



## FROM THE DESK OF THE ACTING PRESIDENT

### If it ain't "broke"... *Break it anyway!* Are we taking a deeper look?

*Wasn't the first time, when one attempted to swim, a huge challenge to every swimmer?* Some considered getting into water as crazy and identical to committing suicide.

*Wasn't the first time, when one got up to speak before people, it was an impossible task to every speaker?* Many were convinced that "Public Speaking" is among the top ten fears.

More recently, *wasn't the first time, when one moved from a manual mobile to a "smart phone", it seemed a grueling task to manage complex technology?* Some gave it up at the first instance and recommended others to keep away.

Try asking an excited smart phone user to *switch-back to manual mobile* or that popular speaker to *read his speech* or that animated swimmer to *wear a floating rubber while swimming*. For sure, these are most embarrassing and uncomfortable experiences. ***We get upgraded when we break the routine.*** Often, we don't advance into better forms, because of our indifferent or delayed responses to opportunities. We possess immense potential and abilities to perform new roles that better define us. Despite this abundance talent within, we fail to upgrade to higher quality of life and enhanced identity.

As we age, we gradually lose the thrill of an "adventure". By saying "no" to difficult and un-attempted roles, we are limiting our potential. I recall my often used passage..

***Having tried and failed is ... understandable.  
But, having failed to try is ... unpardonable.***

The old statement ***"If it ain't broke, don't fix it"*** meant that any system or process that is working well need not be modified or replaced, unless it is broken. Management guru Tom Peters instead advocated ***"If it ain't broke, you haven't looked at it hard enough"***, meaning you are not as focused to bring in the change. He concludes to suggest that ***even if ain't broke - Fix it anyway!*** It is great learning that we cannot wait to bring in reforms because the old still works. The "old" or "established" may soon turn obsolete and we may be pushed far behind and lose our leadership. In order to control the advantage or optimize the investment – we must get ready to challenge the status-quo. Life

doesn't rise to superior levels when we are content with the existing or are unwilling to stretch beyond our comfort zones.

The challenge of any successful business is to ***stretch-its-sustainability*** and keep it going and growing. This happens when it meets the needs of the fast changing environment. The demands of the external environment are consistently on the rise. It does matter for us to blend our practices in tune with it. ***To wait to replace something until it is broken or has become redundant*** may prove dearly to keep the viability alive. Absence of a vision to merge our current with the fast arriving future can cause serious set-backs and the consequential time lost to regain that "relevance to the current" can keep businesses behind. Businesses therefore must be often reviewed to "Fix" the "Existing" as well in order to re-engineer them for a greater impact.

The objective is to excitedly surpass "who we are" or "what we have achieved before". If we don't fix it, ***because it ain't broken yet***, we may miss the "connect" with future. In order to grow stronger, we must compete with the best of external.

To "fix" something ***after it is broken***, is "reactive". To "fix it" before it breaks, ***proactively*** gives us that competitive advantage, and gifts rewarding experiences.

Like any business – established Associations of such business persons, can create incredible approaches to manage the unpredictable tide.

Yes. TAAI must evolve. Our best way to increase its vibrancy is to invest on best practices rather than to major-on-minor issues. If we are BIG – let's ring in the change.

I invite "all of us" to identify practices that keeps us in the lead and rings in relevance for the future. TAAI, surely, must be more than what it has been. Our strength is our members. When we roll-up-their-sleeves to unitedly strategize and condition markets – there will be no looking back. When we pool our resources to chart our future practices we actually take over controls. Unless we create benchmarks and that gusto in our approaches, we cannot stay ahead and boast of that cutting-edge.

We have exceptionally great business Leaders in you. It is important to align these with bigger tasks that can sustain our success.

Let us commence a new journey by taking lessons from our "evolving world" and ride the change. We certainly deserve more. Why stop at what we have?

Let us progress into better forms. *Let's do it together.*

With warm regards

Sunil Kumar Acting President – TAAI  
[sunilkindia@gmail.com](mailto:sunilkindia@gmail.com)

## THE 9TH TAAI MC MEET – A BRIEF

Mumbai: The 9th TAAI MC meet was held on 1st December 2014 in Hotel Orchid to discuss and deliberate on all matters relating to the forthcoming AGM 2014 such as the date, time and venue as well as all arrangements for the same. The Acting President Mr. Sunil Kumar discussed the above in details after which the Hon Secretary General took over with his report as well as those of the MC. He informed about the UFTAA's 47th Congress & General Assembly in Bali, Indonesia from 16th to 19th November, 2014 which was attended by Mr Kumar and himself and interacted with heads of global associations. The theme of Congress was "The Way Ahead". The appointment of

Mr. Sunil Kumar on the Board of UFTAA as a Director is a great honor for TAAI and the entire travel fraternity of the country. The HSG has been appointed as the internal auditor of UFTAA. Further he updated the committee about the special exclusive tie-ups entered into by TAAI for all those members enrolled with a TAAI MEMBERSHIP CARD. Mr. Anirudh Kalia, VP – Sales and Ms Nupur Dhandharia, Senior Manager – Affiliate Marketing & Business Development from ADLABS Entertainment Ltd. did a presentation to the MC & the chairpersons present about ADLABS IMAGICA and the HSG proposed a tie-up with ADLABS Entertainment Ltd.

## TAAI'S ANNUAL MANAGEMENT REVIEW MEET - MUMBAI



### Showcasing Regions and Chapters

Before the commencement of the 10th MC Meet in Mumbai on 29th December, 2014, the office bearers of Regions and Chapters were invited by the National OBs and MC to converge at a special Annual Management Review Meet that began at 1100 am at the The Orchid, Mumbai. The agenda had some interesting points such as \*Review of Achievements, \*Update on various Matters, \*Region/Chapter Annual Meetings - Briefing, \*Accounting Policy : 31st March 2015 and \*Region & Chapter Meetings Along with the HSG Mr. Harmandeep Singh Anand & Hon Treasurer Mr. Antia, MC members Mr. Lokesh Bettaiah and Mr Jay Bhatia updated the house on the do's and don'ts and how to manage the affairs of the association in the benefit of the members. Views and suggestions were also taken from the present Ob's of Regions/Chapters on various issues and the way forward for TAAI. Needless to say, the participants found the meet extremely useful in terms of bringing their issues and concerns with reference to the above points to the forefront and discussing it threadbare. There was great enthusiasm amongst them and they were of the opinion that such endeavors by the National OBs were indeed much welcomed by them as it gave them an insight to many matters that they could pass on in return to their members across the country.





