



# MUMBAI INTERNATIONAL BOAT SHOW

February 22-25, 2007  
www.mumbaiboatshow.com

The Official Newsletter

Issue 3 • April 2007

## Letter from the Editor

Dear Readers,

Welcome to the post show newsletter of the Mumbai International Boat Show 2007 and our sincere apologies for the delay. It gives us great pleasure to announce that the Mumbai International Boat Show has been established as a "Calendar Event" by the Government of Maharashtra, scheduled to take place annually in February.

The inaugural Mumbai International Boat Show, as promised, proved to be a great success. A number of international participants indicated this to be the "best ever inaugural boat show" they have attended!

Being the largest boat show in India, in its first year, MIBS had twice as many exhibitors compared to Boat Asia in Singapore which is in its fourth year. With over 60 exhibitors and 80 global brands, the show covered a diverse variety of marine related products and services. These ranged from small, single-man kayaks and canoes to super yacht brokers and builders. The show welcomed over 10,000 paid and invited visitors, and generated over Rs. 400 million worth of business transactions in three days!

We look forward to seeing all of you at the next boat show in 2008.

With regards,

Radhika Jhaveri, Editor (+91 22 6451 5820)

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## Rolex Spirit of Yachting Gala

The MIBS curtain raiser was the Rolex Spirit of Yachting Gala hosted by Rolex and Jamshyd Godrej. Held at Taj Mahal Hotel, it was attended by the who's who of Mumbai. The evening began with cocktails served on the beautiful terrace overlooking the marina set up for the boat show. Rolex brand ambassador, Vijay Amritraj, was Master of Ceremonies while the evening also featured a musical performance by Anoushka Shankar, also a Rolex brand ambassador.



Anoushka Shankar and Vijay Amritraj at the Rolex Spirit of Yachting Gala

## Press and Preview Day



Mumbai's first ever boat show opens to widespread press interest.

The Mumbai International Boat Show announced February 22, 2007, as a press and preview day.

Starting off with a Press Conference at the Bandra-Kurla Complex from 12 noon to 2 pm, the media was given a chance to discover what a boat show is all about,

and also how it is different from any other exhibition that takes place.

At 5 pm, the inauguration of the Mumbai International Boat Show 2007 was carried out by the esteemed Admiral Sureesh Mehta (PVSM, AVSM, ADC), Chief of Naval Staff, along with Vice Admiral S. S. Byce (PVSM, AVSM, NM, ADC), Flag Officer Commanding-in-Chief, Western Naval



VIPs and invitees at the inauguration.



Leading models strut their stuff at the Gitanjali fashion show led by Upen Patel.

Command. After the inauguration, a special preview evening up to 9 pm gave VIPs of Mumbai and India a prime viewing of the first ever Mumbai International Boat Show. This evening, sponsored by the Gitanjali Group and Luxury Connections, also entailed a special Gitanjali fashion show led by Upen Patel to dazzle the audience.



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## First Leisure Boating Conference in Mumbai



*The boating conference was well attended, showing the business potential of the industry.*

As an integral component of the Mumbai International Boat Show, the first ever Business to Business Conference was held on February 23, 2007, at the Grand Hyatt focusing on the potential for Leisure Boating

in India. Sponsored by Gulf Craft Inc. and Grand Hyatt, the intent of the conference was to build partnerships as well as potential joint venture opportunities in this "sunrise" industry.



*One of the speakers at the conference.*

## MIBS Attains Calendar Event Status

It is with great pleasure and pride that the Government of Maharashtra has designated the Mumbai International Boat Show a "Calendar Event" and put it on par with other events in the city, such as the Mumbai Marathon and the Mumbai Festival.

The Mumbai International Boat Show will now be a yearly affair in the city during the last week of February. This endeavour aims at initiating the marine industry of Mumbai by creating awareness of the natural potential of this waterfront city. The state government has offered its full support and is enthusiastic about the far reaching results of this show in bringing Mumbai into the limelight through yet another avenue.

## Remote Control Sailboats



*The purpose-built pool and remote control sailboats enthralled the throngs who visited the boat show.*

A very special attraction at the show was a specially created pool to enable a real life sailing experience. Visitors at the show were able to learn the basics of sailing at a briefing session conducted by some of India's top sailors. The pool was set up for visitors to experience the pleasure of handling a sailboat – for many, it was a first and a long time dream come true! The pool, approximately 6m x 8m along with state-of-the-art remote control sailboats, was something that was enjoyed by one and all.

