



TRAVEL & FOOD NETWORK

**YOUR PARTNER FOR  
COMPREHENSIVE B2B  
AND B2C SOLUTIONS  
FOR INDIA**



TRAVEL & FOOD NETWORK

# ABOUT US

Travel and Food Network is a leading B2B and B2C media solutions provider, operating across **Print, TV, Digital, and OOH media.**

We have partnerships with eminent media brands like Times of India, National Geographic and Discovery Network and **reach over 100 million affluent individuals in India.**

Our expertise includes events, **roadshows, press conferences, and influencer** driven campaigns.



# OUR SERVICES

## REPRESENTATION & PR



BRAND SOLUTION



STRATEGY



PARTNERSHIPS

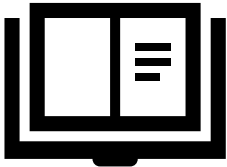


B2B MARKETING



B2C MARKETING

## MEDIA PROMOTIONS



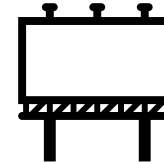
PRINT



TV



DIGITAL



OOH



SOCIAL MEDIA

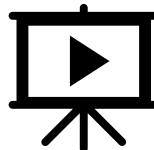
## CONTENT CREATION



FEATURES



INFLUENCER  
CAMPAIGNS



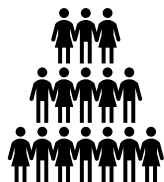
VIDEO  
PRODUCTION



PRESS  
MEETS



ROAD  
SHOWS



CONSUMER  
MEET UPS





TRAVEL & FOOD NETWORK

# REPRESENTATIONS & PR

- At Travel and Food Network, we're more than just a service provider – we're your **dedicated partner** in navigating the complex landscape of the Indian market.
- Our team brings a unique blend of creativity and in-depth understanding of the **ever-changing trends in India**, acquired through years of experience engaging with both businesses and consumers.
- We take pride in offering **diverse and impactful brand solutions** tailored to meet your specific needs. As a leading tourism strategy and representation company, we take pride in creating impactful, targeted, result oriented marketing and media campaigns for tourism boards and hospitality brands worldwide.
- What sets us apart is our expertise in **public relations, sales, and marketing communication**. We go beyond conventional approaches, crafting strategies that not only defy expectations but also leave a lasting impression on both trade and consumer audiences.
- With Travel and Food Network, your journey to establishing a stronger presence in the Indian market is not just a service – **it's a personalized experience crafted for success.**

# PR

- Reaching an audience of **100 Million Plus English speaking audience** across India
- Through a network of **75+ leading print and digital publications** catering to both travellers (B2C) and travel agents (B2B)
- **Over 5000 premium travel agents/tour operators** in India
- Digital PR will include new **cutting edge features** like embedded videos, rich media, and AR/VR to make the press release more engaging and impactful





TRAVEL & FOOD NETWORK

# PR – ENGLISH NEWS

hindustantimes

THE ASIAN AGE

TIMESNOWNEWS.COM



catchnews



*The Indian* EXPRESS The Statesman



RESS TRUST OF INDIA  
India's Premier News Agency



india.com



MumbaiMirror  
AhmedabadMirror



TRAVEL & FOOD NETWORK

# PR – BUSINESS NEWS





# mass media

speech

coverage

journalist

internet

world

design

newsmaker

multimedia

communication

symbol

broadcast television

modern

electronic

digital

industry

press

presenter

web

microphone

working

daily

print

podcasting

set

journalism

social

information

business

app

camera

reporter

device

music

tv

interview technology

newspaper

office

audio

radio

voice

network

creative

channel

article

talk

style

finance

report

art

publishing

magazine

publication

equipment

computer

concept

report

# MEDIA PROMOTION

- We have an **extensive media network** covering all important media verticals to ensure your brand gets maximum outreach and visibility.
- Total Audience Reached: **250 Million +**
  - Discovery + TLC (TV + Digital + OTT)
  - National Geographic Channel (TV + Digital + OTT)
  - Eurosport India (TV)
  - Times Network (Print + Digital + OOH + TV + PR)
  - Indian Express (Print + Digital)
  - Al Jazeera – (TV + Digital)

- Print media in India continues to hold a **loyal audience of 425 Million**
- Print advertising remains cost effective but yields a significant impact.
- Print offers a great way to foster longer-lasting recall and is an important part of any brand building activity.