## TAAI's NETWORKING DINNER - *Meeting and Knowing one another*

Mumbai: The Office Bearers TAAI invited the gracious presence of some of the Airlines and Tourism Boards to interact with MC members and the OB's of Regions/ Chapters who were in Mumbai for the Management review and the MC meeting along with the travel trade media to a wonderful networking Dinner on 29th December, 2014 at The Orchid, Rooftop. The committee members of TAAI from across the country got an opportunity to interact under one roof. After all it is not everyday that such an opportunity comes by and everyone made the most of it. With gourmet spread and good cheer all around the evening proved to be ideal for networking. The evening was well attended by Domestic & international carriers, tourism boards celebrating the end of a happy 2014.





## TAAI'S 10TH MC MEET

TAAI held its 10th Managing Committee Meet on 29th December in Mumbai that had its Region/Chapter Office bearers joining in besides the Chairmen that saw fruitful interaction amongst all present. The Acting President Mr.Sunil Kumar presided over the meet alongwith Hon Secretary General Mr.Harmandeep S Anand and Hon Treasurer Mr.Marzban Antia. The office bearers were welcomed by the National Office Bearers after which matters concerning the industry were discussed, apart from the AGM taking place on 30th December. The President also updated them on the forthcoming event of SATTE 2015 in Delhi,. The HSG spoke of the exclusive TIE Ups with TAAI benefitting the membership and highlighted a few activities of TAAI, amongst many, in the past many months such as Insurance, Joint Bank Guarantee (JBG) – successfully approved at PA Conference, Service Tax Presentations and workshops pan India, airlines beginning to reimburse service tax including low cost carriers, Media Turnaround – sufficient coverage to TAAI and Inauguration and Installation of TAAI's 16th Chapter - Uttar Pradesh & Uttarakhand –due to efforts of Mr. Kirti Vyas and the OB's of TAAI and NR ob's. All in all, it was very fruitful MC meet.





## TAAI AGM 2014

The TAAI AGM 2014 was held on 30th Dec at The Orchid, Mumbai with good attendance. Mr Sunil Kumar Acting President and Hon Secretary General, Mr Harmandeep S Anand and Hon Treasurer Mr Marzban Antia started the proceedings, and answered members queries related to the accounts.



## 11TH MC MEET IN DELHI



TAAI's 11th MC meet was held in Delhi on 30th Jan alongside SATTE 2015 ( 29th -31st Jan ) Acting President Sunil Kumar, HSG Harmandeep S Anand Hon Treasurer Marzban Antia and the MC as well Region and Chapter Chairmen were part of the inauguration before the MC meet. TAAI was given a stall at the exhibition ground that saw hordes of visitors inquiring about membership in our Association. The meeting revolved around discussions about TAAI on the national front as well as the activities of TAAI's Regions and Chapters and their various concerns. The TAAI Convention was also brought up and The Acting President informed that the Committee was considering the possibility of staging TAAI's 62nd Convention soon.

## TAAI MEETS DGCA AND SECRETARY TOURISM



New Delhi: 29th January 2015, The Director General of Civil Aviation, Govt. Of India, Ms. M. Sathiyavathy, IAS, met the TAAI team led by Acting President Mr. Sunil Kumar R., HSG. Harmandeep Singh Anand; Hon. Treasurer Mr. Marzban Antia and Co-Chairman of the Airline Council Mr. Jay Bhatia. Various issues on governance, airline matters and regulations were discussed. The dynamic Director General was informed of the latest developments and issues faced by the Travel Agent community. A detailed representation shall be soon forwarded to her. She has assured, that she shall review the suggestions made by TAAI, on receipt of a detailed presentation on various issues faced by the industry. On 30th January 2015, Tourism Council Chairman Mr. Jay Bhatia, Mrs. Jyoti Mayal along with Mr. Harkripal Singh, called upon Mr. Lalit K. Panwar, Secretary, Ministry of Tourism, Govt. Of India, at Transport Bhavan in New Delhi. They upraised him of the current activities of TAAI and suggested how the Ministry could partner with TAAI and its members on various initiatives under the new government. He recollected that TAAI is the premier and nodal travel and tourism association in the country. The Secretary stated that it was after a long time that the Civil Aviation and the Tourism ministries were headed jointly by the same person, Dr. Mahesh Sharma in the new Govt. TAAI acknowledged this move, by the Hon. Prime Minister Mr. Narendra Modi, which shall ensure exponential growth for travel agents. He has invited suggestions from TAAI on various tourism enhancement programs and how India can attract more and more tourists.

## TAAI TEAM WITH THE DIRECTOR GENERAL OF CIVIL AVIATION OF INDIA ON 29TH JANUARY 2015 IN NEW DELHI.



In the picture (standing L to R) HSG - Mr. Harmandeep Singh Anand; Acting President - Mr. Sunil Kumar R; DGCA - Ms. M. Sathiyavathi, Director General; Hon. Treasurer - Mr. Marzban Antia Co-Chairman Airline Council - Mr. Jay Bhatia



## TAAI TEAM AT VISIT SCOTLAND EVENT



TAAI Team comprising of Acting President Sunil Kumar, HSG Harmandeep S Anand, Hon Treasurer Marzban Antia, M C Member Lokesh Betteiah, Tourism Council Chairman Jay Bhatia and Gujarat Chapter Chairman, Shreeram Patel was invited for the Visit Scotland evening at Taj Mahal Hotel, in Delhi on 30th January 2015. In the pic L to R: Jay Bhatia, Sara Gonzalez, of Visit Scotland, Harmandeep S Anand, Vineet Lal, Sarah Drummond of Visit Scotland and Lokesh Betteiah.

## TAAI WITH IITT 2015



The IITT 2015 B2B event organised by ABEC Exhibitions & Conference Pvt Ltd, took place in Mumbai from 15th -17th January, with over 75 exhibitors showcasing their service products and TAAI was in the midst of it all ! TAAI's stall at the event attracted more than 300 B2B visitors who were keen on becoming members of this prestigious Association. The secretariat staff, Mr Iyer, Mr Karkera and Mr. Paleja were at hand to attend to each and every of these queries. TAAI HSG Mr Harmandeep S Anand was amongst the VIP guests that were present at the Inauguration and Lighting of the Lamp along with Additional Secretary -Tourism, Mr Girish Shankar and others. Tourism Council Chairman Mr Jay Bhatia was the guest speaker and panelist on the session "Innovation in Domestic Tourism & VISA on Arrival Contributing to India's Economic Growth" and spoke on various travel and tourism innovations that the Govt had brought in specially the recent introduction of EVOA that has been welcomed worldwide. Said Mr Bhatia "This will definitely bring

in more tourists this year. During the panel discussion he made valuable suggestion to the Additional Secretary to have kiosks at the Airports so as to enable the tourist to seek visa on arrival. Currently although e-visas take 4 days for approval. Innovating routes and encouraging self-drives were some of the suggestions made. Inter-ministerial meetings should be planned so as to boost tourism and innovative marketing , brand building must be encouraged so as to ensure the contribution of Tourism to the national GDP increase many fold. The panel included : Mr. Shervani, former President of FHRAI, Mr. Rajan Sehgal- President of IGTA, Mr. Grish Shankar – Addl Secretary – Tourism – Govt. Of India, Mr. HS Meena, IAS – Commissioner of Tourism & MD of TTDC, Mr.Jay Bhatia – Chairman Tourism Council (TAAI) & Mr. Sarabhjit Singh – Vice Chairman of FAITH. Mr. Harmandeep, Mr.Bhatia and Mr Sameer Karnani - Western Region Treasurer visited the TAAI stall later on and were happy to see such a large number of visitors thronging it.!



