

THE TAMARIND GLOBAL NEWSLETTER

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FEBRUARY - 2025



DAWN OF A NEW ERA



Dear Reader,

Having stepped into 2025, we embrace new opportunities and take a moment to reflect on our incredible journey together. This past year has been a testament to the dedication and creativity that define Tamarind Global. Your unwavering trust and support have been instrumental in our success, and we are deeply grateful to you for your continued confidence in Tamarind Global.

Looking ahead, 2025 promises to be a year of growth and opportunity. Let me walk you through some of the key highlights and initiatives that will define our journey this year.

Rebranding : A Bold New Identity

Our new logo is more than just a visual change—it's a statement of our evolution. The three vertical elements are more than just arcs—they represent the harmonious interplay of our core verticals, each driving the other

forward in perfect alignment. interplay of our core verticals, each driving the other forward in perfect alignment. This is a story of Tamarind Global's collaboration, expansion, and relentless motion toward a bold, global future. The design is dynamic yet refined, embodying the pulse of progress while staying grounded in elegance. It is about innovation in action, a vision unfolding with every step, and a celebration of being always in motion—forward, upward, and outward. Our logo doesn't just symbolize our journey; it inspires it, reminding us to think big, act boldly, and stay dynamic in a world that never stands still.

Consolidation and Expansion

As a full-service travel company, we are committed to providing seamless solutions for worldwide holidays, hotel bookings, MICE, weddings, social and corporate events, ticketing, and visa services—all under one roof.

Our focus for 2025 includes:

- Strengthening our presence in key markets, both locally and internationally
- Expanding into Europe, the Americas, and Asia
- Elevating our expertise in experiential travel, wellness tourism, and incentive travel
- Growing our weddings, social celebrations and corporate segments, with a particular emphasis on Dubai and North India.

Digital Transformation

We are prioritizing digital transformation to enhance our efficiency and client experiences. Some of our exciting technological advancements include:

- **ASTRA 2.0:** A next-gen version of our proprietary software for seamless operations.
- **Digital Booking Platform:** Enhanced usability with global hotel integrations
- **Fleet Management:** Optimizing transportation solutions across our offices
- **On-Tour App:** Digitizing travel documents for convenience and sustainability
- **HR Management System:** Automating processes for a more agile and productive workplace

These innovations will keep us ahead of the curve while delivering outstanding services to our clients and partners.

Sustainability Initiatives

We continue to remain committed to sustainable practices as we enter 2025. We plan to introduce eco-friendly travel solutions for our customers and adopt environmentally conscious practices within the organization, like reducing our carbon footprint and promoting responsible tourism. Our aim is to lead by example in creating a more sustainable future for travel and events.

As we embark on this exciting chapter, we extend our heartfelt gratitude to you—our valued readers, clients, and partners. Your support, engagement, and trust drive us to reach greater heights.

Here's to a year of growth, innovation, and shared success!

