



Press Release

The 21st Edition Of Tourism Fair Eyes Festive Season

- **Africa - Themed Pavilion Set To Attract Attention**
- **Team 'Uma' Lightens Up The Inaugural Session**

Kolkata, 1st June, 2018: Blue Eye India Pvt Ltd, one of the leading travel and trade show organisers in India, inaugurated their 21st edition of Tourism Fair 2018 in Kolkata today. The Tourism Fair was inaugurated by **Mr JP Shaw, Regional Director, Ministry of Tourism, Government of India, Mr Srijit Mukherjee, Film Director, Ms Sara Sengupta, Actress, Mr Anirban Bhattacharya, Actor and Mr Rudranil Ghosh, Actor from Team 'Uma'**.

Tourism Fair 2018, being held from 1st – 3rd June 2018, will feature around 120 stalls from different parts of India including participation from states, travel agents, tour operators, etc. The main attraction for the fair is the Africa-themed pavilion that features a unique photo exhibition on Masai Mara by ace photographers **Biswojit Roy Chowdhury & Shiladitya Chaudhury**.

“We are confident that this 3 days’ exhibition will open up a new business horizon for further improvement of travel trade activities during the festive season. It will also help the visitors of the fair, participating travel trade members & other stakeholders to interact and exchange their views with each other in this unique platform for developing a strong business network amongst them,” said **Mr Subrata Bhowmick, Managing Director, Blue Eye India Pvt Ltd**.

This fair is supported by Ministry of Tourism, Government of India along with different State Tourism Departments like Chhattisgarh Tourism, Madhya Pradesh Tourism, Gujarat Tourism, Andhra Pradesh Tourism along with Gorkhaland Territorial Administration. The fair is hosted in association with “**Travel Agents Hoteliers and Travellers Association**”.

About Blue Eye Pvt Ltd

Blue Eye India, established in 2005, is hosting tourism fair not only in Kolkata but also in other parts of the country like Raipur, Ahmedabad and Siliguri for the last 12 years. The vision of the company is to give the tourism industry a platform where they can propagate their business in both B2B and B2C models. The Mission is to create an environment for the Tourism Trade fraternity a place where they can get together and interact within the group as well as their business targets in a cost effective manner.

For further information please contact:

Kaushik Chatterjee / Korak Basu / Sayanjita Dey

Sagittarius.Inc

Ph: 8697719304 / 9830314638 / 8697719315