## PRINT CAMPAIGN FOR ALULA SAUDI ARABIA



الحلال  
**ALULA**  
**JOURNEY THROUGH TIME**  
 EXPERIENCE ALULA, SAUDI ARABIA

Alula is an untold story, a land preserved by time, an awe-inspiring jewel of archaeological significance and cultural history. Take an adventure through the ancient and recent past. Uncovered preserved tombs, sandstone outcrops, and historic dwellings. These monuments, both natural and man-made, hold 200,000 years of largely undiscovered human history. Discover Hegra, the mysterious and breathtaking UNESCO world heritage site, with its celestial desert landscapes, ancient legends and colorful stories. Be among the first to experience Alula.

Packages available

Hegra (Mada'in Salih)

akbartravels.com  
Your reliable travel partner

Contact Us

86579 86515 | 99870 80866

tours@akbarholidays.com

\*PRICE PER PERSON EXCLUSIVE OF TAXES

- Television advertising is a widely favored method for quickly reaching a large audience.
- Its effectiveness stems from the fact that people often watch TV during their leisure time, ensuring their full attention to both the shows and the ads.
- Through the amalgamation of music, video, jingles, slogans, and more, television ads craft comprehensive stories that enhance the impact of messages, making brands more memorable.

## NO.1 Infotainment Network in India

9 SD + 5 HD channels



Discovery



Reaching

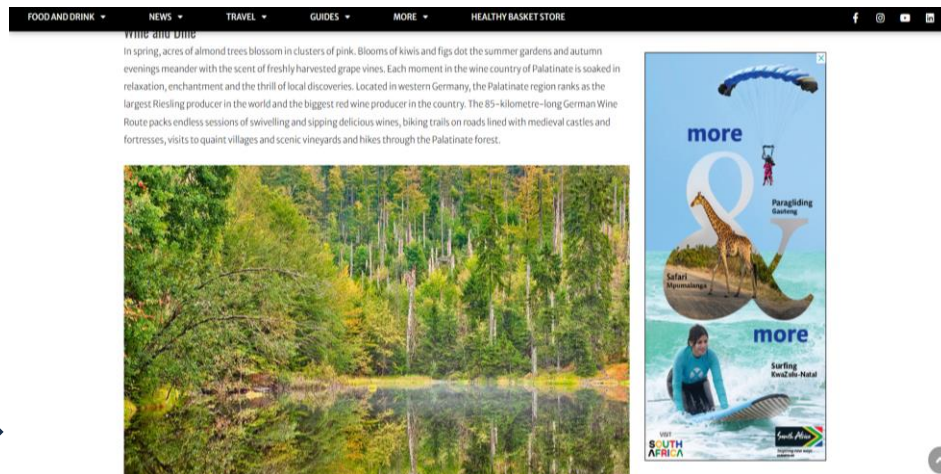
# 226mn

viewers

Among the most widely distributed bouquets



- Brands leverage Digital Advertising to connect with their target audience across the entire buying funnel, utilizing diverse channels like video, audio, images, and text.
- Digital advertising automates the buying and selling of online ads, enhancing efficiency and effectiveness by consolidating efforts in a single technology platform.
- This medium proves valuable for businesses, offering significant savings in both time and budget.

