



January 20, 2012

SITA Contact: Laudie Hanou
Vice President
SITA World Tours
800.421.5643 ext.1501
(Email): laudie@sitatours.com

Media Contact: Mary Maron
310.545.2233/818.783.3432
(Email): marym@mcd-adv.com

For Release: Immediate

SITA Introduces *Affordable India*

(Los Angeles, CA, January 20): SITA World Tours, a recognized leader in international travel for more than seven decades, has announced the introduction of *Affordable India*, an exciting, new tour product line designed to attract a growing budget oriented segment of the travel market.

According to Hardeep Sidhu, SITA's Product Manager for India, the new collection of India itineraries is the result of an increased demand for more affordable India travel options at the same time that India is providing better quality accommodations in the 3- and 4-star hotel range. SITA recognized that there is a well-versed traveler who has visited many popular destinations and is seeking an authentic, culturally enriched experience, without the higher cost of more luxury-oriented programs. For the cost of a value-priced cruise or resort package, SITA's *Affordable India* tours offer a colorful, more diverse experience in comfort with all the value. The new itineraries reflect SITA's vast experience in India touring with varied, unique itineraries. The list of accommodations includes excellent quality hotels such as Radisson, Crowne Plaza and Le Meridien.

Mr. Sidhu, an India travel expert, will oversee operations for the new concept along with the SITA team. The tours offer some of India's most popular sights and experiences along with special people-to-people opportunities such as dining in the homes of local families, learning turban tying and henna, and joining in on a yoga session from a local yogi. The initial offering will include eight different itineraries including:

- Temples & Palaces of North India (11 days)
- Land of Maharajah (16 days)
- South India Sojourn (9 days+4 day extension to Karnataka)
- Glimpses of India (12 days)
- Golden Triangle (6 days)
- Essence of India (9 days)

With almost eight decades of experience as a tour operator, SITA arranges luxurious, affordable and customized programs to destinations worldwide, including Africa & the Middle East, Asia, India, South and Central America. For more information on SITA's tour programs and journey's, please visit: www.sitatours.com.

****end****