

May Edition

MINARVERSE

2025



Our Experts Recommend:

Bengaluru's Wildly Refined Farm-to-Table Experience



Just outside the city's hum, discover FarmLore, a 37-acre working farm and experimental restaurant run by chefs trained at Noma, Frantzen, and Michelin-starred kitchens. The menu—powered by heirloom ingredients, wood-fire cooking, and solar energy—changes daily based on what's harvest

ed that morning. Think smoky Bannur lamb broth buns, rose-leather Mandya butter rolls, and passionfruit kombucha crab. Guests dine surrounded by mango orchards, grazing Hallikar cows, and whispering mulberry trees. It's not just dinner. It's a memory—plated.



Minar News:

33 Years of Crafting Travel Magic



In 2025, Minar celebrates 33 incredible years of curating journeys across South Asia. We marked this milestone by showcasing bold new products at ATM Dubai, including textile trails, beauty rituals of India, and immersive slow travel itineraries. As we continue expanding globally, our commitment remains: to design experiences that go beyond the itinerary and straight to the heart. Thank you for being part of our journey. Here's to many more milestones, together.



Addition to your Sales Portfolio:

Oberoi Icons from BBC's 'Grand Indian Hotel'



Now with the Vilasa Touch

Inspired by BBC Studios' 'Grand Indian Hotel' series, we're spotlighting three legendary stays—The Oberoi Rajvilas (Jaipur),

Udaivilas (Udaipur), and The Oberoi, New Delhi—where grandeur meets world-class service. These properties have long been part of our offerings, but now, every itinerary booked with us will include a complimentary curated Vilasa experience in each city,



crafted to deepen the luxury journey—from sunset rituals to private tastings.

Valid for travel until 30th September 2025.



Agent Spotlight:



VIP Praise from Zurich—When our Zurich-based partner Beatrice entrusted us with her VIP clients' travel through India, we knew excellence was the baseline. From golf at the iconic Rambagh Palace to hot air ballooning over Jaipur's palaces, every detail was meticulously curated by Ruhani and Manoj.

We're thrilled to share that her clients were "delighted with the whole trip"—the route, the hotels, the service, everything. So much so, they said they'd "book the itinerary in the same way again."

Here's to more journeys from Switzerland to the soul of India, designed with the signature Minar finesse.





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