Warm Regards,
Louis D'Souza

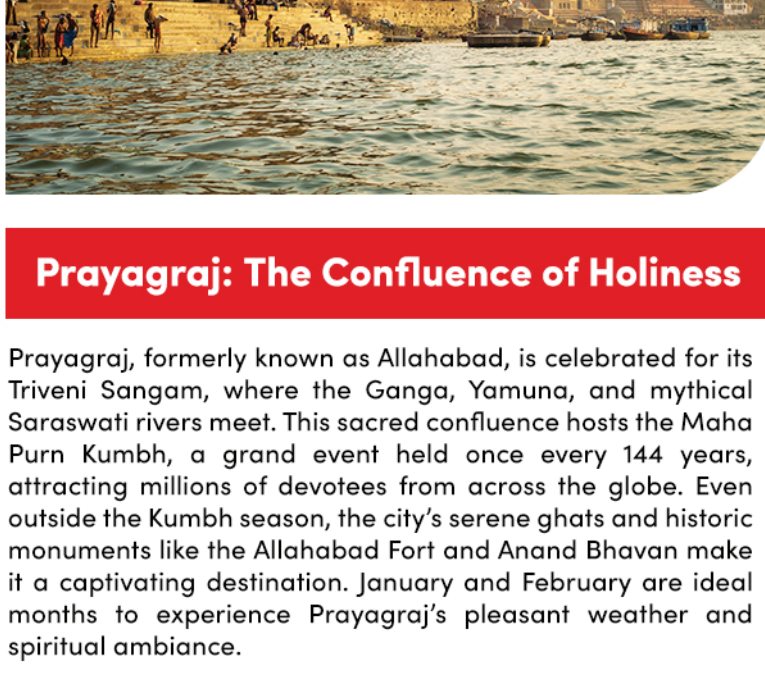


Top Destinations of 2025



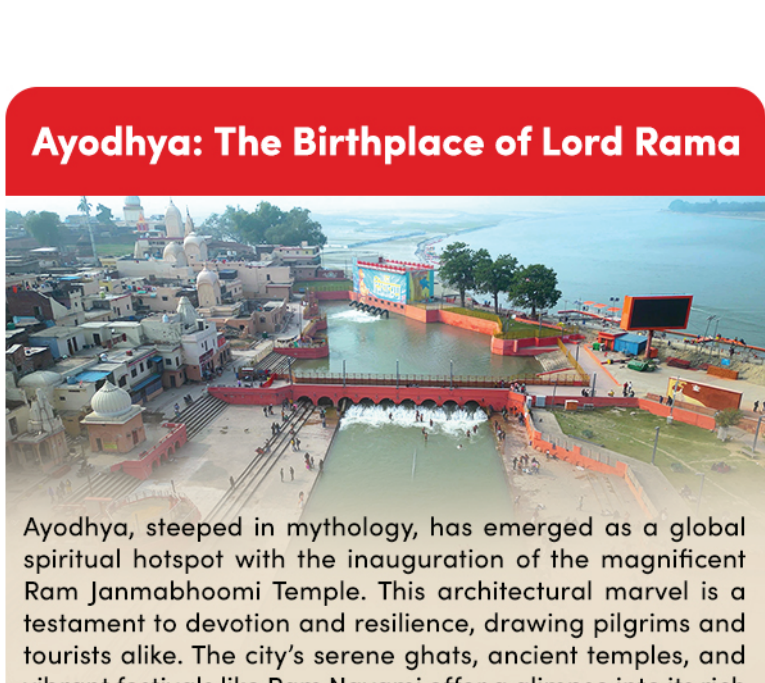
Uttar Pradesh's Spiritual Trio: Varanasi, Prayagraj and Ayodhya

Uttar Pradesh, India's cultural heartland, offers an unparalleled spiritual journey through its holy cities of Varanasi, Prayagraj, and Ayodhya. These destinations encapsulate the essence of devotion, history and architectural brilliance, making them must-visit spots for spiritual seekers.



Varanasi: The Eternal City

Renowned as one of the oldest continuously inhabited cities in the world, Varanasi is synonymous with spirituality. The ghats of the Ganga River, particularly Dashashwamedh and Assi, come alive with mesmerizing evening aartis. Visitors can also explore the newly revamped Kashi Vishwanath Corridor, which connects the ancient temple to the ghats, providing a seamless spiritual experience. Varanasi's vibrant streets, lined with traditional eateries and shops selling Banarasi silk, add to its charm. The city's infrastructural upgrades, including new roads and corridors, have further enhanced its appeal.



