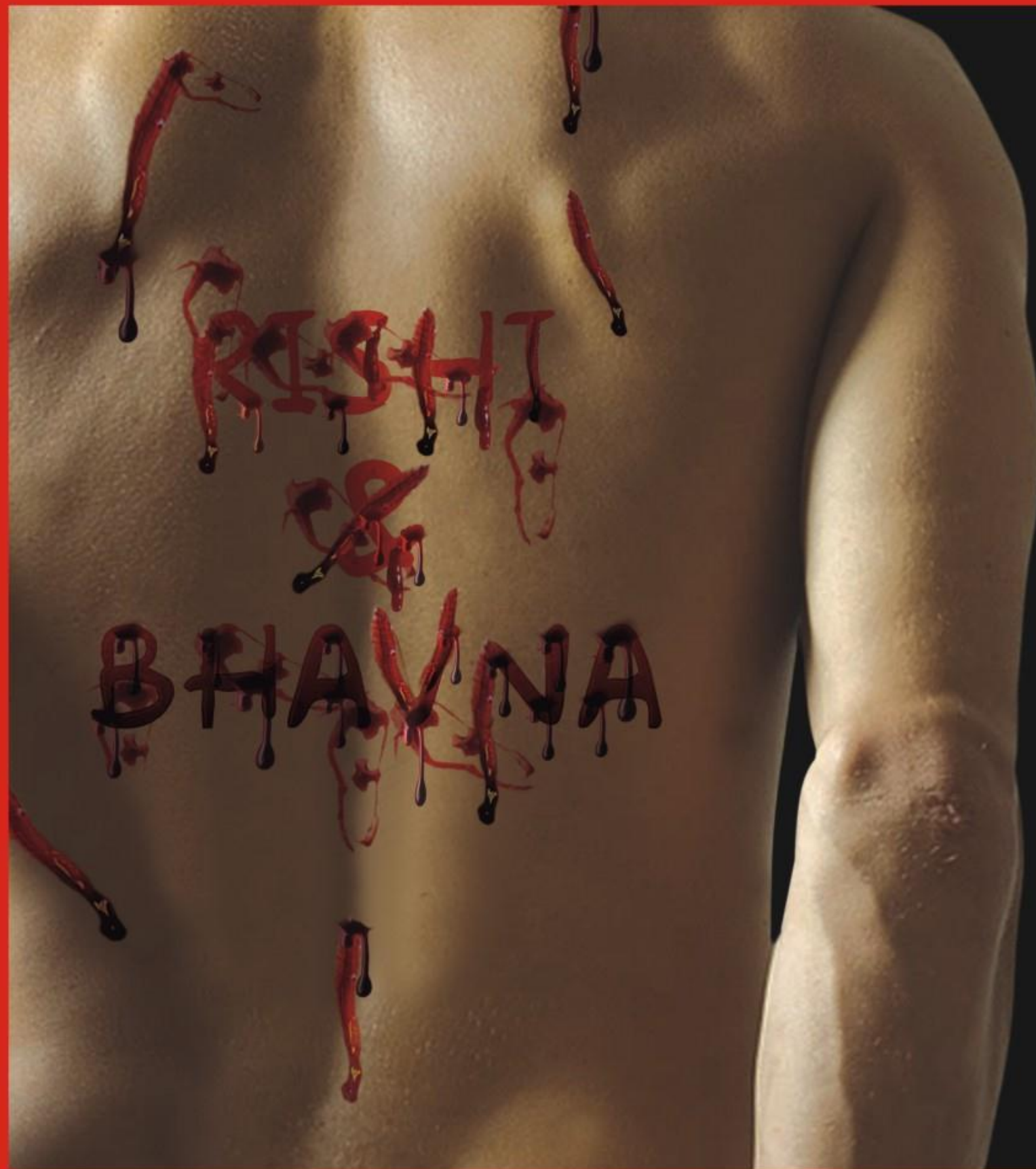
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# Incredible India

# Campaign 2

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**Will you  
allow  
someone  
to slash  
names  
on your  
body**

Then why you destroy allowing  
someone to write on our  
historic monuments.

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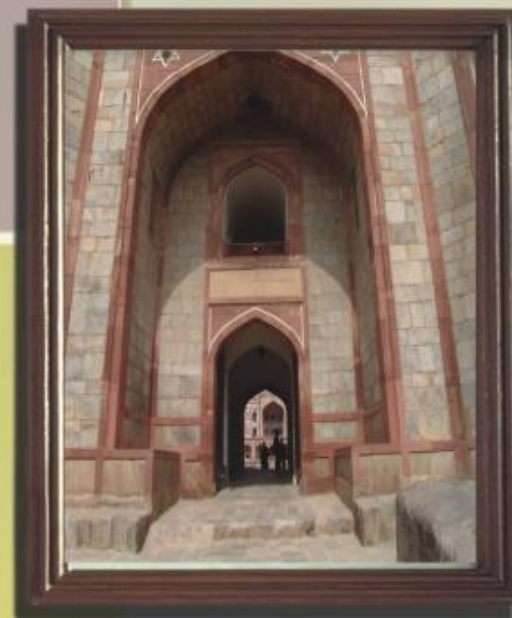
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How will you feel  
if this incident happens  
to you in abroad?

Then why you keep numb when a foreigner is molested in your land.  
Don't let them take back terrifying memories that can come back  
to us as retaliation.







**Will you allow your child  
to destroy your history?**

Then why you destroy the monuments that epitomize your history

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# Brochure

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## COLOURS OF INDIA

An exotic land of breathtaking landscapes vitalized with magnificent palaces, temples and forts. India has always been known as a land where history echoes with all its wonders in every piece of stone and a rich culture which underlies in every soul.