## NEWS FROM TOURISM COUNCIL

### TAAI REPRESENTS TOURISM INDUSTRY AT BUSINESS MEETINGS WITH AMBASSADOR OF GEORGIA



TAAI is happy to inform that on 18th December 2014 the Ambassador of Georgia, H.E. Levan Nizharadze, along with the newly appointed Hon. Consul General for Mumbai & Maharashtra, Mr. Satinder S. Ahuja met business leaders from Mumbai.

The Tourism Industry was represented by TAAI–Tourism Council Chairman Mr. Jay Bhatia. Mr. Besik Sharashenidze, First Secretary (Political, Cultural & Consular Functions) at the Embassy of Georgia in India, during the morning session gave a detailed perspective on Georgia and its economic progress and the options for investing,

collaborating and enhancing the bilateral trade and tourism with India. Georgia has created a fund for co-investment to the tune of USD 7 Billion covering Energy, Logistics, Real Estate and Tourism. Mr. Jay Bhatia suggested immediate interactions with the teams from India and Georgia to enhance the untapped potential of bi-lateral tourism. TAAI delegation shall soon visit Georgia and explore the country surrounded by Russia, Azerbaijan, Armenia and Turkey. The evening session was a panel discussion and introduction of HE. Mr. Satinder S. Ahuja the newly appointed Hon. Consul General. Mr. Ahuja, welcomed the trade leaders from Mumbai and assured that he shall ensure smooth passage for all business and tourism related activities.

The Hon. Consul's office in Mumbai shall always facilitate to enhance trade. Emphasizing on Tourism he welcomed recommendations from TAAI, bring the oldest and the nodal tourism body in India for promoting tourism to Georgia.

The panelist included :

1. Mr.T.S. Bhasin – Sr.Vice Chairman of Engg. Export Promotion Council of India
2. Mr.Gurinder Singh Bawa –Chairman of Guru Nanak Khalsa College and Owner of Bawa Group of Hotels
3. Mr. Kulwant Singh Kohli – Ex Sheriff of Bombay & Owner of Pritam Group of Hotels in India.
4. Ambassador of Georgia in India His Excellency Mr. Levan Nizharadze
5. Honorary Consul of Georgia Mr. Satinder S. Ahuja
6. Ms Lata Subraidu, Immediate Past District Governor, Rotary International, Bandra
7. Mr. Nayan Patel, Past President Indian Merchants Chamber.
8. Mr. Jay Bhatia, Chairman – Tourism Council – Travel Agents Association of India.

The gathering also consisted of leaders from the Manufacturing, Powers, Pharma, Export, Shipping, Food processing, Hotel and Entertainment industry.





## DUBAI TOURISM - CRUISE PROMOTION



Dubai Cruise Tourism, part of Dubai Tourism embarked on a four city India roadshow with cruise industry partners MSC, Costa & Royal Caribbean International. recently, as part of its overall strategy to promote all these cities strengths as growing international hubs for cruise tourism. The first city was Delhi followed by metro cities of Chennai, Bengaluru and Mumbai. During the

visits, Dubai tourism delegation members networked with TAAI members besides others. TAAI members were also able to learn of the recently launched UAE multi-entry cruise tourism visa. Said Mr. Jay Bhatia Tourism Council Chairman, "Cruise tourism in India is still an evolving concept, but more and more Indians are getting interested in cruises today" Earlier, TAAI members were taken by Dubai Tourism on its mega-familiarization visit to Dubai.

Picture shows Mr. Amish Desai Treasurer - Karnataka Chapter, and MC Member Mr. Lokesh Bettaiah to the left and Mr. Anil Kumar Karnataka Chapter Chairman Extreme right, at the roadshow in Bengaluru.

## DESTINATION NEW SOUTH WALES (NSW) ON 13TH JANUARY, 2015 IN MUMBAI

Hon Secretary General, Mr Harmandeep S Anand, Hon Treasurer Mr. Marzban Antia, and Chairman Tourism Council, Mr. Jay Bhatia met the Premier of New South Wales, the Hon. Mike Baird, MP, followed by lunch at The Taj Mahal Palace, Mumbai along with Mr. Paramjit Bawa, Country Manager – India, Destination NSW. Also interactions were held with H.E. Mr. Mark Pierce, Consul General - Australian Consulate General, Mumbai.

## COMING SOON - SOUTH AFRICA TOURISM ROADSHOWS

Members, you must have by now received the mail from our Secretariat about the South African Tourism Road Shows in Mumbai, Ahmedabad, Bangalore and Delhi in February 2015. Make the most of this opportunity to learn more about South Africa.

Date	City	Timings	Venue
Monday, 02-February-2015	Mumbai	10:00 to 15:00	The Palladium Hotel
Wednesday, 04-February-2015	Ahmedabad	10:00 to 14:00	Hotel Grand Bhagwati
Thursday, 05-February-2015	Bangalore	10:00 to 14:00	Vivanta by Taj, MG Road
Friday, 06-February-2015	New Delhi	10:00 to 15:00	Le Meridian

## TAAI - SOUTHERN REGION ACTIVITIES

### EVALUATION OF THE CURRENT SITUATION OF THE TRAVEL INDUSTRY

A unique Seminar on "Evaluation of the current situation of the Travel Industry" was held on the 19th of December, 2014 at Hotel Ambassador Pallava in Chennai under the auspices of TAAI - Southern Region that was well attended. The event was presided over by none other than TAAI - Acting President Mr. Sunil Kumar who spoke on the occasion to an captive audience on the various current situations in our industry which was very enlightening. Presentation on relevant subjects were made by Mr. C. Senthil Pandian, IAS. Regional Passport Officer, Chennai, Mr. Shoeb Samad Regional Director (South) India Tourism, Govt. of India, Mr.C.Mohan Deputy General Manager, Air India Ltd. Chennai, Mr.Thirilogga Chandar HOD, Indian Institute of Hotel Management, Chennai, Mrs.Suganthi T Krishnan Academic Manager, English Language Centre, British Council Chennai and Mr. P. Asoka President, Government of India Approved Tour Guides' Association. It was a good platform for tourism boards

to exhibit their promotional materials and highlight their destinations to the participants such as India Tourism (South), Tamilnadu Tourism Dev.Corpnn, Kerala Tourism, Karnataka Tourism, Uttarkand Tourism, UP Tourism, Rajasthan Tourism, Himachal Tourism, J & K.Tourism, Hong-Kong Tourism Board, British Council, IRCTC and Air India. There was good Media Coverage from Door Darshan, Times of India, Indian Express and other publications doing a wonderful job of covering this event in a be-fitting manner. The proud organizers of this event were "Kalaimamani". V.K.T.Balan Chairman TAAI - SR, Mr. S. Arul Lazaran Hon Secretary, Mr. P. Lalith Kumar Jain Hon Treasurer, Ms. Charanya Ramesh Chairman Tourism Council, and Mr. A.V. Karthik Chairman Education & Training Council and of course the valuable contribution by all members. The Chairman thanked Mr Kumar for specially taking time off from his busy schedule to be part of this fruitful evening.