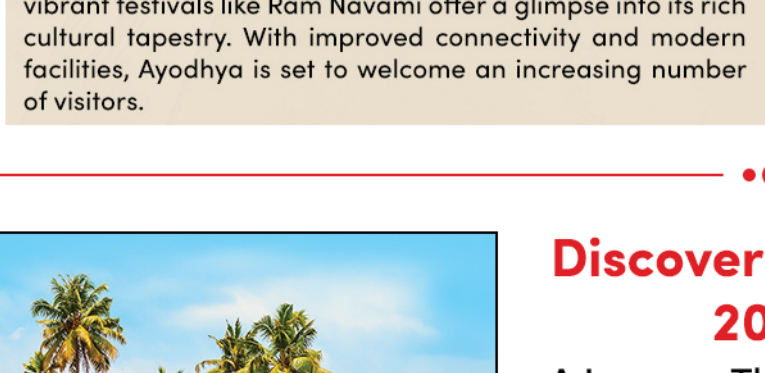
Prayagraj: The Confluence of Holiness

Prayagraj, formerly known as Allahabad, is celebrated for its Triveni Sangam, where the Ganga, Yamuna, and mythical Saraswati rivers meet. This sacred confluence hosts the Maha Purn Kumbh, a grand event held once every 144 years, attracting millions of devotees from across the globe. Even outside the Kumbh season, the city's serene ghats and historic monuments like the Allahabad Fort and Anand Bhavan make it a captivating destination. With improved connectivity and modern facilities, Prayagraj's pleasant weather and spiritual ambiance.



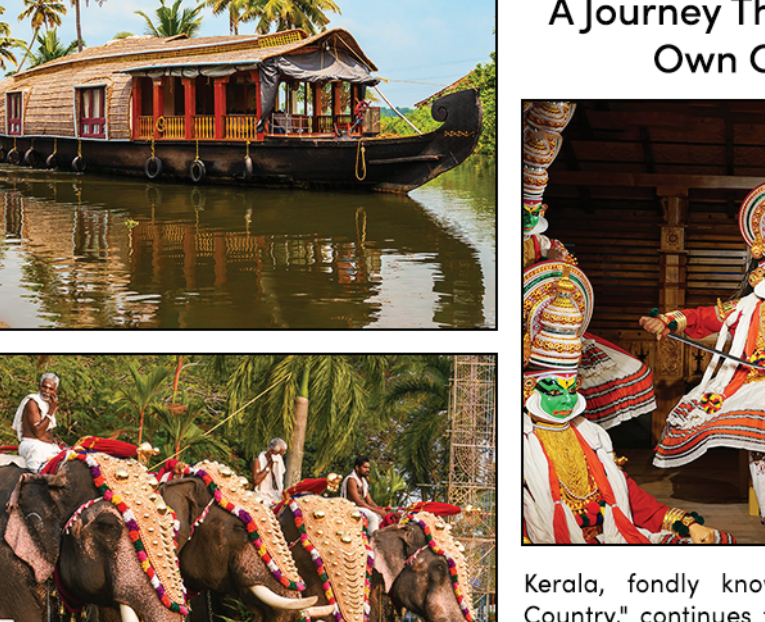
The Perfect Time to Visit

January and February are the perfect months to explore Uttar Pradesh's spiritual gems. The mild weather, combined with ongoing festivities and infrastructural enhancements, ensures a comfortable and enriching experience for travelers.



Ayodhya: The Birthplace of Lord Rama

Ayodhya, steeped in mythology, has emerged as a global spiritual hotspot with the inauguration of the magnificent Ram Janmabhoomi Temple. This architectural marvel is a testament to devotion and resilience, drawing pilgrims and tourists alike. The city's serene ghats, ancient temples, and vibrant festivals like Ram Navami offer a glimpse into its rich cultural tapestry. With improved connectivity and modern facilities, Ayodhya is set to welcome an increasing number of visitors.

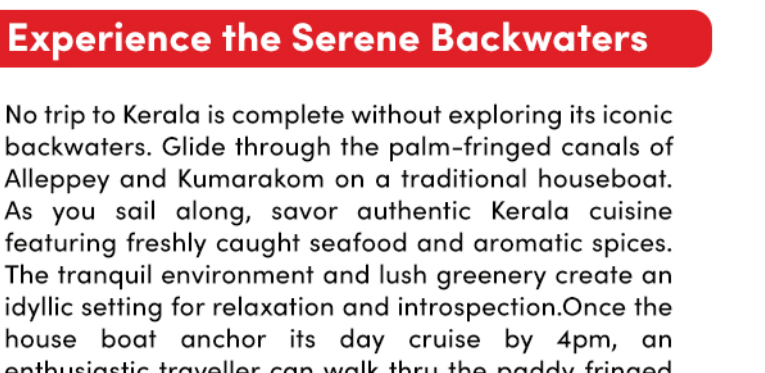


Discover Kerala in 2025

A Journey Through God's Own Country



Kerala, fondly known as "God's Own Country," continues to captivate travelers with its stunning landscapes, rich culture, and unique experiences. Nestled in the southwestern part of India, this enchanting destination is the perfect getaway for peace seekers and adventure enthusiasts alike.



