

Embassy of India

Mexico City

Press Release

Terra Ignota: Tourism Promotion Event Showcasing India's Diverse Travel Landscapes

11th February, 2026

The Embassy of India in Mexico City in collaboration with Terra Ignota, a travel agency based in Delhi and IndMex Trade & Commerce Council, successfully organised a tourism promotion and cocktail networking event. The gathering aimed to broaden understanding of India's rich travel opportunities across various destinations while fostering closer India–Mexico ties in tourism, culture, and people-to-people engagement.

2. Ambassador Pankaj Sharma inaugurated the event by reflecting on the timeless civilizational bonds and the steadily flourishing partnership between India and Mexico. In his address, he highlighted the extraordinary expanse of India's landscapes, the vibrancy of its cultural traditions, and the richness of its culinary heritage. He further emphasized the immense scope for collaboration with Mexico, underscoring the shared dedication to cultural dialogue, mutual appreciation, and the strengthening of people-to-people connections that continue to weave the two nations closer together.

3. Mr. Nitin Sambhi, Director of Terra Ignota, delivered a captivating presentation in Spanish language that took the audience on a journey across India's diverse landscapes and cultural treasures. Traversing from the snow-clad valleys of Kashmir with its famed Pashmina shawls to the lush tea gardens of Assam, from the cherry blossom season in Shillong to the tranquil backwaters of Kerala, his narrative painted India as a living canvas of experiences. He highlighted the thrill of wildlife safaris in Ranthambore, the

serenity of spiritual retreats offering Yoga and Ayurveda, the rejuvenating oil massages of Kerala, and the adrenaline of adventure tourism in Leh–Ladakh, Goa, and the Andaman Islands. Mr. Sambhi also highlighted India's vibrant shopping bazaars, luxurious five-star hotels, and the country's artistic and culinary specialties, showcasing how India offers travelers a complete spectrum of journeys spiritual, adventurous, and cultural.

4. The evening unfolded with enchanting cultural performances, including the soulful resonance of the Tabla, the melodious strains of the Sitar, and the vibrant Kalbeliya dance that embodied the rhythm, colors, and spirit of India. Together, these artistic expressions created a tapestry of sound and movement, offering guests a captivating glimpse into the country's diverse cultural heritage.

5. The event concluded with a networking reception , bringing together, officials, travel professionals, media representatives, and members of the Indian community, receiving wide appreciation from the participants. The Tourism Promotion Event served as a vibrant platform to celebrate India's harmony in diversity, while also reaffirming the enduring friendship and growing partnership between India and Mexico.

***Pictures on next page**

Some pictures from the event