Lighting The Kuthuvizhaku By...  
Mr.R. Sunil Kumar - National President TAAI, Mr.Shoeb Samad - Regional Director (south) India Tourism Govt Of India, Mr.C. Mohan - Deputy General Manager/Air India Ltd Chennai, Mrs.Hema R.v.chander - Advisor - TAAI - Sr, 'Kalaimamani' V.K.T.Balan - Chairman - TAAI Sr, Mr.Arul Lazaran - Hon Secretary - TAAI Sr, Mr.Lalith Kumar Jain - Hon Treasurer - TAAI Sr, Ms.Charanya Ramesh - Chairman Tourism Council - TAAI SR



Mr. Sunil Kumar was Honoured By Mr. Prathaban - Manager Srilankan Airlines



Mr.C.Mohan - Deputy General Manager/Air India Ltd Chennai Was Honoured By Mrs. A.S. Ramny - Hong Kong Tourism Board & 'Kalaimamani' V.K.T.Balan - Chairman - TAAI Sr



Mr. M. P. Asoka - President Govt Of India Approved Tour Guides Association Was Honoured By Mr. Durai Kannan - Manager - Abacas & Mr. Pazhani Murugesan - Advisor, TAAI SR



Mr. Shoeb Samad - Regional Director (South) India Tourism, Govt Of India was Honoured by TAAI -



Mrs. Suganthi T. Krishnan - Academic Manager, English Language Centre British Council & Priya Parasuraman British Council Were Honoured By TAAI - President





Mr. C. Nanthil Pandian, IAS – Regional Passport Officer, Chennai Was Honoured By Mr. L.ravikumar - Joint General Manager IRCTC



Mr. Thiruvoga Chander, Indian Institute Of Hotel Management Chennai Honoured By Mr. Rajendran - Chairman

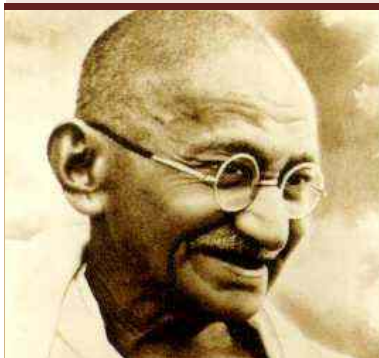
## DRAMA STAGED BY TAAI S.R



TAAI Southern Region was inspired to organise the drama “Paritchaiku Neramachi” which means LATE FOR EXAMINATION, led by famous cine actor Y.Gee.MAHENDRA



Group on 25-12-2014 at Museum theatre Chennai. It was one of a kind function and all TAAI -SR members along with their families participated with enthusiasm and joy. The fun event was presided over by Kalaimamani V.K.T.BALAN Chairman TAAI – SR who delivered a valuable opening speech. Mr.Y.Gee.Mahendra was honored by Mr. Arul lazaran Hon Secretary TAAI-SR. A Memento was presented to Mr Mahendra by Mr.Lalith kumar Jain Hon Treasurer TAAI-SR. The actors and technicians of the drama were presented gifts by Mr.P.Murugesan Advisor TAAI – SR, Mr.A.V.Ramani Tamilnadu State President-IAAI, Mr.B. Manohar-TAFI and Mr. Subramani Active member TAAI – SR Members appreciated the time consuming efforts put in by all the above in staging this drama successfully, specially, by Mr. Ramanujam Chairman Sports and Cultural council TAAI – SR. who organized the function very well.



## QUOTE OF THE MONTH

“ First they ignore You  
Then they mock you  
Then they punish you  
Then you WIN !”

- Mohandas Karamchand Gandhi

## MYRIAD ACTIVITIES OF SR



Lighting of the Lamp - Kuthu Vizhaku by 'Kalaimamani' V.K.T. Balan-Chairman TAAI-SR, with Mr. Soheb Samad-Regional Director (South) India Tourism; Mr. Agarwal-Director of Travel & Tourism Fair; Mr. Mushtaq Ahmad-Officer, Incharge of Jammu & Kashmir Govt. Tourism Office & Tamil Nadu Tourism officials. All were present on the occasion of the opening ceremony of the TTF-Travel & Tourism Fair in Chennai from 9 to 11 January 2015 in the Chennai Trade Centre.



A China Tourism presentation was held at TTF Travel & Tourism Fair in Chennai during January 2015. The program was presided by 'Kalaimamani' V.K.T. Balan-Chairman TAAI-SR; Mr. Raimohan-Director of Indian Institute of Hotel Management; Mr. Soheb Samad-Regional Director (South) India Tourism Govt of India; Mr. Lee-Director of China Tourism; Mr. Mushtaq Ahmad-Officer Incharge of Jammu & Kashmir Govt. Tourism office; & Mr. Agarwal-Director of Travel & Tourism Fair.



A Press Meet by Jammu & Kashmir Tourism Board was held on the 9th of January 2015 in Chennai. Presiding over the function was 'Kalaimamani' V.K.T. Balan-Chairman TAAI-SR; Mr. Soheb Samad-Regional Director (South), India Tourism Govt of India; Mr. Aizal-Managing Director of Parveen Travel; Mr. Baskar-Director of Champion Travels; Mr. Lalith Jain-Treasurer TAAI-SR; Mrs. Hema R.V.Chandar - Advisor - TAAI SR and Mr. Anandavelu-C.E.O. of Arunleka Travels.



Jammu & Kashmir Tourism Board - Press Meet was held on the 9th of January 2015 at Park Hotel, Chennai. Presiding over the function was 'Kalaimamani' V.K.T. Balan-Chairman TAAI-SR; Mr. Soheb Samad-Regional Director (South) India Tourism Govt of India; Mr. Aizal-Managing Director of Parveen Travel; Mr. Baskar-Director of Champion Travels; Mr. Lalith Jain-Treasurer TAAI-SR; Mrs. Hema R.V.Chandar - Advisor - TAAI SR; Mr. Anandavelu-C.E.O. of Arunleka Travels.