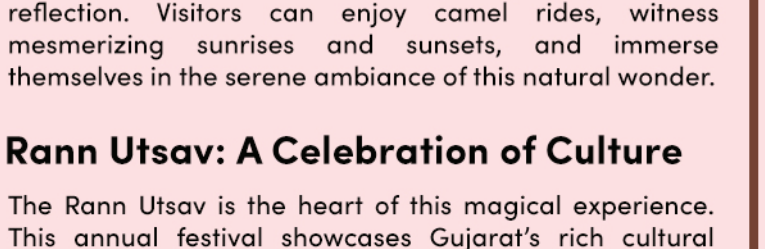
Rejuvenate with Wellness Retreats

Kerala has long been a global hub for wellness and Ayurveda. In 2025, immerse yourself in the rejuvenating therapies offered by world-class wellness retreats. From soothing Ayurvedic massages to yoga sessions amidst tranquil surroundings, Kerala provides the ultimate holistic experience. January's mild and pleasant weather enhances the charm, allowing visitors to fully indulge in these restorative practices.



Delight in Culinary Adventures

Kerala's cuisine is a flavorful journey in itself. From the delectable Sadya served on banana leaves to spicy seafood delicacies, the state offers a culinary experience that tantalizes the taste buds. Don't miss out on sampling puttu, appam with kadala curry and Kerala's famous Pearl Spot fish curry. Food festivals and local markets in 2025 promise to showcase the best of this culinary heritage.



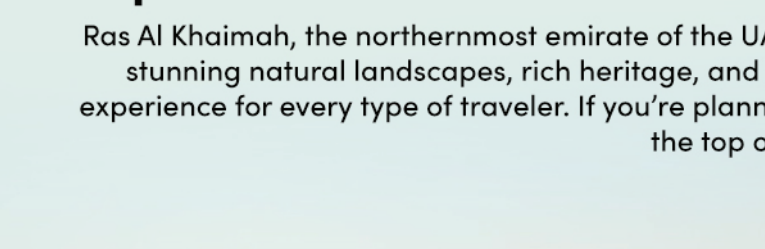
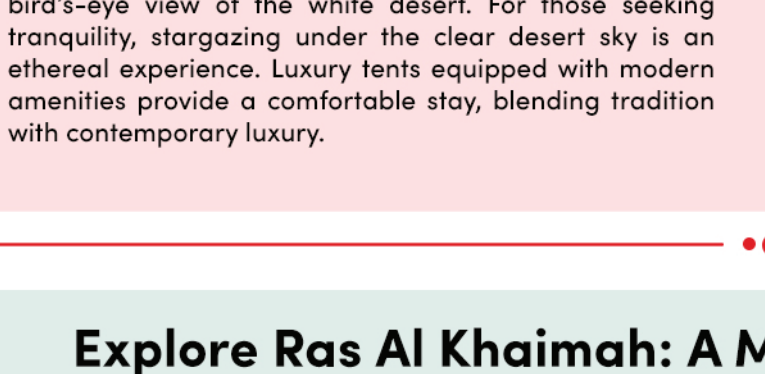
Experience the Serene Backwaters

No trip to Kerala is complete without exploring its iconic backwaters. Glide through the palm-fringed canals of Alleppey and Kumarakom on a traditional houseboat. As you sail along, savor authentic Kerala cuisine featuring freshly caught seafood and aromatic spices. The tranquil environment and lush greenery create an idyllic setting for relaxation and introspection. Once the house boat anchor its day cruise by 4pm, an enthusiastic traveller can walk thru the paddy fringed village walk ways by experiencing the local tea shop, interacting with the school children and ladies and lucky, you can see how village ladies make coir and coir mats also screw pine mats and options are available to go to the very narrow canals in kayaks ,country boats also one can try fishing.