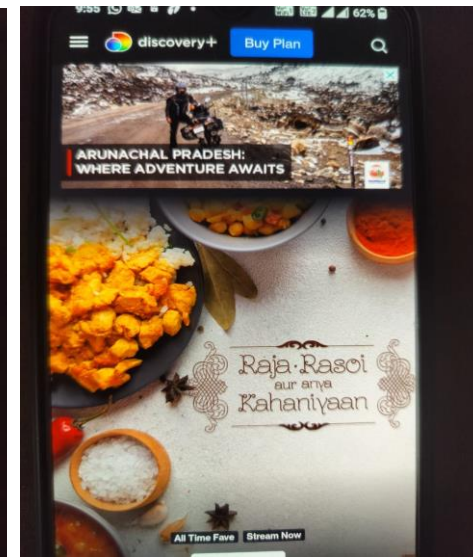
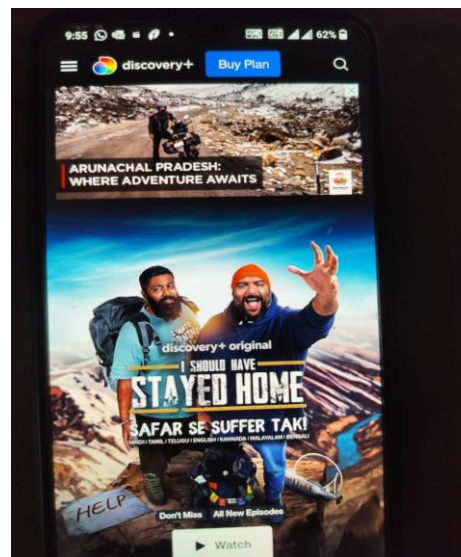
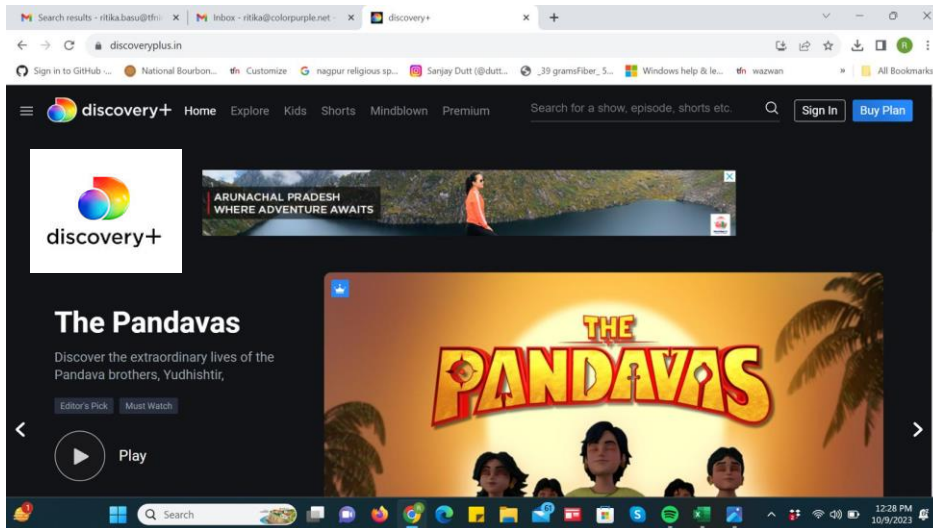


**DIGITAL CAMPAIGN FOR VISIT UTAH & SOUTH AFRICA TOURISM**



- OTT (over-the-top) advertising is advertising delivered directly to viewers over the internet through streaming video services or devices.
- OTT, or streaming TV, ads offer an opportunity for advertisers to reach new audiences at scale as more viewers lean into streaming video content in lieu of traditional cable and broadcast TV.

**OOT CAMPAIGN FOR ARUNACHAL PRADESH TOURSIM ON DISCOVERY PLUS**



# MEDIA PROMOTION – SOCIAL MEDIA

Social media has emerged as one of the most powerful promotional channels in today's media ecosystem, positioning it as a crucial marketing opportunity for all businesses.

Leveraging our expert knowledge of this medium developed over 1000+ social media campaigns, we can advise you on optimizing this potent communication tool to achieve maximum ROI.

Simultaneously, we ensure seamless integration with your other channels for a cohesive marketing strategy.

**SOCIAL MEDIA CAMPAIGN FOR  
PHILADELPHIA TOURISM & HILTON MALDIVES  
AMINGIRI RESORT & SPA**



**National Geographic Traveller India**  
May 11 at 2:01 PM · 🌐

Partner Content| Join us this Friday, May 13, at 6.30 p.m. as we go live on Facebook with Sanjana Ray (writer and journalist), Prachi Joshi (food writer) and Miriam Chovanec from [Discover Philadelphia](#) to discuss scrumptious meals, art, and outdoor experiences ...and get the insider tips on exploring this city.