## TAAI TIE - UPS

### TIE UP BETWEEN TAAI AND PIZZA HUT DELIVERY



TAAI has tied-up with Pizza Hut, who have offered exclusive 15% corporate discount to authorized representatives of TAAI members holding valid TAAI photo ID cards. This is exclusively for the benefit of TAAI membership & members are requested to take utmost advantage of the special offer. Enjoy discounts on Takeaway & Delivery (to the office address only) on ordering from Menu at Pizza Hut Delivery. Kindly refer to circular - TAAI / GEN / ALL / 319 / 2014 sent to you for more details.

### TIE-UP WITH VASAN EYE CARE FOR BENEFIT OF TAAI MEMBERSHIP HOLDING TAAI PHOTO ID CARDS



TAAI has tied-up with VASAN EYE CARE for benefit of TAAI membership who have offered special discounts to authorized representatives of TAAI members holding valid TAAI photo ID cards. Members will have to refer to circular - TAAI / GEN / ALL / 322 / 2015 for special discounts and contact addresses of Vasan Eye Care hospitals Pan India



## TAAI NR MEETS HON'BLE MINISTER FOR TOURISM, CULTURE & CIVIL AVIATION DR. MAHESH SHARMA



TAAI Northern Region Chairman, Mr Rajan Sehgal had assured his members during the TAAI-NR meet on the 24th December 2014 that he and his office bearers would be escalating the Region's concerns to the notice of the Hon'ble Minister and would also meet him in person to discuss the same with him. And that's what they did ! Mr. Sehgal was invited to attend the Good Governance Day on the 26th December 2014 in Delhi organized by the Ministry of Tourism where the Hon'ble Minister—Tourism, Culture & Civil Aviation Dr. Mahesh Sharma was present with other officials of the Ministry. Taking the opportunity, Mr. Sehgal raised the concerns of the Travel & Tourism industry after which the Hon'ble Minister instantly asked him to meet later in his office. He was also invited by FICCI for MAKE IN INDIA Program on the 29th December at Vigyan Bhawan, New Delhi where the Hon'ble Prime Minister Narendra Modi along with his Cabinet were present. Mr. Sehgal again got an opportunity meet Dr. Mahesh Sharma to interact with him once again.

As requested by the Hon'ble Minister TAAI NR Team consisting of Chairman Rajan Sehgal Secretary Neeraj Malhotra And Treasurer Gaurav Dogra was called for a meeting with the Minister on 06th January 2015 at his office. They discussed various issues of the travel & tourism industry in detail to which he gave a patient hearing and asked his P.S to study their concerns and so assured them of another meeting soon to take this matter forward. The team is grateful to the Hon'ble Minister for his motivated response.

## TnH AWARD FOR NORTHERN REGION



The TAAI-NR team got an award for best work for its region during the TNH award function held Hotel ITC Maurya, New Delhi On 12 JAN 2015. The award was given by Hon'ble Minister for tourism, culture, and Civil Aviation, Dr. Mahesh Sharma in the presence of Shri L.K. Advani.

## MORE NEWS FROM TAAI NORTHERN REGION It's been hectic !

Our Northern Region has been very busy with several activities. Firstly was their \*visit to Dubai as the Region hosted its members meet in Dazzling Dubai in September which was a huge success. Members appreciated all the arrangements and specially the hospitality extended by Dubai Tourism to them. At the meet at Hotel Marriot, Rotana and Crown Plaza, for the first time, the Region honoured senior members from our industry such as Mr.R.K.Shorey, Mr. Guglani and Mr. P. Relan. Next was the Region's office bearers' meet with the senior official from \*Canada Tourism. The team interacted with Ms Sivohan Chretien, Regional MD, Emerging Markets, Canadian Tourism Corporation and briefed her about the presence of TAAI in India. She was delighted to have TAAI interact with her.

Members will be happy to learn that the Chairman Rajan Sehgal was also invited as special guest for the \*Vietnam Tourism Evening which saw the presence of Ambassador of Vietnam, Director of Vietnam Tourism, and the Team of Jet Airways. Then came an invite by the \*Korean Tourism Board for their special evening that they organised to showcase Korea as a complete tourism destination with the presence of Korean Ambassador, Director of Korea Tourism and Country head of Korean Airlines. It was a very interesting evening with a lot of interaction by the Chairman and all the officials. Interestingly, TAAI-NR also signed an \*MOU with Shanghai Tourism Board in the presence of senior officials from Shanghai Tourism and Head of CNTO in India.

## DECEMBER HAPPENINGS

- TAAI-NR organised its members' meet on 24 Dec 2014 at Hotel Ashoka where a presentation by CNTO was made for the benefit of the members. This was followed by cocktails and dinner which was a very well attended affair. Besides TAAI members, there were diplomats from the Chinese Embassy, officials from airlines, hoteliers and senior people from the PHD chamber of Commerce and media.





## DECEMBER HAPPENINGS

- Chairman Rajan Sehgal attended the GOOD GOVERNANCE DAY organised by the Ministry of Tourism on 26 th Dec 2014 at Hotel Samrat where the Hon .Minister of Tourism ,Culture and Civil Aviation, Shri. Mahesh Sharma along with the Secretary Tourism and other senior officials. It was an intensive meet and during the Q&A sessions, Rajan Sehgal raised the concerns of the travel industry that resulted in the Honb'le Minister asking him to meet him later with details. This prompted the office bearers of TAAI-NR to meet the Hon. Minster in his office. He gave them a very patient hearing and asked his senior official to look into the same and revert. TAAI is also doing the same.
- Chairman Rajan Sehgal was invited by the President of FICCI Dr. Jyotsana Suri to be on the tourism committee of FICCI. He was later sent by FICCI to represent the travel industry during the popular MAKE IN INDIA program on 29th Dec 2014 at Vigyan Bhawan ,New Delhi. It was a great honor for the Chairman when he met our Hon. Prime Minister along with his cabinet there. Several ministers were present too. All were highly impressed with the presentation made. Definitely a happening month for TAAI NR !