Explore the Rich Culture and Heritage

Kerala's rich culture is deeply rooted in its traditions. Witness enthralling Kathakali performances, the mesmerizing movements of Mohiniyattam, and the pulsating beats of traditional percussion. Temples, churches, and historical landmarks across the state offer a glimpse into its diverse heritage. Festivals like Pongal and Theyyam ceremonies in January add a colorful dimension to your visit.

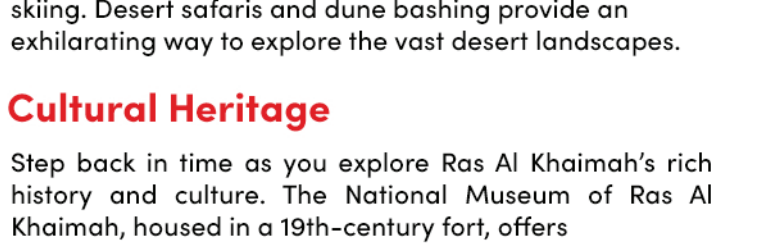
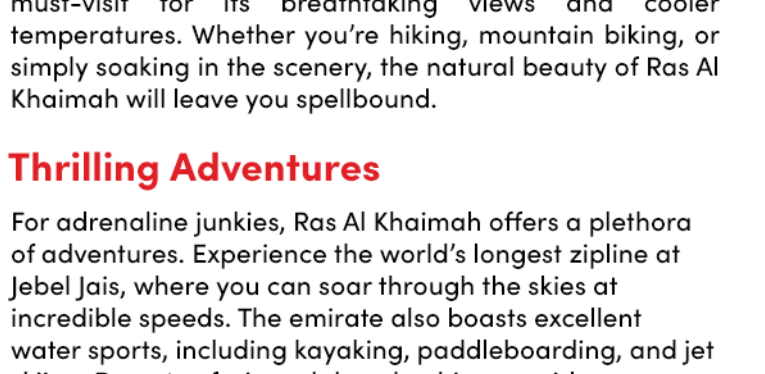


Adventures in Nature

For nature lovers and adventure seekers, Kerala offers thrilling opportunities. Trek through the mist-covered hills of Munnar, explore the wildlife sanctuaries of Thekkady and Vaynand, or simply unwind on the pristine beaches of Warkala and Kovalam and Mararikulam Kerala's diverse landscapes ensure that there's something for everyone.

Discover the Magic of Rann of Kutch & Rann Utsav 2025

The Rann of Kutch, India's iconic white salt desert, is a surreal destination that offers an unforgettable experience. From January to March 2025, this breathtaking landscape transforms into a cultural extravaganza during the Rann Utsav. Whether you're an adventure enthusiast, a culture lover, or simply seeking a unique travel experience, the Rann of Kutch promises memories to cherish forever.



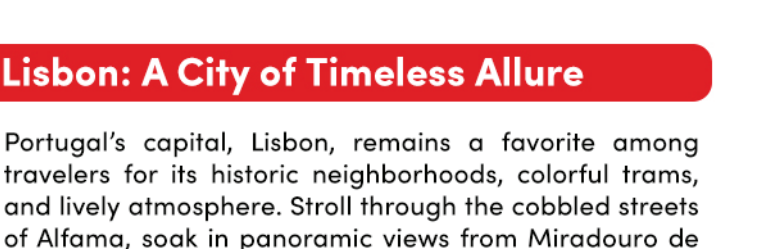
The Enchanting White Desert

The Rann of Kutch, with its vast expanse of glistening white salt under the azure sky, is a sight to behold. During the full moon, the desert's beauty is elevated to a dreamlike level, making it the perfect backdrop for photography and quiet reflection. Visitors can enjoy camel rides, witness mesmerizing sunsets and sunsets, and immerse themselves in the serene ambiance of this natural wonder.



