

TIRUN Travel Marketing supports social causes in India

-Associates with NDTV to present 'India Questions with Bill Gates and Aamir Khan'

New Delhi, 3rd July 2013: **TIRUN Travel Marketing**, *India representative of Royal Caribbean Cruises Ltd.* recently associated with **NDTV**, *the most watched and respected news network in India*, to present a rare programme '**India Questions**'. Dedicated to prevalent health and social issues, this unique 2 part series brought together Billionaire philanthropist **Bill Gates** and Bollywood actor & producer **Aamir Khan** for a stimulating discussion on the causes they support and the impact they have made. The show motivates and guides every viewer to actively engage in driving the change and outlines improvement areas ranging from government policy and budgets to people participation and innovation.

Speaking about this recent development, **Mrs. RatnaChadha**, *Chief Executive, TIRUN Travel Marketing* said "We are always eager to support initiatives that make a difference and are honoured to associate with the latest edition of NDTV's India Questions. This path breaking programme created a unique dais for influential personalities like Bill Gates and Aamir Khan to raise and address important issues."

India Questions, hosted by Prannoy Roy, is a show aired on NDTV 24*7 that creates a platform for India's youth to meet and question the most eminent figures from diverse spheres of life. The current edition features two of the most influential and active personalities from the global and Indian development sector. Many young minds from India also participated in the forum and asked thought provoking questions on issues important to the country's development. A wide variety of topics ranging from diseases and vaccination to education, sanitation, malnutrition, alcoholism and more were discussed in depth on this show with special emphasis on the causes and formats supported by the eminent panelists.

Co-chair and trustee of *Bill and Melinda Gates Foundation*, has pledged to give away 95% of his wealth to charity and has been investing in vaccines to wipe out polio and Hepatitis B. He believes that the worldwide efforts in the last two decades have reduced the number of polio cases by 99 percent and he aims to eradicate the disease completely. Pertaining to this, Gates has been working closely with governments and all partners in the polio effort to ensure no child is at risk of either contracting or transmitting the crippling disease.

Aamir Khan too has been consistently involved in social causes and is the brand ambassador of UNICEF. He always had an interest in children's issues and works on ensuring that every child in the country survives and thrives. When approached to assist an awareness campaign on malnutrition, Aamir actively approached the Prime Minister to create a fund. He then worked with UNICEF, Ministry of Women & Child Development and Praseon Joshi to create and execute a holistic nationwide campaign in multiple languages. His path-breaking show *SatyamevaJayate* addressed social issues and had a huge impact, creating a nationwide awareness of otherwise hidden social evils prevalent in the country.

As pioneers of the cruise industry, TIRUN Travel Marketing introduced the concept of cruise vacations to the Indian consumer and continue to maintain the consumers needs at the core of their endeavors. With a legacy of over 20 years, the company has supported various initiatives over the years and recently supported an exciting art fundraiser organized by AIM for Seva in association with Mahua art Gallery. This initiative endeavored to generate funds for a national movement supporting the formal education of rural and tribal children.

About TIRUN Travel Marketing

TIRUN Travel Marketing is the exclusive India Representative for Royal Caribbean Cruises Ltd. with a portfolio of 3 of its cruise brands, including Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises. A leading travel marketing company, TIRUN Travel Marketing has been representing Royal Caribbean Cruises Ltd. in the country since 1993 and continues to successfully undertake exclusive marketing and sales for the various brands while also providing operational support pan-India. Headquartered in New Delhi, the company has proprietary offices in Mumbai, Ahmedabad, Bangalore and Chennai as well as representative presence in Hyderabad and Kolkata.

Recognized as India's premier cruise counsellors, in 2013, TIRUN Travel Marketing celebrates 20 years of its partnership with Royal Caribbean Cruises Ltd. in India.