

Embassy of India

Mexico City

Press Release

Embassy of India in Mexico organized the 'Discover India 2025' Tourism promotion event

Mexico City, 14 October 2025

The Embassy of India in Mexico City, in collaboration with The Indian Travel Life (TITL) travel agency, successfully organized Discover India 2025 — a cultural and tourism promotion event aimed at deepening awareness of India's diverse tourism offerings and strengthening India–Mexico cooperation in travel, culture, and people-to-people exchanges.

2. The event was inaugurated by Ambassador Pankaj Sharma who highlighted the shared civilizational values and the growing partnership between India and Mexico. While underlining the wide diversity in geography, culture and cuisine in India, he underscored the potential for collaboration with Mexico, and mutual interest in cultural and people to people exchanges.

3. Mr. Emmanuel Romain Ernest Rey, Director General for Promotion and International Affairs, from the Ministry of Tourism of Mexico, expressed appreciation for India's tourism diversity and reiterated Mexico's interest in fostering joint tourism initiatives. He fondly recalled the memories from his trip to India years ago and encouraged others to visit and experience India. The other representatives from the Ministry of Tourism were Director General of Planning, Mr. Rodrigo Cerda Cornejo and Director, Mr. Rodrigo Pacheco.

4. Mr. Jyoti Ranjan Rout, President of the Trade & Commerce Council of India and Mexico (INDMEX), commended the efforts of the Embassy to bring Indian culture closer to the Mexican people through such initiatives. Mr. Vinay Sharma, Director of The Indian Travel Life, emphasized the growing synergy between Indian and Mexican travel enterprises and offered specially designed travel packages tailored to the style and needs of the Mexican travelers to promote India as a popular tourist destination.

5. A special presentation on 'India– A continent within a country' by Mr. Prasad Shinde, Second Secretary (Economic & Commercial, Press, Information and Culture) showcased India's diverse travel circuits, spiritual destinations, adventure tourism and culinary diversity.

6. The participants had a taste of virtual experience of popular Indian tourist destinations through digital and VR technologies. The evening also featured captivating cultural performances with an elegant Odissi dance, a lively Bollywood performance, and a vibrant Kalbeliya dance representing the rhythm and colours of India.

7. The event concluded with a networking dinner, bringing together officials, travel professionals, media representatives, and members of the Indian community, receiving wide appreciation from the participants. The Discover India 2025 event successfully showcased India's unity in diversity and reaffirmed the strong bonds of friendship between India and Mexico.

***Pictures on next page**

Some pictures from the event