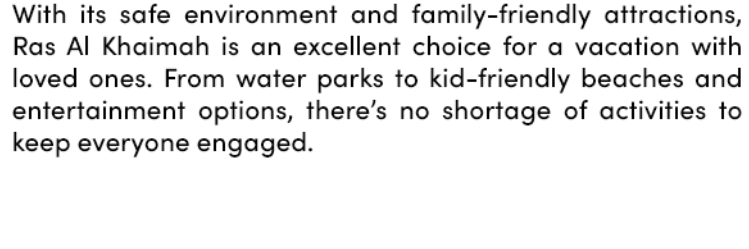
Rann Utsav: A Celebration of Culture

The Rann Utsav is the heart of this magical experience. This annual festival showcases Gujarat's rich cultural heritage through vibrant folk dances, soulful music performances, and traditional crafts. Artisans from across the state bring their finest creations, from intricate embroidery to handwoven textiles, offering visitors a chance to shop for unique souvenirs.



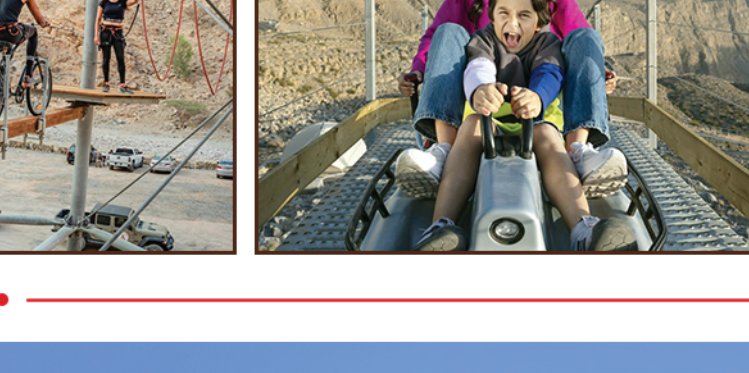
Activities and Adventures

Beyond the cultural shows, the Rann Utsav offers a wide array of activities. Indulge in thrilling adventures like ATV rides, hot air ballooning, and paramotoring for a bird's-eye view of the white desert. For those seeking tranquility, stargazing under the clear desert sky is an ethereal experience. Luxury tents equipped with modern amenities provide a comfortable stay, blending tradition with contemporary luxury.



Taste the Flavors of Gujarat

No visit to the Rann of Kutch is complete without savoring the local cuisine. Feast on traditional Gujarati thalis featuring dishes like dhokla, khandvi, and bajra rotla. Food stalls at the Rann Utsav offer a diverse range of delicacies that reflect the state's culinary heritage.

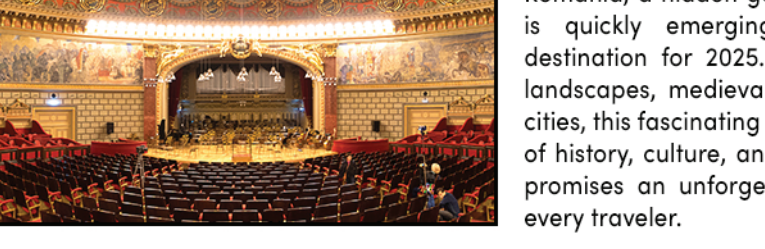


Best Time to Visit

The Rann Utsav runs from January to March, making it the ideal time to explore this region. The weather is pleasant, and the festival's vibrant atmosphere adds an extra layer of charm to the already stunning landscape.

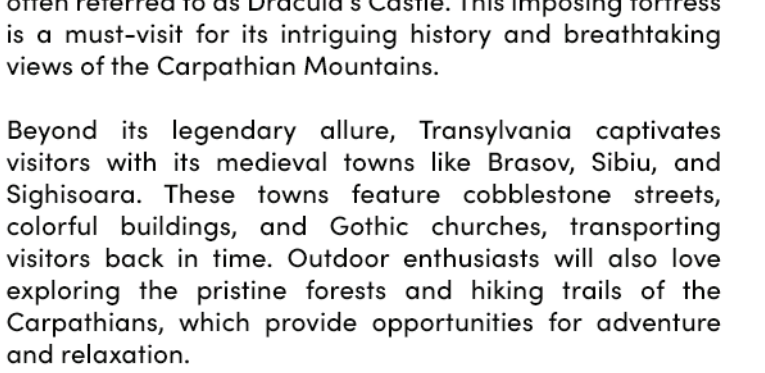
Explore Ras Al Khaimah: A Must-Visit Destination in 2025

Ras Al Khaimah, the northernmost emirate of the UAE, is a rising star in the world of travel. Known for its stunning natural landscapes, rich heritage, and thrilling adventures, it promises an unforgettable experience for every type of traveler. If you're planning your 2025 vacation, Ras Al Khaimah should be at the top of your list.