It is a fascinating land of sages, magicians, snake charmers and wildlife. A mystical land tempting you with its rivers, mountains and forest. It is a country blessed with natural resources. The rich fertile lands cradle the most unique genres of the flora and fauna.

India is a country casting a linguistic diversity, It is a country that always extends warmth and hospitality to its visitors. It is a land of faith and spirituality – it is a land of different religions embracing a diverse culture yet unified with a strong sense of ethnicity.

The essence of India lies in the expression of colours. Colour is the soul and is an intricate part that is imbibed in the lifestyles of every Indian. It is part of the religion and the culture. It is the enchanting colours of the Peacock that exaggerate the beauty of the bird making it the national bird of India. India breathes colour even through celebrations, the Holi is the festival of colours. The exquisite colours of India even epitomize the spices. India has been famous for its exotic spices since ages. The colourful and rich spices make Indian cuisine unique in its preparation and taste. Colour is the spirit of India. Get swayed exploring the colours and the authentic and exquisite cuisines of India.



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The land of Rajputs, a land of history and legends, where majestic forts, where fabulous palaces symbolize the romance and beauty of fascinating Rajasthan. Explore the desert, riding the camel. Discover the famous Hawa Mahal. Explore the natives, their art, culture, colour and cuisines.

The best-known Rajasthani food is the combination of dal, bati and churma. The spicy chutneys are worth tasting made from spices like turmeric, coriander, mint and garlic. Beside the spicy delicacies, each of the regions of Rajasthan is distinguished by its popular sweet - laddoos of Jaisalmer, mawa kachori of Jodhpur, malpuas of Pushkar etc.



## TASTE OF RAJASTHAN



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## TASTE OF PUNJAB

Welcome to the Granary of India. 'The land of the Five Rivers', Punjab has its own color and enigma that encapsulate the heart and soul of every visitor. Embark on a journey to experience the Golden temple of Amritsar, the palace of Patiala, the garments of Ludhiana, the fascinating yellow mustard fields spread miles after miles. Blend with the vibrant bhangra and savour the tandoori dishes of Punjab.

The delicious Punjabi cooking is mainly of thick gravy dishes, ghee or butter is used abundantly. Punjabi cuisines include some of the most famous and popular delicacies like Tandoori chicken, Murg Makhani and in vegetable dishes Makke ki Roti and Sarson ka Saag to varieties of stuffed Paranthas, naans & tandoori rotis. The famous Lassi adds grace to the delicacies of Punjab.



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## TASTE OF KERALA

Discover the ancient secrets of natural healing in the backwaters of Kerala. Salubrious climate it is said God's Own Country, endowed with natural beauty. Explore the sandy beaches, unexplored backwaters and serene hill stations. The Backwaters are one of the most alluring aspects of Kerala.

A colorful land of spices and coconut palms, the southern state of Kerala is home to some of the most vibrant and flavourful cooking in all of India. Kerala cuisine is famous for its traditional 'sadhya' – a vegetarian meal comprising of boiled rice and a number of side-dishes. The cuisine also boasts of a variety of pickles and chutneys, and crunchy 'pappadums', banana chips, jackfruit chips, etc

The northern parts of Kerala specialize in Malabar Cuisine and the most famous dish of this region is the 'Malabar Biryani' – a rich rice preparation, cooked with meat, onions, chilies and other spices



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Explore the fascinating forests and hills of Darjeeling. Encounter the wild and the mystic inland waterways of Sunderban. A land with distinctive culture and vibrancy and Kolkata is the capital city of Bengal. Kolkata is an enchanting city. The people seem to be related to each other in a powerful way and the city has a strong influence on their collective spirits. A unique tongue twisting language grooved with an array of tongue sizzling cuisines.

The use of mustard oil and the fresh water fishes rule the Bengali kitchen. The famous dishes of Bengal are Prawn malai curry Hilsa or Ilish prepared with mustard paste and Bhapa (Steamed) Hilsa. The Bengalis also cherish a sweet tooth, the Rasogollas, sweet curd and varieties of Sandesh top the list.



## TASTE OF BENGAL



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# TASTE OF GUJARAT



Gujarat is embroidered with the famous Rann of kutch. A place of wildlife, forests and beaches. Explore the creative craftwork of textiles that has a rich historic significance and the architectural brilliance of Palitana and Modhera. Watch the lions of Sasan Gir. Catch the rhythm of the famous dandia dance and the ethnic food of Gujarat.

Gujaratis serve their sweets with the meal

Some popular Gujarati culinary include include a delicious vegetable concoction Undhyoo, Gujarati Kadhi and Khaman Dhokla. The Gujaratis favour a lot of sweet in their cuisines. Doodhpak, a sweet, thickened milk confectionery and Shrikhand, dessert made of yogurt, flavored with saffron, cardamom are some of the famous sweets.



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## TASTE OF ASSAM

The famous Brahmaputra running through Assam has gifted the place with alluvial plains and thick forests. Explore the sprawling tea gardens and unending stretches of paddy fields interspersed with groves of coconut, areca nuts, and banana trees including the world famous one-horned rhinoceros. Swing along with the folk dance of Assam and the distinctive cuisines.

The unique use of endemic exotic herbs gives a distinct flavour in Assamese food. Normally, inhabitants of the region are non-vegetarian, and are fond of fish. However there are vegetarian delicacies as well. Rice is the staple food that reigns supreme in Assam. Laksa, Masor tenga (a cuisine that has fish and bottle-gourd with tomatoes), Bah-gaj (bamboo-shoot) dishes and pickles Koat Pitha, Bamboo Shoot Fry, Poora Mach are some of the most famous cuisine of this region.



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# Calendar

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Different Taste Different Colour

—2009—



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## JANUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## FEBRUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28



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March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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### May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

### June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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July

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28