

PRESS RELEASE

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Chitvan Jungle appoints Boutique Luxury Escapes Marketing for Europe and UK

Boutique Luxury Escapes Marketing a hotel representation and marketing company is excited to announce its association with India's famous wildlife segment, luxury wildlife lodge, and a conservation and responsible tourism partner.

Anita Niegsch founder of Boutique Luxury Escapes Marketing said "Adding to Boutique Luxury Escapes (BLE) Marketing's handpicked portfolio of hotels Chitvan Jungle Lodge is uniquely different, exemplifying true hospitality offering a thrilling aspect of India's famous wildlife and an experience that is unique to this region. Owned and run by travel industry professionals it offers high service levels, luxurious accommodations, and unique facilities in India's wildlife surroundings combined with true belief in investing back in the local community. We welcome Chitvan Jungle Lodge and will offer marketing consultancy and representation service to raise their profile in the European and United Kingdom marketplace. We are proud of our association with Sharad Vats and Shailendra Tiwari, both visionaries who promote meaningful and responsible tourism".

Chitvan Jungle Lodge is a luxury wildlife lodge in Kanha National Park, Madhya Pradesh, India. Kanha is the land of Tigers and one of India's well known game sanctuary.

Sharad Vats, Director Sales & Marketing and co-owner of Chitvan Jungle Lodge commented "We are extremely excited to be represented by Boutique Luxury Escapes Marketing in Europe and United Kingdom. Chitvan Jungle Lodge is a product of our passion and beliefs, we wanted to put together a resort which was just not another resort, it had to be uniquely different and based on our ethos of promoting responsible tourism. Chitvan Jungle Lodge has just celebrated it's first anniversary and stands proudly on 14 acres of land bordering the Kanha National Park, offering luxurious accommodations and a retreat for 'being conscious of the forests' in each and every respect 'Chit' means inner conscious and 'van' means forest".

Chitvan Jungle Lodge - Sprawling across 14 acres of spectacular forested landscape, the luxurious yet discreet Chitvan Jungle Lodge opened its doors in October 2007. Tucked away remotely on the edge of Kanha National Park, Chitvan provides a tranquil, luxurious, and exclusive getaway for the most discerning of travellers. Keeping with the fundamentals of Kanha and the local community, almost every part of this suite only lodge has been made by hand from natural elements.

Chitvan's theme is inspired by the 5 prime elements of nature, i.e. Agni (Fire), Prithvi (Earth), Jal (Water), Vayu (Wind), Akash (Ether), each having a surreal effect on ones mind, body and soul.

The 12 luxurious suites are spread between 3 separate blocks - Prithvi, Jal, and Akash. Designed with open facades and privacy in mind the luxurious suites with large glass windows offer guests uninterrupted views of the surrounding forests, hills, and farmlands. Each suite has a sit out with day bed, open shower, separate sitting area, and private terrace to enjoy romantic candle lit diners surrounded by the sounds of the nearby forest.

Enjoy fine dining at 'Agni' the multi cuisine restaurant by the swimming pool or the mezzanine floor deck with its 270 degree view of the swimming pool, local village, and Kanha. Alternatively, experience Chitvan's unique 'Pick & Cook' concept of self-picking anything fresh from the on-site farms and getting it cooked or cooking it with assistance. 'Vayu' the main reception block also houses a relaxing lounge, library, internet connectivity work station, and a souvenir shop.

All recreational activities are based on four R's – Re-creation, Re-generation, Re-formation, and Re- storation. Being the only lodge in Kanha, offering spa facilities and hi-speed broadband connectivity, it also remains focused on sustainable eco-tourism and it produces its own consumables organically on site. Chitvan Jungle Lodge is a window to experience elephant and jeep safaris, wildlife, diverse flora, & fauna of Kanha, rural life, organic and tribal tourism.

Located 3.6 km from the main entrance (Mukki Gate) of Kanha National Park, Chitvan Jungle Lodge is also the only wildlife lodge to share boundary with the core zone of the beautiful Kanha National Park, Madhya Pradesh

Kanha National Park - Often described as India's finest game sanctuary and a model for wildlife conservation, the magnificent landscape combines hills with meandering streams, grassy meadows, and deciduous forests. This is the setting for Rudyard Kipling's famous Jungle Book. Kanha is an important Project Tiger Reserve and one of the best places to spot these elusive creatures. The rich variety of wildlife found on the 1,954 sq km (754 sq mile) park includes deer, leopard, hyena, sloth bear, pythons, and nearly 300 species of birds.

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