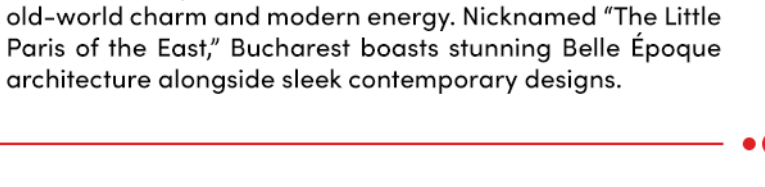
Nature at Its Finest

Ras Al Khaimah is a paradise for nature lovers. From the golden sands of its pristine beaches to the rugged peaks of the Hajar Mountains, the emirate offers a diverse range of landscapes. Jebel Jais, the UAE's highest peak, is a must-visit for its breathtaking views and cooler temperatures. Whether you're hiking, mountain biking, or simply soaking in the scenery, the natural beauty of Ras Al Khaimah will leave you spellbound.



Thrilling Adventures

For adrenaline junkies, Ras Al Khaimah offers a plethora of adventures. Experience the world's longest zipline at Jebel Jais, where you can soar through the skies at incredible speeds. The emirate also boasts excellent water sports, including kayaking, paddleboarding, and jet skiing. Desert safaris and dune bashing provide an exhilarating way to explore the vast desert landscapes.



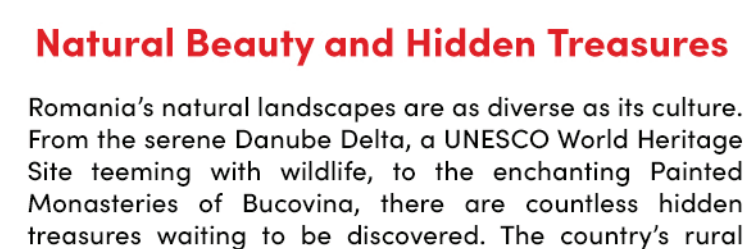
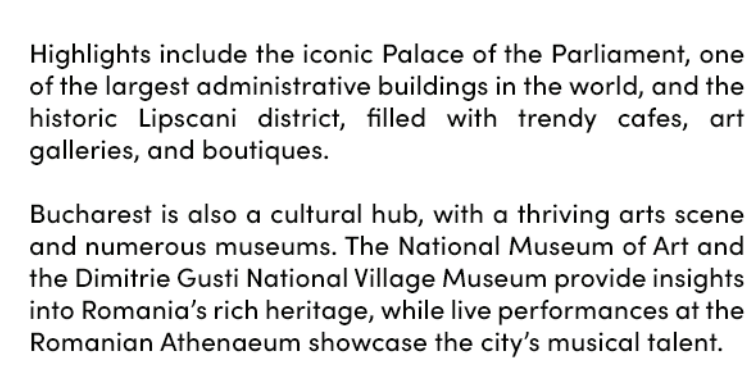
Cultural Heritage

Step back in time as you explore Ras Al Khaimah's rich history and culture. The National Museum of Ras Al Khaimah, housed in a 19th-century fort, offers



Relax and Rejuvenate

Ras Al Khaimah is also a haven for relaxation. Luxurious beachfront resorts, world-class spas, and tranquil surroundings make it an ideal destination for unwinding. Whether you prefer lounging by the pool or indulging in a traditional hammam treatment, the emirate has something for everyone.



Perfect for Families

With its safe environment and family-friendly attractions, Ras Al Khaimah is an excellent choice for a vacation with loved ones. From water parks to kid-friendly beaches and entertainment options, there's no shortage of activities to keep everyone engaged.

