



Ultra Luxury SeaDream Yacht Makes its debut on Indian shores

Presents its exquisite World Class Cuisine & Service to Travel Trade and Media in Mumbai

Mumbai, October 27, 2013: SeaDream Yacht Club, considered 'The World's Best' by acclaimed critics worldwide as well as amongst the seagoing fraternity made its first stopover in the maximum city, Mumbai, today.

Much awaited by Mumbai travel aficionados looking for a yachting experience like none other were pleasantly surprised when the SeaDream Yacht Club, announced its foray to the Indian waters earlier this year.

What promised to be an enchanting journey layered with exotic comfort, the yacht arrived in Mumbai on Sunday, 27 October 2013. The voyage "Passage to the Far East" will then sail through other Indian Ports of Goa, Kochi and Port Blair (27 October 2013 - 9 November 2013) onto Singapore and the Far East, where it has planned 18 unique voyages around the region.

The Mumbai showcase was inaugurated by **Shri Chhagan Bhujbal, Honorable Minister of Tourism, Government of Maharashtra** at Ballard Pier, on 27 October 2013. Shri Bhujbal was welcomed in true Maharashtrian style, with two hostesses dressed in traditional attire and a local band playing the popular Tutari instrument. What followed was a presentation by James Cabello, Vice President-Voyage Planning, Destinations & Land Programs; Sudesh Kishore, President, SeaDream Yacht Club, India / Corporate Chef, SDYC and Gitanjali Balani, Director-In Rhythm & SeaDream India Representative.

At its first Indian stopover, SeaDream showcased its exclusive standard of cuisine and service to select Travel and Media fraternity. Guests were seen enjoying the teak decks, the inviting lounging areas and exclusive services onboard SeaDream. With all the comforts of home and more, SeaDream yachts reflect a passion for style, quality and casual perfection.

SeaDream Yachts are chic and stylish. Their 56- stateroom yachts are favored for their elegant informality, state-of- the-art facilities, personal service provided by a crew of 95, inclusive open bar and gratuities, ocean view accommodations, luxury spa and world class cuisine.

Sudesh Kishore, President, SeaDream Yacht Club, India / Corporate Chef, SDYC was seen warmly welcoming the guests. He said, "SeaDream voyages are for those who have achieved excellence in life and want to experience the best. Being pampered by an award-winning crew of 95, the level of attention and service paid to each guest will give them the impression of being on their own private yacht. We look forward to having more elite Indians experience the magic of SeaDream."

Gitanjali Balani, Director - In Rhythm & India Representative for SeaDream further added, "The elite Indian traveler is open to unique holiday experiences. We are thrilled with the response we have got in the first year of SeaDream's visit to India and ensure all guests that the voyage will offer an experience like none other."

"It's yachting not cruising. Enjoy the difference."

For information on itineraries / voyage prices, please call 1 800-10-33 678 or write to info-in@seadream.com

About SeaDream Yacht Club

Founded in 2001, SeaDream Yacht Club is the yachting venture by Norwegian entrepreneur Atle Brynestad. The company operates *SeaDream I* and *SeaDream II*, twin, ultra-luxury mega yachts that operate 5 to 20-night sailings in the Caribbean, the Mediterranean, the Black Sea and the Amazon River. The yachts are not only ideal for discerning travellers seeking an unstructured and casual holiday experience but also for groups and full yacht charters for meetings, incentives and individual private family gatherings.

Expressions of excellence such as 'Best in the World' and 'Best of Class' have validated the very unique and extremely high on-board delivery, which makes for an exquisite, elegantly casual and truly leisurely seagoing experience. The SeaDream mantra is quite simply, 'It's yachting not cruising" Enjoy the difference.

For further details, please contact:

Shabbir Diwan

Senior Manager – In Rhythm

Mobile: +91 – 99209 38648

Email: shabbir.diwan@inrhythm.in

Web: www.inrhythm.in