**National Geographic Traveller India** · Follow  
15 October 2022 · 🌐

#NGTInTheMaldives: Watching a 24x7 live stream of the ocean right from her room, witnessing the dance of Gatsby lights over the grape-juice-purple sky at libation hour, Sohini Das Gupta ventured beyond the quintessential blues of the ocean at [Hilton Maldives Amingiri Resort & Spa](#).  
Read here: <https://natgeotraveller.in/tropic-of-technicalour/>



# MEDIA PROMOTION – INFLUENCERS

Influencer marketing is a strategic approach wherein brands collaborate with individuals who have a significant and engaged following on social media platforms.

These influencers, often experts or personalities in a specific niche, can effectively promote products or services to their audience, leveraging trust and credibility.

The aim is to tap into the influencer's reach, authenticity, and influence to create a more genuine connection with the target market and drive brand awareness, engagement, and, ultimately, conversions.

**We have access to over 500 travel influencers from around the world**

**INFLUENCER MARKETING CAMPAIGN FOR THAILAND TOURISM & FIJI TOURISM**

## Instagram Live with Influencer Nas Daily (4.4 M Followers)

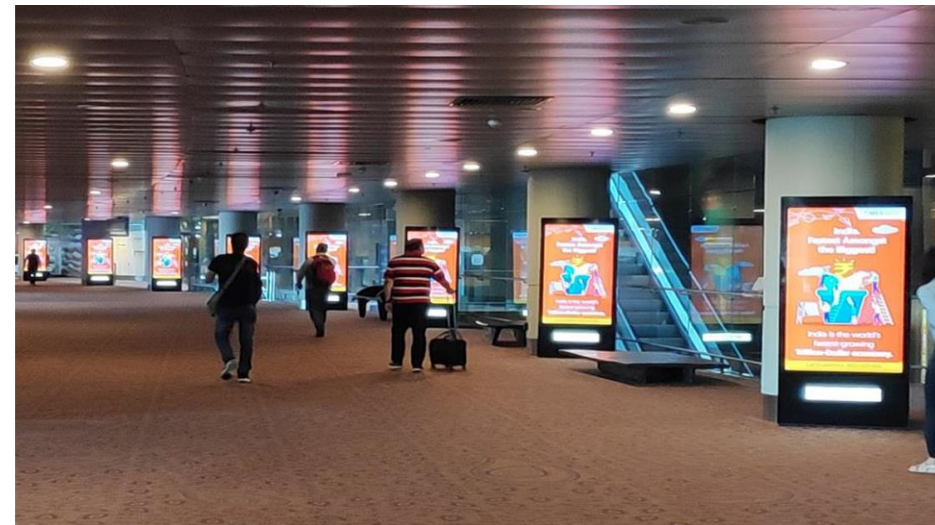


## Facebook Live with Bollywood Actor Ileana D’Cruz





- We possess a deep understanding of the Indian Out-of-Home (OOH) advertising landscape, encompassing factors such as inventory, locations, targeting, volume, timing, and budget management.
- We have access to premium OOH inventory (Static & Digital OOH) across all major cities and airports in India.





# CONTENT + VIDEO PRODUCTION

- Content creation and video production are integral components of modern marketing and communication strategies. Videos are powerful tools for conveying information, telling stories, and connecting with audiences on a more personal level. Together, content creation and video production play a crucial role in building brand identity, engaging audiences, and conveying messages effectively in today's digital landscape.
- We work **with award winning video producers from BBC, CNN, and National Geographic** to create rich, engaging short form and long form video content for domestic and international tourism boards, hotels, and mobile brands like Samsung and Vivo.
- Whether it's branding, copywriting, TV advertisements, or inventive digital executions, we provide **top-notch creative solutions** to turn concepts into visually compelling and innovative artistic ideas seamlessly integrated into a tailored marketing campaign.