## NORTHERN REGION THANKS GIVING DINNER



## NEWS FROM WESTERN REGION - BHUTAN TRIP



### TAAI Western Region's - Bhutan Educational Destination Workshop cum FAM Tour 18 to 21 December 2015

TAAI, Western Region organised the much awaited 3 nights & 4 Days Bhutan Educational Destination Workshop Destination Workshop cum FAM tour from 18th to 21st December 2014 to Explore & Experience Bhutan' The Land of happiness'. This educational tour was timed to promote the 'Visit Bhutan 2015', the year-long celebration is themed 'celebrate happiness', which is being celebrated to commemorate the celebration of the 60th birth anniversary of His Majesty the 4th King of Bhutan Jigme Singye Wangchuck. 49 Delegates of Western Region, led by its Chairman Sampat Damani along with TAAI National Treasurer Mr Marzban Antia, TAAI W R Treasurer Mr Sameer Karnani and TAAI WR Hon Secretary Col P Shashidharan, VSM toured the magical Land of the Thunder Dragon, visiting its most important tourism centres- the western city of Paro & Bhutan's capital Thimphu. It is magical because this is a place with so much to offer - serene and scenic landscapes, art, religion, culture, and of course, because it happens to be one of the few countries in the world that is still ruled by a King and a Queen. The first visit was to Paro situated at a height of 2,225 m (7300 ft) above sea level and is surrounded by mountains as high as 4,876 m (16,000 ft) In fine weather, as you soar higher up, in the flight by Druke Air. you can enjoy the spectacular view of Mt. Everest, Lhotse, Makalu and Kangchenjunga at their best. Flying into Bhutan's Paro International Airport is typically a most exciting experience as the descent into Paro valley can be truly be described as a flight into fantasy. TAAI's land arrangement partner" Bhutan In Coming" represented by "Sharaf Travels" in Mumbai made excellent arrangements to receive them and transport them to Hotel "Olathang" amidst temperature dipping to 5 degrees ! One of the distinctive features of Paro town is that it is situated in a flat valley bottom and follows a grid-like pattern. TAAI members were treated to a traditional song & dance Bhutanese style welcome in Tashi Namgay Resort, followed by Riverside Bonfire & dinner which was sponsored & organised by Tourism Council of Bhutan and coordinated by its India representative Mrs Sonalee Vaz from ChArson Advisory, Mumbai. The Western Region meeting was held the next day morning, in the ball room of Hotel Olathang, followed by presentations from Druke Air, the General Manager-Commercial Mr.Namgay Wangchuk, Tourism Council of Bhutan, By the CEO Mr Thinlay W Dorji & Bhutan In Coming – its Director Mr Kanak Puri. Later was a site visit & lunch at Hotel Zhiwaling,

one of the best & high end 5 Star resort in Paro. Paro Sightseeing included Tiger's Nest View Point, Kyichu Lakhang and Paro Dzong followed by shopping in local market of Paro and dinner at lovely Hotel Olathang. **THIMPHU** - 20th December, after check out time was visit to Thimphu. First was a memorable visit to Douchula Pass from where the delegates enjoyed a mesmerising panoramic view of snow clad Himalaya's. On the way back to Thimphu, Members visited the Buddha Point, Memorial Chorten, and Tashichodzong next to the Palace of King. Bhudha Point. This is a massive 51.5 meters (169 feet) statue of the Shakyamuni Bhiddha, made of bronze and is gilded in gold, making it one of the largest statues of Buddha in the world. 125,000 smaller Buddha statues have been placed within the Buddha Dordenma statue, 100,000 8 inch tall and 25,000 12 inch tall statues all cast in bronze and gilded gold. On return to Thimphu, everyone loved, the stupendous lunch in Taj Tashi, one of the best 5 star hotel in Thimphu, sponsored by Taj. The General Manager of Taj Mr Sibi Mathew & his team took personal care of each and every member of the group. Later members visited the local Handicraft Market, Handicraft Emporium RTA and Clock Tower Area. In the evening was time, members had High Tea at Hotel Terma Linca, a fairly new hotel on the beautiful river side. Ms Kunzang Wangmo, General Manger of the Hotel personally showed the elegantly laid out Hotel Terma Linca. TAAI had arranged a gala dinner in the night. The Chairman and his team presented mementoes as a token of appreciation to all the travel partners who had made this tour a grand success were for the excellent arrangements. TAAI, Western Region with the help of Mr Anoop Sehan of Sharaf Travels presented each member an unique & memorable personalised Royal Bhutan stamp with their individual photograph, which will make them remember of this wonderful tour forever. TAAI, Western Region Chairman, Mr Sampat Damani, attributed the success of the entire tour to Mr Sameer Karnani, Honorary Treasurer of TAAI Western Region, who worked single handidly day & night and made this dream come true in just 20 days. On 21st December, the group moved back to Paro to board the return Druke Air flight to Mumbai. According to each and every participating member, this trip of Bhutan will always be cherished as one of the greatest ever Educational tour experience. Kudos to Bhutan & Kudos to TAAI Western Region!









## TAAI KARNATAKA CHAPTER MEET



TAAI Karnataka Chapter held its meeting on 14 Jan 2015 in Bengaluru with members making it on time. Chairman Anil Kumar, M S Raghavan and Treasurer Amish Desai were at hand to conduct the same. The OBs discussed matters related to the industry in general and to their chapter in particular



## NEWS FROM TAAI NAGPUR CHAPTER - DIWALI SNEHMILAN



### It's Time To Celebrate !

Diwali time saw our Nagpur Chapter being busy with an

innovative initiative - a program titled Diwali Sneh Milan on 31st October, 2014. This event involved inviting family members to join in the fun of celebrating Diwali. Hotel Sun & Sand happily sponsored the event. Members joined with their spouses & children in large numbers. It was not mere presence from them but total involvement by every member of the respective family by participating in the presentation ceremony. Says Chairperson, Madhuri Deo "I am sure that this feeling of togetherness will definitely increase bonding amongst the members." It surely will. What better time is more auspicious than Deepawali for spreading sentiments of love and friendship? The function concluded with parting gift from Chapter for each and every one.



## INDONESIA FAM TOUR BY NAGPUR CHAPTER



Nagpur TAAI Chapter had organised a Fam Tour for its members to beautiful Indonesia from 19th Nov to 24th Nov 2014, with 16 Members participating. Chairman Madhuri Deo informs that Members explored Indonesia by visiting most favourite destinations- Bali, Lombok, & Exotic Gilli Travangan Island. Indonesia is very popular destination for its magnificent beaches, breathtaking sceneries, marvelous Temples and interesting culture. TAAI HSG Harmandeep Singh Anand & VITO Country Manager Ms. Shelly Chandhok were part of the tour & took marathon efforts to make this tour a wonderful experience. Members also got the opportunity to meet Acting President Mr. Sunil Kumar who was in Bali for the UFTAA Conference

The Chapter is thankful to Malaysian Airlines that gave a well discounted fare and to VITO that then sponsored the whole tour. Members were delighted with the excellent arrangements apart from the sheer fun of exploring these cities. The trip was also educational as the members were able to get first hand knowledge of the destination and would now be more equipped to promote Indonesia. Not to forget the warm memories they carried home !!



