

Ministry of Tourism Unveils Major Initiatives to Promote Maha Kumbh 2025 as Global Tourism Hub

Incredible India Pavilion and Dedicated Infoline to Enhance Visitor Experience at Maha Kumbh

Luxury Accommodations, Tour Packages, and Enhanced Connectivity for Visitors

Alliance Air Partners with Tourism Ministry to Boost Air Connectivity for Maha Kumbh

To Capture the Grandeur of Maha Kumbh with Exclusive Photoshoot and Videos

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The Ministry of Tourism, Government of India, is set to make the Maha Kumbh 2025 a landmark event not only for spiritual gatherings but also for global tourism. To celebrate this momentous occasion, the Ministry is rolling out several initiatives aimed at boosting both domestic and international tourism. The Maha Kumbh is one of the largest and most significant religious congregation in the world, held every 12 years at one of four locations in India. The **Maha Kumbh-2025**, which is Poorna Kumbh is taking place in **Prayagraj, Uttar Pradesh**, from 13th January to 26th February, 2025. This mega event, expected to attract millions of devotees, tourists, and pilgrims from across the world offers a unique opportunity to showcase India's cultural, spiritual heritage and tourism potential.

The Ministry of Tourism is setting up the ***Incredible India Pavilion***, a sprawling 5000 sq. ft. space at Maha Kumbh, which will facilitate Foreign Tourists, Scholars, Researchers, Photographers, Journalists, Expat Community, Indian Diaspora etc. The pavilion will offer an immersive experience for visitors, showcasing India's rich cultural heritage and the significance of Kumbh Mela. The pavilion will also feature the ***Dekho Apna Desh People's Choice Poll***, allowing visitors to vote for their favorite tourism destinations in India.



To cater to the specific needs of foreign tourists, influencers, journalists, and photographers attending Maha Kumbh, the Ministry of Tourism has set up a dedicated **toll-free Tourist Infoline** (1800111363 or 1363). Besides English and Hindi the Toll Free Infoline is now operating in ten (10) International languages and also in Indian vernacular languages including Tamil, Telugu, Kannada, Bengali, Assamese and Marathi. The service will provide assistance, information, and guidance to make the experience smoother and more enjoyable for international visitors.



The Ministry has launched a major social media campaign to generate buzz about the upcoming Maha Kumbh-2025. Special hashtags such as **#Mahakumbh2025** and **#SpiritualPrayagraj** are being used to encourage people to share their experiences and moments from the event. Social media contests, collaborative posts with organizations like ITDC, UP Tourism, and other organizations, will amplify the visibility of the event and invite people to witness this spiritual extravaganza.

The Ministry of Tourism has collaborated with key tourism stakeholders like the Uttar Pradesh State Tourism Development Corporation (UPSTDC), IRCTC, and ITDC to offer a range of curated tour packages and luxury accommodation options. ITDC has set up 80 **Luxury accommodation** at Tent City, Prayagraj, while IRCTC is also providing Luxury Tents to accommodate the influx of pilgrims and tourists. These packages will be available in a digital brochure, which has been widely circulated to Indian Missions and India Tourism Offices for greater amplification



To ensure seamless travel for tourists attending the Maha Kumbh, the Ministry of Tourism has partnered with Alliance Air to enhance air connectivity to Prayagraj from multiple cities across India. This will facilitate easier access for domestic and international visitors, allowing them to reach the event with ease and convenience.

Effective 10th January 2025

Fly to Prayagraj	Sector	Dep / Arr Time	Days of Operations
NEW DELHI	Delhi / Prayagraj	1715/1910	Daily
	Prayagraj / Delhi	1935/2125	
	Delhi / Prayagraj	0820/1010	Tuesday, Thursday
	Prayagraj / Delhi	1355/1555	Tuesday, Thursday
	Delhi / Prayagraj	1630/1820	Sunday
	Prayagraj / Delhi	2150/2340	Saturday
	Delhi / Prayagraj	1725/1915	Monday
	Prayagraj / Delhi	1845/2035	Sunday
	Delhi / Prayagraj	1635/1825	Tuesday
	Prayagraj / Delhi	1915/2105	Friday
BILASPUR	Prayagraj/Bilaspur	1035/1200	Tuesday, Thursday
	Bilaspur/Prayagraj	1225/1330	Tuesday, Thursday
JAIPUR	Jaipur / Prayagraj	1700/1850	Friday
	Prayagraj / Jaipur	1845/2035	Sunday
JABALPUR	Jabalpur / Prayagraj	2025/2125	Saturday
	Prayagraj / Jabalpur	1940/2040	Monday
BHUBANESWAR	Bhubaneswar / Prayagraj	2055/2305	Wednesday
	Prayagraj / Bhubaneswar	1930/2140	Friday
GUWAHATI	Guwahati / Prayagraj	1630/1910	Friday
	Prayagraj / Guwahati	2115/2355	Sunday
DEHRADUN	Dehradun / Prayagraj	1455/1650	Sunday
	Prayagraj / Dehradun	1850/2045	Tuesday
CHANDIGARH	Chandigarh / Prayagraj	1630/1840	Monday
	Prayagraj / Chandigarh	1715/1925	Wednesday
KOLKATA	Kolkata / Prayagraj	1930/2140	Tuesday, Thursday
	Prayagraj / Kolkata	2205/0015	
	Kolkata / Prayagraj	1655/1905	Friday
	Prayagraj / Kolkata	1935/2145	Friday
	Kolkata / Prayagraj	1650/1900	Saturday
	Prayagraj / Kolkata	1925/2135	Saturday
	Kolkata / Prayagraj	1840/2050	Sunday
	Prayagraj / Kolkata	2330/0120	Wednesday

For bookings please contact us: www.allianceair.in or call **+91 44 42554255/ +91 44 35113511**.
For Group Bookings email us at groupdesk@allianceair.in.

To capsulize this rare opportunity, the Ministry of Tourism will undertake a large-scale photoshoot and videography project to capture the grandeur and spiritual essence of the Maha Kumbh. The visuals will be shared widely across international and national media platforms, showcasing the grandeur of the Maha Kumbh and highlighting the tourism potential of Prayagraj as a spiritual and cultural destination.

Maha Kumbh 2025
THE HOLIEST GUAHATI SPIRITUAL DESTINATION
17TH JAN - 20TH FEB, 2025
TRIPITI SANGAM, PRAYAGRAJ

Incredible India

Calling Photographers
to partner with Incredible India for Maha Kumbh 2025.

To register, click the link below.
<https://forms.gle/NvRPMCAI2aUg3HEFA>

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BeenaYadav

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