A selection of travel / food related content from TMC

1 - 12 of 26

Share



Capturing Korea 'Colour' 120"

THINK MAKE CREATE



Capturing\_Korea\_Light\_120

THINK MAKE CREATE



Captuing\_Korea\_Personality\_1...

THINK MAKE CREATE



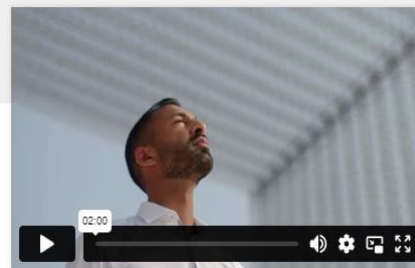
CALIFORNIA DREAMERS 'Din...

THINK MAKE CREATE



Discovering Sake - Episodes 1...

THINK MAKE CREATE



FILM 2 - EXPO 2020 DUBAI - A...

THINK MAKE CREATE



EGYPT TOURISM DIVING MAR...

THINK MAKE CREATE



SAMSUNG 'Discover the Unse...

THINK MAKE CREATE

# Our Video Campaign For Tamil Nadu Tourism

## 16 VIDEOS 4 MILLION YOUTUBE VIEWS



Home




Shorts



Subscriptions



Library



**Timeless Tamil Nadu**

Travel And Food Network

Public ▾



### WILD & FREE | TAMIL NADU TOURISM

Travel And Food Network • 247K views • 2 months ago



### GULF OF MANNAR | TAMIL NADU TOURISM

Travel And Food Network • 246K views • 2 months ago



### MUDUMALAI TIGER RESERVE | TAMIL NADU TOURISM

Travel And Food Network • 239K views • 2 months ago



### ANAMALAI TIGER RESERVE | TAMIL NADU TOURISM

Travel And Food Network • 245K views • 2 months ago



Subscriptions



Library

Videos ▶ Play all



### A BURST OF FLAVOURS | TAMIL NADU TOURISM

245K views • 2 months ago



### CHETTINAD CUISINE | TAMIL NADU TOURISM

241K views • 2 months ago



### KONGU NADU & NANJIL NADU CUISINE | TAMIL NA...

242K views • 2 months ago



### TAMIL VEGETARIAN CUISINE | TAMIL NADU TOURISM

241K views • 2 months ago



### RAMANATHPURAM & KANNIYAKUMARI | TAMIL...

238K views • 2 months ago

# EVENTS





TRAVEL & FOOD NETWORK

# EVENTS & ROADSHOWS



- We host road shows and press meets for B2B in various locations in India and abroad to showcase a tourism board and its offerings to a diverse audience, often including travel agents, advertisers and potential customers.
- We also host cultural travel and food meet ups for B2C where we talk about topics ranging from slow travel and food-inspired journeys to cities and exploring the great outdoors. Every Meetup has a specific theme that we discuss with our panel of experts.

# MEDIA PROMOTION LIVE INTERVIEWS



Australia | From The Experts | India

## Mumbai Is My Second Home: Brett Lee

Brett Lee has been frequenting India for the last 25 years. Given his strong connection...

From The Experts | India | Sustainability

## Roadmap For Future of Sustainable Tourism In Maharashtra: Aaditya Thackeray

Ahead of World Tourism Day, celebrated each year on 27 September, in an interactive interview...



TFN X Azerbaijan Tourism



TFN X South Africa Tourism



TFN X Jammu & Kashmir Tourism





TRAVEL & FOOD NETWORK

# OUR CAMPAIGNS



Incredible!ndia



akbartravels.com  
Your reliable travel partner

Discover  
Philadelphia





TRAVEL & FOOD NETWORK

# OUR CAMPAIGNS



**Lufthansa**



الإتحاد  
**ETIHAD**  
AIRWAYS



**100% PURE  
NEW ZEALAND**





TRAVEL & FOOD NETWORK

# RECENT HOSPITALITY CAMPAIGNS



*Tim Hortons* ★ PRET A MANGER ★





TRAVEL & FOOD NETWORK

**Get it touch with us to benefit from the fast growing Indian  
travel market**

**THANK YOU!**