## Special Radio Contest

Radio Mirchi, the FM partner for the Mumbai International Boat Show, ran a special contest for their listeners with attractive prizes from MTDC. Two lucky winners would spend a luxurious 2 night-3 day holiday at an MTDC destination of their choice. Another two lucky winners got passes to the recently revived Elephanta Festival on February 23 & 24, 2007.

## Cocktails & Dinner Evening

Grand Hyatt Mumbai, the hospitality partner for the Mumbai International Boat Show 2007, is a five-star deluxe hotel, strategically located just 10 minutes from Mumbai's domestic airport, 20 minutes from the international airport and 5 minutes from the rapidly developing business district



*Guests enjoying the hospitality of Grand Hyatt Mumbai.*

of Bandra-Kurla Complex, where the boat show took place.

Grand Hyatt Mumbai sponsored an exclusive evening on February 23, 2007, which was staged in their beautiful sprawling gardens and, as promised, it proved to be a grand affair. In fact, Grand Hyatt Mumbai is taking a major step towards supporting MIBS and the leisure marine lifestyle by displaying boats on their premises after the show.



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## MIBS Regatta



*The Navy Cup being presented to the winners.*

The MIBS Regatta 2007 featured India's leading sailors competing in a race in Mumbai Harbour at 3 pm on February 25, 2007. The Regatta, sponsored by the Indian Navy and Gitanjali Group, presented the Mumbai International Boat Show Navy Cup to the winner.

The race took place off the Training Ship Jawahar and the Naval Sailing Club and was flagged by Commander-in-Chief, Western Naval Command, Vice Admiral Byce (PVSM, AVSM, NM, ADC). The sailors ranged from top junior sailors in India (12-15 years) to past and current Asian Games and Olympic sailors.

The prize giving ceremony took place on the deck of the Training Ship Jawahar, one of the most exclusive locations and the mecca of sailing in India at 5 pm.

The Mumbai International Boat Show Regatta was the largest boat race in the history of India with over 133 boats participating!



*The regatta in full swing as enthusiastic participants make their way around the course.*

## MIBS demonstrates marina convenience

The first ever marina was built opposite Taj Mahal Hotel, adjacent to the Gateway of India. The marina was inaugurated by Ms. Rani Jadhav, Chairperson of the Mumbai Port Trust. The marina showcased, for the very first time, a host of boats on the water.



*Ms. Rani Jadhav, Chairperson, Mumbai Port Trust & Mr. Tim Coventry, Manager, International Sailing Federation, at the marina inauguration.*



*View of the marina extending into the harbour near the Taj Mahal Hotel.*

Temporary pontoons were set up in order to create a first hand experience of the safety and convenience of stepping onto a boat from a pontoon or a marina. The boats

ranged from the Jeanneau by Marine Solutions, Bayliners by Navnit Marine, Fiesta Yachts Runabout 4.5 by Ava Marine to Tiki 30 by Viking Boats.

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## The Times of India Music Evening

The Times of India Group has always mirrored the ever changing socio-cultural ethos of society. They are the pioneers in promoting calendar events of this metropolis and have given the first ever Mumbai International Boat Show their full support through editorial coverage as well as advertisements in the group's widely read publications.

On February 25, 2007, the Times of India arranged for a special live performance on the marina at the Gateway of India by Bobby Cash. A crowd of over 20,000 gathered around the shore during the evening to witness this live entertainment which took place in Mumbai for the first time ever.



*Bobby Cash strikes a chord at the marina during a live performance organised by Times of India.*

## Closing Dinner on IMS Vikrant



*Ash Chandler performing at the grand finale.*

The Mumbai International Boat Show had its grand finale on board the IMS Vikrant, at a specially organised party on February 25, 2007, sponsored by HSBC Private Banking with the cooperation of the Indian Navy. A humour-filled and entertaining comedy routine by Ash Chandler along with a live band added a joyful ambience to the evening.

## Boats on Land

The Bandra-Kurla Complex had up to 16 boats on display for viewing. These included Regal Boats, power boats by Jeanneau, along with some jet skis, Laser Boats as well as Beneteau, Bayliner, Larson, Wadia, Challenger boat by Hunter M and MacGregor, among others. Visitors had a first hand experience of the magnificence and beauty of a boat. The sheer size and class of these yachts has opened up the minds of people in Mumbai to a new level of luxury and lifestyle!