## NEWS FROM TAAI UTTAR PRADESH & UTTARAKHAND CHAPTER - KITE FESTIVAL

Uttar Pradesh & Uttarakhand Chapter of TRAVEL AGENTS ASSOCIATION OF INDIA (TAAI) organised a 'Drawing and Painting Competition' on 27th November 2014 at Jhulelal Park, Lucknow on the occasion of 'KITE FESTIVAL - 2014' held under the aegis of 'LUCKNOW MAHOTSAV - 2014'. The event was inaugurated by State Minister Tourism, Ch.Mool Chand Chauhan. Amongst the distinguished guests present were Nawab Meer Zafar, Ms. Swati Singh (Olympian) (CWG 2014-Bronze Medal Winner in Weight-lifting 53 Kgs category), Mr. Suresh Chandra Srivastava, President, Lucknow Kite Organisation, Officials from UP Tourism, friends from Travel Trade and the Members of Travel Agents Association of India - Uttar Pradesh and Uttarakhand Chapter.

Mr. Sunil B Satyawakta, Chairperson and Mr. Kirti Srivastava, Hon. secretary, TAAI UP & Uttarakhand Chapter welcomed the Hon'ble Minister to inaugurate the Competition. 111 Students from various schools of Lucknow, namely, Delhi Public School, Thomas Academy, Canossa Convent, Brightland Inter College, Vibgyor Kids, Gurukul Academy, Sanskar Public School, Kendriya Vidyalaya and above all 9 Special Children from Sneh Special School participated in the Competition. Also present with them were their teachers and parents. Mrs. Reena Srivastava, a Senior Academician and wife of Mr. Rahul

Srivastava, a Senior Member of Lucknow Travel Trade, was kind to conducted the Competition on behalf of TAAI. On December 03rd, 2014 Kite Festival-2014 was on its peak at Jhulelal Park when the sky was flooded with colorful kites of all shapes and sizes. A kite making competition saw the skilled and precision workmanship of the enthusiast kite makers. Watching with surprise and interest were a big crowd of fans and public. The Indian Ghazal singer who creates magic with her peerless voice and impeccable urdu eloquence, recipient of the Padma Shri award, Ms. Pinaz Masani's very presence as Chief Guest made the the day for everyone. Other distinguished guests also present to grace the occasion were Rajkumar Amir Nakki Khan, Prof. Umesh Kumar Saxena, Eminent Artist and National Awardee, Mr. Suresh Srivastava, President Kite Association, Dr. Shashank Vikram, MD UPSTDC, Office Bearers and Members of TAAI Uttar Pradesh & Uttarakhand Chapter, Mr. Neeraj Pahuja, Manger Travel Trade and the Organsier and other officials of UP Tourism. An exhibition of kites, some of them as old as 50 years, were the highlights. Also on display were the selected paintings of the 'Drawing & Painting Competition' organised by Travel Agents Association of India - Uttar Pradesh & Uttarakhand Chapter. The Festival came to an end with the kite fight competition. Prizes were given to the winners by Ms. Pinaz Masani and Dr. Shashank Vikram.







## NEWS FROM TAAI SOUTH TAMILNADU CHAPTER



New Year 2015. With the compliments of TAAI, South Tamilnadu Chapter sponsored four return flight tickets to Kuala Lumpur from Trichy at the Hotel Sangam and Hotel Breeze Residency New Year celebrations held on New Year's eve. At Hotel Sangam Two return tickets to Kuala Lumpur was given by South Tamilnadu Chapter Chairman Mr.M.S.Paramasivam to the lucky draw winners and at Hotel Breeze Residency the tickets were given to the best dancing Couples by Mr.M.Nadarajan-the Chapter's Secretary. Both hotels honored and thanked TAAI for its valuable Sponsorship. Needless to say there was much fun and some great dancing !

## NEWS FROM TAAI SAURASHTRA KUTCH CHAPTER

### A Special B-1B-2 Business and Visitor Visa Presentation by US CONSULATE

TAAI Saurashtra Kutch Chapter, Chairman Mr. Devendra Shah, Honorary Secretary Mr. Bharat Shah and Mr. Jitendra Lakhani Treasurer's efforts in organizing the visit of Hon'ble Guest Ms Cheryl Collins – Vice Consul at Mumbai US Consulate in Rajkot on 10 Dec 2014 was a huge success. Ms Collins was accompanied by Ms Koyel Sen from information unit of U.S consulate (Mumbai). Chapter Members were as delighted as the OBs that they had specifically come down to Rajkot to present though them all information on b-1 b-2 visa and to interact with them at close quarters. The educational program was very instructive and saw all 29 members eager to attend and gain information. It began with a warm welcome to Ms. Cheryl Collins by the Chapter Chairman and Secretary and Mr. Bharat Shah with flower bouquets. A memento was presented to Ms Cheryl Collins by Chairman Devendra Shah, whilst Secretary Bharat Shah presented her with a lovely kutchi shawl. Ms Koyel Sen, information unit of U S consulate too was given a kutchi shawl by treasurer Mr. Jitendra Lakhani and Past Chairman Jigar Dave presented a special memento to Mr. Altaf Merchant for all his efforts. Mr Jitendra Lakhani, Treasurer in his welcome speech presented Rajkot, the capital of Saurashtra kutch as the historical place and fond city of Mahatma Gandhi where he spent his childhood and took his education. In fact, Rajkot is the hub of

various industries like automobiles, watches, ceramics, etc. The city is also the centre of educational institutes such as medical, engineering, and MBA degrees.

Ms. Collins was delighted to learn all this about Rajkot and soon after commenced her presentation on b1b2 visas. After the interesting presentation of Ms Collins I would members had many queries related the subject of B-1 B-2 Business and Visitor visa, expressed their practical difficulties. Ms Collins answered them all patiently satisfying all members. Ms Collins and her team enjoyed the full course delicious lunch that was spread out by the Hotel. Ms Collin's friendly attitude both during and after the session and her acknowledgment of TAAI's hospitality and facilities were truly appreciated by the members. In fact she mentioned specifically that she never seen such a huge banner with her name on it anywhere and she expressed her sentiments for Hotel Platinum that fully sponsored the event and also to Mr. Merchant who had given his full support to the arrangements. The Chapter Chairman and his team had worked hard in giving their time and dedication to make this program a success and members expressed their grateful sentiments by saying that they were looking forward to the next such session soon ! Now that says it all!!





## TAAI PUNE CHAPTER CRICKET TOURNAMENT



Wishing the Team the Very Best by the Chief Guests

TAAI Pune Chapter conducted the 8th edition of TAAI Cricket Tournament. This event is one of the most sought after event in Pune Chapters annual calendar. This year total 24 teams participated over 02 weekends starting from 20th Dec 2014 onwards and the finals were played on 28th Dec 2014. Riya Travels, Pune were the winners for this year. Chief Guest for the Finals were Mr. Harmandeep Anand- Hon. Secretary General & Mr. Jay Bhatia – Managing Committee Member. Prize distribution was held on the ground followed by Lunch.