Discover Lisbon and the Algarve: Portugal's Must-Visit Destinations in 2025

Portugal, with its rich history, vibrant culture, and breathtaking landscapes, continues to captivate travelers from around the globe. In 2025, two of its most iconic destinations, Lisbon and the Algarve, are set to offer even more reasons to visit, blending timeless charm with exciting new developments.



Lisbon: A City of Timeless Allure

Portugal's capital, Lisbon, remains a favorite among travelers for its historic neighborhoods, colorful trams, and lively atmosphere. Stroll through the cobblestone streets of Alfama, soak in panoramic views from Miradouro de Santa Catarina, and explore the majestic Belém Tower.

In 2025, Lisbon is enhancing its appeal with the opening of several luxury hotels, including Six Senses Lisbon and The Standard, Lisbon. These new accommodations promise a perfect blend of comfort, style, and sustainability, catering to discerning travelers. Additionally, Lisbon's culinary scene continues to thrive, with Michelin-starred restaurants and traditional tascas offering unforgettable dining experiences. Whether savoring pastéis de nata in a quaint café or enjoying innovative dishes at a fine-dining venue, food lovers will find much to delight in.

The Algarve: Sun, Sea, and Serenity

The Algarve, Portugal's southernmost region, is a haven for those seeking sun, sea, and natural beauty. Known for its golden beaches, dramatic cliffs, and turquoise waters, the Algarve offers a perfect escape. From the lively resorts of Albufeira to the serene beauty of Lagos and the historic charm of Faro, there's something for every type of traveler.

In 2025, the Algarve becomes even more accessible with new flight routes connecting it to major international hubs. This development makes it easier than ever to experience the region's pristine coastline and enjoy activities such as surfing, sailing, and hiking along the famous Seven Hanging Valleys Trail.

The Algarve is also a paradise for food enthusiasts, with fresh seafood, local wines, and traditional dishes like cataplana on every menu. Pair your culinary adventures with visits to quaint fishing villages and bustling markets for an authentic taste of Portuguese life.

Explore Romania: A Captivating Destination For 2025

Romania, a hidden gem in Eastern Europe, is quickly emerging as a top travel destination for 2025. With its picturesque landscapes, medieval castles, and vibrant cities, this fascinating country offers a blend of history, culture, and natural beauty that promises an unforgettable experience for every traveler.

Transylvania: Land of Legends & Landscapes

Transylvania, Romania's most famous region, is steeped in mystery and charm. Known worldwide for its connection to the Dracula legends, the region is home to Bran Castle, often referred to as Dracula's Castle. This imposing fortress is a must-visit for its intriguing history and breathtaking views of the Carpathian Mountains.

Beyond its legendary allure, Transylvania captivates visitors with its medieval towns like Brasov, Sibiu, and Sighisoara. These towns feature cobblestone streets, colorful buildings, and Gothic churches, transporting visitors back in time. Outdoor enthusiasts will also love exploring the pristine forests and hiking trails of the Carpathians, which provide opportunities for adventure and relaxation.

Bucharest: A City of Contrasts

Romania's capital, Bucharest, offers a vibrant mix of old-world charm and modern energy. Nicknamed "The Little Paris of the East," Bucharest boasts stunning Belle Époque architecture alongside sleek contemporary designs.

Highlights include the iconic Palace of the Parliament, one of the largest administrative buildings in the world, and the historic Lipscani district, filled with trendy cafes, art galleries, and boutiques.

Bucharest is also a cultural hub, with a thriving arts scene and numerous museums. The National Museum of Art and the Dimitrie Gusti National Village Museum provide insights into Romania's rich heritage, while live performances at the Romanian Athenaeum showcase the city's musical talent.

Natural Beauty and Hidden Treasures

Romania's natural landscapes are as diverse as its culture. From the serene Danube Delta, a UNESCO World Heritage Site teeming with wildlife, to the enchanting Painted Monasteries of Bucovina, there are countless hidden treasures waiting to be discovered. The country's rural areas, with their traditional villages and welcoming locals, offer a glimpse into a way of life that has remained unchanged for centuries.