## Goodwill Cricket Match: A Truly Spirited Affair!

A special cricket match, sponsored by Kingfisher, took place on February 26, 2007, at Bombay Gymkhana. As a goodwill gesture, a MIBS 11 played against an International 11, a team known as the Motley Crew! The cricket match was followed by Kingfisher beers and lunch. In the true spirit of sports, the International team beat the MIBS 11 hands down.

## Thanks to all our Partners & Sponsors, without whom this show would not have been possible.

Supporting Partners: Government of Maharashtra; Maharashtra Tourism Development Corporation; Mumbai Port Trust; Indian Navy; Yachting Association of India; Indian Marine Federation • Presenting Partner: Times of India • Strategic Partner: British Marine Federation • Hospitality Partner: Grand Hyatt Mumbai • Pontoon Partner: Seaspray • Pre-event Dinner Sponsor: Rolex • VIP Evening/Regatta Sponsor: Gitanjali Group • Conference Sponsor: Gulf Craft Inc. • Grand Finale Sponsor (IMS Vikrant)/Marina Sponsor: HSBC Private Banking • Cricket Match Sponsor: Kingfisher • Exclusive TV Partner: NDTV Profit • Media Partners: IBI; India Boating; Radio Mirchi; Bright Advertising • Badge Sponsor: Honda

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## Highlights of Mumbai International Boat Show

February 22nd to 25th 2007

- First ever boat show in Mumbai.
- **Largest boat show in India.**
- Allocated status of a "Calendar Event" by Govt. of Maharashtra.
- Two international federations represented, i.e. BMF (British) and UCINA (Italian).
- **Over 60 exhibitors.**
- **Over 80 international brands.**
- 4 local boat builders.
- Over 16 boats displayed on land at BKC.
- Everything from small single man kayaks and canoes to super yacht brokers and builders present.
- Product prices at the show ranged from Rs. 40,000/- to over Rs. 100 million.
- **Top four luxury yacht builders represented (Azimut, Ferretti, Sunseeker and Princess).**
- Top two motorboat companies represented (Genmar and Brunswick).
- 6x8 metre pool set up by IMF and BMF specifically designed for remote control sail boat racing.
- **Over 10,000 paid and invited visitors over three days.**
- Over Rs. 400 million worth of business transacted in three days.
- First ever marina, built adjacent to the Gateway of India, was inaugurated by Ms. Rani Jadhav, Chairperson, Mumbai Port Trust.
- Rolex hosted a VVIP Dinner to celebrate Mumbai's first ever boat show with Anoushka Shankar performing live and Vijay Amritraj as Master of Ceremonies.
- Special entertainment for VVIP Night included a fashion show organised by Gitanjali Group.
- Over 3000 VVIPs and HNIs attended the Gala Opening:
  - Admiral Mehta (Chief of Naval Staff).
  - Vice Admiral Byce (CNC Western Command).
  - Shri Suresh Shetty (Minister for Tourism, Govt. of Maharashtra).
  - Mr. Bhushan Gagrani (Secretary of Tourism, Govt. of Maharashtra).
  - Mr. Jamshyd Godrej.
  - Mr. Arnaud Boetsch.
  - Mr. Gautam Singhania.
  - Mr. Adi Godrej.
  - Mr. Noel Tata.
  - Mr. Leonardo Ferragamo.
- **First ever International Boating Conference, held at Grand Hyatt with over 7 international speakers.**
- Networking dinner held at Grand Hyatt for all boat show exhibitors and partners.
- **The Mumbai International Boat Show Regatta held on the last day was the largest boat race in the history of India with 133 boats participating.**
- Over 20,000 Mumbaiites gathered at the marina near the Gateway of India to hear Bobby Cash perform live.
- Special seminars held at the boat show venue to facilitate interaction between exhibitors.
- Many international participants indicated this to be the "best ever inaugural boat show" they have attended.
- Extensive local and international media coverage:
  - More than 40 Indian publications and magazines and over 20 TV channels.
  - Covered in The Times (UK), The Herald (Australia), CNN, BBC, etc.
  - Estimated value of media coverage worth Rs. 150 million (US\$ 4 million).



For bookings for 2008, contact us right away!

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## Looking Back, Steering Forward

Glimpses of the personalities, events and activities surrounding the Mumbai International Boat Show 2007

