RAJASTHAN

IT'S LARGER THAN LIFE

LAUNCH MANIFESTO



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TOURISM ADS

YOU'LL FIND SO MUCH TO DO IN EVERY STEP, IN A CITY THAT HAS HELPED THE WORLD WALK.

The Jaipur Foot that helped millions find mobility again, is only one of Jaipur's many iconic contributions to the world. However, what truly sets it apart is the myriad of things you can do once you set foot in the city. From shopping districts to Craft centres, from fine artistic paintings to carpets that deserve to adorn your walls, and more, you will find it all. Come explore Jaipur by foot and discover what makes it larger than life.

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IN A PLACE BLESSED WITH SUCH BEAUTY, YOU'LL SOON DISCOVER THAT 'LOVE' IS A 7-LETTER WORD.

Udaipur, it is said, came into being through the blessings of a sage. Over time, the land has been bestowed with untold riches – from princely palaces to stunning lakes, enchanting shopping districts to timeless recipes, and more. But what makes it truly special, is the romance you feel in the air when you uncover its majesty, its colour and its beauty. Come fall in love with Udaipur and discover what makes it larger than life.

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IT IS BELIEVED THE THAR WAS A PLENTIFUL TROPICAL FOREST, ONCE. NO WONDER IT LOOKS STUNNING, EVEN TODAY.

The Thar Desert, known for its sparkling yellow sands and picturesque dunes, was indeed a tropical forest in ancient times. However, it is only one of many iconic destinations in Rajasthan. From lakes both artificial and man-made, to stunning mountain ranges, and from exotic valleys to well-preserved National Parks, you'll find every corner to be truly amazing. Come take a journey through Rajasthan and discover what makes it larger than life.

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WELCOME TO THE HISTORY OF RAJASTHAN. IN OTHER WORDS, WELCOME TO THE HISTORY OF INDIA.

No other state can boast such a long contribution to the legacy of India, as Rajasthan. From the ruins of the ancient Indus Valley Civilisation, to the heroic exploits of its fabled Rajput warriors, from paintings and crafts handed down through generations, to palaces and forts that defended this nation, this is a land brimming with history. Come journey through time as you travel across Rajasthan and discover what makes it larger than life.

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EXPERIENTIAL ADS

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HIGH ABOVE ITS TOWERING PALACES, AWAITS A TREAT FOR THE EYES AND A RUSH TO THE HEAD.

As the hot air balloon takes off from Amber Fort in Jaipur, you feel your pulse quicken. But only seconds later, your eyes rest on the most breath-taking panoramic views of the city. And that's when you experience the pure rush of adrenaline. Such is the beauty of Rajasthan, which seamlessly marries your sense of adventure with your love for the finest sights and sounds. Bringing you paragliding across Udaipur, dune bashing in the Thar, Zip-lining in Jodhpur, and so much more. Come enjoy the adventure that is Rajasthan and discover what makes it larger than life.

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Welcome to a place whose distant past
is as glorious as its ever-changing present.

Where magnificent forts and palaces
lend the perfect contrast
to the architecture of tomorrow.

This isn't just the largest state of India,
it's also the one with the biggest heart –
for all peoples and cultures find a home here.

Where every festival and every celebration
is grander than the last,
colouring life in a spectrum of vibrancy.

Quite like the flavours you'll discover,
where even an everyday meal
feels like a royal feast.

It's a place where no adventure is small,
as the golden sands spread far and wide,
and the verdant hills meet the sky.

When you come to the land of kings,
you find not only what you seek,
but something much bigger.

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WHEN YOU FIND NATURE'S VIBRANT HUES IN EVERY CORNER, CAN ITS FESTIVALS BE FAR BEHIND?

Rajasthan's natural landscapes are simply stunning, no matter where you go. And so are its people and their eclectic culture. Every festival here is bound to delight you – from the brilliant colours of Teej to the exotic Summer and Winter Festival, and from the lively celebrations of BrajHoli, to the exciting races at the Pushkar Camel Fair. Come explore the many hues of Rajasthan and discover what makes it larger than life.

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WHERE EVEN THE STILLNESS OF ITS SPARKLING SANDS, SETS YOUR HEART RACING.

If you thought the mesmerizing views of the Great Indian Desert and its stunning dunes is a big enough head rush, wait till you try riding them on 4X4s. Being the only desert state in India, you can experience dune bashing at its very best in Rajasthan, where the undulating sands of Jaisalmer are sure to get your adrenaline pumping. However, that's not the only thrill to seek here. You can also enjoy zip-lining in Jodhpur, hot air ballooning in Pushkar and paragliding in Jaipur. Come, have an adventure in Rajasthan and discover what makes it larger than life.

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ON THE JOURNEY TO DISCOVER THE GODS, COME EXPLORE SOME OF THEIR MOST WONDROUS CREATIONS.

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A SHRINE WHERE EVERYONE FEELS WELCOME. LITTLE WONDER, THAT IT IS LOCATED IN RAJASTHAN.

Ajmer's world-famous Dargah, welcomes people from every faith. On the journey though, you will discover some of Rajasthan's finest – its inviting palaces, inclusive culture, engaging festivals, and hugely tolerant people. They're just some of the things that make Rajasthan as a state, so unique. So, as you make your way to take the blessings of the Holy Saint, discover what makes Rajasthan larger than life.

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For decades, Rajasthan has enchanted tourists with stories of its bravery and epic tales of valour and sacrifice. A place known for its fighting spirit cannot be easily rattled, even in the face of a pandemic. So, take a road trip to Rajasthan and you'll fall in love with the place even before you discover it in its entirety. Apart from being the safest way to travel, it also offers a unique perspective on its history and heritage. Come, explore Rajasthan by road and discover what makes it larger than life.

A DESTINATION THAT OPENED ITS DOORS TO THE WORLD, NOW SAFELY WELCOMES YOU BY ROAD AS WELL.

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ITS MAGNIFICENT FORTS AND PALACES, KEPT RAJASTHAN SAFE THROUGH TIME. THEY CONTINUE TO KEEP YOU, SAFER STILL.

Back when Rajasthan was ruled by kings, their massive forts and palaces served not just as their residences but also safe havens against enemy attacks. Even though the enemy today is an invisible virus, these immensely solid and airy structures will protect you throughout your visit. The great open spaces give you enough room to maintain a safe distance from others and avoid overcrowding. Come, experience Rajasthan safely and discover what makes it larger than life.

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THANK
YOU