HSG and Mr. Jay Bhatia with Pune OBS



Toss Ka Boss - HSG with both Captains



HSG handing over Sir Brian Lara autographed Bat to Mr. Vijay Ugadhe of Riya Travels -Man of the Series of Cathay Cricket Tournament held in Nov 14



Final Match in Progress

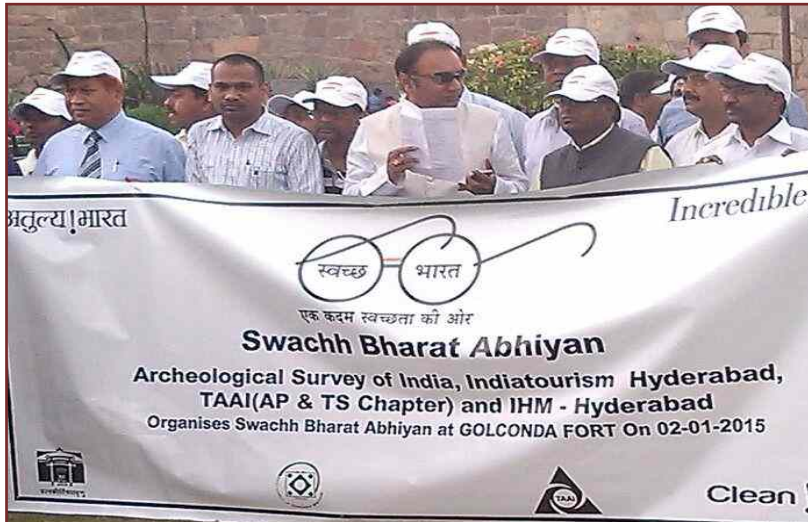


Chief Guests with the Winning Team - Riya Travels

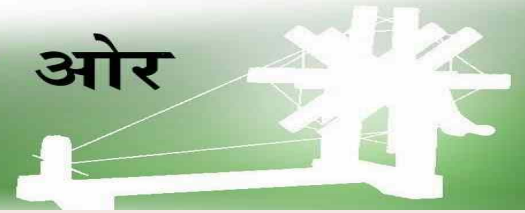


## "SWACHH BHARAT ABHIYAAN" IN TAAI AP & TS CHAPTER

In October 2014, Prime Minister Modi launched "Swachh Bharat Abhiyaan" saying "Let us fulfill Mahatma Gandhi's vision of Clean India – Swachh Bharat" The PM was of the opinion that "Swachh Bharat Abhiyaan" should be approached with a bipartisan spirit of patriotism" and TAAI agrees with him fully and supports the mission. To begin with, we have our Chairman AP & TS Chapter, Mr Ajay Ramidi and his office bearers pulling in all his chapter members into the "Swachh Bharat Abhiyaan" Members were fully immersed with this exercise, cleaning up the famous Heritage site - The Golconda Fort on Janaury 2nd. The exercise was done under the aegis of The Archaeological Survey of India, India Tourism, and IHM - Hyderabad. Members were enthusiastic and did a wonderful job. Pictures show the Chairman his office bearers and members doing a fine sweep! Way to go TAAI!



एक कदम स्वच्छता की ओर





# MEMBER ACHIEVEMENTS



## HSG HONORED

TAAI HSG Mr Harmandeep S Anand was honored by Taj Tours in Mumbai on 13th January, 2015 at a special function held by them. He was presented with a beautiful trophy for his dedication and hard work in the travel and tourism industry. The memento was handed over to him by Mr.Niteen Mehta Managing Director of Taj Tours.



## HONOR FOR TAAI SR CHAIRMAN



The recently held marvelous music festival titled Chennyil Thiruvayyaru which was held in Kamarajar Hall Chennai, saw our Southern Region Chairman Kalaimamani V.K.T. BALAN being blessed with a memento by none other than former President of India, the Hon'ble. A.P. J.ABDUL KALAM on the first day of the festival after he unveiled the popular event. Picture shows Mr Balan receiving the honors from Mr. Kalam for his contribution to the festival



## SERVICE TAX MATTERS

Members, here are some queries on Service Tax Matters being answered by HSG Harmandeep S.Anand and CA Manish Gadia, who have been tackling various queries on Service Tax matters for the past several months. If you wish to have your query addressed, then please send it to [taai@taai.in](mailto:taai@taai.in) for responses.



Following Queries during the month of January, 2015 has been received. Answer of the same has been given in red colour by Service Tax doctor:

**Q. Query from Amish Desai, Director, Beleast Travels Pvt Ltd:**

The issue is relating to Service Tax where consolidators are following a system of Service Tax on Commission whereas we as agents are charging Service Tax to passenger on Basic Fare.

The consolidators are paying us commission after deducting 12.36% and asking us to give an invoice to claim back that 12.36%. They insist that the amount is to be mentioned as Service Tax on the invoice. This effectively makes it a liability for us and we will eventually need to remit that to the department.

Also, this effectively means that our income is reduced to that effect.

**Can TAAI issue a clarification on the following?**

- a. If the consolidator raises an invoice on us for the gross ticket amount without discounts for PLB/Commission and thereafter we raise an invoice on the consolidator for the commission/PLB due to us and charge Service Tax @12.36% of the invoice amount (i.e. commission) which we will collect from the consolidator and pay to the department. Is the said procedure correct?

**Ans.** If Air Travel Agent (ATA) is following Basic Fare Model then it has to charge service tax @ 0.618%, on domestic tickets, or 1.236%, on international tickets, on the Basic Fare to the customers and pay the same to the Government.

Thus, once the ATA opts for Basic Fare Model, it need not pay service tax on the commission, PLB, etc. received from consolidators and / or service charges, TF, etc. received from the passengers.

In case, the ATA does not charge anything to the passengers then in such cases it cannot charge any

service tax to the passengers but it has to charge service tax at the aforesaid rates to the consolidators.

In your case, since you are following Basic Fare Model (irrespective of the model followed by Consolidators), then if some charges are charged to the passengers then service tax @ 0.618% or 1.236%, as the case may be, can be charged and collected from passengers and no need to charge service tax to the consolidators and claim only amount towards commission from them and since you are on Basic fare model and collecting Service tax from passenger, you can't collect service tax from consolidator on the commission received from consolidator.

But, if nothing is charged to the customer then in that case you cannot charge service tax to the passengers instead you have to charge service tax @ 0.618% or 1.236%, as the case may be, to the consolidators and pay it to the Government.

**Scope limitation:**

1. Answer given above are general purpose answer. Answer may vary after going through the agreement, invoices etc. Readers are advised to obtain professional opinion or advice before taking any action
2. The answer are not binding on the TAAI or any member of the TAAI and acceptance of it including any subsequent and resultant planning or action will be at TAAI or any member of the TAAI's sole discretion and risk, without recourse to the author.
3. The answers mentioned therein are based on our understanding and interpretation of the legislations, and are not binding on any regulators or court and there can be no assurance that the regulators or court will not take a position, contrary to our opinion and comments.
4. The view given here are the personal view of the Service Tax Doctor. It is not necessary that TAAI concur the same view.





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