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Port- Louis

## MTPA appoints AllKnown Marketers as representative for the Indian market

Mauritius is known worldwide as one of the finest holiday retreats. This paradise island in the Indian Ocean is primarily perceived as a luxury and beyond-the-beach destination in India. The AKM team will deliver all trade, marketing and communication activities on behalf of the MTPA throughout the year to reaffirm this positioning by highlighting our diverse offerings, including our mosaic of cultures, traditions, religions and culinary delights.

Commenting on this appointment, Mr Arvind Bundhun, Director of the MTPA, says, “We welcome AKM on board and are confident that with the support of our local stakeholders, there is room for further achievement. Our strategy is focused on innovative trade, PR and digital campaigns which will give Indian travellers the true essence of the destination. Mauritius is a year-round destination, and we invite you to feel our island energy.”

Mr Sunil Mathapati, Country Manager, adds, “It gives us immense pride to represent the MTPA in India and work closely with the team to curate unparalleled travel experiences for the Indian market. Mauritius as a destination has bountiful offerings and hence has an immense potential to entice new-age travellers across all segments. We are working towards aligning our activities with MTPA’s strategy and charting out an extensive calendar to grow the brand’s presence in India.”



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