

PRESS RELEASE
OTOAI PARTICIPATED IN SATTE 2024

New Delhi, February 24, 2024 — The Outbound Tours Operators Association of India (OTOAI) proudly participated in the prestigious SATTE event, held from February 22 to February 24, 2024 at India Expo Center at Greater Noida. Situated at our vibrant stall, OTOAI experienced an overwhelming response, contributing to the resounding success of SATTE this year.

Mr. Riaz Munshi, President of OTOAI, Mr. Shravan Bhalla, Vice President, General Secretary Mr. Sidharth Khanna, Treasurer Mr. Gurdeep Singh Gujral, and OTOAI EC Members, including Mr. Adl Karim, Mr. Ankush Nijhawan, Mrs. Arshdeep Anand, Mr. Himanshu Patil, Mr. Rohit Shorey and Mr. Romit Theophilus actively participated in the event.

In addition to showcasing the diverse offerings of OTOAI, our esteemed members organized meetings with representatives from various countries. These interactions provided a platform for cultural exchange and fruitful discussions, further strengthening global tourism ties.

The highlight of OTOAI's participation was the signing of a Memorandum of Understanding (MoU) with the Malaysia Tourism Board. This strategic collaboration aims to foster tourism growth between the two nations, opening new avenues for travelers.

Mr. Riaz Munshi also played a significant role in the SATTE conference, addressing key topics in the South Asia market. The conference delved into exploring the dynamics of a \$5 trillion economy poised to reach \$10 trillion by 2030, identifying momentum opportunities for the travel industry.

Encouraged by the remarkable success of SATTE 2024, we are thrilled to announce our presence at SATTE next year. The 2025 edition is slated to take place at the Yashobhumi Convention Centre in Dwarka, Sector 25, starting from February 9. OTOAI looks forward to continued enthusiasm, participation, and even greater success in the years to come.